Future of Intelligence

Using Data to Drive Digital Transformation in Organizations

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IDC | ANALYZE THE FUTURE

What If Our Organizations Could …?

… double productivity of knowledge workers?

… halve the time it takes to respond to customers?

… increase the success rate of new product or service launches by 25%?

… Identify early signals of disease outbreaks?

87%

of CXOs consider **Enterprise Intelligence** a priority

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Source: IDC 2020

Today's Agenda

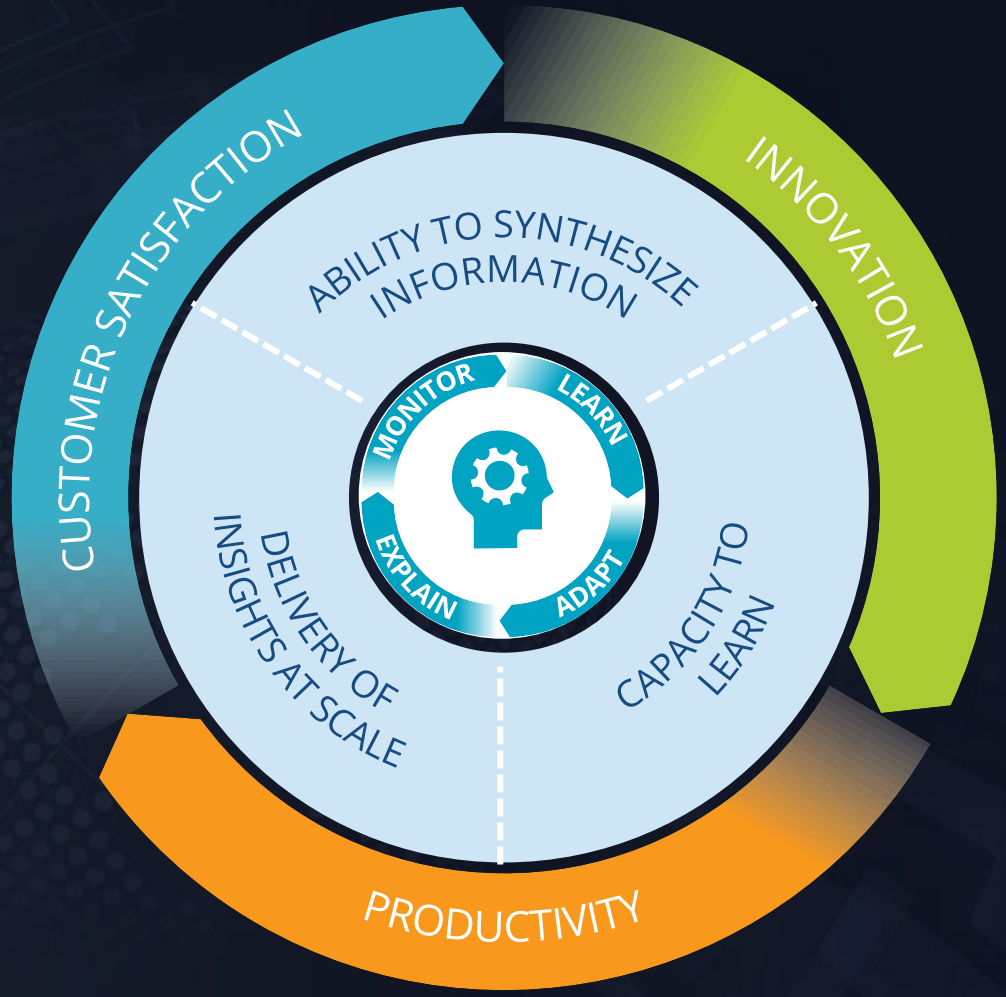
Future of Intelligence Defined

Current State and Approaches

Next Steps

Future of Intelligence Defined

Enterprise intelligence is the **capacity** of an organization **to learn** combined with its ability **to synthesize** the information it needs in order to learn and **deliver** the resulting **insights at scale**.



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Source: IDC 2020

Intelligent Enterprises See Competitive Advantages

By 2025, AI-powered enterprises will see **100% increase in productivity**, resulting in:

Shortened Reaction Times 	1/2 the response time of peers due to an ability to anticipate market and operational changes.
Greater Product Innovation Success 	25% increase in success rates of new product/service launches.
Improved Customer Satisfaction 	1.5x higher NPS than competitors due to the ability to offer a wider variety of experiences.

