

# Leverage AI to Keep Your Port Moving Forward



# Speakers:



Diego Ventura  
CEO



Toni Callahan  
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Manager, Port Efficiency –  
Facilities & Goods Movement

# Agenda

1. About AI
2. Demo
3. Use cases
4. Implementation considerations
5. Q&A



# Before we start...

## About NOHOLD

- SICURA® AI Platform + LLM
- AI Assistants (chatbots)
- AI Services (Analytics, Classification, Clustering, etc.)
- Patented
- Compliant/Secure
- Award-Winning
- Multilingual
- Multi-channel
- Health, EDU, Fin, Gov, and High-tech

### ABOUT THE LECTURER

Diego Ventura has a degree in Computer Science from the University of Maryland. He has four AI related patents to his name and taught classes at the University of California, Berkeley (continuing education). He is the CEO of NOHOLD Inc., a company that has implemented multiple AI Assistants for the California DMV.

<https://www.linkedin.com/in/diego-ventura-04334/>



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Schedule your own seminar at the time that is most convenient for you and your team by scanning this QR-Code.

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## Perspective



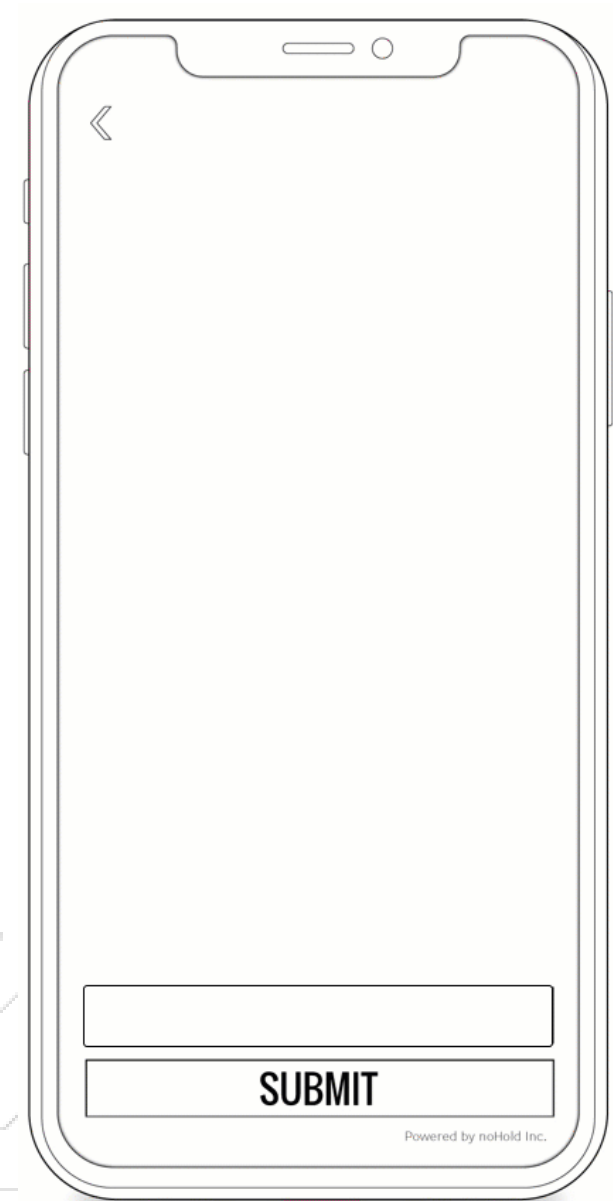


