

Mastering Digital ISO Standards for AI and Data Webinar Transcript

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00:00:04.480 --> 00:00:06.739

Bas Overtoom: Yes, hello, everybody!

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00:00:07.760 --> 00:00:14.620

Bas Overtoom: And, welcome to, yet another, webinar, with, Nemco Digital.

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Bas Overtoom: And today we will talk about, I think, yeah, one of the topics that also interests us very much on ISO standards. And, of course, there's AI ISO standards, but there's also many others. And I think today we will also, yeah, focus a little bit on that interplay between

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Bas Overtoom: AI data standards, and other kind of key relevant standards that you can use to kind of bring your digital presence in your organization to the

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Bas Overtoom: next level. So, I'm looking forward to it. My name is Boss Overton, Global Business Development Director at Nemco Digital, and I'm here together with two other guests that will introduce themselves in a minute. But this is basically the agenda that we have for you, so we will... I will say a little bit about the company.

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Bas Overtoom: Then we will look more about the different kind of standards that are there, and how they are also interrelated.

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Bas Overtoom: And then we double-click on some of those specific standards, and we'll spend some time to talk about also some of the practicalities when it comes towards the implementations and the challenges that you will face then.

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Bas Overtoom: and also the opportunities. And as said, I'm not alone. I'm here together with two experts on the topic, and yeah, the three of us will guide you through the content, and also lead the discussion.

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Nandan Savnal: Yeah.

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Bas Overtoom: will be time for Q&A. So, yeah, look forward to the conversation. Maybe, first, Nandan, welcome. Maybe you can give a short introduction about yourself and some of your expertise that you bring to the table in this webinar.

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Nandan Savnal: Thank you, Baz, thank you very much, and it's a pleasure to come again to the webinar.

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Nandan Savnal: I have been writing software since I was 17, and worked with AI for many years. I've implemented AI for ISMS, or ISO 42001 for several large organizations, software development companies and other companies.

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00:02:16.410 --> 00:02:31.089

Nandan Savnal: And I'm looking forward to bring my experience, and all the troubles, and all the... how we encountered them, and how we went through them, and how we achieved them. So, that's what I would like to bring to the table. Bass, over back to you.

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Bas Overtoom: Thank you. Now, and then also, Papain?

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00:02:34.860 --> 00:02:36.829

Bas Overtoom: Maybe a few words on yourself.

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00:02:37.430 --> 00:02:48.459

Pepijn Van Der Laan: Yeah, thanks. I'm Pep. I'm the technical director at Nemco. I've been working at the intersection of AI, data, and strategy for

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Pepijn Van Der Laan: Last, 20 years, and yeah, basically still excited about the topic, because it keeps changing, which makes it, great, but which also is super interesting from a...

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Pepijn Van Der Laan: Yeah, from a standards perspective, so, very glad to be here today with you to shed a bit of light on those AI-related ISO standards.

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00:03:11.330 --> 00:03:28.520

Bas Overtoom: Thank you. Now, looking forward to the conversations. Few words on NEMCO Digital. Yeah, of course, we are focused on specifically digital, but also specifically AI when it comes to, meeting compliance and also trust elements.

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00:03:28.520 --> 00:03:46.279

Bas Overtoom: And it's a very dynamic topic, as Papain already introduced there. So these are six of, kind of, the key, let's say, aspects, why it's so dynamic. At the speed of innovation, I don't need to say much about it, but the rate which new models and new capabilities are introduced last year, and we continue to see that

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Bas Overtoom: That growth, yeah, that is just, just tremendous.

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Bas Overtoom: And then, I think in our space, we see really evolving. We're going to talk about standards, but many of the other webinars that we did were about specific regulations. Here you see a list of 17 of the most important

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Bas Overtoom: EU regulations alone that we cover, and that's only the EU. So there's many, many, many regulations that are coming up today. We speak about standards.

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Bas Overtoom: But, yeah, that's a very dynamic space together with the regulations. Then, of course, the tech, technology, the new capabilities that are coming there, and what we see especially is that AI is being implemented in everything, and so it's not only a software product, but it's implemented also in all those, yeah.

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Bas Overtoom: products as we know it, and that's something that, as Namco, we, of course, specialize in, the embedding of AI in physical products. Standards, I already mentioned.

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Bas Overtoom: And then there's always the interesting topic, yeah, how can we manage that well as humans? And what do we need to let go, and trust that we can organize with good guardrails, and where do we need to kind of stay in the loop and kind of be really influencing?

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Bas Overtoom: And I think that is a constant discussion, and that's also, yeah, something especially where ISO standards play into. So, yeah, we will talk more about that.

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00:05:09.410 --> 00:05:27.840

Bas Overtoom: The company, Nemko Digital, it's part of Nemko Group. We've been established in 2024, and now servicing clients all over the world on AI Trust. These are some of the things that we are doing, so I mentioned already the regulations that we're supporting, ISO standards that we will deep dive in today. Then.

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Bas Overtoom: of course, really supporting, kind of, global market access, CE marking when it comes to all the digital trust elements. We have a trust mark, so that's all on the compliance side, and then on the other side, we do also a lot of things when it comes to, kind of, giving advice

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Bas Overtoom: on AI trust at scale in your organization. We do that by advisory, but also with technical implementations for tooling, for example. So we have a wide portfolio of things that we are doing, and we bring in that capabilities.

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Bas Overtoom: to you also here. And today, the focus is on one of these elements, namely the second box. It's on those ISO readiness and what does it mean? Before we deep dive into the specific standards, and we will deep dive a little bit more

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Bas Overtoom: extensively in 40-2001, had the standard for AI management system. I give the word to Papai to kind of introduce a little bit these standards and how they are important for your organization.

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Bas Overtoom: Bye-bye.

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Pepijn Van Der Laan: Yeah. Thanks, thanks, boss. So, when it comes to standards, of course.

