



Cybersecurity 2024

Data Clouds in the Age of AI

Private Data Clouds, Data Ownership, Privacy, and the Era of Decentralized Architecture in Cybersecurity



Valto Loikkanen

UX & Product Entrepreneur

- Co-founder & Senior Advisor at Digiole
- Co-founder & CXO at Prifina
- Innovation, entrepreneurship, and digital platforms
- 25+ years of global experience in different industries



valtoai.com

Got Questions?
Ask from my AI

digiole

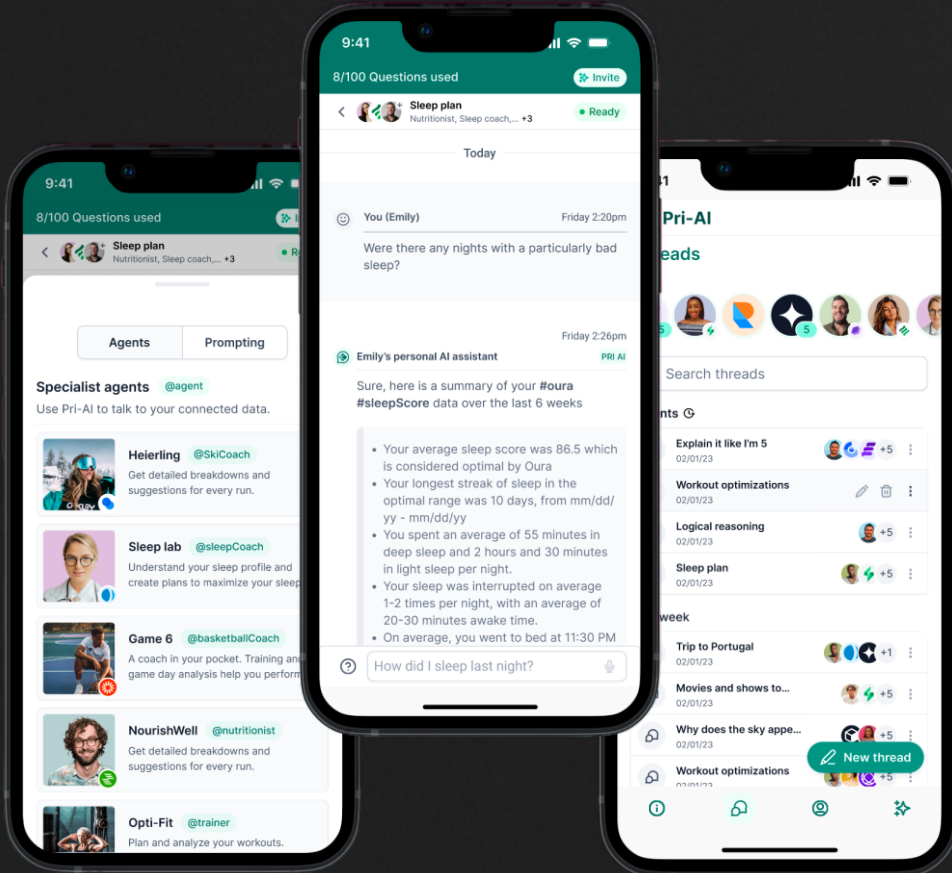
**Digital Business
Design**

10+

Years in Developing Digital
Platforms & Ecosystems

Helsinki
HQ Location

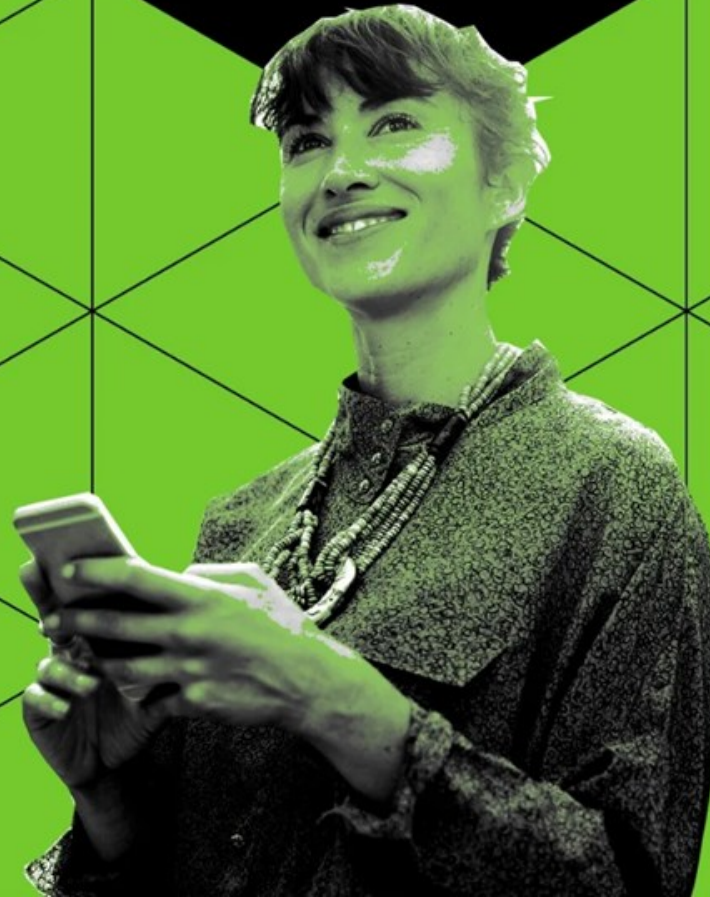




prifina

SITRA

**MOST
INTERESTING
DATA ECONOMY
SOLUTIONS**



REBOOT FINLAND D.DAY

#ddayfi
#RebootFinl

Tekes



NOKIA

CGI



Personal AI For Individuals Data

S-Etukortti

amazon

Linked in



facebook

Google

KESKO

2017

REBOOT FINLAND D.DAY

#ddayfi
#RebootFinland

Tekes



NOKIA

CGI



General Data Protection Regulation



User Centric Web

- Aggregated user data
- User control access & anonymity
- “Intelligent User Accounts”

Access & Anonymity Controls

“Gateway” based web

- Google owns search
- Facebook owns social
- Amazon owns eComms
- *Manual user accounts*

Graphical Websites with

- portal based dominance
- *Direct URL*

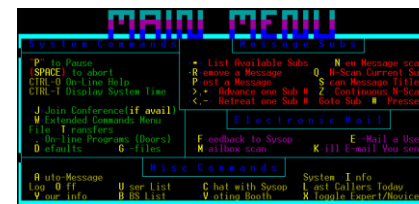
Early Web

- *geeks only*

Control And Rights

Intelligent Automation

Aggregated Identity Data



Lets dive in

ICT?

Information & Communication

Technology

Apps, UIs, Software, Clouds, Networks,
Hardware, APIs, Data bases, etc....

- ***are “just tools”***

If you **remove Information...**

the very essence of all technologies

become irrelevant...

Save, retrieve and distribute information.

Ultimately from human(s) to human(s).

Information

UX

“New AI”



ChatGPT



[Redacted user message]



[Redacted ChatGPT response]

[Redacted ChatGPT response]

[Redacted ChatGPT response]

A glowing blue digital figure, composed of many small points of light, is shown emerging from a laptop screen. The figure has a humanoid form with long, flowing, ethereal limbs. The background is dark and reflective, with a metallic-looking surface on the right side. The overall scene is illuminated with a strong blue light, creating a futuristic and digital atmosphere.

