

# 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.

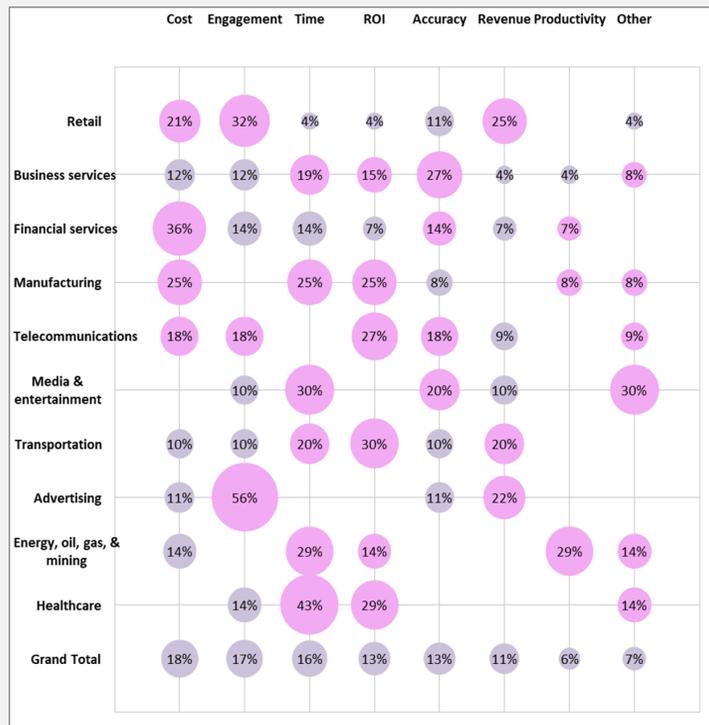
“ For enterprises to succeed with AI they need to address the gap between the technology and the business outcomes, which boils down to having the right tools to measure, track and evaluate AI as it gets operationalized.”

**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 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?

# Artificial Intelligence Business Toolkit: Meet the Experts



**Natalia Modjeska**  
Research Director



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Chief Analyst

# 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)



## 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 Report and Pivot Table
- AI Maturity Deep Dive Report



## 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.

# 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

#### 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

### COVERAGE

#### AI Readiness Benchmark Categories (Available Now)

##### Verticals

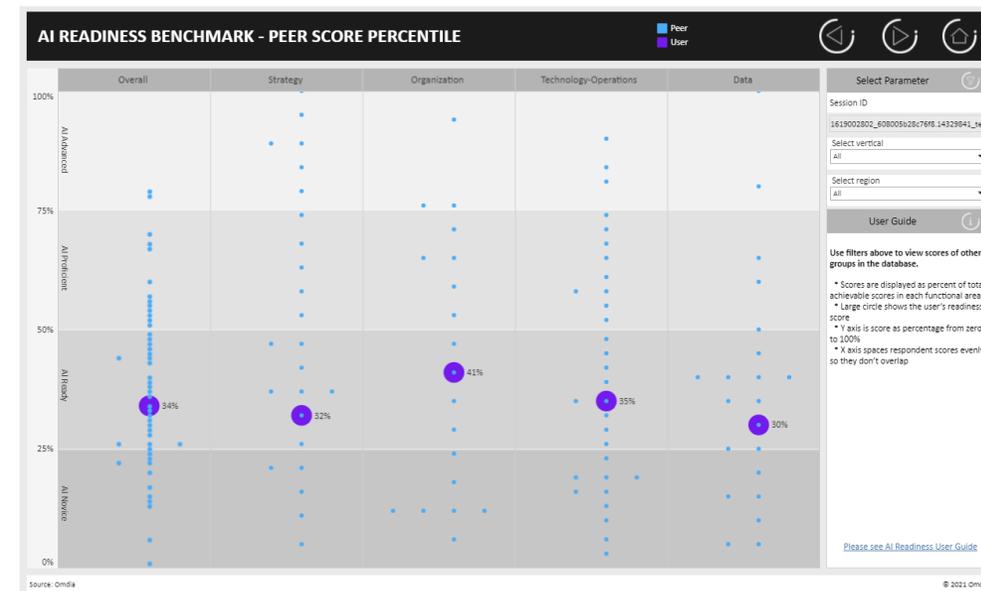
- Business/Professional Services
- Education
- Energy, utilities, mining
- Financial/insurance
- Health & pharma
- Information technology
- Manufacturing
- Media & entertainment
- Retail & commerce
- Telecommunications
- Transportation

