

PIM og AI

"A match made in heaven?"

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- MSC IT, *Norwegian University of Science and Technology (NTNU)*
- Head of Tech Council – MACH Alliance
- +20 years of industry experience



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ALLIANCE

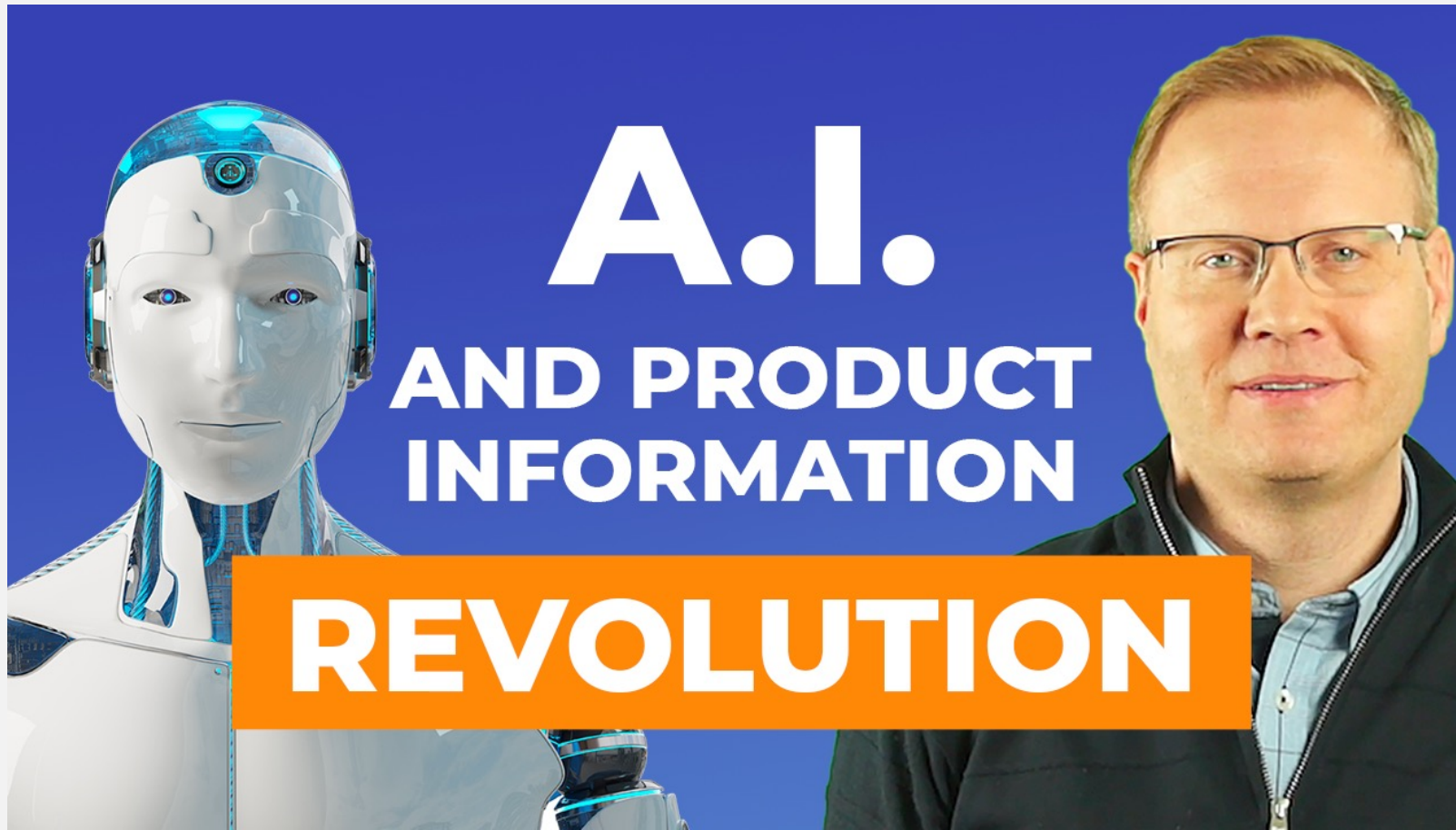


www.machalliance.org





2019



Hvordan så AI i PIM ut for 4 år siden?

