

WSJ **PRO**

ARTIFICIAL INTELLIGENCE

EXECUTIVE FORUM

THE CORPORATE ROADMAP FOR AI

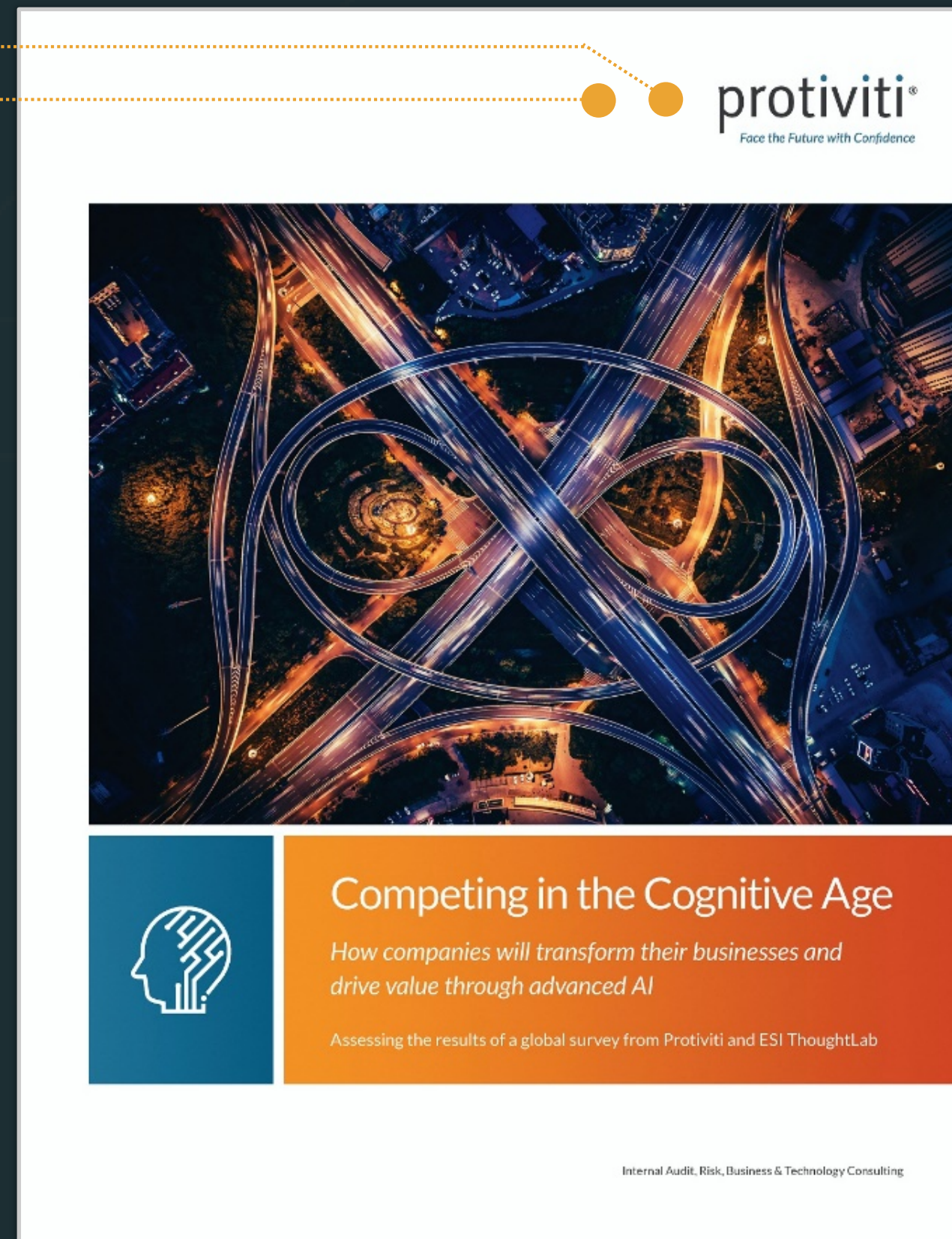
HIGHLIGHTS OF A GLOBAL SENIOR EXECUTIVE AI SURVEY

