

Human Made

Enterprise WordPress and AI

29th February 2024

#WPLDN.
WordPress London Meetup

Table of Contents

01 What's Enterprise WP?

02 Where does AI fit into Enterprise WP?

03 The Good- Examples & Inspiration

04 The Bad - Sustainability Questions

05 The Ugly - Dangers on the Horizon



| 01 What's Enterprise WP?

Enterprise WordPress



Scale



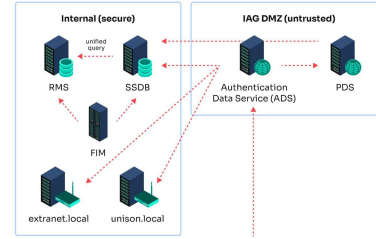
Complexity



Diversity



Unison Network



IAG — myunison.org.uk

www.webapi.unisonorgspace.org.uk — public IP address

World Wide Web (WWW)

Key
Internal communication
External communication

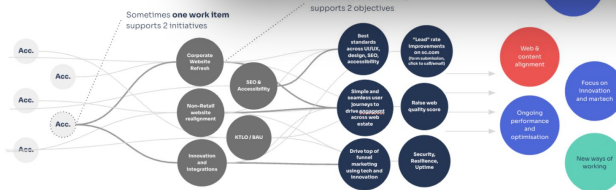
untrusted

tesello Web Server

All WWW traffic is via https.
Web API requires the following verbs:

- Head
- Get
- Post
- Delete

2023 Web Goals



Accomplishments

Mapping what we did to show how it supported achieving objectives & goals. Individual work items within an initiative.

Initiatives

Projects & high-level tasks. Things you will **do** to help achieve objectives. The **HOW** you will achieve objectives.

Objectives

Breaks down goals & translates them to practical terms. Defines the specific actions needed to achieve the goal. The **WHAT**.

Goals

Aspirational-yet achievable outcome. Broad, long-term yearly strategies.



Enterprise

The WordPress platform has grown to become the dominant market leader for content management. Discover how today's biggest brands use WordPress, and how WordPress can work for your enterprise.

Enterprise WordPress Case Study

A Drupal to WordPress migration for Capgemini

Capgemini migrated from Drupal to WordPress, and helped a new culture of creation along the way




Capgemini | Brought to you by humansmade.com

Enterprise WordPress Case Study

Migrating Siemens from AEM to WordPress

Delivering improved editorial workflows, multilingual support and a breakthrough events platform



Siemens | Brought to you by humansmade.com



Scalable, Flexible, Secure: **WordPress** for Enterprises

At Scale Consortium, we believe in the immense potential of WordPress as the ultimate choice for enterprise websites.



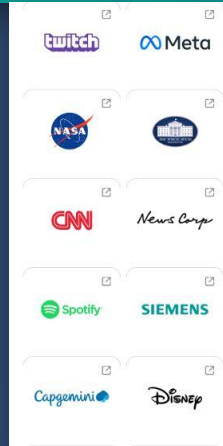
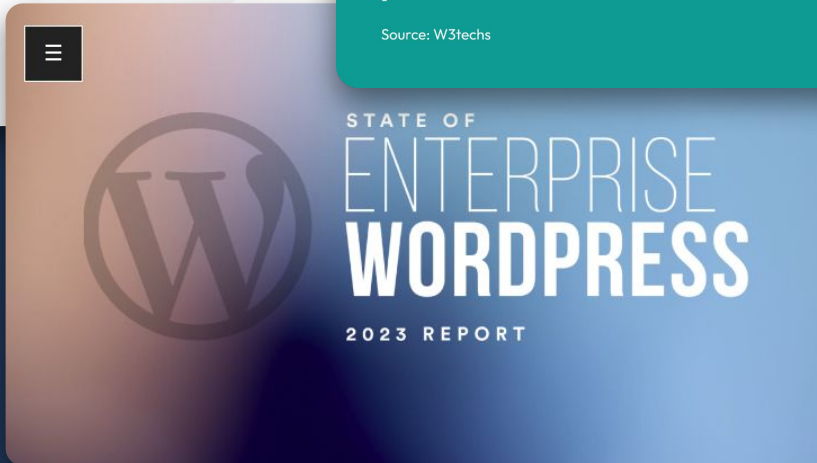
PROVEN TRACK RECORD

As the foundation for more than **43% of the web**, WordPress boasts a proven track record in powering some of the world's most prominent and successful sites.

Source: W3techs

43%

of the web is
powered by WordPress



**02 Where does AI fit
Into Enterprise WP?**



Siemens' Ingenuity: Multi-Lingual Site **6 years ago**

Ingenuity had english only content, but with an expanding audience and internal interest there was a need for multiple languages.

Challenges:

- Siemens tried to use language blocks which didn't provide the editing and publishing experience they had hoped.
- Articles written in german, english and bulgarian all shared the same home feed; foreign language content mixed together.
- When a german translated articles on an english URL were shared, this would be in the English version not the German version.

Solution:

Human Made created a custom post type alongside utilising the features of Lingotek.

Outcome:

- Users can share articles in the translated language without the need for a translation from the recipient.
- The customisation allows for the auto translation of the article to be edited.
- Users can now select automatic translations for other languages and automatic retranslation on update of articles.

SIEMENS
Ingenuity for life

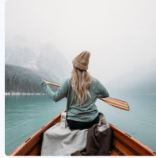
The screenshot displays a user interface for managing content on the Siemens Ingenuity website. On the left, a sidebar shows the user profile 'admin' and navigation options: 'My Profile', 'My Content', and 'Analytics'. The main area is titled 'Manage your content' and features a 'Filter by: All' dropdown. Below this is a table of articles with columns for Title, Language, Status, Date, and Actions. Two articles are listed, both titled 'Have you heard the german band?'. The first is in English, published on 5/09/2022, and has 'Delete' and 'Edit' buttons. The second is in German and has an 'Edit' button. At the bottom, it indicates '1 article' and shows a pagination control with '1' selected. A footer contains links for 'Ingenuity by Siemens', 'corporate info', 'digital ID', 'cookie policy', 'privacy policy', 'terms of use', and 'support'.

