

PANELS
THE COMMERCIALIZATION OF A.I.

Part 1: The User Viewpoint

Moderator:

Bruce B. Johnson

Arthur Andersen & Company

Panelists:

*Dennis O'Connor
Digital Equipment Corporation
Sahino Di Monte
La Servittheque*

*Tom Bell
Chevron*

*Paul R. Hessinger
Computer Task Group, Inc.*

Artificial Intelligence is being used world-wide to perform a variety of functions in business and industry. This panel will present actual user experiences with AI systems in use today, and will describe problems, expected and unexpected, that arose during the development, delivery, and maintenance of these systems. Solutions for actual problems, when they could be found, will be recounted by the panelists. Did AI techniques meet their expectations for solving these problems? If not, what should vendors of AI technology offer to better meet user needs?

Part 2: The Vendor Viewpoint

Moderator:

*Harry Remstem
Awn Corporation*

Panelists:

*Tom Kehler
IntelliCorp*

*Herbert Schoor
IBM Corporation*

*Robert N. Goldman
Artificial Intelligence
Corporation*

*Carl Wolf
Gold Hill Computers*

This panel will present vendors' experiences in their attempts to offer users various products and services based on AI technologies. What do the vendors perceive to be the commercial value of different AI techniques in the marketplace? What are the primary challenges they face in gaining user acceptance? Has the marketplace for AI products changed significantly in the past few years? If so, how? Is user education still a problem, or are today's users more sophisticated in their knowledge of AI? Are vendors successfully integrating their products into existing business environments? What are the greatest obstacles still to be overcome?

PANELS: THE COMMERCIALIZATION OF AI

Continued

Part 3: The Technology Challenge

Moderator:

*Jan Aikins
Awn Corporation*

Panelists:

*Mike Williams
IntelliCorp*

*Mark Fox
Carnegie Group, Inc.*

*Jay M. Tenenbaum
Schlumberger
Palo Alto Research*

*Danny Bobrow
Xerox Corporation*

This panel combines suppliers of AI technology from universities, research centers, and vendors, with current users of AI technology in a discussion of challenges that remain to be solved. Can we identify the primary problem areas where researchers should devote their attention and vendors should offer new products or services? Are new knowledge representations required, new control structures, better user interfaces, or perhaps even more sophisticated logics? Should we study more carefully the marriage of AI with other emerging technologies (e.g., Computer-Aided Software Engineering) in order to offer a more complete solution to the user's problems? What needs to be done to make the AI technology user more productive and more successful? These and other questions will be discussed as this panel attempts to tie together issues from the user and vendor panels in a discussion of technology challenges.