



5Jewels Research (5JR) Global Press Release

“Elon Musk-Twitter Deal Requires A.I. Tech. For De-Spamming”-Analyst

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Digital Platform spamming is not a new phenomenon in the Internet World, but recently it has come under spotlight as a possible deal breaker for the World’s most talked about Elon Musk’s Twitter acquisition deal, which was approved by the Twitter’s Board last month, when Elon Musk announced that his [\\$44 Billion Twitter deal is ‘On Hold’](#) due to large fake and spamming accounts on the Twitter.

Analyst ‘5Jewels Research’ (5JR) believes that Elon Musk-Twitter Deal Requires A.I. (Artificial Intelligence) Tech. For De-Spamming the Twitter Platform which may paves the way for this \$44 Billion deal execution.

Giving his Analyst perspectives on the recent developments in this Elon Musk-Twitter deal, **Chief Analyst of 5Jewels Research Mr [Sumant Parimal](#)** has said “Spamming is not a new thing for the digital platforms on internet including social media platforms like Twitter, since most of this spamming are done by [Spam BOTS](#) which are automated software programs, **which can be tackled by deploying intelligent robotics automation based solutions using high end A.I. and Machine Learning Technologies.** One should not expect Twitter to be totally BOTS free as that would disrupt RPA (Robotics Process Automation) ecosystems, which requires many high-volume repetitive transactions to be automated by using BOTS. Imagine how due to BOTS we are getting automated transaction alerts in our E-mail, Mobile SMS and WhatsApp accounts, which would have been otherwise difficult to send manually”.

“BOTS on Twitter are also required for automating many business processes where social media platform integration is required with business functions to communicate and to seek feedback from various stakeholders. So, such good BOTS should not be a deal stopper for Elon Musk - Twitter deal, rather it shows how much Twitter can scale up for accommodating large volume automated transactions on its platform, as automated transactions have become need for many businesses/enterprises growth. However, Spam BOTS may be a matter of a genuine concern for Elon Musk and for that matter for any Twitter user, but it is a technical problem, which can be fixed by enhancing A.I. capabilities of the Twitter platform” Sumant Parimal said further.

As per Mr Sumant Parimal, **even a budget size of 1% of the deal value (\$44 B)** would be a good amount to spend for evolving innovative A.I. solutions targeted for de-spamming Twitter platform.

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