

Welcome

**AI in Action:
Strategies for Business Success - a year on**
9 October 2024



Not an LBV member,
scan to join...

Anjuu Trevedi MBE

LBV Board Director

&

Head of Knowledge Exchange and
Innovation

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Senior Partnerships Development
Manager NSCC

Anjuu.trevedi@twycrosszoo.org



Rajinder Bhuhi

Incubation and Acceleration Associate

R.Bhuhi@lboro.ac.uk



&

Co-Founder of Leicester Startups CIC

Agenda

- 12:20 LBV Welcome**
Anjuu Trevedi MBE, LBV Director & Head of Knowledge Exchange and Innovation, De Montfort University & Senior Partnerships Development Manager NSCC, Twycross Zoo
- Loughborough University Welcome**
Rajinder Bhuhi, Incubation and Acceleration Associate & Co-Founder of Leicester Startups CIC
- 12:30 Introduction: latest AI trends and developments**
Tim El-Sheikh, CEO Nebuli
- 12:45 Data & AI Strategies**
Dr Ayo Akinduko, Lead Scientist, Nebuli
- 13:00 Cybersecurity and Future Proofing business strategies**
Xavier Schmoor, Lead Data Scientist – Metcloud
- 13:15 Q&A**
Rajinder Bhuhi, Incubation and Acceleration Associate & Co-Founder of Leicester Startups CIC
- 13:30 And Finally....**
Anjuu Trevedi MBE
- 13:35 Networking & Refreshments**

LBV (Leicestershire Business Voice)

Leicestershire Business Voice (LBV) proudly champions the diverse business community in Leicestershire.

As a premier advocacy membership group, we support businesses across various sectors and sizes, encouraging collaboration, innovation, and sustainable growth while promoting the region as a leading business hub.

- **A non-profit maximising membership group**
- **Run by the Members for the Members**
- **10 Board Directors - volunteer their time, experience and expertise** for the benefit of business sector and local community, work **with key decision makers to stimulate debate, raise areas of concern and shape policy affecting local businesses.**

LBV Board Directors



Robin Pointon
Chair



Mukesh Bulsara
Vice Chair



Neil McGhee
Director



Roger Merchant
Director



Jane Cowley
Director



Iain McKenzie
Director



Sandra Wiggins
Director



Anju Trevedi MBE
Director



Mark Robinson
Director



Sean Jarvis
Director

LBV (Leicestershire Business Voice)

Core Membership Benefits:

- ❑ **Collective Voice:** As one of the exclusive businesses, members contribute to a powerful collective voice that provides feedback to key city and county stakeholders.
- ❑ **Access to Exclusive Information:** business critical information about the local business landscape, government updates, and economic developments.
- ❑ **Collaborative Knowledge Exchange:** a collaborative group sharing best practices and facilitating knowledge transfer between businesses across sectors.
- ❑ **Exclusive Calendar of Events:** Free entry to a calendar of events, offering networking, learning opportunities, and direct access to influential local figures.
- ❑ **Recognition and Status:** leading and informing conversations within the Leicestershire business community.

Not a member,
scan to join....



AI in Action: Strategies for Business Success - a year on

- ❑ AI for Business event at (IBM Leicester)
- ❑ Year on AI use and adoption more widespread - even I am using it – **“AI is everywhere!!”**
- ❑ AI - a business critical tool helping automate dull repetitive tasks e.g.
 - Chatbots – booking appointments, info on how to...
 - ChatGTP helping create forms and templates (market surveys, marketing strategies)
 - AI embedded in everyday devices (smart phones and LinkedIn)



AI for Business Presenters - IBM Leicester
25 Oct 2023

AI in Action: Strategies for Business Success - a year on

- ❑ Advancements in Artificial intelligence (AI) seem to be moving at ‘lightning speed’.
- ❑ Individuals and businesses are starting to use AI to grow and innovate but....



- 59% never used AI
- 86% don't have AI strategy
- 87% don't have AI policy
- 61% would benefit from more training

Main AI benefit: Efficiency Gains

Main AI risks : Data Accuracy and Cyber Security threat* 

east midlands
chamber
Derbyshire | Leicestershire | Nottinghamshire

*Chambers Quarter 3 business survey (279 businesses)

- ❑ Our AI experts today will share information on the latest AI developments and strategies businesses can use to inform business competitiveness, data strategies and cyber security tactics.

Rajinder Bhuhi

Incubation and Acceleration Associate

R.Bhuhi@lboro.ac.uk



&

Co-Founder of Leicester Startups CIC

Our AI Experts



Tim El-Sheikh

CEO

[NEBULI Ltd](#)



Dr Ayo Akinduko

Lead Scientist

[NEBULI Ltd.](#)



Xavier Schmoor

Lead Data Scientist

[METCLOUD Ltd.](#)