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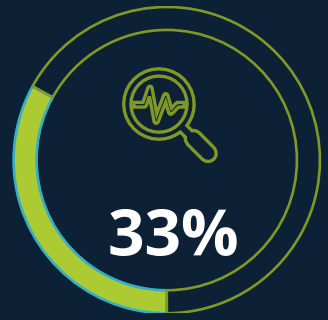
Top 5 Reasons to Adopt AI Across Industries

Business agility

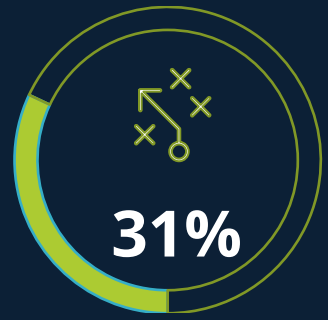
Customer Satisfaction

Automation/ productivity

Accuracy



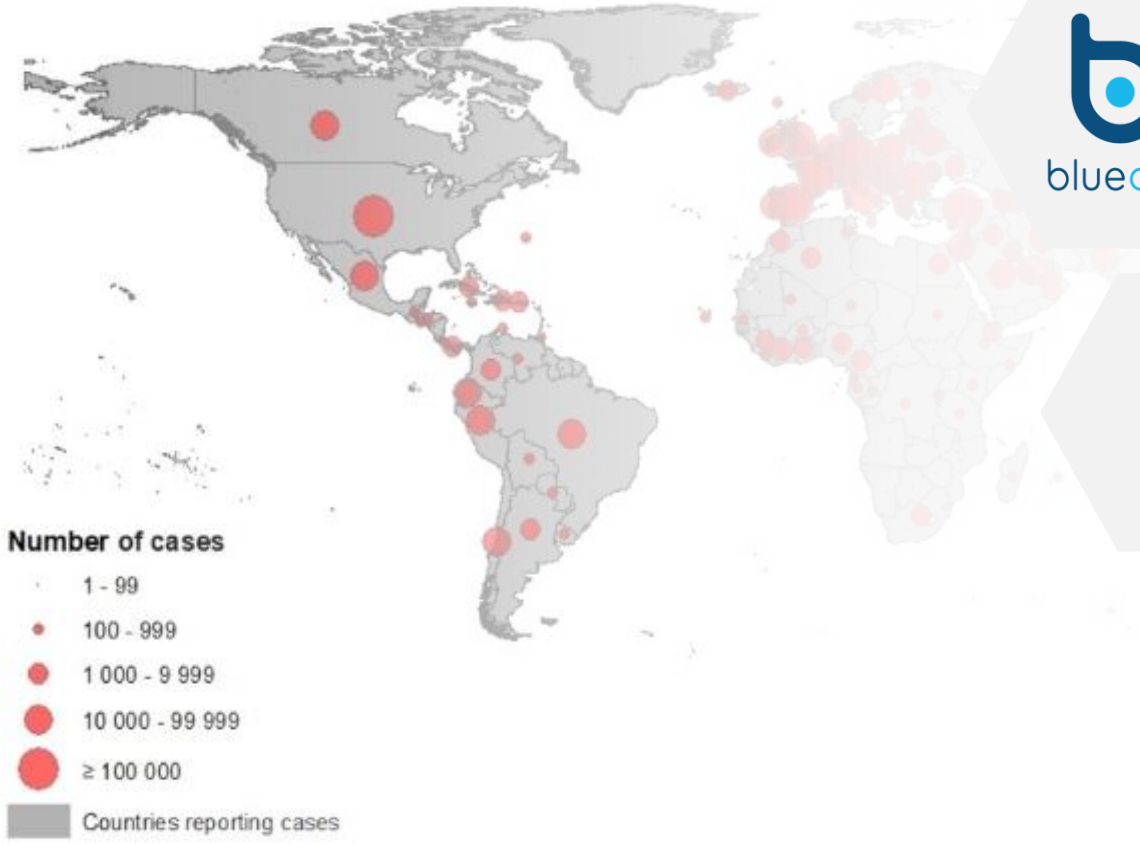
Faster Time to market



Source: AI Global Survey, IDC 2019

The Power of Data: Public Health

Big Data and AI Driving Digital Epidemiology Forward



