

Artificial Intelligence

THE NEW IMPERATIVE, A DEFINING TREND OVER THE NEXT 10 YEARS

Vittorio Bonori

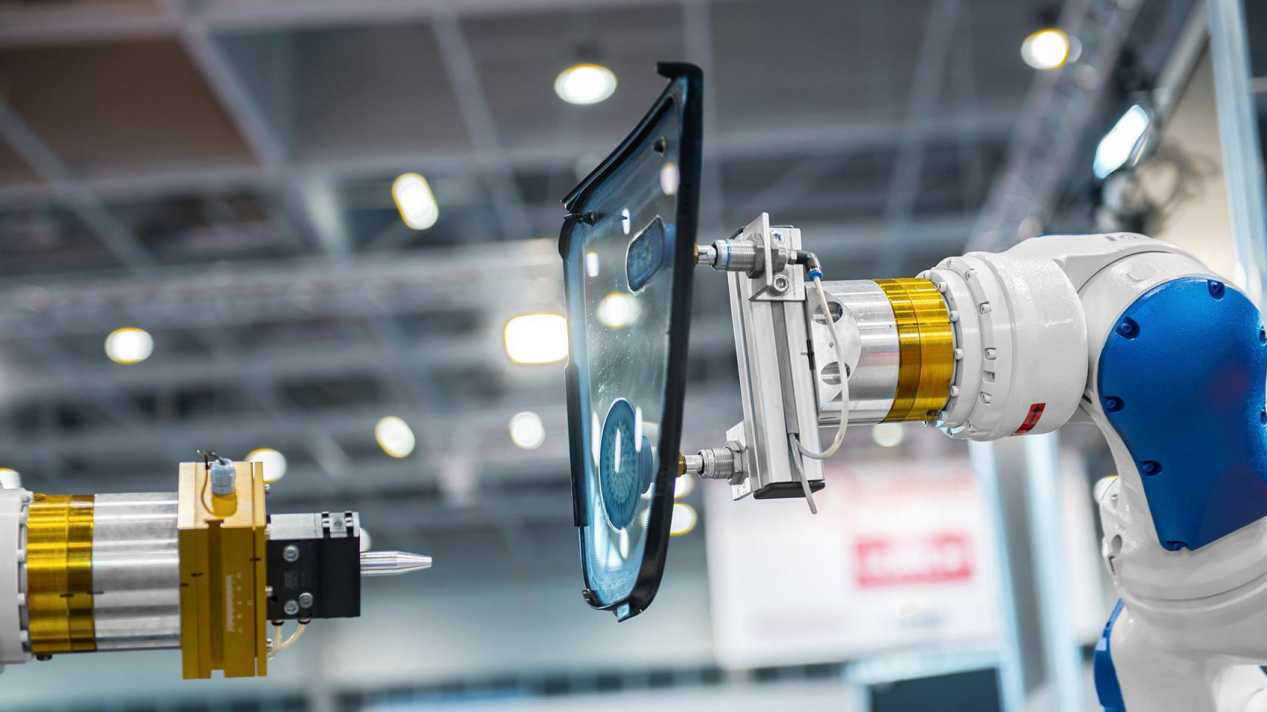
Expert Partner - Advanced Analytics EMEA



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Just as 100 years ago
electricity transformed
industry after industry,
AI will now do the same!

Andrew Ng





AI is the ability of a machine to autonomously perceive, understand, decide and react to its environment + its ability to independently enhance its functions and intelligence over time

Bain & Company



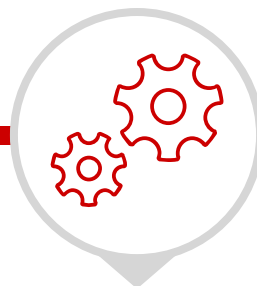
Current state of Adoption – All Industries

What is the current state of adoption?



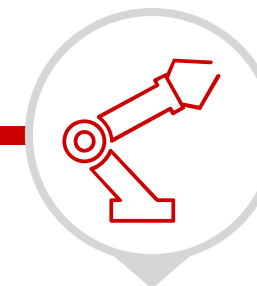
- **60%** of respondents have adopted at least one model
- We are **still in early innings**, with 40% of adopters using AI for less than 10% of their applications

What use cases are being implemented?



