WRITTEN BY

FILIP TICHÝ
Auditor & Partner
Grant Thornton

Grant Thornton

JAKUB CHUDÍK
Co-founder
Assetario

AI SIMPLIFIES THE USE OF TECHNO-LOGY

It sounds like a paradox that artificial intelligence – itself a complicated technology that few people understand – should simplify the use of technology. But in business, the first significant impact of AI on daily basis will not form the creation of "new" intelligence but enable simplified approach to technology.

BACK TO ROOTS IN COMMUNICATION

Thanks to AI, people will be able to use special technologies – applications, software and other IT systems that are only available to specialists today – more often and better. Coding in a programming language, for example, has so far been the domain of trained programmers. Today, however, writing code is much easier thanks to AI language models such as Chat GPT, and even "non-programmers" are starting to do it (of course, creativity and algorithmic thinking are still needed).

In this situation, it is interesting to look at the evolution of the complexity of human vs. human and human vs. computer communication. The evolution of interpersonal communication began with speech a long time ago. From speech evolved the next level of communication, which was communication through graphic form - drawing of pictures and murals that depicted various stories and messages. Subsequently, various forms of writing evolved. The form of interpersonal communication has thus grown in complexity over time (from a simple spoken form and graphic, followed by a more complex written form, and finally an even more complex mathematical form of communication). In the case of the human-computer communication interface, the trend is exactly the opposite. In the beginning, the "mathematical" form of communication was only through ones and zeros via punched cards. Subsequently, human-computer communication was slightly simplified into a written form: programming code was born. The next step was the graphical representation. We communicated with the computer through windows, actions were performed through the "drag & drop" function, and everything was processed in the background.

> **AI will also become more accessible as a technology thanks to AI.**

In recent years the last step of simplifying human-computer communication happened: communicate only by speech. We tell the phone, computer, or home assistant a task or command, it recognizes, interprets, and executes the task. Communication with computers became increasingly simplified and less complex, returning to where we started interpersonal communication a long time ago. In 1985, to copy a file you had to write two lines of code in a programming language; in 1995, all you had to do was drag&drop a file from one place to another with a mouse. And in 2015, all we had to do was give Siri an instruction.

But also speech communication with technology itself is getting easier. In the beginning, we had to speak to Siri in a well-defined syntax and without mistakes; gradually, our tech assistants have learned to understand a wider range of expressions and are increasingly learning to understand context, making up their own minds about missing information to make it as easy as possible for humans to enter commands. This trend is present in all areas of information technology use and accessibility. And it is this gradual simplification of communication and use that will continue thanks to artificial intelligence.

CATCHING THE TRAIN OF AGILE USE OF AI

How will it work? AI applications like Chat GPT or Microsoft Copilot will make everyday use of the "computer", or individual applications and tools, faster and easier. It will make people better at using higher level Excel, faster with creating sophisticated presentations or smarter at creating BI dashboards. User-complex applications such as graphics programs, "data science" platforms for creating data workflows, or engineering CAD programs will be easier to use thanks to AI helpers. In turn, thanks to language models, only a few verbal commands will be enough to write programming codes. It is also quite a difficult discipline to program AI models today. Paradoxically, then, AI will also become more accessible as a technology thanks to AI.

> **The first significant impact of AI on business will be in easier access to technology.**

What does this mean for strategic planning in business? We can assume that to use advanced technologies we will not need educated professionals, but creative and enthusiastic people. If there is a program or technology in my industry today that is currently inaccessible to me (for example, because only the biggest players or the biggest specialists can afford it), I can count on this changing swiftly, with access available to me and my competitors. Or if there is a technology in my business that only one specialist is working with today, in a few years all the juniors will be working with it. We can already think today about the impact it will have on our efficiency and our operations. Of course, it will be an option that will be available, not everyone will take advantage of it and not everyone will use it 100%. Which companies will benefit the most from this trend? Those that:
- are agile and quick to implement new technologies and solutions;
- have people who are curious, innovative, and like to experiment;
- are prepared to bear a certain amount of risk associated with the transformation of the company and its structure;
- are already thinking hard about the impact of AI on business.

The first significant impact of AI on business will be in easier access to technology. This impact should not be underestimated because the benefit and value of this change will be significant in itself. It will also be the first step in the gradual adoption of AI, which will be followed by further steps. Those who make the best of the first step will be much better prepared for the second, which will certainly come faster than we think.