

ARTIFICIAL INTELLIGENCE STILL NEEDS A HUMAN TOUCH

*Implementing and working with
artificial intelligence*

(AI) is changing the way businesses meet customer needs, workforce levels and skills and the bottom line. Based on the capabilities and diversity of AI's uses, for local business leaders, ignoring it will not be an option for much longer.

Thomas Foods International opened a state-of-the-art 265,000 square foot certified cold warehouse and processing facility in Swedesboro, NJ five years ago. It uses AI to process, cut and grind assorted beefs from



Ai ARTIFICIAL INTELLIGENCE STILL NEEDS A HUMAN TOUCH

Australia. CEO Stan Bearder said the company opted to implement AI technology to process its products because of its efficiency. As food safety is critical, Bearder said the technology is also crucial to monitoring the product's movement from farm to its final destination.

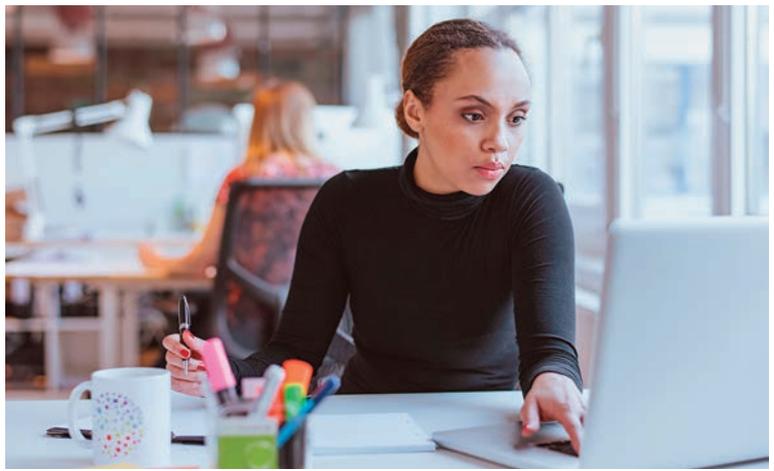
"From the minute it leaves Australia, through its arrival at Philadelphia, onto trucks, then inspected by the USDA here, then to the store to sell it, we monitor it," he said.

"We want to work at a high level of safety and consistency so we can feed our families and feed America," he added. The impact of this technology has had a significantly positive impact on production, he said. With this technology, the time it used to take to produce 20,000 pounds of beef, the plant can now produce 100,000 pounds.

As more companies implement block chain technology, this will produce more savings and efficiencies through the supply chain, he said. Block chains is a new-age accounting ledger that uses record-keeping technology. It can be continuously updated and verified without the threat of the information being altered or corrupted.

Linking AI to Customer Service

Thomas Foods uses the technology to improve its business outcomes. Peterson Service



Company, a commercial HVAC company in Medford, NJ is helping businesses better manage their outcomes through smart building technology.

Smart building technology goes well beyond your Alexa attached to your thermostat, said Renee Fiorelli, president of Peterson Service Company.

"A smart building system controls the heat/cool efficiently while monitoring the operation and efficiency of the equipment. If the operation is not working as expected or something breaks on the unit, the system can alert the building manager of the issues so they can react before the occupant feels a change in comfort," she said.

The systems Peterson Service installs track historical data, which aids in troubleshooting problems. The technology is also starting to be used in analytics, which can find inefficiencies. It can also attempt to predict failures, she added.

Fiorelli, whose company services health care facilities, climate-sensitive building operations,

"Five years ago we used engineers and mechanics. Now they're computer people."

Stan Bearder,
CEO of Thomas Foods International

WHAT EXACTLY IS AI?

It is machine intelligence that can sense, reason, act and adapt based on experience.

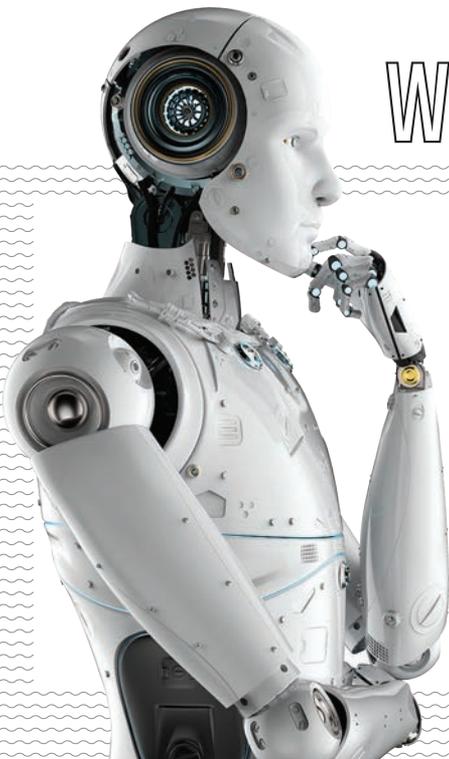
- Sense— It identifies and recognizes meaningful objects and/or concepts within vast amounts of data.
- Reason—Has the ability to understand the larger context, and create a plan to achieve goals. Self-driving cars are designed to avoid collisions. The technology calculates the likelihood of a crash based on a variety of data including the car, speed, road conditions and more.
- Act—Can take or recommend actions. In the example of a self-driving car, the technology can apply brakes, accelerate or prepare other safety mechanisms installed on the vehicle.
- Adapt—Adapts algorithms at each phase based on experience, so it can retrain itself to be ever more intelligent.

A MACHINE WITH ARTIFICIAL INTELLIGENCE CAN:

**Analyze
Plan**

**Communicate
Observe**

Has the ability to move and operate objects



campus and school buildings and other large commercial properties, said her clients are modifying their current buildings with a mix of field installed and factory installed controls. This requires smart coordination and good communication.

"Time spent on communicating with other trades has increased. The controls contractor must be able to speak the language of the end user, engineer, IT person, plumber, mechanical contractor, and the camera system installer. With the systems and sequences becoming more complicated, the time spent supporting the customers after installation has increased greatly," she said. As such, Peterson is recruiting more computer programming people in to the industry who also have good communication skills.

Workforce Skills Need to Change

Bearder said that while robotics are eliminating some jobs, it still relies on human interaction. The challenge for many businesses using AI is finding people who have the skills to work with it.

"Five years ago we used engineers and mechanics. Now they're computer people," he said. The business leader said that when old industrial hubs dried up, talented people left. Light manufacturing still needs people, but it needs people with the skills to handle new tasks, he said.

Both leaders agreed the technology will continue to force businesses to change and adapt.

"This technology is becoming standard in most new buildings and many retrofits. The algorithms for efficiencies and interoperation between the different systems will keep expanding and becoming more complex," Fiorelli said.

Bearder said for businesses making products, more will rely on robotics to improve productivity and cut costs. For service-related businesses, more will rely on data-driven, computer-based decisions. While the opportunities for cost savings and efficiencies are vast, the technology is not right for all situations.

"Don't do it just for the sake of doing it," Bearder said. Businesses have to think about how AI helps them get to the next level. Knowledge is power. Power helps make informed decisions.

"You have to know your business and know your customers. Look at your business plan and figure out how artificial intelligence helps you," he said.



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