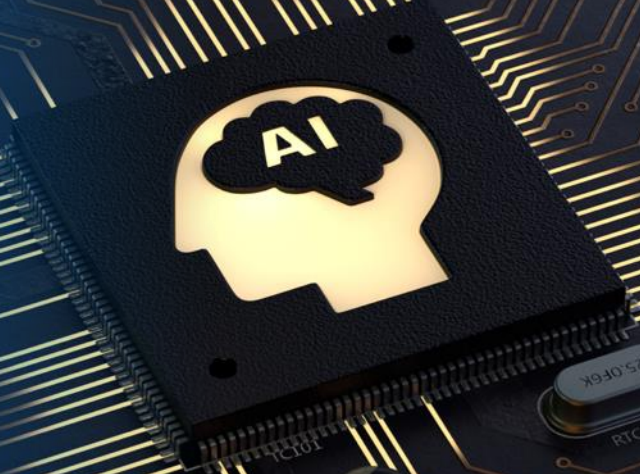




ARTIFICIAL INTELLIGENCE

September 2019 - ITU

Paul Haines, Thailand Account Executive

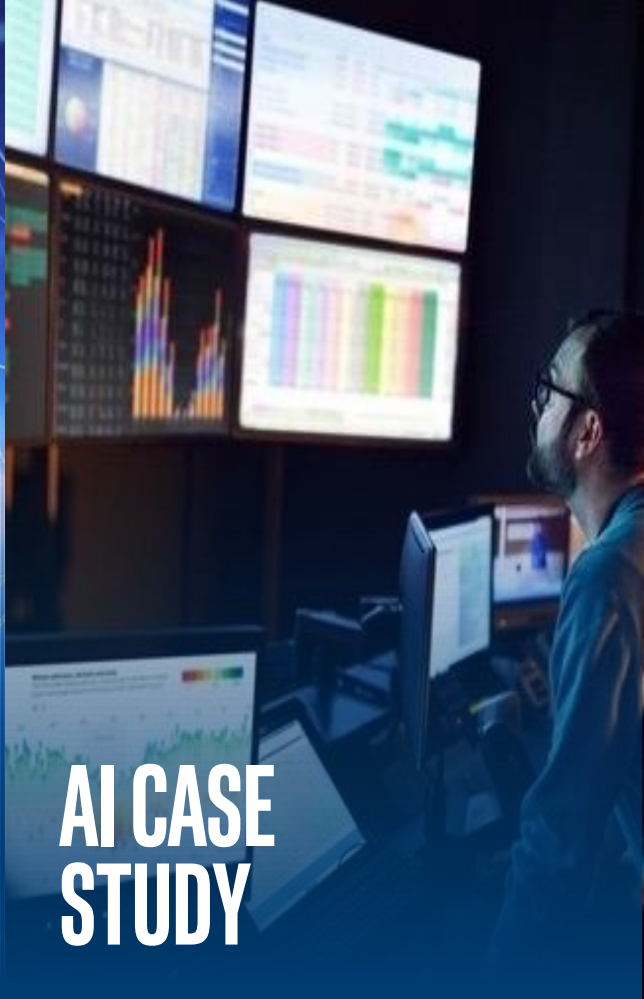




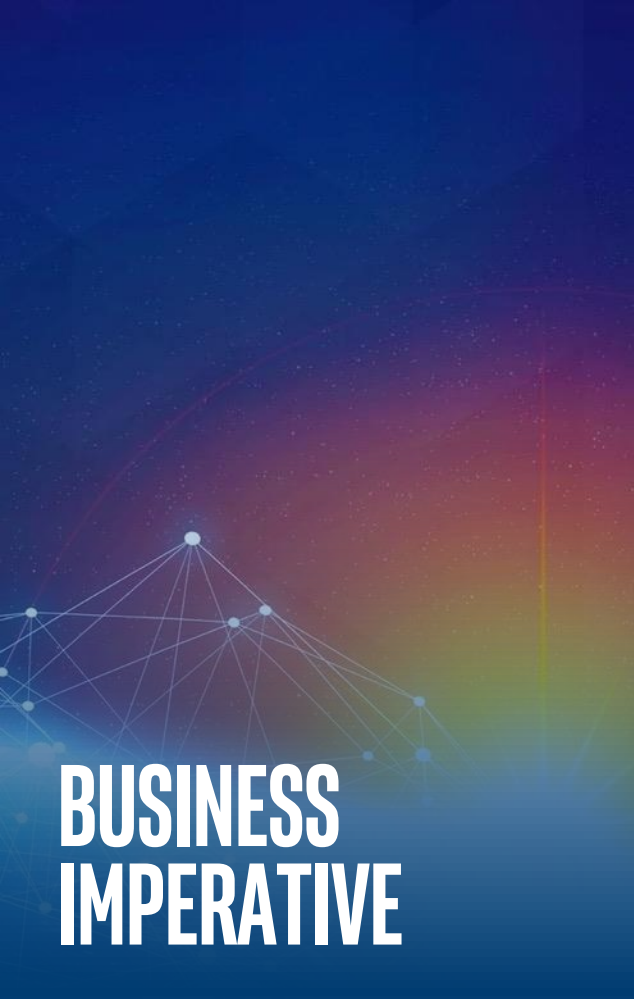
**BUSINESS
IMPERATIVE**



INTEL® AI



**AI CASE
STUDY**



BUSINESS IMPERATIVE



INTEL® AI



AI CASE STUDY

The AI Mandate

“ AI technologies are evolving fast and growing increasingly **critical** to firms' ability to win, serve, and retain customers. ”

FORRESTER

“ ...strategic technologies for 2019 with the potential to drive significant **disruption** and deploy **opportunity** over the next five years ”