## AI Assistants (Chatbots)

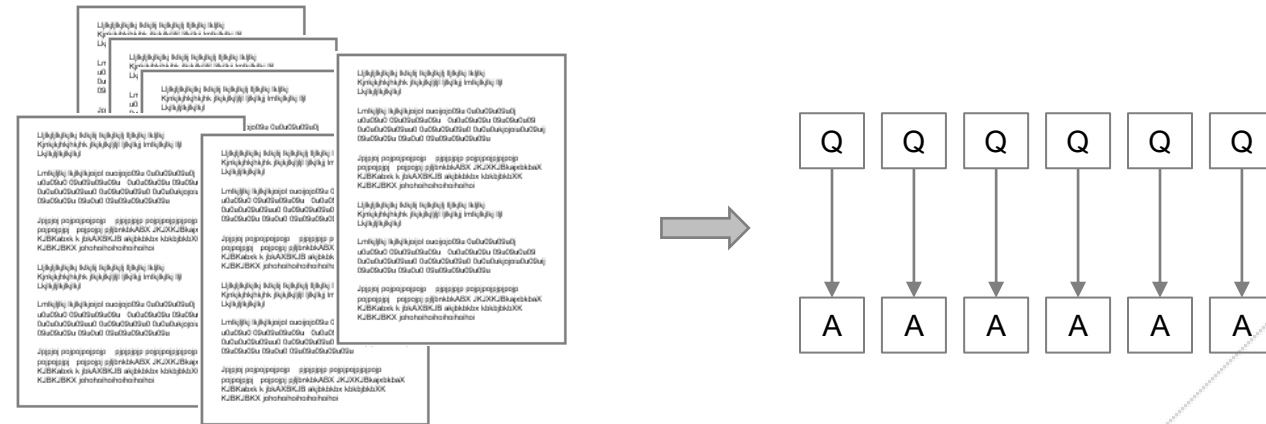
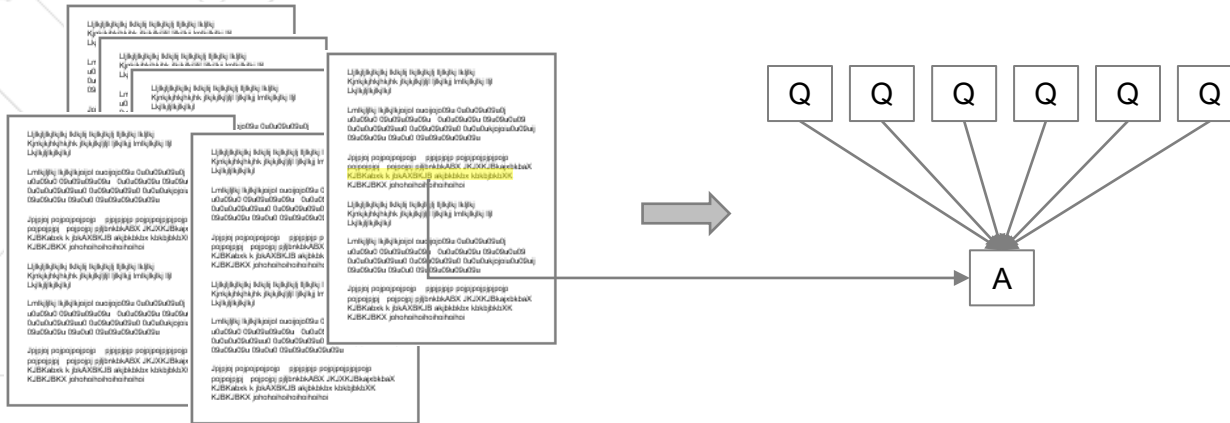
AI Assistants can answer questions and complete tasks automatically. Our system combines Deterministic and Generative AI. This allows us to deliver consistent, compliant, and relevant information to your customers.

AI Assistants are different from Chatbots because:

1. Conversational
2. Diagnostic
3. Procedure guidance



# What is Deterministic and Generative AI?



## Deterministic AI

- The answer is extracted from existing content
- The answer is the same if the questions are semantically similar

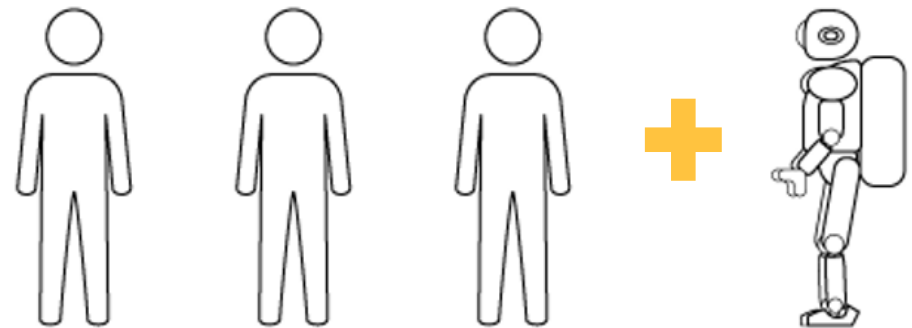
## Generative AI

- Creates the answer ex-novo
- The AI will generate a different answer at any given time for the same question



## Why does it matter?

1. You want your own version of AI that will speak your truth!
2. Improve your audience experience (NO FAQ, search, etc.)
3. Make your organization processes more efficient
4. Understand systematically the voice of the public
5. Embrace and master the technology that will shape our lives
6. Provide an opportunity for your staff to be part of the next societal mega shift. AI will be bigger than the Web!
7. Don't get left behind
8. Think of it as adding a new player to your team