Tim El-Sheikh

CEO

NEBULI Ltd

Human-Machine Intelligence

nebuli.com

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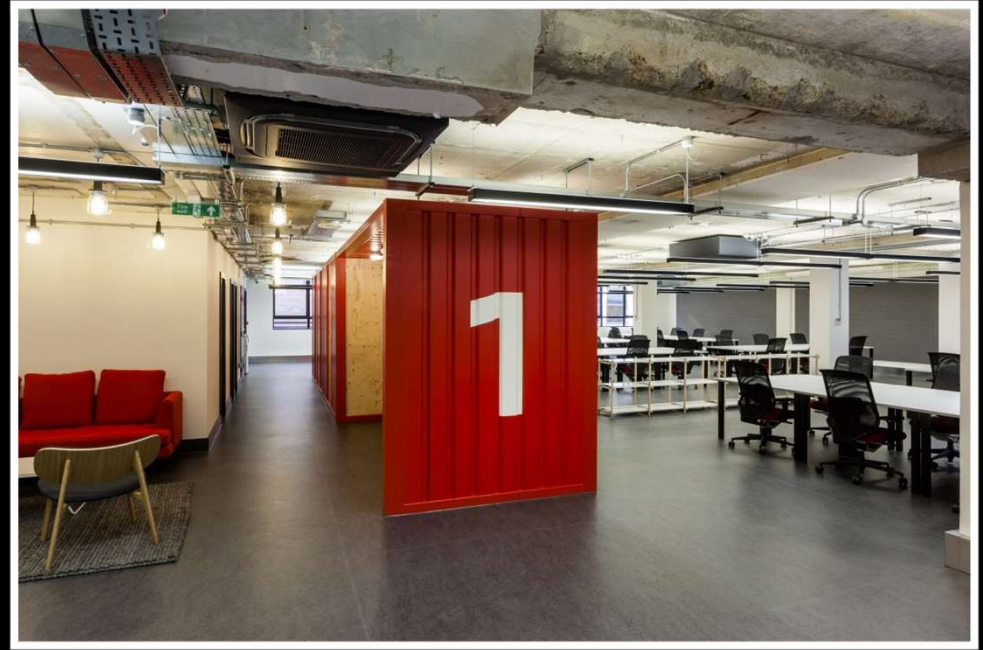
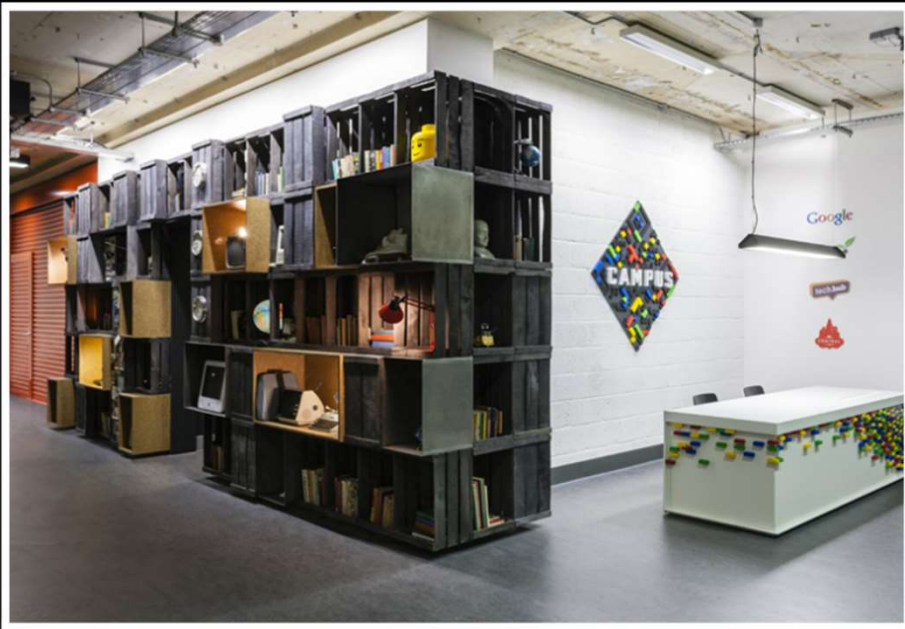


Tim El-Sheikh

Co-founder/CEO Nebuli – nebuli.com

Founder/Host AI Geeks Podcast – aigeeks.com







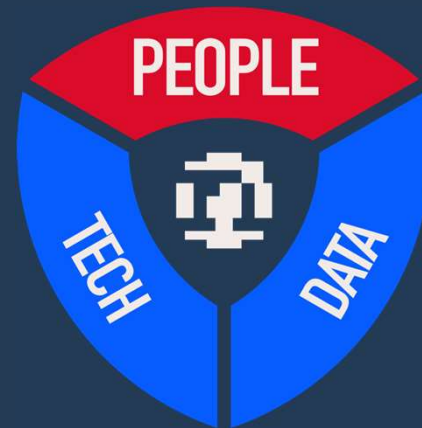
Nebuli is the world's first
Augmented Intelligence Studio[®]
that puts safety and people first.



We help ambitious teams transform
and scale with pioneering human-
machine frontiers.



People First



In a world where technology often takes centre stage, we strongly believe that real digital success comes from understanding people, their needs, and their aspirations.



Department for
Science, Innovation
& Technology



**UK
SPORTS
INSTITUTE**



Nestlé

Good Food, Good Life



UNIVERSITY OF
LEICESTER



**Greater
Western
Water**

Innovation -as-a-Service



94%

Leaders not fully satisfied
with their innovation
performance

(McKinsey Research 2023)

91%

Leaders don't feel "very
prepared" to implement AI
Safely

(McKinsey Research 2024)

