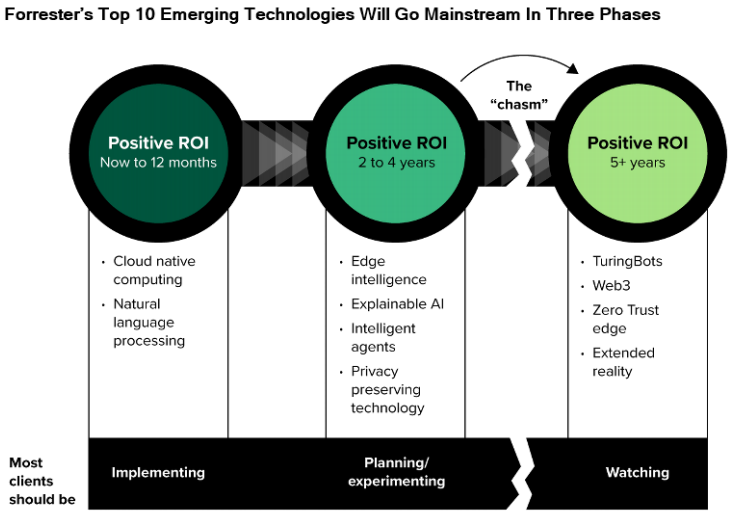
What Industry Experts Are Saying About Natural Language Processing (NLP)

No longer a nascent innovation, NLP has reached a technical maturity that can be relied upon to solve complex business challenges. Today's NLP applications go beyond simple chatbots and are used in complex business processes like claims, email management and robotic process automation. Teams looking to achieve ROI from their NLP investments need to consider how and where they will apply NLP-driven applications into their business. We have gathered a few suggestions from industry experts on how to ensure NLP project success.

NLP Is at the Forefront of Delivering on the Promise Of AI



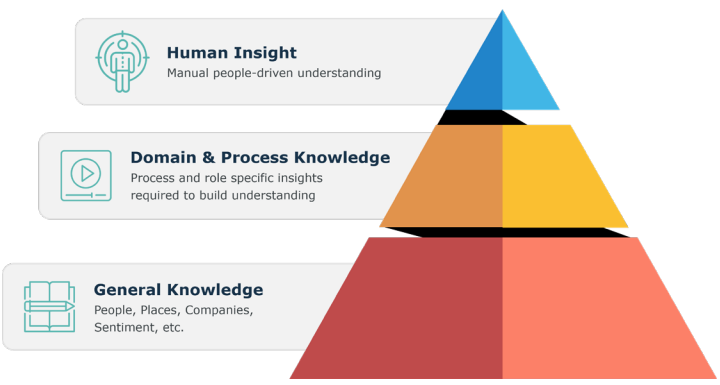
"NLP benefits are almost immediate. According to Forrester's 2021 data, 70% of data and analytics decision-makers whose firm is adopting AI say they expect their firm to use natural language technologies in 2021."[1]

Brian Hopkins, VP Emerging Tech Portfolio, Forrester Research

AI Pendulum Swings Away from ML for Domain Knowledge Problems

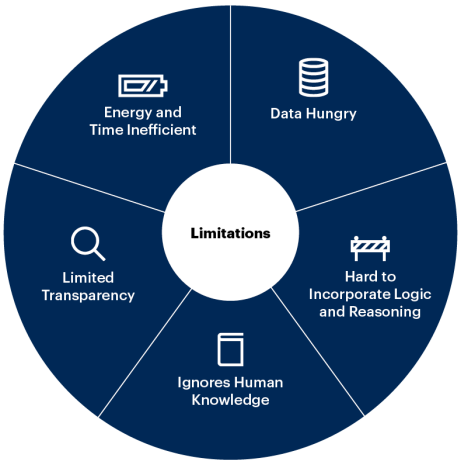
"A departure from the 'let's throw more data at the problem' approach often taken by AI today, pointing more towards approaches based on curation, metadata, and semantic reconciliation. In other words, there is a move towards the type of knowledge-based, symbolic AI that preceded machine learning in the AI pendulum motion."[2]

Andrew Ng, AI Visionary, Founder and CEO of Landing AI



Composite AI (aka Hybrid AI) Goes Beyond ML to Solve a Wider Range of Business Problems More Accurately and Efficiently

Machine Learning Limitations



Source: Gartner

> By 2024, 70% of organizations relying solely on ML for AI initiatives will spend more money per model than those leveraging composite AI techniques."[3]
>
> **Erick Brethenoux, Distinguished VP Analyst, Gartner**