GARTNER

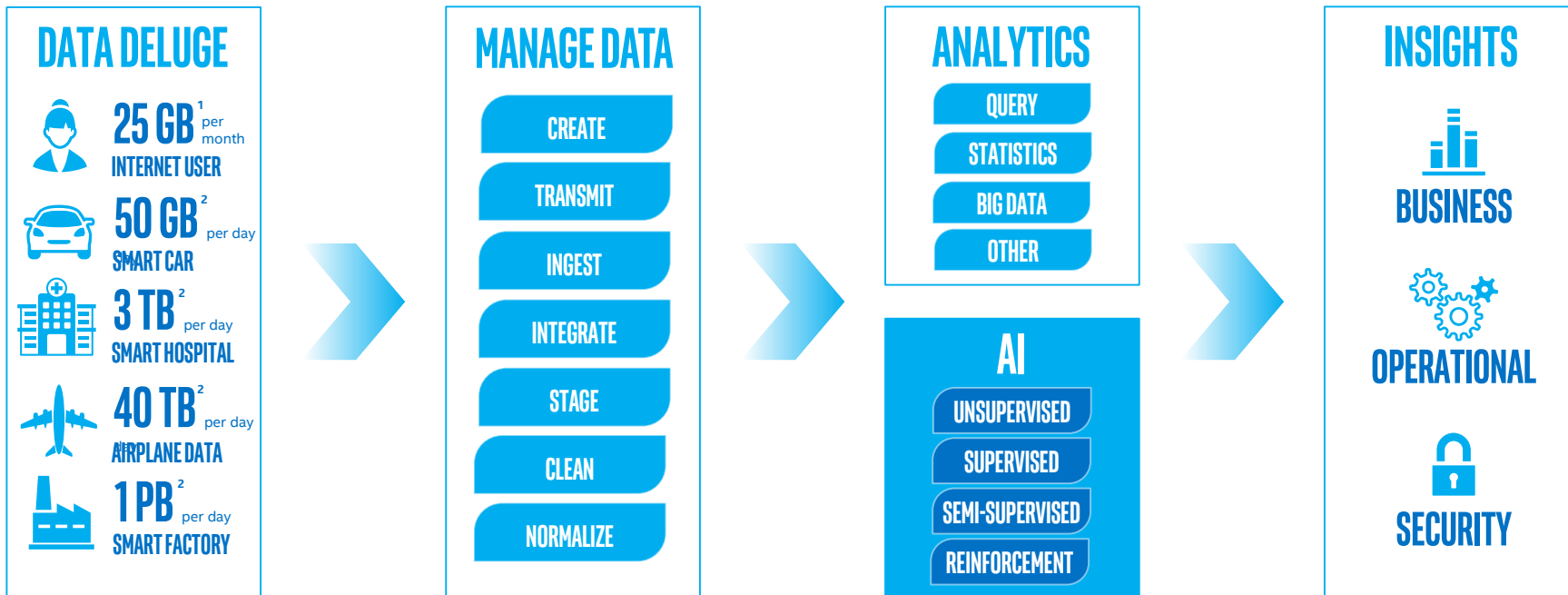
“ ...**70%** of CIOs will aggressively apply data and AI to IT operations, tools, and processes by 2021. ”

IDC

THE TIME TO BEGIN AI ADOPTION IS NOW

Source: <https://www.forrester.com/report/The+Forrester+Tech+Tide+Artificial+Intelligence+For+Business+Insights+Q3+2018/-/E-RES143252>
Source: <https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019>
Source: <https://www.idc.com/getdoc.jsp?containerId=prUS44420918>

Why AI?

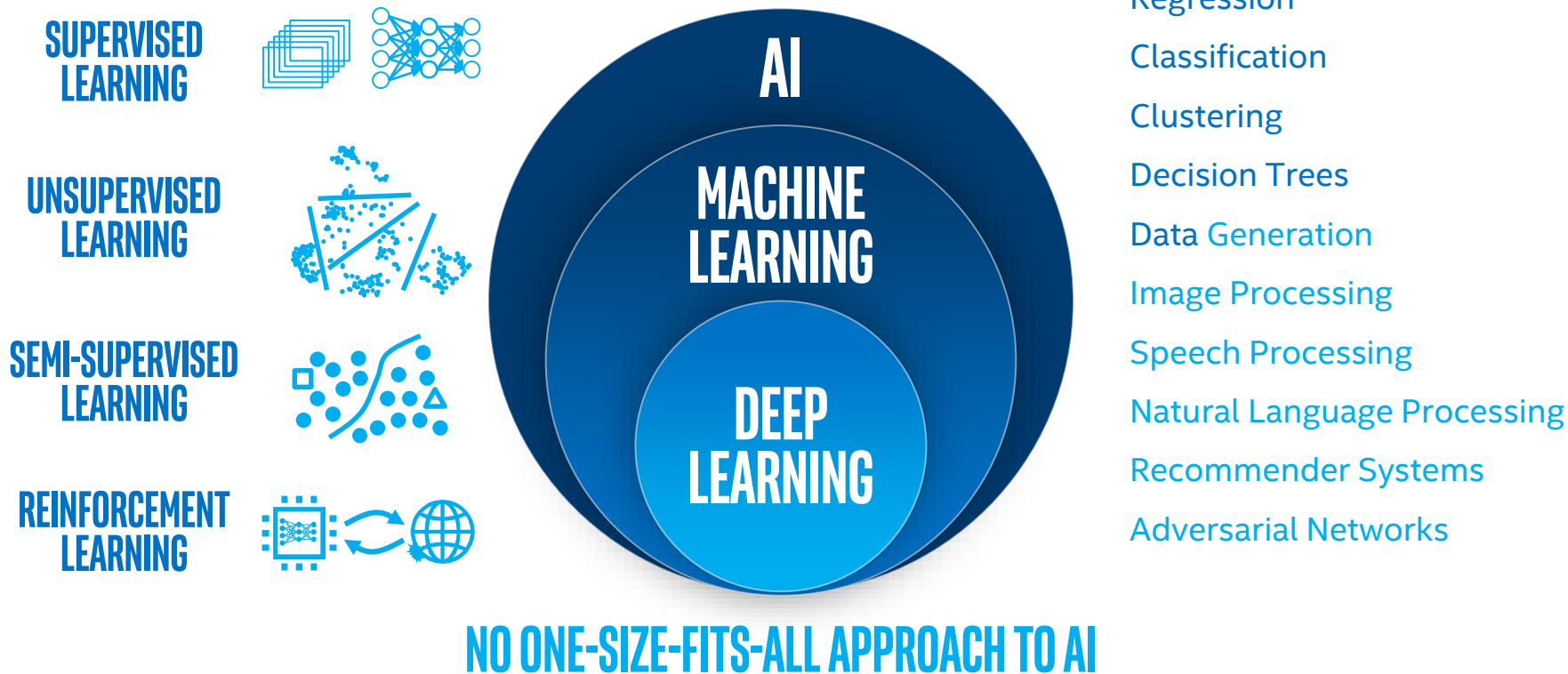


EXTRACT VALUABLE INSIGHTS FROM DATA

1. Source: <http://www.cisco.com/c/en/us/solutions/service-provider/vni-network-traffic-forecast/infographic.html>

2. Source: https://www.cisco.com/c/dam/m/en_us/service-provider/ciscoknowledgenetwork/files/547_11_10-15-DocumentsCisco_GCI_Deck_2014-2019_for_CKN_10NOV2015_.pdf

What is AI?