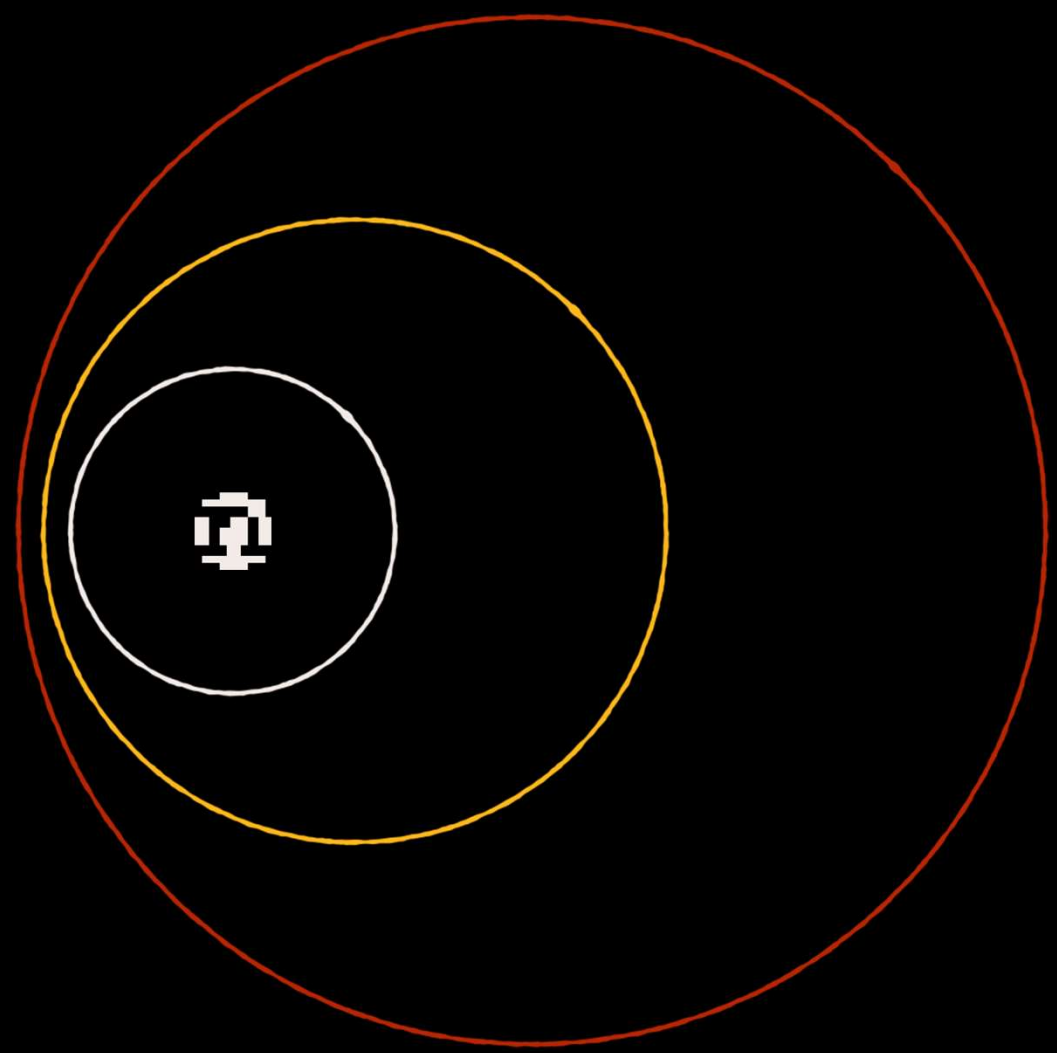
98%

Leaders agree they need
to innovate urgently

(Miro Research 2023)



AI = Transformation





Strategy

People Data Business



Hard for AI



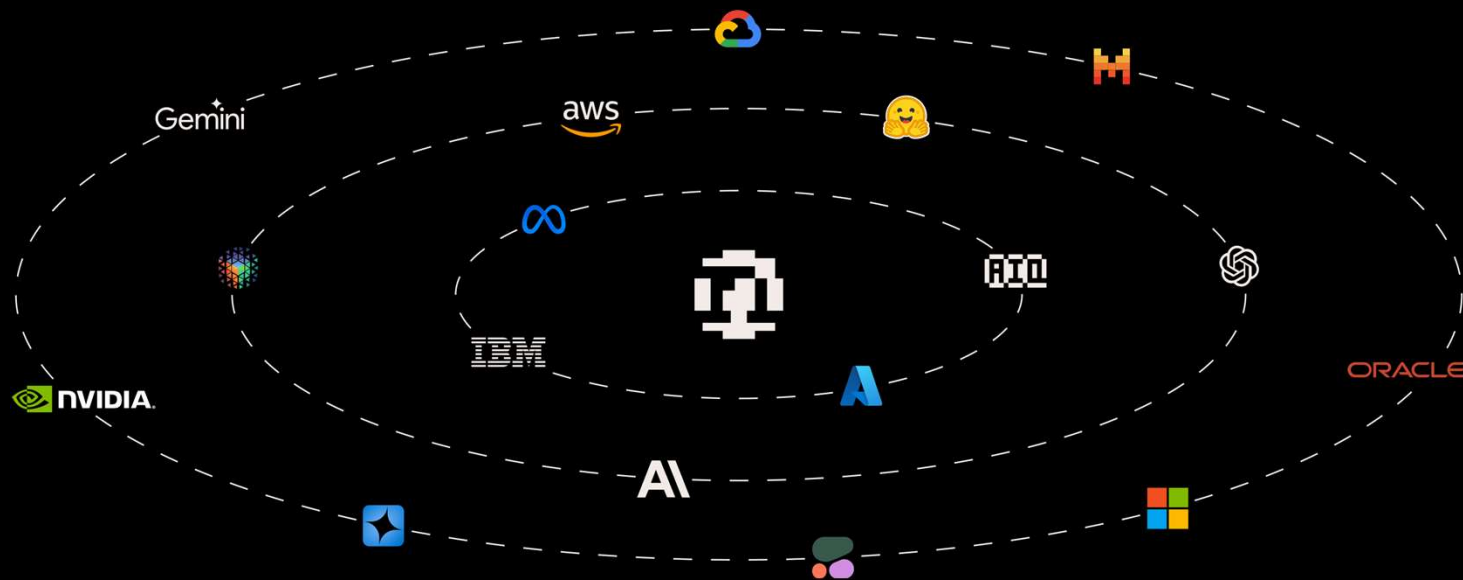
Easy for AI



Easy for Humans

Hard for Humans

Let's Get Ready for What Comes Next



nebuli.com | @nebuli



Dr Ayo Akinduko

Lead Scientist
[NEBULI Ltd](#)



Data and AI Strategy

Ayo Akinduko (PhD)

October 2024



Data and AI Strategy

Ayo Akinduko (PhD)

October 2024



DATA IS THE NEW GOLD...



