

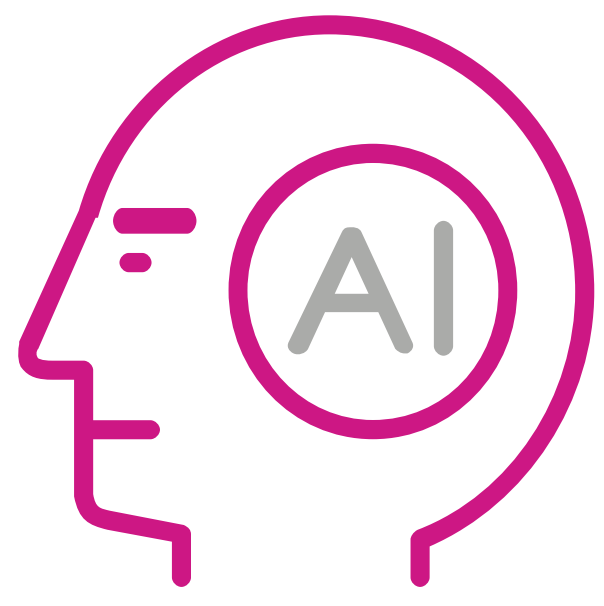
MAKE AI PERVASIVE

A 2019 Survey on How to Harness Artificial Intelligence

A study exploring the awareness around Artificial Intelligence (AI) showed that business leaders across industries feel the urgency to adopt AI but are as yet not completely prepared for it.

How do businesses achieve their vision to industrialize AI and where do they begin the process of transformation to an AI-led business?

The survey revealed the following key findings:



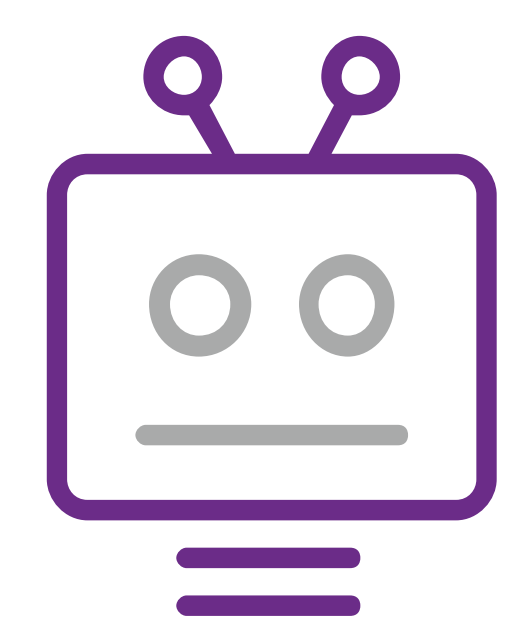
1 Don't be distracted by the AI hype machine

Only **16%** of enterprises focus on a pain point and then define AI use cases

We recommend:

Build a structured process to focus on **use cases aligned to real business results** rather than being distracted by the hype and the 'coolness' factor of AI.

Success with AI = experimentation + agility + the right skills

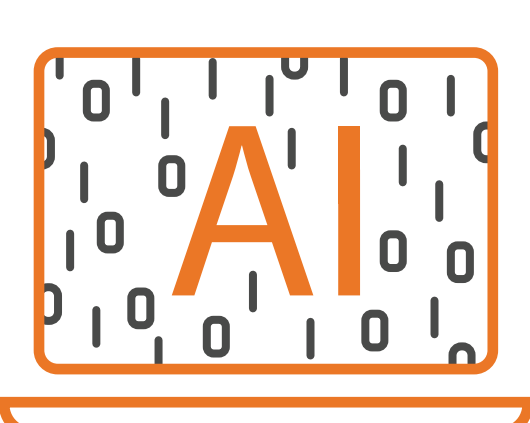


2

71% of enterprises said they are not agile enough to rapidly experiment with AI

We recommend:

Experiment with use cases that deliver business value and **employ well defined innovation methodologies** for your AI initiatives. Fail Fast, Fail Early and build business alignment around the early successes as you evolve your AI strategy.



3 The AI-led enterprise – it's all about data!

51% of enterprises said that their data infrastructures and architectures need more work and are not yet fit to deliver business value from AI.

We recommend:

Have a strong focus on data strategy for success at scaling AI across the enterprise. Ensure that **modernization of your data infrastructure, architecture and systems** is a core component of this, along with building a robust data governance framework that has trust and privacy as the foundations.

[Download the Make AI Pervasive Report](#)

Methodology

The online survey was conducted by Censuswide and the data was gathered from a total of 650 global IT leaders, with an equal breakdown of 325 leaders from the UK and US. The sector breakdown as follows; Manufacturing (100), FS (100), Retail (100), Travel (100), FMCG (100).