

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

Artificial Intelligence Business Toolkit

Part of the AI & Intelligent Automation Service Area Package

Top AI Business Metrics by Vertical



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 some of the key best-in-class practices for operationalizing 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?

Artificial Intelligence Business Toolkit: Meet the Experts



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Artificial Intelligence Business Toolkit: Deliverables



ONLINE TOOL

—Annual—

- AI Readiness Tool (launched April 2021)



DATABASES

—Quarterly and Biannual—

- Enterprise AI Contracts Database (quarterly)
- AI Business Performance Metrics Database (biannual)
- AI Readiness Barometer Pivot Data (Ad Hoc)



VENDOR ASSESSMENTS

- Omdia Universe – Selecting an Intelligent Automation Solution 2022-23
 - Omdia Universe - Enterprise AutoML Platform 2022
- Market Radar Virtual Assistants, Q3 2022
- Market Landscape Intelligent Document Processing 4Q 2021



SURVEYS

—Annual—

- AI Maturity Survey Report and Pivot Table
 - AI Maturity Deep Dive Report
 - AI Readiness Barometer
- AI Readiness Barometer Deep Dive Series



REPORTS

—Focused—

- 2022 Trends to Watch
- AI KPIs Best Practices
- AI Organizational Best Practices
- AI Governance & Ethics 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.

Introducing AI Business Toolkit Intelligence Service

Vendor Evaluations

Use deep dive vendor benchmarking across AI solution landscape to choose best-in-class vendors.

Monitor AI Business Metrics

Gauge AI KPIs for accuracy, cost reduction, productivity, revenue improvement, ROI, time reduction, engagement

Benchmark AI Readiness capabilities with peers and industry and close gaps
Compare score to peers in vertical, region, horizontal and understand how to close gaps.

Build AI Best Practices

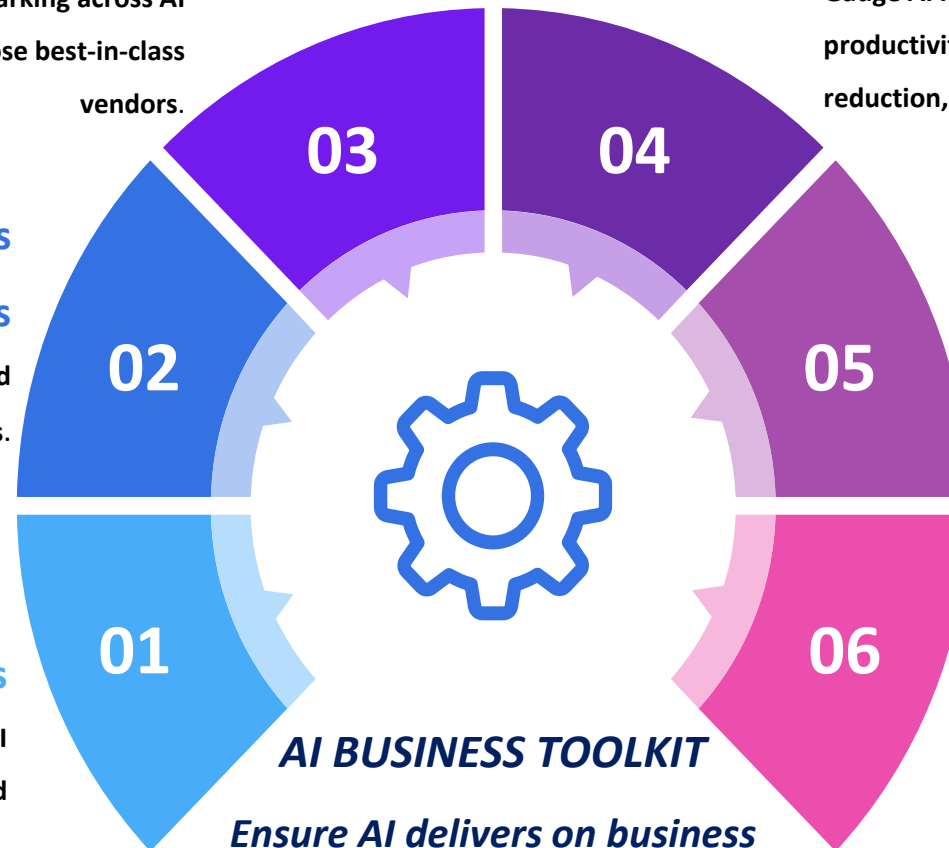
Build, buy or partner for AI technology; KPIs, organization, governance; lifecycle management like customization, integration, training

