

# 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.

“ Navigating the complex enterprise AI landscape is as much about identifying the opportunities and gaps in software platforms and services the across the vertical and horizontal stacks, as it is in understanding the applications and use cases that make up the AI opportunity. ”

**Bradley Shimmin**  
Chief Analyst

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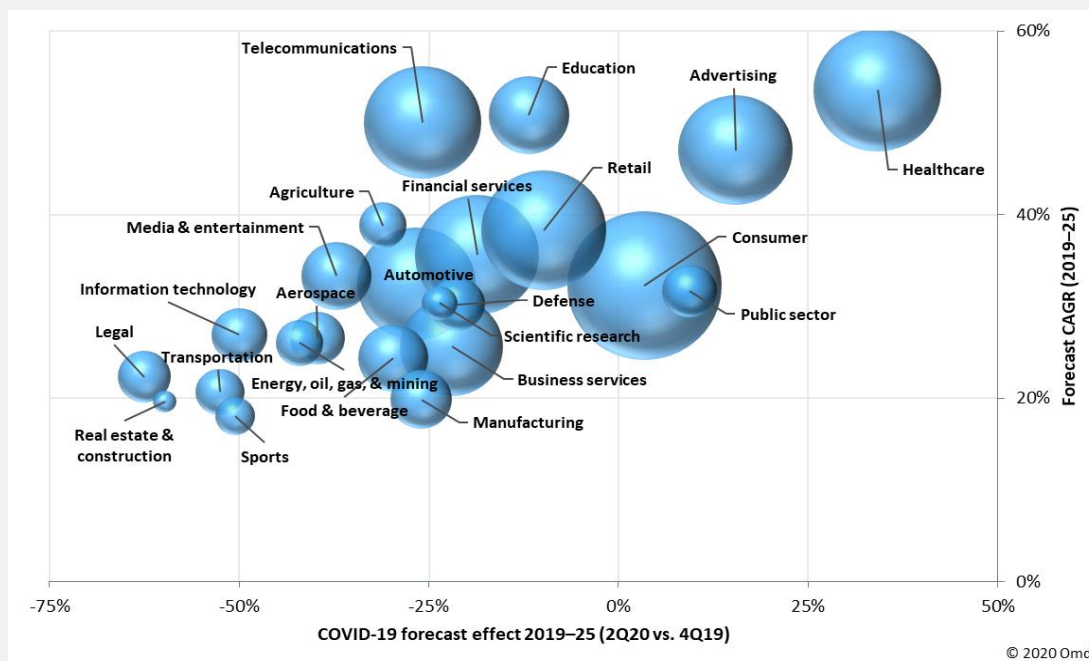
## HOW OMDIA HELPS YOU

- Understand the taxonomy and breadth of AI use cases
- Contrast AI adoption across key verticals
- Arm your strategy, marketing product teams with granular data on AI market
- Compare key vendor offerings and strategies

## KEY QUESTIONS ADDRESSED

- Identify the core priorities of applying AI within one's own products and services
- What are the use cases and value propositions of AI in key industries?
- Who are the major industry leaders and the challengers that are rising?
- Which trends are driving the development of AI technologies?

AI software revenue by industry: COVID-19 impact vs. 2019–25 CAGR



# AI Applications: Meet the Analysts



**Natalia Modjeska**  
Research Director, AI &  
Intelligent Automation



**Bradley Shimmin,**  
Chief Analyst,  
AI Platforms,  
Data & Analytics



**Mark Beccue,**  
Principal Analyst,  
AI & NLP  
Natural Language/  
Conversational AI, AI use cases,  
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**Neil Dunay,**  
Senior Analyst,  
AI Data Tools



**Alexander Harowell**  
Senior Analyst,  
Enterprise AI



**Cassandra Mooshian**  
Senior Analyst,  
Intelligent Automation &  
Enterprise AI

# AI Applications: Deliverables



## MARKET TRACKERS

—Quarterly and Bi-Annual—

- AI Applications Forecast Tracker (Bi-Annual)
- Enterprise AI Contracts Database (quarterly)



## Vendor Benchmarking

—Annual—

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



## SURVEYS & REPORTS

—Annual—

- AI Market Maturity
- 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 340 AI use cases, including more than 200 unique use cases across 20+ vertical markets and 10+ horizontal segments.

