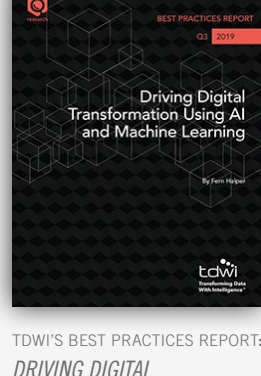


Q3 2019 TDWI BEST PRACTICES REPORT DRIVING DIGITAL TRANSFORMATION USING AI AND MACHINE LEARNING



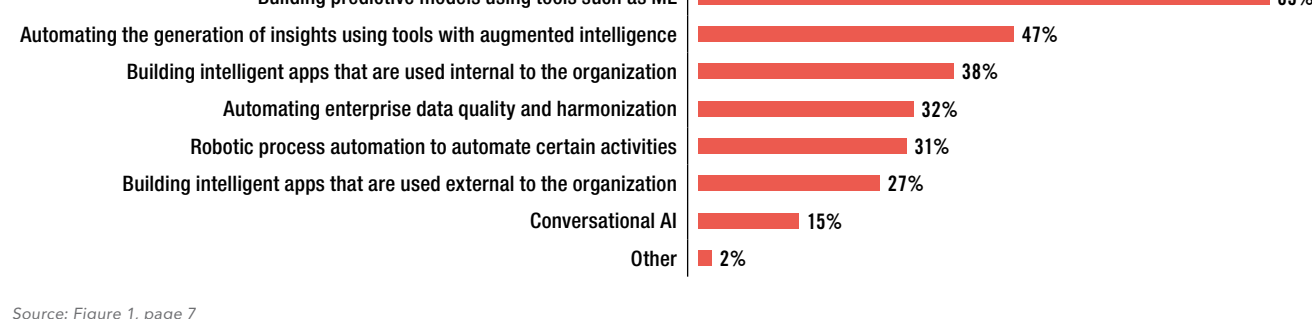
Artificial intelligence (AI) is the phrase *du jour* and market hype around it is soaring. From self-driving cars to using deep learning to identify cancers, AI is capturing our imaginations. Businesses, too, see AI and machine learning (ML) as a path to gain competitive advantage, change how they operate, and provide business value. TDWI recently explored AI/ML in a new report. (Note: Totals may not sum to 100 percent due to rounding.)

TDWI'S BEST PRACTICES REPORT:
*DRIVING DIGITAL
TRANSFORMATION USING AI AND
MACHINE LEARNING*

WHAT USE CASES DOMINATE THE AI LANDSCAPE TODAY?

There are numerous use cases for AI, but machine learning dominates. ML models are often embedded in systems to take action. However, there are other use cases, using other AI technologies that are also in place today and planned for the future.

When you think about AI in your organization, what use cases dominate?

