

# Artificial Intelligence Applications Intelligence Service

## Part of the AI & Intelligent Automation Service Area Package

This Intelligence Service examines use cases, verticals, platforms and services on offer for the application of artificial intelligence technologies across enterprise markets. Research focus includes analysis of the use cases and value propositions for artificial intelligence in the key vertical growth markets, the key vendors that are shaping the next stage of market evolution, and technology trends that are driving AI development. Granular market sizing, segmentation, and forecasting models provide industry participants with an objective assessment of the business opportunity for AI, followed by specific recommendations for market participants guiding AI development, delivery and deployment.

“Well ahead of oncoming legislation, enterprise AI practitioners are looking for a little help from technology providers to operationalize AI governance practices through metadata.”

### Bradley Shimmin

Chief Analyst, AI Platforms,  
Analytics, and Data  
Management

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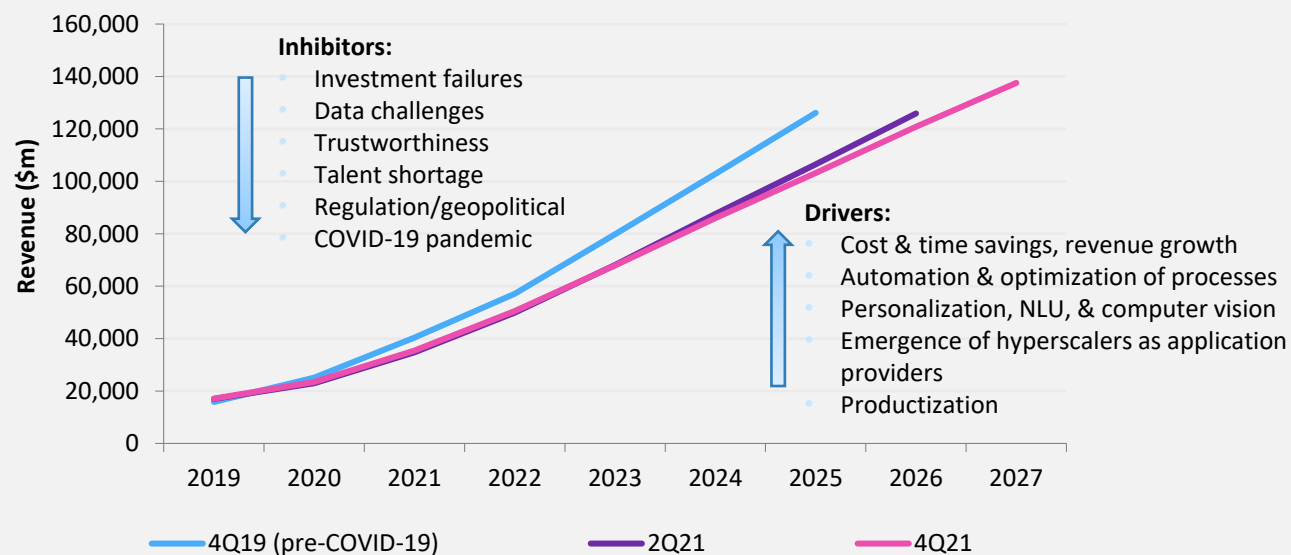
## HOW OMDIA HELPS YOU

- Understand the breadth and depth of AI use cases
- Discover AI best practices and how to best operationalize AI within your organization
- Arm your strategy, marketing and product teams with granular data on the AI market
- Compare key vendor offerings and strategies

## KEY QUESTIONS ADDRESSED

- What are the core priorities to consider when applying AI within the enterprise?
- What are key vertical use cases and value propositions of AI across and within industries?
- Who are the major vendors/solution providers and how do they differentiate? Which up and coming challengers should also be considered?
- Which trends are driving the development and evolution of AI technologies?