bluedot

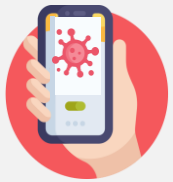
IDENTIFY

early signals of the outbreak

ecdc
EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL

FORECAST

spread patterns

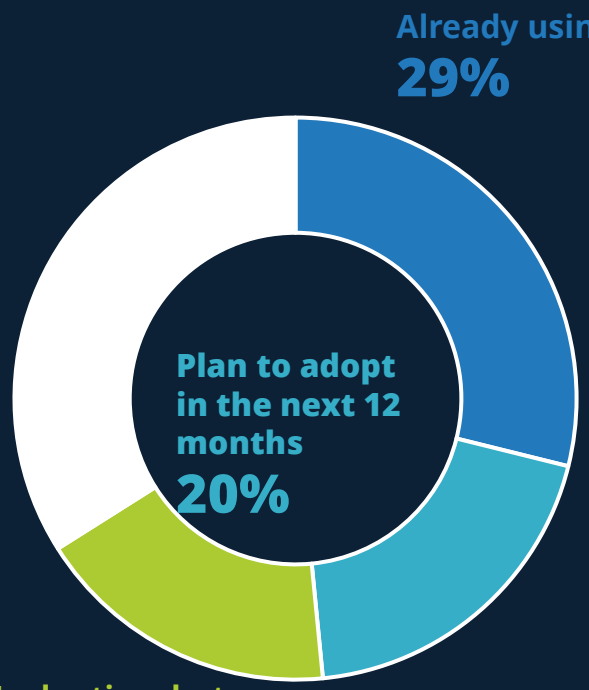


OPTIMIZE

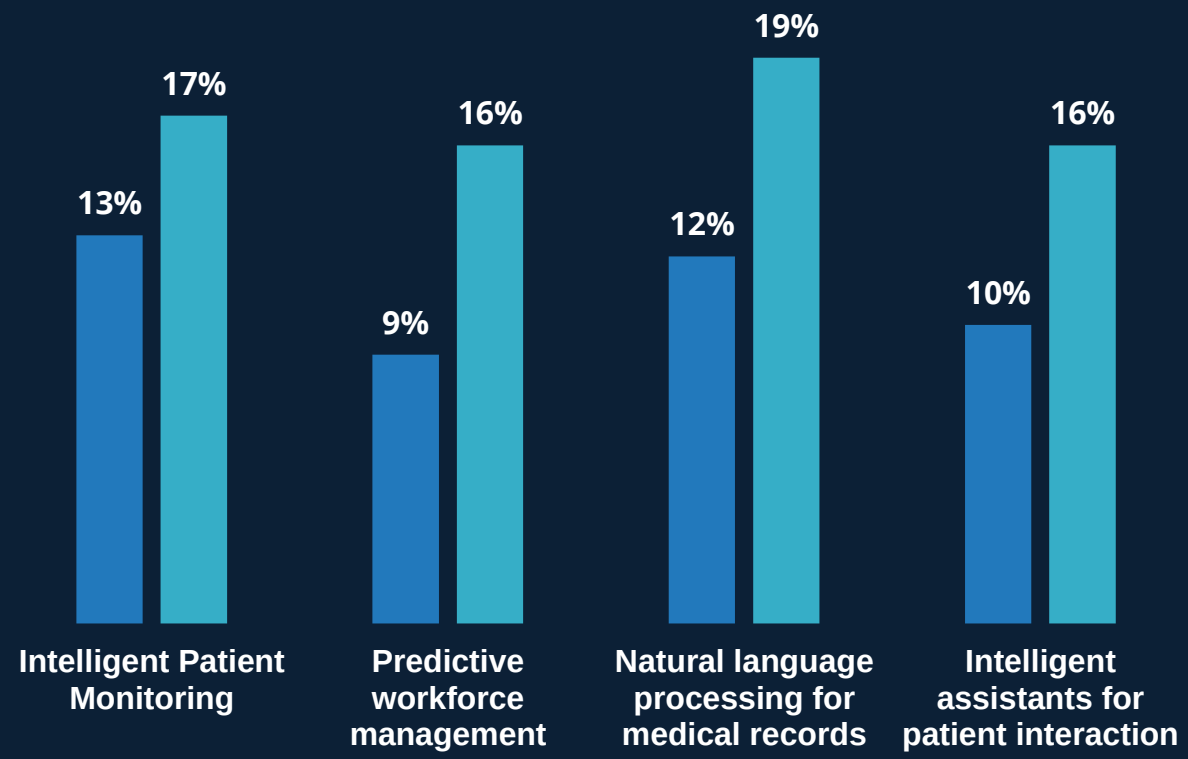
strategies for controlling the epidemic through contact tracing

How Intelligent Technologies are Helping European **Healthcare Systems** to Fight Against the Pandemic?

