# The rise of DeepSeek: a new player in the AI landscape



The IT landscape is increasingly characterised by a surge of innovation in artificial intelligence (AI), particularly following the introduction of DeepSeek, an open-source AI-powered chatbot that has been perceived as a formidable rival to the established architecture of OpenAI. This launch comes at a critical time, coinciding with the observance of Data Privacy Day, prompting a heightened focus on the implications of such technological advancements on data privacy and protection.

DeepSeek aims to process vast quantities of data with remarkable efficiency, a feature that could disrupt existing markets, particularly given its competitive pricing in contrast to other AI solutions. Historically, the landscape of digital innovation has been dominated by US companies; however, the emergence of DeepSeek from China signifies a shift in this dynamic, raising concerns among American tech giants regarding potential challenges to their market position comparable to past technological races, such as the cloud computing space.

The platform's open-source nature potentially democratises access to advanced AI capabilities, suggesting a move away from the exclusive influence once held by Silicon Valley firms. Nevertheless, the open availability of DeepSeek's code does not extend to transparency regarding its training data sources, leading to questions about inherent biases and security vulnerabilities.

A notable strength of DeepSeek is its efficiency; traditional AI models have struggled with intense processing demands and high energy consumption. The introduction of DeepSeek could lead to a more sustainable model of AI operation, potentially alleviating some of the pressures on graphics processing unit (GPU) supply chains and stabilising costs that have been driven up by high demands for computational power in recent years.

Despite the promise of improved efficiency, the rapid deployment of AI technologies also necessitates a careful approach to data governance. As organisations race to incorporate AI solutions, it is crucial that they maintain robust frameworks for data privacy, security, and ethical considerations. The article from Tech Radar emphasises that companies well-prepared in these areas could excel in leveraging AI, while those lacking in governance may encounter significant risks.

Organisations must critically assess the data they incorporate into AI systems, ensuring transparency and minimising bias, while establishing strict security protocols. Failure to address these concerns may compromise the integrity and effectiveness of their AI applications. The current environment reflects a wider recognition that diligent investment in data protection not only safeguards organisations but enhances their competitive edge in the evolving AI landscape.

The author of the article underlines the importance of having mature AI policies and governance mechanisms in place, noting that companies prioritising these aspects during the AI boom stand to reap substantial benefits as the technology continues to advance. As the era of AI unfolding, the interplay of innovation and data protection remains a pivotal theme for the future of technological development in the industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://neontri.com/blog/deepseek-features-and-risks/> - This article supports the claim about DeepSeek's efficiency and its potential to disrupt existing AI markets, particularly due to its open-source nature and competitive pricing.
* <https://www.techradar.com/computing/artificial-intelligence/i-discovered-a-surprising-difference-between-deepseek-and-chatgpt-search-capabilities> - This article highlights the differences between DeepSeek and ChatGPT, including their search capabilities and data privacy concerns, which aligns with the discussion on data governance and privacy implications.
* <https://botpenguin.com/blogs/what-is-deepseek> - This blog post explains DeepSeek's features, including its open-source nature and efficiency, which supports the claim about its potential to democratize access to advanced AI capabilities.
* <https://www.federalregister.gov/documents/2024/04/22/2024-07496/guidance-for-federal-financial-assistance> - Although not directly related to DeepSeek, this document from the Federal Register emphasizes the importance of data governance and compliance with regulations, which is relevant to the broader discussion on AI and data privacy.
* <https://www.noahwire.com> - This source is mentioned as the original article's source, providing context on the IT landscape and AI innovation, though it does not directly support specific claims about DeepSeek.