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00:06:23.910 --> 00:06:39.489

Pepijn Van Der Laan: many different reasons why, why standards are important. It's about interoperability and integration, how you, connect also across, across entity. It's about trust, it's about transparency and compliance, how you also

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00:06:39.670 --> 00:06:56.130

Pepijn Van Der Laan: convince your stakeholders that you're doing the right thing. It's for your own risk management and quality assurance, knowing that you abide by the standards which gives that sense of confidence in how you are operating.

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Pepijn Van Der Laan: It's also about global market access, making sure that you're not doing,

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Pepijn Van Der Laan: similar things, slightly different in 50 markets, but really kind of have the standards that help you across. But it's also about competitive advantage and innovation, of course, because in the end.

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Pepijn Van Der Laan: Standardizing also helps you speed up, and speed is essential in today's world, in particular around AI. So...

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Pepijn Van Der Laan: The value of standards is clear, but...

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Pepijn Van Der Laan: yeah, how to make your choice, kind of average standards to focus on, because you see on the right-hand side on the slide, that the number of AI-related standards is exploding, so that means that, yeah, you need to really think about how do you navigate this, where do you put your effort, because typically.

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Pepijn Van Der Laan: If I go by my experience, yeah, compliance and standardization is not something that is typically overstaffed in organizations. So let's...

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Pepijn Van Der Laan: look a little bit further into what we have. And actually, if you look at that whole universal standards with all those many standards, yeah, there are a couple of things that

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Pepijn Van Der Laan: stand out, we can group it a little bit in, in different, in different buckets. We have, quite centrally, the management system certification, so there's in particular, of course, AIMSMA, which is about, AI management system, but also things like cybersecurity and privacy are, of course, closely related.

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Pepijn Van Der Laan: to the... to the AI field.

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Pepijn Van Der Laan: And then around that, there are a couple of...

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Pepijn Van Der Laan: different domains where standards play a super important role. It's about AI life cycle and lifecycle management.

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Pepijn Van Der Laan: where there are multiple standards, under that. It's about policy and organization, both leaning towards more, kind of, how do you really do the governance around AI, but also around.

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Pepijn Van Der Laan: AI in applications, around data, also many different aspects there, and different connection points also across different standards that you see emerging there.

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Pepijn Van Der Laan: Risk management, of course, AI risk is something that is really broad and really important, but also really.

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Pepijn Van Der Laan: to the more traditional data management, which is, of course, the engine that, or the fuel that the AI engine runs on. So, there's a lot that comes together, and today we're going to unpack a couple of those, but, Boss, I think you have first,

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Pepijn Van Der Laan: A quick intermediary.

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Bas Overtoom: Thank you for handing over. Yeah, before we dive into the specific standards, we're always quite curious where you stand as an organization, so we have a small poll. This is, of course, focused on the, let's say, the most

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Bas Overtoom: common ISO, standards that I think many of you might have already in your organization, and it would be nice to, to fill in, yeah, where you are. It's multiple choice, so you can, add, add

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Bas Overtoom: add as much buckets as you, as you want, and I think in the Q&A, we will come back to that to give a bit of insight of what are we seeing and what is coming out of this insight. So please fill it in when you are,

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Bas Overtoom: doing it, and then we will continue to look into it. But one of the key things I wanted to mention on this is that, yeah.

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Bas Overtoom: And we will see that later in the discussion, when you have some of these standards, and specifically the ISO standards, then having a few of them already implemented makes it easier and easier to implement the others, and there's a lot of synergies also in managing those ISO standards in a larger organization. But Pan will touch upon that, but Nandan will even

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Bas Overtoom: deep dive a bit more on that from his experience, and I think that's...

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Bas Overtoom: Yeah, really interesting to, to, to talk a bit more about. So thanks for, for bringing in the information, and, yeah, Papain, over to you.

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Pepijn Van Der Laan: Yeah, so, yeah, let's get back to that, to that ISO AI standards universe, and let's...

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Pepijn Van Der Laan: basically look, put our telescope at a couple of specific, AI, standards in there. So...

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Pepijn Van Der Laan: First, we do two which are maybe a little bit less well-known, but still interesting, because they also learn us a little bit about the nature of AI and how to think about AI in your organization, and then we spend a little bit more time on Forty 2001.

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Pepijn Van Der Laan: For which I will then hand over to Nandan. But, first, let's focus, on the next slide.

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Pepijn Van Der Laan: on, yeah, on the quality model for, for AI systems. So, this is, ISO standard, 25,059, and that is...

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Pepijn Van Der Laan: really the AI translation of, yeah, how to think about, about quality of an AI system as a product in use, and that is...

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Pepijn Van Der Laan: has two dimensions. One is the AI system product quality, so really looking at it as a software product, and the second one is really kind of looking at it

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Pepijn Van Der Laan: from a quality and use perspective. So there, you're much more looking into, okay, what are the, the success criteria of the product when in use. And a lot of this, most of the blue boxes, are actually very close to how you look at traditional,

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Pepijn Van Der Laan: Yeah, a traditional, software product, but there are a couple of things which are, which are slightly different, and those are also kind of the ones that illustrate, really, what makes AI special as a technology. So, when it comes to functional suitability, things like correctness and the

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Pepijn Van Der Laan: adaptability, really talk about, yeah, what does it take for a system like AI

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Pepijn Van Der Laan: to learn from the environment, because, of course, that is something that is statistical, that's always changing. So,

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Pepijn Van Der Laan: Likewise, you see that same in reliability, where robustness is something that's much more important if you focus specifically on AI system. When you look at the security side of things, it's also about, kind of, how can you intervene with that automated system.