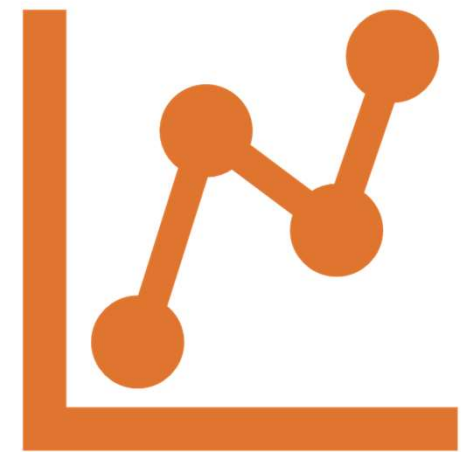
*IS YOUR DATA DRIVING
THE BUSINESS OUTCOME
YOU DESIRE?*



DATA AS AN ASSET

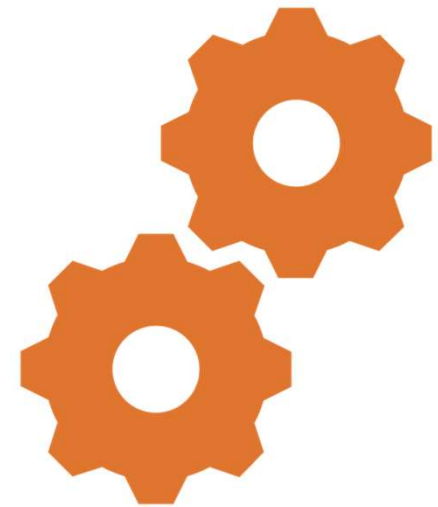


A data strategy defines how an organization achieves specific business goals through the strategic use of its data assets.



Components of a Data Strategy

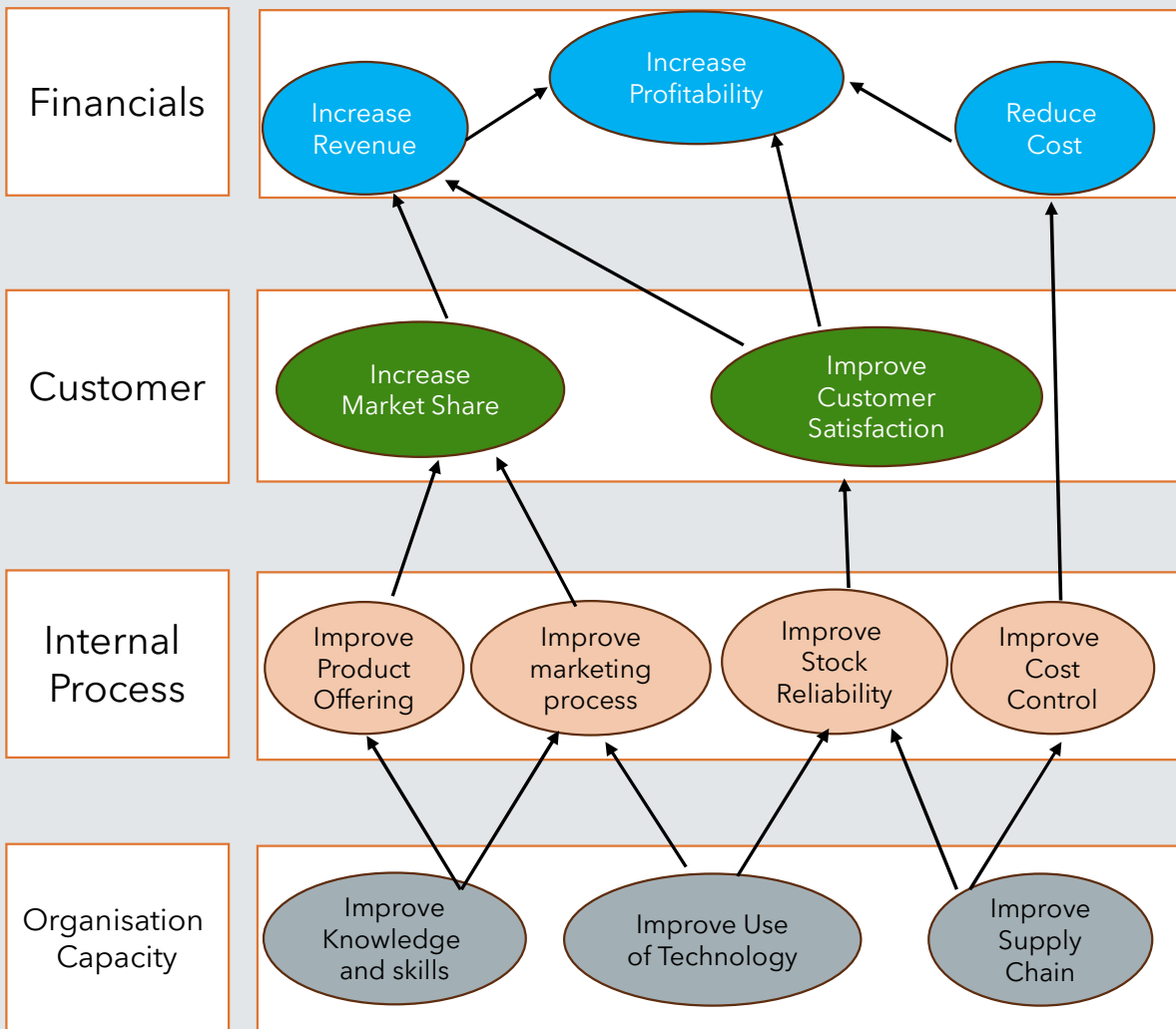
- Alignment with business goals
- Data Sourcing/ Provisioning
- Technology Infrastructure requirement
- Data Analytics /AI
- People and processes
- Data Governance



