

# Shift to enterprise-grade AI for industrial products

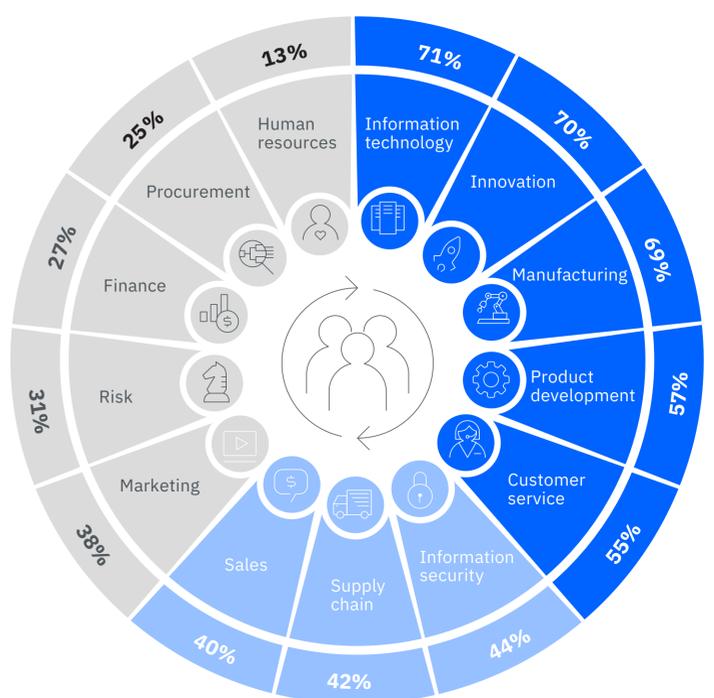
How leaders capture the value of artificial intelligence



CxOs identify the top functions where AI provides the most value.

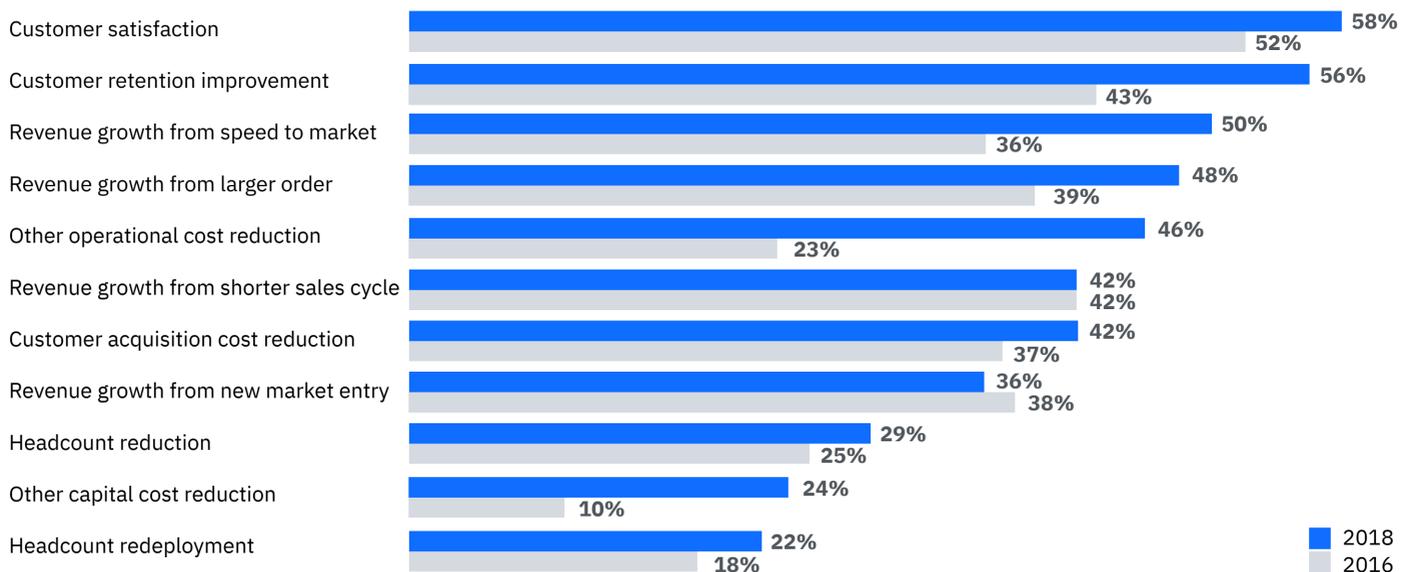
Industrial products organizations are discerning about which business functions they expect will gain the most value from AI initiatives.

■ Top 5 ■ Bottom 5



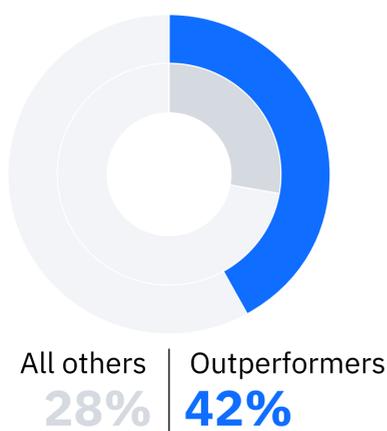
Value drivers for AI investment are focused on the customer and the topline.

Value drivers for implementing AI – industrial products

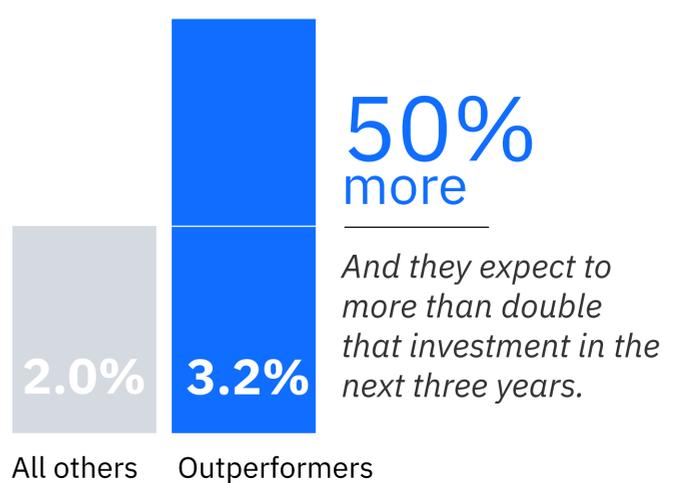


Industrial products outperformers are tackling AI implementation faster.

Piloting, implementing, or operating AI today



Outperformers aim to invest more in AI as a percent of IT spend than their peers this year.



Adopt an outperformers mentality, embrace AI, and begin the transformation to an AI-powered enterprise.

To learn more, visit: [ibm.co/industrial-products-ai](https://ibm.co/industrial-products-ai)

IBM Institute for Business Value



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Research based on survey of 250 industrial products leaders across 16 business heads. Roles of responding executives included C-level executives — CEOs, CFOs, CHROs, CIOs, CMOs, and COOs — as well as heads of customer service, innovation, manufacturing, risk, procurement, product development, and sales.