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# The Death of the Whitepaper: Winning the B2B Attention War in the Age of Infinite AI

With Emma Cowdray & Hannah Springett

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**MEET**

**Emma Cowdray**

Head of Client Solutions  
at WIRED Consulting

MEET

# Hannah Springett

CEO & Founder  
At HLabs





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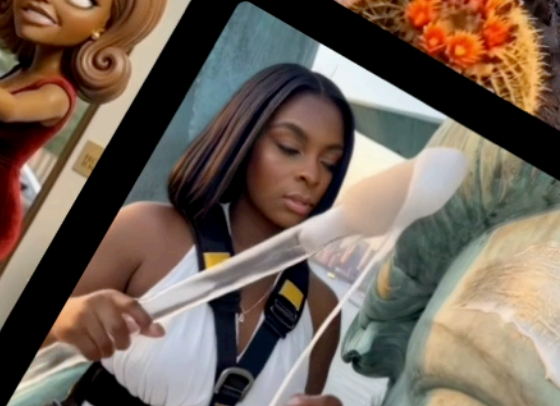
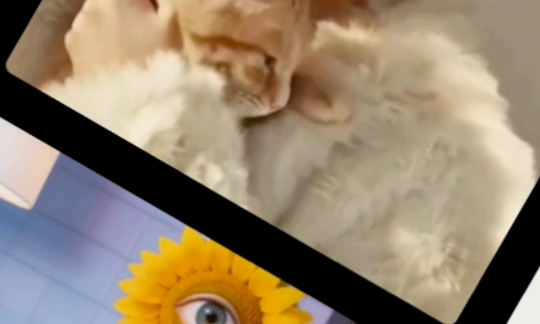
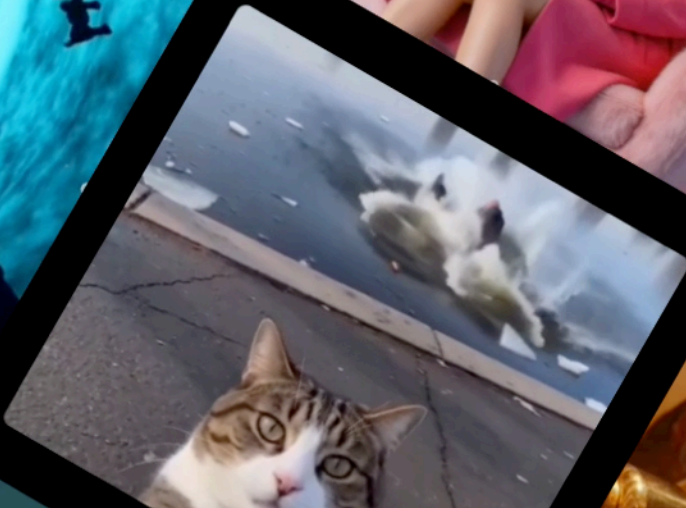
DID YOU KNOW?

# 3 in 5

consumers ditch  
platforms when brands  
push irrelevant content

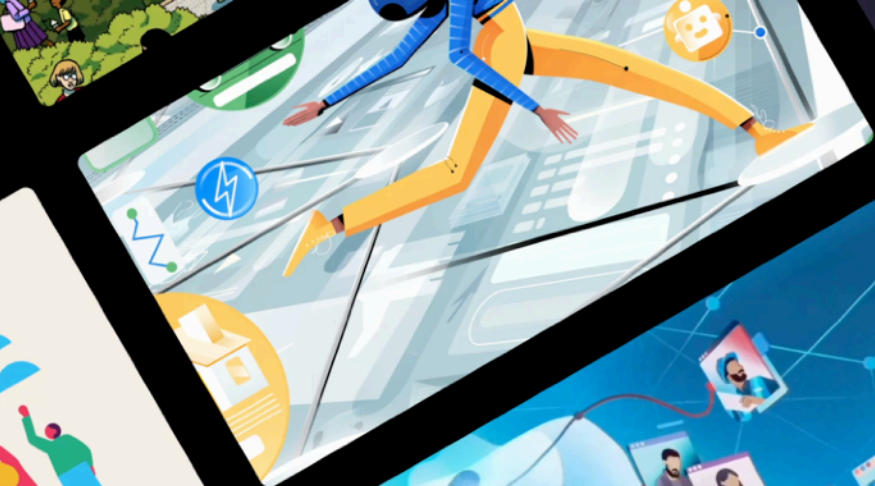














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## RETHINK AI

How to Unlock Meaningful Value in the New Age of Business

[A DIGITAL EVENT]

