

So much artificial intelligence, too few trained personnel

Artificial Intelligence has the potential to boost your media business, but talent shortages mean that most companies are unable to benefit from the latest advancements in AI. Matt Quirk, Director, Global Sales Partner Ecosystem & Business Development at HPE OEM Solutions, shows you how to take advantage of everything AI has to offer without increasing your workforce.

Artificial Intelligence (AI) has been an industry buzzword for the past several years now, and it looks set to stay that way for the foreseeable future.

Recent research by AMD found that three in four IT leaders are optimistic about the benefits of using AI, which range from increased employee efficiency to automated cybersecurity solutions.¹ In fact, among the organizations that are prioritising AI deployments, 90% have already reported a jump in workplace efficiency, an improvement that will have a direct impact on bottom lines.

AI applications in the media industry already exist, and they are enhancing productivity and profitability for their adopters. For example, [Synamedia's AI-powered Edge Content Delivery Network \(CDN\) platform](#) is able to accurately predict network traffic volumes and scale delivery services in real-time. This eliminates resource wastage and produces a faster return on investment. Elsewhere, [Condat's Smart Media Engine](#) is enabling people to perform quicker searches for image, audio, and text content.

If implemented correctly, AI can be a great asset to its human counterparts, who will have more time and energy to devote to the



most exciting aspect of working in the media industry—the creative process.

The obstacle: Talent shortage in the media industry

Any tool, no matter how easy or intuitive it may be to use, needs to be wielded by a capable individual to produce the best results. According to a report by the International Trade Association for the Broadcast & Media Industry (IABM), 87% of respondents say that it is currently very difficult to recruit for technical roles in the media industry.²

Despite the layoffs at other tech companies providing a pool of highly-qualified candidates, fewer people are entering the media industry at a technical level due to mismatched salary expectations and long working hours.

This observation is echoed by the AMD study. In it, 46% of the 2,500 IT leaders surveyed are unprepared to employ AI and only 19% plan to focus on AI in the coming year. Although this study is not specific to the media industry, it can be taken to reflect a general sentiment across industry verticals.

However, in order to future-proof your media business and lay the groundwork for upcoming

innovations, investing in AI has to happen sooner rather than later. The question now becomes: Is it possible to adopt AI without prior experience and the hiring of skilled talent? The short answer is yes.

Let's take a look at how this can be achieved.

Option #1: Purchase ready-to-deploy AI tools for your specific use case

If your business has the know-how and is just lacking the means, consider an off-the-shelf AI program or service that is quick to deploy and see results from.

[HPE GreenLake for Large Language Models \(LLMs\)](#), for instance, is a public cloud service that enables businesses of all sizes to train,

tune, and run machine learning models,

no matter the industry or use case. Not only will you be able to access supercomputer-level processing power, but HPE GreenLake for LLMs also comprises a complete AI software stack, the HPE Machine Learning Development Environment, and related services to rationalise the training and deployment of your AI applications.



1. Source: AMD, "IT Leaders Optimistic about Ways AI Will Transform their Business and are Ramping up Investments, AMD Study Finds," August 2023

2. Source: IABM, "State of MediaTech: Strategic report prepared for NAB Show 2023 by IABM," April 2023

And, as this service is based on a consumption-driven, pay-as-you-go approach, it will be more cost-effective and accessible than investing in an on-premise supercomputer.

Option #2: Get an OEM Technology Partner

Why hire one person or a few people when you can have an entire team at your service? Especially when that team boasts highly-trained professionals with years of experience in AI, original manufacturer equipment (OEM) solutions, and global logistics under their belt.

Benefits of having an OEM technology partner

- Increased focus on product and business development

By outsourcing the mundane everyday tasks to your OEM partner—from financial planning and administrative duties to product roadmapping and logistical support—you will have more time for your core competencies. This includes expanding your business and coming up with products and solutions to meet pressing industry needs.

- The ability to plug technology gaps

Most OEMs don't have data scientists on their product teams. An OEM partner can help define each solution architecture, configure software, and make it all accessible to the end customer. This is of particular importance given that digitization and digital transformation are gaining pace across industries. A good technology partner will also be able to provide cybersecurity solutions to ensure that your, and your customers', data remain protected and private.