April 2, 2019

Artificial Intelligence Survey Background

Protiviti
a global consulting firm

ESI ThoughtLab
an innovative thought
leadership and economic
research firm



- 1** **Purpose** | To learn how companies are rethinking their Strategies, Practices and Organizational Approaches
- 2** Conducted Global Survey Q2 & Q3 of 2018 – 300 Respondents, 13 Countries
- 3** Broad Cross Section of C-Suite Executives in Financial Services, Healthcare, Technology and Consumer Products

Companies are Investing Heavily in AI



AI

USD **\$36**
MILLION

On average spent by
companies in 2017

\$39M in two
years (8% ▲)

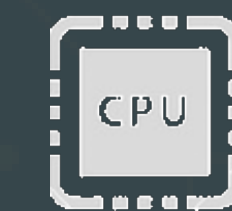
	Now	In 2 Yrs	% Increase
Midsize \$500 - \$1B	\$.6M	\$.618M	3% ▲
Large \$1B - \$10B	\$12M	\$12.7M	6% ▲
Very Large \$10B - \$50B	\$41M	\$45M	10% ▲
Largest Over \$50B	\$93M	\$104M	12% ▲



\$51M

Healthcare

\$55M in two years (7%) ▲



\$44M

Technology

\$49M in two years (11%) ▲



\$29M

Financial
Services

\$31M in two years (8%) ▲



\$21M

Consumer
Goods

\$22M in two years (5%) ▲

Asia-Pacific Leads in Value Gained