AI Closer Look



MACHINE LEARNING

Algorithms designed to deploy better insight with more data

Regression (Linear/Logistic)

Classification (Support Vector Machines/SVM, Naïve Bayes)

Clustering (Hierarchical, Bayesian, K-Means, DBSCAN)

Decision Trees (RandomForest)

Extrapolation (Hidden Markov Models/HMM)

More...



DEEP LEARNING

Neural networks used to infer meaning from large dense datasets

Image Recognition (Convolutional Neural Networks/CNN, Single-Shot Detector/SSD)

Speech Recognition (Recurrent Neural Network/RNN)

Natural Language Processing (Long-Short Term Memory/LSTM)

Data Generation (Generative Adversarial Networks/GAN)

Recommender System (Multi-Layer Perceptron/MLP)

Time-Series Analysis (LSTM, RNN)

Reinforcement Learning (CNN, RNN)

More...



REASONING

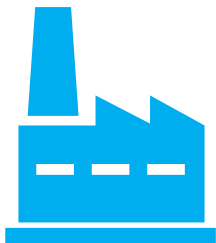
Hybrid of analytics & AI techniques designed to find meaning in diverse datasets

Associative Memory (Intel® Saffron AI memory base)

← **See also:** machine & deep learning techniques

More...

Which Approach is Best?



**SMART
FACTORY**

QUESTION	METHOD	APPROACH
How many parts should we manufacture?	Historical supply and demand analysis	 Statistical Analytics
What will our production yield be?	Algorithm learns which variables correlate to yield	 Machine Learning (Unsupervised)
Which parts have visual defects?	Algorithm learns to identify defects in images	 Deep Learning (Supervised)
Can my robotic arm learn to get better?	Algorithm that acts and adapts based on feedback	 Deep Learning (Reinforcement)