On the right side of the screenshot, there are two floating panels. The top one is titled 'This article is available in:' and shows three language options: 'FI Finnish', 'DE Deutsch', and 'EN English' (which is selected with a checkmark). Below this is a section 'Want to read it in your language?' with an 'Auto-translate it into:' dropdown menu set to 'Choose language'. The bottom panel shows a snippet of an article in German: 'Mit Plan und Zusammenarbeit Cyberbedrohungen' and 'Die Welt ist offener und schneller... Bedrohungen für Kontinuitätsrisiken vielfältig... waren gezwungen, Richtlinien und Gesetze... und die Bestandsaufnahme von Bedrohungen...'. Below this is another snippet in Finnish: 'Suunnitelmallisuus yhteistyöllä kyber... vastaan' and 'Maailma on muuttunut avoimemmaksi ja entistä nopeammin... Samoin jatkuvuuden riskit aiheuttavat uhat tulleet monimuotoisemmiksi. Valtiot ovat joutuneet alkamaan säätämään direktiivejä ja lakeja, joiden avulla uhkiin varautumista ja tilannekuvaa halutaan parantaa.'

Tachyon: Classification, Tagging, & Cropping 8 years ago

- **Automated classification**, powered by machine learning
- **Intelligent cropping** increases editorial efficiency while allowing manual tweaks for the control you need

Thumbnail



Medium



Mobile



kayak

girl

nature

| These guys...




| **03 The Good**
Examples & Inspiration



AI Events Online

We've run two online conferences on AI with speakers from around the world, including **Matt Mullenweg** and **Mike Little**, the founders of WordPress.



Accelerating the future of AI in WordPress

JOE HOYLE
CEO, Human Made

AI FOR WORDPRESS

May 25, 2023

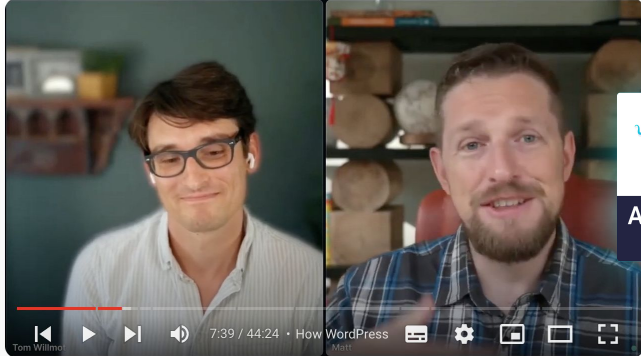
Word on the Future: AI for WordPress - Online conference

Human Made

8 videos · 1,564 views · Last updated on 18 Jan 2024

▶ Play all ⌵ Shuffle

A host of WordPress leaders come together to share innovations, debate predictions, and look ahead to the exciting future of WordPress in the



WORD ON THE FUTURE

AI: THE NEXT CHAPTER

AI and the future of WordPress - AI: The next chapter

Human Made
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7 Share



WORD ON THE FUTURE

AI: THE NEXT CHAPTER

Virtual event
September 14th 2023

KEYNOTE INTRO

AI and the future of WordPress

Matt Mullenweg
Co-founder WordPress and CEO Automattic

Tom Willmot
CEO Human Made



WORD ON THE FUTURE

AI: THE NEXT CHAPTER

Virtual event
September 14th 2023

INTERVIEW

AI and gender - an opportunity for good tech?

Dr. Eleanor Drage
Senior Research Fellow, University of Cambridge, Co-host, The Good Robot podcast

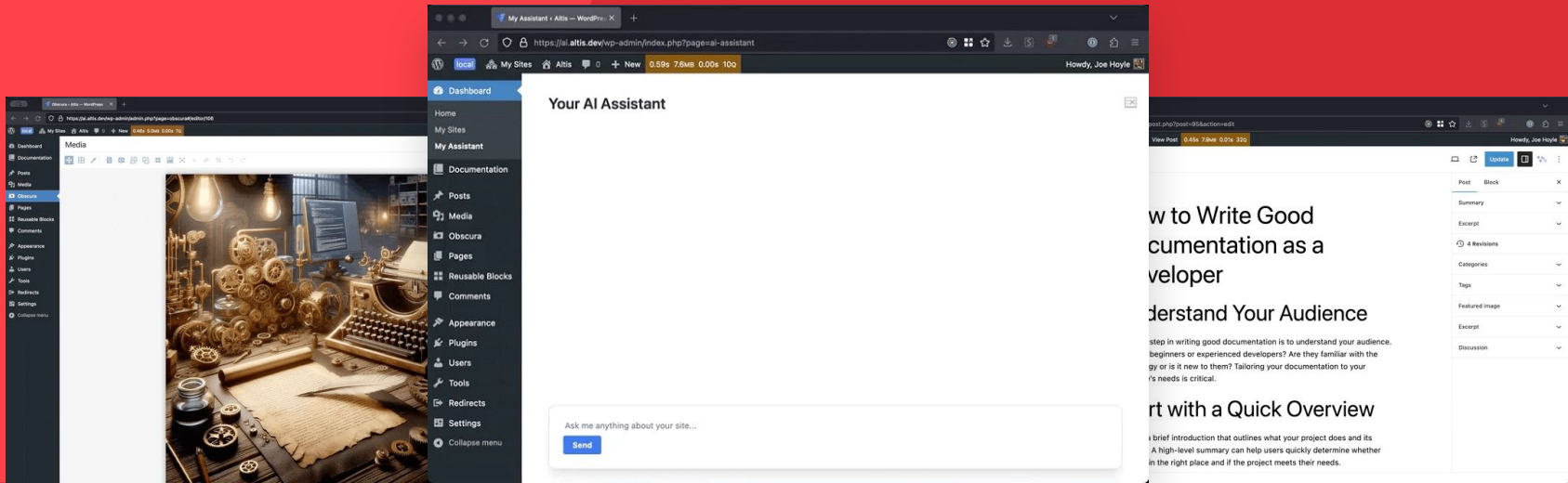
Mike Little
Co-founder of WordPress, Developer Advocate at Human Made

