Artificial Intelligence Business Toolkit

Part of the AI & Intelligent Automation Service Area Package, the AI Business Toolkit is focused on the business of AI and includes a peer benchmarking and gap analysis tool, vendor benchmarking, AI business performance metrics database, best practice reports, and market trackers and surveys to help enterprises translate their AI technology and use case roadmaps into concrete business outcomes. The toolkit addresses the evolving needs of the AI ecosystem as the technology starts to mature beyond pilots into large -scale deployments and provides a blueprint for enterprises to operationalize AI.
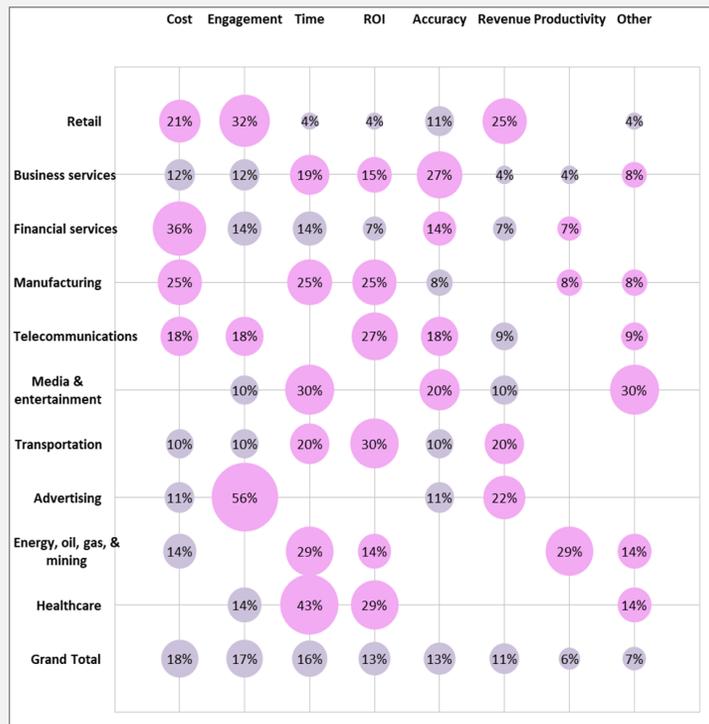
" For enterprises to succeed with AI they need to address the gap between the technology and the business outcomes, which boils down to having the right tools to measure, track and evaluate AI as it gets operationalized."

Mark Beccue
Principal Analyst

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Artificial Intelligence Business Toolkit

Part of the AI & Intelligent Automation Service Area Package

Top AI Business Metrics by Vertical

	Cost	Engagement	Time	ROI	Accuracy	Revenue	Productivity	Other
Retail	21%	32%	4%	4%	11%	25%		4%
Business services	12%	12%	19%	15%	27%	4%	4%	8%
Financial services	36%	14%	14%	7%	14%	7%	7%	
Manufacturing	25%		25%	25%	8%		8%	8%
Telecommunications	18%	18%		27%	18%	9%		9%
Media & entertainment		10%	30%		20%	10%		30%
Transportation	10%	10%	20%	30%	10%	20%		
Advertising	11%	56%			11%	22%		
Energy, oil, gas, & mining	14%		29%	14%			29%	14%
Healthcare		14%	43%	29%				14%
Grand Total	18%	17%	16%	13%	13%	11%	6%	7%

HOW OMDIA HELPS YOU

- Measure and benchmark AI readiness
- Monitor AI business performance metrics
- Understand market dynamics
- Build best practices
- License benchmark readiness to clients
- Optimize product positioning
- Track competitors
- Prospect new markets and verticals

KEY QUESTIONS ADDRESSED

- How does our business build an enterprise-grade blueprint for operationalizing AI?
- What are the best-in-class practices for AI strategy, organizational structure, operations lifecycle management, governance?
- What do we need to know about regulations that effect AI?
- When it comes to AI capabilities such as ML, Language and Analytics, is it better to build, buy or partner?
- How does our business measure up against peers in terms of AI readiness today, next year?