Not just “back-end” tech anymore



League

Repair It

Origami Expert

Garden Guide

Gift Finder

Text Extractor

on this day

Fantasy Football

Poker Mentor

Study Buddy

Back Roads

Factor

Hiking Helper

Pixel Artist

Pun Generator

Pocket Sommelier

Language Tutor

Algebra 101

Cafe Finder

The Professor

Build a Robot

Tree House

Checker

Back Roads

all the jokes

Study Buddy

Mr. Fix It

Puppy Hotline

Marathon Coach

CRITTERZ

globe guru

Sticker Maker

Racing League

Robot

Sticker Maker

Golf Tracker

Poker Mentor

Travel Companion

Code Checker

Origami Expert

Magic Mae

Factor

Repair It

Hiking Helper

Mentor

CRITTERZ

Fantasy Football

In Style

Tree Houses

History Buff

Math Mentor

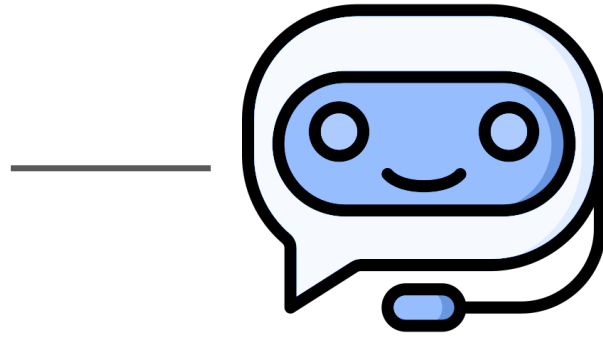
Budget Bud

Navigation Guide

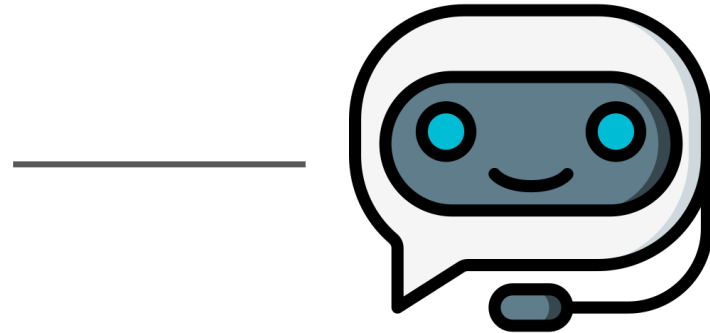
Pixel Artist

all the jokes

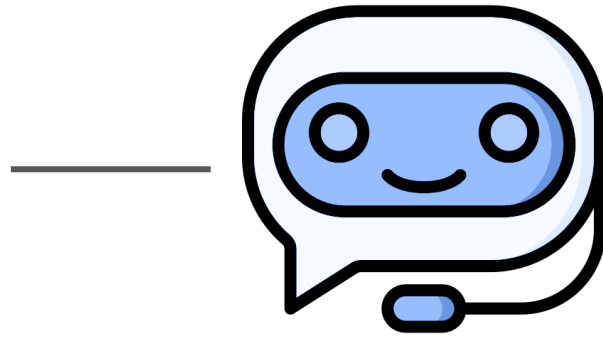
Personal AIs



Service AI

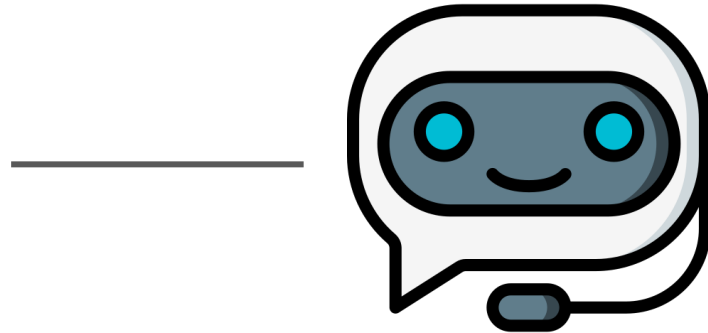


Personal AIs

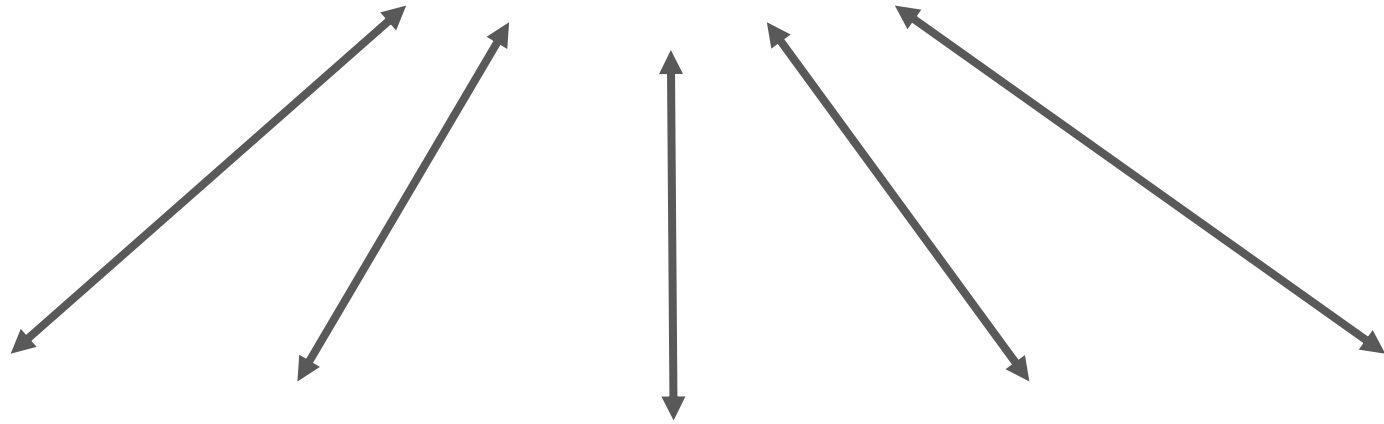


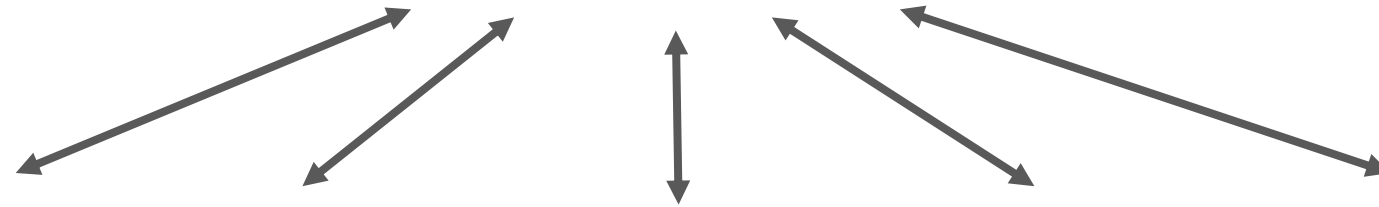
New UI

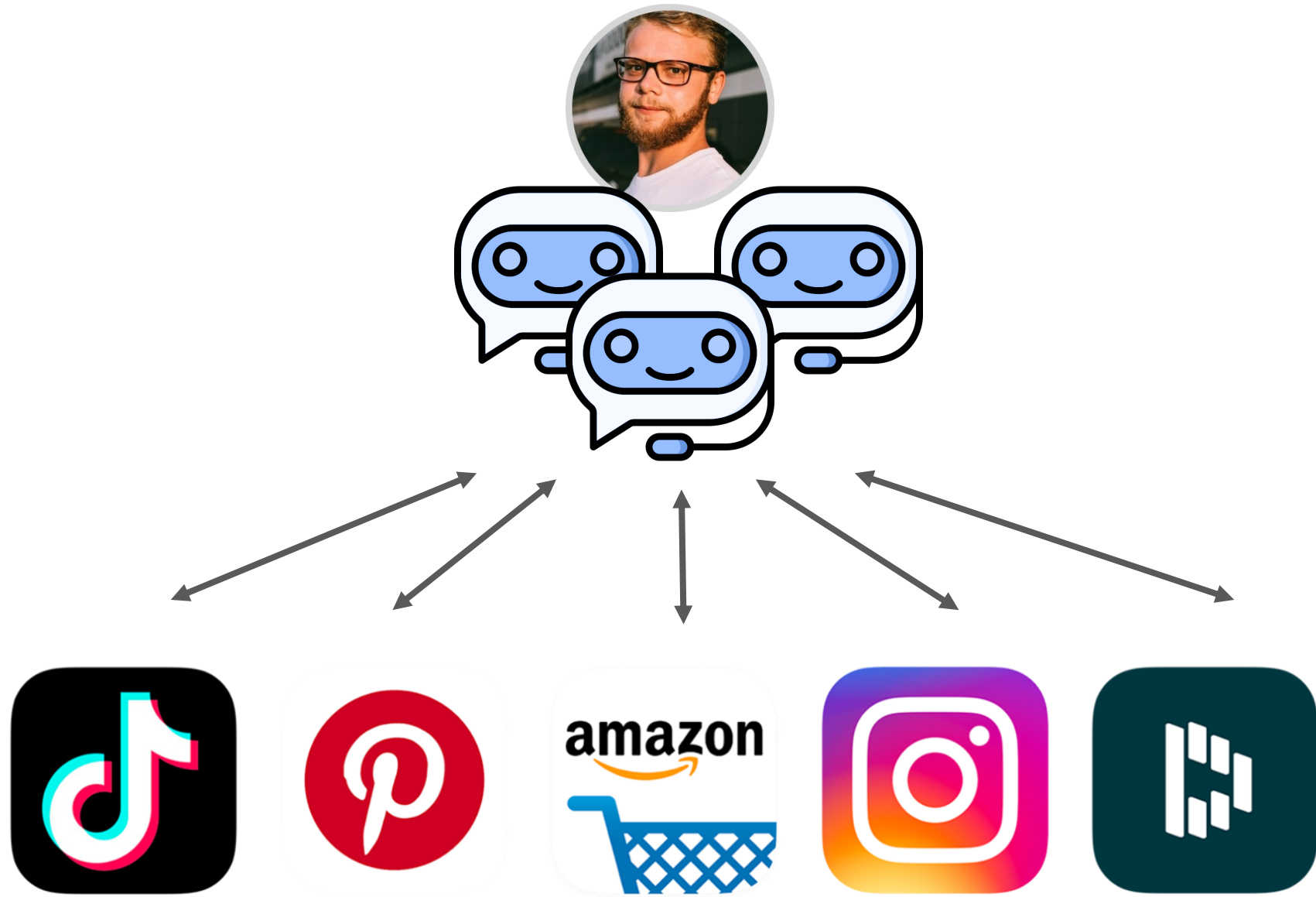
Service AI



UX Transformation







Disruption driven by consumer adoption.