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Pepijn Van Der Laan: when it comes to satisfaction, it's really about transparency. So you see that basically a lot of the core characteristics of AI as a technology are nicely highlighted by looking at the standards. So, if you already have your policies in place for quality of software products, yeah, these type of additional standards really help you a lot in where to focus, what adaptions

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00:13:50.380 --> 00:13:57.410

Pepijn Van Der Laan: to make in your organization to really bring, bring AI also under that, under that control.

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Pepijn Van Der Laan: So that's, I think, a nice example of a standard. That's well known, but super valuable if you want to, basically integrate. On the next,

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Pepijn Van Der Laan: slide, and this is actually a little bit cheating, yeah, because functional safety for AI system, yeah, as you see, this is a technical report, this is not a standard. ISO TR5469. So, what this describes is really the

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Pepijn Van Der Laan: How should you think of functional safety, in this AI space, where

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Pepijn Van Der Laan: you have probabilistic decision-making, where you have a lot of uncertainty, where you have dynamic interaction with your environment, but also a level of autonomy of the AI system that you need to take into account. And...

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Pepijn Van Der Laan: This is a nice technical standard, because it really emphasizes the importance of

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Pepijn Van Der Laan: being thorough in your functional safety thinking of AI systems, really drilling down to, okay, what are actually the requirements that I have for functional safety? And you can actually stretch that

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Pepijn Van Der Laan: philosophy beyond functional safety, but kind of having those requirements is really key, and also the philosophy of how do you then

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Pepijn Van Der Laan: Look at the different steps in that realization process from data acquisition to processing output, and also putting the umbrella on top in terms of the overall

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Pepijn Van Der Laan: acceptance of the functional safety risk is something that is, I think something that many organizations can learn a lot from, and in particular when you get up in the level of autonomy of the AI systems. Yeah, so if you think about agents and getting agents under control, I think there's a lot of wisdom in this type of

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Pepijn Van Der Laan: technical standards that you can directly translate into how do you want to

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Pepijn Van Der Laan: Basically, monitor and control those, those systems in, in operation.

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Pepijn Van Der Laan: So...

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Pepijn Van Der Laan: That's also a nice example of a standard that, or in this case, a technical report that really also has practical implications, also if you're at more the operational side of AI and want to basically bring all that under governance, because in the end, these are elements of a successful governance.

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Pepijn Van Der Laan: So from there, maybe it's a nice moment to also step back a little bit and look at the overarching,

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Pepijn Van Der Laan: Management system perspective.

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Bas Overtoom: Yeah, we have also this one on the data.

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Pepijn Van Der Laan: Oh, yes, no, yeah, if you want to... Give me quick.

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Bas Overtoom: on a dough.

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Pepijn Van Der Laan: Yeah, if you want me to do another one, I will, boss. So, data management and, and governance, of course, Dam and the MBOK, one of the leading, frameworks for data management.

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Pepijn Van Der Laan: I think there's a specific power in bringing together the MBOG world with ISO in particular, when you talk about integration and about, compatibility across, for example, a supply chain. Yes, there are different, angles there where, the ISO standards hook into the big wheel of DAMA, the MBOG.

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Pepijn Van Der Laan: Let's not go into those full details there, but I think a specific one to highlight is, for example, when it comes to air reference and master data, which is, of course, also as a source of truth for AI that you have in your organization, super important, is one that I think deserves a lot of attention also in the AI world.

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Bas Overtoom: Thanks, Payne, and I think it's interesting just to mention that often we start a conversation with clients with talking about AI, but then, yeah, I think 9 out of 10 times, always the data topic comes flying around the corner as an important

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Bas Overtoom: element. I mean, we've been working on it for more than a decade already to get it under control, but it keeps challenging us, the data, so now great also to have this view on that and the importance.

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Bas Overtoom: So that leaves us, indeed, to go to, kind of, yeah, one of the master standards now on the AI topic, okay? So these were more a bit of, kind of.

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Bas Overtoom: Let's say, the interesting things around it, but this is really the core of

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Bas Overtoom: Yeah, what any serious organization that wants to do things with AI in an efficient and in quality manner needs to get under control, and that is... we had some webinars already on it previously, that is at ISO42001. Nand, I give it the floor to you to kind of introduce a bit the standard and also some of your, let's say, experience implementing this all across the world.

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00:18:48.780 --> 00:19:02.819

Nandan Savnal: Abbas, thank you very much. Coming to ISO 42001, we saw with Papian the way that there are so many standards. How do we bring all of that under an umbrella, and how do we ensure that things fit in well?

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Nandan Savnal: The first thing is.

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Nandan Savnal: All of us who are using AI, and I'm certain in some way or the other, all of us are using AI, is scale and complexity changes everything.

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Nandan Savnal: The moment the scale goes beyond a particular level.

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Nandan Savnal: the normal way of managing things do not really work that well. The question then comes in is, how do we demonstrate due care, due diligence to the regulators and to the other stakeholders? And that is where ISO 42001 comes in. It is part of the management system family.

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Nandan Savnal: And that...

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Nandan Savnal: has a lot of similarity with what we can say is the PDCA framework, which is the Plan, Do, Check, Act framework.

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Nandan Savnal: And here, like all other standards, all other management system standards, there are 10 clauses, And they fit in.

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Nandan Savnal: The first part is to look at the needs and expectation of our stakeholders. In the management system, we call it interested parties. There are external to the organization, internal, and then there are specific category, which are the regulators. We take them, we want to ensure that we meet those

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Nandan Savnal: Capture those requirements. We plan to achieve them. Those become our objectives. We implement the detailed plans.

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Nandan Savnal: We monitor to ensure that we are achieving them, and we improve. So that is the PDCA cycle. The assumption being that, at the end of it, the needs and expectation of our stakeholders, stroke-interested parties are met.

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Nandan Savnal: In the next slide, we will go to how we work on the details. So here are the... on the left-hand side, we see forward, introduction, and the 10 clauses.