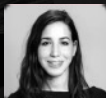
FRIDAY  
20TH JUNE

1.30PM - 3.45PM  
BST



LEARNING FROM SUCCESS:  
HOW TO SCALE AI VALUE

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WATCH



Moving Beyond the Hype: Turning AI Theory into Action | Patrick Gormley and Ismail Amla, Kyndryl

Watch a question for your AI today

SESSION 2

### MOVING BEYOND THE HYPE: TURNING AI THEORY INTO ACTION



CATHERINE CRUMP  
Managing Director  
(WIRED CONSULTING)



PATRICK GORMLEY  
Global Data Science & AI Consult Lead  
(KYNDRYL)



ISMAIL AMLA  
Senior Vice President  
(KYNDRYL CONSULT)



### SESSION 1 WHY RESPONSIBLE AI IS YOUR COMPETITIVE EDGE



DR. RUMMAN CHOWDHURY  
CO-CEO, PARTNER  
(IBM AI) | NYU, MIT, MITRE

a responsible AI pioneer





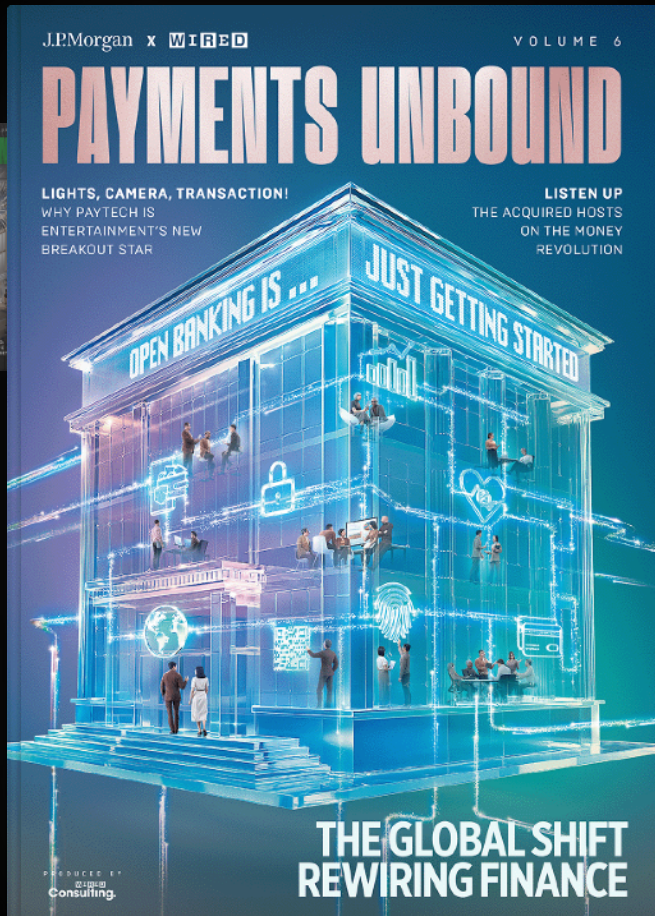
What could cause online businesses to become invisible to customers?



# PAYMENTS UNBOUND

J.P.Morgan









CLICK TO WATCH BEN AND DAVID EXPLORE THE FUTURE OF PAYMENTS



## Growth of connectivity

Great design is about abstracting away complexity from the user. That's why, to a customer, a digital payment might seem simple. Yet behind the scenes, it's anything but.

Data has to be securely transferred between a number of platforms. The card terminal connects with the payment gateway, then the merchant's bank, then the customer's bank and so on. This all requires high-speed, reliable internet connections. The recent explosion in digital payments has therefore only been possible due to massive improvements in global connectivity.

Between 2010 and 2025, internet speeds have risen ten-fold, while the number of global internet users has almost tripled to 5.5 billion. A key element of this has been mobile internet. The rollout of 4G and now ultra-fast 5G cellular networks has enabled people to access high-speed internet from their mobile phones at low cost, allowing them to browse, shop and transact with ease.

5.5

BILLION PEOPLE ARE ONLINE IN 2025,  
THAT'S ALMOST TRIPLE SINCE 2010

2010

## Smartphone surge

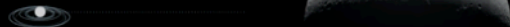
Of course, cellular internet is only useful if you have a device to connect to it. When smartphones were first launched around 1993, they were considered premium products aimed at a niche market. But as new manufacturers joined into the space, prices plummeted and access broadened. By 2025, over 90 percent of the world will have a smartphone, giving people immediate access to the internet, as well as instantaneous communication across

could actually look like, and how we would enable that," says Tyrone Lobban, Head of Blockchain Launch and Digital Assets at Onyx by J.P. Morgan. "We wanted to prove specifically that if we had this network that was completely divorced and dislocated from the payments systems on Earth, that you could actually make value movements between satellites. We achieved that."