CHOOSE THE RIGHT AI APPROACH FOR YOUR CHALLENGE

AI Solutions in Every Market

AGRICULTURE

Achieve higher yields and increase efficiency

ENERGY

Maximize production and uptime

EDUCATION

Transform the learning experience

GOVERNMENT

Enhance safety, research, and more

FINANCE

Turn data into valuable intelligence

HEALTH

Revolutionize patient outcomes

INDUSTRIAL

Empower truly intelligent Industry 4.0

MEDIA

Create thrilling experiences

RETAIL

Transform stores and inventory

SMART HOME

Enable homes that see, hear, and respond

TELECOM

Drive network and operational efficiency

TRANSPORT

Automated driving

OUR PARTNERS ARE DRIVING REAL-WORLD VALUE WITH INTEL® AI



**BUSINESS
IMPERATIVE**

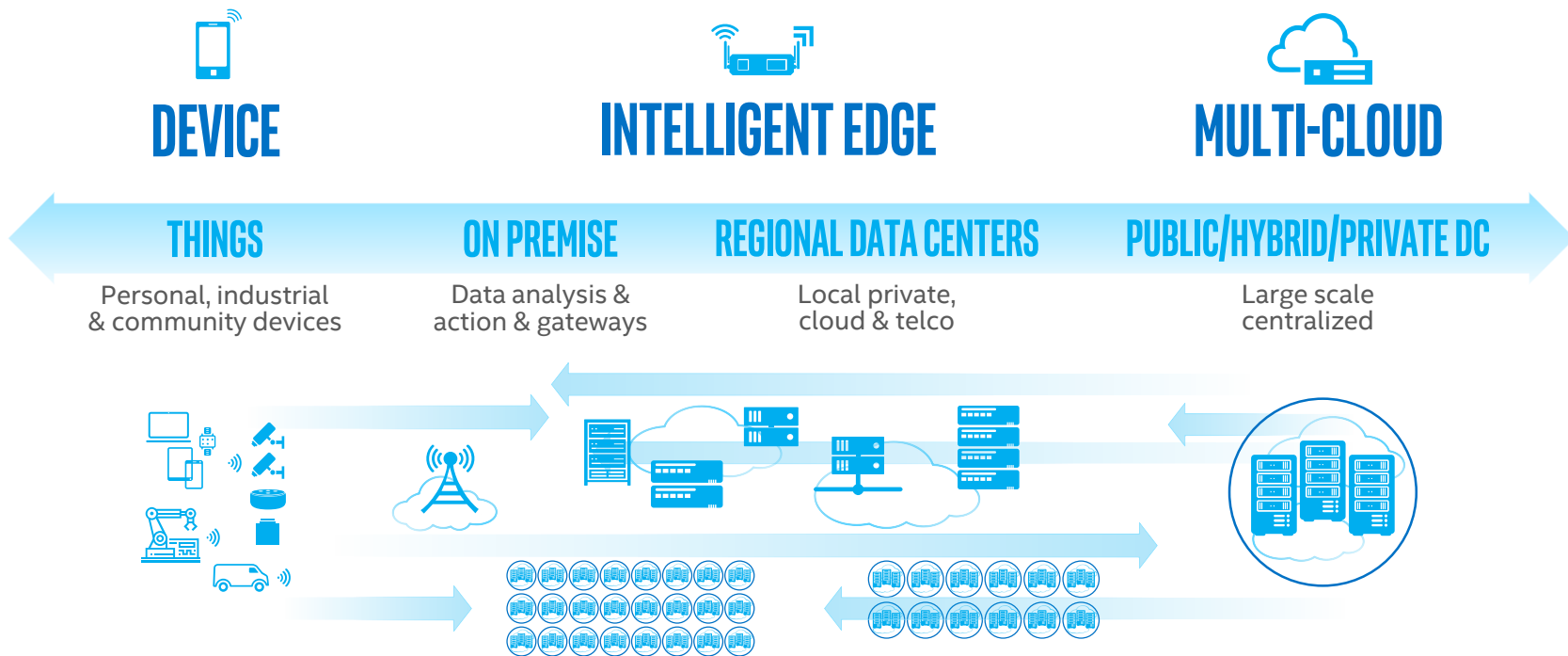


INTEL[®] AI



**AI CASE
STUDY**

AI Opportunities are Diverse



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Intel® AI Strategy



VIBRANT COMMUNITY

Drive innovative use cases

Pioneer leading-edge AI

Fuel the ecosystem

INDUSTRY & OPEN SOFTWARE

Optimize customer software

Unify APIs across Intel

Empower developers

PLATFORM WITH BEST HARDWARE

Extend the CPU

Lead in acceleration

Build a common platform

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Accelerate Your AI Journey with Intel



DISCOVER

Get started faster with community support



DATA

Tame the deluge with a modern data layer



MODEL

Speed up development with open AI software



DEPLOY

Deliver on the best AI hardware for your needs

COMMUNITY

CONSULT

Intel® AI

PARTNER

AI Builders
AI In Production

LEARN

AI Developer Program

SOFTWARE

DATA MANAGEMENT

Choice of 50+ Optimized Tools for Data Preparation

MACHINE LEARNING

Intel® DAAL Intel® Distribution for Python*

DEEP LEARNING

MODEL ZOO & More

HARDWARE

MOVE

Silicon Photonics Omni-Path Fabric
 Ethernet

STORE

OPTANE DC PERSISTENT MEMORY OPTANE DC SOLID STATE DRIVE

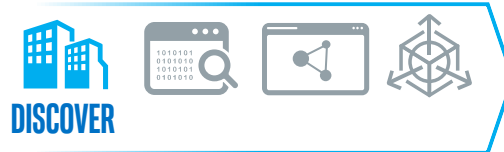
PROCESS



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Get Started Faster

with community support



CONSULT



Consult with your Intel and supplier representative(s) to learn more

Visit: plan.seek.intel.com/SMARTForm_IC3

PARTNER

AI BUILDERS
(Cloud to Device)

AI IN PRODUCTION
(IOT Edge/Device)

Partner with an Intel® AI provider and/or access a catalog with >100 solutions

Visit: builders.intel.com/ai
software.intel.com/ai-in-production

LEARN

AI DEVELOPER PROGRAM

Learn AI skills with the FREE* Intel® AI Developer Program, including cloud access

Visit: software.intel.com/ai

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Tame the Deluge

with a modern data layer

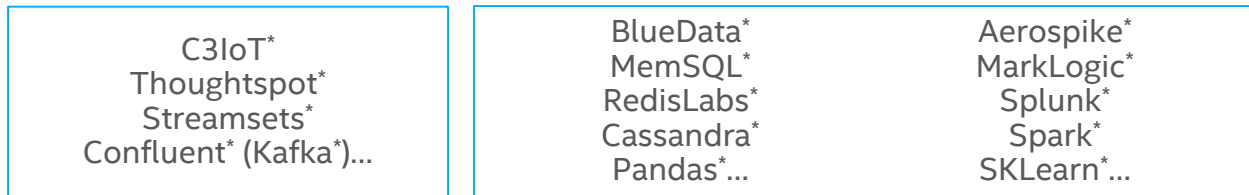
See also:
[Analytics Gold Deck](#)



END-TO-END:

SAP*, Microsoft*, Oracle*, SAS*, Cloudera*, IBM*...

TRENDING:



SOLUTIONS:

30+ AAI & HPC Solutions (Genomics, ICPD, Splunk...)



ANALYTICS?
[Analytics Gold Deck](#)

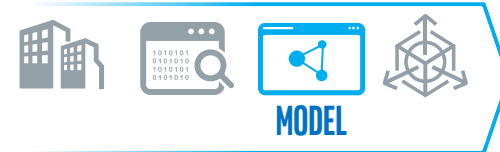
AI?
[See Next Slide>>](#)

Visit: www.intel.com/analytics

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Speed Up Development

with open AI software



MODEL



TOOLKITS
App Developers



MODEL ZOO



LIBRARIES
Data Scientists

Intel® Data Analytics Acceleration Library (DAAL)

Intel® Distribution for Python* (Sklearn*, Pandas*)

R (Cart, Random Forest, e1071)

Distributed (MLlib on Spark, Mahout)



Frameworks



More framework optimizations in progress...

Intel Tools



KERNELS
Library Developers

Intel® Math Kernel Library (Intel® MKL)

Intel® Machine Learning Scaling Library (Intel® MLSL)

Intel® Math Kernel Library for Deep Neural Networks (Intel® MKL-DNN)



CPU

CPU ■ GPU ■ FPGA ■ ACCELERATOR

Visit: www.intel.ai/technology

¹ An open source version is available at: 01.org/opencvintoolkit
Developer personas show above represent the primary user base for each row, but are not mutually-exclusive
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Deploy with Unprecedented

