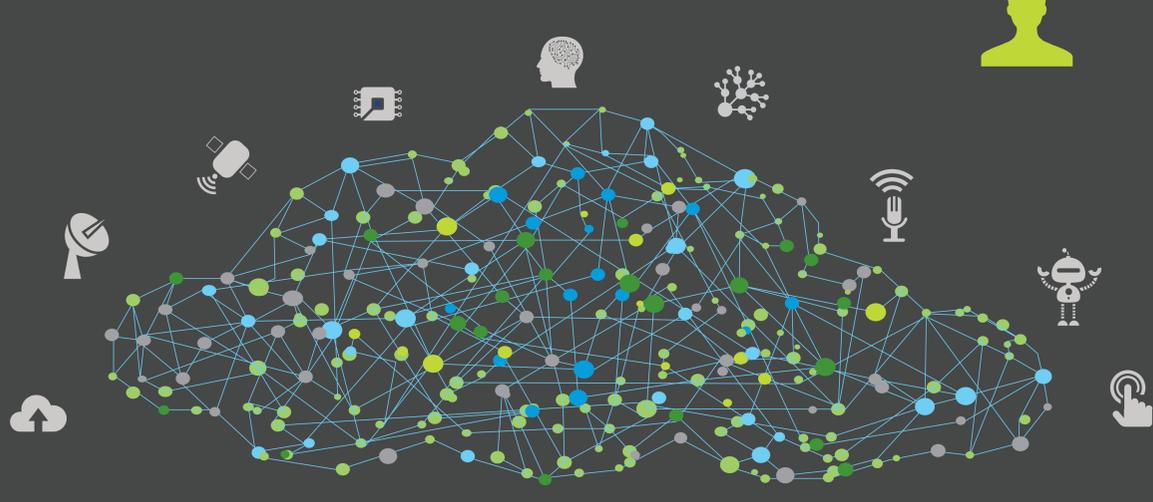


# Cognitive computing

## How AI-based capabilities are transforming businesses

"How did you react to these results? Share your opinion with @DeloitteTMT."



As an **innovation technology** that is accelerating faster than the pace of Moore's Law, artificial intelligence (AI) is enabling the design and deployment of cognitive computing technologies.

What breakthroughs are triggering this exponential wave, and what opportunities could these transformative technologies have for your company?

Below is a snapshot of how approximately 2,300 professionals responded to live polling questions during a recent Technology, Media & Telecommunications Dbriefs **webcast**.



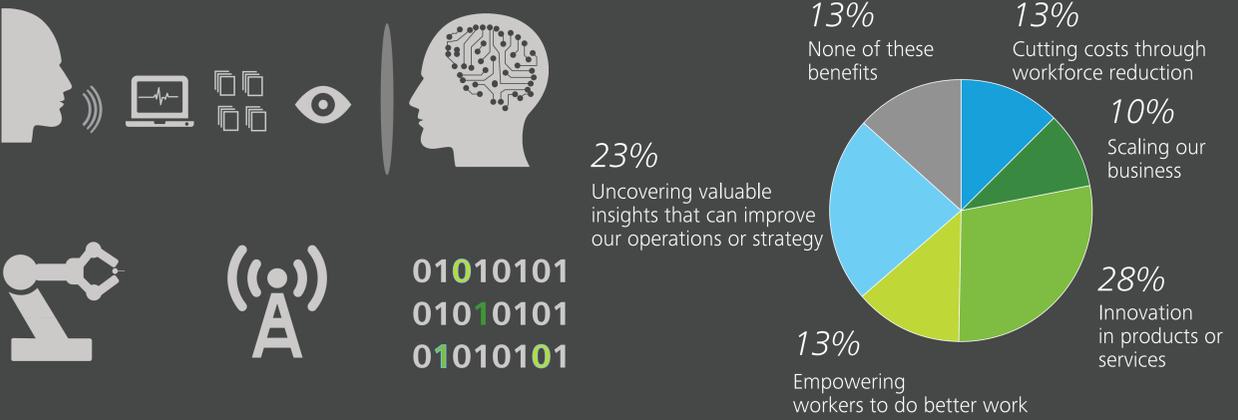
Only 8% of attendees responded that their companies already have cognitive computing strategies in place. Will the proliferation of cognitive technologies lead to a substantial jump in this percentage over the next year?