≈5X faster than TikTok to 100M users.

AI



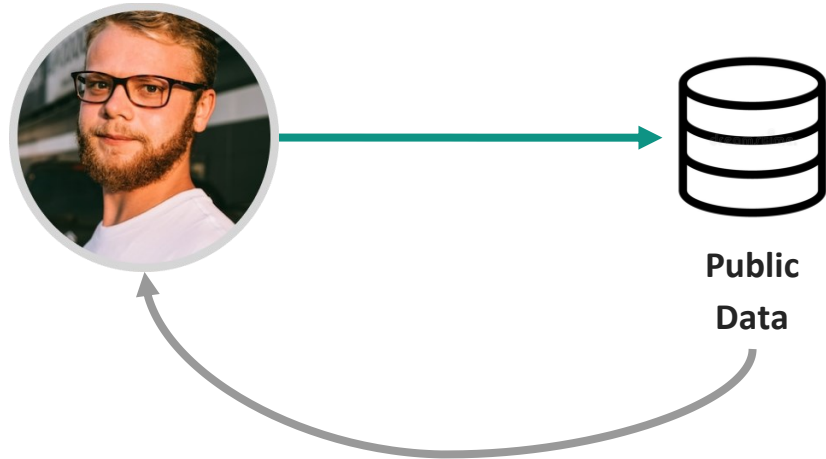
DATA

Fact

No DATA = No AI

General AI

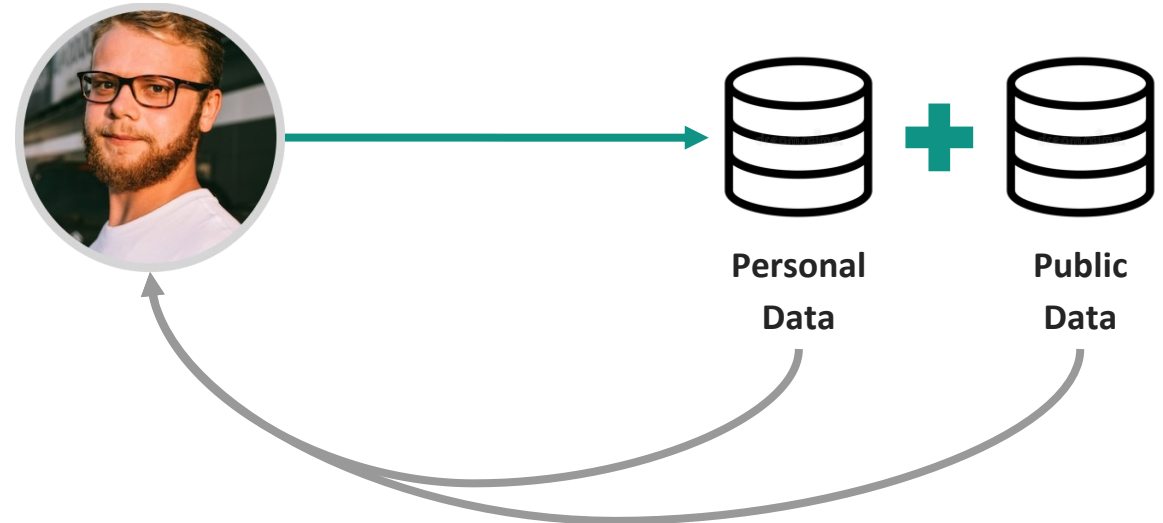
Ask about
public data



Replies based on
public data.

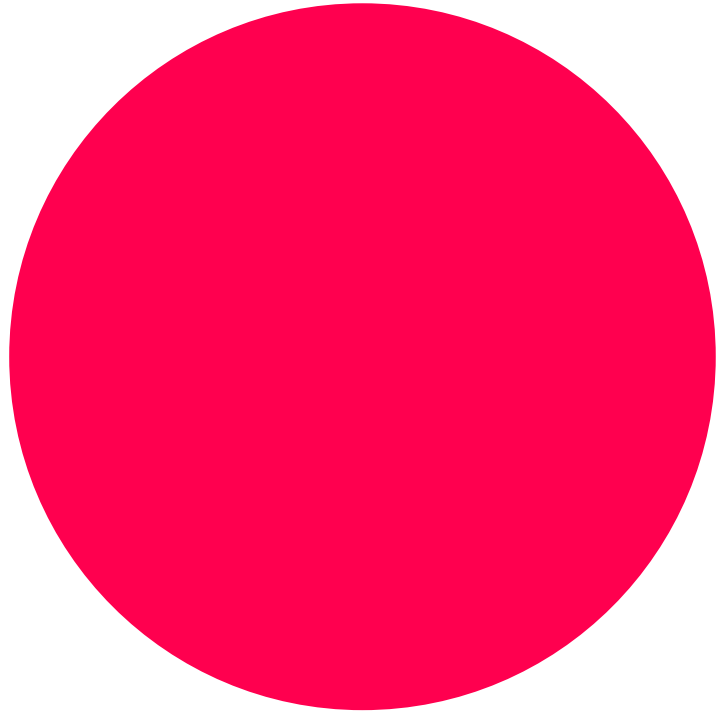
Personal AI

Ask about personal
and/or public data



Replies from public data, based on
personal data.

Personal Data Dilemma



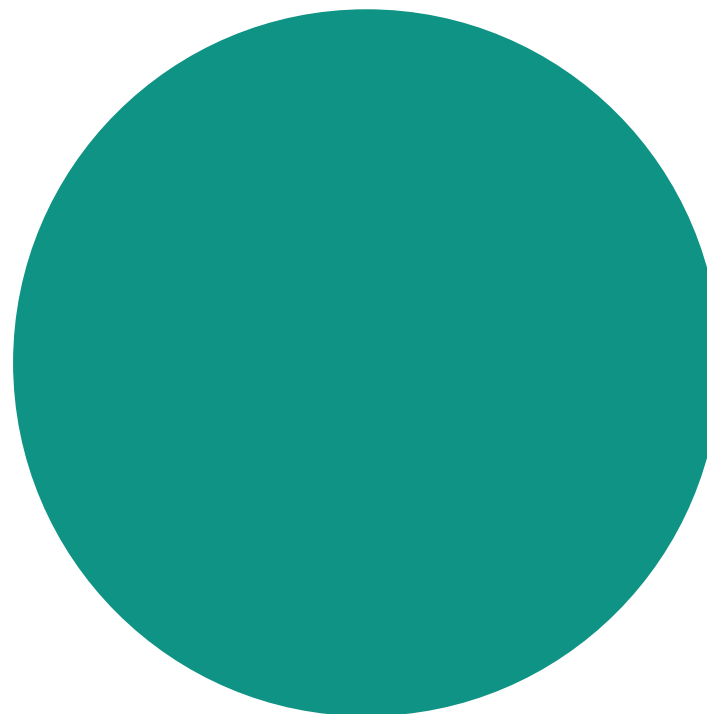
Data others keep about you.