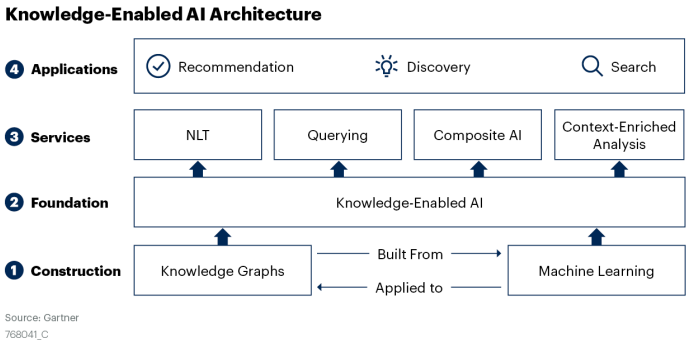
Hybrid AI Delivers the Best Results for NLP Applications

> Bottom line: If you'd like to have the cake and eat it too — have a future fit, adaptable NLP solution, that is accurate out of the box, only requires moderate support, and can continuously learn and self-improve — look for an NLP solution based on hybrid AI"[4]
>
> **Boris Evelson, VP and Principal Analyst, Forrester Research**

Advantages Of Hybrid AI

	Knowledge-based AI	ML-based AI	Hybrid AI
Higher accuracy out of the box	Yes	No	Yes
Training data	Not required	Required	Required for ML-based AI
Data labeling	Not required	Required	Can use knowledge-based AI for autolabeling
Initial model training	Not required	Required	Required but smaller effort
Time to value	Faster	Slower	Faster
Model transparency	Transparent	Model/algorithm dependent	Can be used to turn ML-models into human-readable rules
Identifies new, previously unknown pattern	No	Yes	Yes
Self-learning and improving	No	Yes	Only applicable to ML-based AI
Future fit	No	Yes	Yes

NLP Applications Benefit from Semantic Understanding



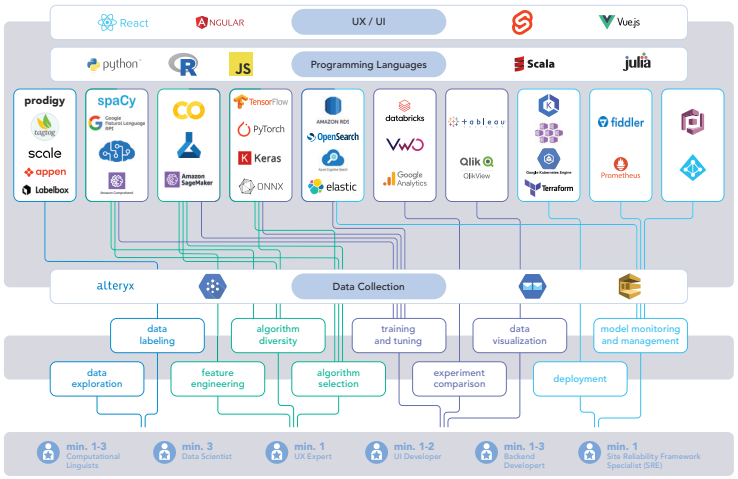
> By 2024, companies that use graphs and semantic approaches for natural language technology projects will have 75% less artificial intelligence technical debt than those that do not."[5]

Afraz Jafri, Director Analyst, Gartner

Buy Text Analytics Solutions Rather Than Building Them

> There are a few cases where building a text analytics solution from scratch will be worth the investment of time, budget, and staff… in most cases, Forrester recommends buying a commercial solution"[6]

Boris Evelson, VP and Principal Analyst, Forrester Research



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[1] Forrester Research, "The Top 10 Emerging Technologies In 2022", September 16, 2022.

[2] VentureBeat, "Andrew Ng predicts the next 10 years in AI", March 2022.

[3] Gartner, "Innovation Insight for Composite AI", January 10, 2022.

[4] Forrester Research, "Hybrid AI Delivers Best Results For NLP Applications", November 22, 2022.

[5] Gartner, "How to Build Knowledge Graphs That Enable AI Driven Enterprise Applications" September 27, 2022.

[6] Forrester Research, "An Executive Guide To Text Analytics Strategy", September 22, 2022.

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Expert.ai (EXAI:IM) is a leading company in AI-based natural language software. Organizations in insurance, banking and finance, publishing, media and defense all rely on expert.ai to turn language into data, analyze and understand complex documents, accelerate intelligent process automation and improve decision making.