Artificial Intelligence Applications Intelligence Service

Strategic advice, market insights and data intelligence to help solution providers support and accelerate enterprise AI adoption.

Key Questions Answered

- What is front of mind for enterprises implementing AI—opportunities and challenges?
- What are the key vertical and horizontal use cases across and within industries?
- What are enterprises seeing in term of AI ROI— what needs to improve?
- What AI capabilities and technologies are in demand?
- What are the key AI trends and developments in terms of disruption and opportunities?
- What is keeping enterprise executives awake at night — what can you do to support them?

What We Offer

- Comprehensive data on 150+ AI use cases across 20 industry sectors for strategic decision-making
- Granular market intelligence and vendor comparisons for informed product and marketing strategies
- Best practices and operational frameworks to support successful enterprise AI implementation
- Best-in-class "Ask an Analyst" service bringing direct access to experts

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Enterprise demand for AI applications is increasing, with GenAI at the forefront and developments like agentic AI beckoning. Solution providers need to understand enterprise dynamics, to optimize their product offerings, helping enterprises maximize AI opportunities and address the challenges.

Eden Zoller

Chief Analyst, Applied AI

AI and Intelligence Automation

SPEAK WITH OUR EXPERTS

Delivering actionable enterprise AI intelligence

Key Deliverables

Market Trackers
Bi-annual AI software forecasts and quarterly tracking of skills, enterprise contracts, and ROI metrics across global regions and industry sectors.

Reports
Market maturity surveys and specialized reports covering AI adoption, implementation strategies, and specific industry applications. Fast, responsive analysis of new developments and disruption.

Briefings
Quarterly analyst-led presentations delivering latest research highlights and market developments across the AI landscape.

Analyst Insights and Access
Continuous expert commentary on market trends with direct access to regional analysts for urgent queries and strategic guidance.

Scope of Research

Coverage
- 8 global regions including North America, Latin America & Caribbean, Eastern/Western Europe, Middle East, Africa, Central & Southern Asia, and Oceania/Eastern/South-Eastern Asia
- AI software market forecasts, skills tracking, enterprise contracts, generative AI innovation, and ROI metrics
- Market maturity indicators, budgets, KPIs, risk assessments, and organizational metrics

Key analysis areas
- AI use cases (150+)
- Market sizing and segmentation
- Enterprise AI contract
- AI maturity assessment
- AI skill tracker

VIEW CONTENT

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