NORTH AMERICA

14% enjoying significant value

60% expect to reach this level
by 2020



EUROPE-MIDDLE EAST-AFRICA

7% report significant value

Almost **35%** plan to reach this
same level by 2020

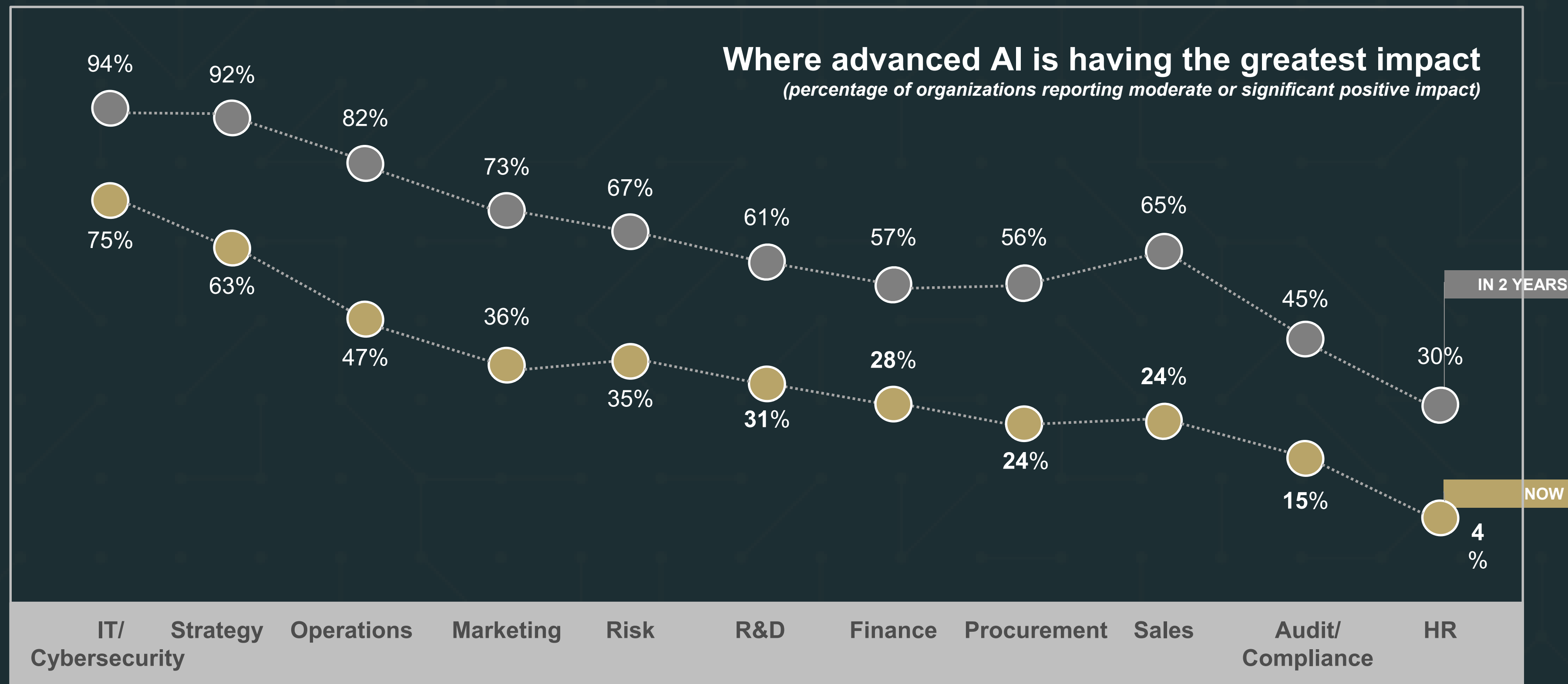


ASIA-PACIFIC

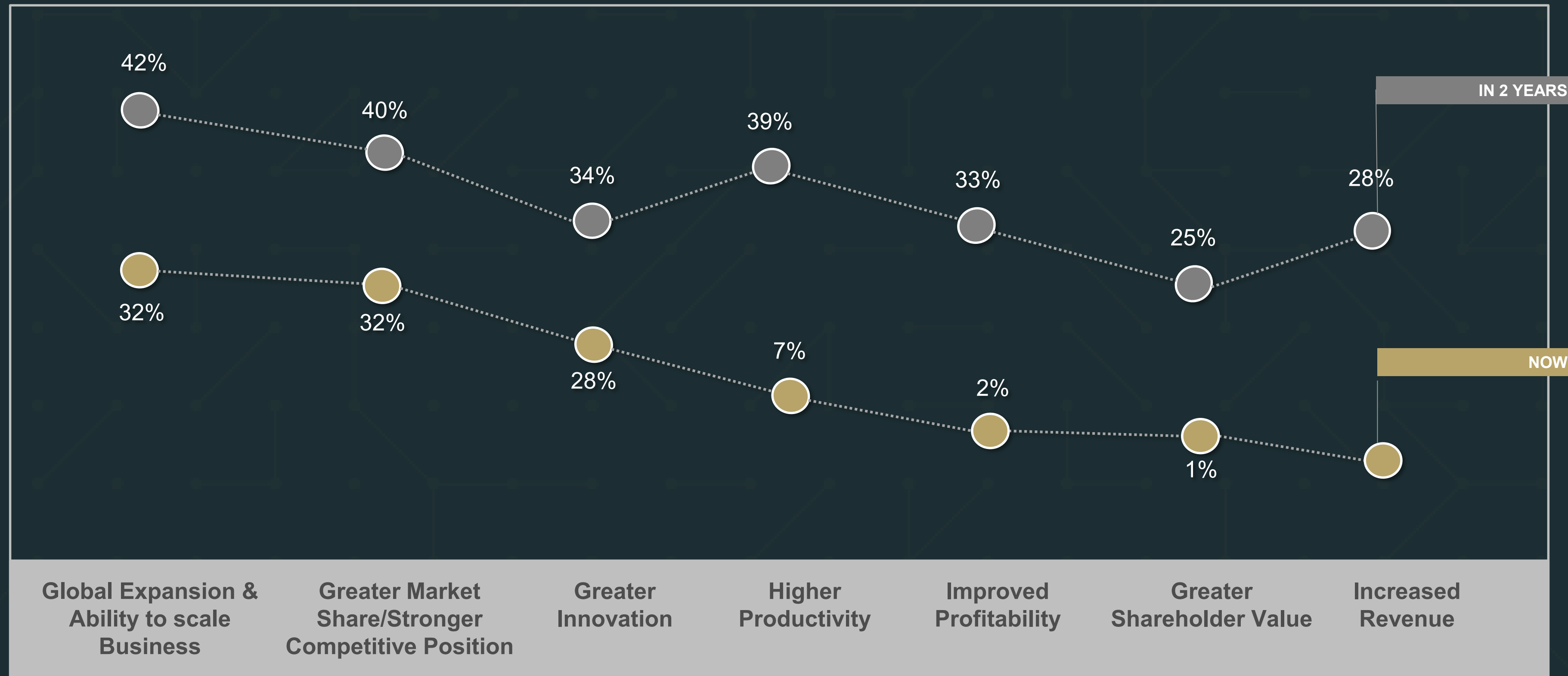
35% report significant value

55% expect to reach this level
by 2020

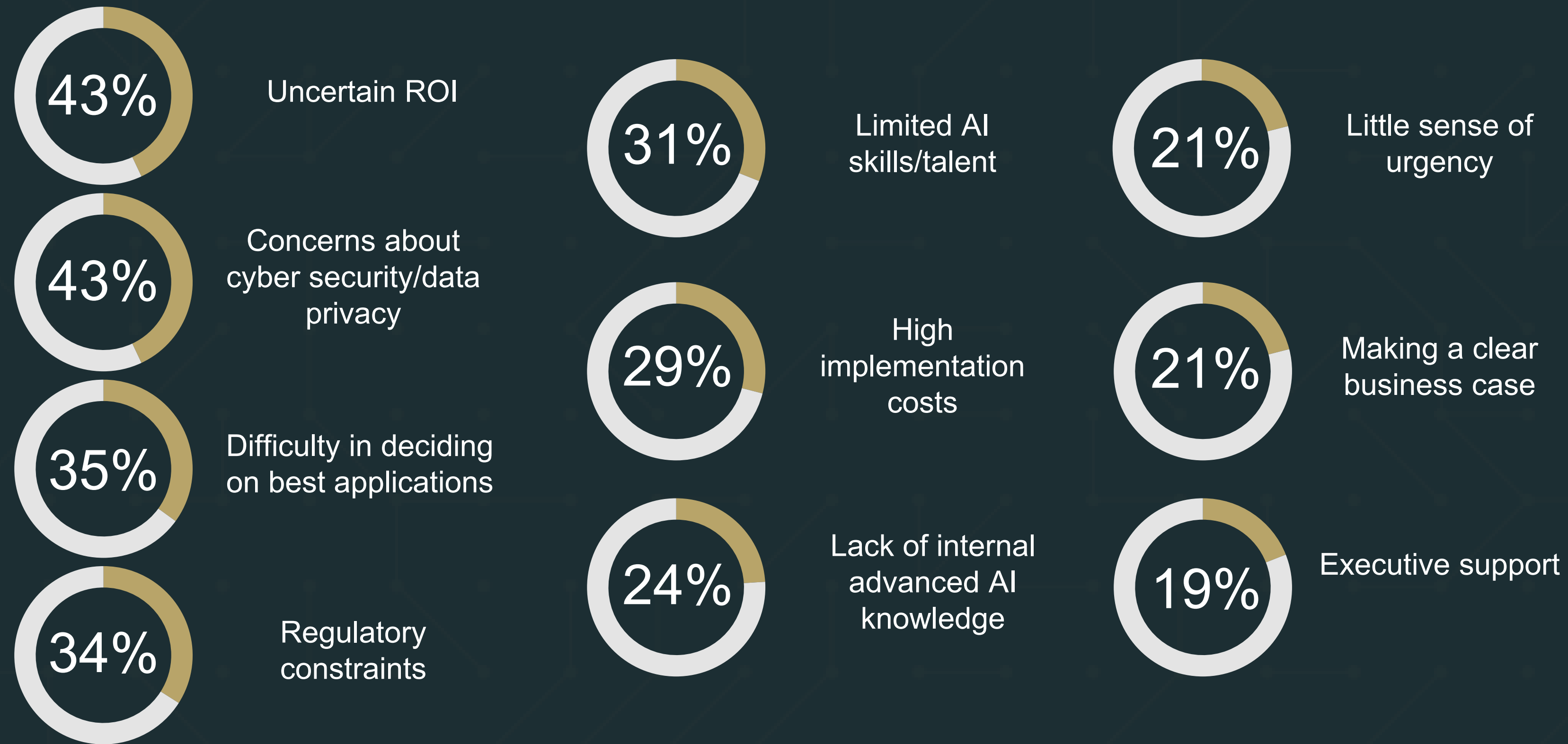
Cybersecurity and Strategic Planning are Heavy Users Today. But in the Future it will be Customer Acquisition



