

Maintaining an edge in the era of pervasive AI

State of AI in the Enterprise, 3rd edition

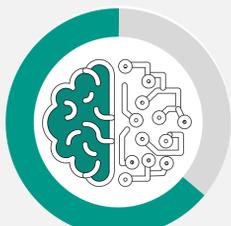
As AI adoption becomes mainstream, how can your organization maintain an edge over industry peers? By expanding conceptions of what's possible with AI, evaluating and selecting the right technology providers, and tackling AI risks head-on.

It's time to push the boundaries of AI.

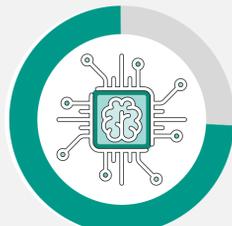
AI adopters surveyed believe that AI is key to market leadership, today and in the future.



73% believe AI is "very" or "critically" important to their business today



64% said AI technologies enable them to establish a lead over their competitors



74% agree that AI will be integrated into all enterprise applications within three years

And yet early-mover advantage may fade soon

How can organizations compete and win when AI is ubiquitous?

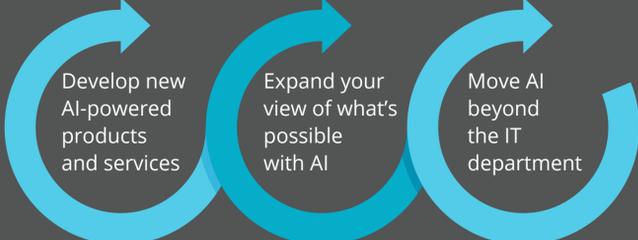
Pursue creative approaches

Current state ●●●●●●●● Future state ●●●●●●●●

According to the survey, the top two benefits adopters are seeking through AI:

- Making processes more efficient
- Enhancing existing products and services

While today's adopters are focused on efficiency and enhancement, businesses will need to push the boundaries of AI to differentiate themselves—developing solutions that are both useful *and* novel:



Boundary pusher

Recursion Pharmaceuticals is using AI as a microscope to quickly and inexpensively ascertain the difference between large data sets of healthy and diseased cells in order to discover new compounds for drugs.

The most mature adopters are more focused on creating *new products and services*.

Become smarter consumers

Current state ●●●●●●●● Future state ●●●●●●●●

Fewer than half of adopters say they have a high level of skill around selecting AI technologies and technology suppliers.

Organizations can gain an edge by improving their ability to find and vet vendors that can provide and help integrate the latest and greatest technologies.



Actively address risks

Current state ●●●●●●●● Future state ●●●●●●●●

56% of adopters surveyed agree that their organization is slowing its adoption of AI technologies because of the emerging risks.

By developing a set of processes to actively manage AI risks, organizations can build greater levels of trust within the business and with customer and partners.



Boundary pusher

Bank of America has created a new role—enterprise data governance executive—to lead AI governance for the firm and collaborate with the chief risk officer.

A report by the Deloitte AI Institute

Source: Deloitte's State of AI in the Enterprise, 3rd edition, 2020

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