



第8届 AI+ Development
Digital Summit

AI+研发数字峰会

拥抱AI 重塑研发

11月14-15日 | 深圳





2026 AI+ PRODUCT INNOVATION SUMMIT

01.16-17 · ShangHai

AI+产品创新峰会



Track 1: AI 产品战略与创新设计

从0到1的AI原生产品构建

论坛1: AI时代的用户洞察与需求发现

论坛2: AI原生产品战略与商业模式重构

论坛3: Agentic AI产品创新与交互设计

2-hour Speech: 回归本质



用户洞察的第一性

——2小时思维与方法论工作坊

在数字爆炸、AI迅速发展的时代，
仍然考验“看见”的“同理心”



Track 2: AI 产品开发与工程实践

从1到10的工程化落地实践

论坛1: 面向Agent智能体的产品开发

论坛2: 具身智能与AI硬件产品

论坛3: AI产品出海与本地化开发

Panel 1: 出海前瞻



“出海避坑地图”圆桌对话

——不止于翻译:

AI时代的出海新范式



Track 3: AI 产品运营与智能演化

从10到100的AI产品运营

论坛1: AI赋能产品运营与增长黑客

论坛2: AI产品的数据飞轮与智能演化

论坛3: 行业爆款AI产品案例拆解

Panel 2: 失败复盘



为什么很多AI产品“叫好不叫座”?

——从伪需求到真价值:

AI产品商业化落地的关键挑战

智能重构产品 数据驱动增长
Reinventing Products with Intelligence, Driven by Data

80+

业界大咖

汇聚产品大咖的真知灼见

40+

创新案例

开拓全新AI+产品视角

10+

分论坛

涵盖产品到商业增长的全链路

800+

听众规模

共同探索产品的智能重构



扫码查看会议详情

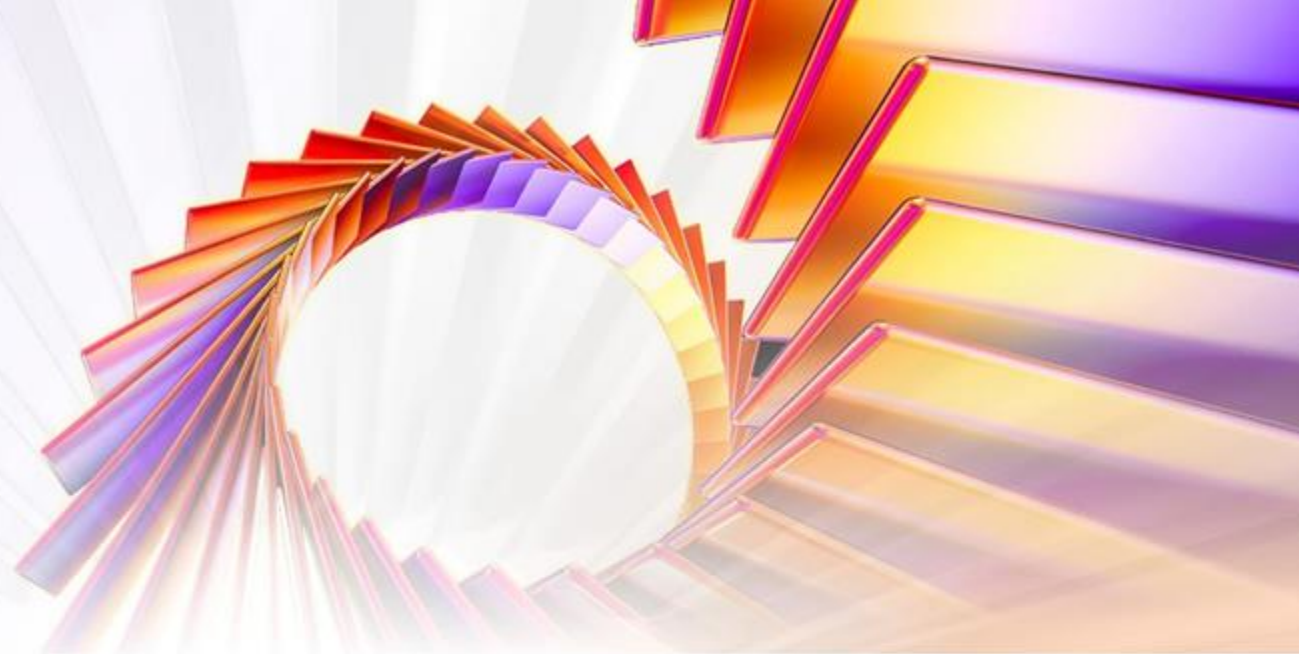


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拥抱AI 重塑研发



从数据到智能： Databricks在行业种的AI落地实践

Steve Shao | Databricks



Steve Shao

Databricks解决方案架构师

现任Databricks中国大陆区解决方案架构师，2024年加入Databricks日本团队，于2025年起负责中国大陆区的技术方案与AI落地支持。拥有多年的企业级数据平台与智能分析经验，曾任职于标普全球及野村证券，从事数据管理平台架构与资深软件工程师工作。

目录

CONTENTS

- I. 数据智能的行业趋势
- II. 从实验到生产：企业AI落地路径
- III. Databricks如何加速AI落地
- IV. Agent Bricks：简单打造生产级智能体

PART 01

数据智能的行业趋势

▶▶ 什么是数据智能

通用人工智能并不能满足企业的需求

General Intelligence 通用智能

基础模型是在公开数据上训练的，
并未涉及您的业务数据

VS

Data Intelligence 数据智能

能够连接您的业务数据，
解决特定领域的问题



FactSet 是一个财富500强的金融数据供应商

FactSet 的检索语言 FQL 是一个专有的数据检索语言

FactSet 想用GenAI来把自然语言的查询问题转化成FQL语句

“请告诉我所有在美国上市股票的当前年份和过去的每股收益。”

自然语言查询

将文本转化成FQL

```
FF_BASIC_DERIVED(  
  FF_PRD_EPS(ANN_R, #ALL#, "0CY") AS  
  "EPS Current Year", FF_PRD_EPS(TTM_R, #ALL#, "0CY")  
  AS "EPS_TTM")  
WHERE FF_SECURITY_TYPE("#ALL#") IN ("EQ") AND  
FF_COUNTRY("#ALL#") IN (" 美国")
```

FQL



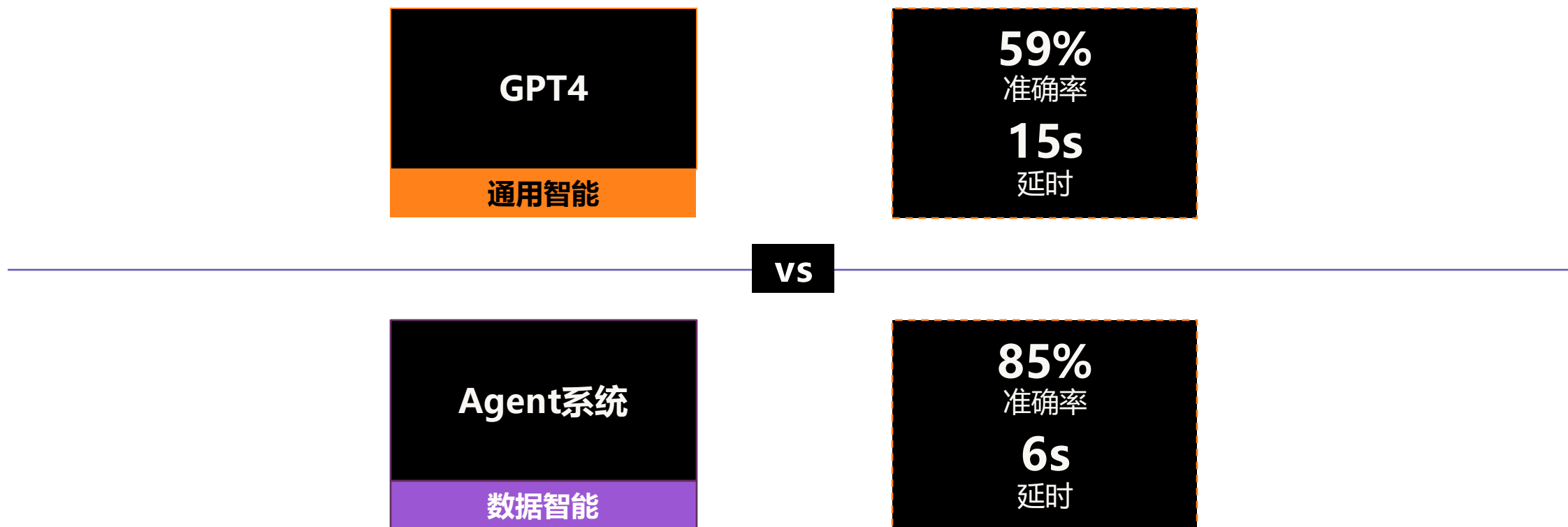
通用智能的表现不尽如人意

FactSet 使用了单一的基础模型，但结果并不够准确



▶ 数据智能大幅提高准确率

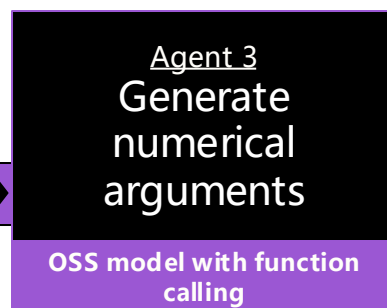
FactSet 改用自己的数据来搭建智能系统之后，准确性显著提高



Factset 怎样建立他们的agent系统?



VS



能够基于您的数据进行推理并利用工具的智能体

针对您的用例进行定制化
评估

跨数据和模型的治理



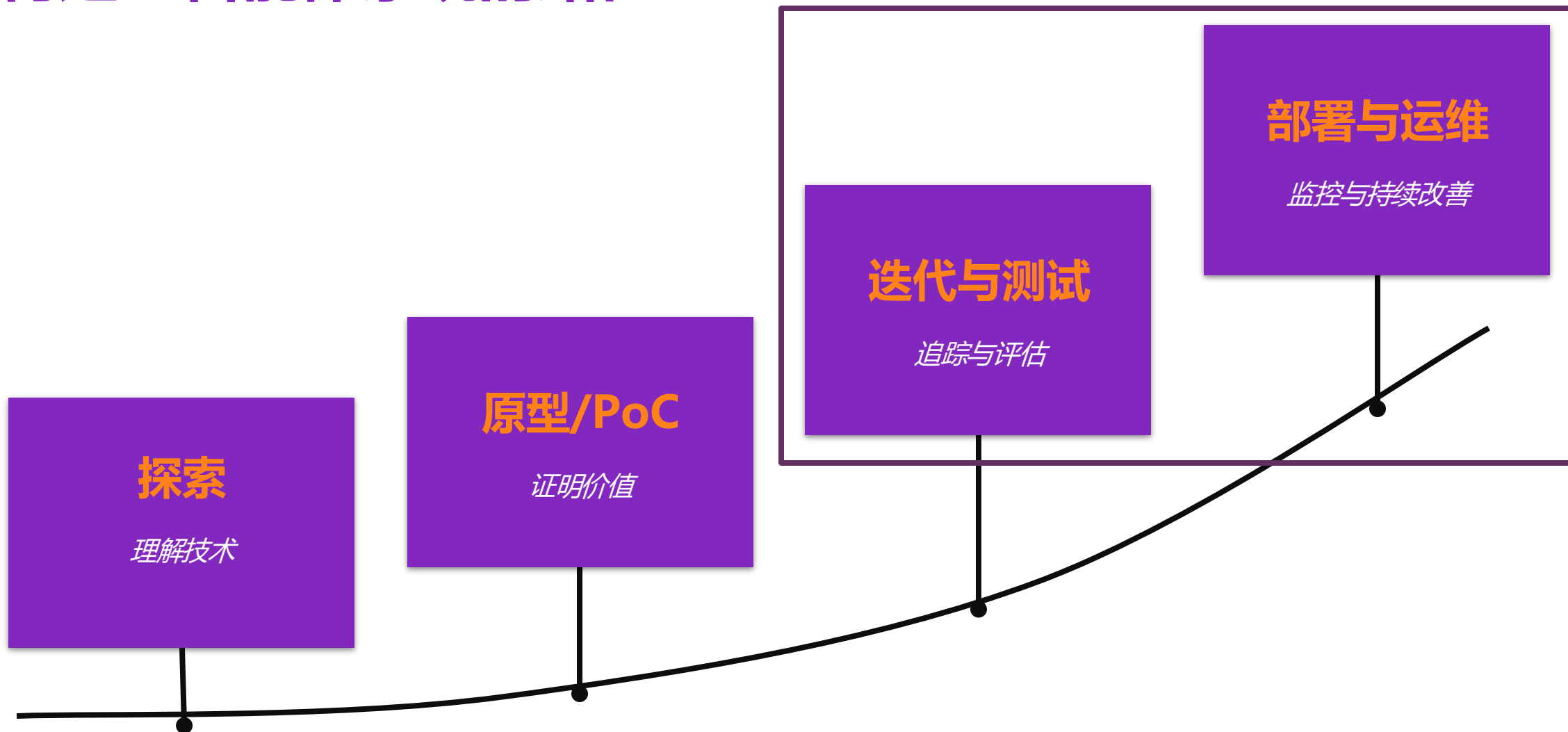
- RAG 与 ChatBI 正在成为跨行业的核心基础能力
- 从Chatbot到智能体：行业专用AI的落地与企业级融合
- 数据语义融合：智能数据底座是企业AI的永恒主题
- 从 PoC 到生产：AI 实践正从 “能做成” 走向 “做得**好**、做出**价值**”



PART 02

从实验到生产：企业AI落地路径

►构建AI智能体系统的路径



10年前.....

