

MERLYNN

Digital Consultants

Virtual expertise for a digital world

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# Quarterly Bulletin



# Digital Consultants

## Virtual expertise for a digital world

When it comes to managing risk the need for human expertise hasn't changed - what has changed is the speed and scale at which organizations are required to make decisions.

Virtualizing human expertise enables organizations to support high risk decision making through real-time access to the insights, advice of specific subject matter experts.

### Human Expertise

Organizations employ consultants for various reasons:

- to gain access to a specialized skill set that might not exist in-house
- to bolster an existing skill set
- to provide an independent opinion or view point



Organizations employ these highly specialized people to **help manage risk and ensure that they are making well informed decisions**. Even with the benefit of data-driven insights many **high risk / high consequence decisions continue to rely on human expertise** (insight, intuition and domain knowledge coupled with business acumen, ethics and empathy) for appropriate decisions and next best actions.

*The challenge is that our **instant society demands instant responses**. For organizations to survive and thrive in the digital era they need **access to the knowledge and insight of experts in real-time**.*

Merlynn's Virtual Expert recruitment platform - the *AI Employment Agency (AIEA)* is making real-time access to human expertise a reality.

AI Employment Agency

[Read more](#)



# The AI Employment Agency - AIEA

TOM™, our Tacit Object Modeler, digitally replicates the decisions, advice, and insights a human expert would be employed to provide.

On the AIEA platform human experts use the TOM™ technology to build and upload their decision-making digital twins (Virtual Experts).

Organizations browse online for the expertise they need, and, within minutes, download these Virtual Experts.

Employing a Virtual Expert gives the organization real-time access to the advices of human experts from anywhere in the world.



**Digitized expertise revolutionizes the way organizations approach risk and engage with human experts:**

- Digital expertise enables organizations to gain **access to specialist knowledge and insight 24/7 365** days a year.
- Digitally **embedding this knowledge into every transaction** dramatically reduces risk.
- Digitized expertise enables organizations to **access more than one expert (a panel of experts) simultaneously**.
- Digitized expertise is not confined by physical borders -- meaning organizations can digitally employ **expertise from around the globe**.

**Virtual Experts created with TOM™ are already deployed in various banking, insurance and other high risk environments assisting organizations to more efficiently and effectively manage risk.**

Read our case study on an insurance underwriting environment that is making use of external expertise to assist in understanding risk. The same concept could be deployed in almost any environment that would benefit from the insight of external subject matter experts

[Read more](#)

For more information visit  
[www.merlynn-ai.com](http://www.merlynn-ai.com)