AI hardware choice



MOVE FASTER



INTEL® SILICON PHOTONICS



INTEL® ETHERNET



INTEL® OMNI-PATH FABRIC

STORE MORE



INTEL® OPTANE™ SSD



INTEL® OPTANE™ DC
PERSISTENT MEMORY

PROCESS EVERYTHING



CPU



GPU, FPGA



ACCELERATORS

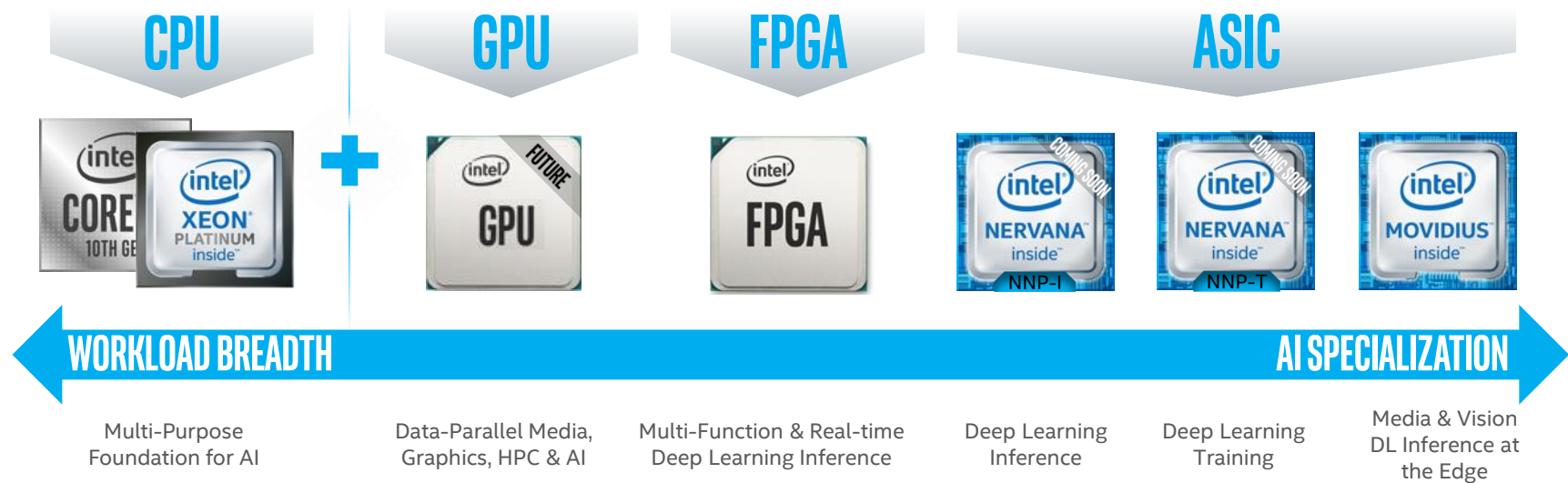
Visit: www.intel.ai/technology

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Intel® AI Hardware



OPTIMIZED FRAMEWORKS & SOFTWARE



Visit: [intel.com/ai](#)


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1Unified software stack development in progress DL=Deep Learning

Intel® AI Use Cases

CPU

Intel® Xeon® Scalable Processors




 MULTI-CLOUD	JD.com*	HYBRID ANALYTICS + AI Fast time-to-solution on Spark* with MLlib & BigDL
	CERN*	HPC AND AI Fast time-to-solution for deep learning in classic workflows
	Novartis*	LARGE DL TRAINING Fast DL training for large image recognition in drug discovery
	Taboola*	DEEP LEARNING INFERENCE High throughput real-time recommendation (billion items)
	Ziva*	MACHINE LEARNING Animating movie creatures using machine learning techniques

CPU

Intel® Xeon® Scalable Processors



 INTELLIGENT EDGE	GE Health*	DEEP LEARNING INFERENCE Low TCO for image recognition in CT scanner for radiology
--	-------------------	---



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Intel® AI Use Cases

FPGA

Intel® FPGA





 MULTI-CLOUD	Microsoft* REAL-TIME REC. ENGINE Real-time recommendations and more workload acceleration
	Manjeera* REAL-TIME TRANSCRIPTS Real-time transcription acceleration
	JD.com* TEXT RECOGNITION Faster time-to-market for custom CNN & LSTM for end-to-end text recognition
 INTELLIGENT EDGE	QNAP* VISION INFERENCE Faster time-to-market for custom CNN workload with OpenVINO™ toolkit
	NEC* FACE RECOGNITION Faster time-to-market for custom CNN workload for surveillance and retail
	Alibaba* REAL-TIME VISION Real-time video encoding and decoding for smart city project

ASIC

Intel® Movidius™ Myriad™ X VPU

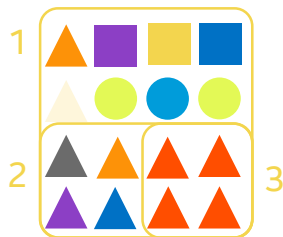


 INTELLIGENT EDGE	HPE* VISION AT THE EDGE Video analytics and DL inference in an edge server blade
 DEVICE	Hikvision* VISION IN THE DEVICE Deep learning-based computer vision at low power

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AI Compute Considerations

WORKLOADS



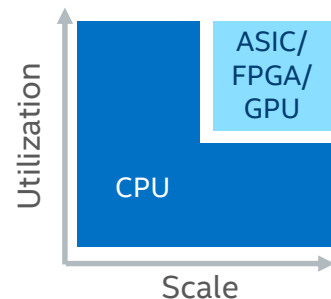
What is my workload profile?

REQUIREMENTS



What are my use case requirements?

DEMAND



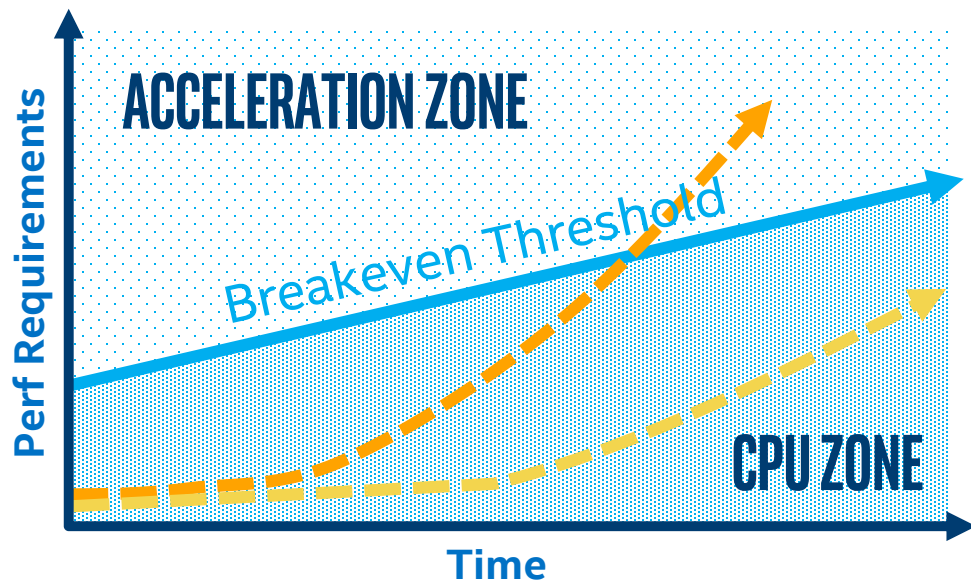
How prevalent is AI in my environment?