## Polling Question #1

**When it comes to AI, what are your biggest concerns/unknowns?**

- a. Security
- b. Use Cases
- c. Cost & Implementation
- d. Other



# Use Cases



## Guest Speaker



Blair Wegescheide  
Manager, Port Efficiency –  
Facilities & Goods Movement



## Use Cases & Expectations

- Public vs. Employee Facing
- Static, Dynamic and Personalized Experiences
- Information Retrieval (How do I...)
- Support
- Sell
- Onboarding
- Sidekick
- Form Filler
- From Hire to Retire
- Efficiency Boost (Agent Assist, etc.)
- Analytics (Predictive – Prescriptive)

**35% - 60%**  
**SELF-SERVICE**

**+ 2 to 4**  
**NPS**

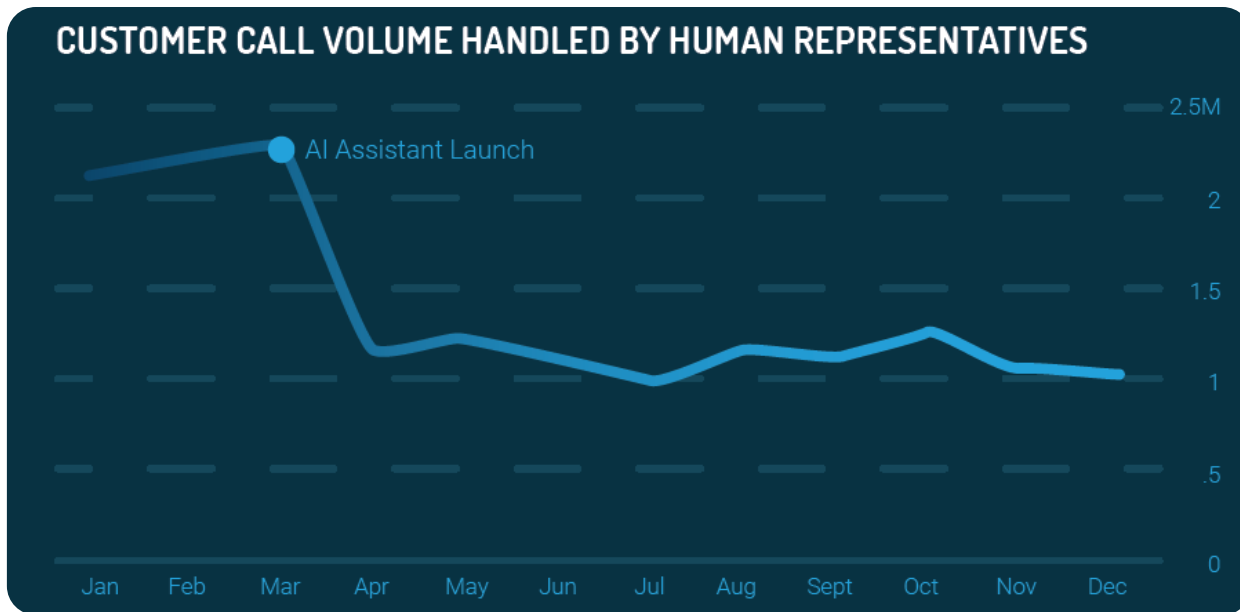
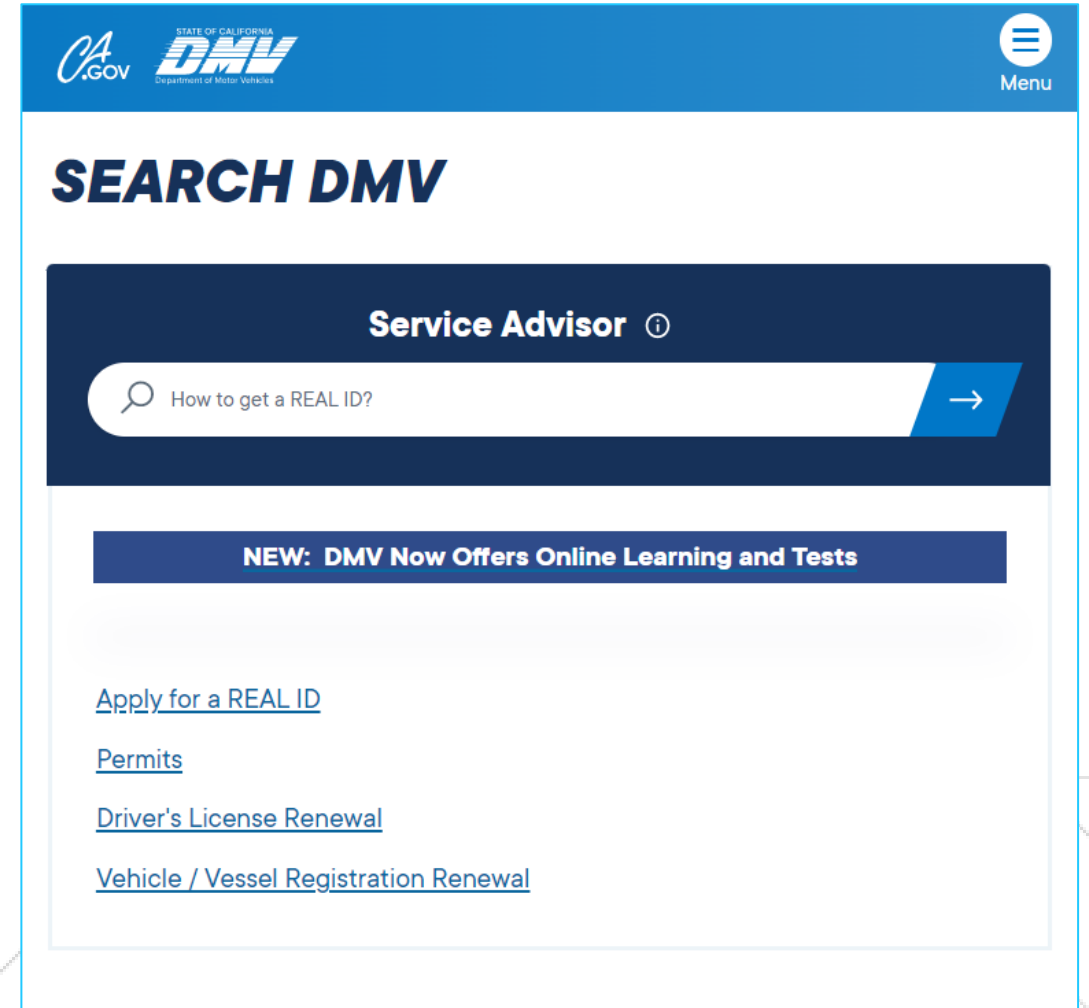
## Use Case



