

ENABLING THE INTELLIGENT ENTERPRISE WITH ARTIFICIAL INTELLIGENCE USE CASES



THE NEXT CHAPTER FOR AI

The European AI market will see exciting changes as companies shift their focus from widely commoditized to emerging use cases

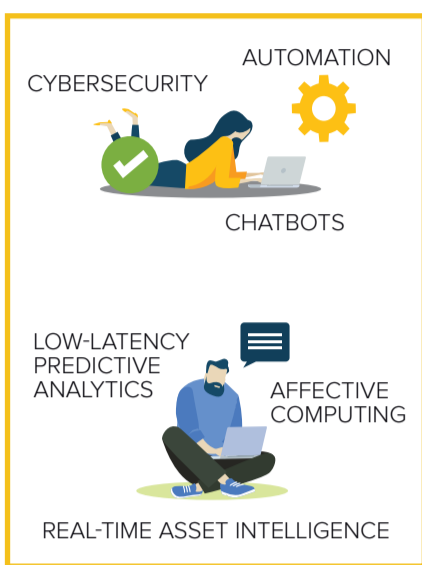
TOP 3 COUNTRIES IN EUROPE

The UK, Germany and France will absorb **55%** of European spend in AI by 2023

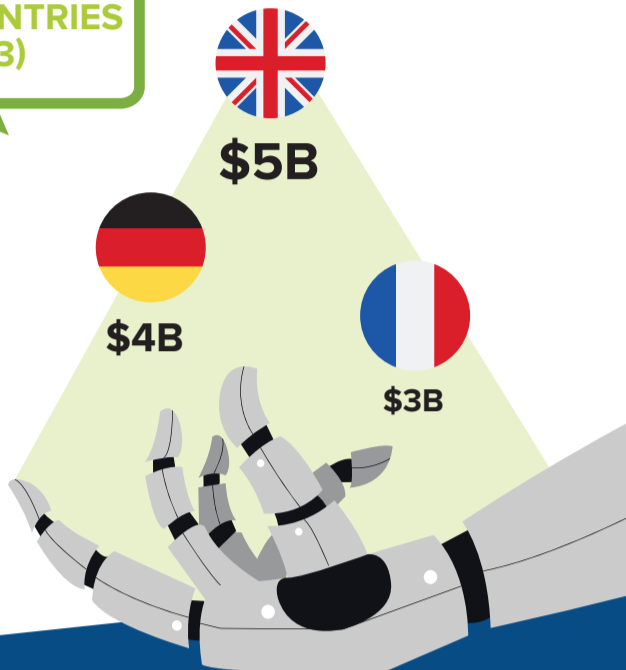
KEY AREAS

2020
\$10B
European spend in AI

2023
\$22B
European spend in AI



TOP 3 COUNTRIES (2023)



EMPOWERING INDUSTRIES WITH ARTIFICIAL INTELLIGENCE USE CASES

62% of European AI spending will be absorbed by finance, manufacturing and retail by 2023

What can your company achieve with AI use cases?

FINANCE:

- STRONGER SECURITY:** Faster detection of fraudulent and threatening activities
- IMPROVED EXPERIENCES:** Quicker responses to FAQs
- HIGH AUTOMATION:** Decreased claim processing time

MANUFACTURING:

- BETTER PRODUCTS:** Higher quality standards
- FASTER R&D:** Accurate pharma research and discovery
- ASSET CONTROL:** Reduced asset downtime and immediate intervention

RETAIL:

- HYPER-PERSONALIZATION:** Targeted shopping recommendations
- LIGHTER WORKLOADS:** Staff freed from repetitive tasks
- BETTER SALES:** Accurate next-best actions for sales agents

USE-CASE SPOTLIGHT: THE OPPORTUNITY AREAS



WHAT DO THESE USE CASES ENABLE?	CUSTOMER EXPERIENCE	AUTOMATION	SECURITY
WHICH AI USE CASES CAN HELP YOUR COMPANY?	Automated customer service Shopping advisors and product recommendations	Digital twins Asset management	Threat intelligence Fraud analysis and investigation
WHAT SHOULD YOUR COMPANY DO?	Build AI solutions applicable to data sharing models that leverage existing datasets from industry ecosystems and consider ethical/privacy implications	Exploit 5G to develop solutions that support prompt analytics and immediate predictions on assets	Provide next-generation security solutions by reducing latency and prompting real-time actions against threats