AI software revenue forecast evolution, world markets: 2019–27



Source: Omdia: Artificial Intelligence Software Market Forecast, Q4 2021

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# AI Applications: Meet the Analysts



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Senior Analyst,  
AI & Intelligent Automation

# AI Applications: Deliverables



## MARKET DATA

—Quarterly and Bi-Annual—

- AI Software Market Forecasts (Bi-Annual)
- RPA & Intelligent Automation Market Forecast (annual)
- Enterprise AI Contracts Database (quarterly)



## VENDOR BENCHMARKING

—Annual—

- RPA & Intelligent Automation Market Landscape, Q1 2022
- Virtual Digital Assistant (VDA) Market Share Report, Q3 2022
- Omdia Universe: RPA & Intelligent Automation, Q4 2022



## SURVEYS & REPORTS

—Annual—

- AI Market Maturity
- RPA & Intelligent Automation Enterprise Adoption
- AI Applications Research Reports



## ANALYST INSIGHTS

—Ongoing—

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



## PRESENTATIONS

—Quarterly—

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# AI Applications: Market Data

## AI Software Market Forecasts (Bi-annual update)

Quantitative assessment of the market opportunity for AI software. Includes market sizing, segmentation, and forecasts for 188 unique AI use cases across 20 industry sectors, 14 horizontal applications and 8 regions.

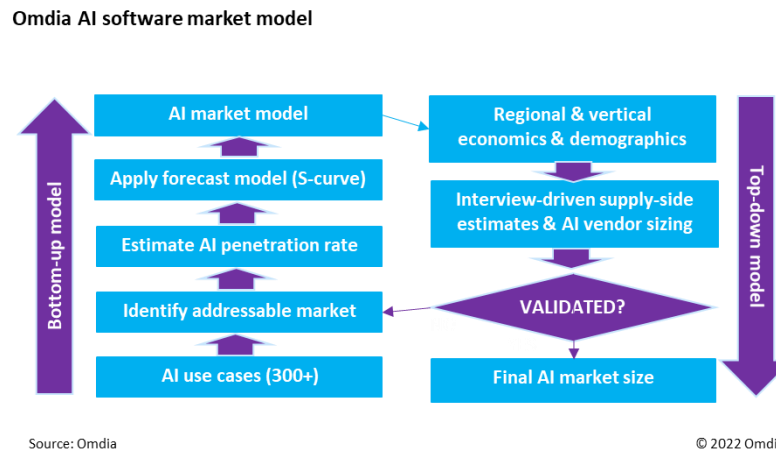
### DETAILS

**Frequency:** Bi-Annual

### Regions

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

### COVERAGE



## Enterprise AI Contracts Database

Offers a snapshot of activity (AI vendor-client contracts, announcements, pilots) and charts the progress across technologies, applications, regions, and industry verticals.

### DETAILS

**Frequency:** Quarterly

### Regions

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

### COVERAGE

- AI Use Cases
- AI Ecosystem
- AI Software Platforms
- AI Business Models
- AI Enterprise Surveys
- AI in Major Vertical and Horizontal Markets
- Deep Learning and Machine Learning
- Computer Vision & NLP

# AI Applications: Market Data

## RPA & Intelligent Automation Market Forecast

Examines the opportunity and outlook for the rapidly evolving RPA & Intelligent Automation space.

**Frequency:** Annual

**Regions**

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

**Coverage:**

- Regional forecasts and analysis
- Industry vertical forecasts and analysis
- Departmental/functional forecasts and analysis
- Market drivers and inhibitors
- Enterprise behavior and preferences
- Global, AI industry, and other macro factors

# AI Applications: Surveys and Reports

## AI Market Maturity

Examines the maturation of the market, with views of the AI structure and strategies of end-user and vendor companies.

### Frequency: Annual

Survey of hundreds of purchase-decision makers at enterprises across the globe.

Key questions addressed:

- What is the market penetration of AI technologies and solutions for enterprises?
- What is the pace of AI technology implementations and investments?
- How has data privacy and the AI accountability gap affected AI plans?
- Where does AI ownership/responsibility reside within enterprises?
- Which strategies are enterprises relying on: in-house solutions, commercial solutions, or both?
- For what functions or business units are enterprises deploying AI (customer service, IT, operations, business intelligence, etc.)?
- Which AI use cases are enterprises implementing?
- What AI technologies are enterprises leveraging?

## RPA & Intelligent Automation Enterprise Adoption

Examines and analyzes enterprise appetite for and plans regarding adoption of RPA & Intelligent Automation.

### Frequency: Annual

Survey of hundreds of enterprise decision makers and those directly involved with AI regarding their organizations' current and future plans for RPA and Intelligent Automation.