**Goal:** Help California residents complete transactions online

**Approach:** Deploy Service Advisor to answer questions and guide users to self-service online options

**Results:** Assisting >4 million user per month



## Port Use Cases

### TWIC CARD TROUBLESHOOTING

My card isn't scanning.

### LEVERAGING EXISTING DATA TO IMPROVE EFFICIENCY

What was the volume shipped from the port of Georgia in 2020?

### RESOURCE FOR SAFETY

I witnessed an incident, what are the safety procedures?

### SUPPORT FOR TRUCKERS COMING IN AND OUT OF PORT

Do I need an appointment to pick up BAYONNE Terminal?

## Polling Question #2

**Out of the use cases we covered which one is most relevant to you?**

- a) TWIC Card Troubleshooting
- b) Leverage Existing Data
- c) Resource for Safety
- d) Support for Truckers
- e) All the Above







# Demo





## Generative AI

After uploading a PDF to the SICURA® backend, our Generative AI can respond to questions about that document.

 im trying to enter at the access point and received an error saying "truck not found in drayage truck registry"

 You are receiving the error message "truck not found in Drayage Truck Registry" because your truck is not registered in the Drayage Truck Registry. To resolve this issue, you should contact the PTP Help Desk at 877-822-9296 or proceed to the Truck Service Center for assistance.

 tell me about the toll reimbursement program, how do i participate?

 To participate in the toll reimbursement program at the Port of New York and New Jersey, specifically at GCT New York, you must be a trucker who does business at the terminal and uses E-ZPass® to pay Staten Island bridge tolls. The toll reimbursement program reverts tolls back to 2008 rates and is supported by the Port Authority of New York and New Jersey. Reimbursements are deposited into your ACH account each week via Electronic Fund Transfer (EFT). If you meet these criteria, you can enroll by visiting the Port Liberty New York Terminals website or contact their customer service at 718-683-3245 for more information.

Enter your question here...











