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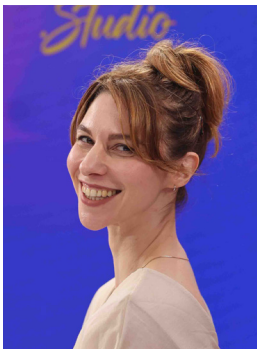
Highlights & Insights

Video Interviews, News, Photos and More From the ISMG Team

Trust, Control, ROI: AI's Next Chapter



Anna Delaney
Executive Director, Productions,
ISMG

The conversation about artificial intelligence is entering a new phase. The question is no longer simply what AI can do, but how organizations can put it to work at scale - safely, responsibly and with measurable returns.

That shift was unmistakable at HumanX Amsterdam 2026. Across our conversations with technology leaders, AI pioneers and business executives, three themes surfaced again and again: trust, control and ROI.

Enterprises are moving beyond proofs of concept and asking harder questions: How much autonomy should AI agents have? Where must humans remain in control? How do organizations protect the proprietary data and institutional knowledge that give them an advantage? And after years of extraordinary investment, how do they turn AI adoption into genuine business value?

We at ISMG.Studio have captured the top insights from these conversations in this exclusive compendium, with links to the full videos on ISMG's media sites. We interviewed leaders about agentic AI, enterprise transformation, responsible adoption, AI infrastructure, sovereignty, security and the changing relationship between humans and increasingly autonomous systems.

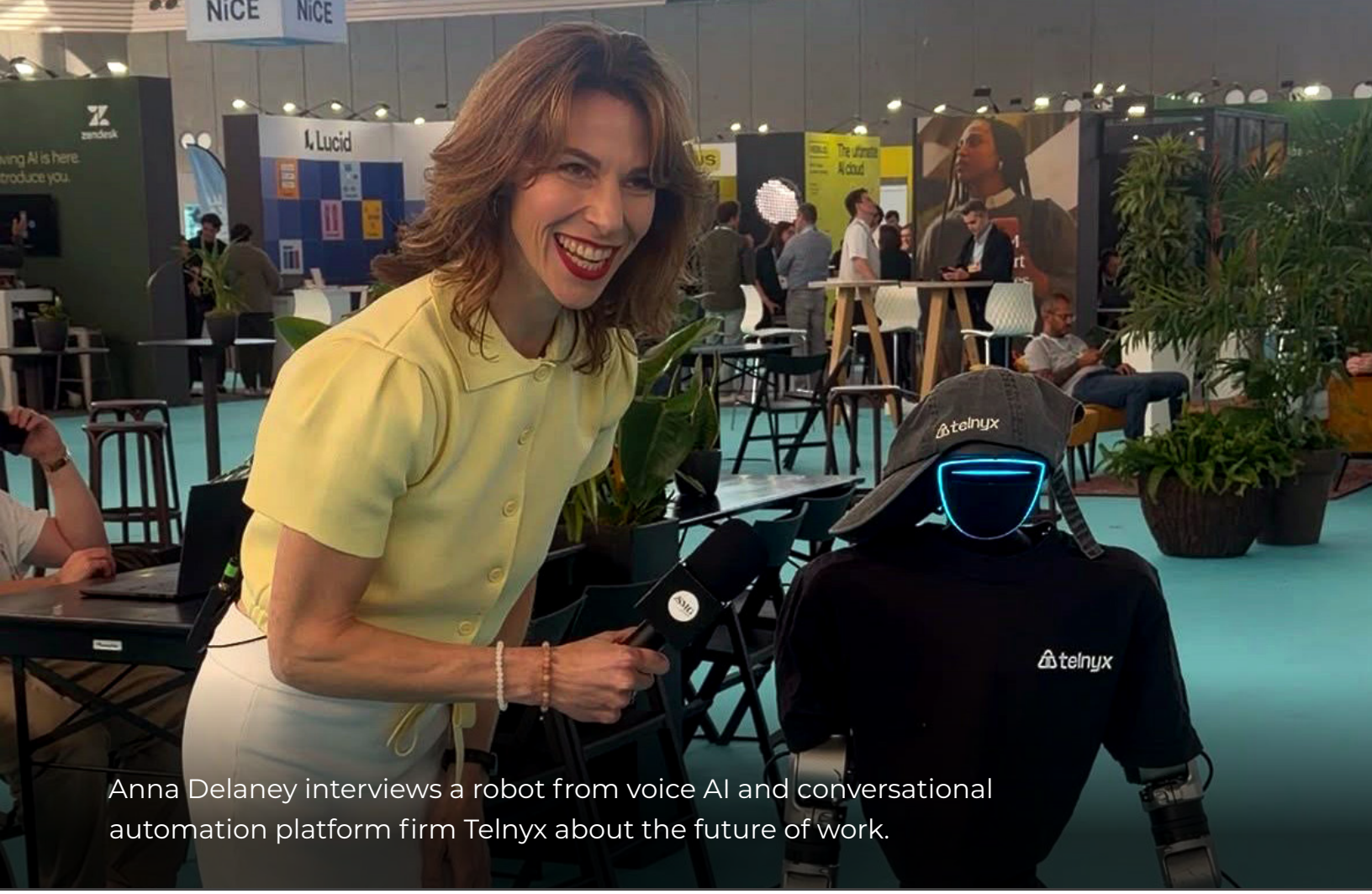
Within these pages, you'll find perspectives on moving AI agents from pilots into production, redesigning businesses around AI, protecting enterprise data and intellectual property, modernizing infrastructure, maintaining human oversight and building the trust required for AI to operate at scale.

