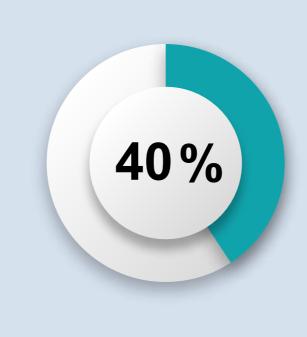


Enterprise Analytics Leveraging AI: Trends to Watch in 2019





40% of digital transformation initiatives will be supported by cognitive/AI capabilities





By 2020, over 40% of data science tasks will be automated

The result: Increased productivity and democratization of analytics

How Al will change the analytics game:

Top predictions



Collaborative Man + Machine solutions – not Man vs. Machine





By 2020, Al will create more jobs (2.3 million) than it eliminates (1.8 million)



By 2025, the number of net-new Al related jobs will top 2 million



Autonomous Al like
Google Maps will
gain momentum



Predictive Analytics for Industry 4.0 (IIoT)



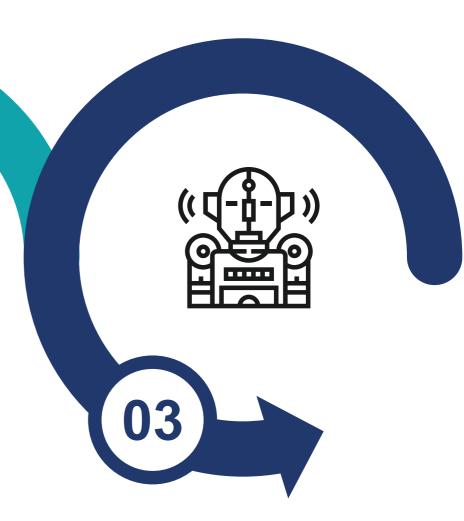
of Industrial IoT (IIoT) by 2021 - \$125 billion

Estimated market size



Data analytics will drive productivity, efficiency, and cost savings

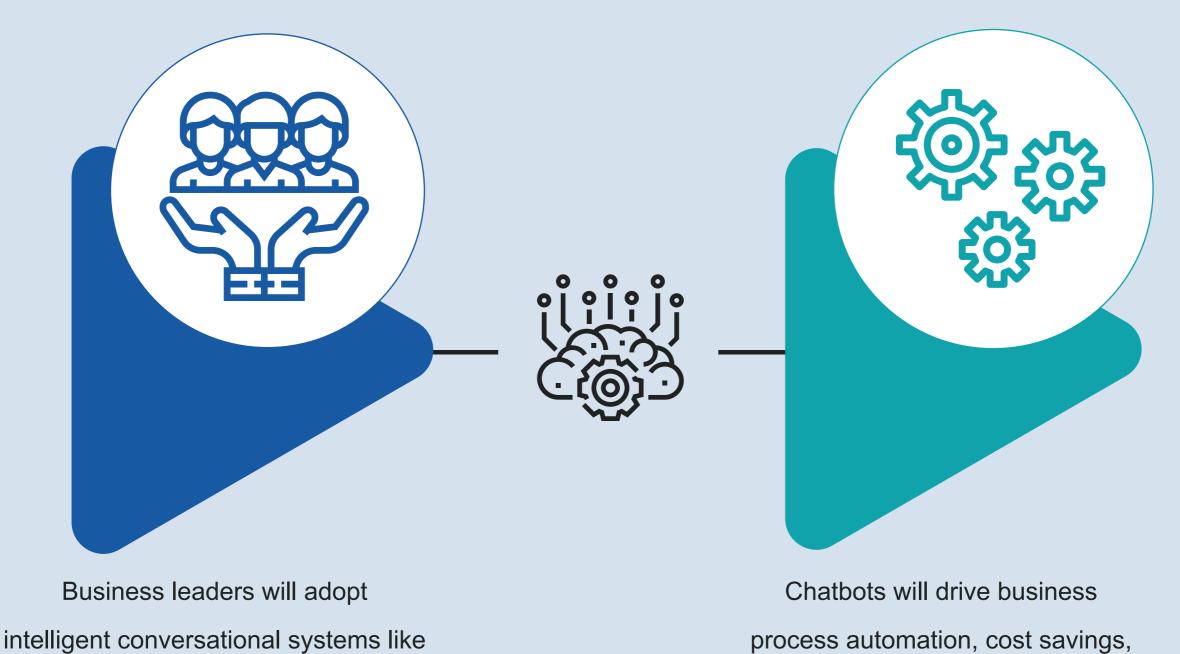
Robotics, AI, and Big



enable rapid contextualization, automatic pattern and trend detection

Intelligent sensors will

Conversational AI for the intelligent workplace



Siri and Alexa at the workplace

and more granular insights

a brand's products or logos

Image analytics for social listening





Top brands on Instagram see per-follower engagement rate of 4.21%

Over 3 billion photos are shared daily on social media



quotient in their messaging than tech giants like Apple & Facebook

■ This is 58x higher than Facebook and 120x higher than Twitter

CPG, Media & Entertainment companies have a higher image

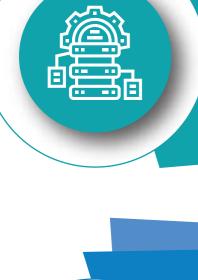
• 85% of them don't include a text reference but only photos containing



Image analytics + text analytics enable brands to analyze logos,

objects, scenes and actions, for a holistic picture of consumer interaction

Data variety for incremental insights



Internal, external, structured, unstructured, syndicated, and proprietary data

Besides social media data, external data sources will include:

Google searches, IoT device data, public/government data, and geo information used by companies such as Uber

Digitally-savvy businesses will leverage a combination of data types

information used by companies such as Uber