我们如何让软件应用程序可靠地运行？

▶▶ 我们精通如何交付可靠的软件

本地编写并运行代码

单元测试 (Unit tests)

质量保证QA测试

生产监控



►► 为什么我们不能将它直接用于 GenAI?

GenAI 带来了软件领域前所未有的新挑战

- 用户输入随时可能发生变化
- 需要领域专业知识来评估输出质量
- 可调节参数太多，每次迭代可能引起新的问题



▶ Vibe检查是必要的，但还不够.....

软件

本地编写并运行代码

单元测试

质量保证QA测试

生产监控

GenAI

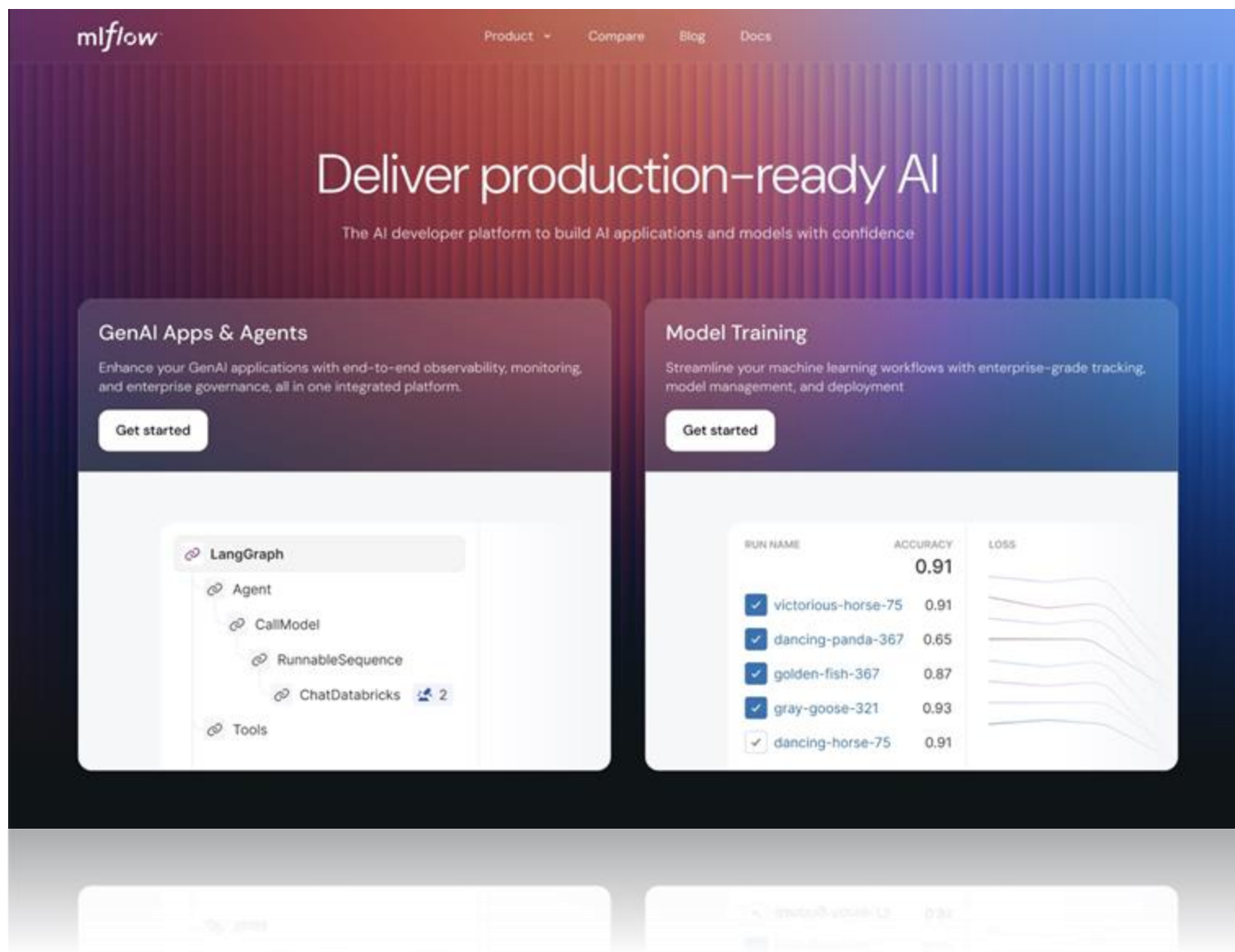
Prompt工程师和Vibe检查

?





为 GenAI 时代重新设计
集成智能体评估
生产级可扩展性



将软件工程最佳实践应用于 GenAI

软件

GenAI

本地编写并运行代码

Prompt工程和vibe检查

单元测试

mlflow 线下评估

质量保证QA测试

生产监控

mlflow 生产监控及评估



Challenge #1

如何记录日志、跟踪并调试问题



► MLflow Tracing

Summary

Detail view

Q Search

Trace breakdown

Filter

root

LangGraph

agent

ChatDatabricks_1

tools_condition

retrieve

retrieve_databricks_docs

VectorStoreRetriever

rerank

generate

RunnableSequence

ChatPromptTemplate

ChatDatabricks_2

StrOutputParser

Chat

Inputs / Outputs

Attributes

Events

Tools

retrieve_databricks_docs

Messages

User

How can I resolve the "ROUTINE_USES_SYSTEM_RESERVED_CLASS_NAME" error when creating a function in Databricks SQL?

Assistant

called `fx retrieve_databricks_docs` in `call_5d5108a5-d744-4941-b388-171149d9935b`

```
1 {
2   "query": "ROUTINE_USES_SYSTEM_RESERVED_CLASS_NAME error Databricks SQL"
3 }
```

```
import mlflow
import openai

# Auto-instrument OpenAI
mlflow.openai.autolog()

@mlflow.trace
def call_my_app(query: str) -> dict:
    response = openai.chat.completions.create(...)
    return response
```

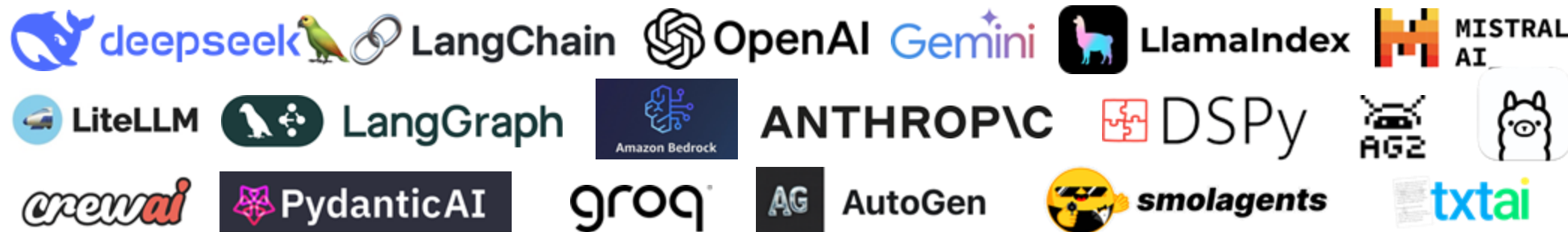
▶▶ Debugging with Tracing

The screenshot displays the MLflow Trace UI for a failed execution. At the top, a red status bar indicates "Last execution failed". Below this, the code for the failed step is shown: `response = graph.invoke({ "messages": [{ "role": "user", "content": "How can I resolve the 'INVALID_SECRET_LOOKUP' error with a 'SECRET_FUNCTION_KEY_NOT_CONSTANT' cause in Databricks?" }], })`. A purple callout box highlights the text "异常详情存储在 Events 中" (Exception details are stored in Events). The main interface is divided into two panels. The left panel, titled "Trace breakdown", shows a hierarchical tree of the execution steps: LangGraph, agent, ChatDatabricks, tools_condition, retrieve, retrieve_databricks_docs, VectorStoreRetriever, rerank_1, and rerank_2. The right panel, titled "Inputs / Outputs", shows the state of the execution, including the same message content as the code. A purple callout box highlights the text "借助捕获的输入与调用树, 轻松定位问题" (Easily locate the problem using captured inputs and the call tree).

异常详情存储在 Events 中

借助捕获的输入与调用树, 轻松定位问题

兼容开放标准 并具备互操作性



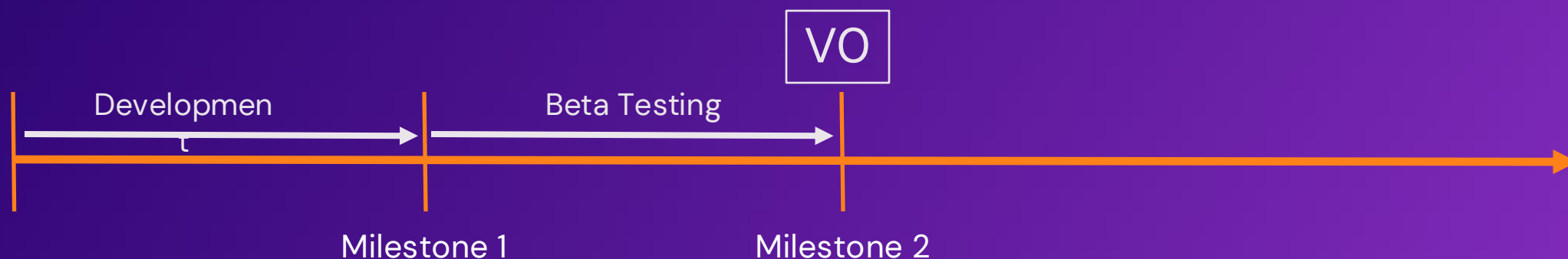
mlflow.library.autolog()



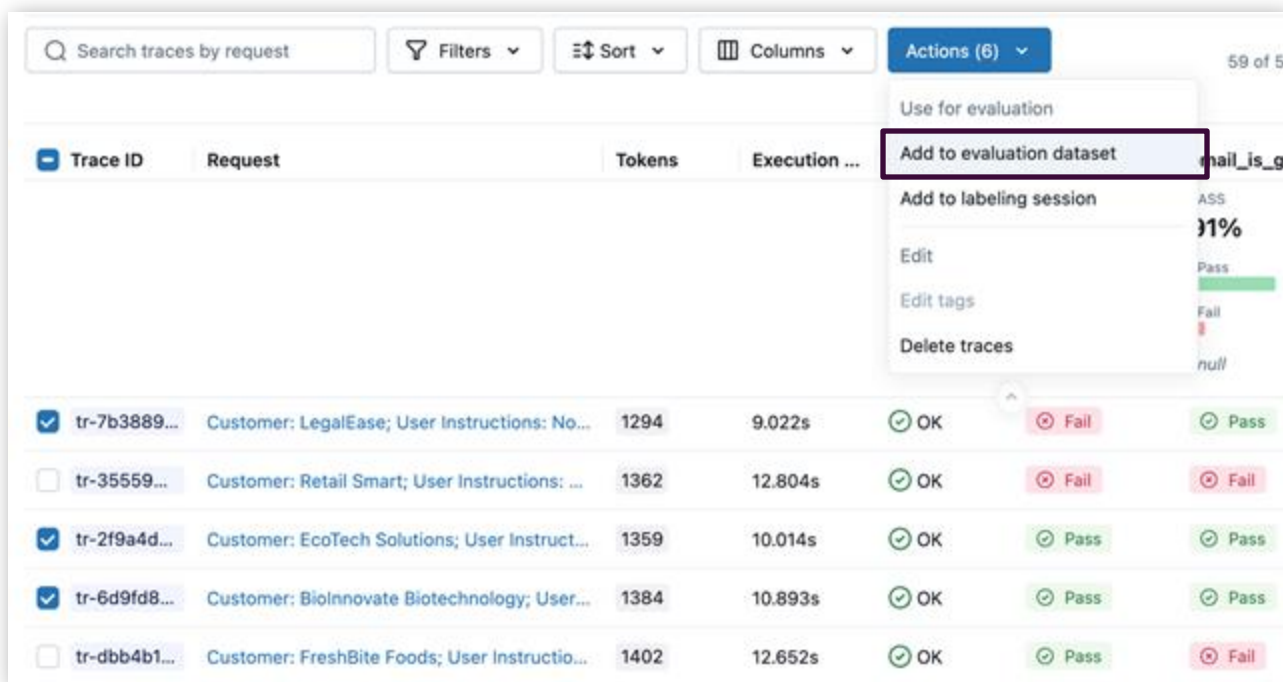
OpenTelemetry Traces

Challenge #2

如何在大规模场景下实现智能评估与问题定位?