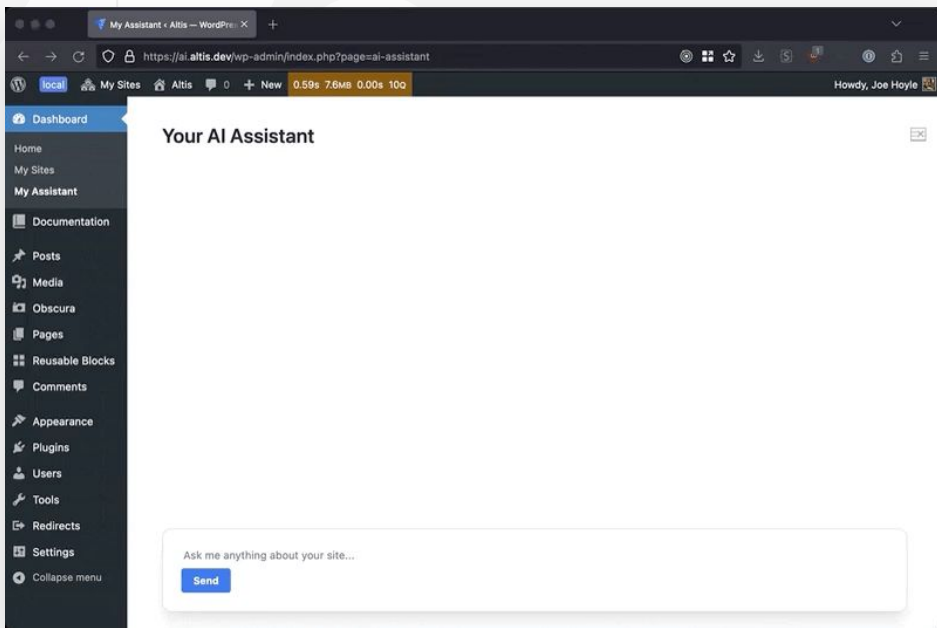
AI White Papers



3-in-1 AI plugin from Human Made

Three features aim to make building AI powered solutions easier, faster, and more collaborative are available now [on our GitHub repo](#).





Dashboard Assistant

Providing you with the efficiency to perform tasks much like a content writer or graphic designer, but with the bonus of having access the breadth of insights, content and imagery on your site when performing tasks.