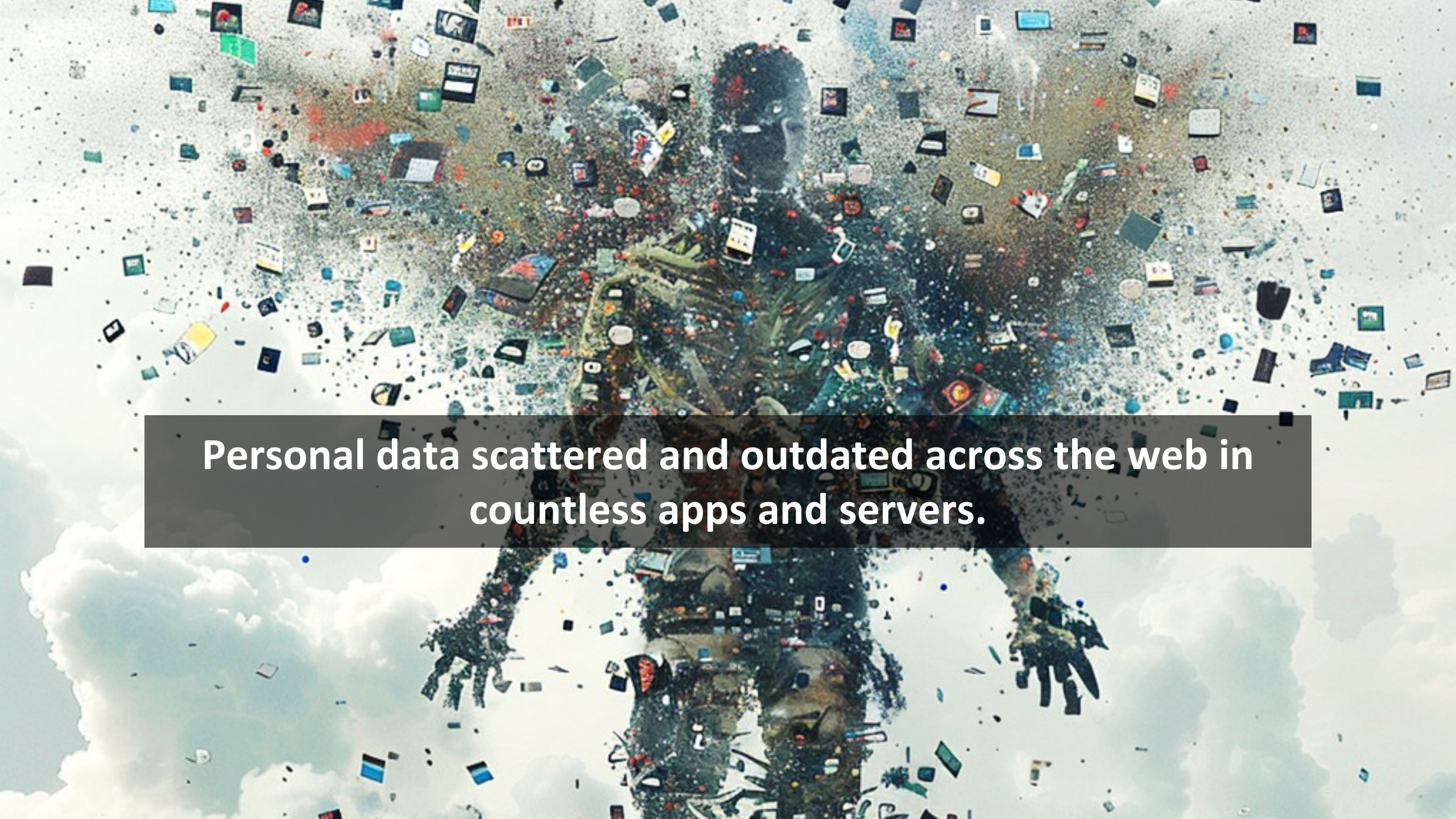
Value that you gain from it.



Data others keep about you.



Value that you gain from it.



Personal data scattered and outdated across the web in countless apps and servers.

Problems

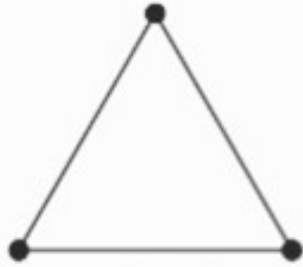
- Out of my control
- Growing exposure to security and privacy issues.
- Not benefiting me primarily

**If you don't control your data, you
can't control
your AI**

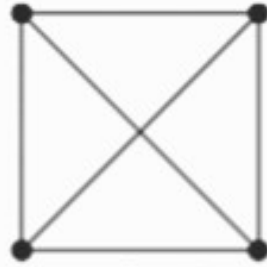
Data Architecture



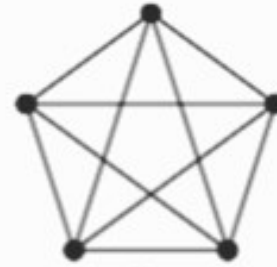
Data Sharing / Portability



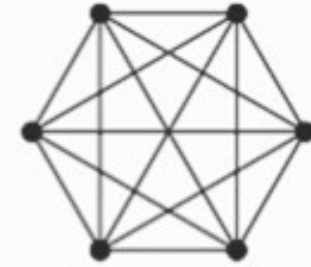
3 applications
3 connections



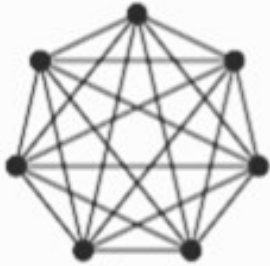
4 applications
6 connections



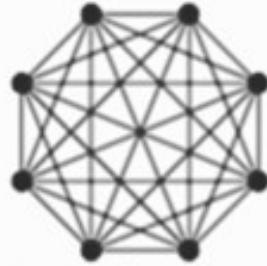
5 applications
10 connections



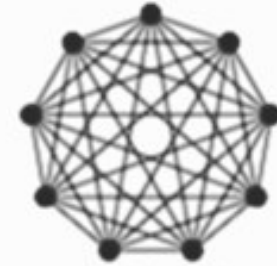
6 applications
15 connections



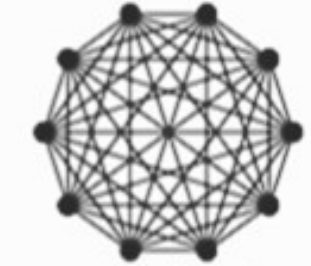
7 applications
21 connections



8 applications
28 connections

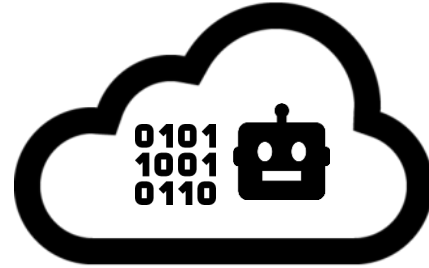


9 applications
36 connections

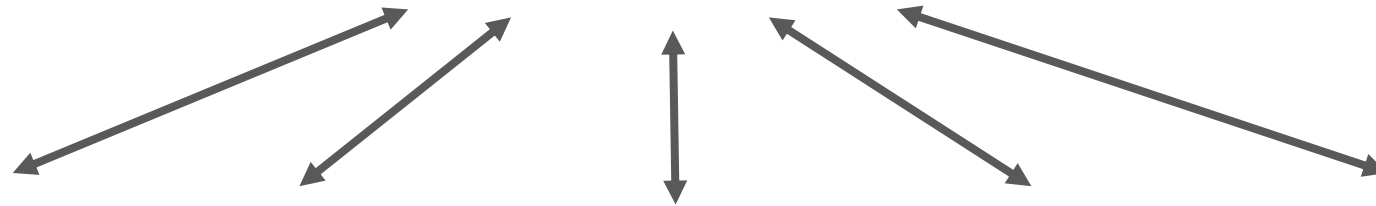


10 applications
45 connections

**Scalability, Fragmentation and
Data Exposure Problem.**



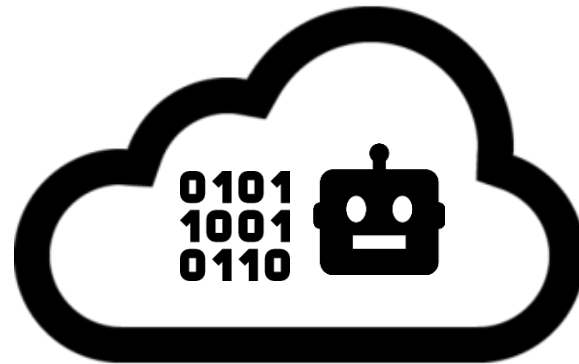
**Data Cloud
with Private Apps & AI's**





Feed Your Data

*All your data about
physical and digital life,
in your private data
cloud*



Use Your Data

*Direct use with
personal AI, and also
reusable with other
apps or AI assistants*

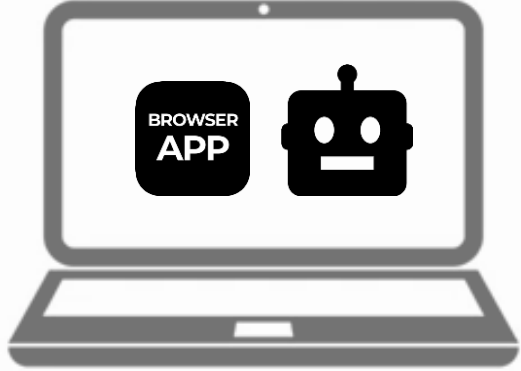
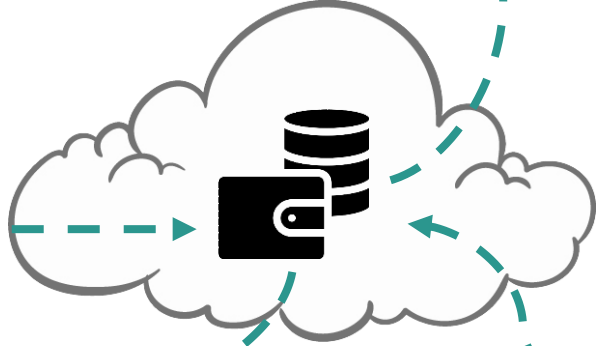
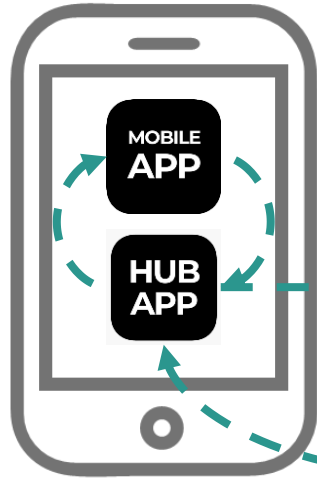
Own Your Data

Individual and privately owned.

