

# STEP AI

## Anorganic Intelligence

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### Economic AI and HPC Forum

Step forward Towards Anorganic Intelligence

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## Solving Complex Problems Using Data and Machine Learning

Numerous AI initiatives falter in production; not because of a weak model, but rather a lack of robust infrastructure to sustain it such are: data fragmentation, disconnected systems or intelligence isolated from the channels it is supposed to serve. Drawing on Infobip's 20 years of building communication infrastructure for 190 countries and network of 800+ mobile operators, the talk reframes "AI at scale" as an infrastructure challenge rather than a model-size contest. Industrial AI must meet requirements that consumer AI usually ignores - low latency, data sovereignty, and security built in from the ground up.

Infobip creates orchestration layer that coordinates autonomous AI agents across every communication channel simultaneously, with billions of interactions daily. The talk also argues that Europe's regulatory framework — the EU AI Act, GDPR, sector-specific rules — is not a brake on AI adoption but a competitive moat for companies that design for compliance from day one. The enterprises that will capture the most value over the next decade are not the fastest movers, but those building scalable systems that regulated customers and institutions will actually trust and deploy.