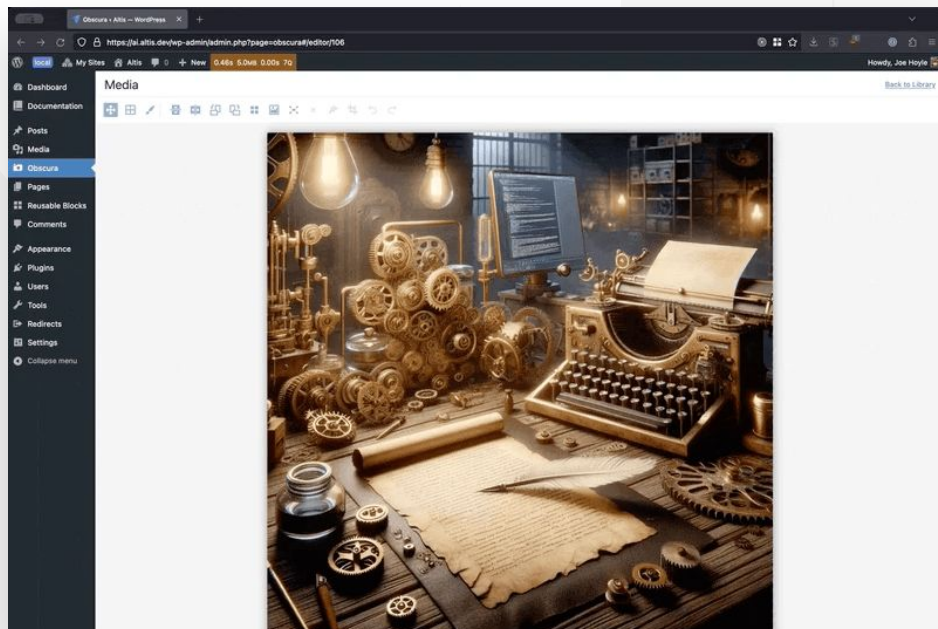
3-in-1 AI plugin from Human Made





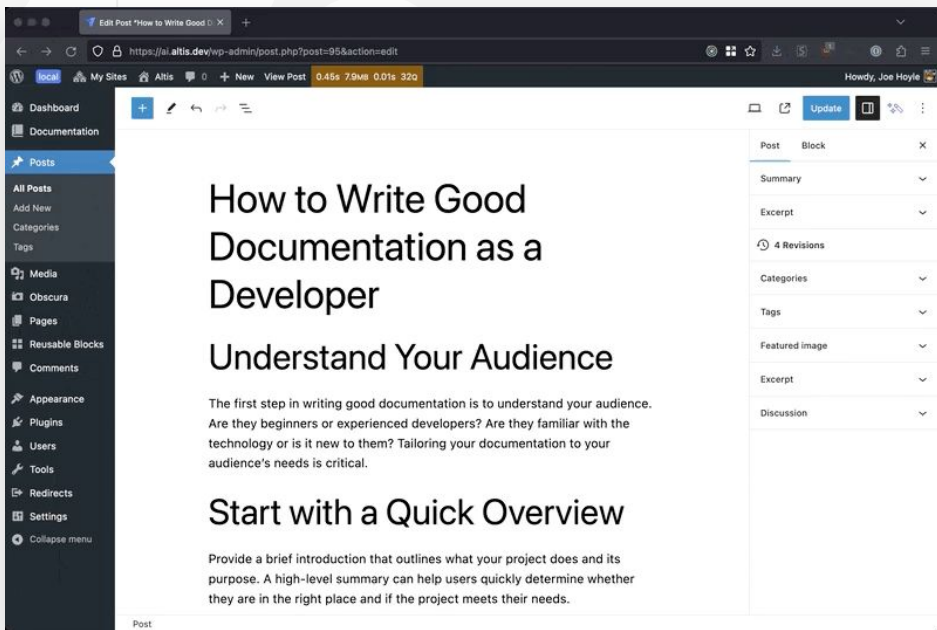
AI Image Assistant

Next level image editing capability seen for the first time in WordPress. Including in-and-out painting, super high-resolution upscaling, and background removal.



3-in-1 AI plugin from Human Made





AI Writing Assistant

Enhanced ChatGPT prompt capabilities which does more than just create copy. It interacts seamlessly with the block editor to design layouts and pages using blocks.

View three short videos on these features in the GitHub Readme [here](#).

3-in-1 AI plugin from Human Made



AI Internal Tools

Using LMM tools to turn project tracking tool output into human readable sprint reports and business value summaries.

The screenshot displays a Jira project dashboard for 'SKYSpace' with a sidebar menu containing reports like 'Sprint Burndown chart', 'Velocity report', and 'Cumulative Flow Diagram'. The main area features a 'Report: SKYS Sprint 4' section with a 'Scope changes log' table and a chat window showing an AI-generated report.

Date	Key	Summary
2023-06-20	SKYS-89	Brand Super Hero - Documentation
2023-06-20	SKYS-90	Iron Man - Documentation
2023-06-20	SKYS-91	Iron Lumen - Documentation
2023-06-20	SKYS-92	Avulor Arklow - Documentation
2023-06-20	SKYS-93	Hub Tiles - Documentation
2023-06-20	SKYS-94	Hub Tiles Custom - Documentation
2023-06-20	SKYS-97	Article Tiles - Documentation
2023-06-20	SKYS-98	Multi City Component - Documentation
2023-06-22	SKYS-79	Hub Hero Header - Documentation
2023-06-22	SKYS-108	Head Gallery Pattern - Documentation

Can you please format this into a sprint report?

Sure, here's the formatted report for SKYS Sprint 4:

Sprint 4 Report

Date: June 20 - June 28, 2023

Scope Changes:

- Tasks Added Post Sprint Start:** SKYS-89 to SKYS-98, SKYS-99 to SKYS-101, SKYS-103 to SKYS-111 were added during the sprint, primarily focusing on component documentation and bug fixes.
- Estimation Changes:** SKYS-94 and SKYS-101 each had their estimation increased by 1 story point.
- Tasks Removed:** SKYS-79 was removed from the sprint, decreasing the sprint commitment by 3 story points.

Due to these changes, the total story point commitment for the sprint increased by 2, resulting in a total of 16 story points to be completed.

Incomplete Issues:

- SKYS-47** - Changing featured images fails to update, causes autosave error. (Status: In Progress)
- SKYS-107** - Creating a Curated Archive from existing page. (Status: In Progress, Assigned to Rob O'Rourke)

Completed Issues:

The team completed a significant number of tasks, including various component documentations.

