

FOUR BUSINESS CASES FOR MACHINE LEARNING



MACHINE LEARNING IN NUMBERS*:

63%

Firms investing in artificial intelligence

\$12.5BN

Spending on AI systems in 2017

\$46BN

Spending on AI systems by 2020



SUPPLY CHAIN

Challenges: Supply chain management is at risk of human error; automation is not intelligent or adaptable

ML solution: Data can be analysed and trends identified through machine learning; efficiency improved as anomalies are removed and decision making is optimised



FINANCIAL INSTITUTION

Challenges: Critical business applications are at risk of downtime from power failure or infrastructure issues

ML solution: UPS systems can self-monitor and self-fix; data centre sends alerts to engineers, even where no faults are visible; data centre can self-fix many technical issues



CORPORATE MARKETING

Challenges: Customer data is complex; it is difficult to identify patterns or provide effective marketing content to consumers

ML solution: Data analysis evolves to 'learn' audience behaviours and use this to generate highly tailored 'creative' marketing campaigns



HEALTHCARE

Challenges: Critical equipment is reliant on consistent power; system errors are catastrophic for frontline care provision

ML solution: Adaptable and intelligent automation provides alerts to system errors; self-repairing equipment runs at 0 downtime

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References: * IDC <http://www.idc.com/getdoc.jsp?containerId=prUS42439617>