- Access high-quality solutions and services

As an OEM, you want to be able to provide your customers with best-in-class media solutions. To achieve this, you need to use superior technology components and modules. Having a qualified OEM partner will give you access to certified and proven technological parts, such as long-life servers.

- Faster time-to-market

These days, bringing a solution to market faster than your competitors can is crucial to company success. An OEM partner will

3. Source: HPE, "HPE extends next-gen HPE ProLiant portfolio with world record-breaking energy efficiency," January 2023

4. Source: HPE, "The superpowers of AI come with great responsibility," July 2023

streamline project flow from the get go.

Not only will your company be able to draw on that partner's solutions to advance your new product(s), but you can also avoid less than ideal product decisions and overly complex development processes. At the end of the day, you will be able to bring your projects to fruition more rapidly than before.

Choosing the right OEM technology partner

There are many technology partners out there to choose from. But, here are the top reasons why partnering with HPE OEM Solutions is the surest way to set yourself up for success.

#1: Tap into our 4S ecosystem of solutions, services, specialists, and supply chain

When you work with HPE OEM Solutions, our full suite of services and solutions are at your disposal. Whether you need a custom product, help to drive business growth, a dedicated team of OEM and other specialists, or end-to-end logistics management, we can provide it.

In particular, the outsized importance of cybersecurity cannot be overlooked, especially if you want to protect customer data and ensure the long-term value of live and ultra-HD content. We offer the highest levels of managed security through the HPE Trusted Supply Chain, which secures supply chain operations through their design, manufacturing and delivery stages. This protects applications and data before each HPE server is even deployed.

In turn, the HPE ProLiant servers are protected by the silicon root of trust, our patented technology that makes it impossible to insert any malware, virus, or compromised code that would corrupt the server boot process.

If you adopt HPE GreenLake, it is also driven by a zero trust-enabled architecture from edge to cloud, which detects anything malicious or insecure, and continuously learns and adapts to help media OEMs and their end customers stay ahead of emerging threats.

#2: HPE is at the forefront of AI development

AI has been a priority at HPE for a few years now. This focus has resulted in Frontier, the world's faster supercomputer and the first to break the exascale barrier.

On an everyday basis, we offer our partners professional services that collaboratively build out your AI capabilities and incorporate them into existing business processes. For example, we can help you achieve your ideal hybrid cloud operating

model, optimize your IT estate, and get faster outcomes, every time.

And, through HPE GreenLake, you will have enterprise-grade AI/ML at your fingertips, which will provide you with accurate and actionable analytical insights for your next business move.

Can AI be ethical?

AI has been the focus of some critical backlash of late, notably with the writers' strike in Hollywood earlier this year. This controversy begs the question if AI can be used without negatively impacting people's lives and jobs.

It can be, but this requires careful thought, planning, and regulation. Some common criticisms of AI are:

- AI is power-hungry and growing amounts of energy are being needed to run AI applications, which is an environmental concern.
- As AI works by extracting insights from data, there are worries that the data privacy of millions might be compromised.
- AI is a black box, which means that bias in its processes might be difficult to identify and eliminate.

At HPE OEM Solutions, we recognise the potential pitfalls in AI implementation. We believe that AI must be privacy-enabled and secure, designed with safeguards to prevent misuse, inclusive in its outcomes, and above all, used in a responsible and explainable manner.

For example, the HPE Cray supercomputers represent six of the top 10 supercomputers on the GREEN500 list, which ranks the 500 most energy efficient supercomputers worldwide. In addition, the HPE ProLiant ML350 Gen11 server, which is used to power numerous AI-based solutions, has been identified as the world's most energy-efficient server with six world records across Linux and Windows.³

In terms of ethical AI use, internal AI Ethical Principles training was introduced in 2022. This initiative was further developed in 2023 with the launch of three sub-committees that are helping operationalise these ethics for the AI we are developing, AI we are sourcing to use, and AI we are incorporating into our solutions.⁴

We can help you advance your media business with more than just AI.

Being able to harness AI is the topic of the hour, but it is difficult to rise to this challenge with an IT talent shortage and other issues on your plate. Having the right technology partner that can help you finesse your AI strategy in the context of your business development is of utmost importance. Even more so if this partnership can streamline operations and increase your sustainable technology credentials.

Get in touch if you want to reap the benefits of AI while staying ethical and responsible at hpe.com/solutions/oem.