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Nandan Savnal: Clause 1, 2, and 3 are sort of like the BIOS of our system.

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Nandan Savnal: they start, and they give us the introduction, they give us what the standard can achieve and what it can do. So that's the scope.

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Nandan Savnal: In the standard management system, the word normative can look at as a That it is mandatory.

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Nandan Savnal: Then we start with the actual core of the standard, from 4 to 10.

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Nandan Savnal: Typically, clauses 4, 5, 6, 7 will belong to the plan phase.

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Nandan Savnal: Clause 8 will belong to the due phase, 9, performance evaluation belongs to the check phase, and 10, improvement belongs to the act phase. The proper and judicious use of this

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Nandan Savnal: is extremely important. This is a risk-based standard, so, which means that in the Clause 4, 6, there are 3 risk assessments which happen here. One is at a strategic level, which is happening in Clause 4.

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Nandan Savnal: There are two risk assessments, one at a system level, which is happening in 6.1.2,

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Nandan Savnal: And then other is a system impact assessment, my AI affecting the external world. Is it affecting, like, example would be, like, a bias or environment management, etc.

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Nandan Savnal: Then there are 4 annexes which come up, Annex A, B, C, and D.

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Nandan Savnal: Annex A and B are normative, or which are mandatory.

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Nandan Savnal: there are... 10 control objectives and 38 controls, which are listed in Annexure 8.

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Nandan Savnal: The implementation guidance is given in an extra B,

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Nandan Savnal: And an extra C is about... there are two parts in C. One is they give up the organizational objective and some AI risk sources.

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Nandan Savnal: D is...

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Nandan Savnal: how are we using AI across the domains? So, A, B, and C become very, very important, and that is the high-level structure of 42001.

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Nandan Savnal: Coming to the next slide.

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Nandan Savnal: We come here and we will look at, bus, can we go to the next? Yeah, and here we'll look at the controls which are coming in the annexure A.

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Nandan Savnal: And it starts with NX A.2, goes right up to A.10, with policies, how the internal organization should be structured, what kind of resources are required, and we'll see certain things here, like the data resources, the tooling, the system computing, and HR. So people, process.

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00:23:00.820 --> 00:23:07.430

Nandan Savnal: data that comes in there. A.5 is, like, the impact that my AI system will have outside.

132

00:23:07.780 --> 00:23:10.489

Nandan Savnal: On the outside environment, or the external environment.

133

00:23:10.600 --> 00:23:24.070

Nandan Savnal: 8.6 is the lifecycle, very similar to the software development lifecycle, SDLC. 8.7, which Pepin was talking about, the data, a lot of elements of that comes in here.

134

00:23:24.250 --> 00:23:32.369

Nandan Savnal: From here, we go into what Pepin was talking, that is the deep dives that happen there. So those are the standards where the deep dives would happen.

135

00:23:32.520 --> 00:23:46.149

Nandan Savnal: A.8 is about the stakeholders, A.9 is how do we use of the AI system, and how do we do our AI, or responsible AI. A.10 says we should be in control of the entire supply chain, which means

136

00:23:46.300 --> 00:23:55.249

Nandan Savnal: my vendors, including the use of it at my customer location. So that's the entire overview from A.2 to A.10.

137

00:23:55.360 --> 00:24:00.879

Nandan Savnal: The related standards, because AI will sit on top of quality, It'll sit on top of

138

00:24:00.990 --> 00:24:12.179

Nandan Savnal: PII data, and it will have an impact on the information security. So these would be very closely related. Those would be the first cousins of 42001.

139

00:24:12.410 --> 00:24:15.360

Nandan Savnal: So, Bas, in the next slide, you will... we will see...

140

00:24:16.610 --> 00:24:24.839

Nandan Savnal: how the other standards come up. So, within this, there are over 30 references to other standards. Pepian showed you some of them.

141

00:24:25.040 --> 00:24:31.340

Nandan Savnal: Almost 37 references are there in 42001 for Deep Dive, the total universe.

142

00:24:32.070 --> 00:24:41.469

Nandan Savnal: Clauses 7, There are 7 clauses which are implementable, 4 to 10, 9, Annex objectives, which are there.

143

00:24:42.610 --> 00:24:59.100

Nandan Savnal: And here we look at it, that when we look at it, we'll see many of these things coming up. And that is exactly where NEMCO comes in. With our expertise across managing, and with expertise across industries, expertise across domains of AI,

144

00:24:59.630 --> 00:25:19.929

Nandan Savnal: And here we bring in the concept, like, mutually, we'll have a lot of teams which are with very specific knowledge. Example, I will come in with the management system with the team, somebody with the data, somebody with functional safety, and that team will become an exhaustive team that comes in with... to manage the entire vastness of the AI scope.

145

00:25:20.090 --> 00:25:22.790

Nandan Savnal: So that's what is depicted on this slide.

146

00:25:24.120 --> 00:25:35.420

Nandan Savnal: And on the next slide, when we come in, here we talk about the most referenced standards. Like we said, over 30 standards are referred in ISO 42001, that is the scope.

147

00:25:35.950 --> 00:25:52.359

Nandan Savnal: ISO 22989, which is a mandatory reference. 38507 for large organizations, if you come from a very large organization going across domains and across jurisdiction, how do you govern it? 38507. Various standards on data.

148

00:25:52.540 --> 00:25:58.310

Nandan Savnal: 25, 0... 24 onwards, many of them. The big data part of it.

149

00:25:58.450 --> 00:26:09.559

Nandan Savnal: whistle-blowing standard, the data quality framework standards. There are many of them, over 30 of them. There's another slide, which is the next slide, which will talk about some additional standards.

150

00:26:10.730 --> 00:26:30.060

Nandan Savnal: Where we talk about the interconnectedness by domain. So, AI governance and leadership, the data quality, privacy, the risk management framework itself, we saw one in the quality, which is 25029, the functional safety 5469, 23894, the system lifecycle.