# AI 101



# Generative AI >>> Large Language Models



Models 519,816

-  google/gemma-7b  
Text Generation • Updated 2 days ago • ↓ 188 • ♥ 1.12k
-  stabilityai/stable-cascade  
Text-to-Image • Updated 4 days ago • ↓ 291k • ♥ 849
-  google/gemma-2b  
Text Generation • Updated 2 days ago • ↓ 780 • ♥ 324
-  BioMistral/BioMistral-7B  
Text Generation • Updated 2 days ago • ↓ 891 • ♥ 220
-  CohereForAI/aya-101  
Text2Text Generation • Updated 3 days ago • ↓ 7.76k • ♥ 406
-  mistralai/Mixtral-8x7B-Instruct-v0.1  
Text Generation • Updated 1 day ago • ↓ 1.15M • ♥ 2.99k
-  openai/whisper-large-v3  
Automatic Speech Recognition • Updated 16 days ago • ↓ 921k • ♥ 1.74k

- LLMs are a numeric representation of a language
- They keep track of how words relate to each other
- They allow applications to predict the next word in a sentence
- ChatGPT is the application GPT 4 is the model
- When you ask a question to ChatGPT it formulates answers by continuously predicting the next word in a sentence
- LLM need to be trained to create a representation of a language
- Training is achieved by processing large amounts of sample data (articles, books, etc.)
- It is possible to customize (finetune) a LLM, so that it becomes knowledgeable about a specific topic



## Properties of a Large Language Model?

- It can be customized
- It cannot be changed without your consent
- It can be made to answer only questions about a specific topic
- It is not feeding on information on the Internet
- It is focused on content you provided
- It does not learn on its own (without administrator permission)
- It is powerful (symbolic reasoning - context retention - explanation - correction - summarization - comparison, etc.)



# Implementation



# Tasks and Schedule

40 hours

Company

8. Measure Results (10 hrs)

7. Launch (3 hrs)

6. Testing (10 hrs)

5. Monitor Implementation (6hrs)

4. Legal Review (4hrs)

3. Get Current Performance (2 hrs)

2. Identify Placement (1 hr)

1. Content (4hrs)

10/15/23

Project Start

Implementation

11/15/23

Testing

Testing

11/30/23

Launch

Live

12/31/23

Measure Results

180 hours

NOHOLD

1. Implement (150 hrs)

2. Testing (10 hrs)

3. Content Maintenance (20 hrs)

### Polling Question #3

# What events impact most your calendar as an enterprise?

- a. Industry conference (the next AAPA event)
- b. Budget cycle (if so when)
- c. Fiscal year (if so when)
- d. New service launch
- e. Another project completion