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Artificial Intelligence Business Toolkit: Meet the Experts

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Research Director

Mark Beccue
Principal Analyst

Cassandra Mooshian
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Artificial Intelligence Business Toolkit: Deliverables

ONLINE TOOL
—Annual—

- AI Peer Benchmark & Gap Analysis Tool

DATABASES
—Quarterly and Biannual—

- Enterprise AI Contracts Database (quarterly)
- AI Business Performance Metrics Database (biannual)

VENDOR ASSESSMENTS
—Annual—

- Omdia Universe - Robotic Process Automation (RPA),Q4 2020
- Omdia Universe - Enterprise MLOps Platform Q2 2021
- Omdia Universe Chatbots and Virtual Assistants, Q3 2021

SURVEYS
—Annual—

- AI Maturity Survey

REPORTS
—Focused—

- AI Build, Buy or Partner Series
- AI Governance
- AI Deployment Best Practices
- AI Services Best Practices

PRESENTATIONS
—Quarterly—

Quarterly analyst briefings with on research highlights from all market aspects.

ANALYST INSIGHTS
—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

ASK AN ANALYST
—Ongoing—

For prompt responses to urgent and unique questions.

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Artificial Intelligence Business Toolkit: On-line Tool (Launch Q1 2021)

AI Peer Benchmark and Gap Analysis Tool- Q1 2021

A digital tool providing enterprises with an AI readiness benchmark score, deep-dive customized gap analysis, and customized views by verticals, use cases, and regions. Understand AI readiness across four key areas of strategy, organization, technology-operations and data and measure AI readiness against peers and address gaps. Use tool to measure readiness at a regular cadence through the year to track progress and gaps. The tool will also allow enterprises to browse the larger benchmarking dataset across regions, verticals, company size and other criteria to measure how the AI readiness varies across the ecosystem and how it is evolving over time.

DETAILS

Benchmarking Categories

- Strategy: state and nature of plan of action and road map to support AI

- Organization: organizational structure and cultural readiness to support AI and its effects on business transformation

- Technology-Operations: operational structure, technological maturity and capabilities to support AI

- Data: state and availability of data assets needed to support AI

Regions

• North America
• Asia Pacific
• Europe
• RoW

*Country breakdowns will be provided on a subsequent basis

COVERAGE

• AI Readiness Measured Across
    • Verticals
    • Horizontal Use Cases
    • Regions
    • Technology
    • Size of Company
    • Size of AI Team

Baseline Data Established

500-1000 enterprises across industry verticals take benchmark survey Q4 20 to establish benchmarking baseline across 5-10 select verticals.

Benchmark Cadence

Customers can take benchmarking survey quarterly.

Tool refresh

As market matures, benchmarking data refresh, expand industry verticals and benchmark categories

Tool Launched

Product launched Q1 21. Customers who use tool receive industry benchmarking across specific peer categories

Browse dataset

Ongoing access to benchmarking dataset across verticals, regions etc.

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Artificial Intelligence Business Toolkit: Market Data

AI Business Performance Metrics Database (Bi-annual)

The Omdia AI Business Performance Metrics Database provides a list of (self-) reported AI vendor or client metrics, key performance indicators (KPIs), for measuring AI impact. The database provides an anecdotal glimpse into which metrics are most important to AI customers and how metrics vary by application and industry.

DETAILS

Frequency: Biannual

Regions
• Global

COVERAGE

• AI Metric Types
  • Cost reduction
  • Engagement
  • Time reduction
  • Accuracy
  • ROI
  • Revenue improvement
  • Productivity improvement
  • Others
• Top Metrics by Horizontal AI Applications
• Top Metrics by Industry Verticals
• Top Metrics by AI Meta Technology (Vision, Language, Analytics)

Enterprise AI Contracts Database (Quarterly)

This Omdia Enterprise AI Contracts Tracker provides a list of AI vendor-client contracts, announcements, and pilots. The tracker provides a snapshot of enterprise AI industry activity and charts the progress of contracts across technologies, applications, regions, and industry verticals.