Data Cloud

in more detail

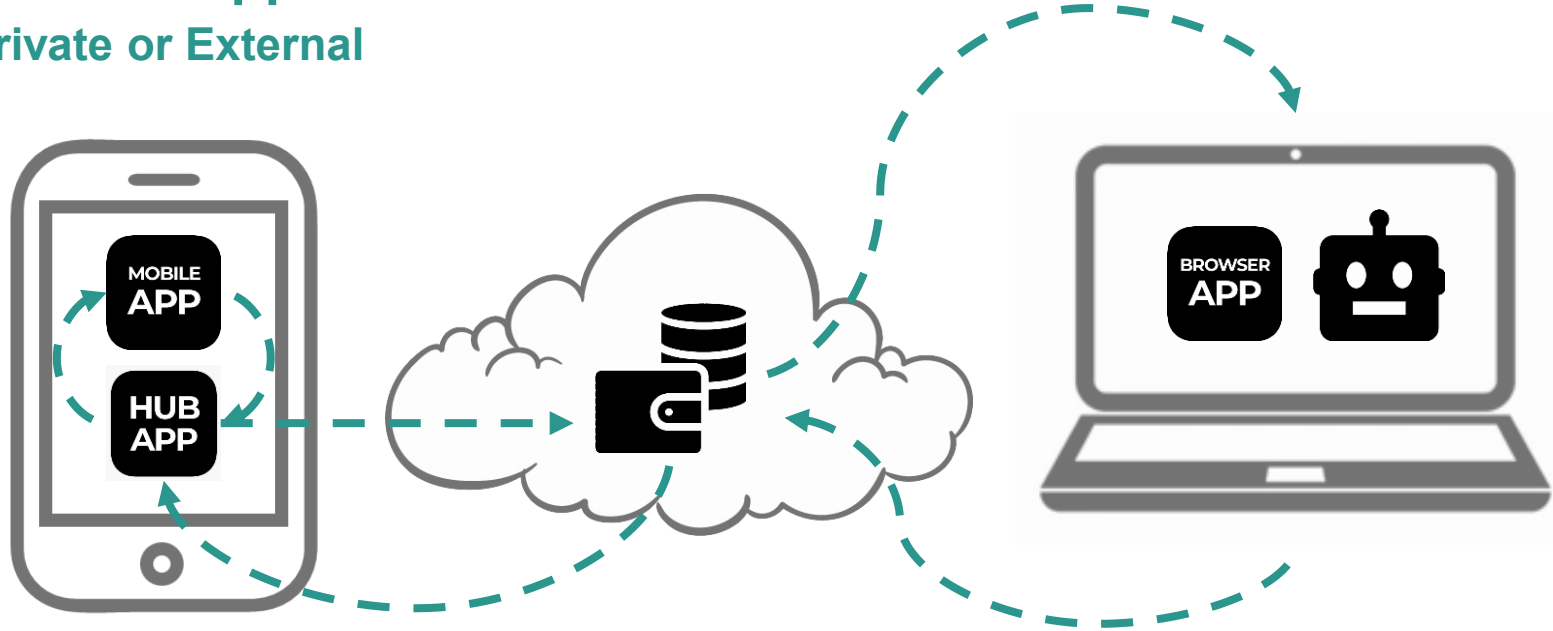
Mobile Apps
Private or External

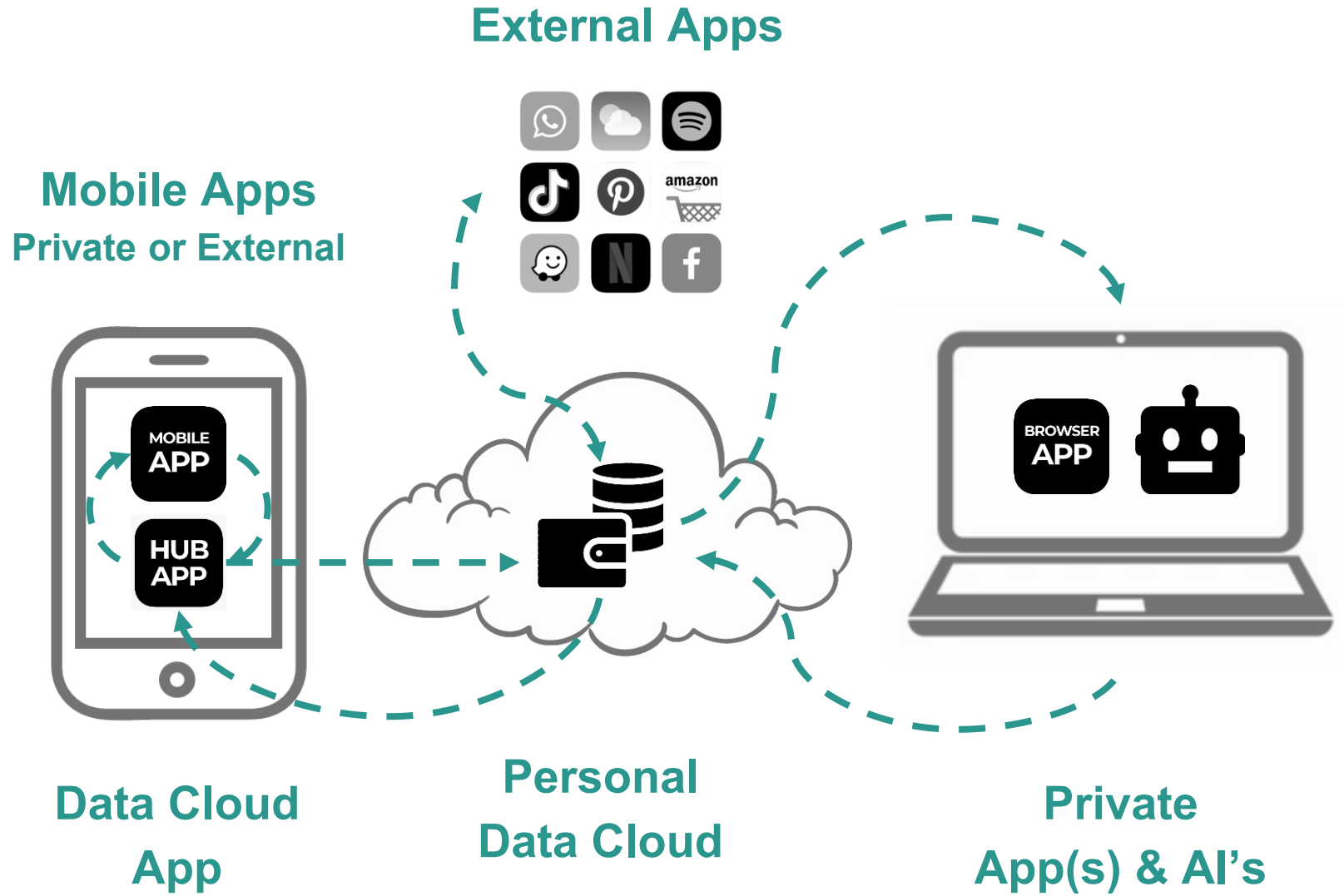


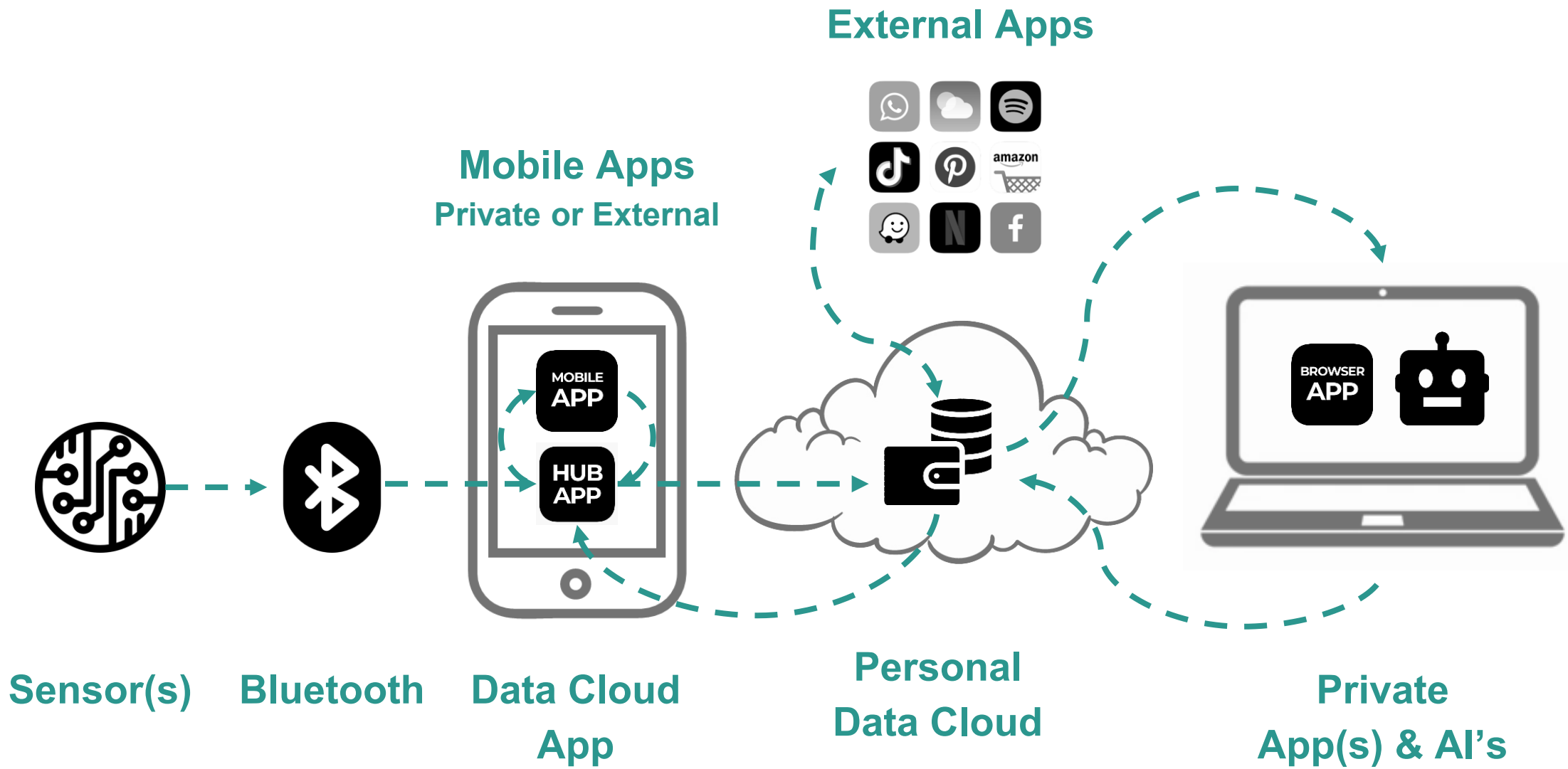
Data Cloud
App

Personal
Data Cloud

Private
App(s) & AI's







External Apps

Mobile Apps
Private or External

Sensor(s)