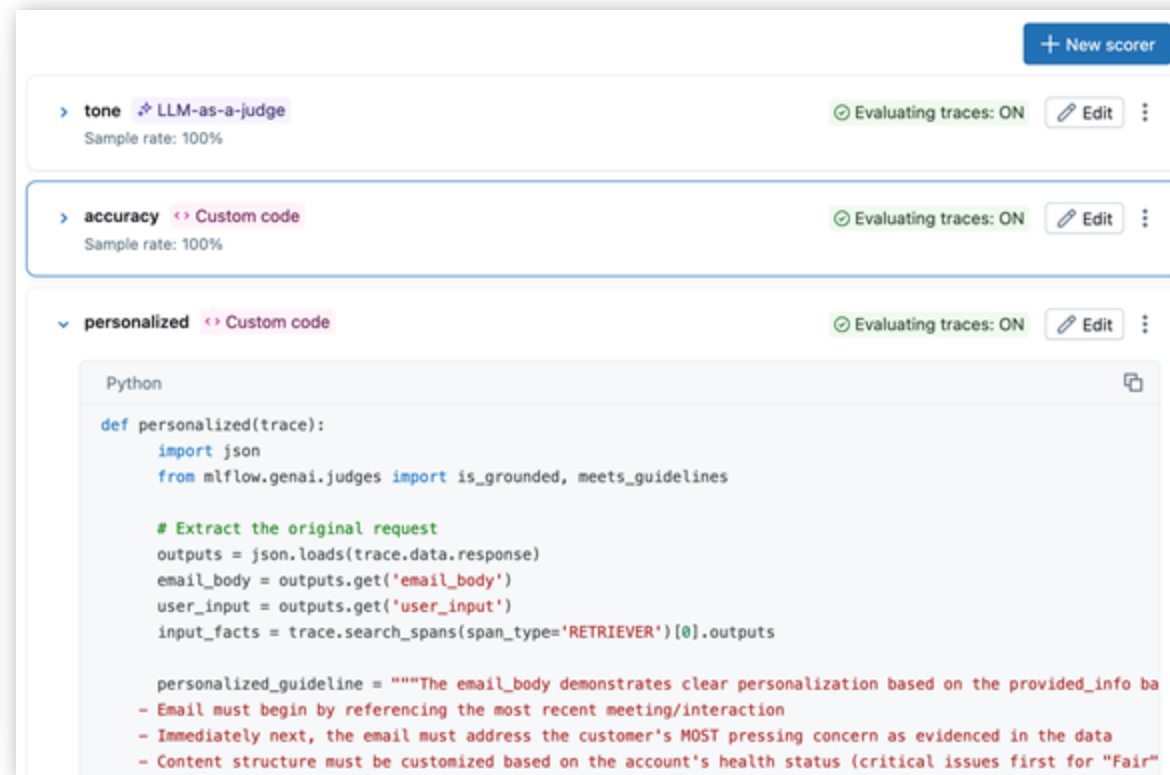


评估数据集与LLM自动评审规则 (LLM-as-judge)



Trace ID	Request	Tokens	Execution ...	mail_is_g
☒ tr-7b3889...	Customer: LegalEase; User Instructions: No...	1294	9.022s	OK
☐ tr-35559...	Customer: Retail Smart; User Instructions: ...	1362	12.804s	OK
☒ tr-2f9a4d...	Customer: EcoTech Solutions; User Instruct...	1359	10.014s	OK
☒ tr-6d9fd8...	Customer: BioInnovate Biotechnology; User...	1384	10.893s	OK
☐ tr-dbb4b1...	Customer: FreshBite Foods; User Instructio...	1402	12.652s	OK

从Trace中选取典型记录,
作为评估数据集



tone LLM-as-a-judge
Sample rate: 100%

accuracy Custom code
Sample rate: 100%

personalized Custom code
Evaluating traces: ON

```
Python
def personalized(trace):
    import json
    from mlflow.genai.judges import is_grounded, meets_guidelines

    # Extract the original request
    outputs = json.loads(trace.data.response)
    email_body = outputs.get('email_body')
    user_input = outputs.get('user_input')
    input_facts = trace.search_spans(span_type='RETRIEVER')[0].outputs

    personalized_guideline = """The email_body demonstrates clear personalization based on the provided_info ba
- Email must begin by referencing the most recent meeting/interaction
- Immediately next, the email must address the customer's MOST pressing concern as evidenced in the data
- Content structure must be customized based on the account's health status (critical issues first for "Fair"
```

可灵活配置的
LLM自动评审规则

LLM自动评审结果

● youthful-sheep-146

compare to baseline run

Search traces by request

Filters

Sort

Columns

6 of 6

Assessments (4/8)						
Request	Execution time	State	Correctness	document_recall	Relevance	retrieval_grounded...
			PASS 67%	AVG 0.67	PASS 100%	PASS 100%
			Pass 67% Fail 33%	0 1	Pass Fail	
What attributes do customers appreciate about the Watermelon-...	8.239s	OK	Pass	1	Pass	
What do customers appreciate about the Grape flavor?	13.423s	OK	Pass	0	Pass	
What do customers dislike about the Berry flavor of Boost energ...	17.102s	OK	Pass	1	Pass	
What do customers like about the Watermelon-Cucumber craft s...	12.022s	OK	Fail	0	Pass	
What do customers like about the Watermelon-Cucumber juice fl...	17.199s	OK	Pass	1	Pass	
Why did the customer find the Watermelon-Cucumber craft soda...	9.896s	OK	Fail	1	Pass	

email_is_grounded
✔ Yes

personalized
✘ No

databricks

Span

stream_generate_email_with_retrieval

Feedback

✘ No

Rationale

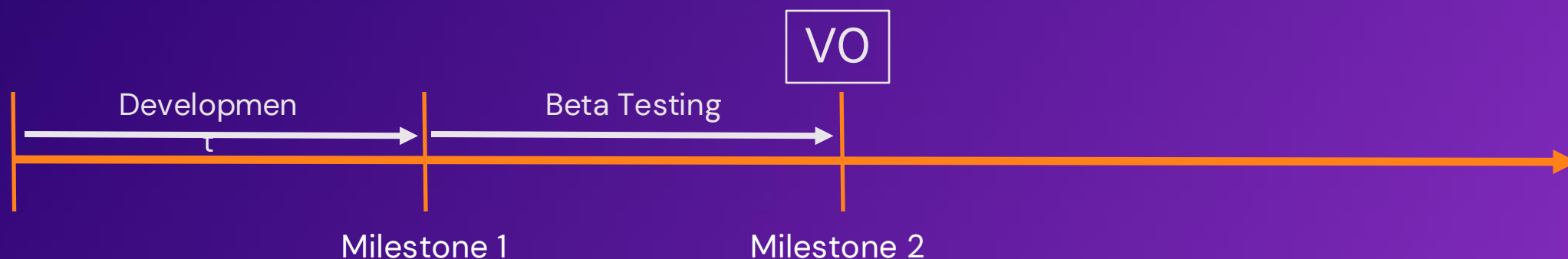
: 1. The email begins by referencing the most recent meeting/interaction, which is the performance review meeting from last Friday. This satisfies the first rule. 2. The email addresses the customer's pressing concerns by mentioning the action items identified during the meeting, which include training needs, user feedback, and system upgrades. This satisfies the second rule. 3. The account's health status is 'Fair', and the email addresses critical issues first by discussing the action items and the pending support ticket. This satisfies the third rule. 4. The email uses industry-specific language related to biotechnology, such as 'user

点击各个追踪记录，查找性能瓶颈

Challenge #3

我们的修复...

1. 是否解决了问题?
2. 没有引起新的问题?

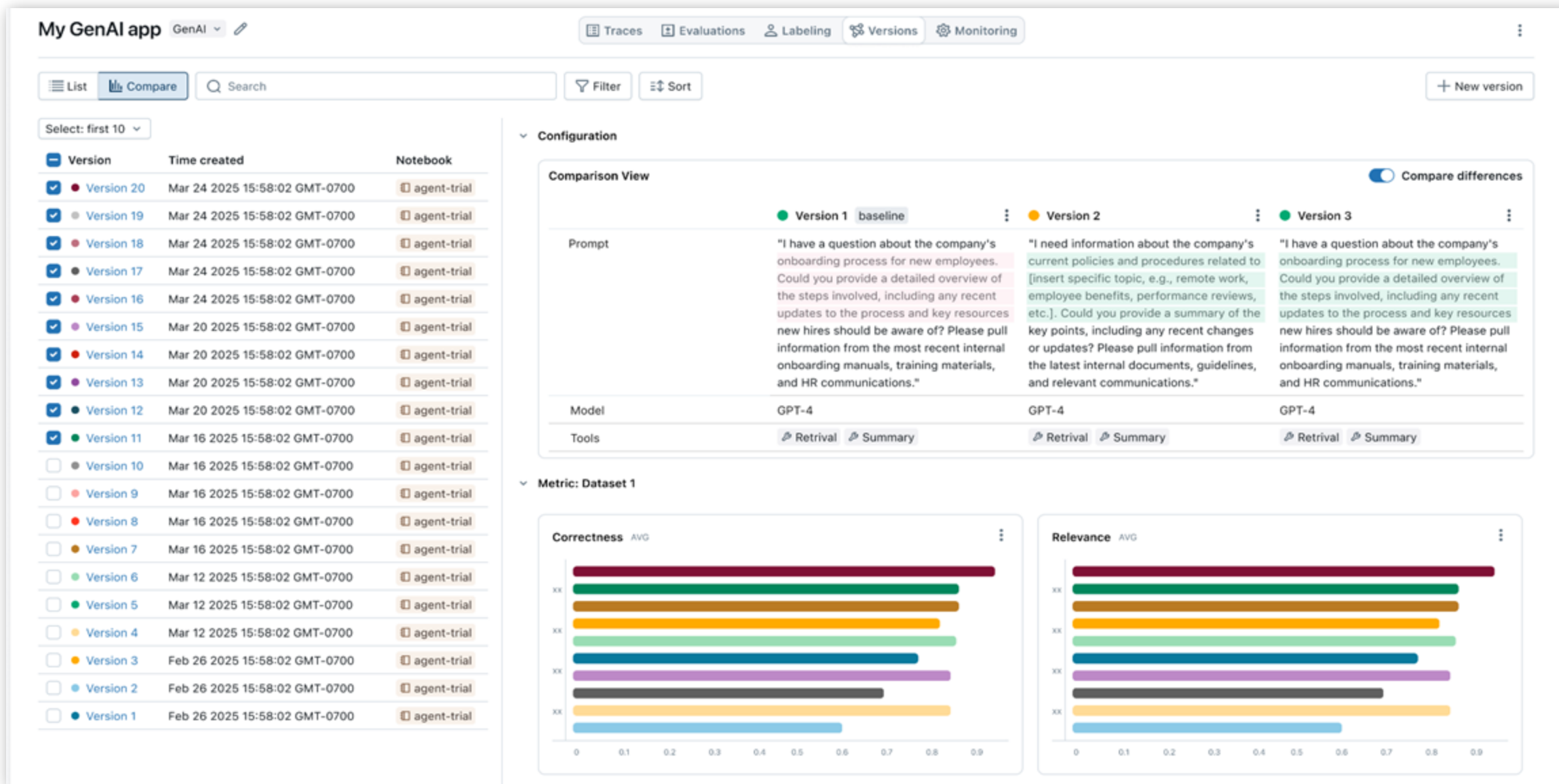


评估结果对比

可同时查看两个版本的评估结果差异

						Assessments (4/5)			
						accuracy	email_is_ground...	personalized	relevance
						PASS 80% +80%	PASS 100% +20%	PASS 20% -80%	PASS 80% -20%
						Pass +80%	Pass +20%	Pass -80%	Pass -20%
						Fail -80%	Fail -20%	Fail +80%	Fail +20%
Customer: BrewMasters Co.; User Instructio...	tr-94cb6af13...	Hi Daniel, I hope you're doing well! I wanted to f...	1545	9.024s	OK	Pass ↗	Pass	Fail ↘	Pass
	tr-8c425860...	Hi Daniel, Thank you for our introductory call on...	1329	9.116s	OK	Fail	Pass	Pass	Pass
Customer: LegalEase; User Instructions: No ...	tr-464c5a03...	Hi Mark, I hope you're doing well. I wanted to fo...	1488	8.156s	OK	Pass ↗	Pass	Fail ↘	Pass
	tr-7b38893b...	Hi Mark, Thank you for our productive monthly ...	1294	9.022s	OK	Fail	Pass	Pass	Pass
Customer: AeroDynamics; User Instructions:...	tr-2c48b920...	Hi Samuel, I hope you're doing well. I wanted to...	1497	10.62s	OK	Pass ↗	Pass	Fail ↘	Pass
	tr-e17afa414...	Hi Samuel, I hope you're doing well. I wanted to...	1304	9.993s	OK	Fail	Pass	Pass	Pass
Customer: Retail Smart; User Instructions: N...	tr-c2c25a9d...	Hi Robert, I hope you're doing well. I wanted to ...	1572	12.192s	OK	Pass ↗	Pass ↗	Fail ↘	Pass
	tr-3555936c...	Hi Robert, I hope you're doing well. I wanted to ...	1362	12.804s	OK	Fail	Fail	Pass	Pass
Customer: ShopSmart Retail; User Instructio...	tr-3d70d516...	Hi Rachel, I hope you're doing well. I wanted to ...	1577	10.544s	OK	Fail	Pass	Pass	Fail ↘
	tr-87f00c92...	Hi Rachel, I hope you're doing well. I wanted to ...	1376	10.647s	OK	Fail	Pass	Pass	Pass

对比提示词与智能体版本



Human & AI Judge Feedbacks

SummaryDetail view

View Timeline

DefaultJSON

Inputs

User

Why did the customer find the Watermelon-Cucumber craft soda refreshing?

