

# AI DEPLOYMENT

AI is big business, and the estimated size of sector is expected to balloon over the next five years. This data explores which technologies are being adopted the most and by whom, along with the benefits of each function

## BIGGEST REGIONS FOR AI SOFTWARE

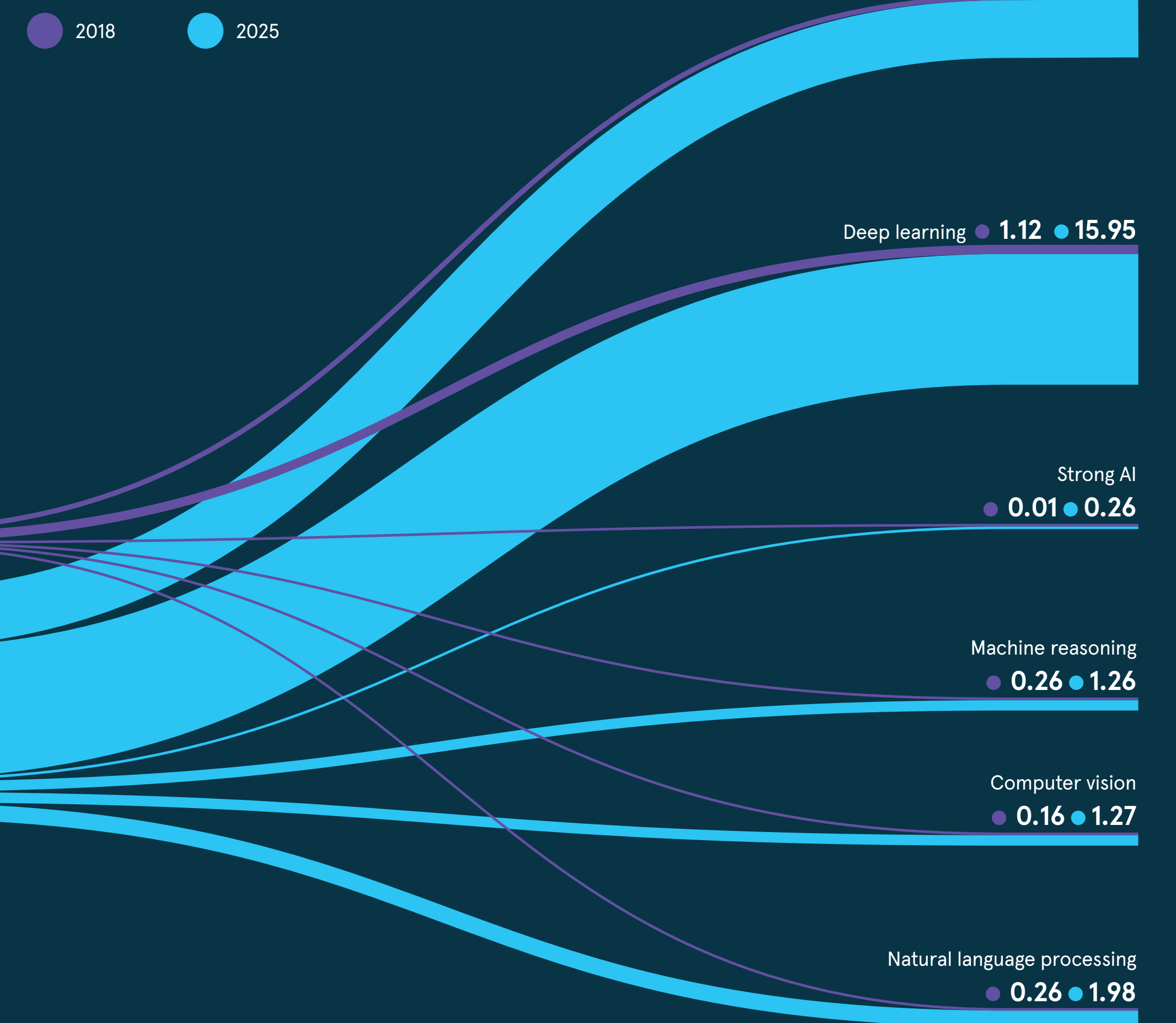
Estimated revenue by region (\$bn)



Omdia 2020

## BIGGEST SECTORS IN AI SOFTWARE

Estimated European market revenue by AI category (\$bn)



63%

of global executives whose companies have adopted AI say it has provided an uptick in revenue

44%

say AI has reduced costs

IBM 2020

34%

of global senior decision-makers with influence over IT say their companies have deployed AI

