

## **AI-driven decision automation in physics research and enterprises**

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A neural network algorithm originally written for physics analyses at CERN is the foundation of many successful projects and products of Blue Yonder, one of the very few AI companies that already deliver huge value to their customers. With its recent focus on building supply chain and pricing products for retailers, strategic management decisions are broken down to tens of millions of automated operational decisions with superhuman quality. The principle and some examples from research and industry are presented.

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