*Start with the
Business
Strategy*



Strategy Map

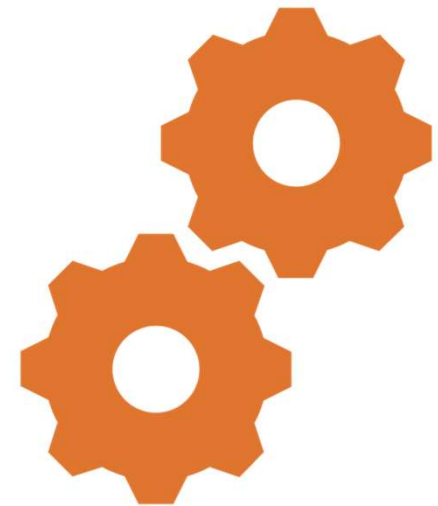


Leading Question:
How?

Leading Question:
If _ Then _

Data Innovation In your Business

- Business insight - uncover new opportunity, identify threats
- Customer understanding and competition understanding
- Smarter products
- Smarter services
- Monetizing your data asset?





Generate insight through monitoring your Key Business Metrics



Key Business Questions - Information Gap



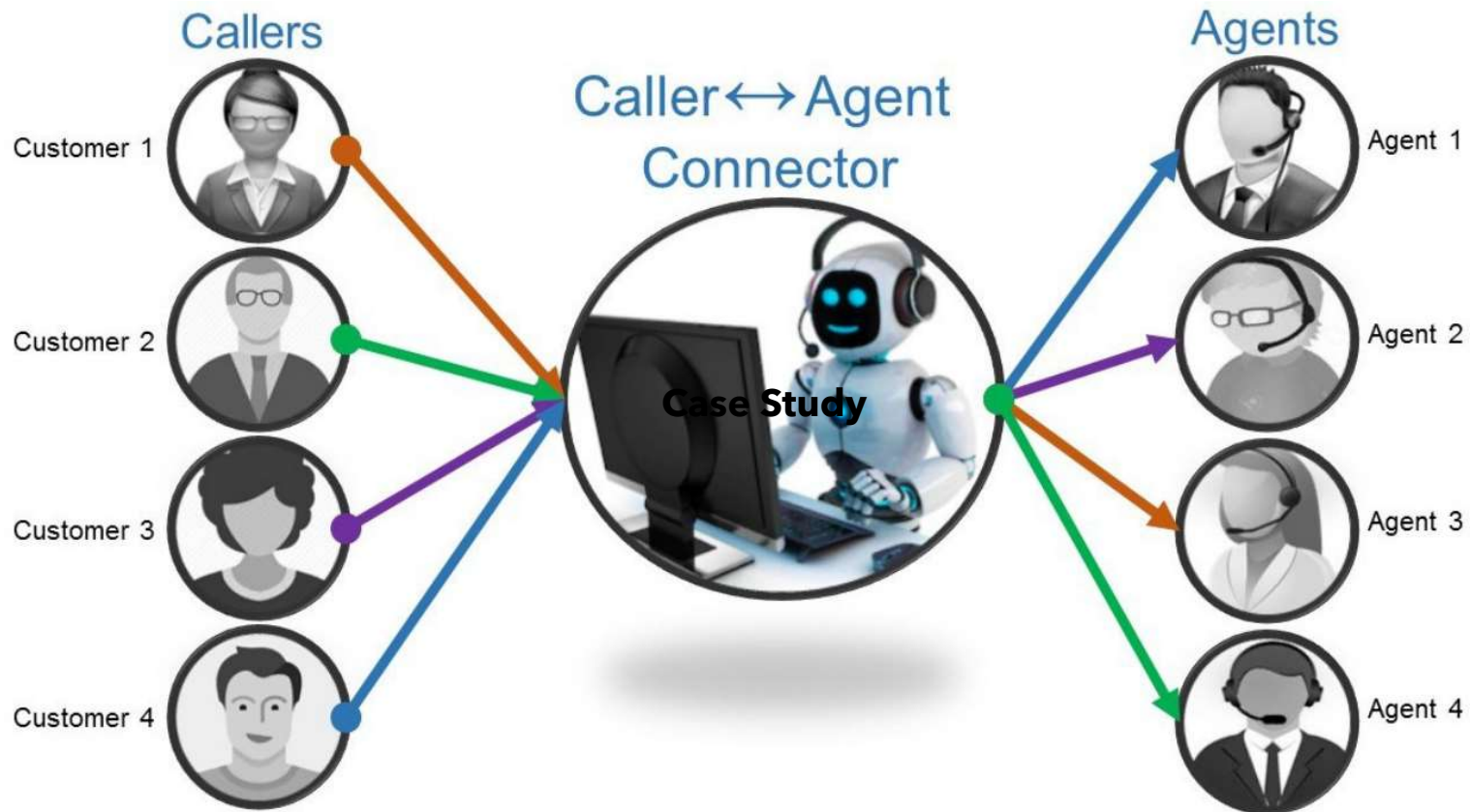
Pain points

Ensure business problem is properly formulated into a data problem

Case Study 1

Direct Marketing (1% response) Send marketing package to 1 million customer at a cost of £1 to sell a £220 service	£1 x 1,000,000	£1,000,000
1% response rate -> 10,000 Customer	£220 x 10,000	£2,200,000
	Profit	£1,200,000
Predicting modelling >3% response rate		
Send marketing package to 300,000 customer predicted to likely respond	£1 x 300,000	£300,000
3% Response rate means 9,000 customers	£220 x 9,000	£1,980,000
	Profit	£1,680,000 (£1.68 Million)