### DETAILS

**Frequency:** Bi-Annual

#### Regions

- North America
- Latin America
- Europe
- Middle East and Africa
- Asia Pacific

### 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

## 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
- Europe
- Middle East and Africa
- Asia Pacific

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# 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?

## 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, and forecasting models provide industry participants with an objective assessment of the business opportunity for artificial intelligence software.

Examples of application reports include:

- AI for retail applications
- AI applications for smart cities
- video analytics
- virtual digital assistants
- AI for enterprise applications
- AI for telecommunications applications
- AI for smart manufacturing applications
- natural language processing
- deep learning
- AI for healthcare applications and more

# AI Applications: Vendor Benchmarking

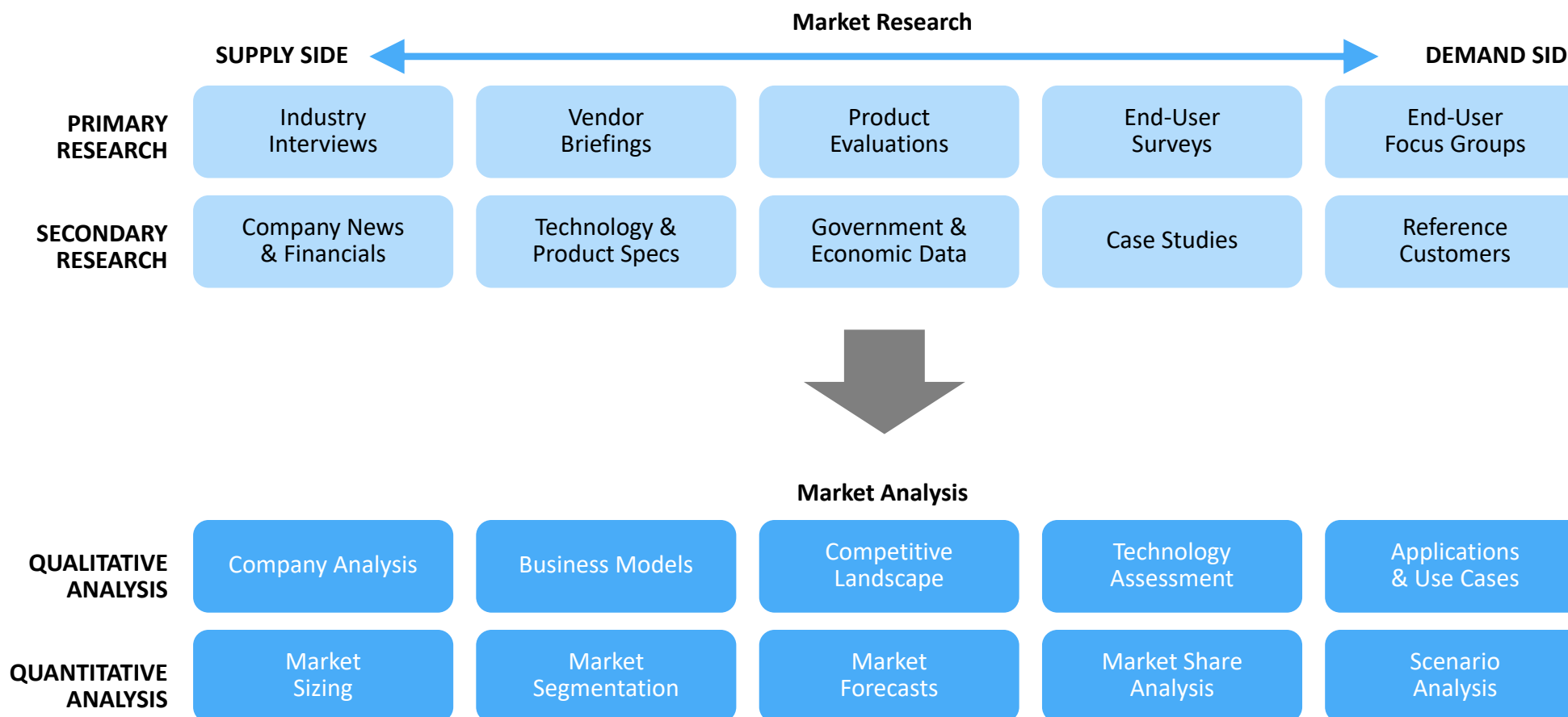
## Omdia Universe

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

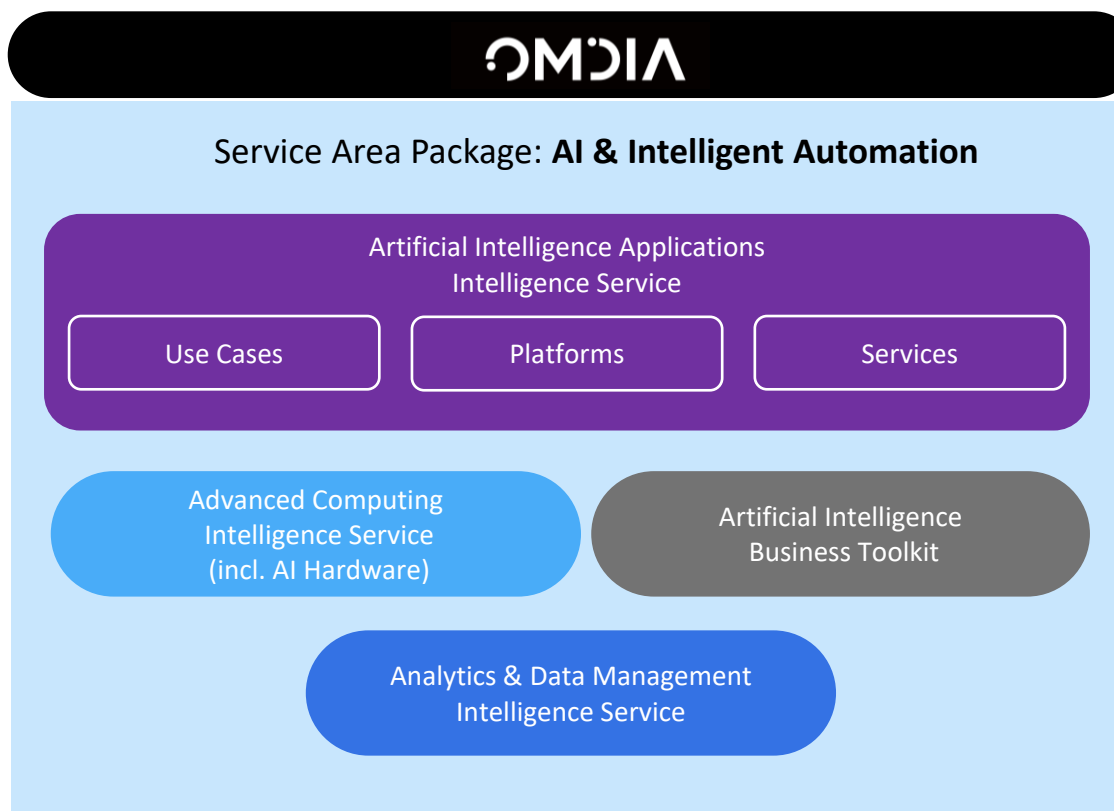
- [Omdia Universe - Robotic Process Automation \(RPA\) Solution, Q4 2020/2021](#)  
Provides an overview of trends and drivers affecting the RPA market and provides vendor comparisons and profiles such that enterprises can make more informed decisions and vendors can fine tune their strategies.
- [Omdia 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](#)

# AI Applications: Research Methodology





# Related Content: AI & Intelligent Automation Service Area 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, robots, autonomous machines 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

- 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
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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.