

# ML and AI to bring about profound transformation

 By [Brendan McAravey](#)

30 Jan 2018

Machine learning (ML) and artificial intelligence (AI) tools and platforms are gaining more prevalence and becoming easier to use.



Brendan McAravey, country manager of Citrix South Africa

Drawing on the scalability of the cloud for initial training, these technologies will have a huge impact on the way we work in the future. Not only will we be more productive, but this technology will help us be safer! It will, essentially, transform businesses and lives.

Increasingly, machine learning algorithms allow computers to meet humans halfway to try and figure out what we're saying or asking just as another human being would.



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If you've ever asked a question to Siri, Cortana, Google Assistant, or Samsung Bixby, you've experienced the early stages of a profound transformation. It will ultimately mean the end of the keyboard and mouse, making workers in the digital business highly productive.

## Productivity analytics

Hot on the heels of user experience and security analytics will be productivity analytics — this is the key to the contextual delivery of information to help drive productivity.

Imagine a scenario where AI helps contextualise what it is you do every day and from where; then surfaces that information inside your secure digital workspace so you spend less time looking for data and more time acting on the information.

## Security technologies

Security technologies will focus on user-centric design and become smarter - recognising identity in more automated methods through machine learning and artificial intelligence.

## AI will continue to move forward

AI will continue to move forward in innovative and useful ways that will take society to an entirely new level of learning.



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It's important to point out that AI will not replace the need for human employees, but rather will give us an amazing opportunity to learn new skills and apply more strategic and meaningful actions to new roles.

Nothing will ever replace the importance of human creativity, empathy, and innovation.

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## ABOUT BRENDAN MCARAVEY

Brendan McAravey is Country Manager at Citrix South Africa. McAravey is responsible for the growth and development of Citrix operations across the southern African development community, driving revenues, generating new business opportunities and cultivating the company's valued partner ecosystem.

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