Bluetooth

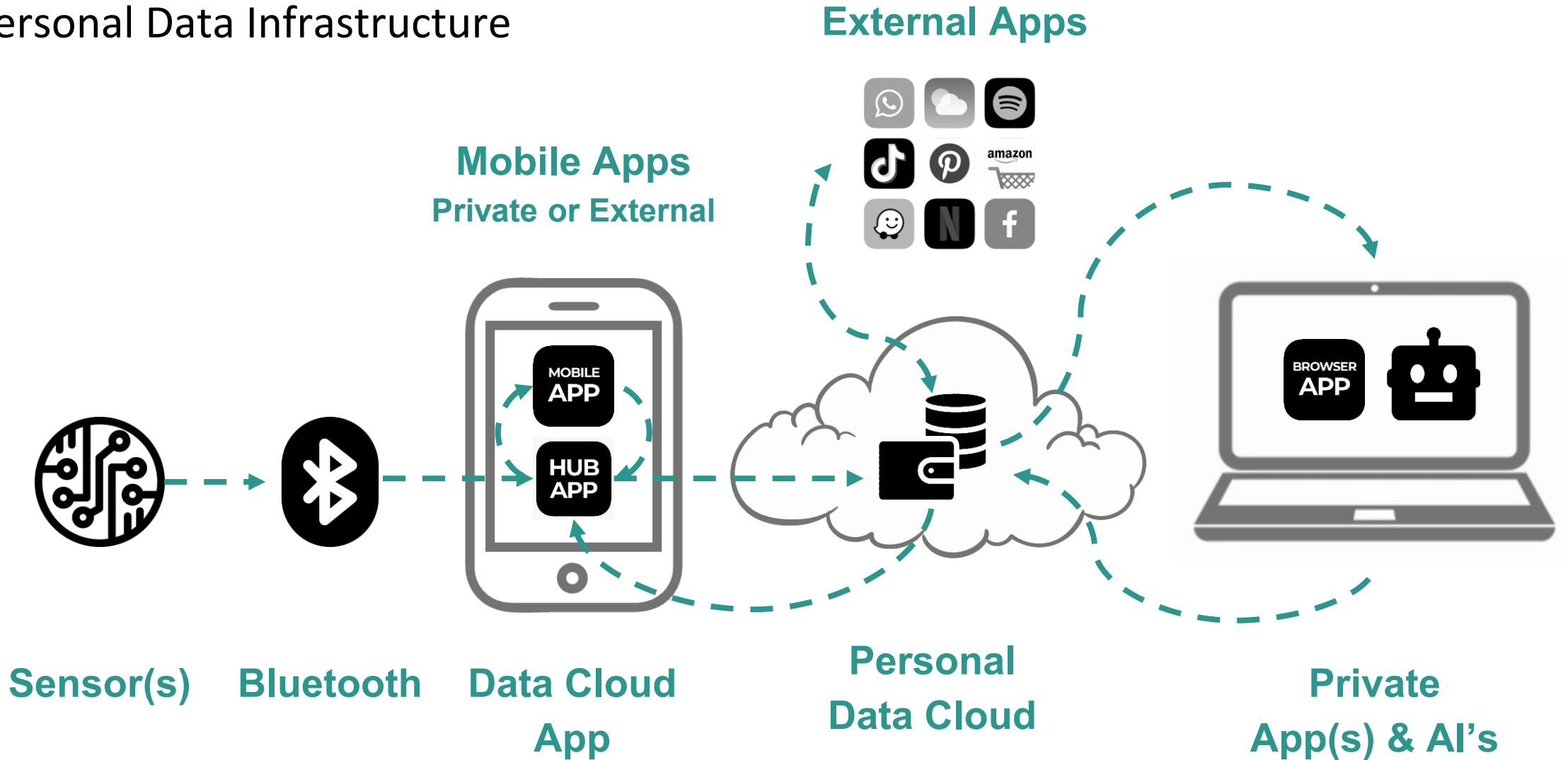
Data Cloud
App

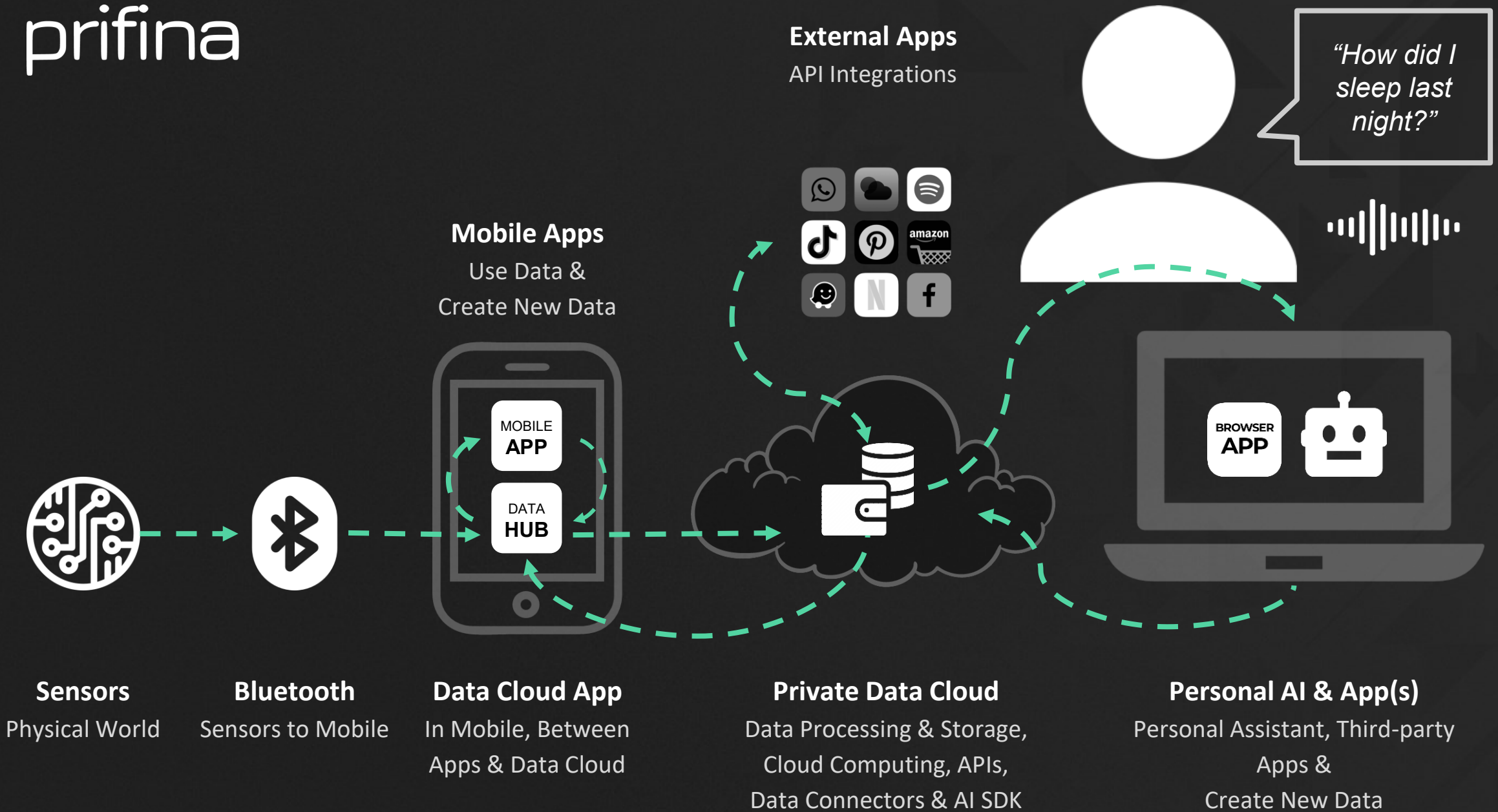
Personal
Data Cloud

Private
App(s) & AI's

End-to-end, Private-by-default

Personal Data Infrastructure

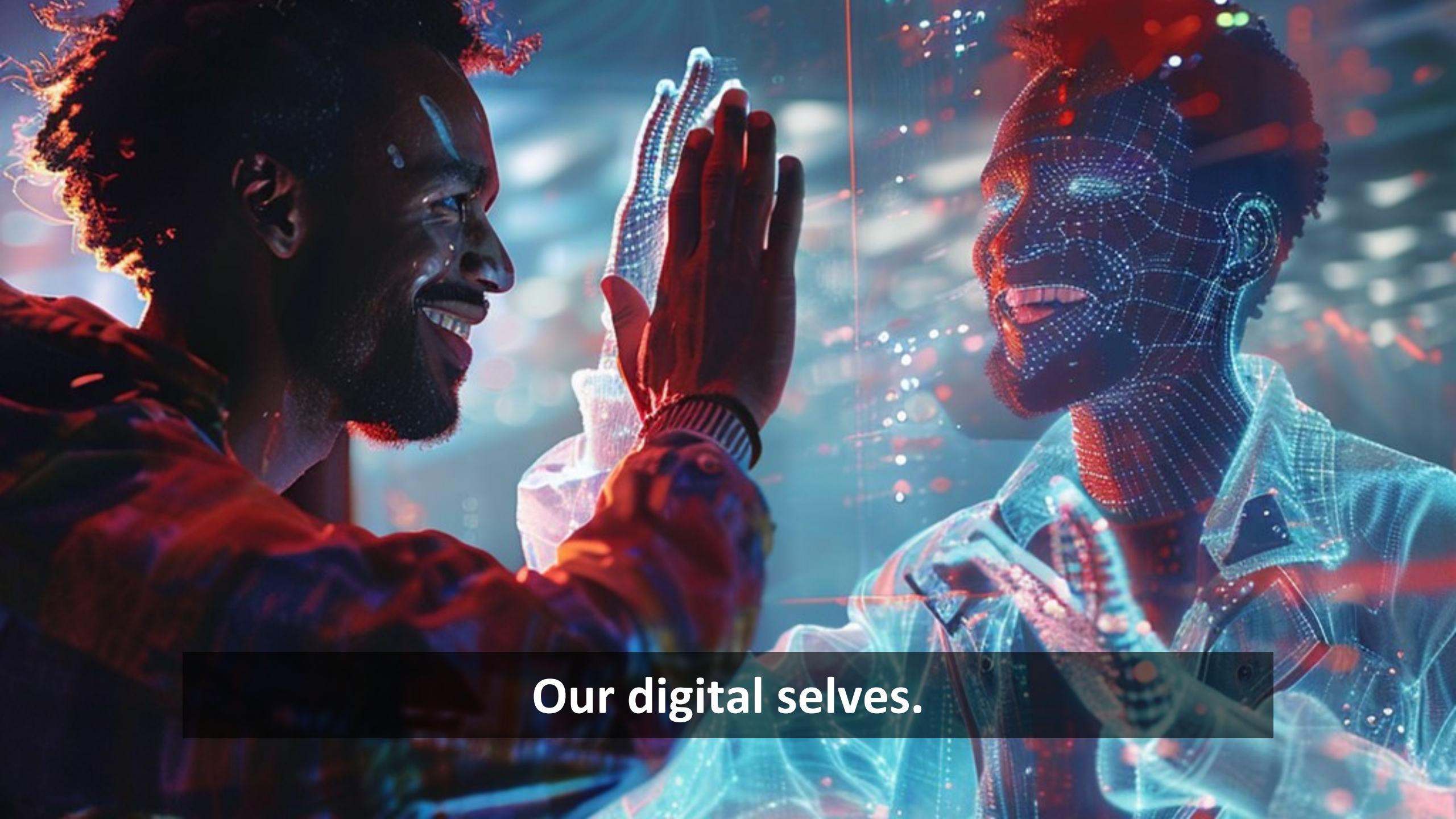




A futuristic digital landscape with a glowing human figure standing on a data sphere, surrounded by clouds and circuitry. The scene is dominated by blue and orange tones, with a central figure standing on a glowing sphere of data. The background is filled with stylized clouds and intricate circuit patterns. The overall atmosphere is one of advanced technology and data processing.

Data Cloud

Comprehensive data covering every part of an individual's life and history



Our digital selves.



Biggest security benefit
Minimize your online data footprint



But also our things...



...possessions...



...business entities...



... even our pets :)



**Everything in our life
can now have data cloud.**

**Combined with most
Human-Centric UI**

**With AI,
any data can become to life
as “a digital persona”.**

Simply..

“talk with your data”

Talk with an application.

Your company, your car, house, pet...

in any language!

こんにちは！

Hello!

Olá!

`print("Hello!")`

Hallo!

नमस्ते!

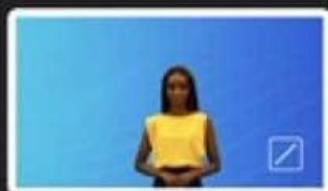
Moi!

¡Hola!

Hujambo!

!رحباً

Slides



Scene 1



Layers

Background

Model



