

What Is Augmented Intelligence?

Augmented Intelligence (AI), also called Intelligence Amplification (IA), enhances rather than replaces human decision-making. It forms a powerful human-AI partnership to boost learning, creativity, and strategic insight.

Real-World Examples

Think of your GPS—it doesn't drive the car, but it significantly enhances your navigation abilities by suggesting optimal routes. Similarly, AI chatbots don't replace human customer service agents but provide them with tools and information to resolve issues faster. Data analytics tools don't make the final call, but they distill vast amounts of information into actionable insights for human decision-makers.

Use Case: AI + IA in Industrial Robotics R&D

A robotics firm scaling warehouse automation expanded into AgTech and Pharma using AI for efficiency and IA for strategy. Horizon 1 improved logistics, Horizon 2 leveraged IA for R&D, and Horizon 3 integrated swarm robotics for crisis response.

Outcomes:

- 30% revenue growth
- AgTech pilot contracts
- Government IA grants

Innovation Strategy Takeaways

Artificial Intelligence should be applied to highly autonomous tasks such as predictive maintenance and robotic coordination. In contrast, Augmented Intelligence is best used where human expertise is needed to guide AI-generated insights, such as R&D prioritization and strategic planning. By using short-term wins from AI to fund longer-term IA development, organizations can create a future-proof innovation strategy. Finally, applying lessons learned from one industry—like autonomous logistics in warehousing—can spark innovation in entirely different sectors such as agriculture and disaster relief.



Next Steps

Ezassi helps companies blend AI and IA for a future-ready innovation strategy.