However, extending such a system through space is not easy, Lobban says. Present-day satellites have limited power and memory capabilities, which are needed for lots of blockchain transactions. And blockchains require constant synchronisation of transactions across the network, which will pose problems if large constellations of blockchain-enabled satellites are not established.

"We were trying to identify what payments in space could look actually look like"

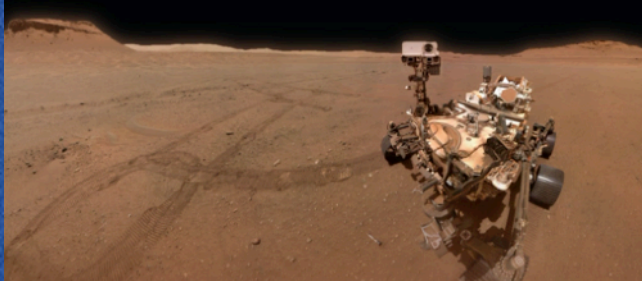
Tyrone Lobban, Head of Blockchain Launch and Digital Assets at Onyx by J.P. Morgan



Source: European Space Agency

## Next Stop: Mars?

These challenges – plus those time delays and data costs – will only become more extreme as humans push out toward Mars. When this happens will depend on a number of factors, but it's possible SpaceX may be able to self-fund its founder's stated ambition of human settlements on Mars within a couple of decades. Mars is, on average, more than 100 million km away. Although the time delay can be as short as several minutes between the two planets, round-trip communications can also take as long as 45 minutes, depending on the distance between Earth and Mars at that moment. This is a far more expensive proposition than the Moon. It would require communications satellites in orbit around Mars at a cost of hundreds of millions of dollars. And then there is the government-operated Deep Space Network on Earth, which comprises the large satellite dishes that can pick up signals from Mars and other deep space probes. Any commercial augmentation of this network for a Mars settlement would doubtless be expensive, with the communications costs commensurately high.



His company sells software that uses conventional algorithms to offer financial advice that's tailored to users' personality types as defined by a psychometric questionnaire. But the hard part comes next, he says. "The big problem for most people when it comes to financial decision-making is not that they don't know what the right thing to do is—it's that they don't get around to doing it."

For Davies, good financial advice that works in the long term is crucial. That's why the way in which companies communicate that advice is so important, he says. "And a huge part of that is around personalization, not necessarily the advice I give you, but how I portray that advice to you, how I talk to you."

