



There Is No Intelligence in AI
Why that matters for small businesses

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The Reality Right Now

AI is everywhere:

- Writing emails
- Creating content
- Making decisions
- Analysing data

But most businesses are asking the question:

“How do we use AI?”

Why This Matters to You

- If you run a small business:
- You don't have time for hype
- You can't afford expensive mistakes
- Every investment must deliver value

Who Am I to Talk About This?



- 40+ years delivering business software solutions
- Started as a low-level software engineer
- Built my own business in 1982
- 12+ years using AI-style automation in real operations

Who Are Engeneum?



- Reading based Software as a Service Company
- Document & Data Capture
- Supplier Invoice Processing
- E-Payslips, and GDPR Compliant HR Records
- Big Data Management – high speed searching
- Finance Records Management
- Clients:
 - HMRC, PRS, Zempler Bank, Notts County Council

AI Is Not New

- OCR
- Workflow automation
- RPA
- Machine learning
- Document processing

The difference today:

- More data
- More power
- More marketing

The Most Important Truth

AI does not:

- Think
- Understand
- Know
- Have common sense

AI predicts the most likely next result from data.

The Simple Analogy

- AI is to thinking, what a calculator is to maths.
- It gives answers.
- It doesn't know if they make sense.

Why It Feels Intelligent

- Perfect language
- Instant responses
- Confident tone
- Massive scale

Confidence is not understanding.

When AI Works Brilliantly

- Repetitive tasks
- Clear rules
- Validatable data
- Human control

Real Example: Email & Document Routing

- Reads incoming emails
- Understands content
- Routes to correct department
- 20 days → 2 days turnaround

Real Example: Supplier Invoice Processing

- Reads invoices
- Checks supplier
- Detects duplicates
- Matches values
- 60% cost saving
- Fraud reduction

Real Example: Digital Post Room

- Scanned
- Classified
- Sent to the right place
- No lost documents
- Full control

The Hallucination Problem

- AI does not know what is true.
- It only knows what is likely.
- Fluent is not the same as factual.

The Business Risk

- No validation
- Blind trust
- Removing human responsibility

So... Is There Intelligence in AI?

- No.
- There is powerful capability.
- But there is no understanding

The Winning Approach

- Remove admin
- Reduce costs
- Improve turnaround
- Increase accuracy
- **Always validate the results.**

The Competitive Advantage

- Don't chase hype
- Solve real problems
- Focus on ROI

Use AI as a tool — not a decision maker.

Final Thoughts

AI will not replace your intelligence.

**But businesses that understand its limits will
replace those that don't.**

By the way...

You pronounce Engeneum :

***** N – JENNY – UM *****

Any Questions?



THANK YOU FOR YOUR TIME

For further information please come and see us on Stand 12

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