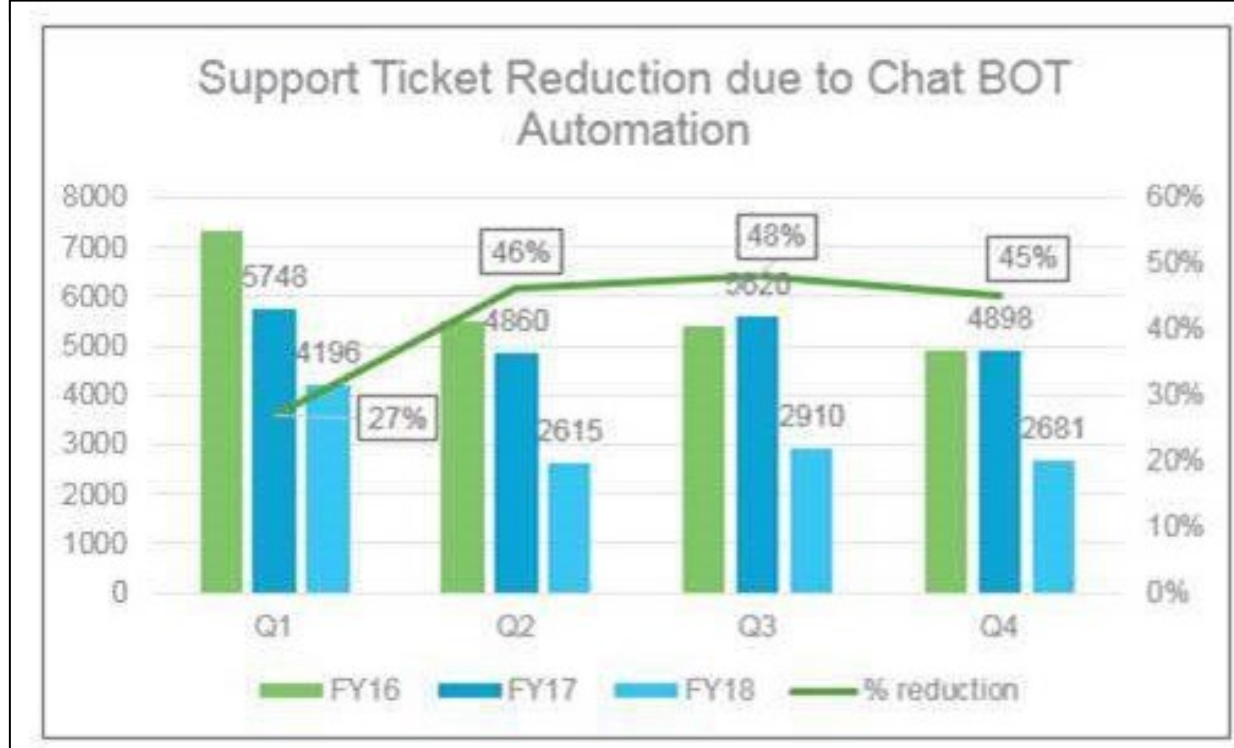


## How do you get buy-in?

- Many Constituencies: Boss, Staff, Public, Media
- Boss: I want to make sure there is an ROI, and it is effective
  - Business Cases from previous implementations. Lower the risk. Propose to start with a focused POC, don't try to boil the ocean. Involve them in demos so that they can appreciate the capability of the solution.
- Staff: I want to make sure it will not take my job
  - Explain the specific role of the AI. Involve them in the training of the AI. Position it for what it is, a tool that will help them. Make sure that the first deployment is for them (Agent Assist).
- Public: I want to make sure it is safe and does the job
  - Transparency: Educate users by disclosing specifically what the AI does with the information it captures. Each interaction is anonymous. Metrics are only used to improve the capability of this AI. The information is not sold to third party. Adherence to recognized security standard.
  - Make sure it works. Platform, Processes and People.
- Media: All the above

## Adoption

- Adoption is key
- Positioning and promotion influence adoption
- It is a product launch
- Soft launch internally and then go public
- Create a persona around the AI Assistant
- Involve your staff by asking to contribute
- They can help choose the name the avatar
- Create a launch campaign within your agency
- But also, outside