Case Study 2



For the simple case above
Average call reduced from
12 minutes
(random connection for
case above) to
5 min 52 sec.

Thank you
E se Pupo





Ayo Akinduko (PhD)



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Xavier Schmoor

Lead Data Scientist

[METCLOUD Ltd.](#)

Cybersecurity and Future-Proofing Business Strategies

METCLOUD
GET CONNECTED • CYBER SAFE

<> AISOC

Cybersecurity without compromise

Xavier Schmoor

09/10/2024

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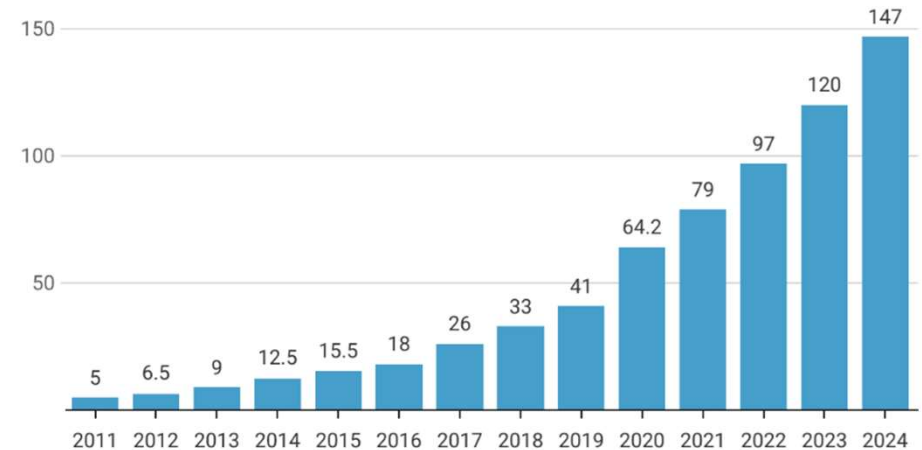
What is wrong with Cybersecurity?

- 3.4 billion phishing emails are sent daily. Increasing number of phishing emails are getting through traditional perimeter detection.
- Attacks are increasing in sophistication and cybercriminals use more advanced tactics.
- Data breaches are costly, with the global average reaching \$4.45 million in 2023, a 15% increase over three years.



What is wrong with Cybersecurity?

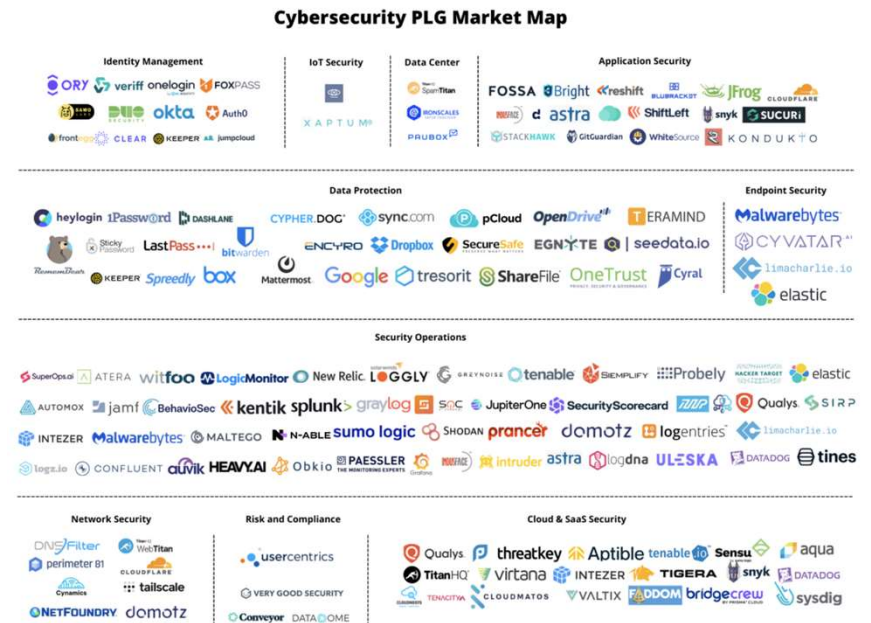
- Staff shortage in Cybersecurity: 47% of firms mention technical skills gaps, with an annual shortfall of 10,000 cybersecurity professionals in the UK.
- High cost of cybersecurity solutions and Security Operation Centres.
- Too many alerts to handle and not enough staff!
- Increased risk of missing malicious activity.