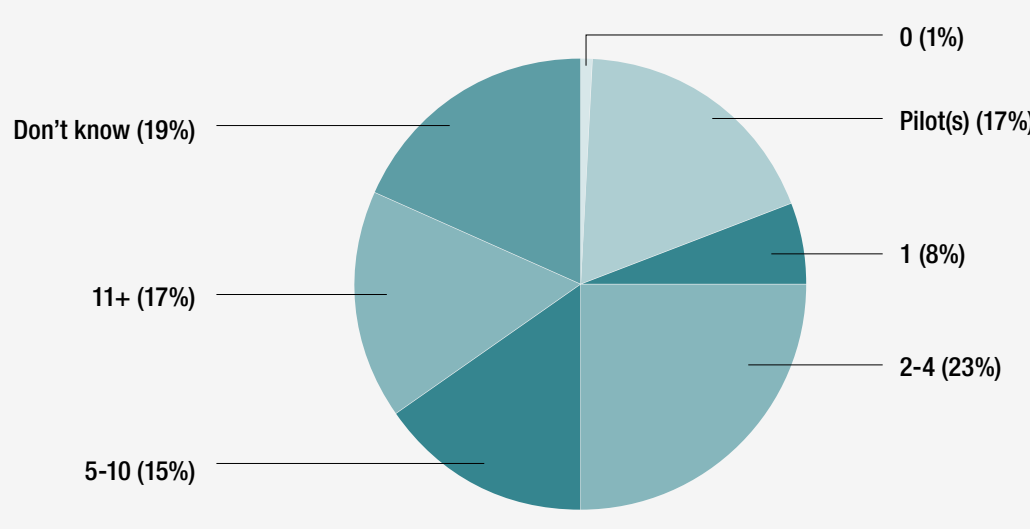


Source: Figure 1, page 7

AI IS BEING USED IN MULTIPLE PROJECTS ACROSS THE ORGANIZATION

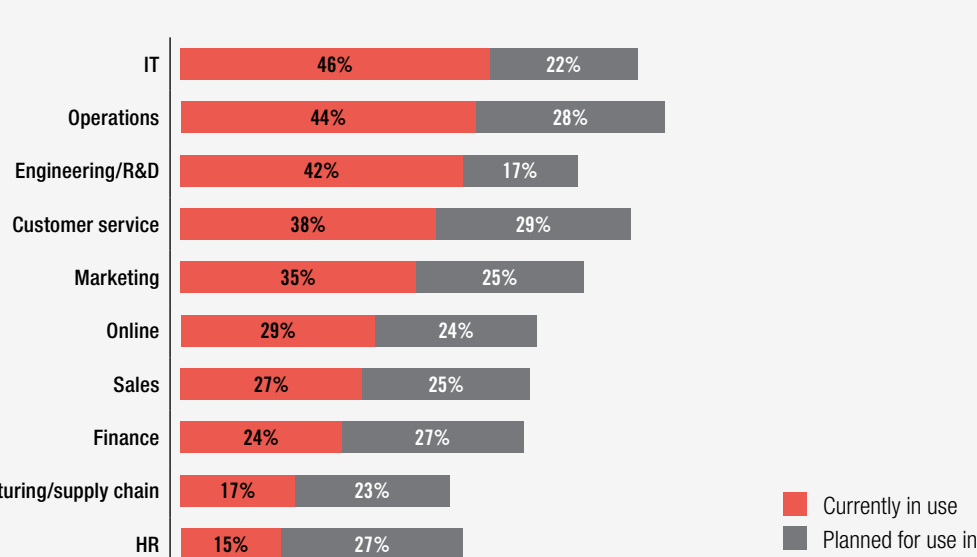
Organizations making use of AI/ML are utilizing it across multiple departments and in multiple projects to gain competitive advantage, operational efficiencies, and insights for innovation.

On how many projects are you using AI/ML?



Source: Page 9

Where is AI/ML being used now and where do you plan to use it in the next few years?