Outputs

Assistant

Customers found the Watermelon-Cucumber craft soda refreshing due to its perfectly balanced flavor, combining crisp cucumber with sweet watermelon.[^rAQ1-1] It is described as light and not too sweet, making it an ideal post-workout or post-game drink.[^rAQ1-2] Additionally, its hydrating and revita...

See more

usage

```
1 {
2   "prompt_tokens": 0,
3   "completion_tokens": 0,
4   "total_tokens": 0
```

Assessments

correctness

> ☒ Yes

relevance_to_query

> ☒ Yes

Expectations

expected_facts

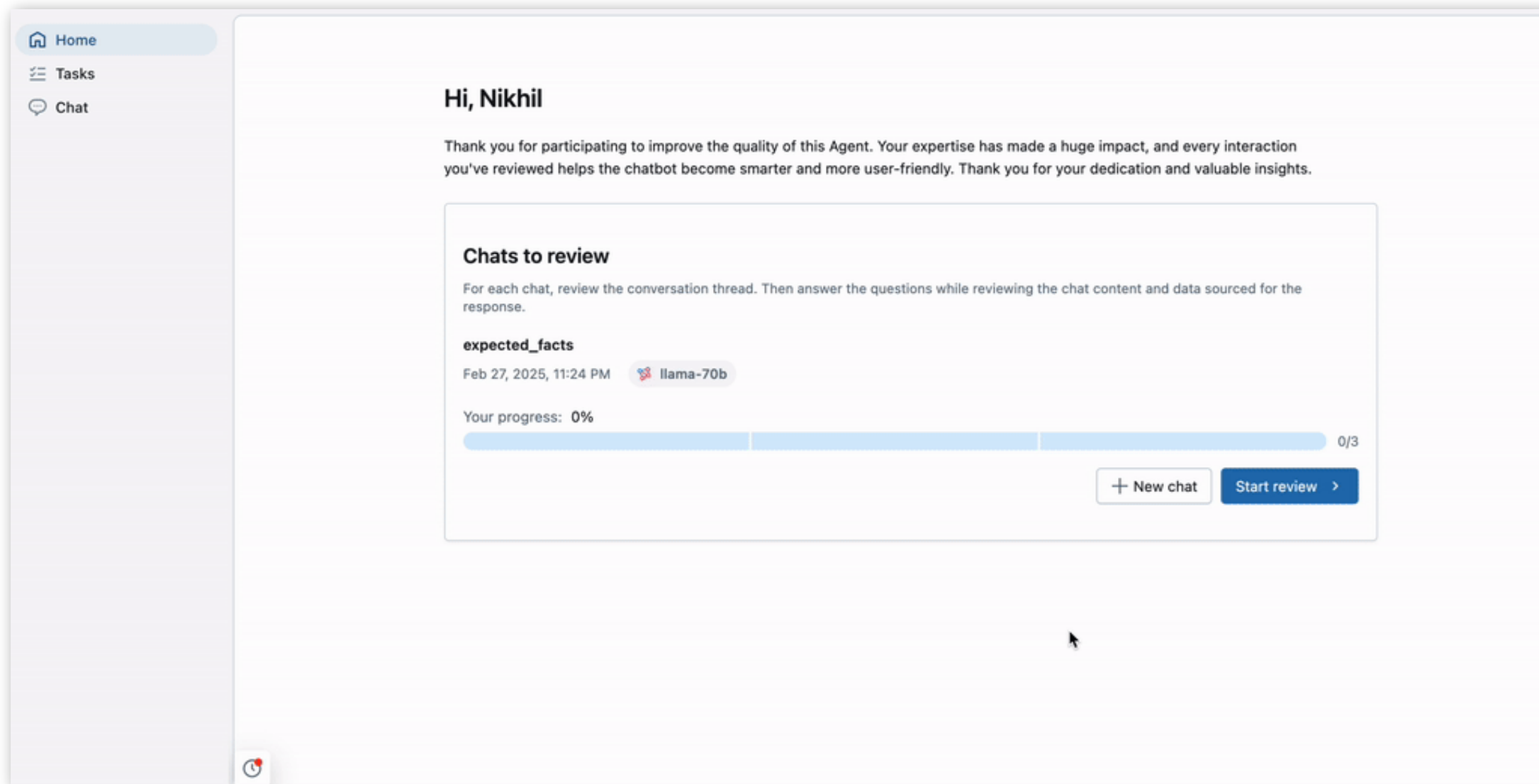
The soda had a cooling effect.

It was a hot day when the soda was c...

expected_retrieved_context

{"doc_uri": "bf8e20dc-9954-48c7-...

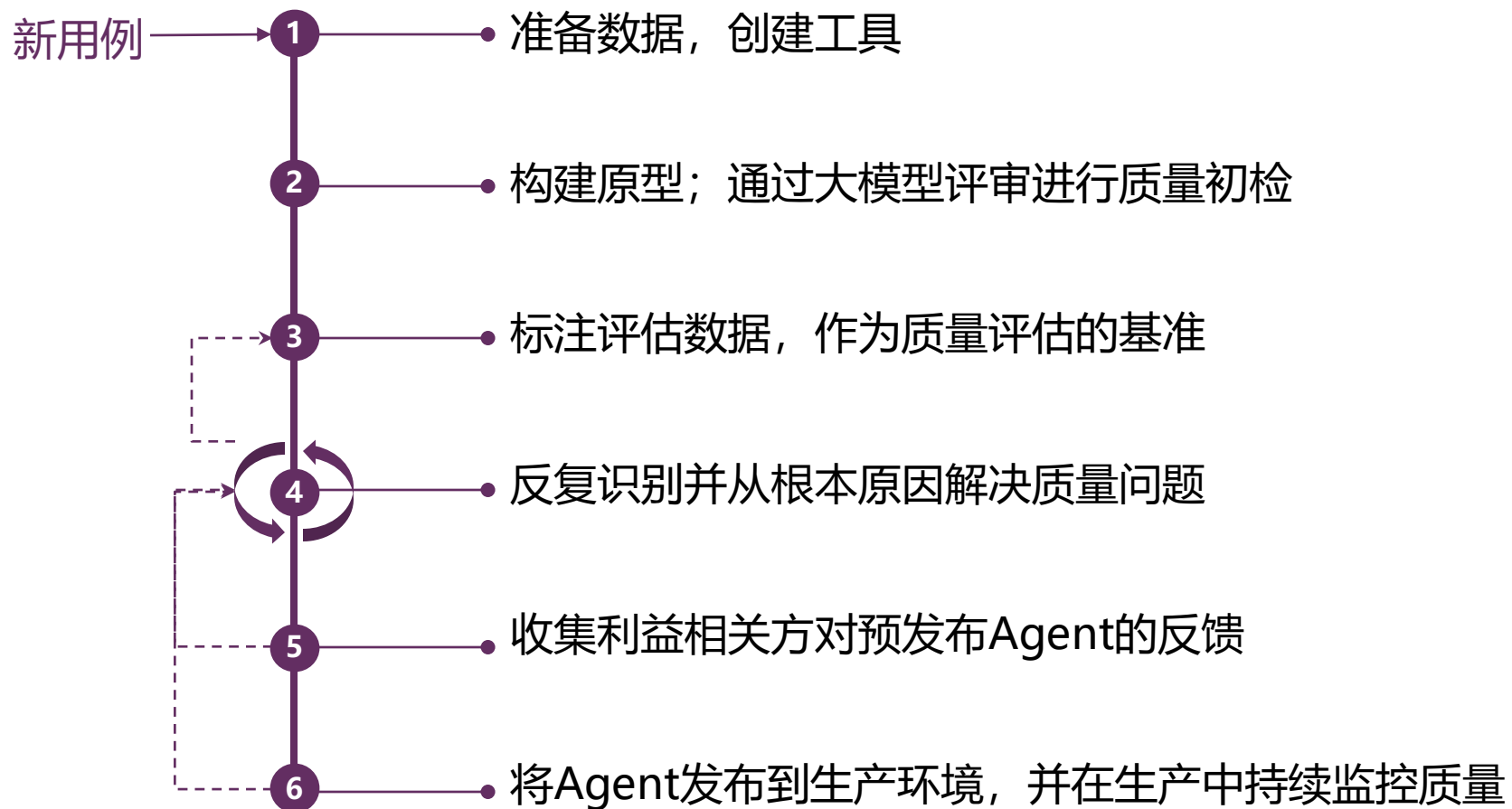
+ Add new assessment



Lakehouse Monitoring



► 高质量GenAI应用落地的步骤总结



智能营销创意助手

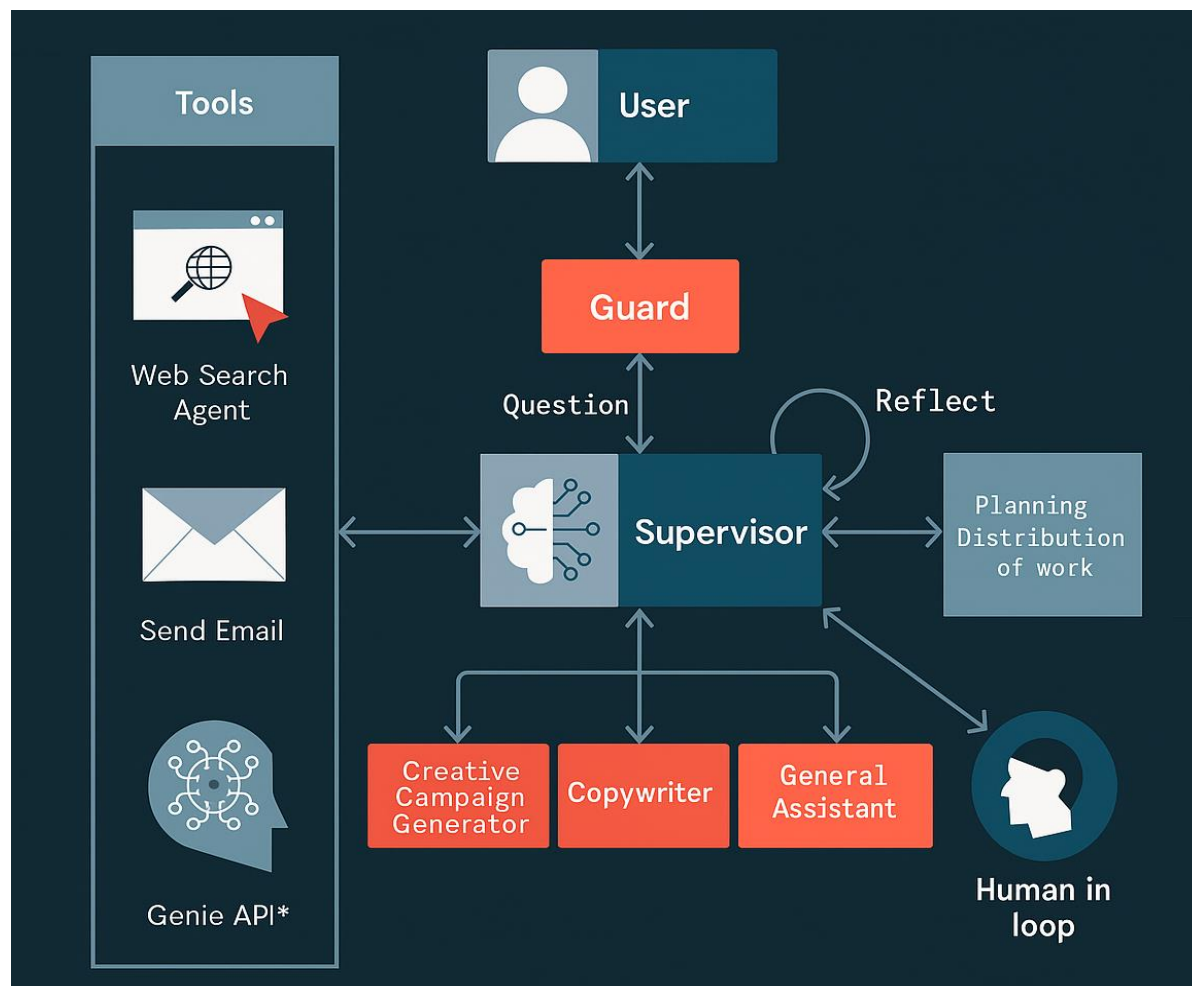


原本每次需要花费数小时的创意工作，现在只需几分钟就能完成。

核心能力：

- **智能反思与质量控制**
系统中的监督代理会主动规划、复核任务步骤，并对输出内容进行二次检查，确保结果准确且符合活动要求。
- **实时信息获取与趋势监测**
通过网页搜索代理持续收集外部趋势与竞争情报，确保营销创意始终新颖且差异化。
- **人机协同的质量保障机制**
在内容生成各阶段可引入人工审核与干预，保证输出的合规性、真实性与品牌一致性。
- **全流程安全防护**
在输出前自动过滤敏感、违规或不当内容（如有害语言、隐私信息等），构建可信、安全的生成体系。