##### Regions

- North America
- Latin America & the Caribbean
- Western Europe
- Eastern Europe
- Central & Southern Asia
- Oceania, Eastern & South-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.

### Frequency: Annual

- [Omdia Universe - Robotic Process Automation \(RPA\) Solution, Q4 2020/2021](#)  
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.

# 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.

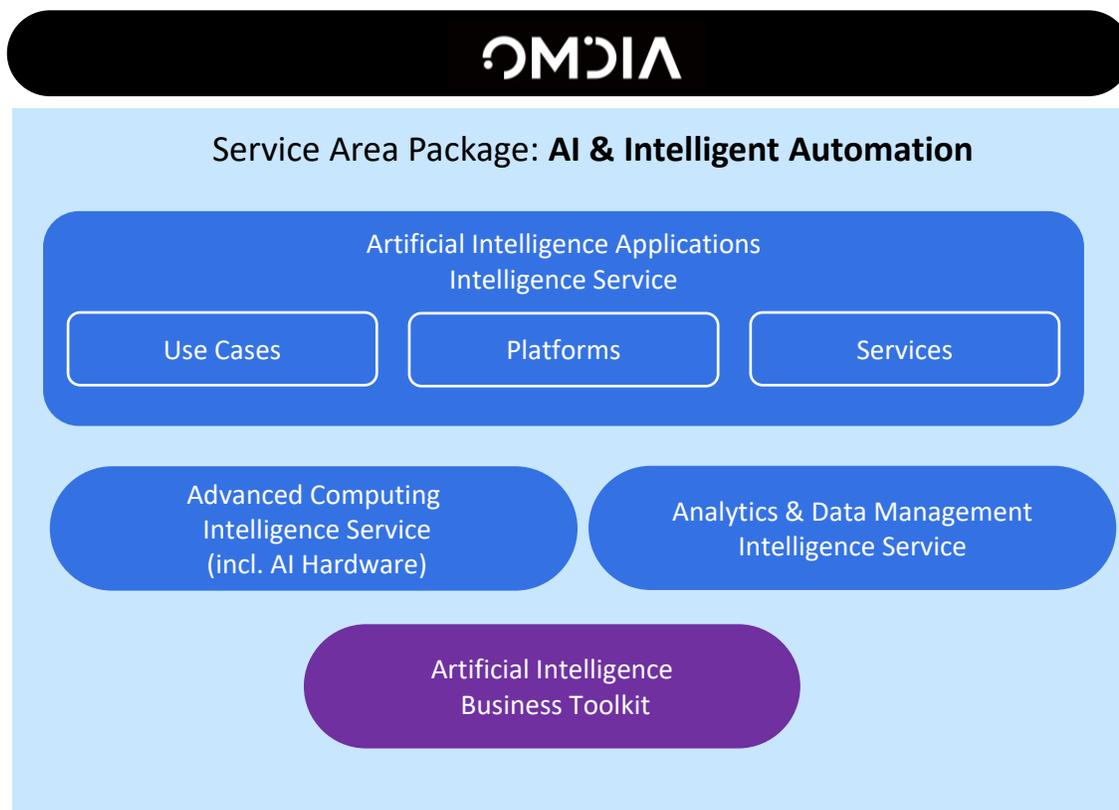
**Frequency:** 2-4 reports every quarter

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

# Related Content: AI & Intelligent Automation Service Coverage



## 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.

# 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

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**Tom Coate**  
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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.