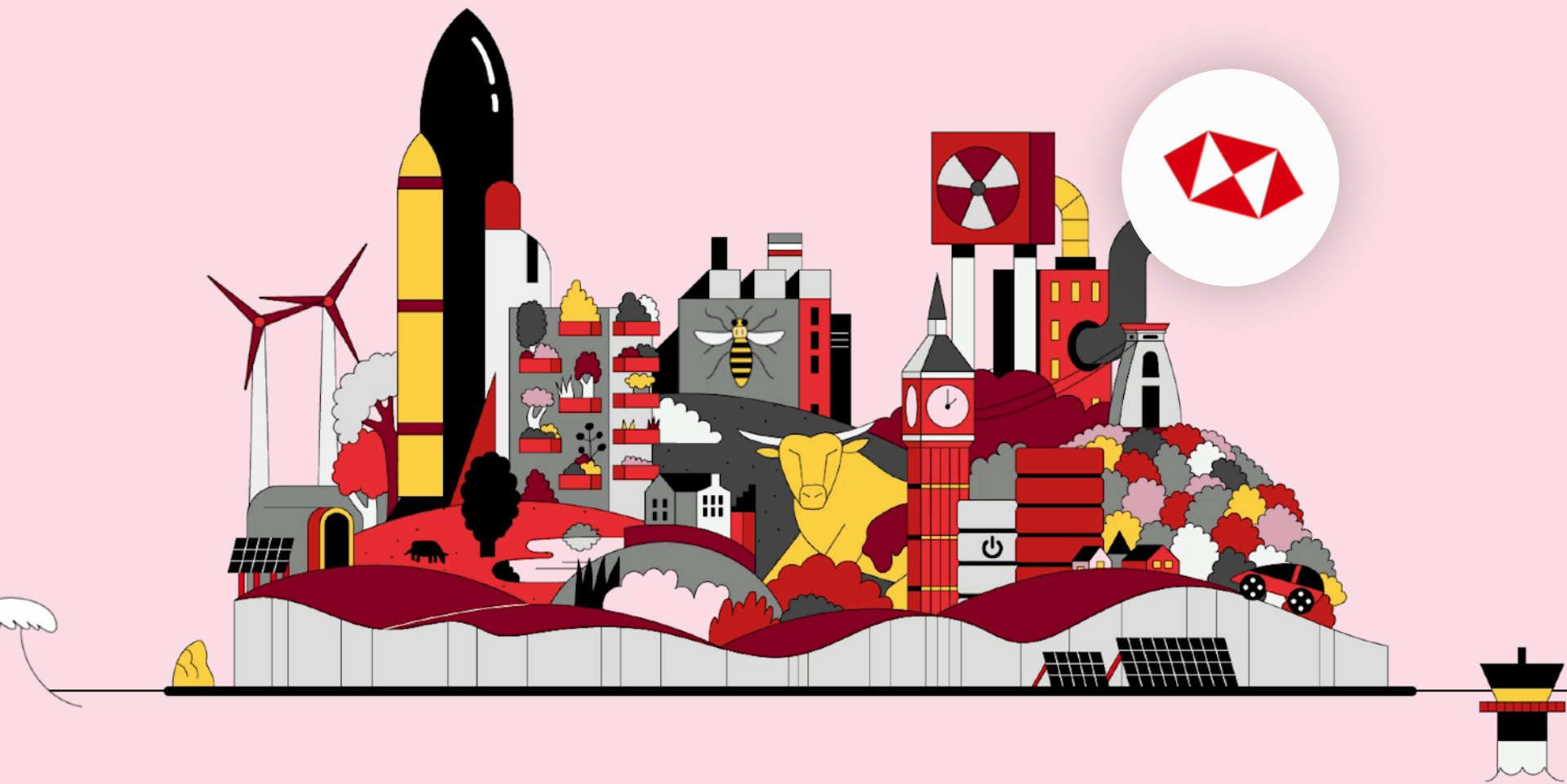
That might mean sending a reassuring email to someone as they see their energy bill payments rise and encouraging them to keep contributing money to their savings pots, even as their income is squeezed. "If I've got a ChatGPT interface I can go, 'Here are the three bullets that I want to convey,' and at the push of a button, it can generate for me 100 versions of this email that will portray those three bullets to each of my clients in a way that is tailored to their preferences."

## 2. Chat-Based Commerce Evolves

Not only are banks experimenting with AI personalization to help people manage their money, retailers are also testing out ways to help consumers spend it. In April, German shopping platform Zalando announced plans to integrate ChatGPT so users could ask questions such as, "What should I wear to a friend's wedding in Greece?" The chatbot would then give shoppable recommendations based on factors such as the weather.

Some analysts imagine that, in the future, users may be able to give natural language prompts that automatically fill whole shopping baskets with relevant goods. Perhaps you would type, "I am planning a dinner for four adults, and we want to eat spaghetti bolognese." Push a button, and there are your ingredients plus a recipe. Think of it as a new form of retail interface.

An obvious evolution of this idea would be to make it possible to pay by natural language, too. Chat-based commerce already exists. US-based Clickatel has developed a chat commerce platform that enables brands to use chatbots to communicate with customers and send them payment links over popular messaging



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## Test Your Knowledge

How to Lead Business

How to Lead Business

How to Lead Business

How to Lead Business



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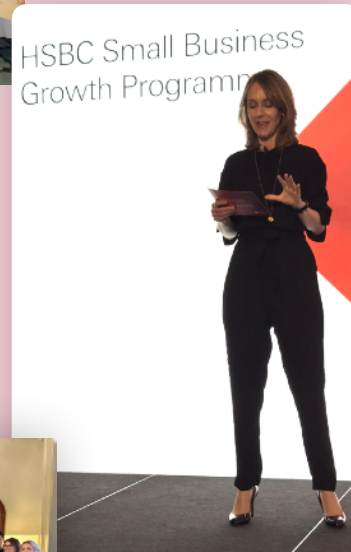


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Go bespoke.





## TAKEAWAYS

# Let's recap.

1. Leverage expert voices
2. Create useful content your audience actually wants to read
3. Be bold with design
4. Innovate with interactive
5. Use multiple formats



NEXT STEPS

# Questions?

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