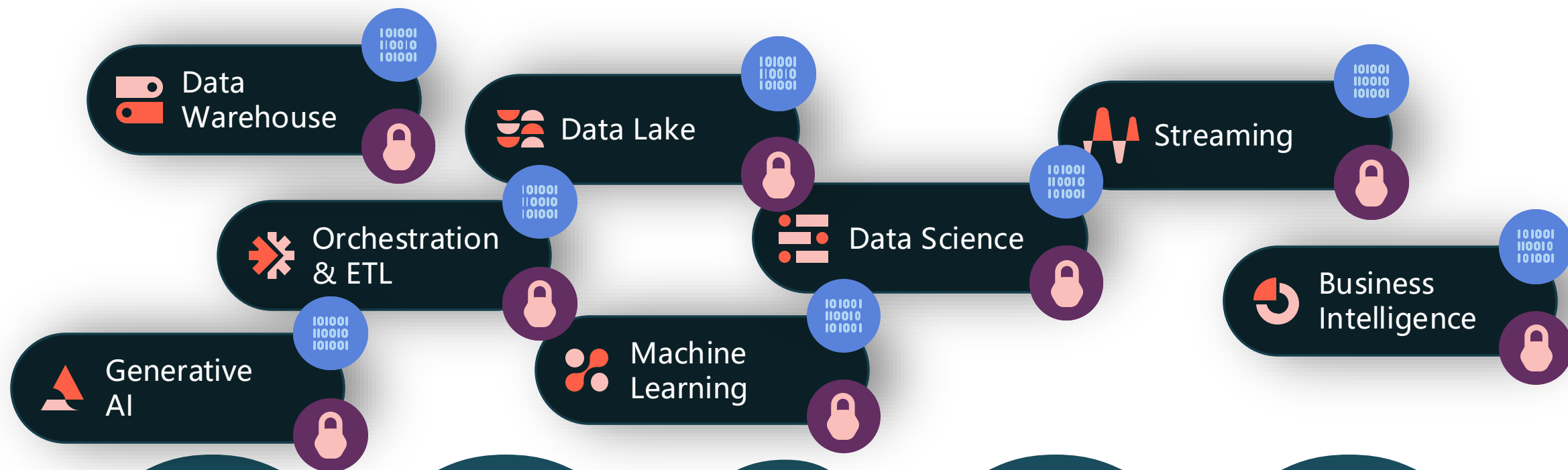
<https://www.databricks.com/blog/how-7-eleven-inc-built-game-changing-genai-creative-assistant-marketing-mosaic-ai>



PART 03

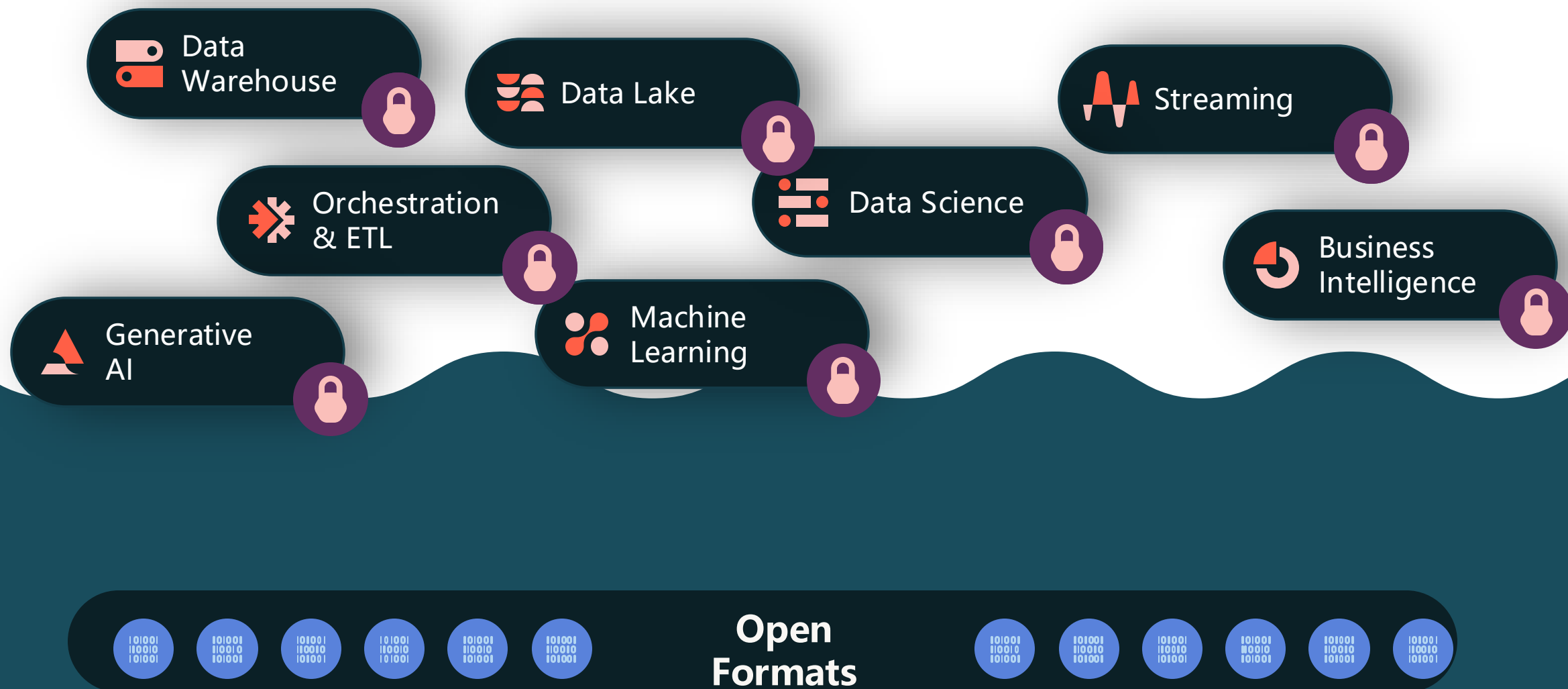
Databricks如何加速AI落地

数据与AI资产的碎片化



数据与治理的孤岛
无扩张性的淘汰技术
复杂性的噩梦

▶ 数据与AI资产的碎片化



▶ 数据与AI资产的碎片化



Data Warehouse



Data Lake



Streaming



Orchestration & ETL



Data Science



Business Intelligence



Generative AI



Machine Learning



Unified Governance



Open Formats





Data Intelligence Platform



 **Agent Bricks**
Agentic AI

 **DB SQL**
Data warehousing

 **Lakebase**
Transactional database

 **AI/BI**
Business intelligence

 **Lakeflow**
Ingest, ETL, streaming

 **Apps**
Secure data & AI apps

 **Mosaic AI**
End-to-end ML/AI

 **Lakehouse**



 **Unity Catalog**



 **DELTA LAKE**

ICEBERG



databricks Lakeflow

开箱即用的connector



轻松连接关键数据源



Pipeline



轻松实现可靠的数据管道

作业流程(Jobs)