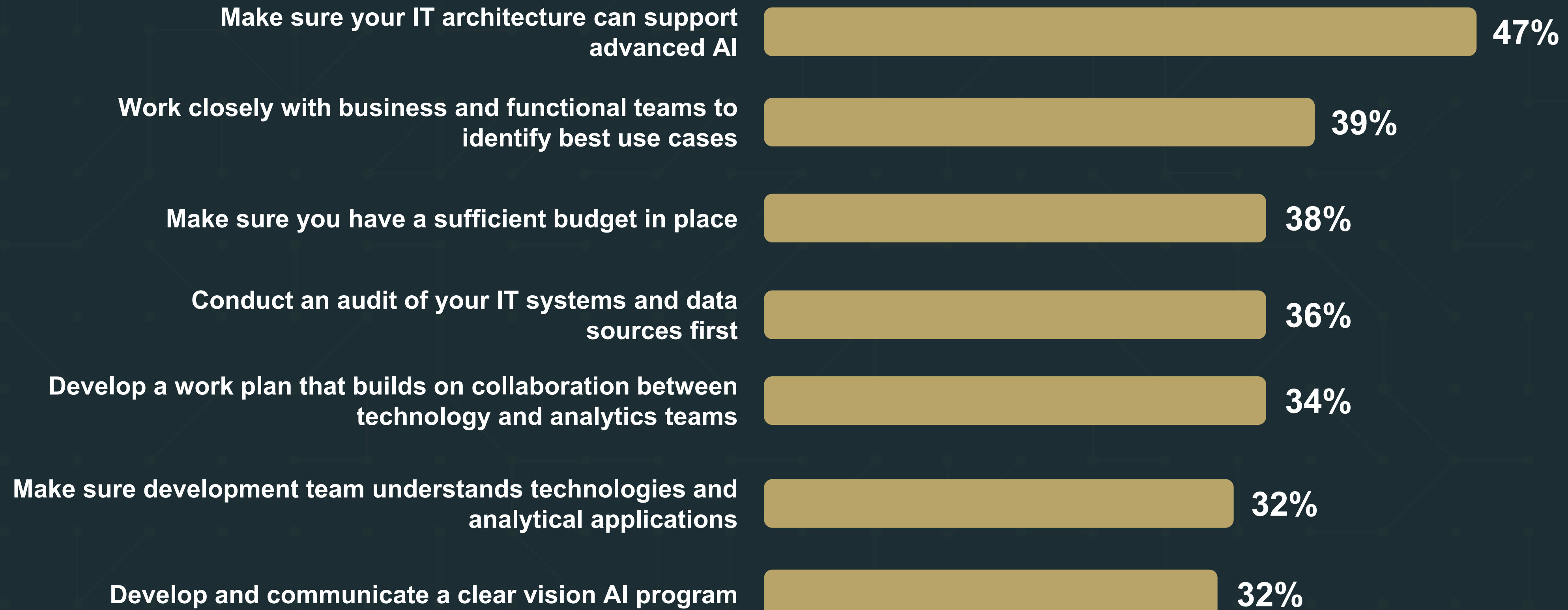
In 2 years, we see a Huge Uplift on Productivity, Profitability, Shareholder Value and Revenue



ROI and Concerns About Cybersecurity / Data Privacy are Tied for the Biggest Challenges



Real Lessons Learned





In Summary

Companies who are leading the charge with advanced AI are finding that it is a real game changer, while companies who are still lagging behind will soon experience a competitive disadvantage.

Resources and Q&A

Competing in the Cognitive Age
A Global Senior Executive AI Survey
www.Protiviti.com/AI



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