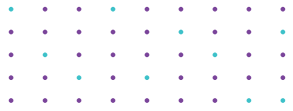


## ARTIFICIAL INTELLIGENCE – A MUST FOR BUSINESSES

Investments growing as benefits become clear

Post pandemic disruption and ever-changing consumer expectation is pushing the leaders and their enterprises across industries and geographies to lean into strategies powered by technology hence create differentiation. Technologies, like *Artificial Intelligence or AI, Cloud, Robotics Process Automation and the Data Analytics* are the key strategic enablers, helping the enterprises to innovate, reinvent and create more value.



Revenue growth  
for fastest AI adopters



The estimated AI market  
value in 2030, compared  
to \$100bn in 2021



Of business leaders see  
AI as an opportunity



Average AI investment by  
mid-sized companies in 2022



Of companies surveyed  
expect their AI use to  
increase by 2025

The Artificial Intelligence market was worth around \$100 billion in 2021 but estimates suggest it could rise to around \$2 trillion by 2030.





The research, conducted by the Centre for Business and Economics Research, Moore Global, revealed 56% of business leaders say AI represents an opportunity for their organization. Companies with at least 250 employees reporting the fastest AI adoption have seen average revenue growth of 15% between 2019 and Today – more than double the rate at firms where investment in or use of the technology has stalled over the past four years.

# MAIN BENEFITS OF ARTIFICIAL INTELLIGENCE



AI enhances productivity with our organisation

AI improves the customer experience

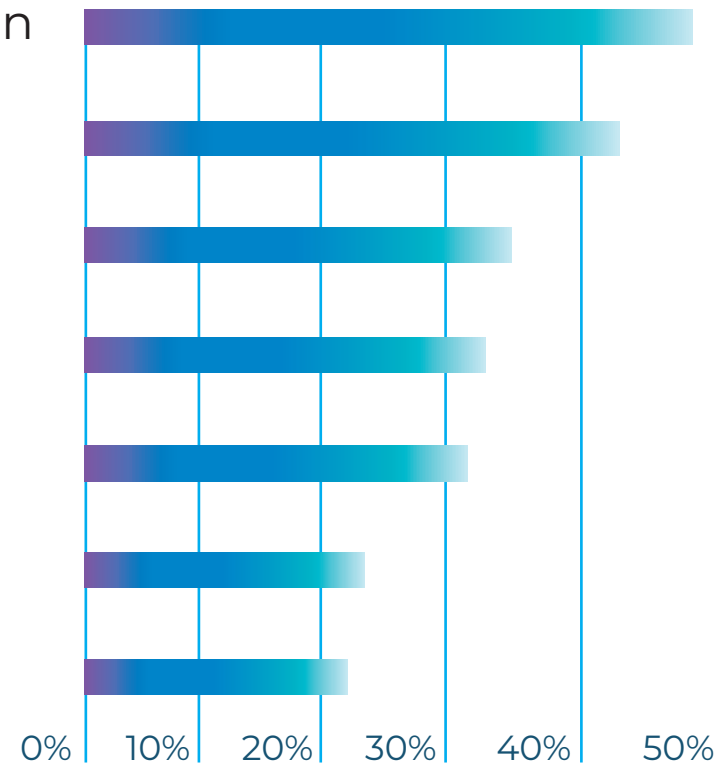
AI improves the organisation's profitability

AI gives us a competitive advantage

AI improves our decision making

AI reduces headcount and payroll costs

AI improves employee wellbeing



It's the right time to embrace the change and being rewarded with improved financial performance while, at the same time, making the companies more sustainable for the future.