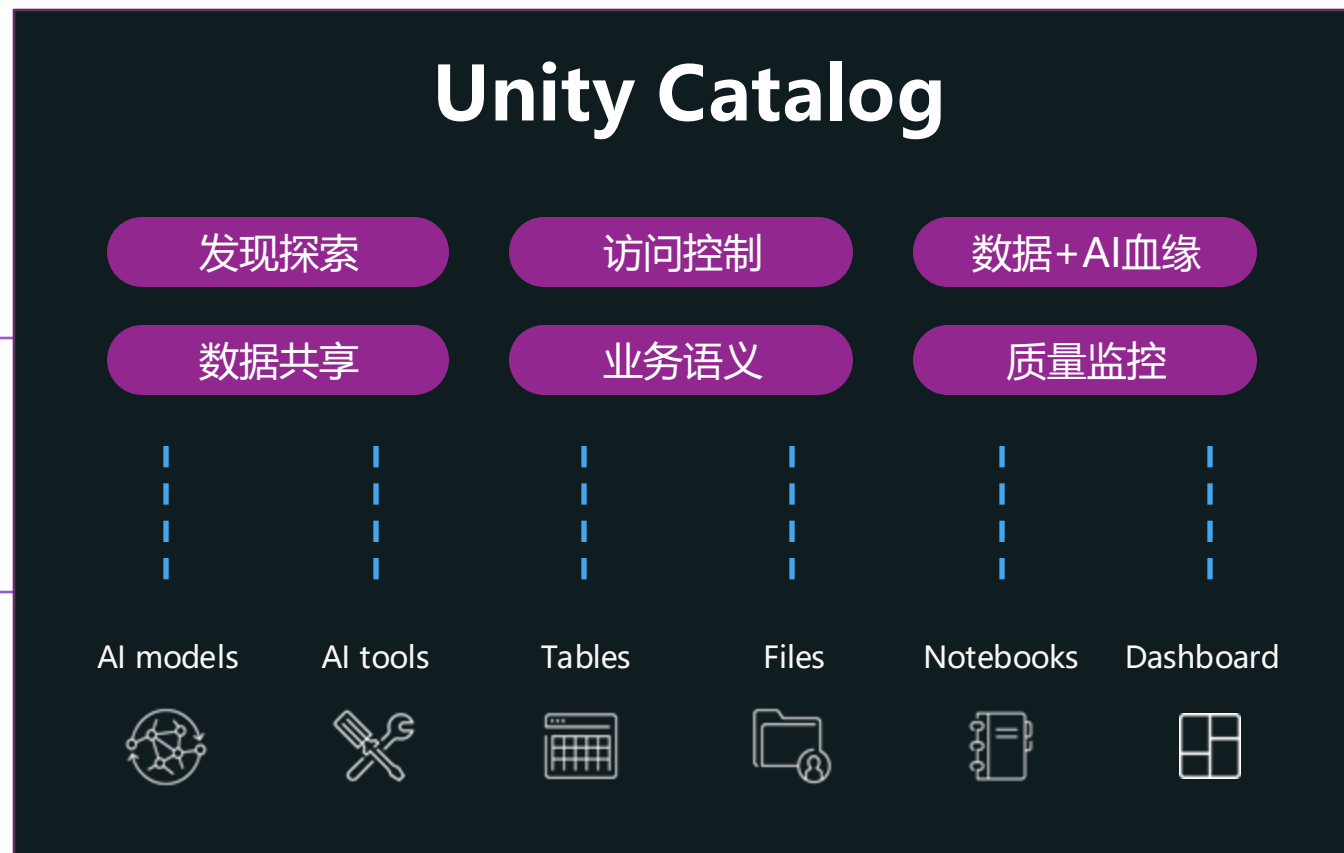


分析和AI的统一编排

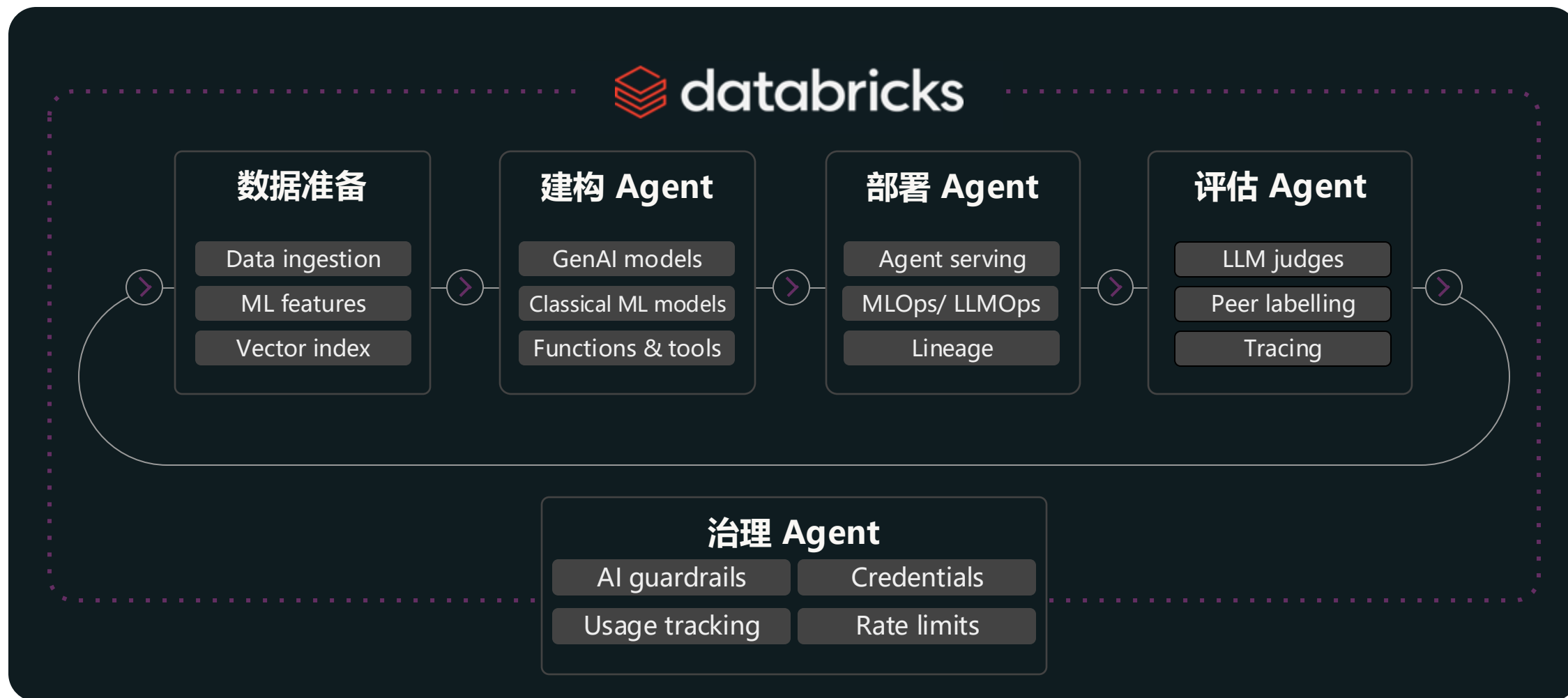
▶ 数据与AI资产的统一治理

一体化能力，
覆盖全场景需求

统一治理，
全面掌控数据资产

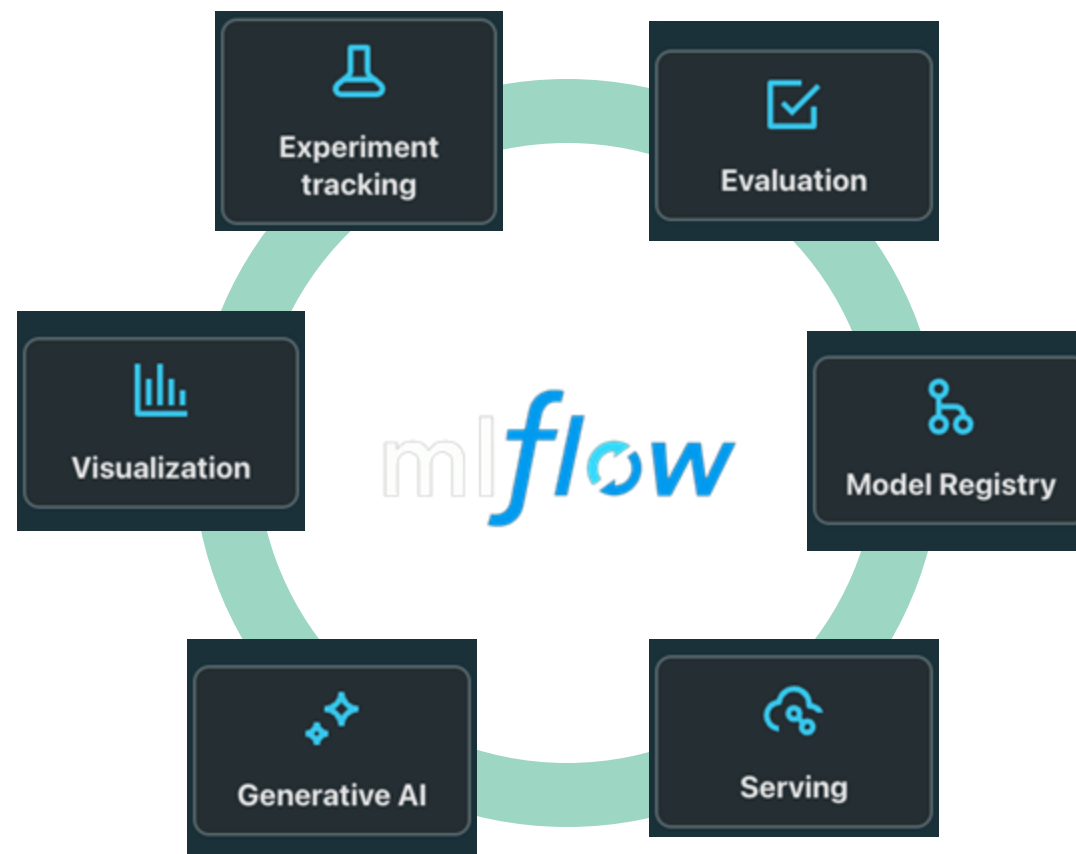


▶▶ 一个统一的平台来构建 Agent 系统



Classic ML and GenAI

一个覆盖机器学习全生命周期的开源平台
由 Databricks 与全球 ML 社区联合打造
已内置于 Databricks ML Runtime
致力于推动生成式 AI 从开发到生产的落地
与运营



实现复合人工智能系统：对所有需要服务的模型进行综合管理



► 在一个平台上实现模型的多样化选择

我们是唯一——一个在同一平台上同时提供 **OpenAI, Anthropic 和 Gemini** 的平台。

	 GPT 5	 Gemini	 Claude
Databricks			
GCP			
AWS			
Azure			



▶ Databrick在AI方面的差异化要素

数据 + AI 一体化

统一治理

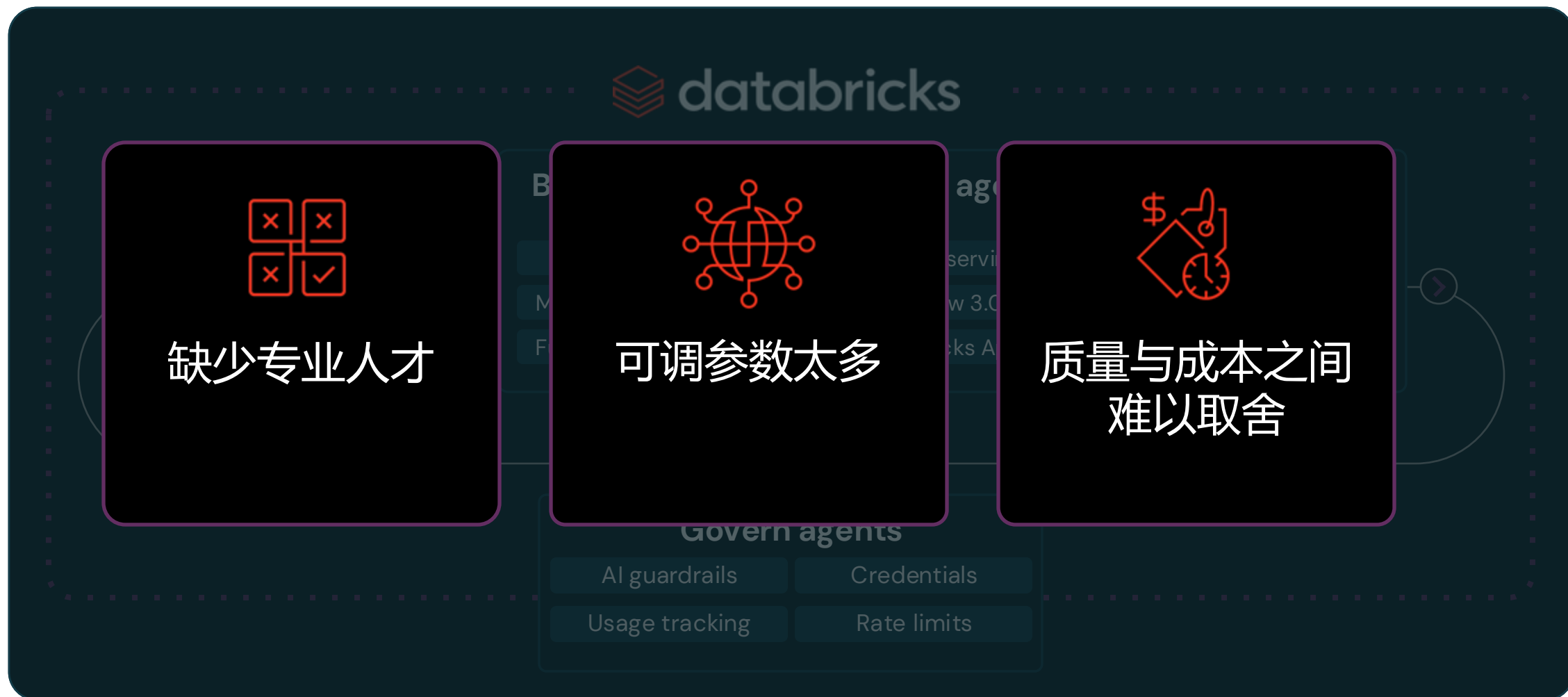
质量提升（评估与监测）

快速迭代

多云多模型

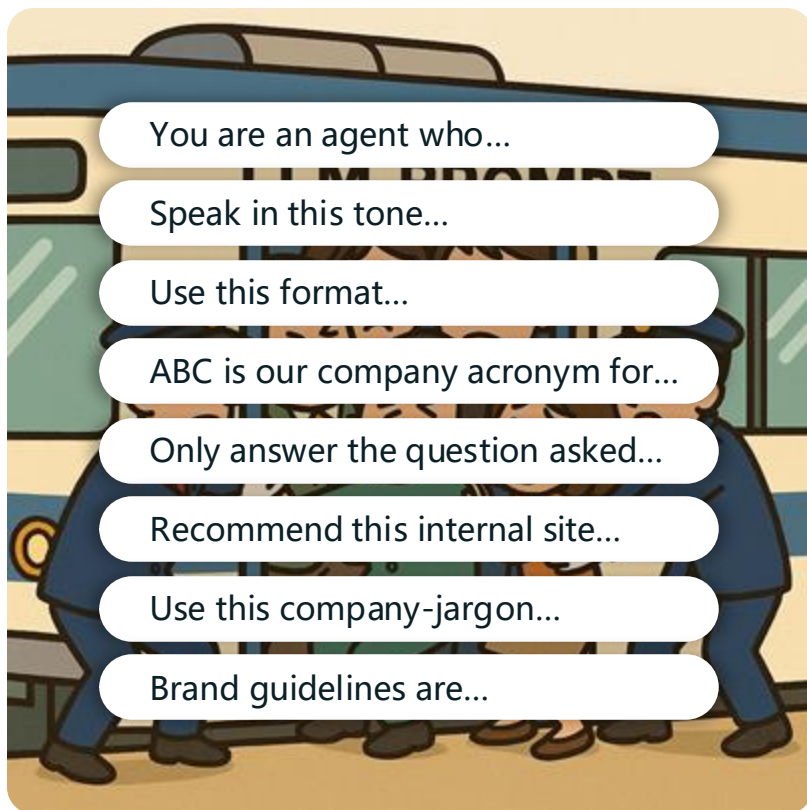


▶▶ 今天建立起 Agent 1.0 还是具有挑战性

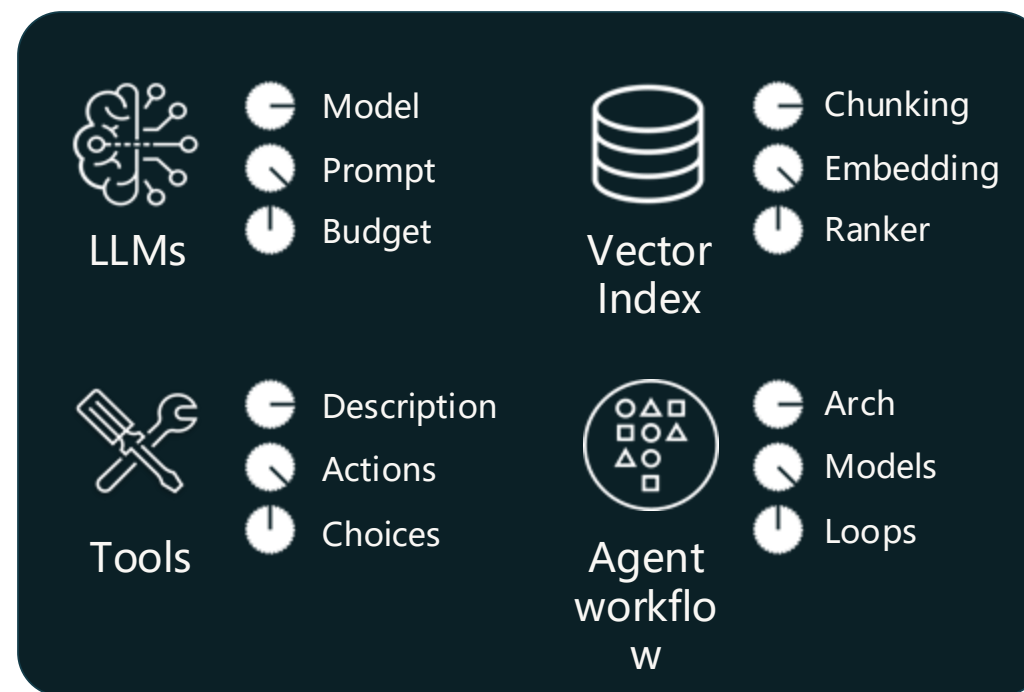


►影响结果的参数太多...

