IBM

AI has the potential to add $16 trillion to the global economy by 2030.[1]

In fact, in 2019, 40% of digital transformation initiatives will be using AI, and significantly more by 2021[2]. In the business world, not having an AI strategy will be like not having an Internet strategy, or a mobile strategy.

But, despite all of the hype adoption remains relatively low. Why? While we understand the power of AI, companies haven't fully unleashed its potential. The reality is: **AI is not magic.** There is no wand to be waved at enterprise inefficiencies, and having the technology alone is not enough.

As companies look to harness the potential of AI, they need to use data from diverse sources, support best-in-class tools and frameworks, and run models across a variety of environments. However, **81% of business leaders** do not understand the data and infrastructure required for AI[3].

Put simply: There is no AI without IA (information architecture). With a unified information architecture, you can accelerate your journey to AI and modernize your data architecture to make it ready for an AI and multicloud world.

85%[3]

of business leaders view AI as a strategic opportunity.

8X[3]

more likely for AI pioneers to understand the data needed

39%[3]

of companies have an AI strategy in place.

66%[4]

of cloud workloads will be AI-driven.

1. "AI to drive GDP gains of $15.7 trillion with productivity, personalisation improvements," PwC, 2017
2. "Worldwide Spending on Cognitive and Artificial Intelligence Systems Will Grow to $19.1 Billion in 2018, According to New IDC Spending Guide", IDC, 2018
3. "Reshaping Business with Artificial Intelligence," MIT Sloan, 2017
4. "Cloud Vision 2020: The Future of the Cloud," LogicMonitor, 2017

Challenges

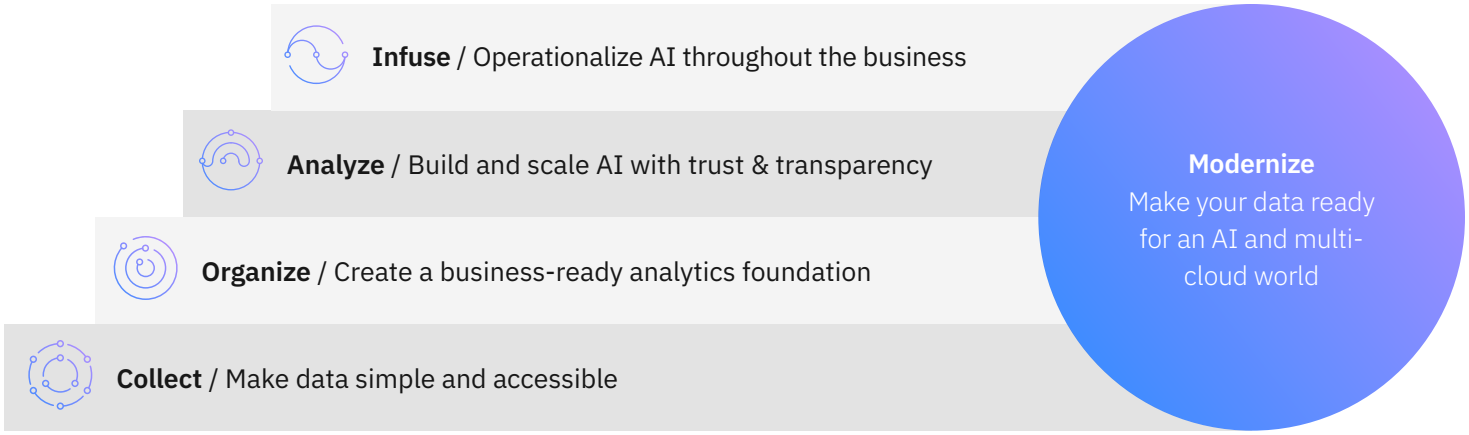
To ensure a successful AI strategy, organizations need to understand how to adopt and implement the technology and realize there will be failures along the way. AI breakthroughs will come with mass experimentation, and while many of those experiments will fail, the successful ones will have substantial impact.

However, there are three major challenges organizations must overcome in order to truly transform into an AI-first company: data, talent, and trust.

Data	The lifeblood of AI, but complexity slows progress
Talent	AI skills are rare and therefore in high demand
Trust	Skepticism of AI systems & processes

The AI Ladder

The AI Ladder (shown below) has been developed by IBM to provide organizations an understanding of where they are in their AI journey, and a framework for helping them determine where they need to focus. It is a guiding principle is for organizations to transform their business by providing four key areas to consider: how they collect data, organize data, analyze data, and then ultimately infuse AI into their organization.



IBM

At IBM, we provide everything you need to accelerate your journey to AI.

IBM's Data and AI Portfolio:

Interact with pre-built AI services
Watson Assistant, Watson Discovery, Watson APIs, Cognos Analytics, Planning Analytics

Applications built for you to quickly put to use in your business

PREP and organize data	**BUILD** and train AI models	**RUN** models in production	**MANAGE** and automate trusted AI at scale
Watson Knowledge Catalog	Watson Studio	Watson Machine Learning	Watson OpenScale

Tools to prep, build, run, and manage your own AI.

Hybrid Data Management (Db2) + **DataOps & Governance** (InfoSphere)

Unify on a multicloud data and AI platform
IBM Cloud Pak for Data

A one of a kind, pre-integrated set of data and AI services delivered within an open and extensive cloud native platform

Red Hat OpenShift –
Cloud-native container platform and operational services

IBM

Recognized as a leader in AI for enterprise

FORRESTER WAVE LEADER 2019 Cognitive Search

IBM was named a leader for Watson Discovery

FORRESTER WAVE LEADER 2018 Machine Learning Data Catalogs

IBM was named a leader for Watson Knowledge Catalog

FORRESTER WAVE LEADER 2019 Enterprise Insight Platforms

IBM was named a leader for IBM Cloud Private for Data

FORRESTER NEW WAVE LEADER 2018 Conversational Computing Platforms

IBM was named a leader for Watson Assistant

FORRESTER WAVE LEADER 2018 Multimodal Predictive Analytics And Machine Learning Solutions

IBM was named a leader for Watson Studio

FORRESTER WAVE LEADER 2018 AI-Based Text Analytics Platforms

IBM was named a leader for Watson Discovery

IBM #1 in AI Market Share

IDC ANALYZE THE FUTURE

Industry Awards

DESIGN AWARD 2016 · The Alconics · reddot design award

Tens of thousands of enterprises are putting AI to work

Pfizer

Prioritized 5-10 potential IO drug combinations out of 140,000 possibilities for further investigation

RED ELÉCTRICA DE ESPAÑA

Predicted power demand for renewable energy

RBS The Royal Bank of Scotland

Achieved a 40% call deflection rate with virtual agents

groupm

Optimized the targeting and timing of ads

experian

Predicted which credit files will fail automated scanning