- From **customers use cases (insights, targeting, service, etc.)** to **operational** use cases (i.e., workflow automation, pricing models, demand forecasting)
- **From cross-industry standard use cases** (e.g., IT management, financial planning) to **industry-specific** (e.g., automated diagnosis in Healthcare; asset utilization and long-range planning in Industrials)

How are Companies developing AI?



- **Cost, ease of integration, and time to market** are the top 3 criteria when embracing AI/ML; **uncertain ROI** and **integration difficulties** are biggest barriers to scale further
- **Enterprises increasingly care about data and control** – company data policies are table stakes for data access

AI Market – Key trends to 2026

> \$ 800 B

AI market size

88%

Software

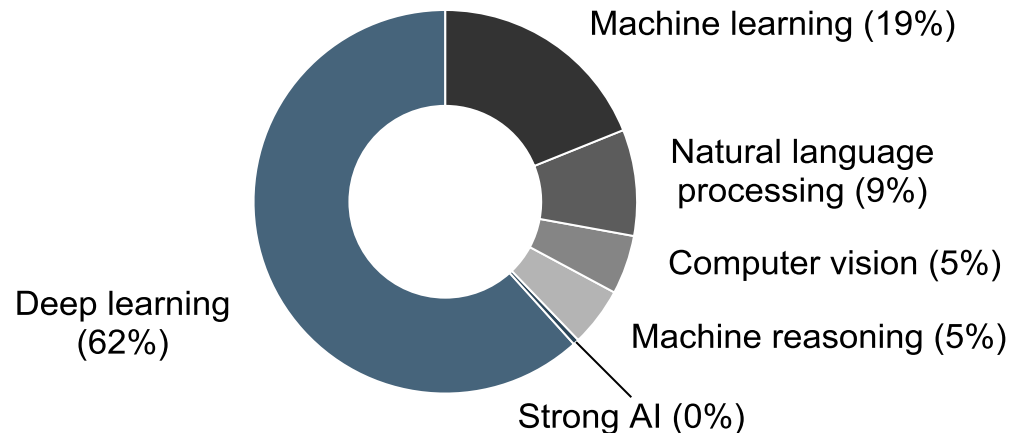
~20%

CAGR

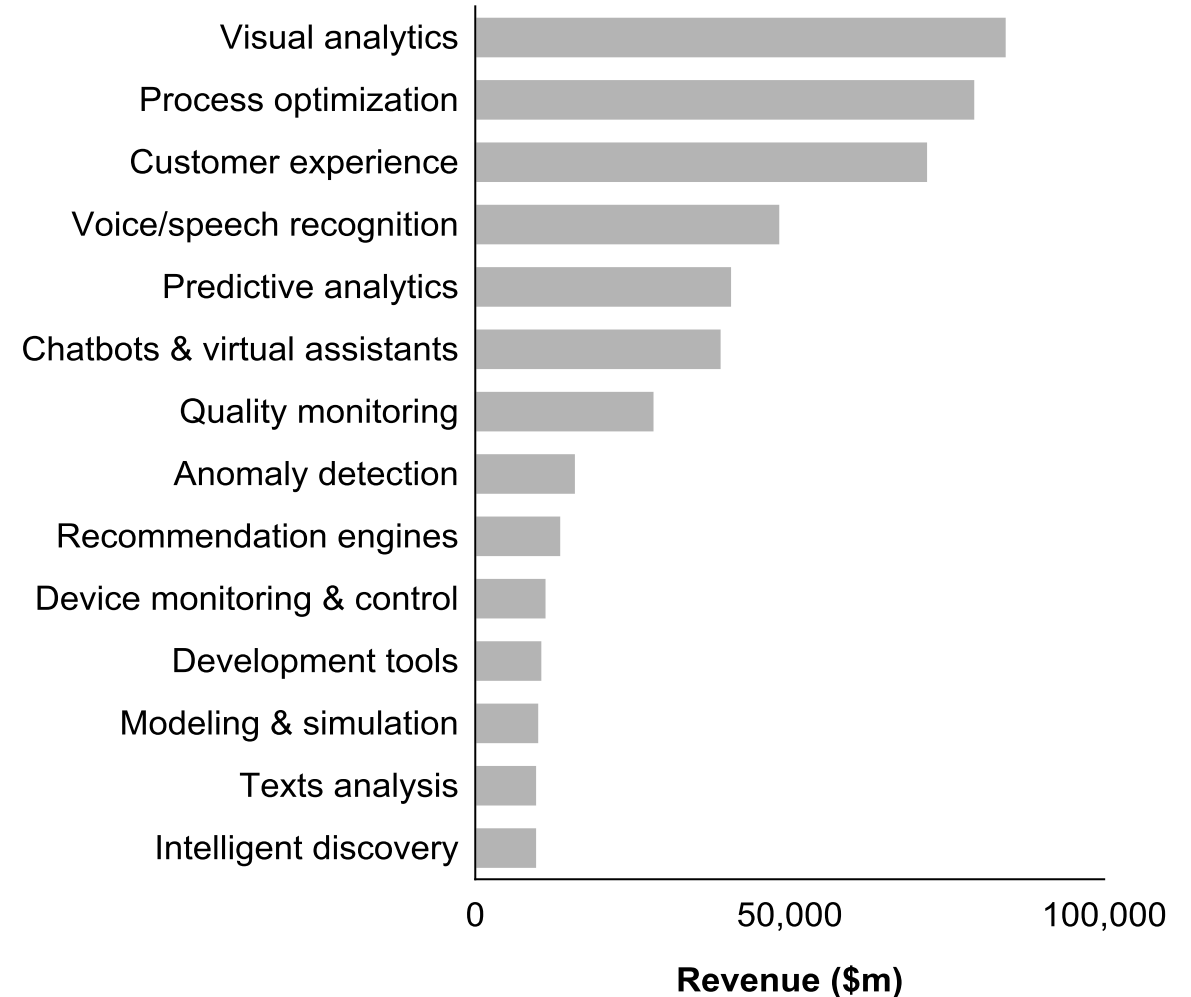
**CAGR (2021-26)
Index**

- **123** Energy
- **117** Healthcare
- **110** Agriculture
- **107** Telco
- **103** Education

AI software revenue share by technology, world markets: 2026



Cumulative AI software revenue by horizontal, world markets: 2021-26



But the reality is ...

25%



“
Share of AI projects reaching or exceeding their objectives
”

Forrester

1/3



“
AI-driven initiatives reaching planned scale
”

Bain 2021 AI/ML
Customer Survey

Adoption Barriers

Most ML/AI projects fail for one of these five reasons



Lack of clear objectives

Long term vision/ambition gaps
Lack of clear and measurable objectives
Misalignment within the organization/company



"Quick wins" come too late

Lack of pragmatism
Long/complex projects with a big bang at the end
None or limited measurement framework



Too cumbersome for daily use

Overcomplicated
Adding another layer of complexity within the organization
Duplicative of existing tools, not superior to existing UI



Over-reliance on tools

Over-investment into capabilities and technologies before you get started
No human "override rights", lose of front-line judgement



Under-estimate human factors

Lack of leadership support and endorsement
Tech & silos over culture
Scarsity of talents, unclear definition of required profiles



“

I have not failed.
I have just found 10,000
ways that won't work.

Thomas A. Edison



1

Set the right objectives

2

Decide on build vs. buy vs. partner

3

Results from iterative and agile process, not tools

4

Better data wins over better algorithm

5

Design with the "last mile" adoption in mind

6

Repeatable model with a diverse team a must

Here are the **top six** of things we learned that do work

Hippocratic oath for data scientists?

As a data scientist, I recognize that my work has **material consequences on individuals** and their ability to function within society:

01

I would place the **individual's privacy over the model's performance.**

02

I have a responsibility to make sure data subjects are **educated on how data is being used** and allow them to rectify incorrect data.

03

I have an ethical imperative to ensure that the **data we use for decisions is accurate.**

04

I pledge to invest the time to **educate others about unintended consequences** of this kind of work that may cause social harm.

Thank you!

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