- NLP-modeller (Natural Language Processing) var ikke i stand til å produsere nyttige resultater.
- Vi fokuserte derfor på maskinlæring og trente en XGBoost ml-modell med "perfekte produkter".
- Modellen gav oss et "educated guess" på **kategorien** og **relasjonene** til produktene.



✓ Sports Equipment	98%
✓ Footwear	94%
✓ Training shoes	94%
Aerobic shoes ladies	93%
Aerobic shoes men	62%
Crosstraining shoes ladies	79%
Crosstraining shoes men	57%



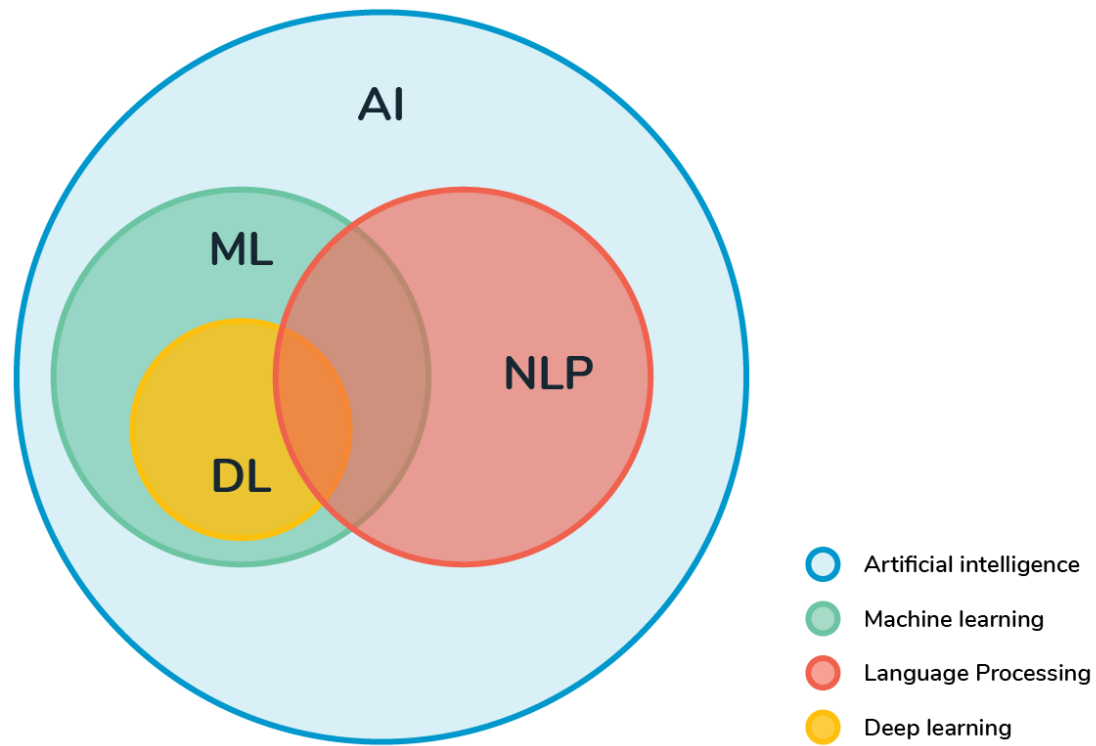
Hvorfor fungerte ikke dette?

- Selv om resultatene våre var gode, innså vi at ML alene ikke var nyttig nok.
- Automatisk kategorisering og kobling av relasjoner mellom produkter er nesten alltid basert på et sett med regler, så det er ikke nødvendig å gjette på dette ved hjelp av AI.
- Opplæringen av ML-modellen var tungvint og manuell

**Hvorfor kommer vi til å lykkes
denne gangen?**



Enter Natural Language Processing



La oss ta en kikk på reelle produktdata

HM.com/Kids/Boys 2-8Y/Clothing/Sets & Outfits/2-piece cotton set



2-piece cotton set



£24.99

Rust red/Checked



Add

15% off in app. Download now!