Stop generating

Current Client Experiments: AI Chart Block

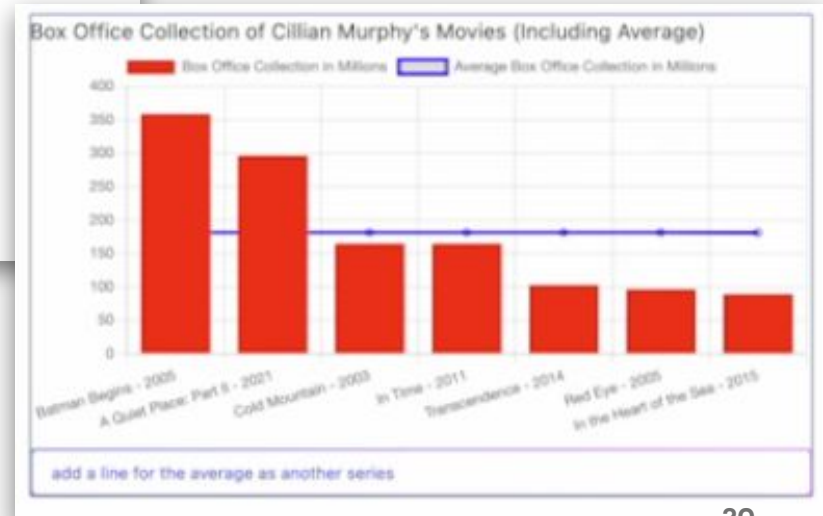
movies with cillian murphy gross

Images Videos News Comparison sites Books Maps Finance

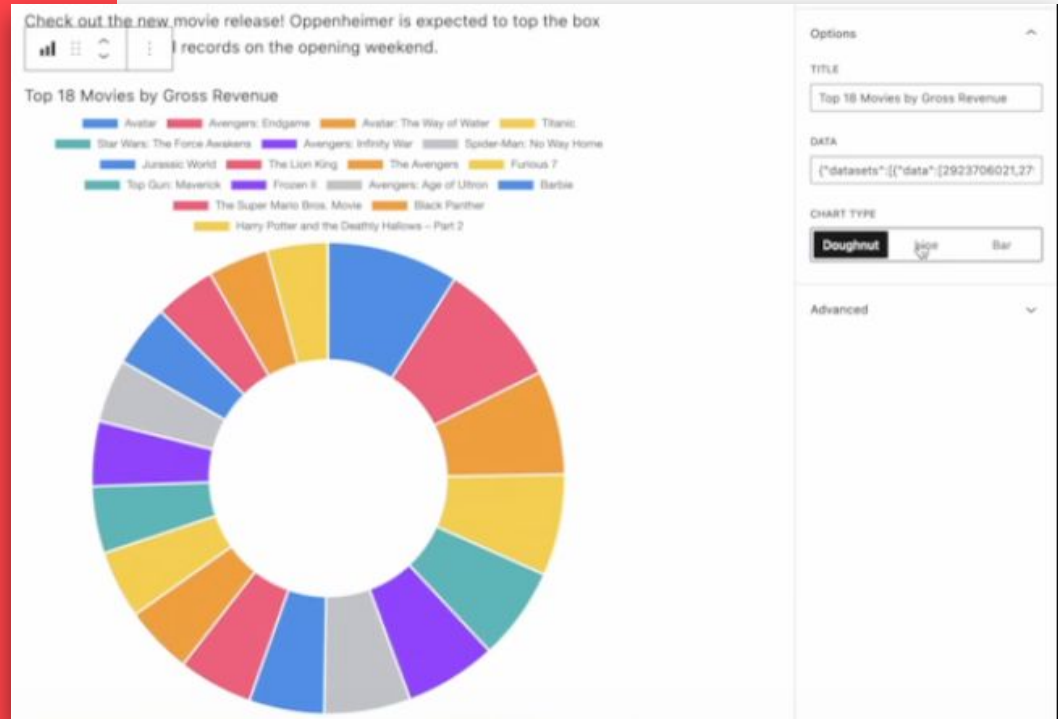
About 440,000 results (0.33 seconds)

The Highest-Grossing Cillian Murphy Movies, Ranked

- [In the Heart of the Sea - 2015 \(\\$89.6 Million\) ...](#)
- [Red Eye - 2005 \(\\$96.6 Million\) ...](#)
- [Transcendence - 2014 \(\\$103 Million\) ...](#)
- [In Time - 2011 \(\\$165.1 Million\) ...](#)
- [Cold Mountain - 2003 \(\\$165.1 Million\) ...](#)
- [A Quiet Place: Part II - 2021 \(\\$296.6 Million\) ...](#)
- [Batman Begins - 2005 \(\\$358.8 Million\)](#)



Current Client Experiments: AI Chart Block



| **04 The Bad -
Sustainability Questions**



Social Sustainability 1

13th Nov, 2023

AI Ethics in Focus: Addressing Bias, Privacy, and Transparency Challenges

 Mike Little



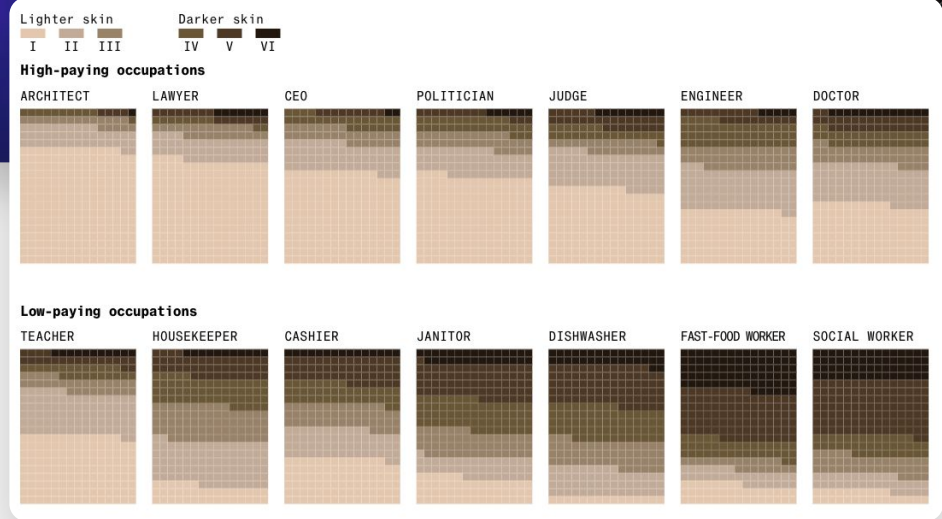
WORD ON THE FUTURE
AI: THE NEXT CHAPTER
Virtual event
September 14th 2023

INTERVIEW AI and gender - an opportunity for good tech?