English - Original Voice

0.5s



1.0x



Please insert a script



AI Models

Choose your AI



Daniel (Announcer)



Evelyn (Teacher)



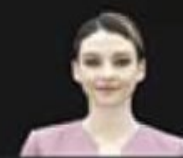
Jonathan (Announcer)



Laura (Teacher)



Ruby (Consultant)



Cristina (Teacher)



Model



Text



Subtitle



Image



Background



Video



Audio




Shapes

Style




Yellow blouse 1



portalis 



A modern office environment with two men. One man in a light blue shirt stands on the left, gesturing with his hands as if in conversation. The other man in a white shirt sits at a desk on the right, looking towards the standing man. The desk has a computer monitor and a large green plant. The background shows office cubicles and hanging lights.

Previously available only to managers and wealthy people.



Now available for “everyone”.

AI's as digital personas

Simply “applications” in a new form, with:

- **Role:** with characteristics to fit the purpose
- **Knowledge:** facts to operate based on (data/information)
- **Capabilities:** software tools that it can use in your behalf (APIs)
- **Access rights:** what knowledge it has or can access, and what tools it can use at what level
- **Boundaries:** what are the dos and don'ts

But still “just” software :)

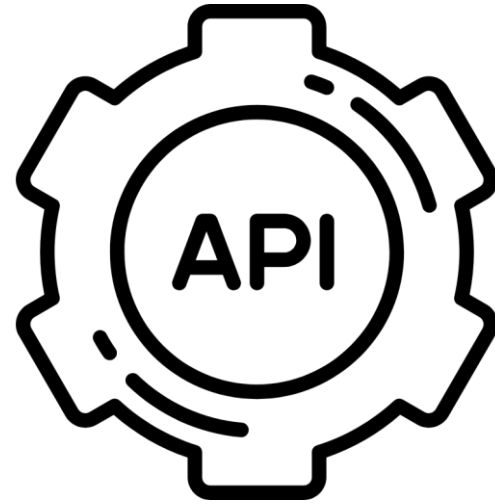
**Digitally -
“Our Robots”
are already here...**





..and can start to
blend in.

