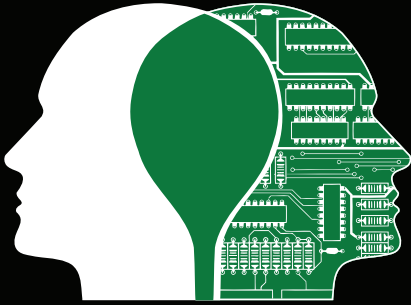


Why is artificial intelligence the next breakthrough?



The **Artificial Intelligence (AI)** market will grow from \$202 million to more than \$11 billion by 2024!

- Yahoo Finance, June 2015



WHAT IS AI:

computers and systems that are capable of coming up with solutions to problems on their own.

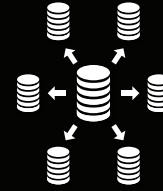
- Upfront Analytics, May 2015

What's driving this explosive growth?

1 "Big Data"

Between 2009 and 2020, the **data** we need to keep track of **will grow by 44 times!**

- IDC, 2014



2 Fewer Bodies

62% of businesses believe **slow processes are limiting their revenue.**

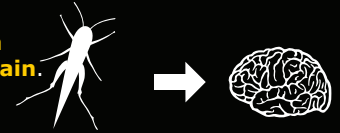
- IDC, 2014



3 Computational Power

In 2000, **\$1000 bought** the **computational power of a cricket.** By 2020, the same \$1000 **will buy a human brain.**

- Kurzweil Technologies, Inc., 2015

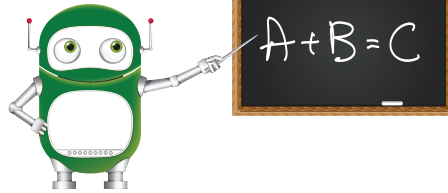


There are two types of AI

Deterministic:

software that executes a known series of steps in a pre-programmed sequence to arrive at a solution. Describes most software applications today.

- Decoded Science, February 2012



Non-Deterministic:

Applications that explore an exponentially large number of inputs to arrive at a previously unknown output through the recognition of patterns and categories in the data.

- Decoded Science, February 2012

This is called Machine Learning.

What growth opportunities are available for businesses in AI development?

1 Using Machines that Understand "Big Data"

58%

of businesses that use "big data" also use AI technologies

- Narrative Science, 2015



From 2016 to 2018 robot installations are estimated to increase by **15%** on average per year.

- www.ifr.org, 2015

2 Making Smarter Robots



3 Making Smarter Assistants

32%

cite voice recognition and response solutions as their most used AI technology.

- Narrative Science, 2015



1,400+ brands

use Affectiva's technology to understand consumer emotional engagement with digital content.

- iMotions, 2015



4 Using Machines that Understand Emotions

80% of businesses believe AI improves worker performance and creates jobs.

- Narrative Science, 2015



EFFICIENCY NOW



CONTROL NOW



MONEY NOW

44% of businesses believe AI can be helpful in making better business decisions.

- Narrative Science, 2015

MSI Mold Builders revolutionized their AP processes by implementing AI and **saved \$676,000 annually.**

- Jason Sojka, Network and Computer Systems Manager

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