大模型提示词工程



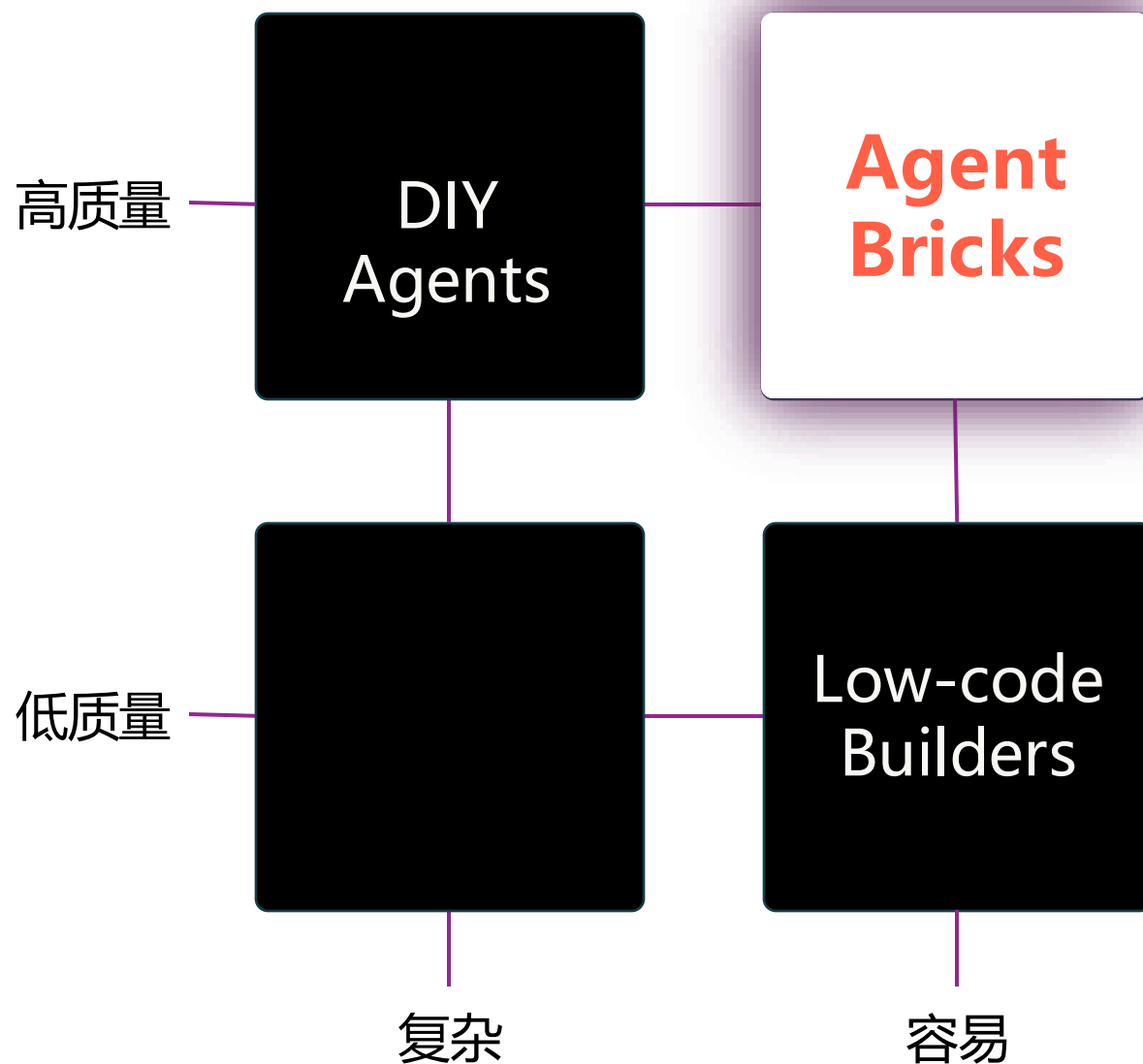
智能体有太多可调节组件...



反馈往往是👍/👎



▶ 有没有更容易的智能体?



PART 04

Agent Bricks: 简单打造生产级智能体

基于企业数据的生产就绪智能体

1

明确您的任务

Give us your data
and tell us the task

2

基于您企业数据优化

We build you the best
agent system on
quality vs. cost

3

持续改进

We help you get to
quality with **Agent
Learning on Human
Feedback (ALHF)**

e.g. 帮我分析每天全球关税战的新闻，列出日期、国家，总结，并判断舆情。



Powered by Databricks Mosaic AI Research



持续增加中...

信息提取Agent - *Batch*

Problem: Data is buried

Value: Turn unstructured text into structured fields like names, dates, and entities—no labeled data needed.

定制化大模型Agent - *Batch*

Problem: Teams rely on generic models or manual effort to tailor text for their domain.

Value: Transform text for tasks like summarization, classification, or rewriting—optimized for your industry.

知识助手Agent - *RAG*

Problem: Chatbots give vague or incorrect answers

Value: Deliver fast, accurate answers grounded in your enterprise data.

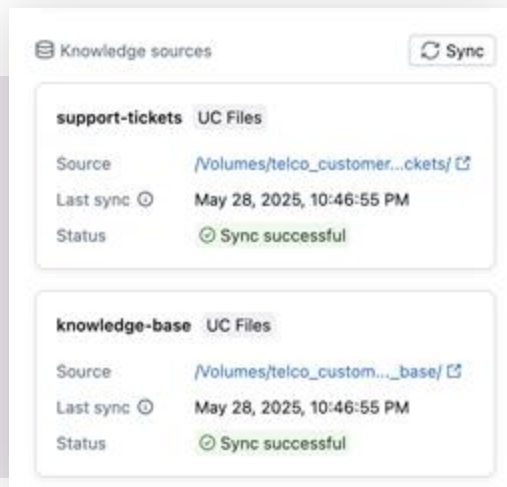
多代理协调

Problem: Complex tasks break down when a single model tries to do everything at once.

Value: multi-agent system with higher-quality results with less manual debugging or retraining

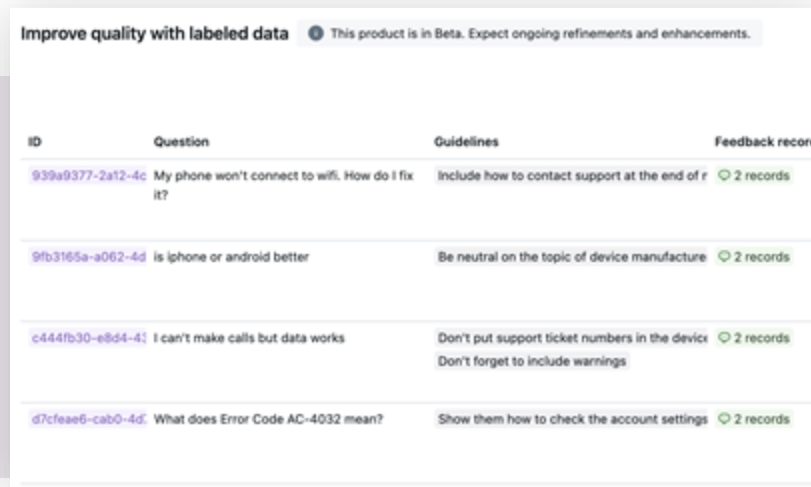


▶使用Agent Bricks知识助手，快速找到你想要的答案



全托管的端到端数据接入

从原始文件到可分析的数据表，
整个数据接入流程全程自动完成。



内置智能体学习与评估机制

通过收集专家反馈，
不断优化模型表现

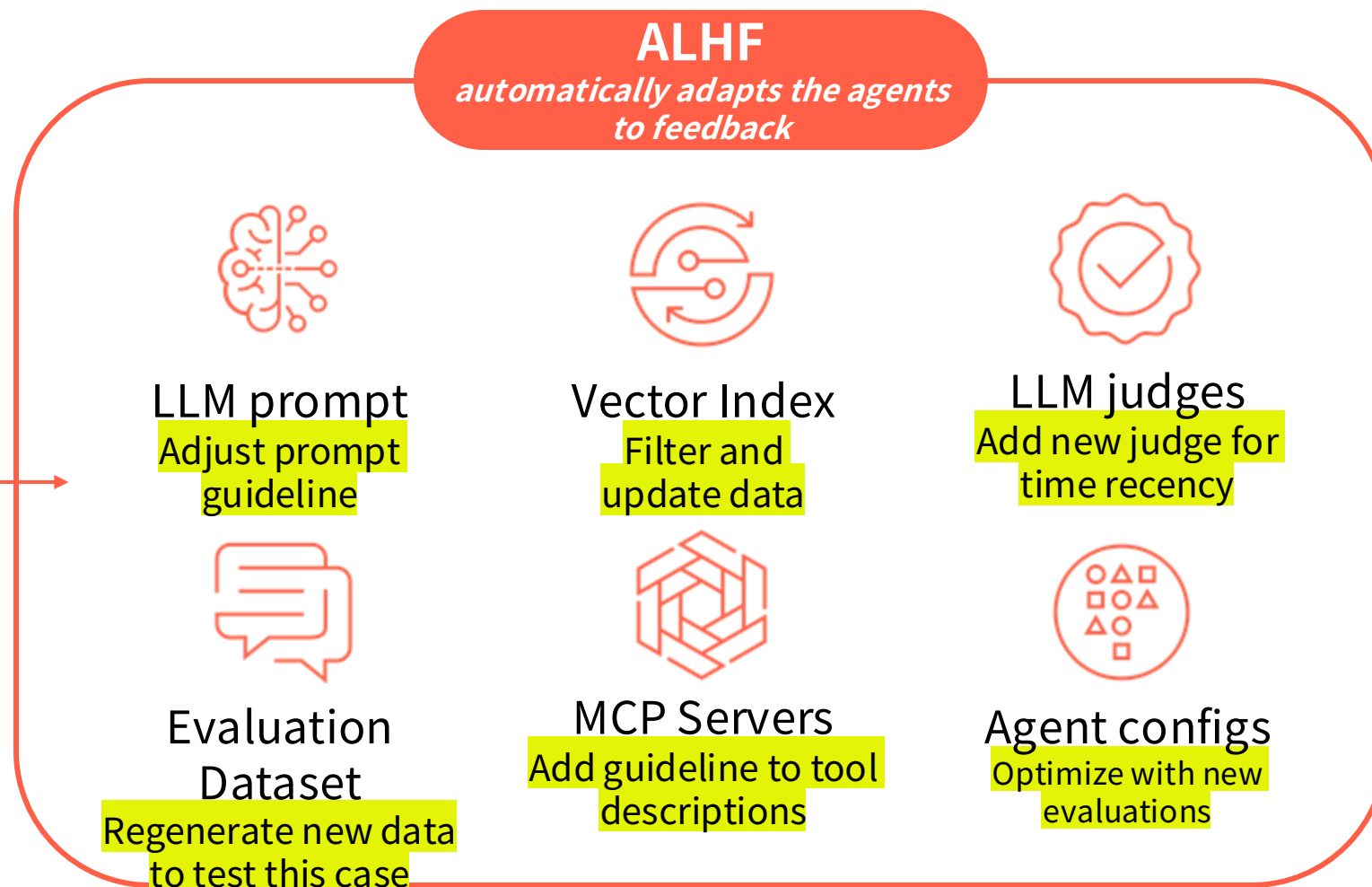


开箱即用、可扩展的端点服务

可轻松嵌入任意位置
——包括 Databricks Apps中



“Adjust the answers to ignore data from before May 1990”