151

00:26:30.340 --> 00:26:44.859

Nandan Savnal: like the SDLC, audit and compliance, and various other standards. So, we'll have many, many parts of it, and the implementation roadmap is the judicious use of 42001 as the overarching framework.

152

00:26:45.090 --> 00:26:46.190

Nandan Savnal: within that.

153

00:26:46.440 --> 00:26:58.390

Nandan Savnal: Picking up the right frameworks and the right standards which are required for our specific use, because it's easy to get lost in so many standards. Which one do we pick up? For which organization?

154

00:26:58.440 --> 00:27:09.149

Nandan Savnal: How do we pick it, and how do we map it? How do we assemble a team, and how do we implement and monitor that it's working very well? That is the judicious decision that needs to be taken.

155

00:27:09.380 --> 00:27:10.849

Nandan Savnal: Boss, the next slide.

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00:27:13.950 --> 00:27:14.490

Nandan Savnal: And...

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00:27:14.490 --> 00:27:14.930

Bas Overtoom: So...

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00:27:14.930 --> 00:27:22.429

Nandan Savnal: Anything on the implementation boss, I will take that later if there are any questions which come up, so I'll hand it over back to you, unless there's.

159

00:27:22.430 --> 00:27:29.540

Bas Overtoom: Thank you very much for this overview, and I think it's quite interesting to see, how these... that universe that Papane initially mentioned.

160

00:27:29.710 --> 00:27:47.590

Bas Overtoom: is getting interconnected. I think we are almost to the, let's say, closing towards our thing, but Papain, here, your name is still on the slide, I see. On this one, yeah, maybe guiding a bit, let's say, how do you look at a kind of deploying such a management system.

161

00:27:47.590 --> 00:27:55.740

Bas Overtoom: in different kind of phases. So maybe you can talk us a bit through that, and also specifically the starting point before we kind of start to wrap it up, and as

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00:27:55.740 --> 00:28:07.859

Bas Overtoom: Nandan was already mentioned, and look into some of the kind of key challenges or opportunities, actually, leveraging standards that you have already in-house to kind of accelerate this. But these steps, maybe you can walk us through it.

163

00:28:08.760 --> 00:28:29.600

Pepijn Van Der Laan: Yeah, I think there are some points of what Nandan talked about are very important to realize, because it's something that, yeah, basically, yeah, stretches across your organization, is very interconnected, maybe also to other management systems, so it's very important to have a structured approach to, to AI governance and risk management and compliance, and to really

164

00:28:29.600 --> 00:28:36.219

Pepijn Van Der Laan: kind of, take that step by step in, in a structured way. And that starts with

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00:28:36.220 --> 00:28:51.620

Pepijn Van Der Laan: training and awareness, making sure that people realize, what, what it is and what it takes, and also why it's special. Yeah, why not just push AI under your 9001, or,

166

00:28:51.620 --> 00:29:00.789

Pepijn Van Der Laan: not think about it, but just think that everything that you have already in place will probably also work for AI, because

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00:29:00.960 --> 00:29:16.820

Pepijn Van Der Laan: In many cases, it will, but you will run into the situations where it won't. So understanding that those limitations is also super important. From there, of course, kind of, knowing what you have and how you can expand it, and understand that gap

168

00:29:16.820 --> 00:29:38.780

Pepijn Van Der Laan: towards, the readiness for the, for the certification, is, of course, a starting point for knowing also where to work on, where to make, improvements, yeah, and that can be, either strengthening specific AIMS processes where you already have something in place, or really deploying new processes and,

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00:29:38.780 --> 00:29:42.139

Pepijn Van Der Laan: And policies where you, where you don't have them yet.

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00:29:42.200 --> 00:29:49.410

Pepijn Van Der Laan: From there towards, really other certification and audit support, which is, a process in itself.

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00:29:49.410 --> 00:30:14.280

Pepijn Van Der Laan: So there, it really helps to conduct the pre-certifications and the internal audits, make sure that you basically validate for the... before you are up for the final exam, so to say. And what we find there, and that's what's on the bottom, is that, yeah, in that process, in particular, if you have ambitions in a bit broader sense on scaling AI in your organization.

172

00:30:14.280 --> 00:30:32.930

Pepijn Van Der Laan: Also, thinking at that moment about how do you support those processes with tools and technologies in the governance layer is something that's super important and that often comes up once people realize also the complexity of the domain.

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00:30:36.220 --> 00:30:42.710

Pepijn Van Der Laan: So... Zooming in a bit more in that, in that first stage of the...

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00:30:42.710 --> 00:31:00.640

Pepijn Van Der Laan: Of the journey. So, there, it is about, yeah, the awareness trainings that we, that we offer together with that, that situational awareness, really getting to, to a good, validated situation, but also an ambition of where you want to go to.

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00:31:00.880 --> 00:31:02.620

Pepijn Van Der Laan: Gap assessment and...

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00:31:02.810 --> 00:31:25.690

Pepijn Van Der Laan: Really, we can do this at quite a good pace, depending on the, of course, the scope and the complexity of the domain we're looking at, leading you to a list of gaps and improvement points, which then translate into a very concrete activation plan that really puts you on that journey towards

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00:31:25.690 --> 00:31:28.470

Pepijn Van Der Laan: Towards compliance and conformity.

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00:31:28.510 --> 00:31:40.850

Pepijn Van Der Laan: Maybe also already doing that technical assessment in that early stage, so that you also know, okay, to what extent is my current setup also ready for scaling?

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00:31:41.050 --> 00:31:55.970

Pepijn Van Der Laan: That's typically how we see that, that journey starting. It's something that is, yeah, that I think is super valuable to start already, basically creating that clarity and understanding your gap.