Note: word cloud source is www.wordart.com

¥Free = available to download/access at no cost to qualified developers who are enrolled in the program

*Other names and brands may be claimed as the property of others.

Bust the Deep Learning Myth



“A GPU is required for deep learning...” **FALSE**

- Most enterprises (---) use CPU for machine and deep learning needs
- Some early adopters (---) may reach a deep learning tipping point when acceleration is needed¹

¹Most¹ of enterprise customers based on survey of Intel direct engagements and internal market segment analysis

Deep Learning Use Case

Source Paper:

research.fb.com/wpcontent/uploads/2017/12/hpca-2018-facebook.pdf

Services	Ranking Algorithm	Photo Tagging	Photo Text Generation	Search	Language Translation	Spam Flagging	Speech
Model(s)	MLP	SVM,CNN	CNN	MLP	RNN	GBDT	RNN
Inference Resource	CPU	CPU	CPU	CPU	CPU	CPU	CPU
Training Resource	CPU	GPU & CPU	GPU	Depends	GPU	CPU	GPU
Training Frequency	Daily	Every N photos	Multi-Monthly	Hourly	Weekly	Sub-Daily	Weekly
Training Duration	Many Hours	Few Seconds	Many Hours	Few Hours	Days	Few Hours	Many Hours

Applied Machine Learning at Facebook: A Datacenter Infrastructure Perspective

Kim Hazelwood, Sotuh Bhat, David Brooks, Sumanth Chandu, Usha Dhad, Dhiraj Dholakia, Madhu Dhanu, Bill Du, Yanqiu Du, Ashutosh Kulkarni, Lian Luo, Kevin Liu, Brian Lu, Puneet Saxena, Misha Suresh, Kyoung Nam, Young Noh, Xiaohu Wang, Facebook, Inc.

Abstract—Machine learning sits at the core of many essential products and services at Facebook. This paper describes the hardware and software infrastructure that supports machine learning at global scale. Facebook’s machine learning workloads are extremely diverse: services require many different types of models in practice. This diversity has implications at all levels of the system stack. In addition, a sizable fraction of all servers at Facebook flow through machine learning pipelines, creating significant challenges in delivering data to high-performance inference leveraging hardware acceleration. Distributed training also demands CPU and GPU resources for training and used other emerging challenges to overcome to ensure diverse clients that span machine learning algorithms, software, and hardware design.

1. INTRODUCTION

Facebook’s mission is to “give people the power to build community and bring the world closer together.” To support that mission, Facebook connects more than two billion people as of December 2017. Meanwhile, the past several years have seen a revolution in the application of machine learning to real problems at this scale, building upon the virtuous cycle of machine learning algorithmic innovations, enormous amounts of training data for models, and advances in high-performance computer architectures [1]. At Facebook, machine learning provides key capabilities in driving nearly all aspects of user experience including services like ranking posts for News Feed, speech and text translation, and photo and real-time video classification [2], [3].

Facebook leverages a wide variety of machine learning algorithms in these services including support vector machines, gradient boosted decision trees, and many styles of neural networks. This paper describes several important aspects of Facebook’s infrastructure that supports machine learning at Facebook. The infrastructure includes internal “ML-as-a-Service” flows, open-source machine learning frameworks, and distributed training algorithms. From a hardware point of view, Facebook leverages a large fleet of CPU and GPU platforms for training models in order to support the necessary frequency of training models in order to support the necessary training frequencies at the required service latency. For machine learning inference, Facebook primarily relies on CPUs for all major services with neural network ranking services being limited to GPUs to ensure the total compute load

Facebook handles a large fraction of all stored data through machine learning pipelines, and this fraction is increasing over time to improve model quality. The diverse nature of data required by machine learning services presents challenges at the global scale of Facebook’s datacenter network, including the need for efficient ways to deliver data to the models including the need for hardware acceleration. In the same way, Facebook’s scale provides unique opportunities. Distributed training at scale provides unique opportunities. Distributed training algorithms running on GPUs can be scaled out to utilize the hardware resources of many GPUs, which provides a natural way to scale out training. Distributed training algorithms running on GPUs can be scaled out to utilize the hardware resources of many GPUs, which provides a natural way to scale out training. Distributed training algorithms running on GPUs can be scaled out to utilize the hardware resources of many GPUs, which provides a natural way to scale out training.

Looking forward, Facebook expects rapid trends in machine learning, active training and new services [4]. This growth will lead to growing machine learning challenges for teams deploying the infrastructure for these services. While significant opportunities exist to optimize infrastructure on existing platforms, we continue to actively evaluate and prototype new hardware solutions while ensuring consistent or greater machine learning performance.

The key contributions of this paper include the following major insights about machine learning at Facebook:

- Machine learning is applied pervasively across nearly all services, and computer vision represents only a small fraction of the service requirements.
- Facebook relies upon its scalability to “scale out of machine learning approaches including but not limited to neural networks.
- Enormous amounts of data are handled through machine learning pipelines, and this scales represent machine learning challenges far beyond the compute side, and efficiency challenges far beyond the CPU-GPU inference.
- Facebook simplifies infra, heavily on CPU-GPU inference, and both CPUs and GPUs, for training, but constantly prototypes and evaluates new hardware solutions from a prototype-to-production perspective.
- The worldwide scale of people on Facebook and corresponding data activity presents scale to a large number of machines that can be leveraged for machine learning tasks such as distributed training at scale.