Certainly! Here is a portrait of a Founding Father of America:



Sure, here is an image of a Viking:



Social Sustainability 2

KING'S
College
LONDON

Study ▾ Student Services ▾ Research & Innovation ▾ Our faculties ▾ About ▾

News Centre

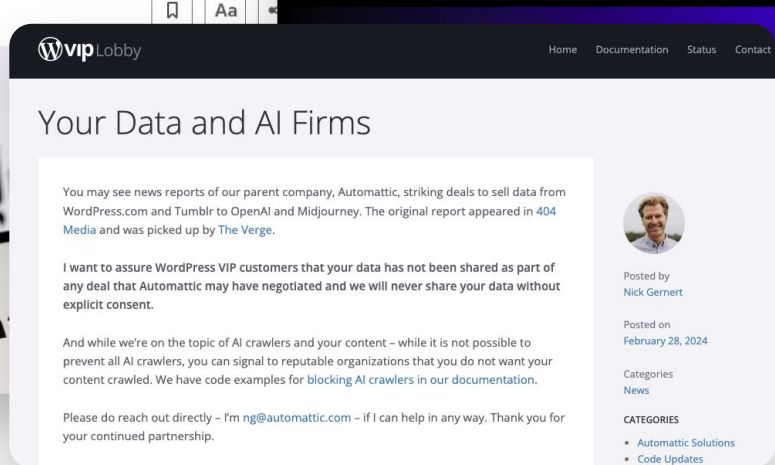
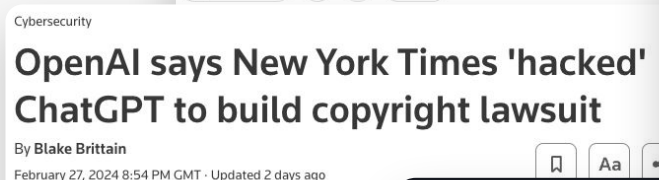
Headlines | All news | Spotlight on impact

23 August 2023

Driverless cars worse at detecting children and darker-skinned pedestrians say scientists

Researchers call for tighter regulations following major age and race-based discrepancies in AI autonomous systems.

Commercial Sustainability 1: Training Data Copyright



Commercial Sustainability 2: AI Generated Content Copyright

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA

STEPHEN THALER,

Plaintiff,

v.

SHIRA PERLMUTTER, *Register of
Copyrights and Director of the United States
Copyright Office, et al.*

Defendants.

Civil Action No. 22-1564 (BAH)

Judge Beryl A. Howell

MEMORANDUM OPINION

Plaintiff Stephen Thaler owns a computer system he calls the "Creativity Machine," which he claims generated a piece of visual art of its own accord. He sought to register the work for a copyright, listing the computer system as the author and explaining that the copyright should transfer to him as the owner of the machine. The Copyright Office denied the application on the grounds that the work lacked human authorship, a prerequisite for a valid copyright to issue, in the view of the Register of Copyrights. Plaintiff challenged that denial, culminating in this lawsuit against the United States Copyright Office and Shira Perlmutter, in her official capacity as the Register of Copyrights and the Director of the United States Copyright Office ("defendants"). Both parties have now moved for summary judgment, which motions present the sole issue of whether a work generated entirely by an artificial system absent human involvement should be eligible for copyright. See Pl.'s Mot. Summ. J. (Pl.'s Mot.), ECF No. 16; Defs.' Cross-Mot. Summ. J. ("Defs.' Mot."), ECF No. 17. For the reasons explained below, defendants are correct that human authorship is an essential part of a valid copyright claim, and

1

COPYRIGHT, DESIGNS AND PATENTS ACT 1988 (UK)



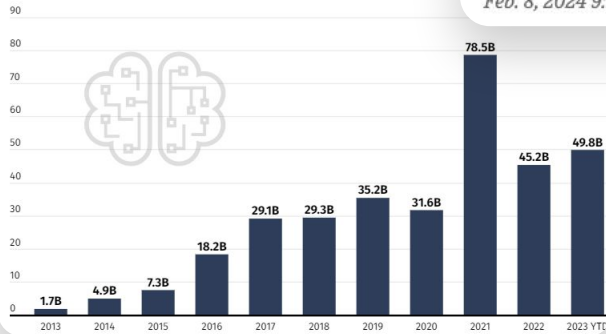
Φ THE LAW LIBRARY

Commercial Sustainability 3: Costs, Prices, & Bubbles

VC funding in AI companies

AI companies total funding from 2013 to 2023
(in billion U.S. dollars)

Source: Crunchbase



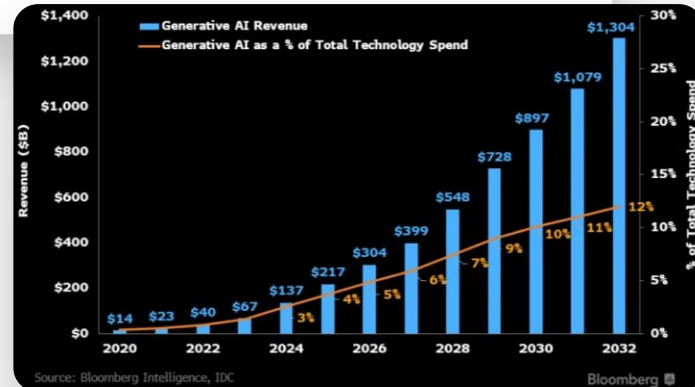
TECHNOLOGY | ARTIFICIAL INTELLIGENCE

Sam Altman Seeks Trillions of Dollars to Reshape Business of Chips and AI

OpenAI chief pursues investors including the U.A.E. for a project possibly requiring up to \$7 trillion

By [Keach Hagey](#) [Follow](#) and [Asa Fitch](#) [Follow](#)