Together, these conversations offer a view of an AI industry growing beyond the hype - and confronting the much harder task of making AI useful, accountable and worthy of our trust.

Enjoy.

Anna Delaney

Anna Delaney
Executive Director, Productions
ISMG



Anna Delaney interviews a robot from voice AI and conversational automation platform firm Telnyx about the future of work.

ISMG's Anna Delaney Meets HumanX

The inaugural HumanX Amsterdam brought more than 4,000 AI leaders, innovators, investors and enterprise decision-makers to RAI Amsterdam for three days of conversations about the technology's next chapter. More than 200 speakers took the stage, representing organizations including OpenAI, Google, AWS, Yahoo and Zoom.

Leading ISMG's coverage was Anna Delaney, executive director of productions, who spent the conference interviewing the people shaping AI's next chapter - and at least one robot. Go behind the scenes with Anna at HumanX Amsterdam, then watch her conversations with the executives, innovators and AI leaders tackling some of the biggest questions surrounding the technology's future.

Watch Now

IKEA Chief Digital Officer Parag Parekh discusses AI strategy for customer experience, productivity and operations with ISMG's Anna Delaney.

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Zoom CTO Xuedong D. Huang in an interview with Anna Delaney, executive director of productions at ISMG.

Jim Lanzone
CEO, Yahoo

Open Web Challenge: AI Search Must Restore Links

Yahoo CEO **Jim Lanzone** on Publisher Traffic, Trust and the Future of the Open Web

AI-driven search delivers richer answers, but sends fewer users to the publishers whose content makes those answers possible. Yahoo CEO Jim Lanzone says search engines must restore links and traffic to preserve a healthy open web and help users verify AI-generated answers.

- The need to verify AI-generated information, especially for health, finance and other consequential searches;
- Whether personalized AI search risks trapping users in filter bubbles;
- The role publishers must play in improving content quality.

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"From a user experience point of view, that linking back out, it should be fundamental to how this change is going forward. It just didn't happen in the first generation, but I'm here to say it's not too late to get this right."

- Jim Lanzone

Robert Blumofe
Executive Vice President and CTO, Akamai

Building AI Systems With 'Least Capability' Cuts Agent Risk

Akamai CTO **Robert Blumofe** on Reliability, Visibility and AI Security

AI systems that perform well in the lab can fail at scale, drive unexpected costs and expose new attack paths in production. Robert Blumofe, executive vice president and CTO at Akamai, says enterprises need stronger visibility, reliability engineering and a "least capability" model for AI agents.

- Why probabilistic large language model behavior makes reliability harder as AI systems scale;
- How tool-call logging and model reasoning can improve visibility into agent behavior;
- Why enterprise adoption depends on a new engineering discipline for agentic user experiences.

Watch Now

"Don't give it the ability to read arbitrary websites if you don't need the ability to read and write arbitrary websites. If you can build an agent to that concept of least capability, you're actually much safer."