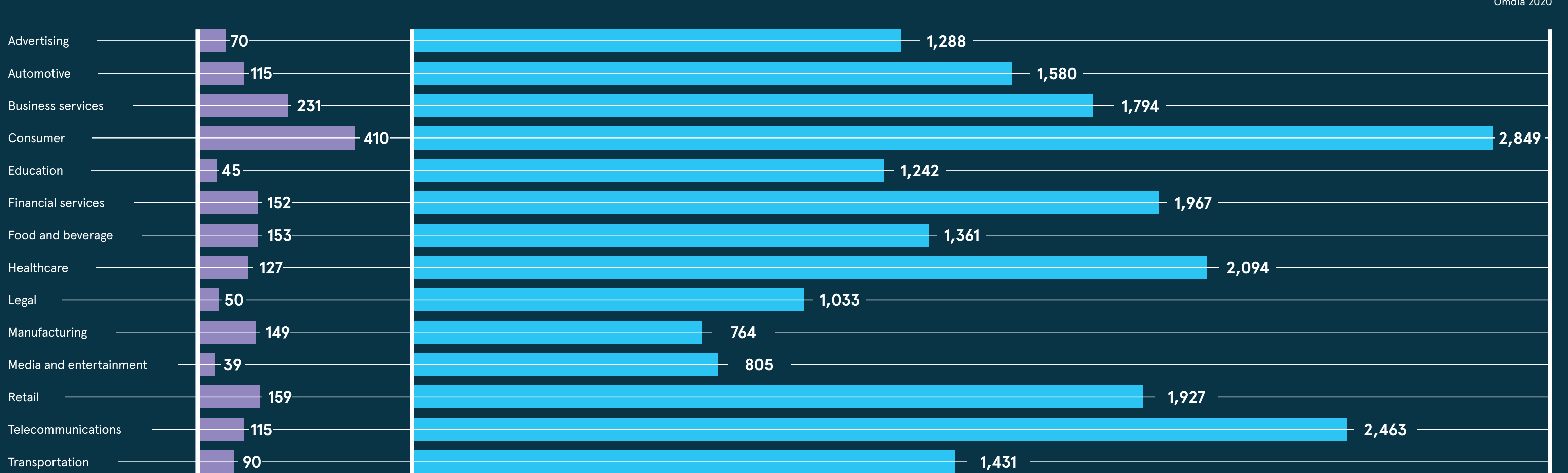
39%

are ramping up exploratory phases with AI

IBM 2020

## BIGGEST INDUSTRIES FOR AI SOFTWARE

Top industries for estimated European market revenue by 2025 (\$m)

