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**Press release**

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## **PwC Azerbaijan shared insights on Information Security Trends in the Digital Era**



On 21 September 2018, PwC Azerbaijan participated at "Opportunities for Youth in the Digital Age" Conference organized by BLNetwork at Four Seasons Hotel Baku. The main topics of the conference included current and future trends of crypto currency, crowdfunding, angel investors, seed funding, e-commerce and self -employment.

Otabek Sidikov, Head of Risk Assurance Services at PwC Azerbaijan delivered speech on "Information Security Trends", highlighting threats from emerging technologies.

Businesses across the world are moving rapidly to connect their products and equipment to the Internet-of-Things (IoT), opening up opportunities to create new business models and transform how they run their operations and engage with customers. However, tapping into the IoT is only part of the story. For companies to realise the full benefits of IoT enablement, they need to combine IoT with rapidly-advancing Artificial Intelligence (AI) technologies, which enable 'smart machines' to simulate intelligent behaviour and take well-informed decisions with little or no human intervention. Already, integrating AI into IoT networks is becoming a prerequisite for success in today's IoT-based digital ecosystems. So, businesses must move rapidly to identify how they'll drive value from combining AI and IoT—or face playing catch-up in years to come.



At PwC, we are passionate about volunteering our skills, knowledge and resources to skill up the next generation and transform our communities.

### **Notes for editor:**

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