

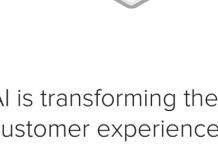
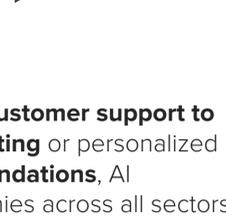
A NEW TECH SUPERHERO:

THE POWERS OF ARTIFICIAL INTELLIGENCE



The AI revolution is happening. **15%** of global AI investments will take place in Europe by 2022.

AI spending in Europe will grow at a **38%** CAGR (2017–2022) as industries embrace this cutting-edge technology to innovate business models and automate processes.



From **virtualized customer support** to **automated marketing** or personalized **product recommendations**, AI empowers companies across all sectors with new capabilities.

AI is transforming the way companies deliver customer experience and how they deal with business processes, focusing respectively on **personalization** and **automation**.



AI WILL FLY AT HIGH SPEED ACROSS EUROPE



\$11.4 B: European spending On AI by 2022



Largest investor in AI in 2018: **Banking**



Largest investor in AI by 2022: **Retail**

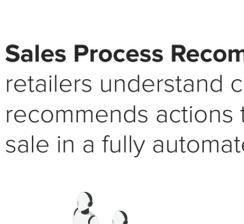


More than half of European AI investments will be generated by **retail, banking, and manufacturing** by 2022



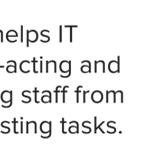
Healthcare AI investments are limited by public budgets and regulations, but by 2022 will be 5x larger than today

AI SUPERPOWERS: 5 ROCKETING USE CASES IN 2018



Fraud Analysis — AI helps the financial sector distinguish fraudulent transactions from genuine ones or identify transactions with high risk of fraud, protecting customer accounts.

Sales Process Recommendation — AI helps retailers understand customer insights and recommends actions to sales agents to close a sale in a fully automated way.



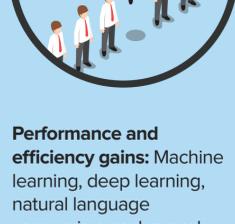
IT Automation — AI helps IT systems become self-acting and self-regulating, freeing staff from repetitive and long-lasting tasks.

Threat Intelligence Systems — AI helps to process intelligence reports, extract critical information, and structure it in a fixed format to help identify threats.



Preventative Maintenance — AI helps build an accurate predictive model of potential failures, allowing for lower maintenance costs.

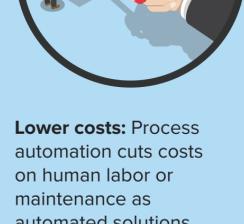
POWERING UP WITH AI WILL BRING...



Performance and efficiency gains: Machine learning, deep learning, natural language processing, and speech and image recognition enable companies to simplify and automate processes that would be longer if handled by humans.



Innovative Customer experience: Engaging with customers through non-human solutions such as chatbots and virtual assistants will be a stronger focus.



Lower costs: Process automation cuts costs on human labor or maintenance as automated solutions carry out tasks independently, continuously, and with little supervision.

UNLOCK THE POWERS OF AI. BEFORE TRANSFORMING YOU MUST...

...Have clear expectations of how AI can help. Industries must be aware of the purposes of deploying AI. They must set clear goals and understand how AI will support them in bridging gaps and in delivering superior customer experience.



...Learn about the powers of AI. There is a large number of use cases and many more are emerging as business and consumer needs change quickly. Industries must have a full picture of what AI can offer before rushing into investments.

...Be ready to face change. It is likely that AI will bring high disruption, also with regards to the workforce. Industries must be aware that AI will have an impact on business processes, resources, and strategies.



SOURCE: Worldwide Semiannual Cognitive Artificial Intelligence Systems Spending Guide 2017H2, September 2018

[MORE INFO](#)

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