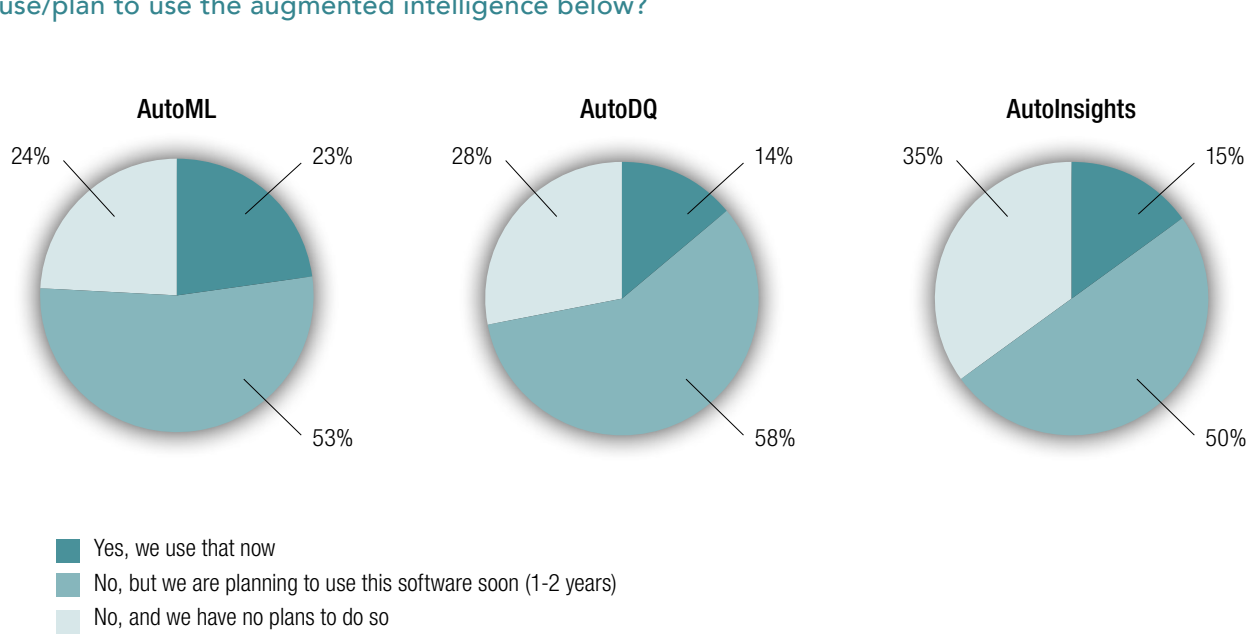


Source: Figure 3, page 10

AUGMENTED INTELLIGENCE IS A GROWTH AREA

Vendors are putting significant effort into software that is infused with "smarts" to assist or augment human intelligence. Augmented intelligence is used to automate the building of machine learning models, for automated data quality, and to automatically suggest insights from data. Users are starting to take notice.

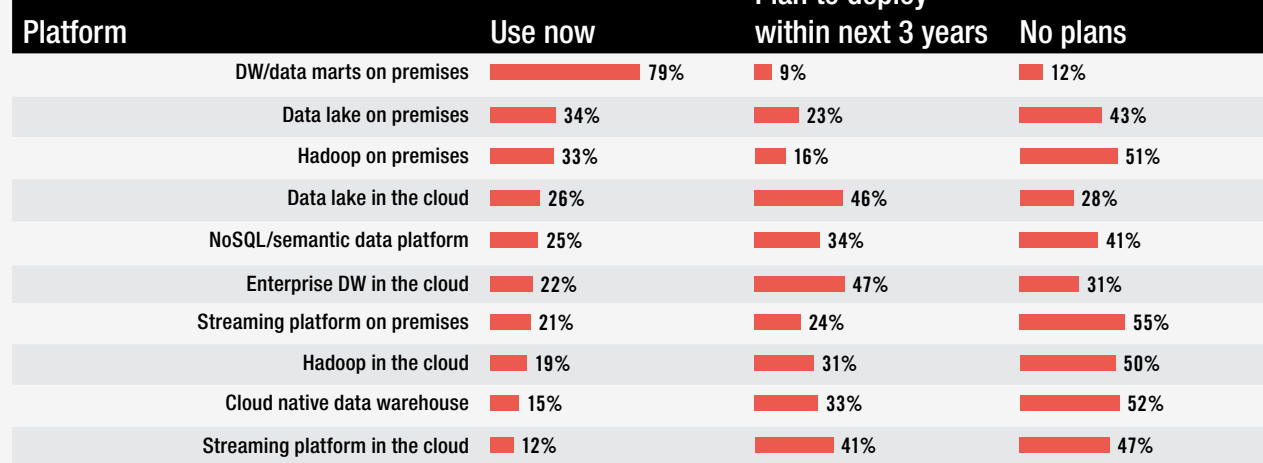
Do you use/plan to use the augmented intelligence below?



Source: Figure 4, page 12

MODERN PLATFORMS TO SUPPORT AI/ML ARE ALSO GAINING STEAM

AI often requires disparate data types. To deal with more complex data, many organizations are deploying "multiplatform data environments" that consist of traditional relational databases as well as newer platforms, both on premises and in the cloud.