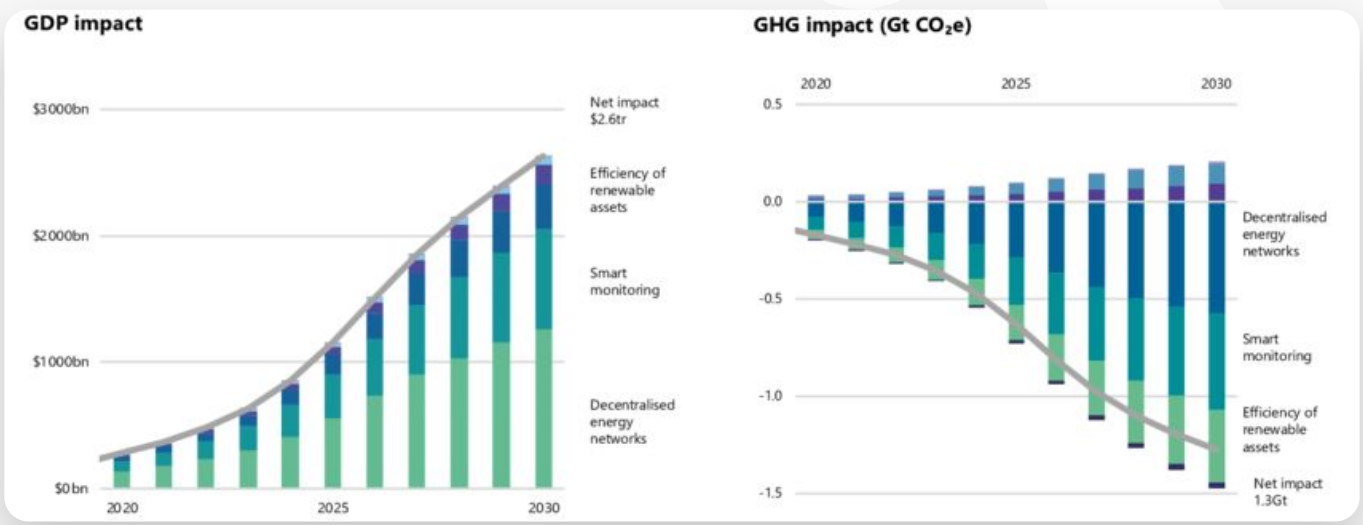
Feb. 8, 2024 9:00 pm ET



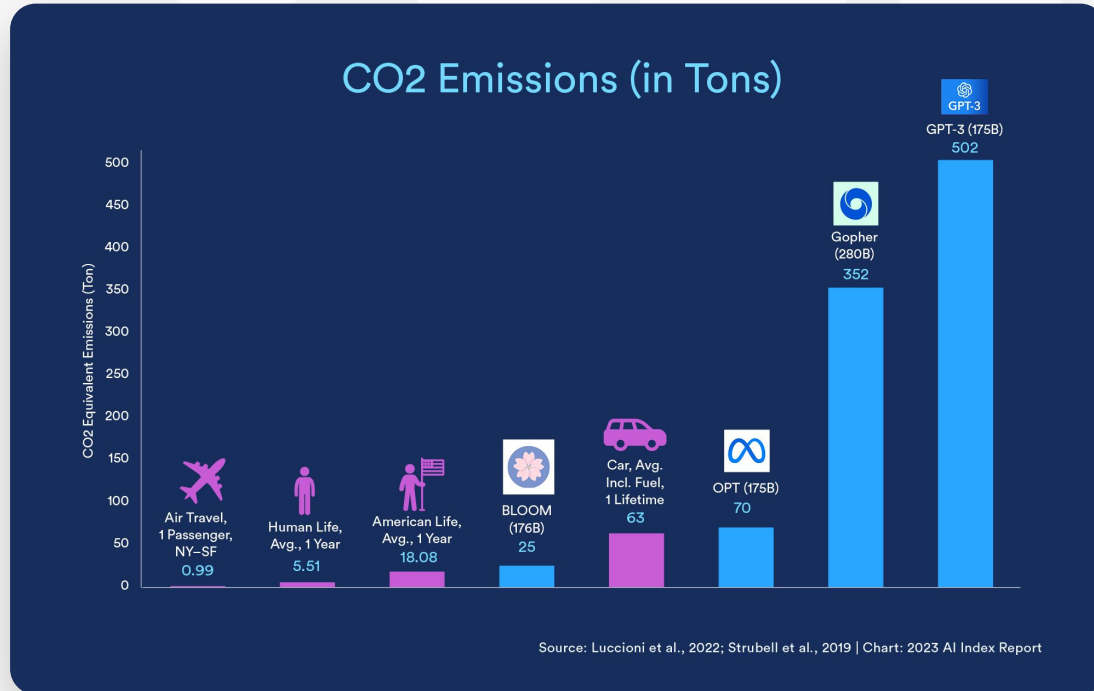
Source: Bloomberg Intelligence, IDC

Bloomberg

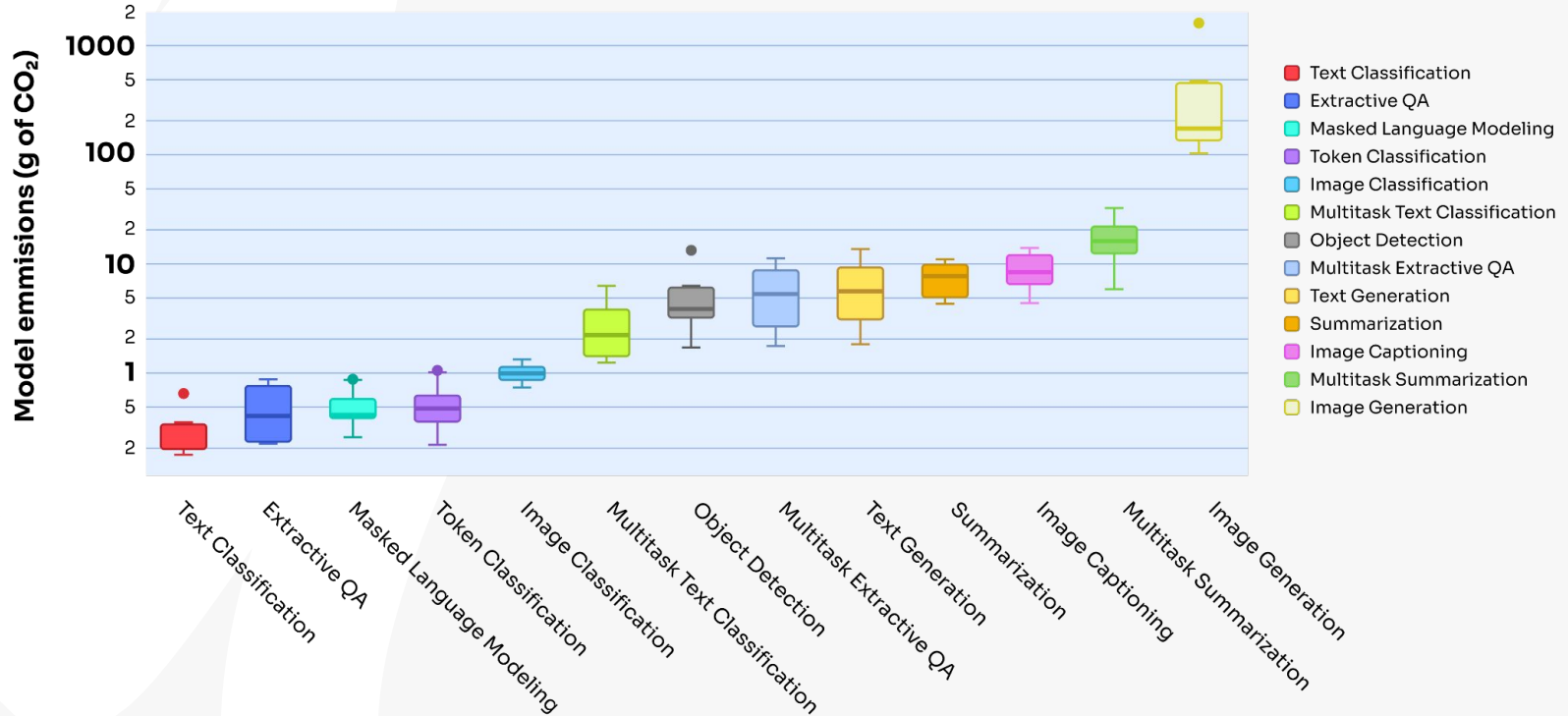
Environmental Sustainability 1: Benefits & Costs



Environmental Sustainability 2: Bigger means more



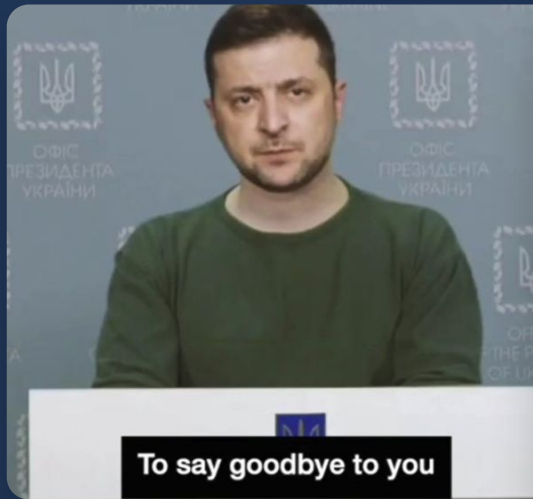
Environmental Sustainability 3: Diversity in Impact



| **05 The Ugly**
Dangers on the Horizon



The Social Impact Problem: Truth and Media



The Agentic Problem: Autonomy & Goals



Practices for Governing Agentic AI Systems

Yonadav Shavit* Sandhini Agarwal* Miles Brundage* Steven Adler
 Cullen O'Keefe Rosie Campbell Toddy Lee Pamela Mishkin
 Tyna Eloundou Alan Hickey Katarina Slama Lama Ahmad
 Paul McMillan Alex Beutel Alexandre Passos David G. Robinson

Abstract

Agentic AI systems—AI systems that can pursue complex goals with limited direct supervision—are likely to be broadly useful if we can integrate them responsibly into our society. While such systems have substantial potential to help people more efficiently and effectively achieve their own goals, they also create risks of harm. In this white paper, we suggest a definition of agentic AI systems and the parties in the agentic AI system life-cycle, and highlight the importance of agreeing on a set of baseline responsibilities and safety best practices for each of these parties. As our primary contribution, we offer an initial set of practices for keeping agents' operations safe and