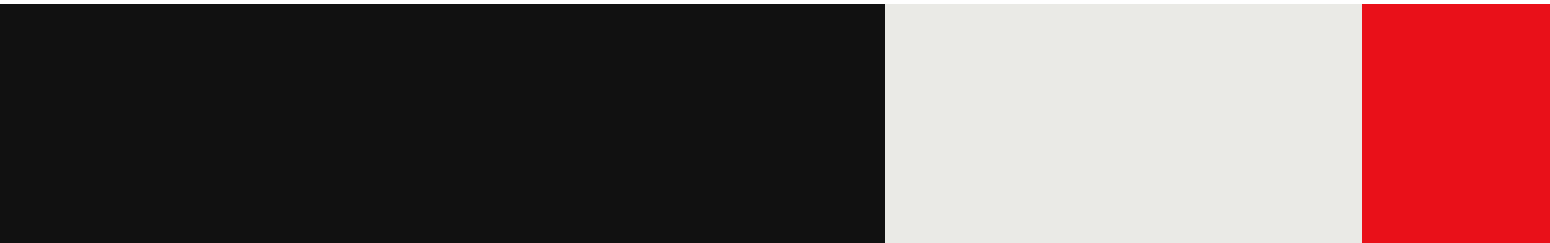# Why Setting Up AI Products Is Hard Work

Article
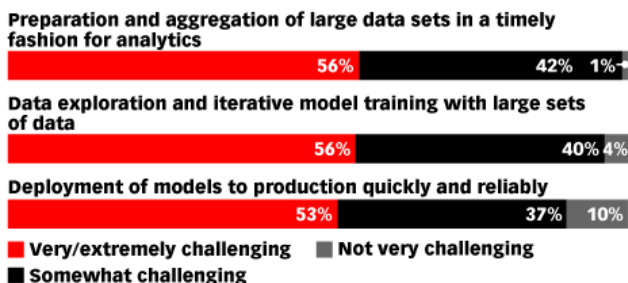
G etting artificial intelligence (AI) products to operate correctly takes a lot more effort than flipping a switch and letting a machine do the work.

In a July survey of 200 US and European IT executives conducted by Databricks and International Data Group, 56% of respondents said that preparing large datasets is a very challenging aspect of moving AI concepts into production. Similarly, 53% of respondents reported that deploying AI models quickly and reliably is also very challenging.

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Challenges of Implementing AI-Based Projects According to IT Executives in Europe and the US, May 2018
% of respondents

Preparation and aggregation of large data sets in a timely fashion for analytics
56% | 42% | 1%

Data exploration and iterative model training with large sets of data
56% | 40% | 4%

Deployment of models to production quickly and reliably
53% | 37% | 10%

- ■ Very/extremely challenging
- ■ Somewhat challenging
- ■ Not very challenging

Note: among respondents at companies with 1,000+ employees; numbers may not add up to 100% due to rounding
Source: Databricks, "Conquer the AI Dilemma by Unifying Data Science and Engineering" conducted by IDG, July 24, 2018

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These results underscore the fact that AI products require significant investment.

News aggregation platform Flipboard uses AI to sift through about 300,000 articles per day. However, Flipboard has a team of nearly 40 tech, engineering and data science specialists who work on creating and monitoring its AI tools. And the company has 20 curators who manually select articles for its readers while supplementing its AI output.

To build its AI product, Nielsen Marketing Cloud relied on engineers to build the tech infrastructure, product developers to implement best practices and data scientists to monitor and tweak the product's models and algorithms. Four to seven people worked full time on building the platform for a few years and several others got pulled in occasionally.

AI can be used for a plethora of tasks including buying ad inventory and writing pop songs. But getting its automation flowing requires an uplift.