- Robert Blumofe

"The reasoning engines will become commoditized. The durable moats any company has are how its internal data and processes and systems are configured and used."

Stefan Weitz
CEO and Co-Founder, HumanX

Costi Perricos
Global Generative AI Business Leader, Deloitte

Why 'Cappuccino ROI' Keeps AI Gains From the Bottom Line

Deloitte's **Costi Perricos** on AI-Centered Process Design and New Business Models

Businesses that add AI to existing processes often get "cappuccino ROI," minutes saved that never reach the bottom line. Deloitte's Costi Perricos said real returns come from redesigning processes with AI at the center and giving humans new, more effective roles alongside AI agents.

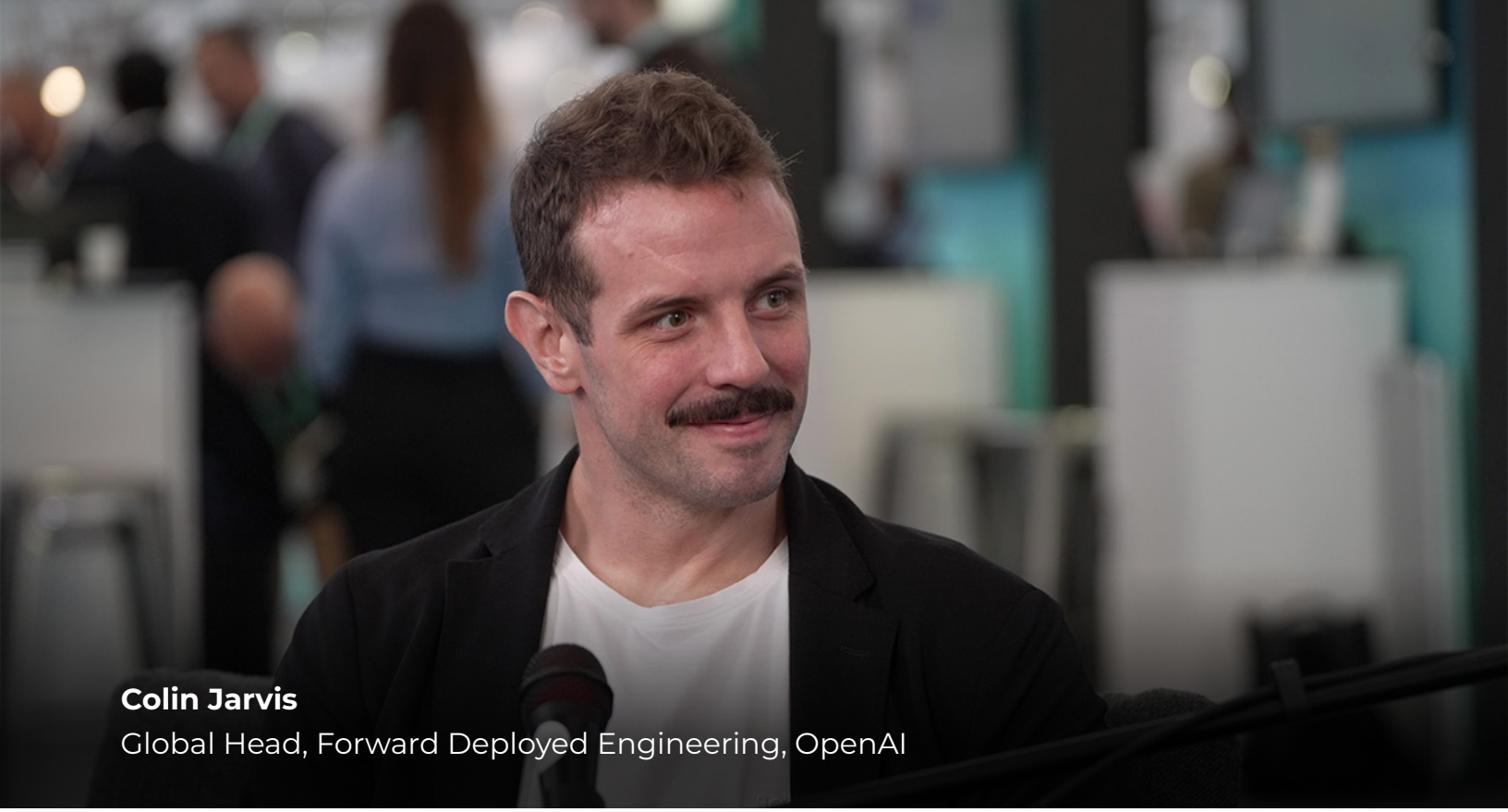
- How new algorithms could break the link between model power and compute demand;
- Why leaders, including chief AI officers, need hands-on AI fluency;
- How regulators can keep pace with model behavior without stifling emerging players.