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00:31:56.100 --> 00:32:03.390

Pepijn Van Der Laan: Is something that, yeah, that will help you a lot also in, yeah, in...

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00:32:03.620 --> 00:32:23.059

Pepijn Van Der Laan: mapping out your own journey towards a more mature AI operations and AI management system, which is something that will be more and more important as the technology becomes more democratized and more rolled out across organizations.

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00:32:23.650 --> 00:32:35.819

Bas Overtoom: Thanks, Papain, and before we dive into the, let's say, Q&A, so get your questions ready, you can start to type them into the quest, into the chat. We have still,

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00:32:35.820 --> 00:32:45.559

Bas Overtoom: 10 minutes to talk to the experts after this. One thing, yeah, as we're always offering something special for you as webinar participants.

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00:32:45.560 --> 00:32:55.749

Bas Overtoom: Also, this time, we see what Papain already mentioned, that one of the key first steps is to get this awareness and training, so we would like to offer two winners.

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00:32:55.750 --> 00:33:00.869

Bas Overtoom: It has a 3-hour training for you and your team, so 5 to 10 people.

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00:33:00.870 --> 00:33:24.150

Bas Overtoom: It's a remote training, but it's basically, let's say, one afternoon or morning to really dive into, to say, the nitty-gritty of 42001, to really come up to speed and to evaluate how relevant this could be for your organization. So, if you find that interesting, at the moment, then you can scan this code.

187

00:33:24.190 --> 00:33:31.650

Bas Overtoom: And then, we, yeah, you can fit in the form, and based on that, you can, we select two winners.

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00:33:31.680 --> 00:33:39.909

Bas Overtoom: So, then the last thing I just wanted to mention is that we are doing many of these webinars, also publishing many of such a good

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00:33:39.920 --> 00:33:51.689

Bas Overtoom: practices on implementation, on regulations, so, yeah, join our, LinkedIn, group to stay updated on all the things that are, that are happening.

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00:33:51.720 --> 00:33:58.180

Bas Overtoom: So, yeah, without, further ado, I think it is a good moment to start,

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00:33:58.180 --> 00:34:16.149

Bas Overtoom: looking into, the Q&A, and yeah, I have the first question already ready. It is basically coming, maybe Nandan, you can speak first on this one. So, we got the results also of the poll, back, and we see that 70% has a 9,001,

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00:34:16.150 --> 00:34:17.310

Bas Overtoom: Certificate.

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00:34:17.360 --> 00:34:30.419

Bas Overtoom: Then we see about, 40%, 42, the 14001, the environmental one, and also almost 40%, yeah, information security management system.

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00:34:30.440 --> 00:34:49.039

Bas Overtoom: only 5%, already certified, 42001, so there is, yeah, maybe work to do. Can you talk a bit about, you know, what makes it different, when you have already some of these ISO standards to go to such an implementation of,

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00:34:49.040 --> 00:34:51.699

Bas Overtoom: 42,001. How is it supporting it?

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00:34:52.650 --> 00:35:09.859

Nandan Savnal: Very interesting question. One thing, Baz, definitely, if any company has... any organization has any management system, we are able to take that management system, that learning, the people are comfortable with the management system, so definitely it helps. Those are all harmonized now.

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00:35:09.860 --> 00:35:18.600

Nandan Savnal: So, many of the clauses are similar, like leadership, performance improvement, continual improvement, so many of those things can be brought in together.

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00:35:18.620 --> 00:35:31.979

Nandan Savnal: And we can, piggyback on those processes, so definitely there is, a lot of benefits if any organization has some management system in place, particularly, privacy.

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00:35:32.070 --> 00:35:37.479

Nandan Savnal: SDLC, data, or information security. Definitely.

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00:35:37.590 --> 00:35:38.570

Nandan Savnal: beneficial.

201

00:35:39.060 --> 00:35:43.969

Bas Overtoom: Yeah, maybe a follow-on question for you, as you've been also active,

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00:35:44.020 --> 00:36:02.639

Bas Overtoom: quite strongly here. Do you have any idea? We say 5% here are certified of the companies that are participating in this webinar. Is that what was to be expected? Is there any numbers on the information of the level of adoption on 42,001? Nandan, do you know anything about that, or what is your feeling?

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00:36:02.930 --> 00:36:14.010

Nandan Savnal: Publicly, it is not available, but one thing is, over the last 6 to 8 months, what I see is in all the RFPs, this is becoming a mandate.

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00:36:14.010 --> 00:36:29.029

Nandan Savnal: It is now becoming important that if you have it, it becomes like a ticket to trade. If you have it, you pass through the first gate very easily, so I expect a lot of companies to go in for certification now. The umbrella curve has only begun.

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00:36:29.540 --> 00:36:39.839

Bas Overtoom: Okay, so expecting maybe in a year from now that we are starting to see similar uptake as, with the ICE information security, that would be, something we can start to expect.

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00:36:39.840 --> 00:36:43.940

Nandan Savnal: 3 to 6 months, not even a year, three to six months, you see that whole jump happening again.

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00:36:44.490 --> 00:37:04.259

Bas Overtoom: Yeah, get ready then. Then the second, there was also another question, which is quite related to this one. I'll give it to Papain first, but maybe, Nandan, you want to elaborate with some examples, but how long does it take, in average, to get certified? I mean, you show those six nice boxes, but, you know, what do we need to expect here?

