

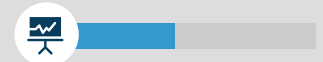
Take AI/ML Initiatives To The Next Level

Read the full report free: ibm.biz/playbook-ai-growth

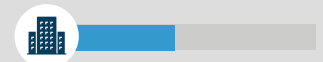
HIGH-GROWTH FIRMS DEMOCRATIZE AI AND ML WITH COLLABORATION INITIATIVES*



55% Adopting initiatives to support analytics, IT, & business cooperation



47% Adopting initiatives for data science team collaboration



47% Creating/ expanding a data science center of excellence

AI/ML IS AN EMERGING COMPETITIVE EDGE WHERE HIGH-GROWTH FIRMS LEAD THE CHARGE

		High-growth firms*	Low-growth firms**
Competitive differentiation	AI/ML will be the most important factor in how competitive business is in three years	71%	49%
Investment	Will invest \$5M or more in their AI/ML platforms next year	55%	25%
Initiative scaling	Will increase investment in the following departments next year	Manufacturing	41% / 19%
		Product R&D	47% / 26%
		Customer service	41% / 26%

NEW TECHNOLOGY UNLOCKS VALUE OF AI AND ML

To drive insights to action and scale AI, high-growth firms are increasing investment in*:



Decision management



Automated ML platforms



Specialized hardware for ML

FIRMS SEEK TO SCALE AND DRIVE TRUST IN AI

All firms are investing in platforms that accelerate scaling and operationalizing AI/ML. Most valuable features include:

47% Automated ML and AI features

45% Integration with ML operations solutions

42% Easy-to-use graphical interfaces

38% Features for model explainability and governance

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Methodology

Base: 316 global decision makers responsible for AI, ML analytics, or automation

***Base:** 152 global decision makers in organizations experiencing 10% or more revenue growth over the last two years

****Base:** 164 global decision makers in organizations experiencing less than 10% revenue growth over the last two years

Source: A commissioned study conducted by Forrester Consulting on behalf of IBM, August 2019