Measure your AI readiness

Get your AI score – AI Novice, AI Ready, AI Proficient, AI Advanced

Understand market dynamics

AI Market Maturity survey at global, regional and company size segmentation; Enterprise AI contract database to stay on top of key AI contract awards



AI BUSINESS TOOLKIT

Ensure AI delivers on business outcomes

Artificial Intelligence Business Toolkit: On-line Tool

AI Readiness Tool (Launched Apr 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

COVERAGE

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

- **AI Readiness Benchmark Categories (Available Now)**

- **Verticals**

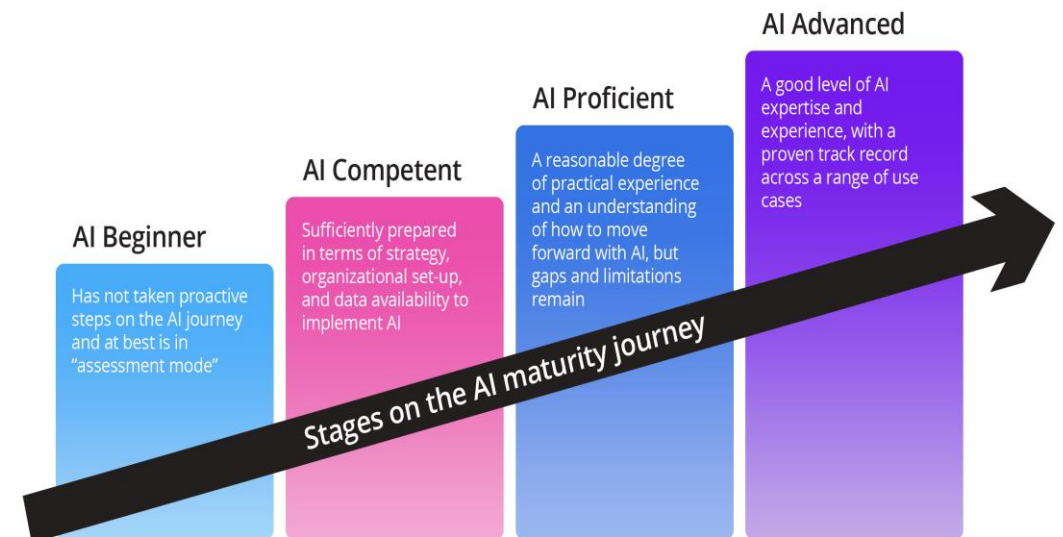
- Business/Professional Services
- Education
- Energy, utilities, mining
- Financial/insurance
- Health & pharma
- Information technology
- Manufacturing
- Media & entertainment
- Retail & commerce
- Telecommunications
- Transportation

- **Regions**

- North America
- Latin America & the Caribbean
- Western Europe
- Eastern Europe
- Central & Southern A
- Oceania, Eastern & S
- Eastern Asia
- Middle East
- Africa

- **AI Readiness Benchmark Categories (Upcoming)**

- Size of Company
- AI Horizontal Application
- AI Ownership Level/Job Profile



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

Artificial Intelligence Business Toolkit: Vendor Benchmarking

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.

- **Omdia Universe – Selecting an Intelligent Automation Solution, Q4 2022-23**

Provides an overview of trends and drivers affecting the Intelligent Automation market and provides vendor comparisons and profiles such that enterprises can make more informed decisions and vendors can fine tune their strategies.

- **Omdia Universe - Selecting a modern data analytics platform, Q2 2022**

Provides a detailed look into the trends surrounding analytical databases as they move beyond yesterday's big data requirements to address emerging opportunities around artificial intelligence, continuous intelligence, and hybrid/multi-cloud deployments. In this comparative review, Omdia will analyze top data warehouse solutions from Snowflake, Oracle, AWS, Microsoft, Vertica, and many others, uncovering their distinct differentiators and challenges.