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00:37:04.260 --> 00:37:12.290

Pepijn Van Der Laan: Yeah, so Of course, this is, this is a question that many, many organizations have, and,

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00:37:12.660 --> 00:37:32.620

Pepijn Van Der Laan: Yeah, the annoying answer is always, it depends, because it does depend. There's a lot, kind of, at different starting points, but yeah, there's quite a bit that we can say about it, yeah? So, if you're already in a good starting position, and you have an organization that is used to,

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00:37:32.620 --> 00:37:45.919

Pepijn Van Der Laan: work with standards like 27001, and that is quite mature in their practices in general, kind of, then, it can really be something that is,

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00:37:46.030 --> 00:37:56.810

Pepijn Van Der Laan: you do the, yeah, the start and the initiation, and then kind of, hey, you maybe patch up a couple of things in a couple of months, and you're ready.

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00:37:56.810 --> 00:37:57.550

Pepijn Van Der Laan: But

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00:37:57.550 --> 00:38:21.359

Pepijn Van Der Laan: if you start from zero, and you don't have your policies in place, and you don't have your ways of working across your AI teams, yeah, then it can be a very lengthy process. But in most cases, yeah, I would think 3 months to half a year, if you have a reasonable starting point, should be what's, yeah, what you start planning with.

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00:38:21.560 --> 00:38:24.649

Pepijn Van Der Laan: But of course, It depends.

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00:38:24.650 --> 00:38:31.499

Bas Overtoom: It depends. Maybe, Nandan, what was the fastest one that you've seen so far, in the last... Three months. Three months, yeah.

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00:38:31.500 --> 00:38:42.899

Nandan Savnal: for a very large company, and I think, Abbas, one thing that for people here, this would be a normal question. What we can offer is if they come to us, because each company will be so unique.

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00:38:42.900 --> 00:38:58.739

Nandan Savnal: If they come to us, have a dialogue with us, we can maybe screen it, have a questionnaire, and then, you know, we can help them with the timing, roadmap, and the team that we can look at. So I think that's also an offering that maybe we can offer to the people.

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00:38:58.740 --> 00:38:59.530

Bas Overtoom: Yeah.

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00:38:59.660 --> 00:39:18.269

Pepijn Van Der Laan: Yeah, and I think that's a good point that you, that you bring up, Nnamdam, because there's so much that you can do also in the, in how you approach this and how you strategize about getting to the certification, Thinking about, okay, how do we stacker this, basically across,

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00:39:18.270 --> 00:39:27.769

Pepijn Van Der Laan: Across departments or, or across, different scopes, because you can already certify part of your organization,

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00:39:27.770 --> 00:39:45.679

Pepijn Van Der Laan: if that helps you in the market, and get you into RFPs, where it's kind of then bringing the more lagging part of your organization in at a later point. And that already gives you that first boost of success and impact.

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00:39:46.380 --> 00:40:03.659

Bas Overtoom: Thank you. Maybe one, I think we have quite some questions, so I'll take another 5 minutes of your time, Pepahin, and then one that's coming in, I think it's also pretty interesting, is the, one you mentioned, tooling and technology, but what do you mean with that, Papai and tooling and technology for ISO 401?

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00:40:04.030 --> 00:40:13.899

Pepijn Van Der Laan: Yeah, so basically, if you look at the management system and all the controls that are in there, what you see is that

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00:40:14.100 --> 00:40:33.569

Pepijn Van Der Laan: making sure that you have that evidence gathered, basically, across all the AI systems that you have, and across all that complexity, and keeping that managed, and keeping that audible, can be something that is... that it is a challenge if you don't have that automated sufficiently.

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00:40:33.570 --> 00:40:45.139

Pepijn Van Der Laan: And what you see is, with traditional, GRC tooling, is that it's not always tailored to the type of,

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00:40:45.140 --> 00:41:05.720

Pepijn Van Der Laan: yeah, the type of solutions that you have in AI. So then, in that case, it can be very valuable to think about specific AI governance tooling that really helps you to govern those AI solutions and those AI systems much closer and much more in-depth.

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00:41:05.720 --> 00:41:10.860

Pepijn Van Der Laan: Because there's so much that, yeah, that goes into that, that structuring, that approach.

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00:41:10.860 --> 00:41:19.870

Pepijn Van Der Laan: Considering the... sheer amount of data and, complexity of the domain. Yeah, often.

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00:41:20.040 --> 00:41:23.940

Pepijn Van Der Laan: Becomes much more easy if you... if you have the right technology in place.

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00:41:24.530 --> 00:41:35.030

Bas Overtoom: Thank you. So, yeah, maybe slowly coming to an end, but this is still, I think, quite a relevant one. I'm gonna give it to Nandan. It is basically the question, if you come from a large

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00:41:35.190 --> 00:41:45.359

Bas Overtoom: corporate. How do you keep costs under control and manage it? Do you... do you do it as a group in one, or you need to do per entity, or per jurisdiction? Because

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00:41:45.360 --> 00:41:55.710

Bas Overtoom: Yeah, at one point, if you need to cut it up in a lot of small pieces, it might explode. Yeah, how to go about that in a pragmatic manner if you're a larger organization?

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00:41:55.890 --> 00:42:14.820

Nandan Savnal: Absolutely, and very valid question. I think, it is... there are many models of doing it. It is easy to get lost, because there are so many standards, and it can become a quicksand. So here, when I, one other thing is, there are group certifications which are possible, but for that, we really need to understand which are those companies, but it can be done.

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00:42:14.820 --> 00:42:18.569

Nandan Savnal: If there are similar activities, then it is very easy to

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00:42:18.790 --> 00:42:31.030

Nandan Savnal: take it across. But if there are different group activities, somebody is in automobile, and somebody is in space research, and some... somebody is... some other entity is in something else, we need to look at what are the commonalities.

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00:42:31.030 --> 00:42:47.740

Nandan Savnal: So, here, I would say that, come talk to us. There is no barrier here. You can talk to BAS, and I think we will come to you very quickly on what is the cost associated. Yes, it does... definitely works better if we go for a group certification. The cost comes down.

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00:42:48.100 --> 00:42:51.670

Nandan Savnal: And there are so many standards, so many parts which are there.

