Elevate your possible with
Augmented Engineering

Accelerator Forum *2024*

09:45

RODRIGO MAIA
Global Head of Research
and Operations

Elevate your Possible with Augmented Engineering – Gen AI is not Enough!

Rodrigo Maia, Global Head of R&I, Vice President,
Capgemini Engineering

TRAINING

CLASSICAL AI

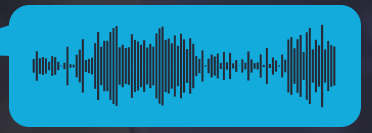
Is this Mozart?

Yes

No

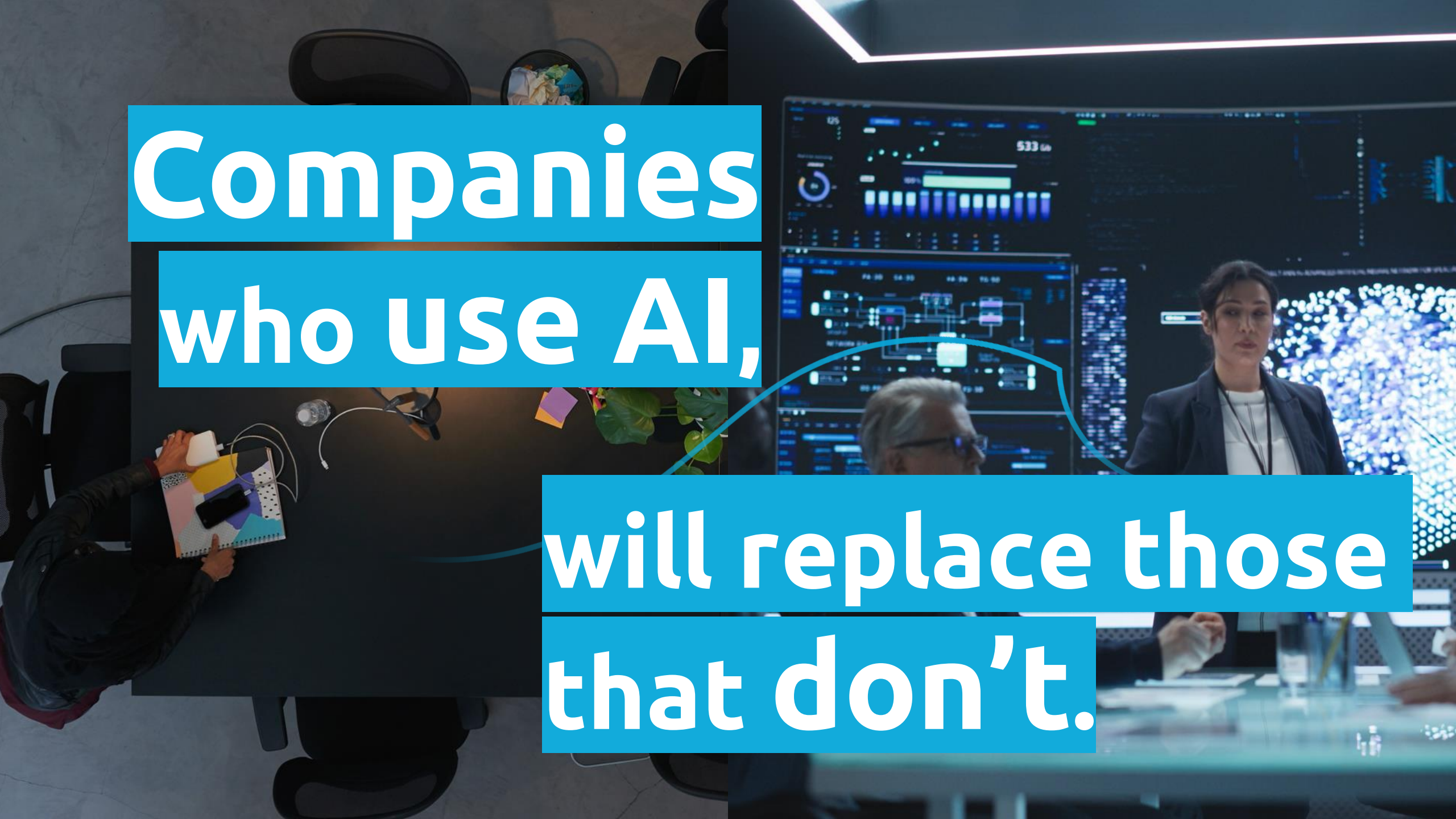
GENERATIVE AI

Make me a piece of music that sounds like Mozart

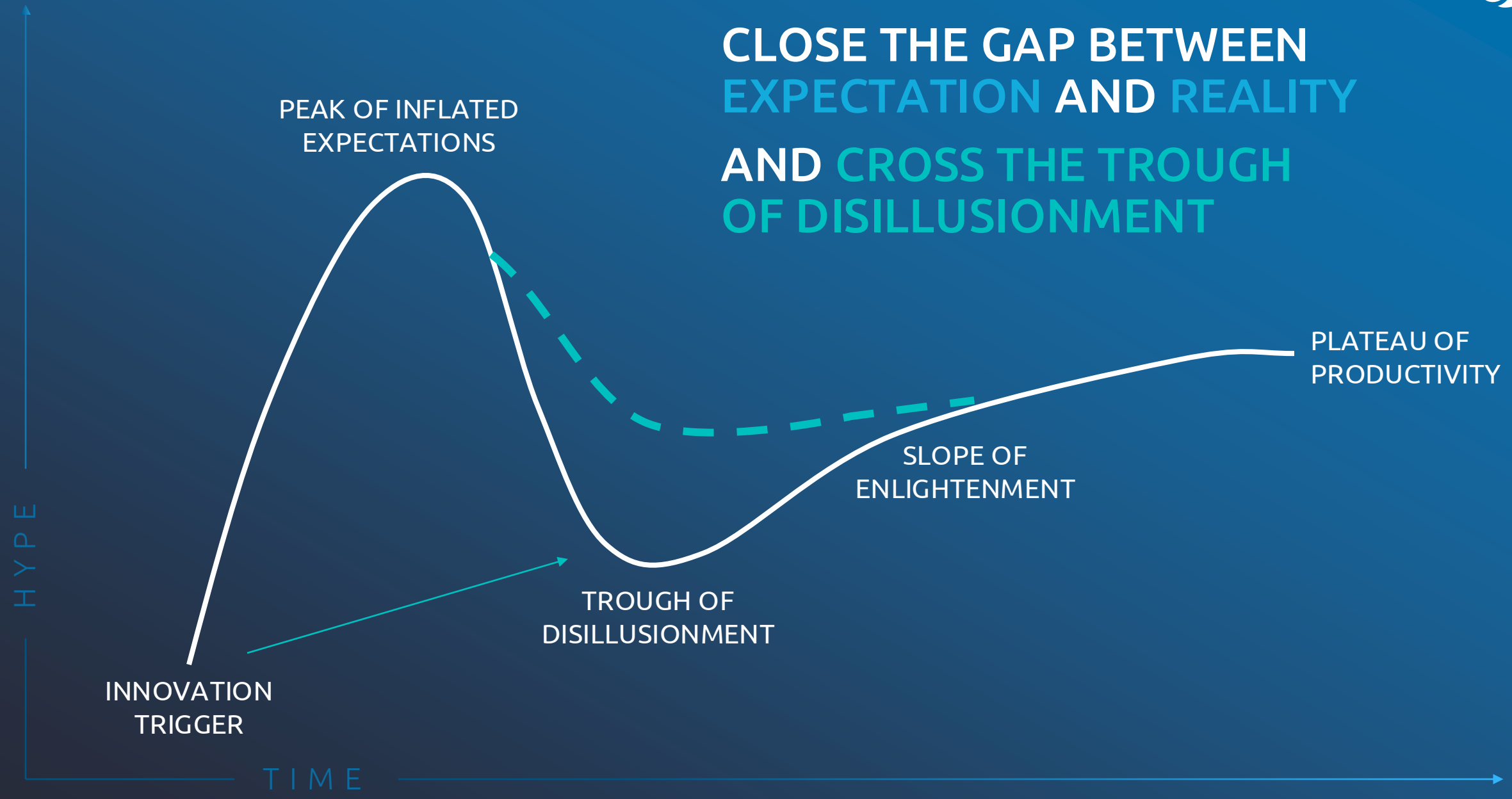


Generate a version of Beethoven's 5th symphony in the style of Mozart

Engineers who use AI,
will replace Engineers
who do not.


