

# AI with a conscience

*In today's fast-paced digital landscape, technological advancements are driving transformative changes across industries. Companies are increasingly turning to emerging technologies such as artificial intelligence (AI) and robotics to gain a competitive edge and unlock new opportunities for growth. Among the trailblazers leading the charge in this space is Connection, a leading technology solutions provider renowned for its commitment to driving progress through cutting-edge solutions. With the recent launch of the Helix Center for Applied AI and Robotics, Connection is poised to revolutionize the way businesses leverage AI and robotics to tackle complex challenges and drive success. "In the dynamic landscape of applied AI, continuous innovation is more than a goal; it's a necessity," says Jamal Khan, Chief Growth and Innovation Officer at Connection.*

Founded in 1982, Connection delivers valuable IT services and advanced technology solutions to business, government, healthcare, and education markets, delivering global procurement solutions through a network of 500 suppliers in 174 countries. Jamal Khan leads the CNXN Helix Center for Applied AI and Robotics. With a two-decade track record of success across diverse domains, Jamal orchestrates the strategic design and execution of

innovative growth initiatives at Connection. His leadership extends to multiple teams, where he spearheads transformative improvements across various facets of the organization. He explains: "At Connection, our vision harmonizes with the aspirations of our customers, and our new Helix initiative is a testament to this enduring commitment. With the infusion of AI, we are not just keeping pace with innovation; we are actively redefining it.

AI transcends being a mere upgrade—it's a revolutionary catalyst that is reshaping the operational landscape of businesses worldwide. By embracing AI within our internal framework, Connection is poised to streamline processes, magnifying efficiency and productivity. For our clients, this leap into the AI frontier is a pledge to bolster growth and surpass the expected benchmarks of service excellence. Helix isn't just about staying relevant in a world of constant technological evolution; it's about leading the charge, carving out new pathways to success, and facilitating transformative experiences for all our stakeholders." Connection's Helix Center for Applied AI and Robotics represents a bold step forward in the realm of technology-driven innovation. This state-of-the-art facility serves as a hub for research, development, and collaboration, bringing together experts from diverse



Jamal Khan, Chief  
Growth and Innovation  
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disciplines to explore the vast potential of AI and robotics across various industries. By harnessing the power of these transformative technologies, Connection aims to empower businesses with the tools and insights they need to thrive in an increasingly digital world. "At the core of our strategy, we recognize that the true power of AI lies in its ability to synthesize and harmonize data. Mastery in data orchestration and alignment stands as the cornerstone of any successful AI implementation. Our commitment is to cultivate a robust capability within this critical domain," Khan says.

Furthermore, the Helix Center serves as a platform for education and knowledge exchange, offering training programs, workshops, and seminars to help businesses harness the full potential of AI and robotics. By empowering professionals with the skills and insights they need to navigate the complexities of these technologies, Connection is enabling organizations to stay ahead of the curve and drive meaningful change within their respective industries.

The launch of the Helix Center comes at a time when the demand for AI and robotics solutions is at an all-time high. As businesses increasingly recognize the transformative potential of these technologies, there is a growing need

for trusted partners like Connection who can provide the expertise and support needed to navigate the complexities of implementation. With its proven track record of delivering innovative technology solutions, Connection is well-positioned to help businesses harness the power of AI and robotics to achieve their strategic objectives and drive sustainable growth. In conclusion, Connection's launch of the Helix Center for Applied AI and Robotics marks a significant milestone in the company's journey towards driving technological innovation and empowering businesses to thrive in the digital age. By leveraging AI and robotics, Connection is helping businesses unlock new opportunities, streamline operations, and drive meaningful outcomes. As the pace of technological change continues to accelerate, initiatives like the Helix Center will play a crucial role in shaping the future of business and driving progress across industries.

"As the Helix Center evolves, it is set to become a nexus for innovation, where advanced laboratories, a cadre of skilled professionals, and groundbreaking research converge. Our mission is to transcend the theoretical boundaries of AI, addressing the tangible application challenges the industry currently faces," Khan notes. "The Helix Center's

forward-thinking approach aims to bridge the gap between conceptual AI and its real-world implementation. We are creating a space where experimentation leads to viable AI solutions, tailored for complex, industry-specific problems. This focus on applied research will enable the creation of AI applications that are not just technologically advanced but also pragmatic and accessible to businesses seeking to leverage AI's full potential." Through this endeavour, Connection's Helix Center will empower the industry to navigate the complexities of AI integration, fostering a new era of technological advancement that is both innovative and actionable.

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