Volume of Data/Information Created, Captured, Copied, and Consumed Worldwide (zettabytes)

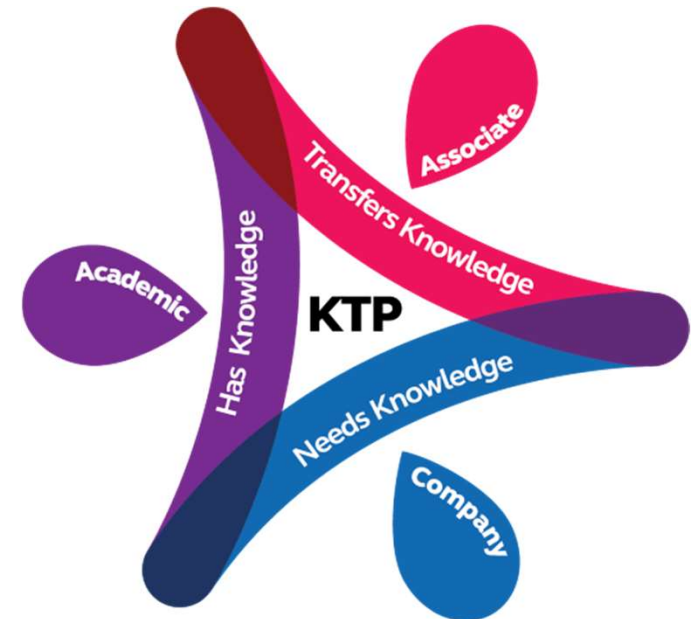
Opportunities in Cybersecurity

- Plethora of advanced cybersecurity solutions out there.
- SIEM is one (Security Information and Event Management). A SIEM centralises logs and correlate them by running queries looking for suspicious activity. It is often use for compliance.
- SIEM solutions can pick up sophisticated attacks but can also generate a lot of false alarms.
- Using AI / ML techniques is getting more popular for detecting cybersecurity threats.



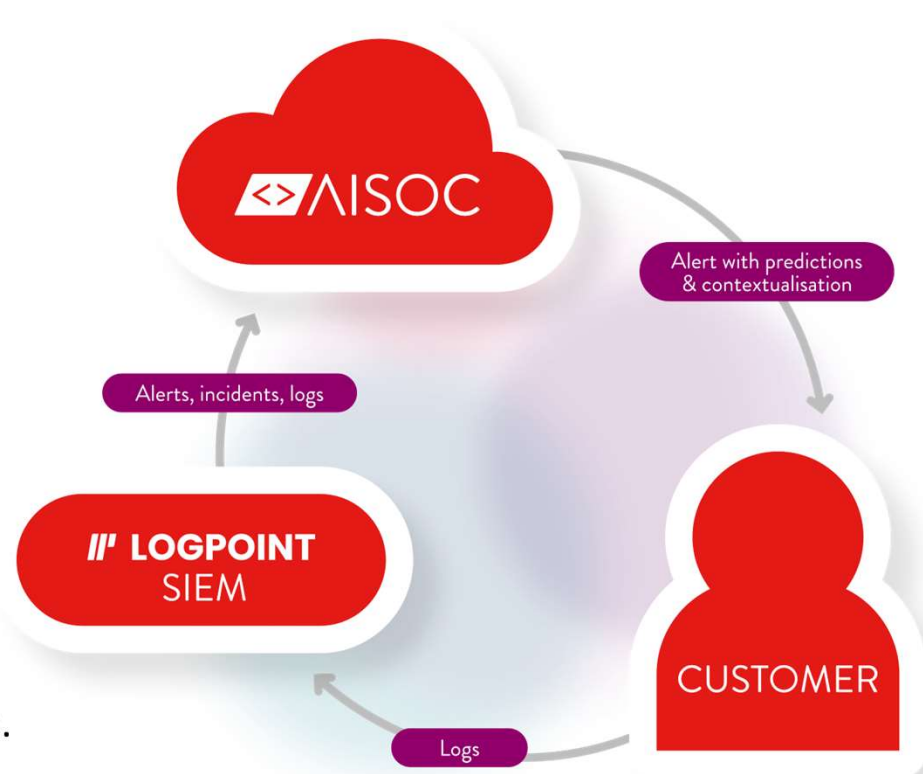
Use Case: METCLOUD & AISOC

- Goal: use AI/ML techniques to detect and remediate security incidents more swiftly, making cybersecurity more affordable and supporting security analysts.
- Project partly funded by InnovateUK via a Knowledge Transfer Partnership (KTP), with METCLOUD and supported by Birmingham City University.
- Developed AISOC (AI Security Operation Centre), a SaaS solution we launched last month during the International Cyber Exposition (ICE - London).



Use Case: METCLOUD & AISOC

- AISOC ingests all alerts coming from the SIEM and adds contextual information to enhance interpretability for users.
- AISOC identifies whether an alert is likely to be a false alarm or suspicious activity within 30 seconds.
- AISOC speeds up the triage of alerts and allows security teams to concentrate on important alerts.



Use Case: METCLOUD & AISOC

AISOC

Filter Cases

Date Range: 01/04/2024 - 19/09/2024

Prediction: All

Search: Search

Apply Filters Clear Filters

Export

AISOC Cases

Select a case to view related incidents...