Companies
who use AI,
will replace those
that don’t.

CLOSE THE GAP BETWEEN EXPECTATION AND REALITY AND CROSS THE TROUGH OF DISILLUSIONMENT



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The hype exists because Gen AI is **creative** & **articulate.**

Disillusionment will arise because AI is **stupid** – it cannot recognize whether something is right or wrong.

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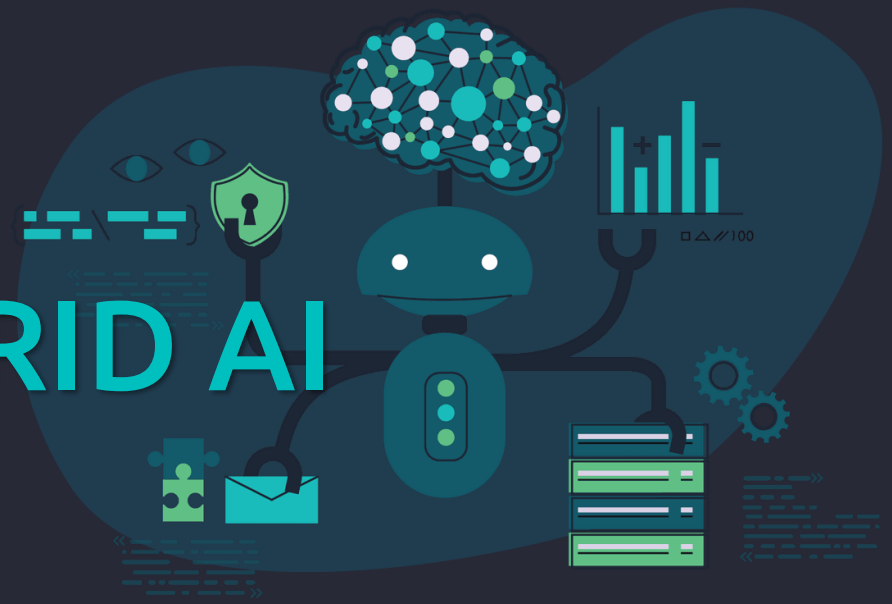
Managing the Failure Modes of Gen AI

STATISTICAL METHODS

+

SYMBOLIC REASONING

=



HYBRID AI

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BUSINESS

Tesla driver tells police he was usi ‘self-drive’ system when his car hi parked police vehicle

Home / News

Tesla Autopilot Crashes Linked to Overreliance on Computer Vision, Says WSJ

A *Wall Street Journal* investigation claims some deadly Autopilot crashes resulted from the semi-autonomous tech mainly relying on cameras.

BY ERIC STAFFORD PUBLISHED: JUL 31, 2024

US probes crash involving Tesla that hit student leaving bus

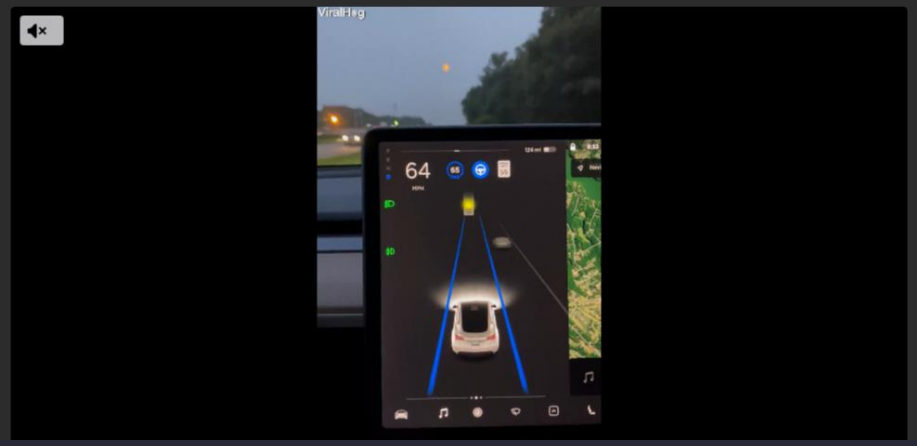
Watch: Tesla Autopilot Feature Mistakes Moon For Yellow Traffic Light

