Integrated Network Solutions Shares How Artifical Intelligence (AI) Will Impact Small to Mid-Sized Businesses

Leading Managed Technology Services Provider Reports on Increases in AI Prevalence

SAVANNAH, GA – January 2021 - Integrated Network Solutions a leading managed technology services provider (MTSP), reported today on the state of artificial intelligence (AI) and how current applications are impacting businesses and the technology that powers those businesses. While AI is still in its early stages, global demand has increased drastically. In fact, Statista projects that there will be "8 billion voice assistants by 2023" and according to the IDC, "75% of commercial enterprise apps will use AI by 2021." As AI continues to expand into ubiquity, small to mid-sized businesses will need to adjust how they operate to take advantage of AI ahead of their competition.

While most businesses are primarily attracted to AI and machine learning in order to improve operational efficiencies, expand research and development capabilities and to streamline customer experience, this is only the tip of the iceberg. "AI is reaching an inflection point and we've been paying close attention," stated Richard Neal, President & CEO of Integrated Network Solutions. "AI and machine learning are revolutionizing how we interact with technology and as a society, we're just beginning to

understand its potential on an SMB's profitability."

A great example of AI is in the area of cybersecurity, which is designed to protect an SMB's computer network. AI is being applied to strengthen data safeguards and prevent identity theft. One such application of AI, is to not only verify a password, but to monitor the keystroke rhythm with which the user types in the password. As a result, AI applications will be able to recognize whether the user logging-in is typing the password in the same way they normally do it. AI will determine if it's an identified user or a potential hacker. Cybersecurity AI-based applications will further help fortify SMBs facing an attempted infiltration.

Furthermore, AI has also become more sophisticated in its ability to read, track, utilize and even redact data in surveillance technology. AI apps provide authorities with instantaneous intelligent access to audio, image and video content. Surveillance cameras can now perform instantaneous facial recognition, at scale. This puts an extreme level of power into the hands of SMBs to protect customers and employees as well as educational institutions and their students.

Another context is how AI is revolutionizing customer service

and support. For example, what if an inbound customer support message could trigger an instantaneous data grab from each customer's social media profiles, read their recent posts and summarize those insights into relevant suggestions? These types of applications are emerging and will inevitably lead to more effective interactions, which will replace customer associations of unhelpful robochat solutions.

"Integrated Network Solutions is staying at the forefront of AI in order to help our customers evolve their businesses, increase their profitability and enhance productivity," added Mr. Neal.

ABOUT INTEGRATED NETWORK SOLUTIONS INC.

Integrated Network Solutions Inc. (INS) is a Savannah, Georgia based converged technology company. INS was incorporated in 1990 to provide high quality, cost-effective voice and data services with an emphasis on mutually beneficial business relationships. INS' unique approach to the technical service business allows us to tailor the right mix of services to most effectively meet your needs.

For more information on INS, call (912) 966-5470 or visit us at www.phonesav.com.