Key questions addressed:

- What are the top drivers of RPA & Intelligent Automation consideration, plans, and adoption?
- What are the biggest barriers to enterprise adoption of RPA & Intelligent Automation?
- What are the common post-implementation challenges? How can they be mitigated?
- Where within the organization is the technology being utilized?
- How have/will employees react to automation?
- What are the long-term goals and expected benefits of utilizing the technology?

# AI Applications: Surveys and Reports

## AI Applications Research Reports

Examine the use cases, platforms, and business models for the application of AI technologies in enterprise, consumer, and government markets.

### Frequency: 2-4 reports every quarter

Research focus includes analysis of technology trends that are driving the development of more robust cognitive technologies, the use cases and value propositions for artificial intelligence in specific vertical and horizontal markets, and the key industry players who are shaping the next stage of market evolution.

Granular market sizing, segmentation, studies, and forecasting models provide industry participants with an objective assessment of the business opportunity for artificial intelligence software.

Examples of reports include:

- AI for Healthcare Applications Report
- AI for Anomaly Detection Report
- AI Skills Trackers
- AI-Driven SaaS
- The Evolution of ML Frameworks Report
- Intelligent Automation Use Case Report: IDP
- Virtual Digital Assistant Market Radar
- and more



# AI Applications: Vendor Benchmarking

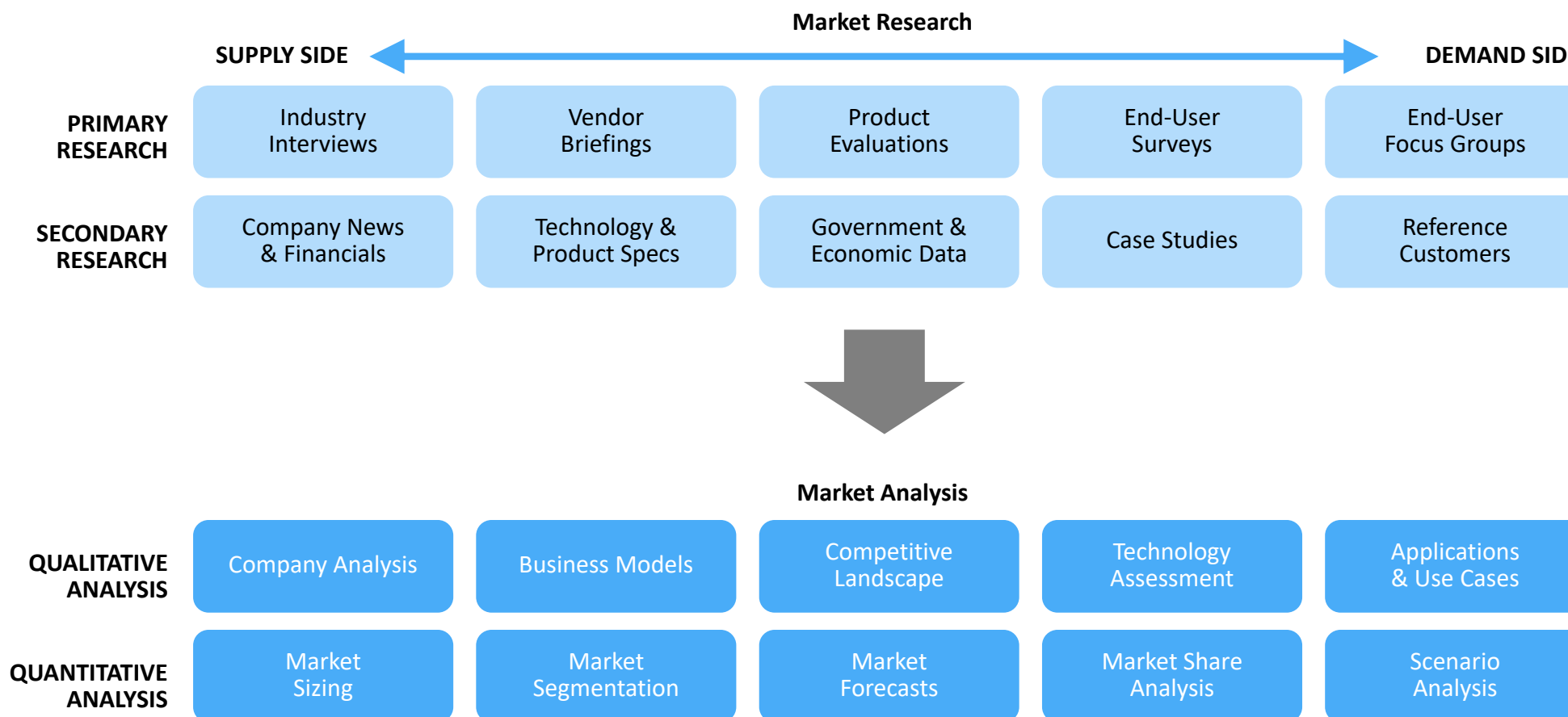
## Omdia Universe

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

- [RPA & Intelligent Automation Market Landscape, Q1 2022](#)  
Provides vendors and enterprises alike a view into where the RPA & Intelligent Automation market stands, what the key forces are that impact the market outlook including macro-economic and regulatory factors as well as changes in the vendor landscape, vendor market share, and vendors' go-to-market strategies.
- [Virtual Digital Assistant \(VDA\) Market Share Report, Q3 2022](#)  
Covers the VDA market landscape, including key drivers and barriers, trends, market segments, and significant players and their view of market dynamics.
- [Omdia Universe: RPA & Intelligent Automation, Q4 2022](#)  
Provides an overview of trends and drivers affecting the RPA & Intelligent Automation market and provides vendor comparisons and profiles such that enterprises can make more informed decisions and vendors can fine tune their strategies.

# AI Applications: Research Methodology



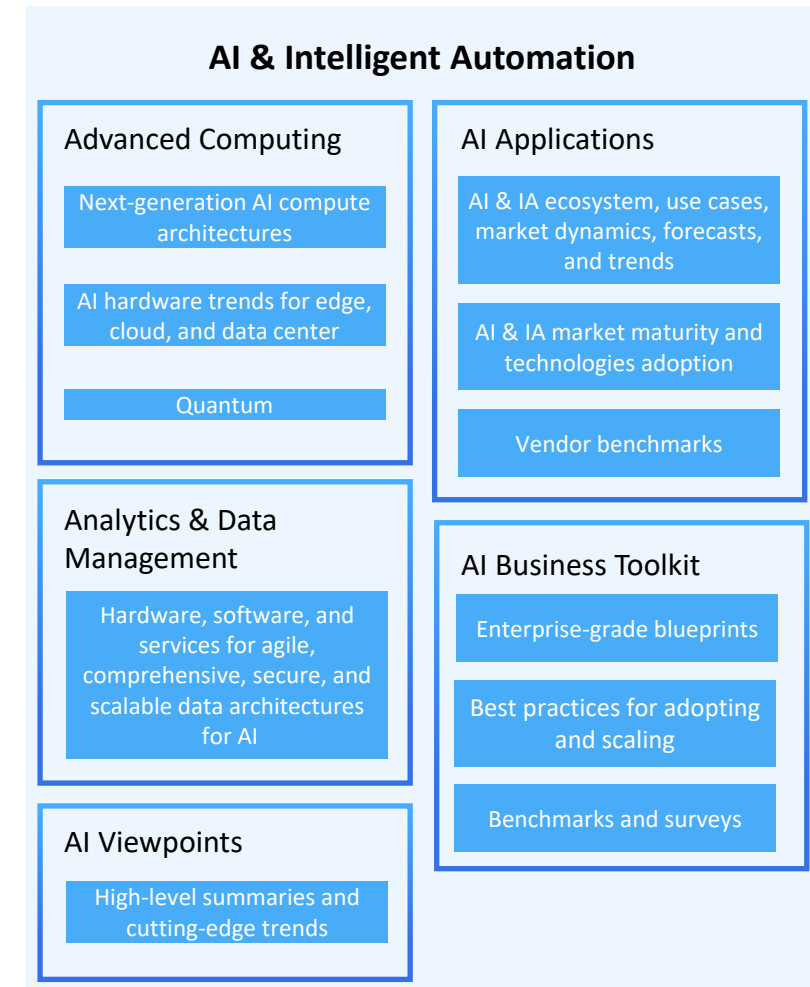
# AI & Intelligent Automation Overview

## 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.



## CONNECT WITH US

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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.

# 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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- 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager

