



▶ *E-Guide*

AI, Machine Learning and How to Stay in the Know

In this E-Guide:

Artificial intelligence (AI) and machine learning (ML) technologies are fresh and untapped across most industries, but C-level executive interest is still growing. Over the coming years, this will remain mostly true as the majority of AI technologies used currently in businesses is what is known as “weak” AI - meaning that more advanced AI uses, like deep learning, are still grossly misunderstood and underused.

Interested persons will find that SearchEnterpriseAI has a large and always growing selection of AI and ML resources to help you best implement these technologies into your own business model and get the most ROI from your invested time and efforts.

Continue reading for more information on the ever-changing AI landscape and why SearchEnterpriseAI should be your go to for topic and industry know-how.

Artificial intelligence in
business strategies,
uses

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Bridget Botelho, Editorial Director

The time has come to make technology decisions around AI, but with so much market hype, most companies don't know where to begin or how to apply artificial intelligence in business.

Over the past year, most major technology vendors have integrated some type of AI into their software and by 2020, AI will be in every new software product and service release, according to Gartner.

Artificial intelligence technologies are already being implemented in large retail, supply chain, and financial and technology companies. Indeed, tech companies are going all-in on artificial intelligence, with significant AI-related technology investments in recent years. Globally, tech giants spent \$20 billion to \$30 billion on AI in 2016, with 90% of this spent on research and deployment, according to a June 2017 report from McKinsey Global Institute (MGI).

That said, the artificial intelligence in business today is typically "weak" AI -- a category which includes machine learning, natural language processing and applications such as cloud-based chatbots, predictive reporting, optimizing operations and automation. However, large enterprises are experimenting with more advanced iterations of those tools, including deep learning platforms, which represent the next step toward "strong" AI, or systems that can draw conclusions entirely on their own, and ultimately surpass the performance of humans.

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Reality-based AI technology decisions

In MGI's survey of 3,000 "AI-aware" C-level executives, 20% said they use some type of artificial intelligence technology at scale or in a core part of their business. Many firms say they aren't certain of the business case or ROI and a review of more than 160 use cases shows that AI was deployed commercially in only 12% of cases.

That's where SearchEnterpriseAI comes in. On this TechTarget website, you will find a wide range of in-depth content focused on AI technologies to help you make smart investments in technologies in this rapidly evolving market.

Enterprise leaders will find editorial content that helps to evaluate how to apply artificial intelligence in business and the ways in which AI can be used to add business value in specific ways. The content on this site will also keep you up to date on emerging business uses for AI, while providing a grounded view of artificial intelligence technologies, how to determine ROI, information to guide your build-or-buy decision-making process, AI pros and cons, and enterprise use cases. Leaders will also find content that helps to gain an understanding of AI's impact on jobs and business workflows, how to create AI-friendly corporate cultures, and ways to re-skill workers to build an AI-driven business.

This site also provides data scientists, artificial intelligence engineers, machine learning practitioners and other AI technology users with expert content to guide the deployment and management of AI technologies across an existing infrastructure. You'll find tips on machine learning maintenance, best practices, new tools and technologies.

Other topics we cover here include the broad AI industry issues such as ethics, compliance and legal challenges; AI infrastructure components such as GPUs and hardware that are

built specifically for AI workloads; AI project management tips including development, algorithm maintenance, model training and best practices. We are also watching the AI job market and deliver updates on data science jobs, AI technology certifications and skills.

We hope you find this site to be a valuable resource as you begin to apply artificial intelligence in business, and we encourage you to reach out to our editorial staff with your own insights and suggestions.

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