### Does your company have a cognitive computing strategy in place?



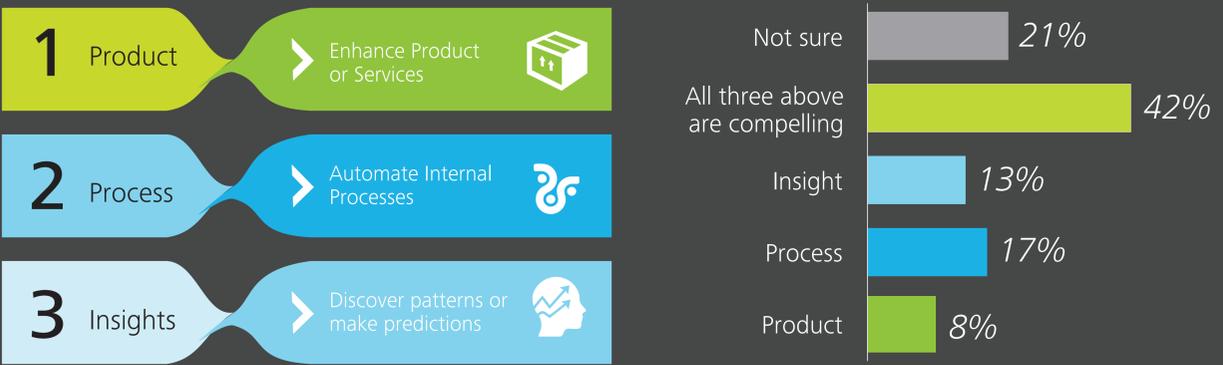
When attendees were asked what they believe will be the major benefit of cognitive computing, opinions were varied, with "innovation in products or services" leading the way. Have you observed the use of cognitive computing in one of your favorite products or services?

### What do you believe the major benefit of cognitive computing will be?



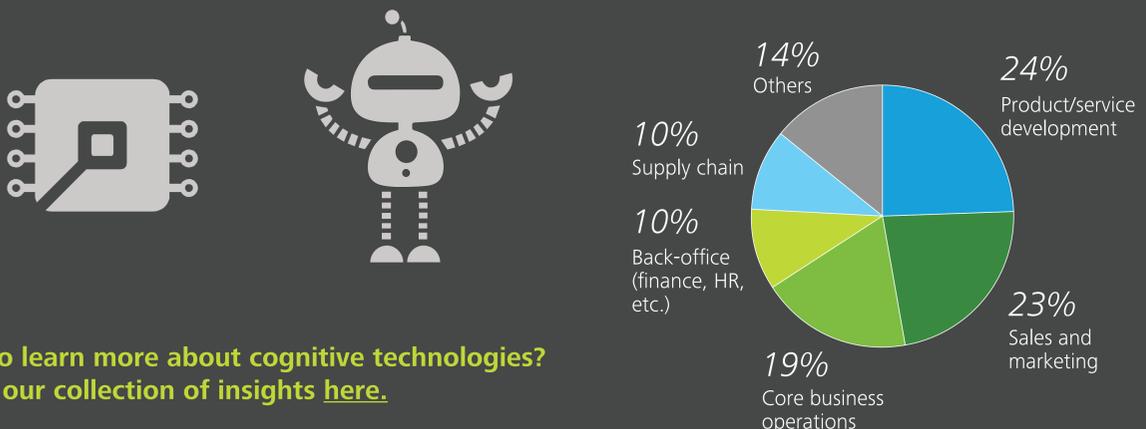
Approximately 42% of respondents feel that all three types of cognitive technology applications – product, process, and insight – will see high rates of adoption. Which type of application do you think will see the earliest rise in adoption rate?

### Which application of cognitive technologies will see the highest rate of adoption?



Attendees of the webcast showed varying opinions regarding which business functions will be most affected by cognitive computing technologies. Will one business function prevail as the leader or might all business functions be affected by the advancement of cognitive technologies?

### Which business functions do you believe will be most affected by cognitive computing technologies?



Want to learn more about cognitive technologies? Access our collection of insights [here](#).

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