



CognitiveScale Brings Trusted Automated Decisions to the Cloud with Cortex Certifai

Red Hat Software Partner

Detect and score risks in black-box models and data to add trust and reliability to automated decisions



Trust is the foundation of the digital economy. 'Being digital' requires embedding transparency, fairness, and auditability into all digital experiences. However, most automated decisioning systems work as black boxes. Absence of transparency, auditability, and control results in significant financial, reputational and regulatory risks due to discrimination, privacy violations, security breaches, and even accidental deaths. Trusted AI systems embed automated visibility and control into all digital experiences, models and data across the ecosystem.

Executive summary

Enterprises are turning to their vast quantity of data to drive new customer offerings and experiences and for competitive advantage. This has resulted in a proliferation of predictive analytics, AI, machine learning, RPA, and other related technologies - all generating automated predictions, decisions and recommendations. Still, 80% of AI projects are stalled because they can't explain, manage, or control these systems¹. This opens up the enterprise to new kinds of risks with less than 11% of risk managers saying they are fully equipped to handle the residual risks introduced by AI². This has become a board level issue and the stakes are high. On one hand, AI has become a competitive imperative for many companies with early adopters set to share a \$1T profit pool by 2023. On the other hand, the business risks created by the use of AI threaten to undermine its potential business value. According to a recent study, lack of trust and personalization costs global brands \$2.5T each year⁴. Business leaders are pumping the brakes on technologies that do not guarantee reliability, safety, security, and privacy for their clients. Even when AI models make it to production, only 1% of deployed models are delivering their desired impact due to these challenges.

Product profile

Cortex CertifaiTM generates the first-ever composite trust score, the AI Trust Index, that measures data and model risks related to Performance, Data Quality, Robustness, Explainability, Fairness, and Compliance. Certifai can be applied to any black-box model including machine learning models, statistical models, business rules, and other predictive models and works with a variety of input data.

Product benefits

- ▶ Detect and score bias, robustness, explainability, compliance, and data risks in predictive analytics, machine learning, and other types of models.
- ▶ Operationalize automated decisions and measure the business risk introduced by machine learning and related technologies.
- ▶ Trust-as-a-service on RedHat OpenShift that works with any model and on any cloud.



Technology Partner



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“Developers and architects looking to build new applications in, and for the cloud, or migrate existing applications to a cloud-based infrastructure, partner with Red Hat to develop and deliver more supportable solutions sooner. Red Hat certification assures a supportable platform for all types of customer deployment models. Red Hat is thrilled to work with software partners like, CognitiveScale, resulting in the world’s largest open, and commercially supportable application ecosystem.”

—
Mike Werner

Sr. Director, Global Technology Partners, Red Hat

Use cases

- ▶ Customers struggle to deploy intelligent digital systems that demonstrate lasting value. One of the main challenges is the lack of trust and transparency in the automated decisions that components of these systems make - such as machine learning models.
- ▶ Using RedHat OpenShift and Cortex Certifai, customers can not only deploy and scale intelligent apps in a cloud neutral and portable manner, but they can also deploy trust as a service to ensure that these systems are explainable, free from unwanted bias, and robust in their decision making.

Learn more

Company: CognitiveScale

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About Partner

CognitiveScale is an enterprise AI software company with solutions that helps customers win with intelligent, transparent and trusted AI/ML powered digital systems. Our Cortex software and industry AI accelerators enable businesses to rapidly build, operate, and evolve intelligent, transparent, and trusted AI systems on any cloud. The company's award-winning software is being used by global leaders in banking, insurance, healthcare and digital commerce to increase user engagement, improve employee expertise and productivity, and protect brand and digital infrastructure from AI Business risks. Headquartered in Austin, Texas, CognitiveScale has offices in New York, London, and Hyderabad, India, and is funded by Norwest Venture Partners, Intel Capital, IBM Watson, Microsoft Ventures, and USAA.

About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.



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