Watch Now

> **"You free up 10 minutes here and 10 minutes there, and your employees can go have a cappuccino, but it never really hits the hard line."**
>
> - Costi Perricos

"The collective intelligence the frontier models provide is absolutely unmatched, but you know what is missing? They don't know me. They don't have the context of enterprise. So, if you want that powerful model to help you to really compute your work, we have to give the context."

Xuedong D. Huang
CTO, Zoom



Colin Jarvis
Global Head, Forward Deployed Engineering, OpenAI

Realizing Value From AI Starts With Redesigning the Business

OpenAI's **Colin Jarvis** on Workflow Redesign, Trust Frameworks and Human Oversight

Organizations that simply insert AI into existing workflows might not capture its full value. But those willing to redesign processes, establish governance, control data access and restructure teams around it will derive the most value, said Colin Jarvis, global head of FDE at OpenAI.

- Lessons learned from using AI agents to optimize chip designs;
- The need for human judgment in sensitive, subjective and high-consequence decisions;
- How governance, auditability and verification help enterprises build trust in autonomous agents.

Watch Now

"Maybe we introduce AI, but we have so many human review steps that any benefits we get from the AI are wiped out because it just enters the same bottleneck we always had."

- Colin Jarvis

Swami Sivasubramanian
Vice President, Agentic AI, AWS

AI Agents Need More Than Proofs of Concept

AWS' **Swami Sivasubramanian** Says Enterprises Need Focused AI Agent Investments

Enterprises risk getting trapped in AI "proof-of-concept hell" when they deploy agents without clear measures of success. AWS executive Swami Sivasubramanian explains how focused investments, shared infrastructure and human oversight can help move AI agents into production.

- Building trust boundaries that help organizations gradually give AI agents greater autonomy;
- Keeping humans involved in high-stakes or irreversible decisions made by AI agents;
- Creating "compounding momentum" as agents gain context, improve accuracy and become more deeply integrated with enterprise workflows.

Watch Now

"Once you define it, then pick two to three projects that the entire leadership commits behind, and then start investing in what I call 'the boring infrastructure' part. So everybody doesn't have to build infrastructure, but then they end up actually effectively becoming compounding momentum."

- Swami Sivasubramanian

"Our vision is to really have our agent everywhere the employee is and make it really easy to capture individual context."

Bianca Anghelina
Founder and CEO, Aily Labs

Umesh Sachdev
CEO and Co-Founder, Uniphore

Why Enterprises Must Own, Not Rent, Their Intelligence

Uniphore CEO **Umesh Sachdev** on Proprietary Data, Trade Secrets and Sovereign AI

Closed frontier AI models can learn an enterprise's proprietary data and trade secrets and pass that edge to competitors. Uniphore CEO Umesh Sachdev said companies should own their intelligence by running core AI workloads on sovereign, on-premises infrastructure.

- The five infrastructure layers that trip up enterprises pursuing full sovereignty;
- How to start with a model harness, then move to zero-copy data and on-premises inferencing;
- Why enterprise-grade AI engineering matters more than slowing research.

Watch Now

"There's this concept emerging that you should not rent your intelligence. You should own it. What's at stake is intellectual property, and how does every enterprise protect and own its own intellectual property, which is going to be in the form of intelligence."

- Umesh Sachdev

How IKEA Turns AI Strategy Into Business Value

Chief Digital Officer **Parag Parekh** on Home Design, Back-Office Agents and AI ROI

IKEA is moving AI from experimentation toward measurable business value across customer experience, productivity and operations. Chief Digital Officer Parag Parekh explains how gen AI, agentic AI and responsible AI principles shape the company's strategy and ROI.

- The decision of when to build AI capabilities in-house and when to buy them;
- Why adoption across a large workforce requires measurable usage and business value;
- How responsible AI principles guide decisions involving data privacy and candidate assessment.