"The moon was tricking the autopilot system into thinking it was a yellow flashing traffic signal," said Jordan Nelson

Written by: Sanya Jain | Offbeat | Jul 27, 2021 12:35 pm IST

Read Time: 3 mins

Share



Tesla Autopilot feature was involved in 13 fatal crashes, US regulator says

Federal transportation agency finds Tesla's claims about feature don't match their findings and opens second investigation

drives on autopilot along the 405 highway in Westminster, California, in 2022.
Blake/Reuters

THE SACRAMENTO BEE

NEWS SPORTS POLITICS RESTAURANTS OPINION GAMES OBITUARIES FINANCE CLASSIFIEDS CAREERS BLACK FRIDAY

California cops say feature mistook railroad for street

BY VINCENT MEDINA
JUNE 28, 2024 1:31 PM

A Tesla is stuck on the train tracks Wednesday morning. Woodland police said the vehicle's autopilot mistook the rail road for the street. *Woodland Police Department*

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AUGMENTED ENGINEERING

Industrialising Hybrid AI, the combination of GenAI with other AI and engineering and scientific models, to pioneer a new engineering métier

Context	Value		Application Areas…
REGULATED AND STANDARDISED	***Define*** **the FUTURE**	*New product categories and innovation – beyond intelligence*	
MORE THAN WORDS	***Optimise*** **the PRESENT**	*Personal and discipline-specific productivity*	
CORRECTNESS AND PRECISION	***Exploit*** **the PAST**	*Leveraging structured and unstructured knowledge*	

Foundations

Domain and Product Knowledge

- Software Engineering
- Product & Systems Engineering
- Manufacturing & Operations
- Digital Engineering

Driving Innovation Landscape

Liquid · University of Oxford · MIT CSAIL

At Scale IT Deployment

NVIDIA · aws · Microsoft

Editors

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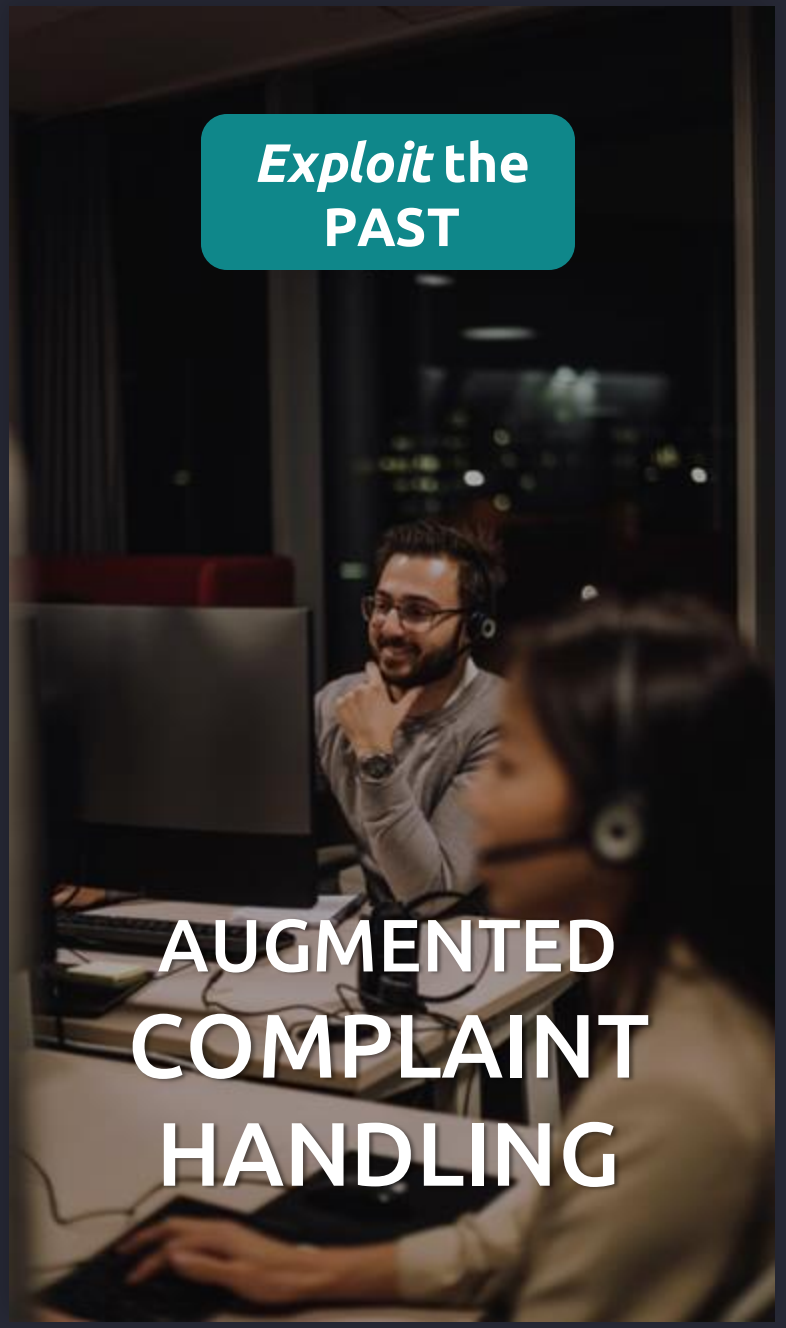