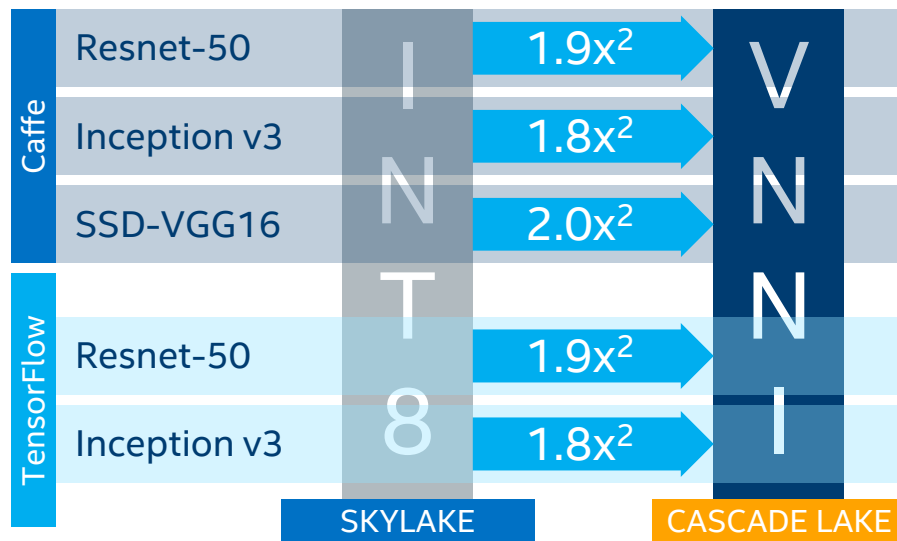
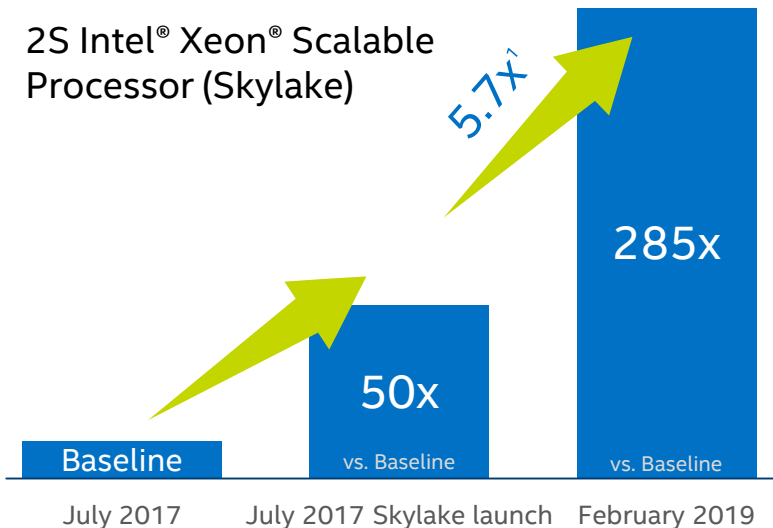
LARGE CLOUD USERS EMPLOY CPU EXTENSIVELY FOR DEEP LEARNING

Deep Learning Performance on CPU

Hardware + software improvements for Intel® Xeon® processors



2S Intel® Xeon® Scalable Processor (Skylake)



¹ 5.7x inference throughput improvement with Intel® Optimizations for Caffe ResNet-50 on Intel® Xeon® Platinum 8180 Processor in Feb 2019 compared to performance at launch in July 2017. See configuration details on Config

Performance results are based on testing as of dates shown in configuration and may not reflect all publicly available security updates. Results have been estimated using internal Intel analysis or architecture simulation or modeling, and provided to you for informational purposes. Any differences in your system hardware, software or configuration may affect your actual performance. Certain optimizations not specific to Intel microarchitecture are reserved for Intel microprocessors. Please refer to the applicable product User and Reference Guides for more information regarding the specific instruction sets covered by this notice. No product can be absolutely secure. See configuration disclosure for details. Optimization Notice: Intel's compilers may or may not optimize to the same degree for non-Intel microprocessors for optimizations that are not unique to Intel microprocessors. These optimizations include SSE2, SSE3, and SSSE3 instruction sets and other optimizations. Intel does not guarantee the availability, functionality, or effectiveness of any optimization on microprocessors not manufactured by Intel. Microprocessor-dependent optimizations in this product are intended for use with Intel microprocessors. Certain optimizations not specific to Intel microarchitecture are reserved for Intel microprocessors. Please refer to the applicable product User and Reference Guides for more information regarding the specific instruction sets covered by this notice. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit: <http://www.intel.com/performance> Optimization Notice



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**AI CASE
STUDY**

Intel® AI Case Study

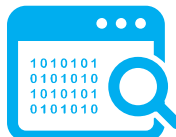


ACCELERATE YOUR AI JOURNEY



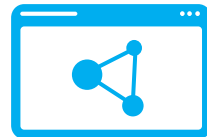
1

DISCOVER



2

DATA



3

MODEL



4

DEPLOY

Intel® AI Case Study



DISCOVER



IDENTIFY

Identify prospects internally and using the 70+ AI solutions in Intel's portfolio; then assess business value of each one



PRIORITIZE

Prioritize projects based on business value and cost to solve with Intel guidance; choose industrial defect detection via DL¹



CONSIDER

Consider ethical, social, legal, security and other risks and mitigation plans with Intel advisors prior to kickoff

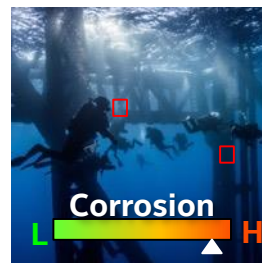
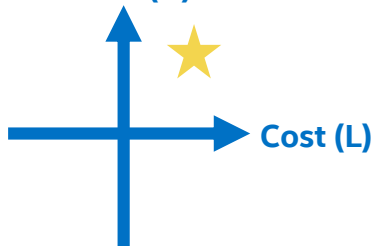


ORGANIZE

Organize internally to get buy-in, support new development philosophy and grow developer talent via Intel® AI



Value (H)



intel AI DEVELOPER PROGRAM

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Intel® AI Case Study



DATA

011010110110
110101101011
001011010100
011010110110
110101101011
001011010100
011010110110
110101101011
001011010100
011010110110
110101101011
001011010100



INGEST

Ingest streaming data from drones using a popular software tool among the many that run on the CPU



STORE

Store data in block storage (for high-performance) in a data lake with guidance from an Intel storage partner