 Vision Pro

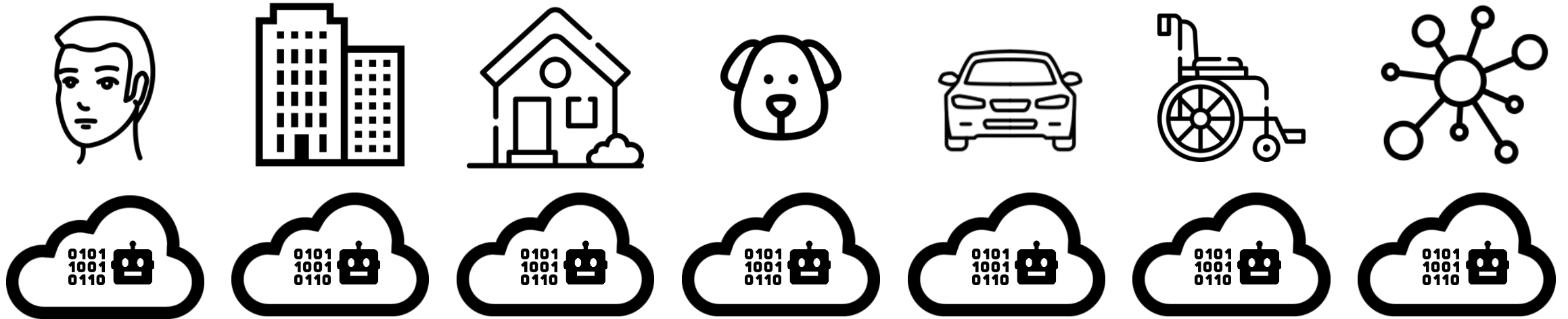


Natural language also as APIs

Your car can also talk with other cars, charging stations,
etc. with natural language.



Save, retrieve and communicate with information.



About
Individuals

About
Companies

About Homes

About
Pets

About
Vehicles

About
Devices

About
Ecosystems

こんにちは！

Hello!

Olá!

`print("Hello!")`

Hallo!


नमस्ते!

Moi!

رحباً!

iHola!

Hujambo!



All applications, in all industries, globally -
will change.

FORBES > LEADERSHIP > CAREERS

Klarna's AI Assistant Is Doing The Job Of 700 Workers, Company Says

Klarna partnered with OpenAI to improve customer service interactions. In just one month, the ChatGPT-inspired bot is managing two-thirds of customer service chats—2.3 million conversations—in 23 markets and 35 languages.

The integration is expected to increase profits by \$40 million in 2024, the company stated. The chatbot's efficiency has resulted in fewer errors, a 25% decrease in repeat inquiries and reduced average conversation times from 11 to 2 minutes.

BUSINESS INSIDER

CULTURE

An influencer created an AI version of herself that can be your girlfriend for \$1 a minute. She says it could earn \$5 million a month.

[Joshua Zitser](#) May 10, 2023, 3:01 PM EEST

[Share](#) | [Save](#)



Summary



Everything, and nothing changes...

...matter of perspective.

ICT

Information & Communication

Technology

What can you do?

Where to start..?



**Tech is already here and
it is affordable.**



AI Buddies

Prompting

Heres Your Installed AI Buddies

Ask what you need and let your buddies help you out.



José @basketballCoach Game 6

Training and game day analysis help you perform your best every time.



Joe @Helper by Prifina

Helping you with all Prifina apps and services.



Amanda @MyBuddy DataCloud

Helping you with all your personal information in your data cloud.

Today

Basketball tourname..

Plan a trip

Past 7 days

Tell me a fun fact

Make a content strategy

Suggest some codenames

Past 30 days

Compare storytelling techni...

Create a charter

Mute



Basketball tournament

MyBuddy, BasketballCoach, Helper

Today



Me

Friday 2:20pm

Hey @all how can I better utilize my Data Cloud to prepare for an upcoming basketball tournament?



Amanda - @mybuddy

Friday 2:20pm

Let's dive into your Data Cloud to organize your training sessions, dietary plans, and rest periods. By analyzing your current routines, I can help optimize your preparation for the tournament.



José - @basketballcoach

Friday 2:20pm

Based on the data we have, I recommend increasing focus on agility drills and reviewing game footage from your last few matches. I've also customized a training module for you, factoring in optimal rest and nutrition. Let's ensure you're in peak condition!



Message



Amanda @MyBuddy DataCloud

Helping you with all your personal information in your data cloud.

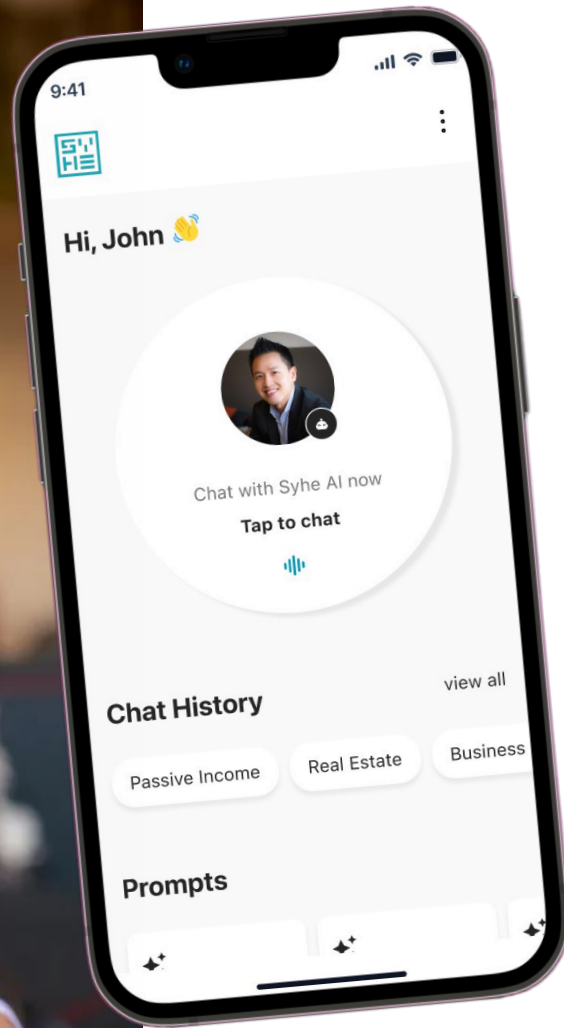
Add Knowledge

Role Description

I'm your dedicated navigator through the vast landscape of all your information in your DataCloud. As your trusted guide, I'm here to ensure you harness the full potential of your own data, empowering you with insights and assistance tailored specifically to your life.

Personality

Empathetic, knowledgeable, and always eager to help, I'm here to make your data work for you. With a friendly approach and a knack for



SYMON HE

SYMON HE - COACH & INFLUENCER

Symon is a best-selling online instructor of real estate and business courses, **reaching over 700,000 students worldwide**. You can find his popular courses on the top educational platforms including at Udemy, LinkedIn Learning, Entrepreneur.com and many others.

OVERALL STUDENT REACH (ALL PLATFORMS)

728,129

Students

896,238

Enrollments

39,343

4.5 to 5.0 Ratings

180

Countries

Enabling Smart Products with Sensors and AI based interactions



Hans-Martin Heierling

Owner & CEO, Heierling

You
"How was my last run?"

AI Assistant

According to Ski App your average edge angle was 14°, early edging - 72%, forward stance - 84%, foot roll - 50%, outside ski pressure - 25%, turn symmetry: pres - 29%

Results in early edging and in forward stance are better then on previous roll on 12%

LIVALL

heierling Since 1983

EMPOWERED by prifina

LIBERTY • EQUALITY • DATA



Pri-AI



AI Buddies



s.prifina.com/waitlist



Digital Business Design

STEP 1

Assessment

We assess your existing digital landscape relating to interoperability.

STEP 2

Roadmap

We map out a phased roadmap to implementing and scaling a secure interconnected ecosystem foundation.

STEP 3

Prioritisation

We support selecting the most valuable services to start digitalising with interoperability and data exchange.

STEP 4

Piloting

We set up a technical pilot environment to test the feasibility of the selected solution.

STEP 5

Alignment

We assist with stakeholder alignment through workshops and trainings.

STEP 6

Ongoing Services & Support

Provide continuous support for interoperability and data exchange. Regularly optimize and upgrade the system as part of the subscription service at a suitable pace matching your digital readiness





valtoai.com

Ask from my AI

Thank You!

valto@loikkanen.com