Find in store

Free standard delivery for Members when spending £20 or more. Click & Collect £3.99 (free for all members / non-members free over £20). Free and flexible returns

Delivery and Payment

Kids Exclusive. Set with a shirt and a pair of shorts in a cotton weave. Shirt with a resort collar, wood-look buttons down the front and an open chest pocket. Knee-length shorts with adjustable elastication at the waist.

Pieces/Pairs — 2

Composition — Top: Cotton 100%, Bottom: Cotton 100%

Additional material information — Shell: Organic cotton 100%

Art. No. — 1128858001

Light Wash Denim Marble Print Boy Shorts -

8 tuc141691335



1/5

About this product

A must-have for the impending warm weather, these adorable denim boy shorts have an all-over marble print that'll put you firmly in the mood for summer. Cotton rich, with a tiny bit of stretch, they're soft and comfy with a button and zip fly, belt loops and five pockets. Team with a bright tee in the daytime and our tie-front cardy for when the sun goes down.

- Online exclusive
- Blue denim boy shorts
- All-over marble print
- Button & zip fly
- Belt loops
- 5 Pockets
- Turn ups
- Cotton with stretch
- Model wears a size 10
- Model's height is 5'8"

£15.00

Tu

PayPal Pay in 3 interest-free payments on purchases from £30-£2,000.
[Learn more](#)

Collect 15 Nectar points

[Find out more](#)

Size: 8

[Size guide](#)

8 10 12 14 16 18 20 22 24

1

Add to basket

Delivery & Returns

Free Click & Collect

Free returns to store

Next and named day delivery



Samsung Galaxy S20 Series



Samsung

♡ [SAVE PRODUCT](#)

Meet Galaxy S20. With revolutionary 8K Video Snap, 5G connectivity and Space Zoom up to 100x, the way you capture and share your life will never be the same. (1,2,5) Shots you never even knew were there are suddenly just a tap away.

Features

SHOOT ONE SHOT, PRODUCE MULTIPLE PIECES

This is burst mode on beast mode. Single Take's AI captures up to 10 seconds in a variety of still and video formats with one tap, so you can focus on getting the best shot in the moment without worrying about how you're capturing it.

DISCOVER THE PERFECT SHOT WITH 30X ZOOM (4)

Finding hidden gems has never been easier with our advanced 3X Hybrid Optic Zoom. Couple that with Super Resolution Zoom enhanced by AI and now you can find shots you never knew existed and never miss the ones you need. (6)

CAPTURE MORE OF THE NIGHT WITH AN EXPANDED SENSOR SIZE

The larger image sensor gives you crisp and bright low light photos, and it's even brighter in Night Mode. The camera can capture multiple shots at once, merging them into one photo with less blur and noise. (7)

5G

5G Ready (1,8)

[Less...](#)

Produktinformasjon

Består av mer enn 70% tekst som ingen vil skrive eller vedlikeholde!

Kunstig intelligens (AI)

Har blitt ekstremt god på å genere generiske tekster.

For PIM så er dette den perfekte stormen!



Demo



Utfordringer



Kvalitet vs Convenience

- Streaming tjenester slik som Spotify vs CDs, Vinyl og lossless formater.
(Spotify er 320kbit/s vs CDs er 1411kbit/s)
- Smartphone kamera vs dedikerte kamera
- Streaming tjenester som Netflix or YouTube vs Blueray eller Kino (early days)
- E-books på Kindle eller iPad vs fysiske bøker
- Apps Uber eller Lyft vs Taxi
- AirBnB vs Hotell

Konsistens

- Hos oss er det mange som beriker, så det er begrenset konsistens.
- Vi har freelancere som gjør jobben hos oss.
- Det finnes ingen konsistens eller «tone of voice» hos oss.