European Healthcare providers AI adoption and investment plans in 2020



European healthcare providers AI use cases helping to fight a pandemic- Adoption and Investment plans



Q1. Is your organization using or planning to use Artificial Intelligence?
Q2. In which of the following areas does your organization use or plan to use Artificial Intelligence systems?

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Source: IDC European Tech and Industry Pulse 2019/2020 – Healthcare survey , N= 301 Healthcare providers

The Situation in Government

Top 3 AI Use Cases

Local/Regional Government

1. Personalize citizen services (e.g. chatbots)

2. Determine optimal level / rate for tax and fees

3. Reduce financial fraud and abuse

Central/Federal Government

1. Determine optimal level for social benefit payments

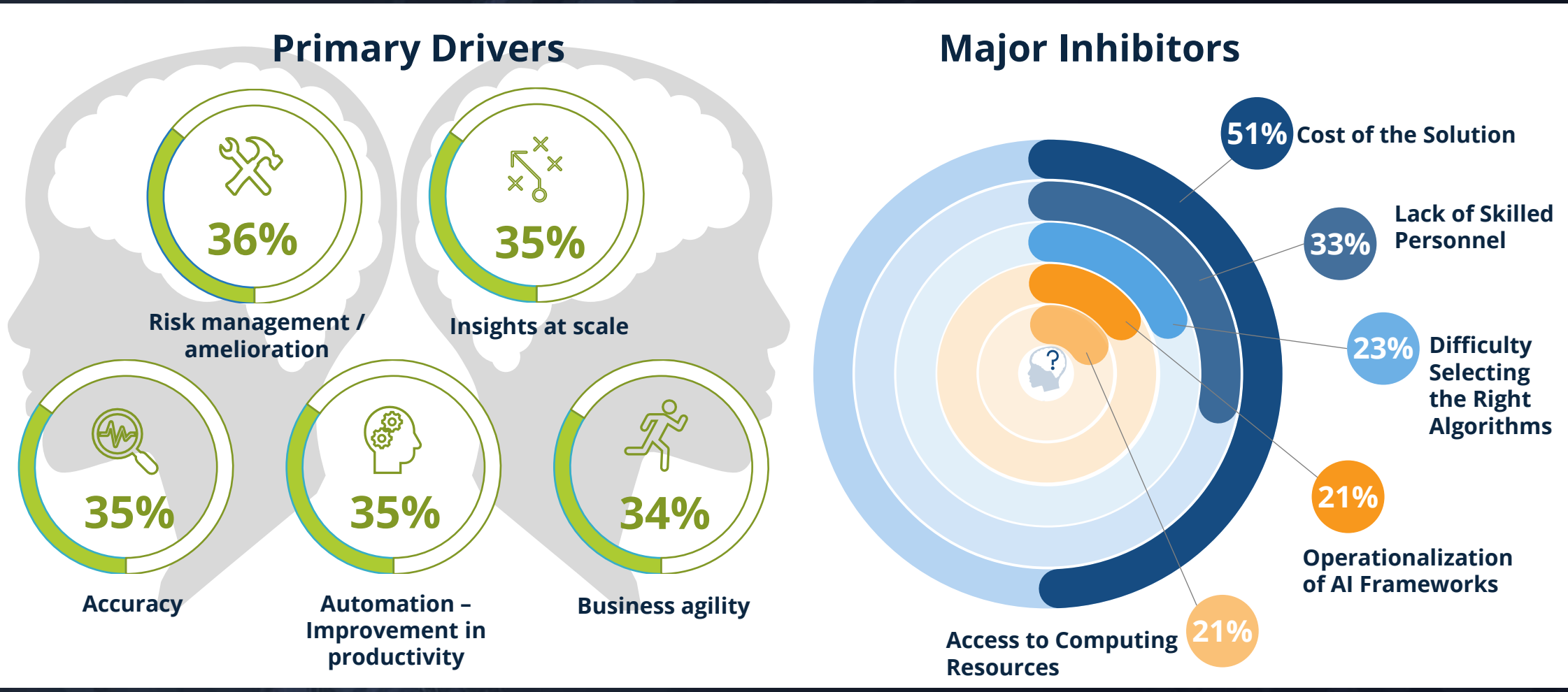
2. Improve revenue collection

3. Real time tracking and reporting of events or incidents

Why Projects Fail

- Unrealistic expectations
- Technology that didn't perform as expected or promised
- Lack of necessary data - algorithms can't be properly trained without troves of key data, and to be usable, data must be labeled.
- Lack of skilled personnel such as Data Scientists, Data Engineers or AI Modelers is also a top reason holding back agencies from implementing AI.
- Lack of understanding of the business case, misalignment with business units, output that wasn't actionable and results disruptive to the business processes.