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00:42:51.870 --> 00:43:10.070

Nandan Savnal: talk to us, and I think we can really work with you as reasonable costing as we can get around, and the timing. Because rather than picking all the associated standards, we can help to pick up the right ones, which will give you the leverage. The others you can pick up on the way in the later year.

239

00:43:10.570 --> 00:43:25.109

Bas Overtoom: Okay, I have a last question, coming in, and yeah, there is still place for the trainings, although we got quite some trainings in, but if you still want to join, I see there's still a lot of people on the call also, fill in that, fill in that form.

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00:43:25.110 --> 00:43:31.150

Bas Overtoom: The last question, I'm gonna give it first to you, Nandan, and then Papai, you, the last word to elaborate on it.

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00:43:31.150 --> 00:43:51.559

Bas Overtoom: The question is, so, a little bit, what comes after the certification? Of course, you are getting certified, that means you have designed the processes, but that doesn't mean you have a working or implementing in that way that you have designed. So, how do you see that going about, and what are some good practices or tips, or what is a common approach from that

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00:43:51.560 --> 00:43:54.040

Bas Overtoom: Beyond certification phase.

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00:43:54.420 --> 00:43:57.149

Nandan Savnal: Yes, this is a complex standard with so many...

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00:43:57.380 --> 00:44:03.789

Nandan Savnal: areas, I still remember Pepin's slide on the universe, you may not pick up all the

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00:44:04.060 --> 00:44:19.849

Nandan Savnal: standards in the first go. You may pick up only those which are critical. In the next year, you may pick up the other ancillary standards. So, for the next year, so the next 18-24 months are about baselining the AI journey, ensuring that we are looking at it.

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00:44:19.850 --> 00:44:35.060

Nandan Savnal: And ensuring that all the things, processes that we have put in place are embedded well in the organization. There is due care, due diligence, compliance to the law, understanding it, because that is an evolving nature with all the laws which are coming up.

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00:44:35.090 --> 00:44:49.449

Nandan Savnal: then it is going to the next level. And every year, there will be an audit, so ensuring that, you know, we pass them with absolutely... with smoothness. So I think it's about growing to the next part.

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00:44:49.920 --> 00:44:52.860

Nandan Savnal: Baselining, maintaining, and then...

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00:44:53.360 --> 00:45:01.179

Nandan Savnal: waiting there for a while, and then going to the next level. So I think a good journey, good mapped-out journey over 3 years would... is what I would suggest.

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00:45:01.680 --> 00:45:11.209

Bas Overtoom: Thank you very much, and another question came in, is the standard available already? Yes, you can just buy it, so to say, on the.

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00:45:11.210 --> 00:45:19.220

Pepijn Van Der Laan: Yeah, on that bus, I think that this is also about the European adaption of the standard,

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00:45:19.220 --> 00:45:36.459

Pepijn Van Der Laan: Yeah, so maybe briefly talk about it, because ISO 42000 is the global standard. If you want to be compliant on the European level, so to the AI Act, there are a couple of additional things that you need to be aware of.

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00:45:36.460 --> 00:45:47.739

Pepijn Van Der Laan: So that European, adaption is, yeah, it's basically, expected very, very soon. There are also already some drafts of that, which are circulating.

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00:45:47.740 --> 00:46:03.600

Pepijn Van Der Laan: So we pretty much know what to expect, in those, in the European standards, so if you want to work towards that already, we can help you there, but it is also expected to be official, quite soon.

255

00:46:04.120 --> 00:46:21.100

Bas Overtoom: Thank you, Papai, for jumping in. And then maybe the final word to you on the, you know, what Nandan was already speaking about, but going from, let's say, yeah, the certification, the getting ready, into actioning in that in your organization. Also, what do you see there as some of the good, good practices? And then we will close off the call.

256

00:46:21.100 --> 00:46:22.409

Pepijn Van Der Laan: Yeah, I think...

257

00:46:22.600 --> 00:46:38.320

Pepijn Van Der Laan: I think it's finding the right balance that fits your organization that is super important, on the one hand, basically setting that ambition and basically making sure that you're on that path to full, have full compliance and full coverage, but also starting to move.

258

00:46:38.370 --> 00:46:56.590

Pepijn Van Der Laan: And having that feeling, okay, yeah, but we already have this system, this entity that is covered, that can then also serve as a lighthouse case for the rest of the organization. I think finding that balance that fits the speed of your organization is super important.

259

00:46:57.400 --> 00:47:13.350

Bas Overtoom: Thanks, Papain. Thanks, Nandan, for sharing all your rich experiences, and as Nandan mentioned also already earlier, yeah, if you just have some specific other questions, or you just want to do a bit of a brainstorm, looking at your specific organization, yeah, we are...

260

00:47:13.350 --> 00:47:22.680

Bas Overtoom: let's say one email away, just please reach out, we're happy to think along, make it practical. It is, let's say, it is an...

261

00:47:22.780 --> 00:47:41.640

Bas Overtoom: It's gonna be always a bit of a project, but in the end, the benefits to kind of accelerating and scaling further, leveraging AI in an effective and a trustful manner, yeah, they

really outweigh the cost and the investments. That's what we see at least the leading companies in the market taking as a decision.

262

00:47:41.640 --> 00:48:00.810

Bas Overtoom: Thank you very much for joining, also, the audience, for asking all your questions and the interaction, and, yeah, please, join us again for the next webinar. This webinar will become also available, you can download the slides later, and, yeah, we hope to see you again, again soon, and, thank you all, wish you a great...

263

00:48:00.810 --> 00:48:03.950

Bas Overtoom: Evening, afternoon, wherever you are.

264

00:48:04.230 --> 00:48:05.210

Bas Overtoom: Thank you.

265

00:48:06.300 --> 00:48:07.210

Pepijn Van Der Laan: Thank you!