Watch Now

"I just combine the total dollar impact in terms of growth, or impact in terms of cost. That's the one metric we follow to say what's the impact of AI and how good the ROI is."

- Parag Parekh

Xuedong D. Huang
CTO, Zoom

Enterprise Context Is AI's Missing Link

Zoom CTO **Xuedong D. Huang** Says Enterprise Context Can Unlock Greater Value From AI

Frontier AI models may have unmatched reasoning capabilities, but they lack the organizational context needed to complete meaningful work. Zoom CTO Xuedong D. Huang explains why conversations and enterprise knowledge can provide that missing layer.

- Why enterprise context is critical to getting business value from frontier AI models;
- How organizations can protect sensitive knowledge while connecting it to AI systems;
- Why AI agents will increasingly move from generating information to completing work.

Watch Now

"The conversation carries the virtual context, like what we're doing today. That conversation to completion with context is the journey, is the main thesis I want to really articulate. That is the next chapter of having AI help all of us."

- Xuedong D. Huang

Bianca Anghelina
Founder and CEO, Aily Labs

Connected Data Alone Won't Make AI a Better Decision-Maker

Teach AI How Businesses Operate Before Optimizing Them, Says Aily Labs' **Bianca Anghelina**

Artificial intelligence can access all of a company's inventory, commercial and financial data and still make the wrong call. Numbers alone often fail to capture the regulations, business strategy and human expertise that shape business decisions, says Aily Labs Founder and CEO Bianca Anghelina.

- How Aily Labs is preparing its platform for superintelligence;
- Why embedding AI agents in email, calendars and voice interactions helps capture undocumented employee knowledge;
- How agents that check other agents, combined with human feedback, keep AI recommendations accurate.

Watch Now

"We have to capture that strategy in a way to be predictive and recommend what to do next, not just analyze what the past was."

- Bianca Anghelina

"The fundamental problem where they end up is they get stuck in what I call 'the proof of concept hell.' It's a little bit like they get stuck in the POC roundabout."

Swami Sivasubramanian
Vice President, Agentic AI, AWS

Soyoung Lee
Co-Founder and Head, Go-to-Market, TwelveLabs

AI Agents Can See a Video, but Understanding It Is Harder

TwelveLabs' **Soyoung Lee** on Video Agents, Privacy Safeguards and Physical AI

AI agents can see a video, but they can't yet fully understand or act on large libraries of footage. That leaves valuable insights in ads, meetings and security recordings largely untapped, says Soyoung Lee, co-founder and head of go-to-market at TwelveLabs.

- How video understanding might make AI more human and personal, from robotics and physical AI to personalized storytelling;
- The risk of AI misinterpreting footage, and where human judgment takes over;
- How TwelveLabs addresses privacy through embeddings, deployment options and a policy against facial recognition.

Watch Now

"It's not to take away from the creative process. It's really to give you a brainstorm partner that kind of answers your questions but also drafts things as you go."

