

# Artificial Intelligence Software and Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Artificial Intelligence Software and Strategies* (previously called Artificial Intelligence Strategies and Solutions) program covers the bigger picture market trends of enterprise AI adoption, 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 the C-suite executives, key decision makers, influencers and practitioners. These topics include build versus buy, AI data strategy, embedded AI, AI applications and solutions, hybrid and multicloud architecture impact on AI build and deployment, pricing models, human-machine augmented foresight and AI governance.

This IDC research service also addresses the needs of AI/ML technology vendors and the ecosystem vendors who are infusing AI/ML in their core offerings or offering AI-powered predictions, recommendations, optimizations, risk management, fraud management, intelligent automation, predictive and preventative maintenance, Conversational AI & Computer Vision Industry and horizontal solutions. 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 latest demand trends.

## Markets and Subjects Analyzed

- AI adoption trends, maturity, trust and governance
- AI applications and solutions across industries and business functions: CRM, ERM, AR/VR integration
- Machine teaching
- Federated learning
- Impact of edge, hybrid cloud, and multicloud architectures on AI training and inferencing
- Democratization of AI
- Pricing and packaging trends
- AI marketplaces and ecosystems

## Core Research

- Enterprise AI Innovation Index
- Global AI Adoption Trends and Strategies – End-User Surveys
- Predictions, Recommendations, Personalizations, Fraud Management, Intelligent Automation/Document Processing, Conversational/Computer Vision AI Applications and Solutions
- Artificial Neural Networks as decision makers in strategic situations
- Buyer Case Studies – IDC PeerScapes
- Artificial Intelligence, Machine Learning, and Deep Learning Market Analyses and Predictions – IDC FutureScape and MAP
- AI Software Market Trends, Forecasts and AI Applications and AI Platforms Vendor Market Shares
- Ecosystem Partnering Strategies – Technology and GTM
- Future of Enterprise AI

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 Software and 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 machine learning and deep learning use cases for enterprises?
4. What are the new rules for a build, buy, partner or acquire decision for AI?
5. What are AI applications, and how are they accelerating business transformation – providing superior business value?
6. What are the pricing dynamics for monetizing AI capabilities?
7. What are the trends and growth rates for on premises, cloud services, or edge for AI training and inferencing?
8. What are the advancements in tools and technologies to support AI Governance?

## 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, HPE, IBM, Infosys EdgeVerve, Intel, MathWorks, Microsoft Corp., MixMode, NetApp Inc., OpenText, Oracle, Salesforce, SAP, SAS, ServiceNow, Tableau, Teradata, TIBCO and Workday.