accountable, which we hope can serve as building blocks in the development of agreed baseline best practices. We enumerate the questions and uncertainties around operationalizing each of these practices that must be addressed before such practices can be codified. We then highlight categories of indirect impacts from the wide-scale adoption of agentic AI systems, which are likely to necessitate additional governance frameworks.

Table of Contents

1	Introduction	2
2	Definitions	4
2.1	Agenticness, Agentic AI Systems, and "Agents"	4
2.2	The Human Parties in the AI Agent Life-cycle	5
3	Potential Benefits of Agentic AI Systems	6
3.1	Agenticness as a Helpful Property	6
3.2	Agenticness as an Impact Multiplier	7
4	Practices for Keeping Agentic AI Systems Safe and Accountable	7
4.1	Evaluating Suitability for the Task	8
4.2	Constraining the Action-Space and Requiring Approval	9
4.3	Setting Agents' Default Behaviors	10
4.4	Legibility of Agent Activity	11
4.5	Automatic Monitoring	12
4.6	Attributability	13
4.7	Interruptibility and Maintaining Control	14

*Lead authors. Correspondence should be directed to yonadav@openai.com.

“

We are not prepared as a society for how fast things will change, so we need more general work on societal resilience We need governance structures that are suited to a world where AI is transformative



Rosie Campbell

AI Safety and Governance, OpenAI



Thanks.... questions?

ant@humanmade.com

<https://humanmade.com/who-we-are/antmiller/>

Meeware on most social media