Artificial Intelligence Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's Artificial Intelligence Strategies program assesses the state of the enterprise artificial intelligence (AI) journey, provides guidance on building new capabilities, and prioritizes investment options. The research puts AI in the context of business transformation and addresses topics of growing importance to C-level executives, key decision makers, and influencers. These topics include build versus buy, AI data readiness, embedded AI, pre-built AI applications, hybrid and multicloud architecture impact on AI build and deployment pricing models, trustworthy AI, augmented AI, and machine learning (ML) operations. This IDC research service also addresses the needs of AI and ML technology vendors that are incorporating AI and ML into their next-generation offerings. The service helps vendors that face decisions about how to convey their value proposition in a crowded market, how to differentiate their offerings, and how to keep abreast of the latest demand trends.

Markets and Subjects Analyzed
- Overall maturity of artificial intelligence transformation in the industry
- Insight about AI governance, top and emerging AI use cases, customer implementations best practices, and pricing and packaging trends
- Machine learning operations — MLOps
- AI Applications across industries and business processes: Conversational AI, Computer Vision, Intelligent Automation, Recommendation Engines, Predictions, Decisioning, and ADAS
- Trustworthy AI — fairness, explainability, robustness, lineage, and transparency
- Impact of edge, hybrid cloud, and multicloud architectures on AI lifecycle
- Democratization and operationalization of data for AI
- AI marketplace
- AI as a service
- AI ecosystems

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Artificial Intelligence Strategies.

Key Questions Answered
1. What constitutes superior AI transformation maturity relative to peers?
2. What are the AI software trends and advancements to accelerate AI adoption?
3. What are the leading ML and deep learning uses for enterprises?
4. What are the new rules for a build versus buy decision for AI?
5. What are AI applications, and how are they accelerating business transformation?
6. What is needed to realize AI and ML at scale?
7. What is augmented AI, and what are the leading drivers and trends?
8. What are the pricing dynamics for monetizing AI capabilities?
9. What are the trends and growth rates for on-premises, cloud services, or edge for AI training and inferencing?
10. What are the advancements in tools and technologies to support enterprise trust, security, and explainability needs for AI?

Companies Analyzed
This service reviews the strategies, market positioning, and future direction of several providers in the artificial intelligence market, including: Accenture, Adobe, Amazon, Capgemini, Databricks, Dataiku, DataRobot, Google, Hewlett Packard Enterprise, IBM, Infor, Infosys, Intel, IPsoft, MathWorks, Microsoft Corp., MixMode, NetApp Inc., OpenText, Oracle, salesforce.com, SAP, SAS, ServiceNow, Tableau, and Workday.