

# Artificial Intelligence for Enterprise Applications Report

Part of the AI & Intelligent Automation  
Service Area Package

**Aditya Kaul, Research Director**  
**Keith Kirkpatrick, Principal Analyst**

Published On 3Q 2019

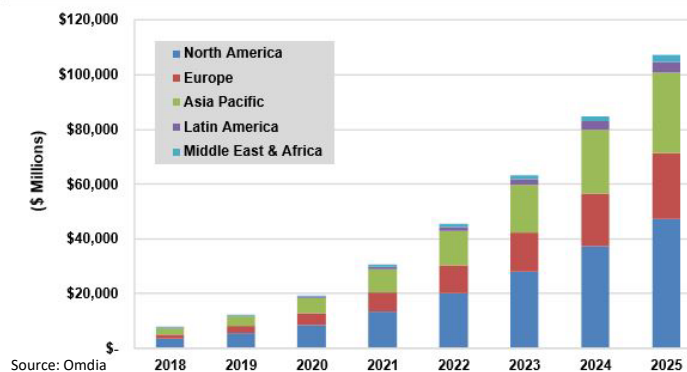
## Deep Learning, Machine Learning, Natural Language Processing, Computer Vision, Machine Reasoning, and Strong AI: Global Market Analysis and Forecasts

Artificial intelligence (AI) is rapidly entering a new phase within enterprises. An increasing number of enterprises are transforming trial AI programs into full-blown, enterprise-wide deployments. This trend is largely based on the early successes of pilot programs, as well as the continuing advancements in AI hardware, software, and services.

A key reason why enterprises are embracing AI is companies have realized that the massive amount of process, operational, and transactional data they are collecting or have access to can be leveraged to wring out more efficiency, productivity, and cost savings. By applying natural language processing, computer vision, machine learning, or deep learning, computers can “intelligently” respond to stimuli or situations, find insights that can improve the way they run their operations, and improve customer interactions. It is clear that AI is not a fad, but a key part of the technology landscape of today and tomorrow. Omdia projects that annual revenue for enterprise applications of AI will increase from \$7.6 billion worldwide in 2018 to \$107.3 billion in 2025.

This report examines the practical application of AI within commercial enterprises, providing a comprehensive analysis of use cases, business models, market drivers and barriers, technology issues, and the evolving market ecosystem. Omdia analyzed 167 distinct enterprise AI use cases to create its market forecasts, in addition to assessing the underlying meta technological functions being deployed in each use case, including vision, language, and analytics. Detailed market forecasts provide a quantification of the opportunity by technology sector, world region, and industry for AI software, hardware, and services through 2025. The report also includes detailed profiles of 48 key industry players.

Enterprise AI Revenue by Region, World Markets: 2018-2025



# Report Coverage

KEY ISSUES ADDRESSED	COVERAGE	INDUSTRIES	TECHNOLOGIES	APPLICABLE TO
<ul style="list-style-type: none"> <li>• What are the top enterprise AI use cases that will generate commercial revenue?</li> <li>• Which industries will deploy enterprise AI?</li> <li>• What underlying technologies will be utilized to enable each use case?</li> <li>• What are some of the leading companies currently active in the enterprise AI space?</li> <li>• What is the revenue potential for enterprise AI software, hardware, and services for each use case?</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enterprise AI Revenue, World Markets: 2018-2025</b> <ul style="list-style-type: none"> <li>• By Region</li> <li>• By Industry</li> <li>• By Technology</li> <li>• By Service Category</li> <li>• By Meta Category</li> </ul> </li> <li>• AI Revenue           <ul style="list-style-type: none"> <li>• By Top 10 Meta Categories</li> <li>• By Use Cases</li> <li>• By Analytics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Aerospace</li> <li>• Agriculture</li> <li>• Automotive</li> <li>• Business Services</li> <li>• Education</li> <li>• Energy</li> <li>• Finance</li> <li>• Gaming</li> <li>• Healthcare</li> <li>• IT</li> <li>• Investment</li> <li>• Legal</li> <li>• Manufacturing</li> <li>• Media &amp; Entertainment</li> <li>• Retail</li> <li>• Sports</li> <li>• Telecommunications</li> <li>• Transportation</li> <li>• Public Sector</li> <li>• Oil, Gas, and Mining</li> <li>• Insurance</li> <li>• Scientific Research</li> </ul>	<ul style="list-style-type: none"> <li>• Machine Learning</li> <li>• Deep Learning</li> <li>• Computer Vision</li> <li>• Natural Language Processing</li> <li>• Machine Reasoning</li> <li>• Strong AI</li> </ul> <p><b>Regions</b></p> <ul style="list-style-type: none"> <li>• North America</li> <li>• Europe</li> <li>• Asia Pacific</li> <li>• Latin America</li> <li>• Middle East and Africa</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise software companies</li> <li>• AI technology and platform companies</li> <li>• Semiconductor and component manufacturers</li> <li>• Service providers and systems integrators</li> <li>• Enterprise organizations</li> <li>• Government agencies</li> <li>• Investor community</li> </ul>

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