

# THE CASE FOR MACHINE LEARNING DEMOCRATIZATION IN THE ENTERPRISE

A MindsDB White Paper  
June 2019

# INTRODUCTION: WHY BUSINESSES STILL DO NOT EXPLOIT THE FULL POTENTIAL OF THEIR DATA

There's a growing interest in artificial intelligence (AI) in the business world. Businesses realize that through AI, they can increase profits, reduce costs, and drive innovation.

Although businesses both large and small can benefit from the power of artificial intelligence, enterprise companies are poised to see the biggest benefit from embracing AI. This is because most enterprises collect massive amounts of data. How these companies interact with and manage their data impacts their bottom-line growth.

Still, few of these companies have data strategies that allow them to leverage the power of AI for their business benefit.

## Reasons for this include:

- I. Companies struggle to realize how to actually use AI.
- II. Enterprises find the cost of embracing AI to be both time-consuming and expensive.
- III. Companies struggle with determining which of their business challenges make the most sense to use AI to address.

In this white paper, we will focus on the third point: Which business challenges make the most sense for AI. We will also address:

- How machine learning democratization enables companies to get insights from their data faster
- How MindsDB's helps democratize machine learning
- How MindsDB's multiple use cases can help companies increase competitive advantage and drive innovation.
- An overview of what's new in MindsDB 1.0 and how these new additions can be used for business advantage





## THE CASE FOR DEMOCRATIZING MACHINE LEARNING

Machine learning, a branch of AI, enables computers to learn without being programmed to. The computer takes a model that it's initially provided with and learns from it to ultimately create more models. This is to say that, as long as you have information to provide it with, the computer continues to get smarter and is able to efficiently and quickly solve problems that may be impossible for humans to solve.

Any conversation about using machine learning at the enterprise level should include an exploration of machine learning democratization. This is because enterprises are focused on the bottom line and machine learning democratization affects it.

### Democratization removes resource constraints

Data science today has a huge barrier to entry in terms of both its cost and requirement for specialized talent. Machine learning democratization removes these barriers by making data science no longer the realm of *only* data scientists. Machine learning democratization provides anyone with an interest in data science with the opportunity to explore the field.

Historically, data science was even more specialized than it is today. For a long time, the only people considered data scientists and allowed to write models and learn from data had PhDs. This meant that only the most specialized of specialized engineers were able to provide these companies with information to use for business purposes.

As enterprises began to collect more data, it became increasingly difficult to relegate all their data-related tasks to such a small group of people. This provided more people with training in data science and statistics—who weren't PhDs—with the opportunity to work on data science related projects.