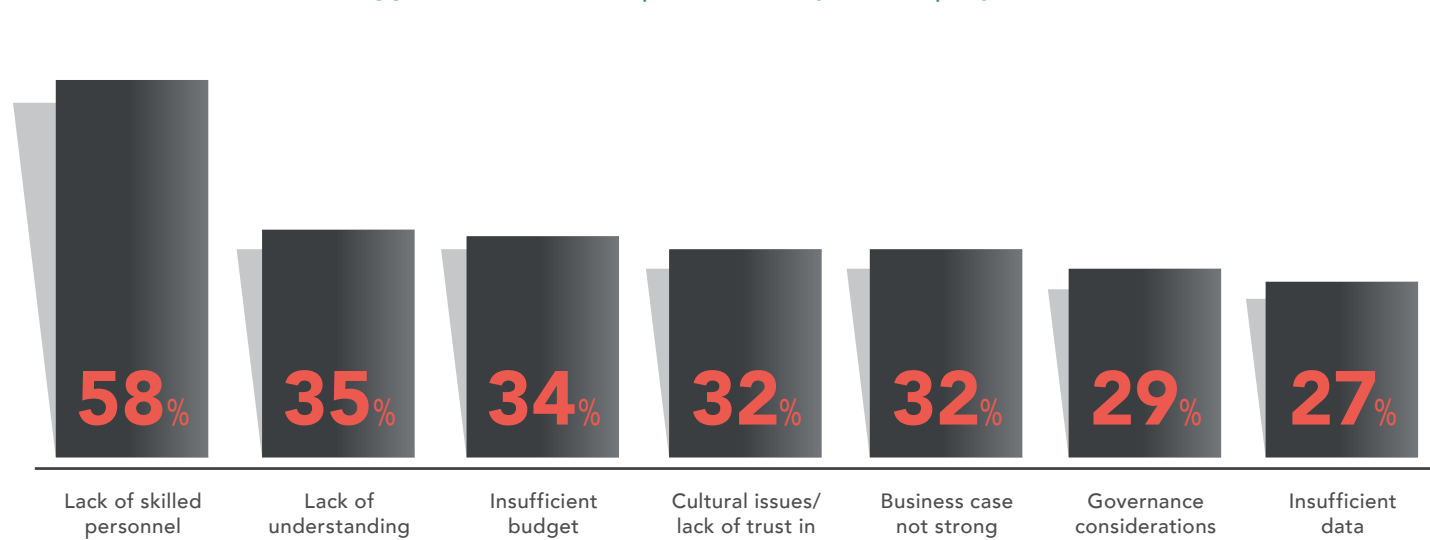


Source: Survey data

THERE ARE CHALLENGES, TOO

Organizational issues are often the impediment to successfully deploying analytics, especially in terms of finding and keeping skilled workers, organizations are facing basic barriers to success.

What were or will be the biggest barriers to adoption of AI in your company?

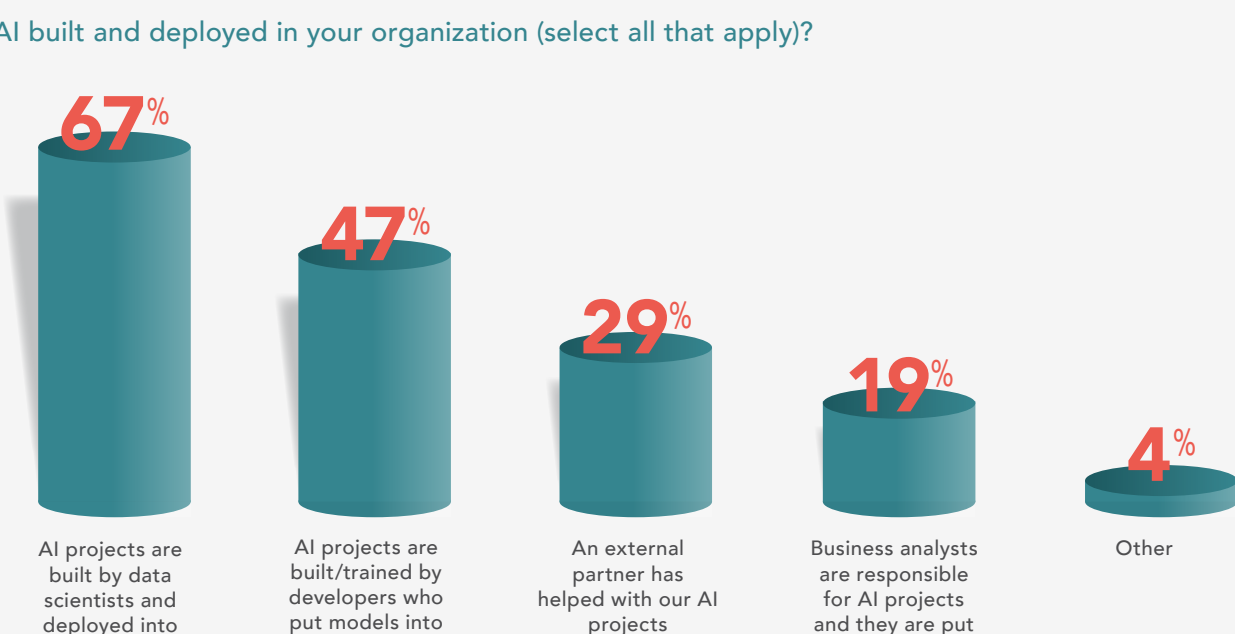


Source: Page 21

DATA SCIENCE TEAMS WILL BE CRITICAL TO DEPLOYING AI/ML

It's not just about building models. These models need to be deployed by collaborative teams. These teams will include data scientists as well as data engineers and DevOps/ModelOps.

How is AI built and deployed in your organization (select all that apply)?

