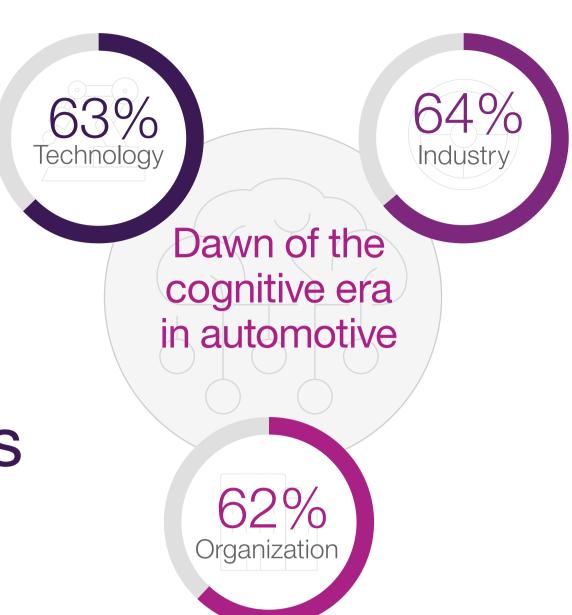
The cognitive effect on automotive

Unleashing exceptional experiences from an abundance of data

Auto executives surveyed agree that cognitive technology is market ready, and their industry and organizations are ready to adopt it



Functional executives in the auto industry agree that cognitive computing will be important for their organizations



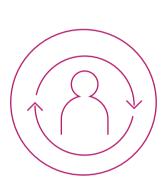
73% of strategy executives



71% of information technology executives



65% of customerfacing executives



63% of operations executives



of back-office executives

Cognitive innovators:

Respondents who gave highest ratings to all five dimensions

5 building block dimensions

Leadership in innovation

Familiarity with cognitive computing

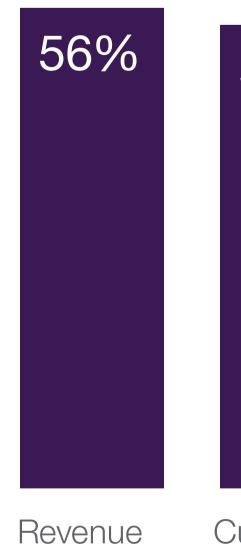
Importance of cognitive computing in the organization

Industry readiness to adopt cognitive computing

Maturity in cognitive adoption

12% **Auto** cognitive innovators

For innovators, growth is the primary objective of cognitive computing



growth from acquisition shorter

54%

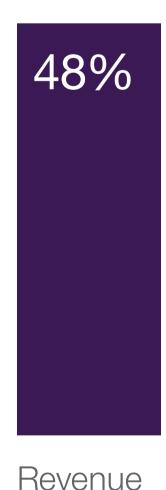
Customer cost sales cycles reduction



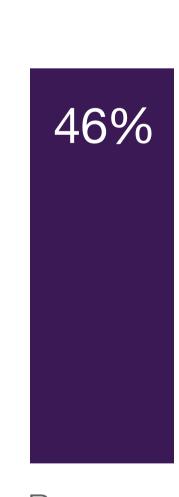
Customer retention improvement



Customer satisfaction



growth from larger orders



Revenue growth from new market entry



growth from speed to market

We are at the dawn of the cognitive era in automotive. Cognitive innovators are leading the way.

To learn more, visit: ibm.biz/cognitiveauto



GB912438USEN-00