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 enterprises from across the globe which meet the qualification of at least planning an AI initiative. Survey explores AI adoption and 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: 6-14 reports per year

Report scheduled include:

- Best Practices: AI Build, Buy, or Partner – Statistical Machine Learning and Analytics
- Best Practices: KPIs for Measuring AI Success within the Enterprise – 2022
- AI Market Maturity Deep Dive Report – 2022
- 2023 Trends to Watch: AI Business
- AI Governance Best Practices Report
- Virtual Digital Assistant Market Radar
- Virtual Digital Assistant Market Share report
- AI Skills Tracker – 2Q, 3Q, 4Q
- AI Readiness Barometer
- AI Readiness Barometer Verticals Analysis (8 reports)

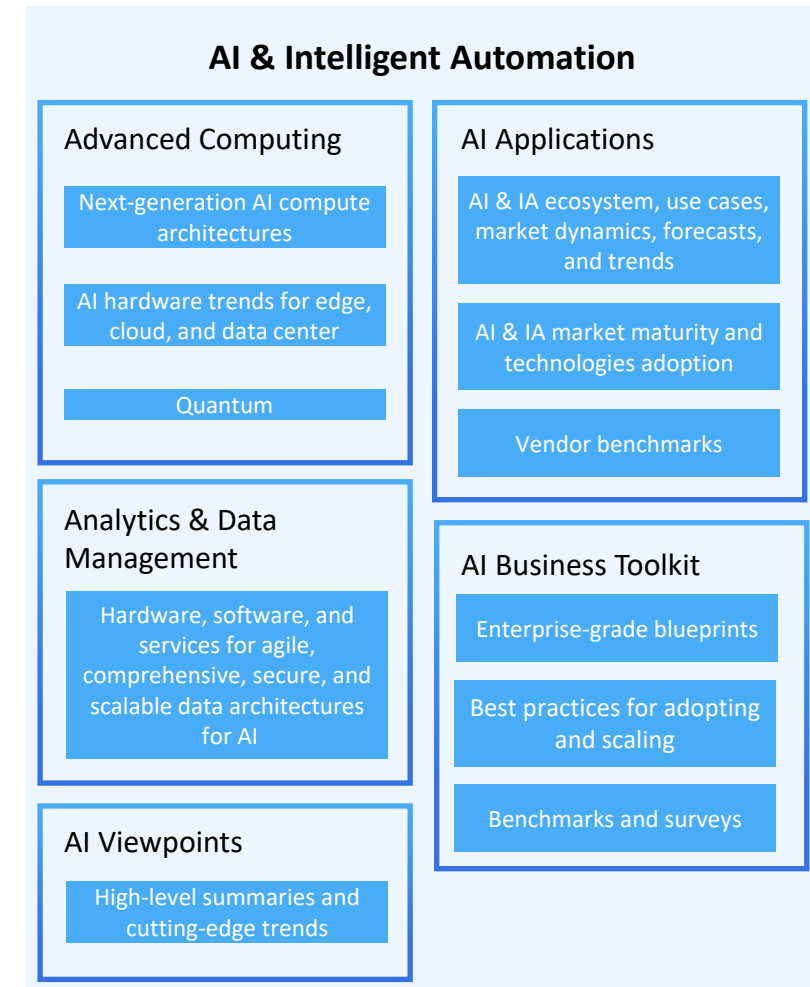
AI & Intelligent Automation Overview

About Omdia's AI & Intelligent Automation Research

Omdia provides valuable, detailed, and comprehensive research on the core elements of the AI and IA ecosystem. Our research portfolio spans the entire AI and IA value chain, from AI hardware to AI use cases, applications, software, platforms, and services. We cover a wide variety of companies including AI startups, hyperscalers, chipset vendors, cloud providers, OEMs, IT vendors, AI platform vendors, AI and IT services companies, and enterprises deploying AI and IA across different vertical markets.

Omdia's AI & IA research also provides insights into the drivers and barriers in key vertical markets and examines the challenges, investment strategies, and supplier choices of enterprises that are in the process of adopting and scaling AI, ML, and data science.

Omdia's syndicated AI & IA research is delivered via five distinct intelligence services: Advanced Computing, AI Applications, Analytics & Data Management, AI Business Toolkit, and AI Viewpoints. Through a rich collection of reports, forecasts, surveys, and analyses, each of these intelligence services provides our clients with insights into the latest AI and IA business and technology trends and how these developments affect the market (and their organizations) now and in the future. Our clients also enjoy access to our analyst team, thus ensuring their questions are answered completely and promptly.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.