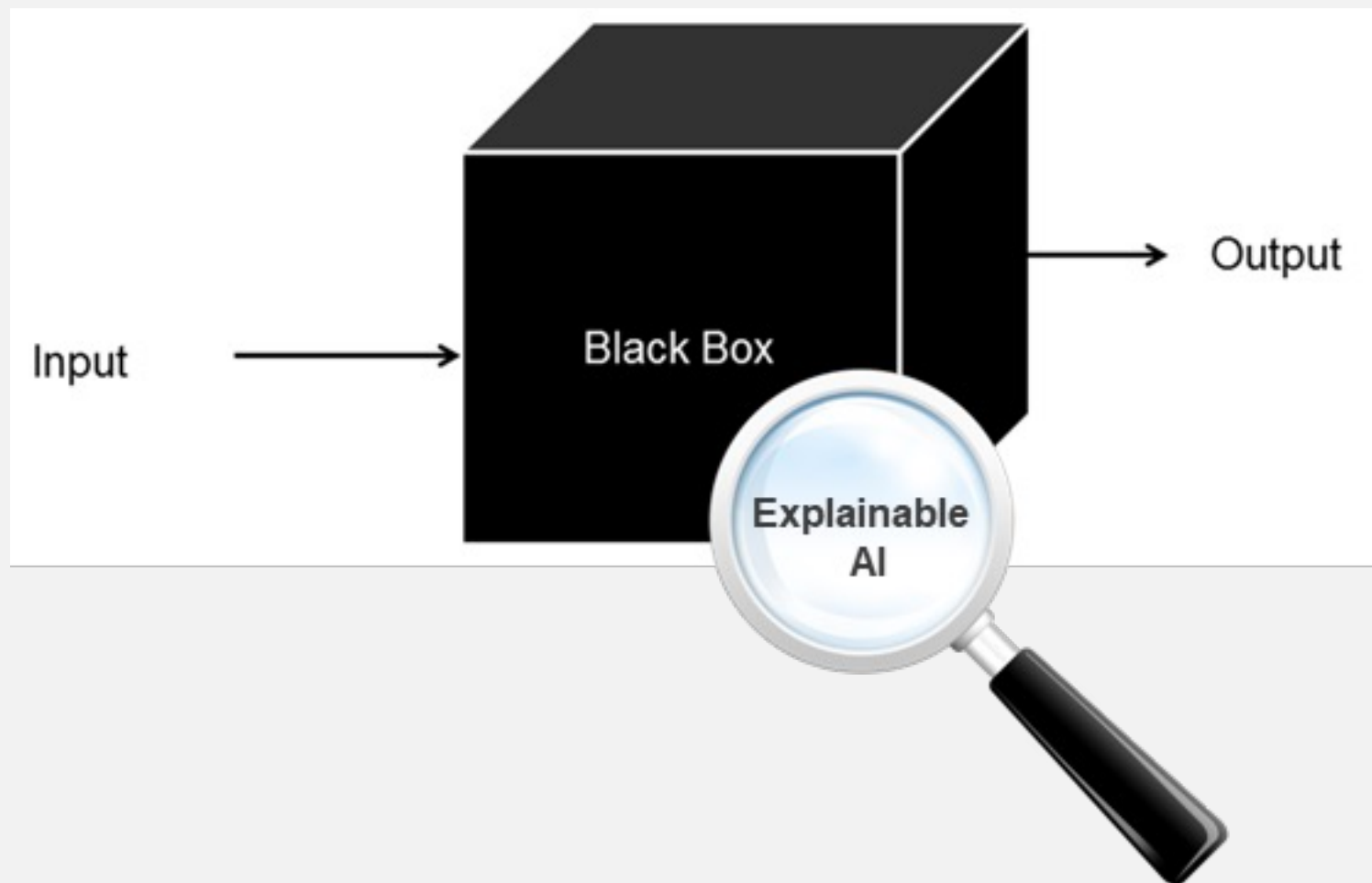
Feil

- Hva gjør vi med feil?
- En AI kan finne på ting som ikke er sant.
- Hvor kan man bruke AI foreløpig?

Farene med AI









Roadmap

- AI Oversetter og AI Linguist
- Bluestone PIM AI Plugin
- AI Hjelp og Integrasjons bistand
- AI Genererte produktbilder
- Speech-to-text support.
- AI Query Builder
- AI Søk



The Heart of Digital Commerce