DETAILS

Frequency: Quarterly

Regions
• North America
• Latin America
• Europe
• Middle East and Africa
• Asia Pacific

COVERAGE

• AI Contracts Categorized by
  • Vendor
  • Client
  • Region
  • Time
  • Application
  • Technology
  • Delivery Model
  • Services
  • Deployment Type
  • Meta category

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Artificial Intelligence Business Toolkit: Vendor Assessments

Omdia Universe

The Omdia Universe is our new flagship Vendor Selection methodology designed to robustly and holistically assess key vendors in growing and established technology markets. It evaluates and makes recommendations based each vendor's capability and the experience customers have had with the solution.

Frequency: Annual

- **Omdia Universe - Robotic Process Automation (RPA) Solution, Q4 2020**
  Provides an overview of trends and drivers affecting the RPA market and provides vendor comparisons and profiles such that enterprises can make more informed decisions and vendors can fine tune their strategies.

- **Omdia Universe - Enterprise MLOps, Q2 2021**
  Provides business and IT executives with an up-to-date view and analysis of the market for operationalized machine learning (MLOps) platforms

- **Omdia Universe - Omdia Universe Chatbots and Virtual Assistants, Q3 2021**
  Provides enterprise decision makers with analysis and comparison of enterprise-focused Chatbot and Virtual Assistant vendor applications, solutions and platforms.

AI Applications Intelligence Service | DAAI-102060

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Artificial Intelligence Business Toolkit: Report, Surveys and Analysis

AI MATURITY SURVEY

For enterprises, this report can serve as a way of benchmarking and drawing AI roadmaps. For AI vendors, this analysis is a tool for mining opportunities and developing strategic go-to-market plans.

Frequency: Annual

Online survey of 365 enterprises, from across the globe, which met the qualification of at least planning an AI initiative. Companies came from a variety of vertical industries and ranged in size, from small start-ups to global companies. Survey explores AI adoption across enterprise, vendors, and users; uncovers differences across value-chain and timelines; and provides pivot data with extended analysis in report series.

Key questions addressed:
- What is the market penetration of AI technologies and solutions for enterprises?
- What is the pace of AI technologies and solutions implementations and investments?
- Where does AI ownership/responsibility reside within enterprises?
- Are enterprises relying on in-house strategies (developing internal AI expertise and IP), commercial solutions or both?
- For what functions or business units are enterprises deploying AI?
- What use cases are enterprises implementing?
- What AI technologies are enterprises leveraging?

AI BUSINESS TOOLKIT REPORTS

Topical reports on AI business issues, including a Best Practices series that provides blueprints for planning and maintaining AI.

Frequency: 2-4 reports every quarter

Focus reports grouped into 3 series in areas where understanding is critical for the operationalizing of AI: AI Build Buy or Partner; AI Deployment Best Practices; AI Services Best Practices.

Report scheduled include:

- AI Build, Buy or Partner Series:
  - Deep Learning & Language
  - Deep Learning & Vision
  - Machine Learning & Analytics
- AI Deployment Best Practices Series:
  - AI Governance
  - AI KPIs
  - AI Organization
- AI Services Best Practice Series:
  - AI Services Training & Maintenance
  - AI Services Installation, Integration and Customization

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Related Content: AI & Intelligent Automation Service Coverage

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Service Area Package: **AI & Intelligent Automation**

Artificial Intelligence Applications Intelligence Service

| Use Cases | Platforms | Services |

Advanced Computing Intelligence Service (incl. AI Hardware)

Analytics & Data Management Intelligence Service

Artificial Intelligence Business Toolkit

About Omdia's AI & Intelligent Automation Research

The AI & Intelligent Automation research area provides a full-stack view of AI across applications, software, hardware and services. There is coverage across a wide variety of companies from AI startups, hyperscalers, chipset vendors, cloud providers, OEMs, IT vendors, AI platform vendors, AI and IT services companies, as well as several end user companies deploying AI across different vertical markets.

AI is beginning to move from proof of concept (PoC) into a stage of industrialization, with vendors and end users looking to understanding the business of AI. Omdia's AI business toolkit is aimed at bridging the gap between the technology and the economic value of AI, giving clients a range of tools to benchmark, measure and plan around the commercialization of AI.

To complete the circle, AI & Intelligent Automation also covers the impact of AI and automation from the perspective of AI hardware for cloud and edge, and the next-generation compute stack from quantum computing to HPC that is emerging to support new applications and services.

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- Understand more about our methodologies

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