# Positioning

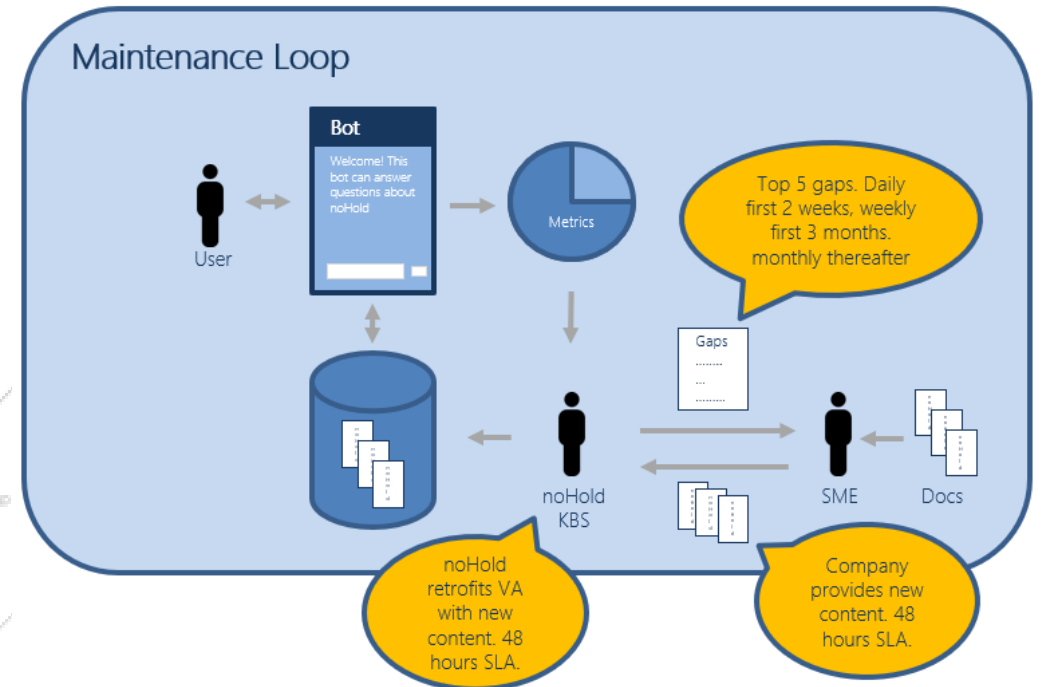
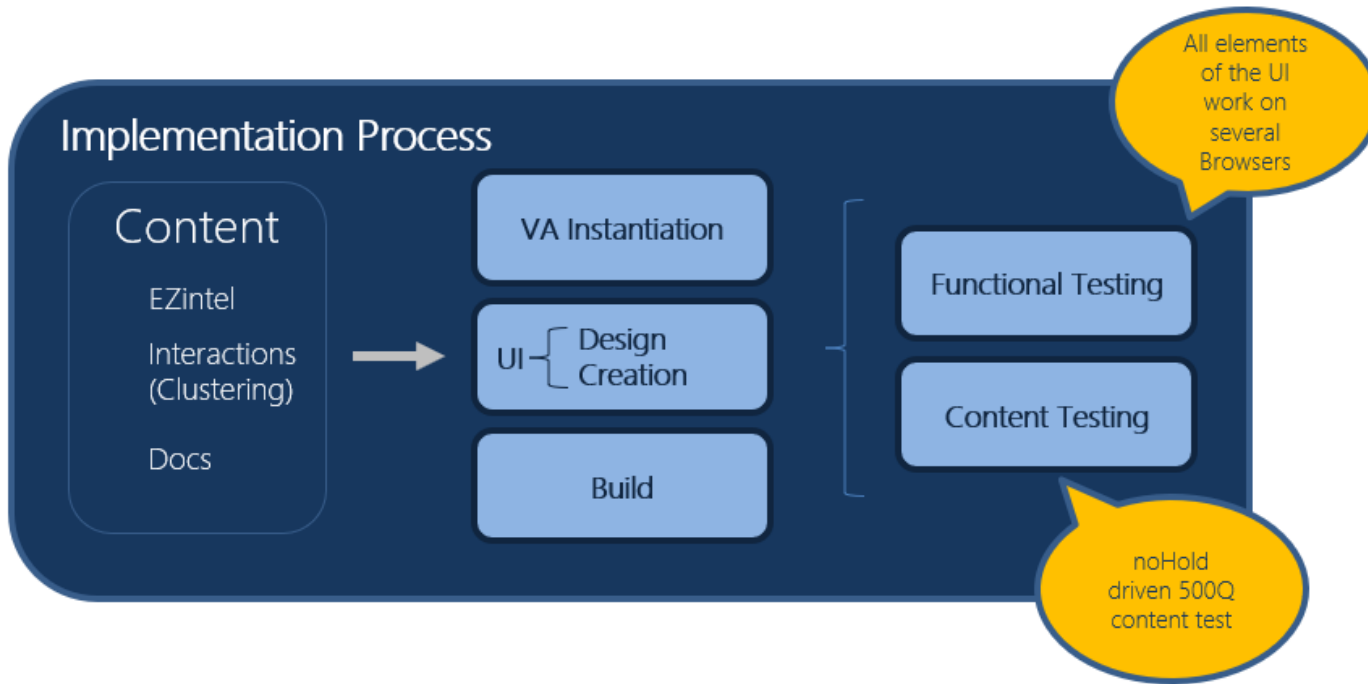
The screenshot shows the California DMV website homepage. At the top, there is a navigation bar with the CA.GOV logo, the State of California DMV logo, and links for REAL ID, Online Services, Translate, and MyDMV. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a secondary navigation menu with links for Vehicle Registration, Driver's License & ID Cards, Vehicle Industry Services, Driver Education & Safety, Appointments, and Locations.

The main content area features a large banner with the text "UPGRADE TO REAL ID" and "Are you REAL ID ready?". Below this text is a blue button labeled "APPLY TODAY". To the right of the text is an image of a man holding a smartphone and a suitcase, with a California Driver License card overlaid on the image. The license card displays the following information: California DRIVER LICENSE, ID: 11234568, CLASS C, EXP: 03/31/2026, END NONE, L: CARDHOLDER, PERMITS: NONE, 2570 24TH STREET, ANYTOWN, CA 90711, SEX: M, HAIR: BRN, EYES: BRN, HEIGHT: 5'08", WEIGHT: 155 LB, BIRTH: 03/31/1977, VETERAN, and SIGNATURE: Mr. Cardholder. Below the license card are three circular navigation arrows, with the third arrow (containing the number 3) being highlighted.

Below the banner is a white section with the text "Skip the Visit. Use Our New Service Advisor!" and a list of services: "• registration • driver's license • replacement title • address change • more!". Below this text is a blue button labeled "Visit Service Advisor".