The Situation in Energy



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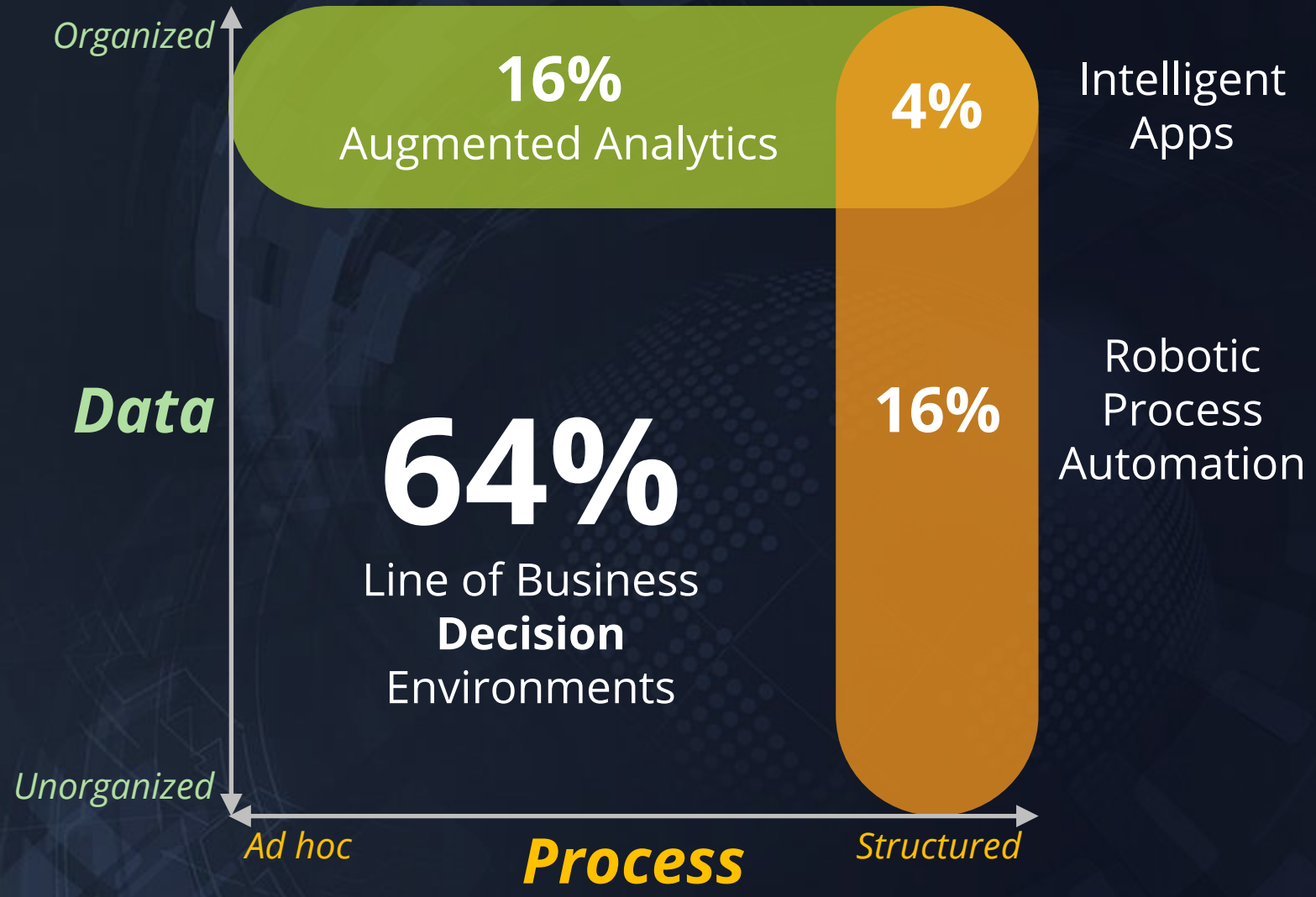
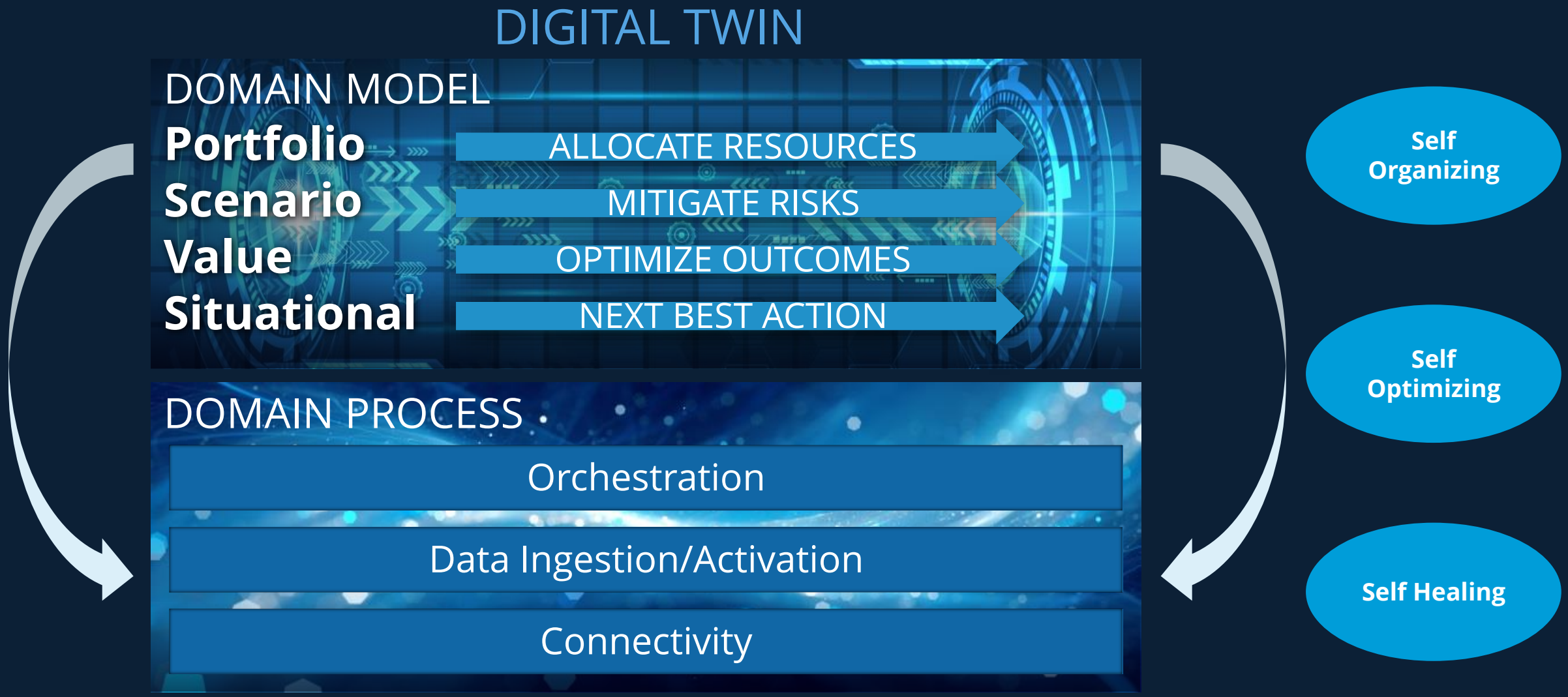
Paths to Intelligence



Domain Decision Environments: Connecting Insights to Autonomy



What is Next?

2023, **75%** or all consumer and small business **loans** will be **originated** through AI-enabled and automated processes.

2024, **50%** of all **bank payments** **will use AI/ML** to continuously **optimize** payment **messaging and routing** for cost and efficiency

2023, **25%** of **hospitality operators** will **accelerate intelligence capabilities**, acquiring AI startups to build data delivery platforms for personalization, increasing customer loyalty 15%.

2026, **70%** of G2000 **manufacturers** will use AI to develop guidance and insights for **risk-based operational decision-making**, compared to less than 5% of today

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Source: IDC 2021 Predictions Preview, November 2020

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