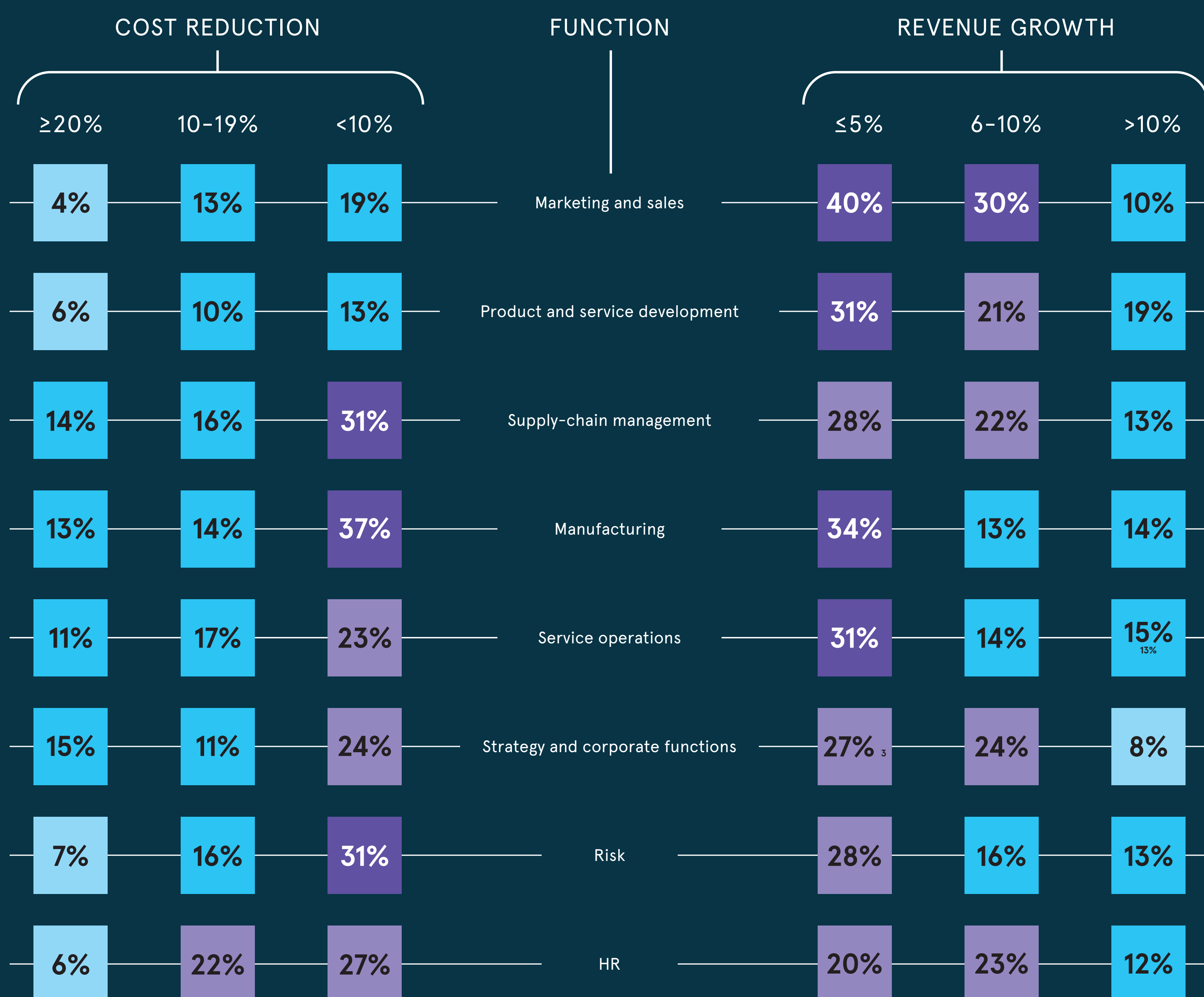


Omdia 2020

## SALES AND PROFIT OPPORTUNITIES FROM AI ADOPTION

Reported cost reductions and revenue growth from adopting AI in the following functions; global respondents who have adopted AI

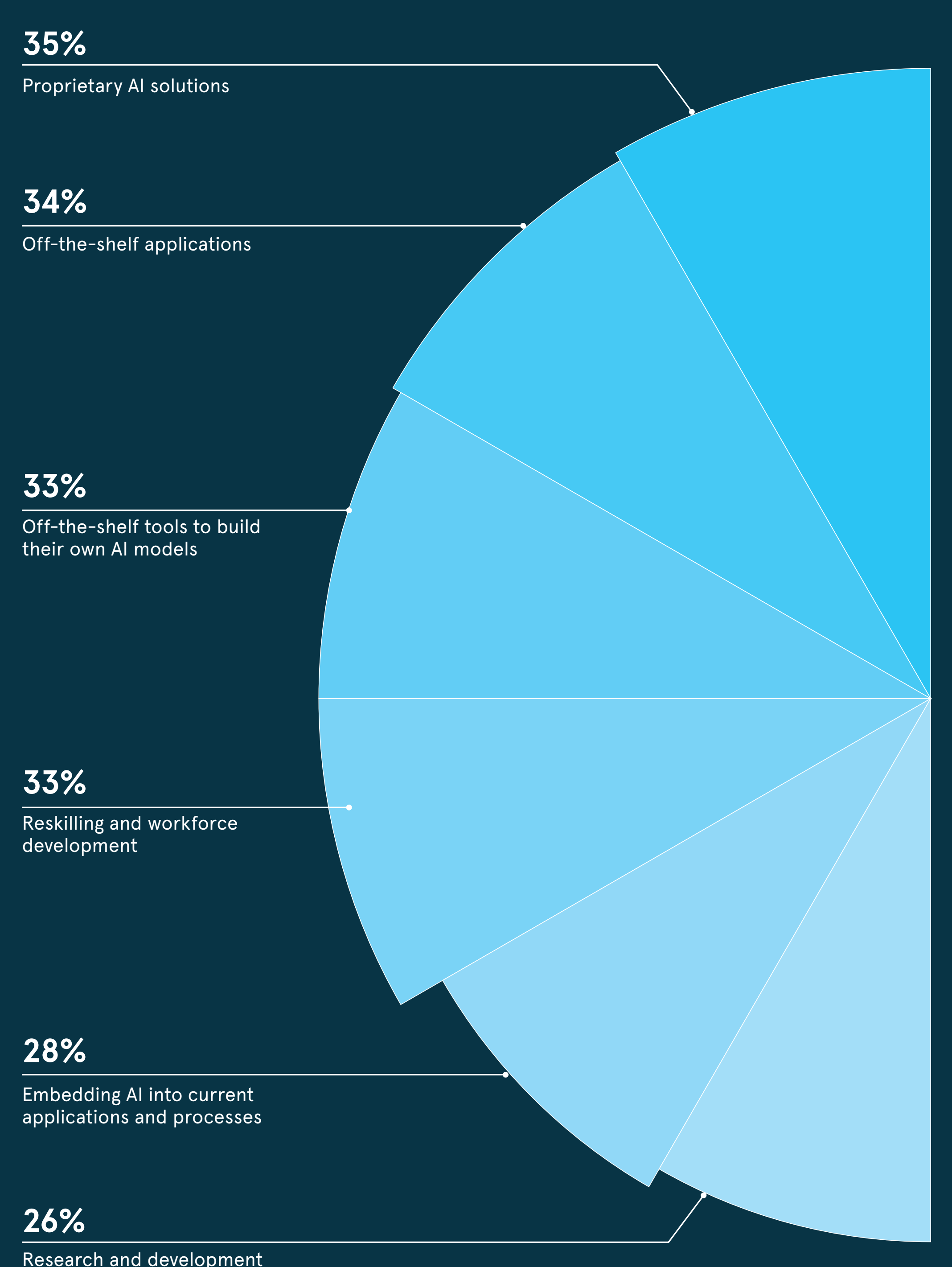
0-9% 10-19% 20-29% 30-40%



McKinsey 2019

## HOW COMPANIES ARE INVESTING IN AI

Areas where global companies are planning to heavily invest in all areas of AI over the next 12 months



IBM 2020