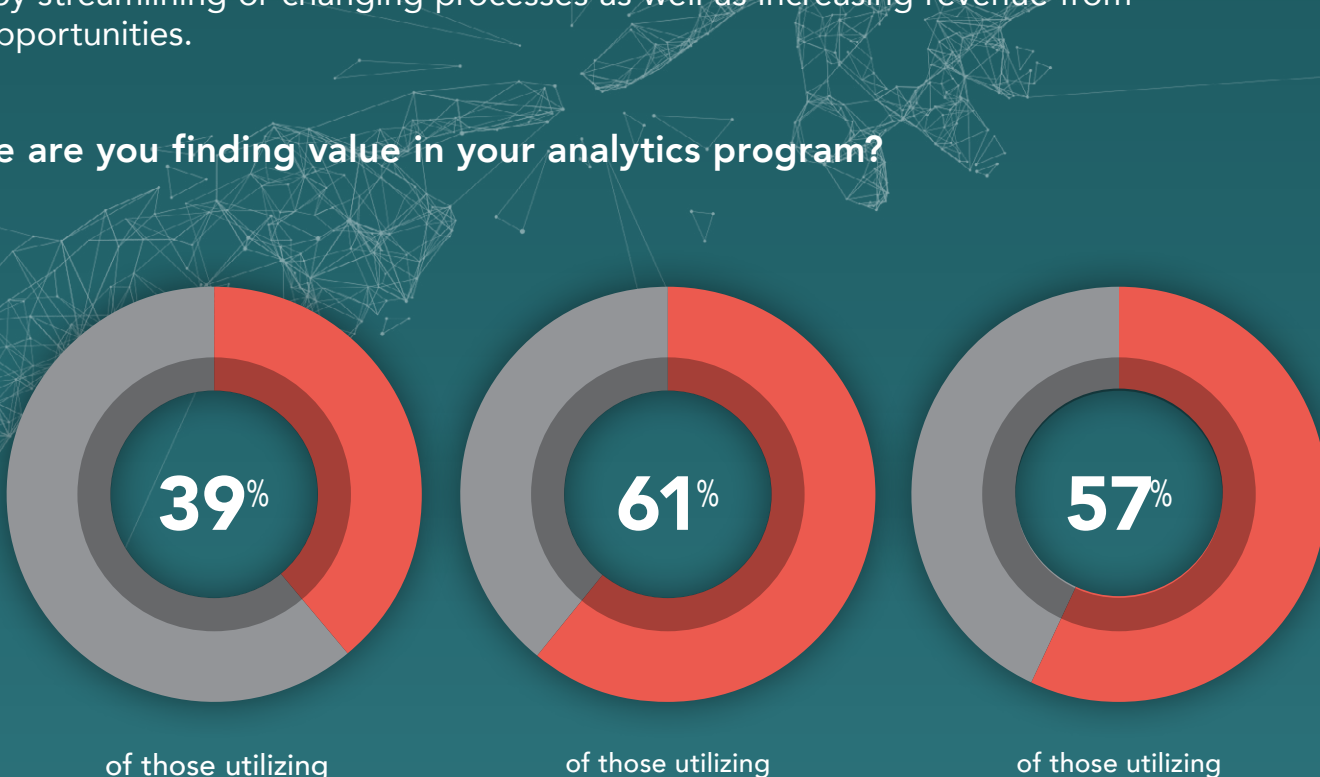


Source: Figure 9, page 20

THE VALUE IS WORTH THE EFFORT

Value comes in many forms—both top and bottom line. This includes reducing costs by streamlining or changing processes as well as increasing revenue from new opportunities.

Where are you finding value in your analytics program?



Source: Page 21

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For an organization to evolve and thrive in the digital economy, it is imperative that its data deliver value faster. AI-fueled, machine learning-infused analytics enables that evolution by augmenting the intelligence of an organization, democratizing analytics and speeding time to insight. With augmented intelligence, organizations can overtake and stay ahead of the competition; create new, disruptive business models; deliver exceptional customer experiences; and optimize operations.

TIBCO Analytics and Data Science helps organizations apply the latest analytics and data science technologies by enabling insights for everyone, from business user to data scientist to chief data officer. With TIBCO's solutions, organizations can build end-to-end analytics and data science workflows to meet their specific challenges. Companies and nonprofits can rapidly deploy to all data—big or small, streaming or historical. Our solutions democratize analytics and data science, balancing ease of use with sophistication, enabling all users to access, wrangle, visualize, and analyze data from all sources to discover insights.

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