更高质量的知识助手



无论是在由LLM评审 (LLM-as-judge) 的结果中，还是在人类评估的准确性指标上，Agent Bricks 的表现均显著超越了我们最初的开源版本。

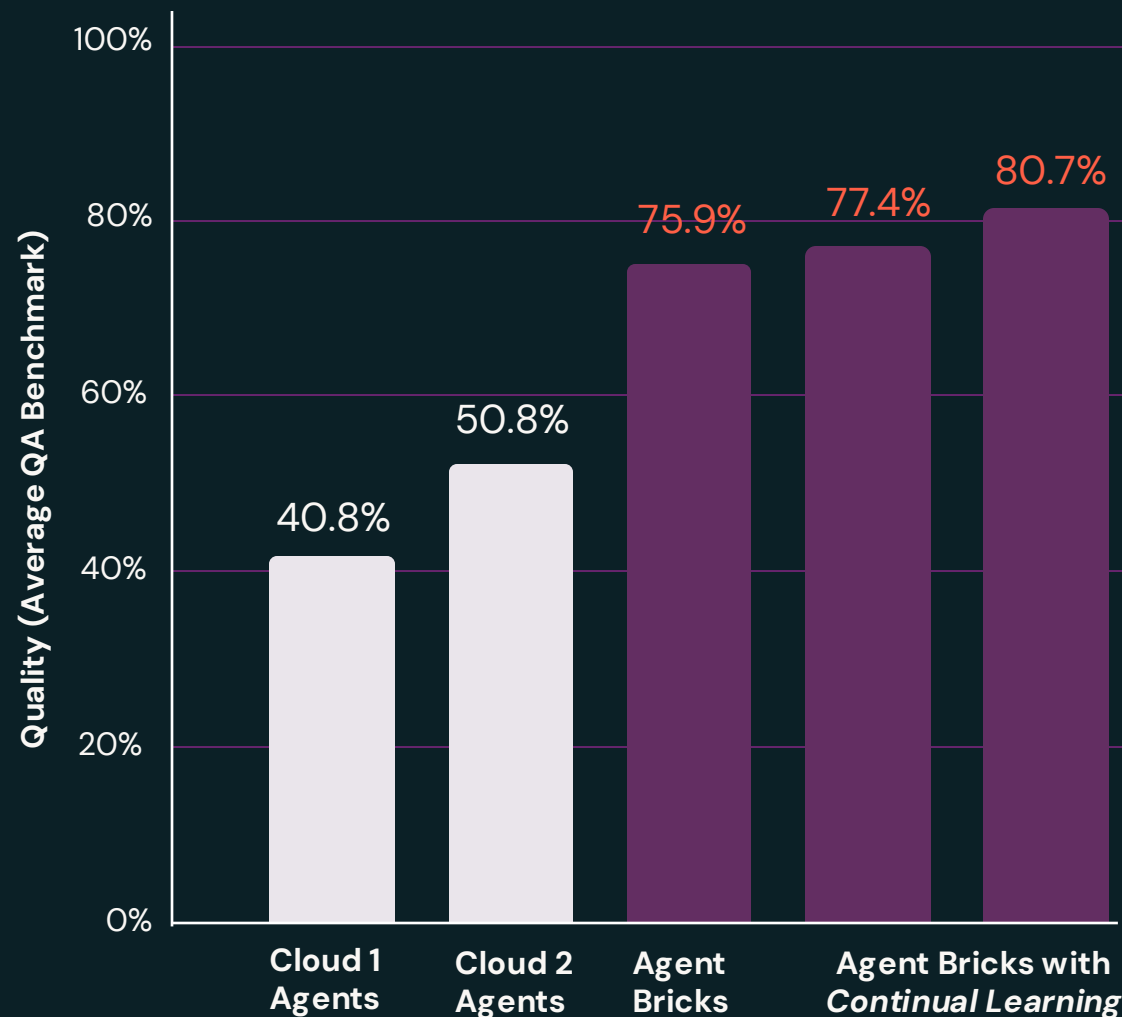


Joel Wasson

Manager Enterprise Data & Analytics



Hawaiian
Electric



Agent Bricks优化结果

Recents

Catalog

Jobs & Pipelines

Compute

Discover

Marketplace

SQL

SQL Editor

Queries

Dashboards

Genie

Alerts

Query History

SQL Warehouses

Data Engineering

Job Runs

Data Ingestion

AI/ML

Playground

Agents Beta

Improve qualityQuality reportOptimizations

Optimization finished successfully

Your Optimized Agent is ready.

We swept methods and configurations using your task, guidelines, and data to get you a more cost-effective Agent.
Test and deploy to production.

Summary

We generated a comparison between the Optimized Agent and a snapshot of your baseline Agent when Optimization was started. You can manually test to see improvements and then deploy the new Optimized Agent to the endpoint.

	Optimized Agent	Baseline Agent
Overall Quality	89.0% ↑ +18.4%	75.2%
Cost per Request	\$ ↓ -69.1%	\$\$
Throughput	19000.0 tok/s ↑ +2735.8%	670.0 tok/s

Deploy Agent

信息提取的成本与质量

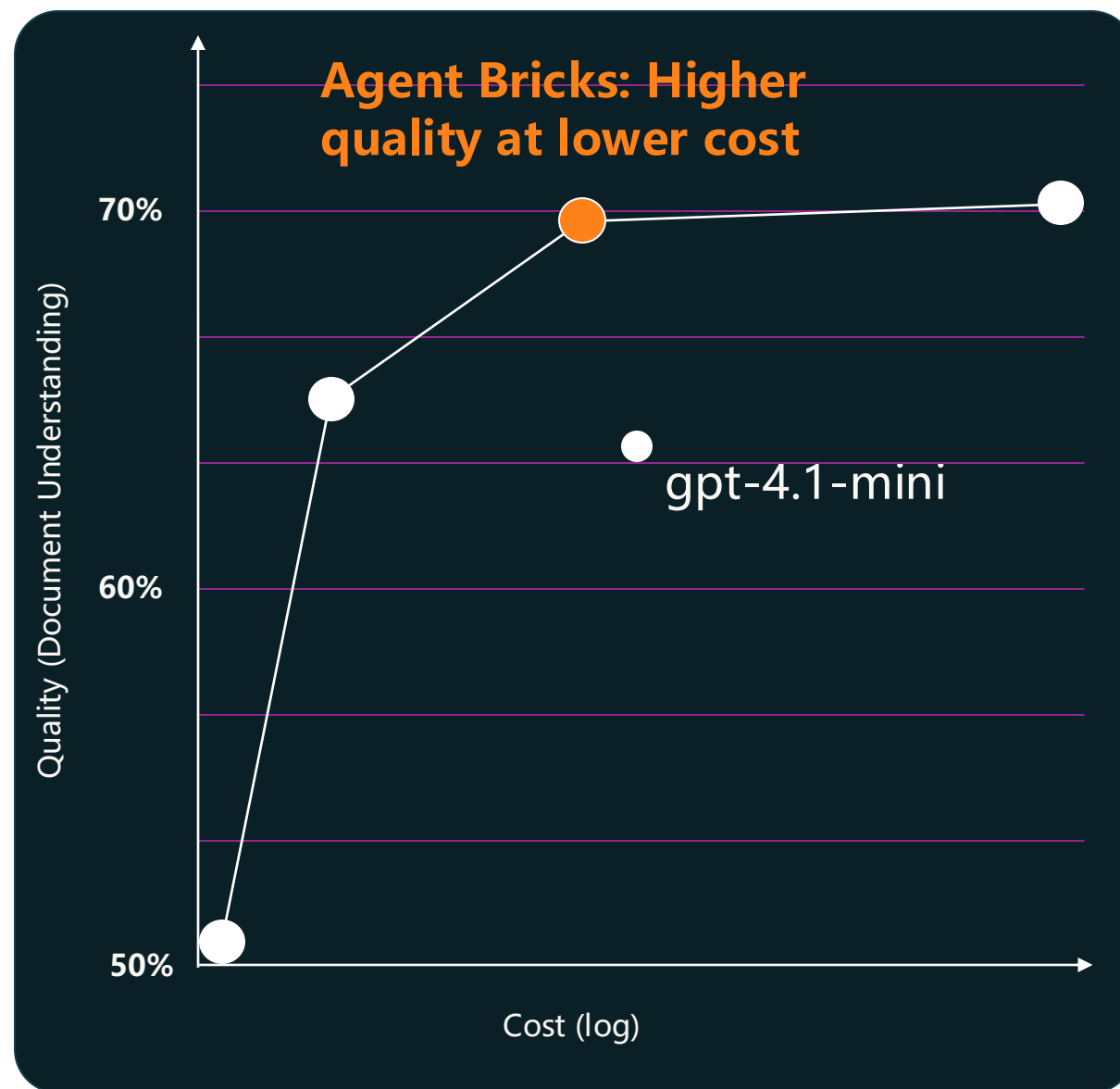


使用 Agent Bricks 后，我们的团队在无需编写一行代码的情况下，成功解析了 **40 万余份临床试验文档**，并自动提取出结构化数据要素。



Joseph Roemer

Head of Data & AI, Commercial IT
AstraZeneca



- **通过一体化平台降低复杂度**

LLMOps 的复杂度远高于传统 MLOps。随着提示词管理、多智能体编排、评估和安全等环节的增加，**分散工具的组合难以应对快速膨胀的系统复杂度**。一体化平台更能让AI系统可控、可扩展、可治理。

- **以评估为先的开发思维**

在构建之前即定义与业务目标对齐的评估标准，采用 多维度质量评估 (e.g.相关性、安全性、事实准确性) 与 **LLM自动评审** (LLM-as-judge) **实现持续验证**。

- **人机协作与反馈闭环**

在开发全流程中建立与领域专家 (SMEs) 和终端用户的反馈机制，形成**持续优化的 Human-in-the-loop 协作闭环**，确保系统不断进化。

- **统一治理与可追溯性**

通过统一目录 (如 Unity Catalog) 实现 **数据与AI资产的一体化治理**，确保从原始数据到输出结果的端到端溯源与访问控制一致性。

- **经济与效率并重的运营策略**

在保证质量和合规的前提下，优化 Token 成本、响应延迟与算力效率，实现智能系统的可持续与可扩展运行。



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——1000+ 技术团队的选择



NiDD 峰会

NiDD 峰会 上海站

AI+研发数字峰会

时间: 2026.05.22-23

NiDD 峰会 北京站

AI+研发数字峰会

时间: 2026.08.21-22

NiDD 峰会 深圳站

AI+研发数字峰会

时间: 2026.11.20-21



AiDD峰会详情

NiDD × AI+产品峰会

NiDD × 上海站

AI+产品创新峰会

时间: 2026.01.16-17

NiDD × 北京站

AI+产品创新峰会

时间: 2026.08.23-24



产品峰会详情



2026 AI+ PRODUCT INNOVATION SUMMIT

01.16-17 · ShangHai

AI+产品创新峰会



Track 1: AI 产品战略与创新设计

从0到1的AI原生产品构建

论坛1: AI时代的用户洞察与需求发现

论坛2: AI原生产品战略与商业模式重构

论坛3: Agentic AI产品创新与交互设计

2-hour Speech: 回归本质



用户洞察的第一性

——2小时思维与方法论工作坊

在数字爆炸、AI迅速发展的时代，
仍然考验“看见”的“同理心”



Track 2: AI 产品开发与工程实践

从1到10的工程化落地实践

论坛1: 面向Agent智能体的产品开发

论坛2: 具身智能与AI硬件产品

论坛3: AI产品出海与本地化开发

Panel 1: 出海前瞻



“出海避坑地图”圆桌对话

——不止于翻译:

AI时代的出海新范式



Track 3: AI 产品运营与智能演化

从10到100的AI产品运营

论坛1: AI赋能产品运营与增长黑客

论坛2: AI产品的数据飞轮与智能演化

论坛3: 行业爆款AI产品案例拆解

Panel 2: 失败复盘



为什么很多AI产品“叫好不叫座”?

——从伪需求到真价值:

AI产品商业化落地的关键挑战

智能重构产品 数据驱动增长
Reinventing Products with Intelligence, Driven by Data

80+

业界大咖

汇聚产品大咖的真知灼见

40+

创新案例

开拓全新AI+产品视角

10+

分论坛

涵盖产品到商业增长的全链路

800+

听众规模

共同探索产品的智能重构



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第8届 AI+ 研发数字峰会
AI+ Development Digital Summit

感谢聆听!

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