

Improved Productivity And Faster Time To Market Primary Drivers For Indian Organizations Looking At Artificial Intelligence

NEW DELHI, 28th May 2020 – Over 65% of the organizations in India state automation for improved productivity and faster time to market with new products and services, as the top drivers for using AI. With this, organizations in India are looking at reaping the benefits of enhancing efficiency and driving newer revenue models. As enterprises achieve greater clarity on what the enterprise of tomorrow will look like, the need for intelligence that provides insights at scale for work, operations, and experience will accelerate.

Organizations across multiple verticals have been leveraging AI-driven by their own needs, but all of them are considering intelligent systems to either reduce effort on mundane tasks or establish specialized real-time insights for faster decision making. This adoption has been varied across industries but has remained steady. Healthcare institutions and hospitals are deploying AI for clinical imaging and point-of-care applications. The BFSI vertical is exploring multiple use cases, varying from chatbots and conversational AI platforms to fraud detection in claims and insurance. As other sectors explore AI, the public sector is almost initiating a similar arc of adoption.

"AI is not new. Over the years, it has progressed with organizations in India now exploring numerous use cases to realize its potential. Organizations are leveraging AI to enhance efficiency, improve productivity, and drive newer sources of revenue. Hence, it is interesting to witness how these use cases vary from predominant verticals to the emerging ones," said [Rishu Sharma](#), Principal Analyst, Cloud and Artificial Intelligence, IDC India.

IDC's latest report, [If You Think Artificial Intelligence Is Not for You, You May Just Want to Reconsider \(IDC # AP45884520\)](#), focuses on how end-user enterprises are

adopting AI and discusses multiple use cases among the fast-adopting verticals. The report also talks about the reasons for organizations in India to consider AI and the hurdles they are facing in the market. The report leverages the data from IDC's conversations with the end-customers along with IDC's Cognitive AI Adoption Survey, 2019, that involved talking to over 100 leaders in India.

"Traditionally, AI has been on the wish list of organizations and had not moved to the mainstream in terms of IT investments. However, with increasing examples of real-life use cases being effectively handled by AI, organizations are looking at increasing their investments on AI to drive business outcomes," said [Sharath Srinivasamurthy](#), Research Director, Enterprise Solutions & ICT Practices, IDC India.

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