Realizing Results Ethically in a Digital World

ENERGIZE | ENGAGE | EMPOWER
Work faster in the digital workplace.

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The digital world continues to amaze us and change the way we work, play and live.

We cannot allow ourselves to be so amazed by the digital world and its possibilities that we ignore the potentially serious legal, ethical and moral issues raised by technology and its potential.

In this presentation, we will:

- Consider some digital ethical dilemmas
- Recognize the importance of being careful about ethical impacts of technology innovations
- Provide ideas & tools that can help strike a balance between bottom line results and human rights
What is Digital Ethics?

Research firm Gartner defines digital ethics as the system of values and moral principles for the conduct of digital interactions between businesses, people and things.

Digital ethics sits at the nexus of what is legally required; what can be made possible by digital technology; and what is morally desirable. And therein lies the gray area.
What is Avanade’s Role in Digital Ethics?

What is Avanade’s obligation around ethics and integrity to:

- Our clients?
- Our clients’ customers?
- Our business?

How does Avanade’s role in the digital world shape our ethics?
Do we view these innovations differently if we are thinking like:

- Consumers?
- Business owners?
- Digital innovators & technology consultants?
Your Personal Dental Care Assistant

DigiBrush*

Eight pressure sensors alert you if you’re brushing too hard and automatically adjusts the pulsation and oscillation speed of the brush head

3x more efficient brushing

Bluetooth 4.0 plus Phone App for brushing reminders

Wireless SmartGuide for real-time information

Provided to you by your insurance provider for FREE in exchange of your dental health care data

*Not an actual product. Used as an example during 2016 TechSummit presentation.
The Digital Dilemma with DigiBrush

**Digital Dilemma**

Health data can only be used under very specific conditions. Users should be made aware of such uses and potential for their data to affect their insurance coverage.

DigiBrush is already here. A U.S. insurance company will soon offer it to its customers. The data can help the company predict the health of your teeth and provide customized products and services. It also has the potential to limit insurance coverage.

Will we discriminate against people with bad brushing behaviors? (And what is with your teenagers at home?)
Automated Food Management

**CleverFridge**

- 36" Wide x 72" High 22 cu. ft.
- Built-in cameras and item sensors for automated food management
- App connectivity*
- Calendars, notes and photo sharing
- Shops your food automatically
- Suggests recipes based on current ingredients
- Full entertainment and information center

*Disclaimer: App functionality requires internet access and an activated customer account with CleverFridge Inc. Sensor data and live images will be encrypted and sent to a personal account hosted by CleverFridge. Data may be shared with third parties to enhance the individual customer experience.*

*Not an actual product. Used as an example during 2016 TechSummit presentation.*
The Digital Dilemma with CleverFridge

Digital Dilemma

Consumer data is not subject to the same protections as health data. Companies may look for lucrative alliances with service providers that offer services based on buying preferences and trends.

This fridge could be a valuable home management tool, offering automated grocery replenishment and recipe and nutrition help. The fridge could help with food safety, alerting home owners to expired food or a drop in fridge temperature.

Are you ok if Weight Watchers contacts you because your fridge has a lot of fattening food? What if an employee assistance program identifies you as a potential alcoholic because of your beer consumption?
Maximize Efficiency of Your Human Workforce

**RoboBoss***

- 80 percent more efficient workflows
- 4x faster AI learning
- Real-time management of up to 150 human employees
- 100 percent objectivity on decision-making
- Emotion sensors and instant stress analysis
- Daily assessment of human workforce
- 30 percent better hiring and firing decisions

*Not an actual product. Used as an example during 2016 TechSummit presentation.*
The Digital Dilemma with RoboBoss

Digital Dilemma

Executives may have to decide which humans they are most focused on serving—shareholders, who are looking for maximum return on investment, or employees, who are motivated by recognition, camaraderie and respect. Companies need to find out how much human they are willing to take out of Human Resources.

RoboBosses are a reality. They help reduce costs by replacing people, increasing efficiency, and eliminating errors.

What if the RoboBoss decided that you’re not smart enough for your job? Or that you could increase productivity if you just stop your cigarette or coffee breaks? Is it ok if a robot fires you? Is this covered in our employment laws? Do we need to mention a robot boss in your employment contract?
What Are the Challenges?

IS THIS ALL ETHICAL?
Realizing Results Ethically
To do the right thing, we need to balance out three areas:

- Technical Ability
- Laws and Regulations
- Moral and Ethical Considerations
Realizing Results Ethically

What **should** we do with technology?
What is ethical?

- Are there moral or ethical aspects?
- Change perspective and look who will be affected

What **can** technology do?
What is possible?

- Automation
- Analytics and decision-making

What **can** we do with technology?
What is legal?

- Data Privacy
- Employment Laws
- Other laws

What should we **allow** technology to do? Where is the line?

- Are there cultural aspects or unwritten codes you would affect?
- Does a new world mean no rules? (Augmented or virtual reality)
Avanade has the track record and credentials to speak with authority on what it takes to be an ethical company in a digital world. Here are some ways we see to integrate ethics into the fabric of a business.

1. **Start at the top**
   - Ethics should be represented at the board level, be part of any strategic exercise and the executive-decision making process

2. **Keep communication channels open**
   - Raise ethical awareness and establish reviews on a company, product or project level
   - Create mixed teams to discuss morale impacts of technology on users, employees, third parties.
   - Don’t leave the ethical decisions to the software programmer; strive for input from a variety of perspectives

3. **Trust, but verify**
   - A compliance program keeps everyone on the same path and helps to address the regulatory landscape within an organization and industry
     - Executives should maintain awareness of legal considerations and encourage reporting of issues without fear of retaliation
     - Organizations should embrace compliance by design, which includes review, monitoring and controls on company, team and project levels
Avanade’s Corporate Values

We change things for the better
- For Avanade, realizing results is not enough. We realize results the right way.

We believe everyone counts
- We consider the human impact of our innovations.

We innovate with passion and purpose
- Part of our purpose is to help determine best practices in digital ethics.

We deliver with excellence
- Holding ourselves to a high moral standard is one dimension of excellence.

We act with integrity and respect
- We respect our clients and colleagues, laws, policies and our communities.
The real problem is not whether machines think but whether men do

B.F. Skinner
American psychologist, behaviorist, author, inventor, and social philosopher