PREPARE

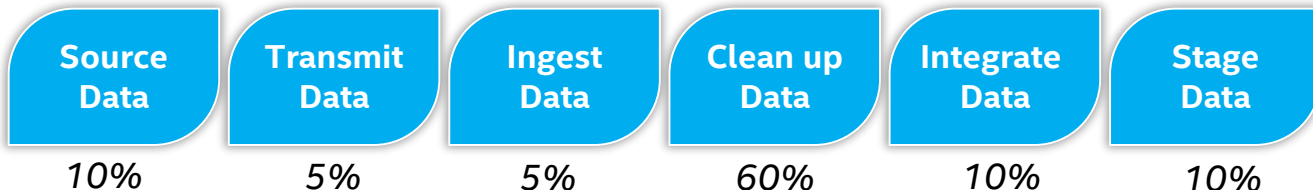
Prepare data by performing cleanup and integration using popular software tools that run on the CPU



ACT

Act on the data using one of the many popular CPU tools for data analytics and visualization

← **12 weeks** →



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Intel® AI Case Study

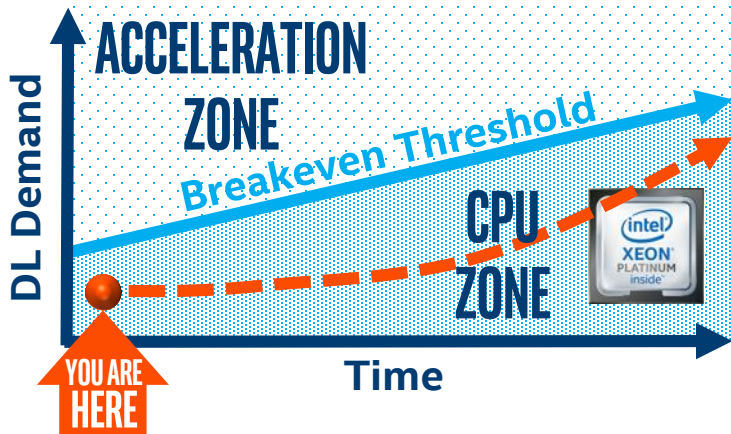


MODEL



SETUP

Set up compute environment; DL training (~7% of journey) acceleration NOT worthwhile due to high setup time & cost



MODEL

Model development through training a deep neural network using an Intel-optimized DL framework



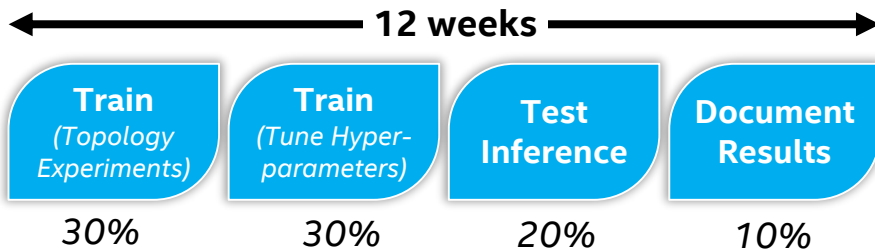
TEST

Test the deep learning model using a control data set to determine if accuracy meets requirements



DOCUMENT

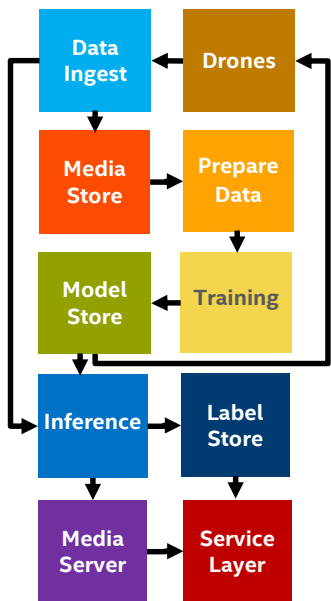
Document the code, process, and key learnings for future reference



Intel® AI Case Study



DEPLOY



ARCHITECT

Architect AI deployment with Intel® AI Builders

REMOTE DEVICES

- Drone
 - Drone
 - Drone
- 10 Drones**
Real-time object detection and data collection
- Drone
 - Drone
 - Drone

Per Drone

- 1x Intel® Core™ processor
- 1x Intel® Movidius™ VPU

IMPLEMENT

Implement AI in production environment

MEDIA SERVER

- Media Store
 - Media Store
 - Media Store
- 110 Nodes**
8 TB/day per camera
10 cameras
3x replication
1-year retention
4 mgmt nodes
- Media Store
 - Media Store
 - Media Store

Per Node

- 1x 2S 61xx
- 20x 4TB SSD

SCALE

Scale to more sites and users as demand grows

MULTI-USE CLUSTER

- Data Ingestion
 - Data Ingestion
 - Data Ingestion
 - Data Ingestion
 - Inference
 - Inference
 - Inference
 - Inference
- 4 Nodes**
One ingestion per day, one-day retention
- Inference
 - Inference
 - Inference
- 4 Nodes**
20M frames per day
- Prepare Data
 - Prepare Data
- 2 Nodes**
- Service Layer
 - Service Layer
 - Service Layer
- 3 Nodes**
Infrequent op
- Media Server
 - Media Server
 - Media Server
- 3 Nodes**
Simultaneous users
10k clips stored

ITERATE

Iterate on the models with new data over time

DATA STORE

- Model Store
 - Model Store
 - Model Store
 - Model Store
 - Label Store
 - Label Store
 - Label Store
 - Label Store
- 4 Nodes**
1-year of history
- 4 Nodes**
Labels for 20M frames /day
- Per Node**
- 1x 2S 81xx
 - 5x 4TB SSD

SOFTWARE

- OpenVino™ Toolkit
- Intel® MKL-DNN
- TensorFlow*
- Intel® Movidius™ Software Development Toolkit

ADV. ANALYTICS

- Training
- 16 Nodes**
Intermittent use
1 training/month for <10 hours
- Training
- Per Node**
- 1x 2S 81xx
 - 1x 4TB SSD

All products, computer systems, dates, and figures are preliminary based on current expectations, and are subject to change without notice.
*Other names and brands may be claimed as the property of others [Optimization Notice](#)

THANK YOU