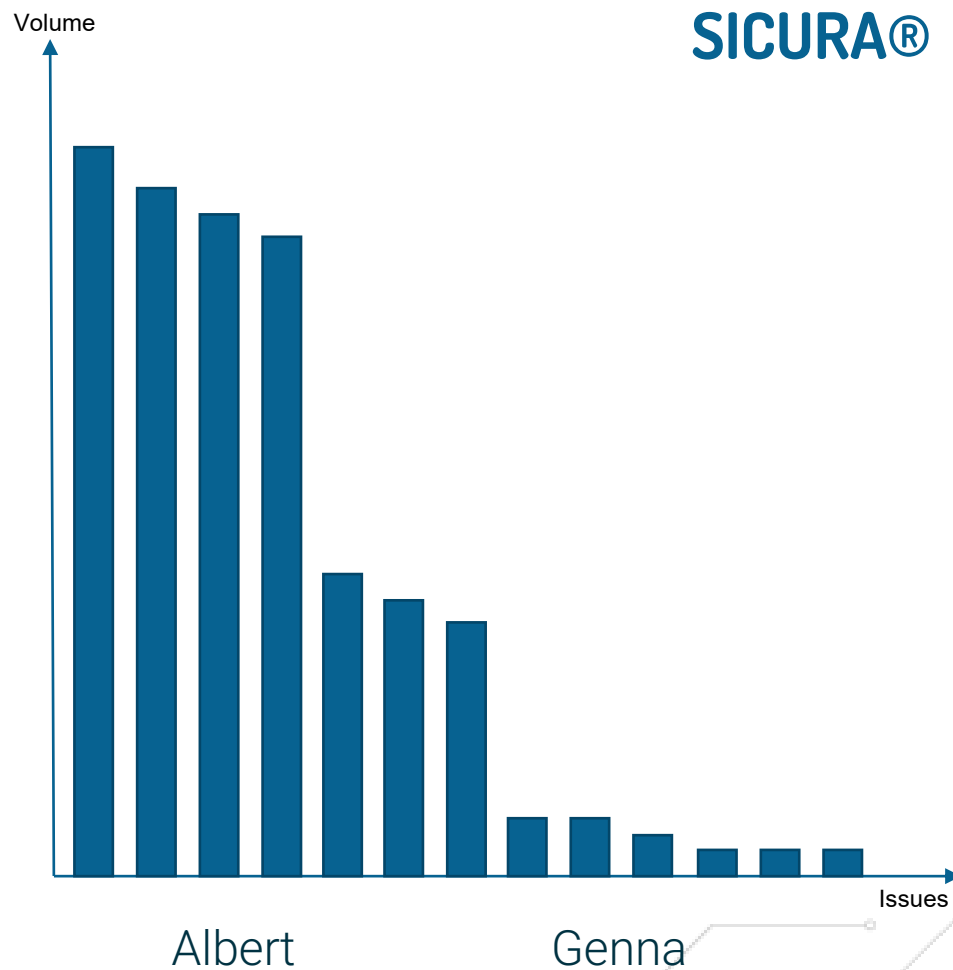
On the right side of the banner, there is a vertical "Feedback" button.

# How to implement, deploy and maintain?



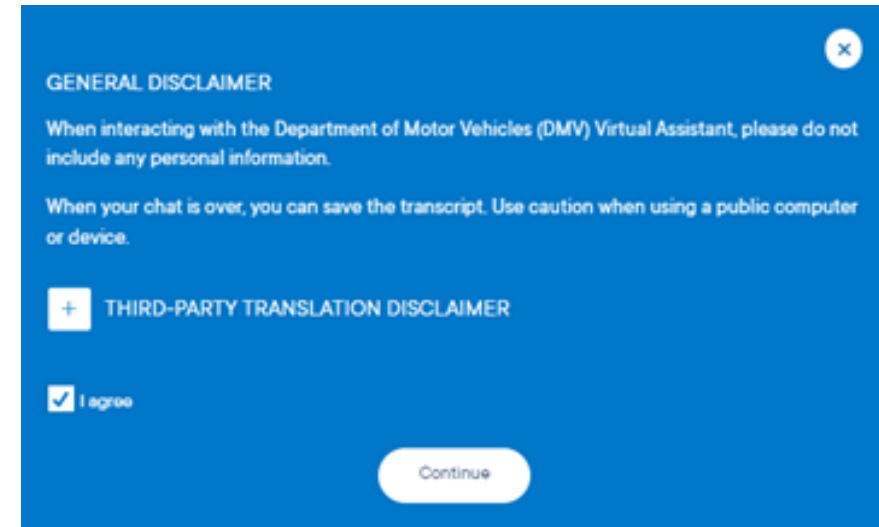
# Our approach

SICURA®



## What are the Security and Privacy considerations?

- Disclaimer
- Anonymization capability
- SOC2 – Type 2 and ISO compliance
- Conversational scoping
- Benchmarks (HELM, Accuracy, Bias, Toxicity, etc.)
- Deterministic / Generative combination
- Rote memory



## Polling Question #4

# Who drives IT projects within your organization?

- a. CTO/CIO
- b. Business Unit leader
- c. Grass root
- d. Other





# Q & A



# Thank you.



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