- Soyoung Lee

AI Gets a Bigger Role in Healthcare - Not the Final Say

Philips' **Patrick Mans** on Delegating Tasks to AI Without Delegating Decisions

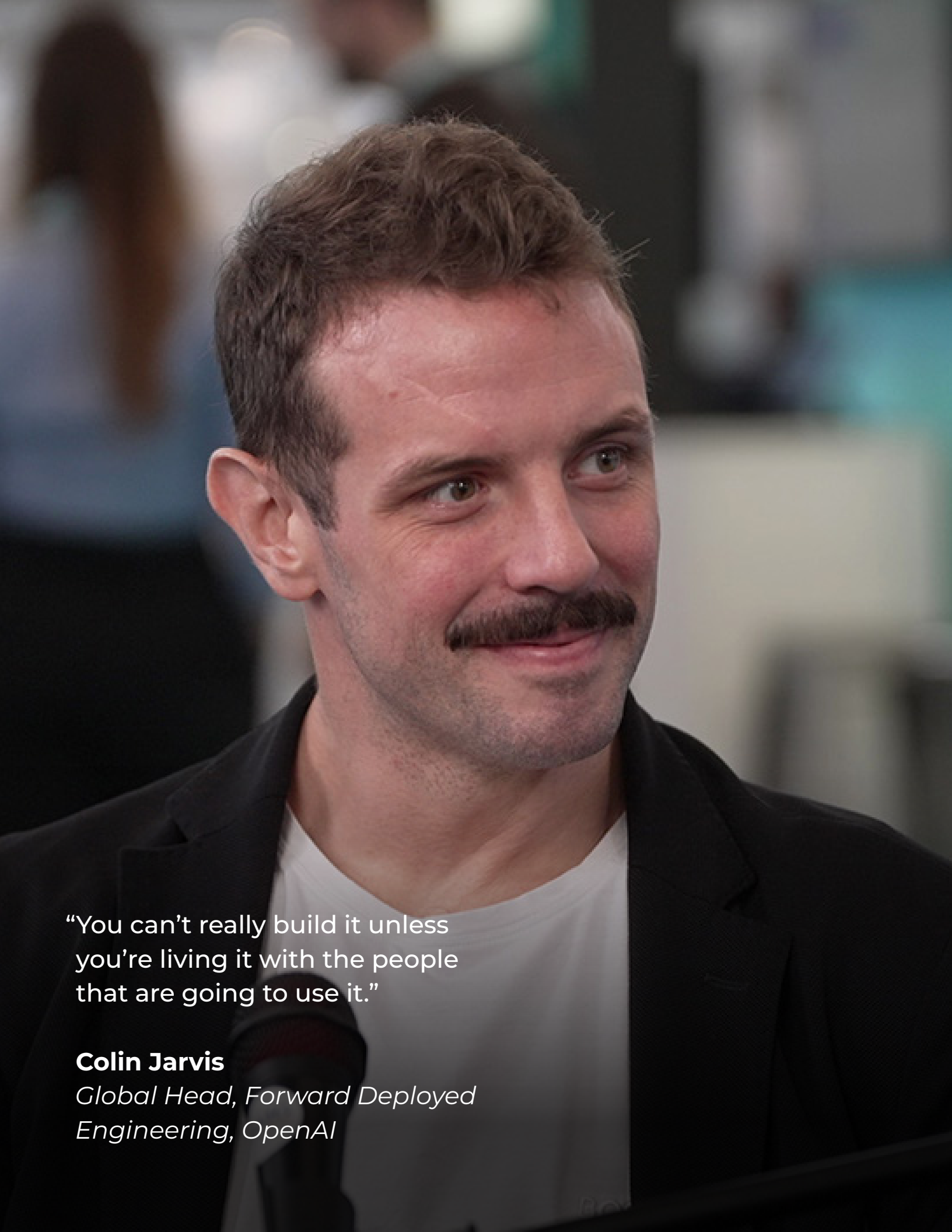
Healthcare AI can accelerate imaging, reduce administrative work and give clinicians more useful insights, but Philips' Patrick Mans says clinical decisions should remain human decisions. Safe adoption depends on validation, transparency and keeping clinicians firmly in control.

- Why patients need transparency into how AI influences their care;
- How AI-assisted ultrasound could expand access to prenatal screening;
- Why healthcare AI requires rigorous testing, validation and clinical trials.

Watch Now

"When we create a report, that report goes to the clinician, and they will make a decision: 'Do I accept it the way it is, or do I make some adjustments?' It's just like having your own assistant. They generate work for you."

- Patrick Mans



“You can’t really build it unless you’re living it with the people that are going to use it.”

Colin Jarvis
Global Head, Forward Deployed Engineering, OpenAI

AI Agents Are Exposing the Limits of Legacy Infrastructure

Axoniq's **Jessica Reeves** on AI Accountability, Provenance and Modernization

As AI agents take on more decisions, enterprises need infrastructure that captures not just what happened but why, says Axoniq CEO Jessica Reeves. Persistence, provenance and replayability can help organizations trace AI decisions, unwind actions and modernize legacy systems.

- Why AI agents are exposing scalability and architectural limitations in legacy enterprise systems;
- How event sourcing can help organizations replay AI decisions and trace causality;
- Why incremental modernization may be more practical than rebuilding legacy systems from scratch.