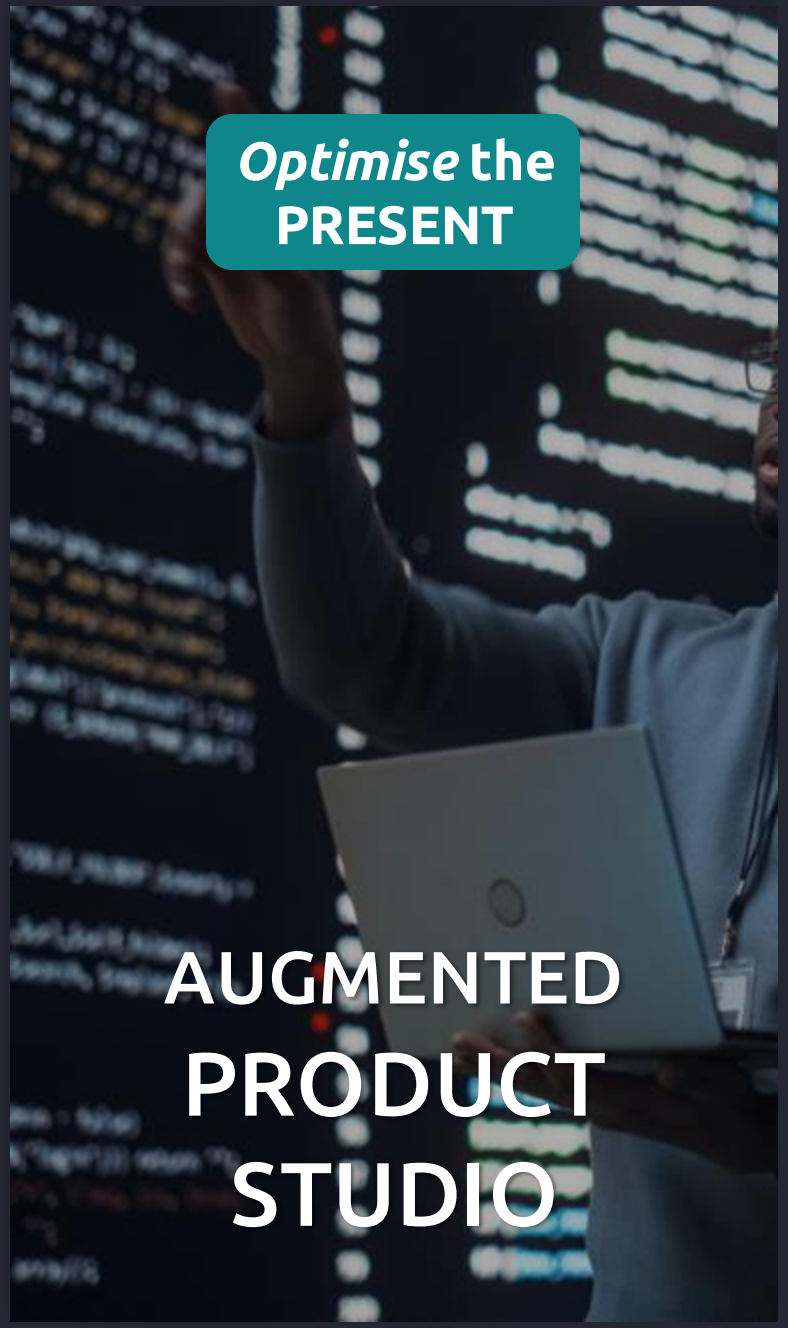

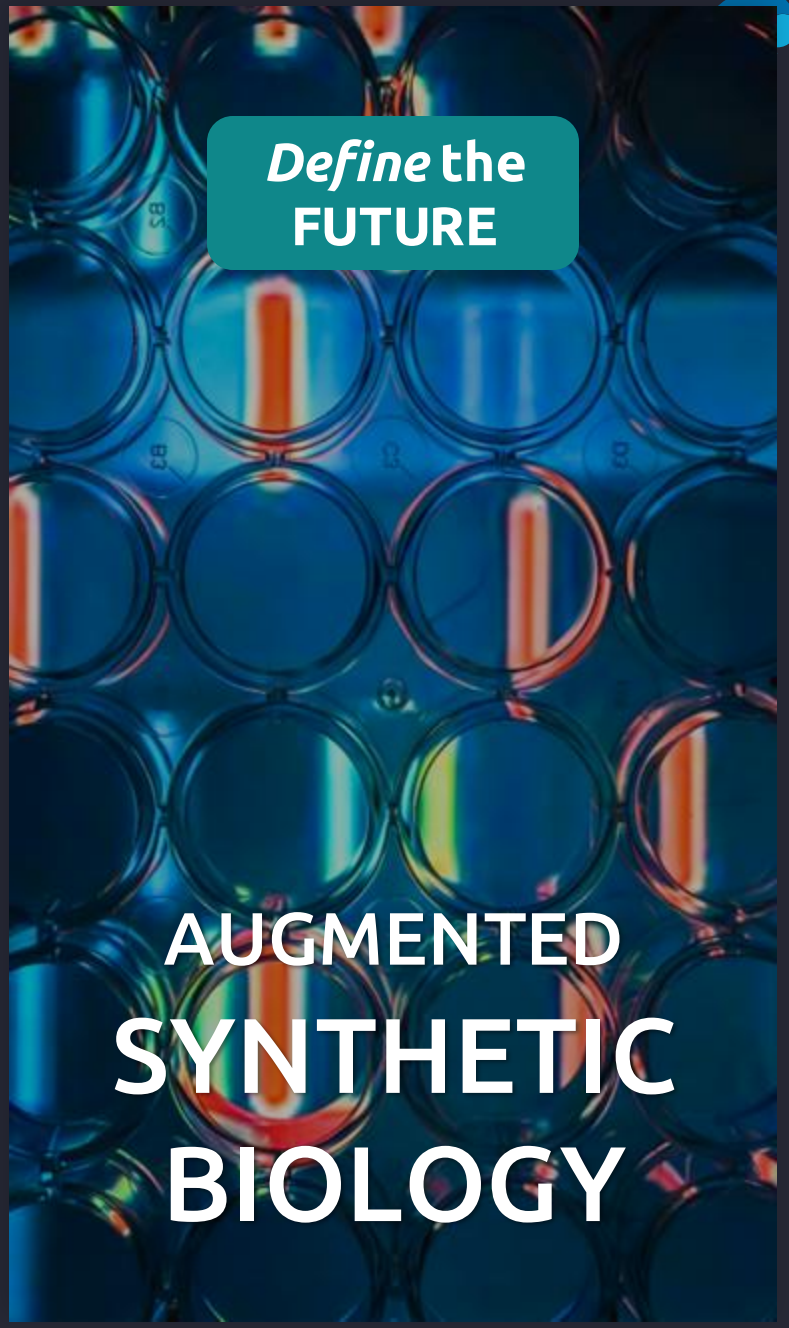

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PLOTTING A PATH

Ambition	**Be Bold**		
Attitude to Risk	**Be Informed**	**Legal and Operational**	**Competitive Landscape**
Organisational Alignment	**Senior Management**	**HR**	**Legal**
Experiment	**Ecosystem**	**Core or Context**	**Productivity and Design**
Scope, Strategy, Execution	**End-to-End RoI**	**Hybrid AI**	**Data – Whose?**

THANK YOU FOR
YOUR ATTENTION