Case ref	Date created	Last updated	Case name (initial incident name)	# ic	Ticket	Prediction	Conf	Contextualisation
Aegis_91	05/05/2024, 09:39:33	07/05/2024, 08:14:30	Windows Successful Brute Force Attack from Same User	35	22950	suspicious	76%	The most recent event for user 'Zeus' indicating an expired password in the past 2 days was on 2024-05-06 14:31:29. Logs of the incident include domain(s) 'Aegis (common), AEGIS.CO.UK (common)'. The following other incidents occurred in the past 2 days: user 'Aegis': 15 'Windows Multiple Failed Attempts against a Single Account', user 'Aegis': 18 'Windows Successful Brute Force Attack from Same User'. MITRE categorisation for the incident: Credential Access, Persistence, Impact (T1110, T1187, T1078, T1098, T1499, T1212).
Aegis_273	25/07/2024, 17:31:43	02/08/2024, 03:45:00	Server Rebooted without clean shutdown	13		non-suspicious	100%	Logs of the incident include domain(s): NT AUTHORITY (common). Logs indicate a shutdown of 'Aegis-UK1-TWA01' (Windows event id(s) 41) in the past 20 minutes, which could be the cause of the incident. The following other incidents occurred in the past 2 days: user 'SYSTEM': 3 'Windows Service State Change', user 'SYSTEM': 1 'Server Rebooted without clean shutdown'.
Aegis_257	18/07/2024, 02:42:01	19/07/2024, 19:56:00	Server Rebooted without clean shutdown	4		non-suspicious	100%	Logs of the incident include domain(s): NT AUTHORITY (common). Logs indicate a shutdown of 'Aegis-UK1-NPS01' (Windows event id(s) 41) in the past 20 minutes, which could be the cause of the incident. The following other incidents occurred in the past 2 days: user 'SYSTEM': 3 'Server Rebooted without clean shutdown'.
Aegis_255	15/07/2024, 20:00:04	17/07/2024, 11:01:57	Windows Multiple Failed Attempts against a Single Account	25		non-suspicious	98%	The most recent event for user 'Poseidon' indicating an expired password in the past 2 days was on 2024-07-17 12:59:23. Logs of the incident include domain(s) 'Aegis (common)'. The following other incidents occurred in the past 2 days: user 'Poseidon': 24 'Windows Multiple Failed Attempts against a Single Account'. MITRE categorisation for the incident: Credential Access (T1110).
Aegis_251	13/07/2024, 14:53:53	13/07/2024, 15:39:54	Server Rebooted without clean shutdown	2		non-suspicious	100%	Logs of the incident include domain(s): NT AUTHORITY (common). Logs indicate a shutdown of 'Aegis-UK1-RGW01' (Windows event id(s) 6008, 41) in the past 20 minutes, which could be the cause of the incident. The following other incidents occurred in the past 2 days: user 'SYSTEM': 1 'Server Rebooted without clean shutdown'.
Aegis_246	09/07/2024, 16:00:55	11/07/2024, 08:39:50	Server Rebooted without clean shutdown	5		non-suspicious	100%	Logs of the incident include domain(s): NT AUTHORITY (common). Logs indicate a shutdown of 'Aegis-UK1-RCB01' (Windows event id(s) 41) in the past 20 minutes, which could be the cause of the incident. The following other incidents occurred in the past 2 days: user 'SYSTEM': 4 'Server Rebooted without clean shutdown'.
Aegis_241	06/07/2024, 07:42:04	08/07/2024, 07:20:02	Windows Multiple Failed Attempts against a Single Account	37	24255	non-suspicious	98%	The most recent event for user 'Zeus' indicating an expired password in the past 2 days was on 2024-07-08 08:18:19. Logs of the incident include domain(s) 'Aegis (common)'. The following other incidents occurred in the past 2 days: user 'Zeus': 34 'Windows Multiple Failed Attempts against a Single Account'. MITRE categorisation for the incident: Credential Access (T1110).
Aegis_202	16/06/2024, 13:55:07	06/07/2024, 15:44:07	Server Rebooted without clean shutdown	47		non-suspicious	100%	Logs of the incident include domain(s): NT AUTHORITY (common). Logs indicate a shutdown of 'Aegis-UK1-NPS01' (Windows event id(s) 41) in the past 20 minutes, which could be the cause of the incident. The following other incidents occurred in the past 2 days: user 'SYSTEM': 4 'Server Rebooted without clean shutdown'.

METCLOUD
GET CONNECTED • CYBER SAFE

X

<> AISOC

Cybersecurity without compromise

Xavier Schmoor

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Q&A with our AI Experts

and

Rajinder Bhuhi

Incubation and Acceleration Associate, Loughborough University

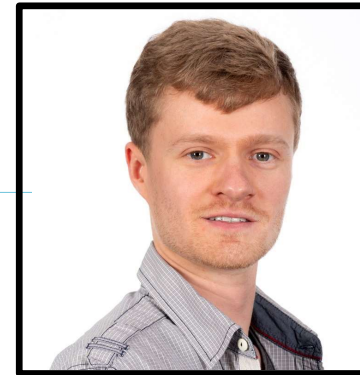
Q&A with our AI Experts



Tim El-Sheikh
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Lead Scientist,
[NEBULI Ltd.](#)



Xavier Schmoor
Lead Data Scientist,
[METCLOUD Ltd.](#)

THANK YOU

A BIG THANK YOU TO:



□ Our amazing AI expert speakers

- **Tim El-Sheikh**
- **Ayo Akinduko**
- **Xavier Schmoor**

□ **Rajinder Bhuhi and Loughborough Incubator for hosting**

□ **YOU for your ongoing support for LBV**

Presentation slides and useful links available at www.lbv.co.uk/events

And Finally... Our November event

YOUR BUSINESS: GROWTH, SCALE AND EXIT

13 November 2024, 11:00am – 1pm
De Montfort University, The Trading Floor, Hugh Aston Building,
Leicester

Insights and strategies to navigate business growth,
grant funding and succession/exit planning.

Experts exploring a variety of growth pathways:

- Innovation grant funding from:



Defence and Security
Accelerator

- Exit and succession planning
strategies with



Thank you. Have a great day!



Anju Trevedi MBE

LBV Director,
Head of Knowledge Exchange and Innovation
DMU & Senior Partnerships Development Manager
NSCC, Twycross

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