Watch Now

> **"I think the market's going to move toward incremental modernization versus, let's just tear it down and rebuild it."**
>
> - Jessica Reeves

Cal Al-Dhubaib
Principal Technologist, Rubrik

Why AI Makes Ignoring Security Basics More Costly

Rubrik's **Cal Al-Dhubaib** on Chained Exploits, AI Insiders and Context-Based Controls

Frontier AI models can chain individual bugs to form valid exploits, and AI agents are prone to overreaching. Cal Al-Dhubaib of Rubrik said security teams can keep up with the AI rush by using AI to clear vulnerability backlogs and applying context-based controls to agents.

- How early AI observability builds muscle for stronger controls;
- How the velocity of digital change keeps adding to enterprise tech debt;
- Why teams should set hype aside and build literacy in common AI risks.

Watch Now

"Identity has very quickly become the biggest surface area for attack. My prediction is in the next 12 months or so, AI agents are going to be the next biggest target for attack."

- Cal Al-Dhubaib

“AI search has given us a new lease on life when it comes to search.”

Jim Lanzone
CEO, Yahoo

Bobby Healy
CEO and Founder, Manna Air Delivery

AI Can Orchestrate Drone Fleets, but It Shouldn't Fly Them

Manna CEO **Bobby Healy** on Why Deterministic Software Needs to Controls Aircraft

Manna Air Delivery uses AI to plan routes, position drones and respond to demand, but CEO and Founder Bobby Healy says probabilistic AI agents stay out of the cockpit. He explains how deterministic software, redundancy and real-world testing underpin autonomous flight safety.

- How real-world testing and digital twins help Manna identify the limits of autonomous flight;
- How autonomous aircraft handle failures without human intervention;
- How software economics improve the efficiency and scalability of drone delivery networks.

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"We don't let the agents fly the aircraft. The aircraft is a deterministic flight loop, so everything we do is highly regulated by the aviation regulator. Every decision, every input, every bit of software."

- Bobby Healy

"AI in the wild. It's all fun and games when we're in the lab playing around. Once you get out into production in the wild, it's of course a whole new set of issues to deal with."

Robert "Bobby" Blumofe
Executive Vice President and CTO, Akamai

Ivan Burazin
Co-Founder and CEO, Daytona

Your Cloud Wasn't Built for a Trillion AI Agents. Now What?

Daytona CEO **Ivan Burazin** on Clouds for Agents and the Looming CPU Crunch

AI agents will soon vastly outnumber human users as consumers of computing resources, putting pressure on infrastructure never designed for their scale. Daytona Co-Founder and CEO Ivan Burazin says the next cloud must accommodate how agents run code, use CPUs and interact with applications.

- The appeal of disastrous AI narratives and why companies exploit them to win attention;
- Why slowing AI development could put countries at a competitive disadvantage;
- The wave of new chipmakers entering the CPU server market as agent demand grows.

Watch Now

> **"When we get these many agents, the number of CPUs we will need to offload that work from the GPUs is going to be staggering. And because of that, we already see the CPU crunch happening."**
>
> - Ivan Burazin

Stefan Weitz
CEO and Co-Founder, HumanX

Trust, Not Hype, Will Decide How Far Enterprise AI Can Scale

HumanX CEO **Stefan Weitz** on AI Governance, Regulatory Uncertainty and Durable Firms

Artificial intelligence might be drawing wider interest than any previous hype cycle before it. But AI will stay stuck in pilot mode until people trust it enough to use it for everything, the way they trust electricity or drinking water, says HumanX CEO and Co-Founder Stefan Weitz.

- How AI investment is splitting between massive bets and small companies serving specialized markets;
- Europe's push for sovereign AI beyond frontier models;
- Why agentic AI remains nascent as physical AI and world models emerge as the next major opportunity.

Watch Now

"The people who are the most adaptable now and the most flexible entrepreneurs and businesses are the ones that will win because nobody really knows right now what you can and can't do."

- Stefan Weitz

"Can AI understand the physical world? Can it understand time and put together all the different cues of visual action, sentiment, audio, verbal - and be able to contextualize what's happening in a moment? Can you do that across a single video and across many videos? That's an incredibly challenging problem."

Soyoung Lee
Co-Founder and Head, Go-to-Market, TwelveLabs

Contact

(800) 944-0401 • info@ismg.io

Sales & Marketing

North America: +1-609-356-1499 • **APAC:** +91-22-7101 1500 • **EMEA:** + 44 (0) 203 769 5562 x 216

902 Carnegie Center · Princeton, NJ · 08540 · ismg.studio