

## The Sunday Times: Why Big Blue is betting on an AI reboot



Arvind Krishna, Chairman and CEO of IBM, met recently with one of the UK's leading business editors in New York for a major profile interview.

The Sunday Times' article covered IBM's recent corporate history and strategic focus on Hybrid Cloud and AI, and cited a UK client endorsement of IBM's AI data platform watsonx and noted the success of IBM Consulting.

The profile, by Jim Armitage, gives an insight to Arvind Krishna's upbringing and early career at IBM, and his bold vision and leadership around new technologies. Please click on the image or link below to read the full article.



The feature article reflects the successful execution of Arvind Krishna's strategy, reporting on how *"IBM is already making big money selling its Consulting services, for both AI and hybrid cloud."*

The Sunday Times quoted an unnamed IT executive saying watsonx is *"impressive and more transparent than those of rivals, which operate like a black box"*.

The Sunday Times also published a high-profile news story which showcased Arvind Krishna's thought leadership on AI and his call for responsible technology in this area. This article also cited that 'IBM is developing secure AI for businesses'. Please click on the image or link below to read the full news story.



The screenshot shows the front page of The Sunday Times, dated October 22, 2023, with the 'BUSINESS' section highlighted. The main headline is 'IBM boss warns of dangers of AI'. The byline is 'Jim Armitage in New York'. The article text is as follows:

The chief executive of computer giant IBM has warned that fears AI could be a threat to national security were "well founded", and said the technology could be used to interfere with the democratic process by weaponising fake news.

Speaking ahead of the government's AI Safety summit at Bletchley Park, Buckinghamshire, Arvind Krishna said: "Are people going to misuse AI for terrorism, bioterrorism, attacks on infrastructure, cyberattacks? That is a good topic to worry about."

He said AI could be used to create a new generation of misinformation by targeting fake news at individuals, particularly ahead of elections. "Now you can use AI to craft the message exactly to a particular person

if you know who they are," he warned. "That is an amplification of intensity we have not had before."

He said newspapers and television had been regulated to prevent biased reporting, but media rules have not caught up with the potential of AI. However, he dismissed as "far-fetched" the idea that AI-led systems could conspire to attack humans.

IBM is developing secure AI for businesses and will be one of about 100 companies, academics and other bodies at the summit establishing guidelines to promote "responsible capability scaling" of the technology.

Dario Amodei, the chief executive of Google and AI firm Anthropic, has said the chance of an AI system going "catastrophically wrong" was 10 per cent to 25 per cent.

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IBM boss warns dangers of AI

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