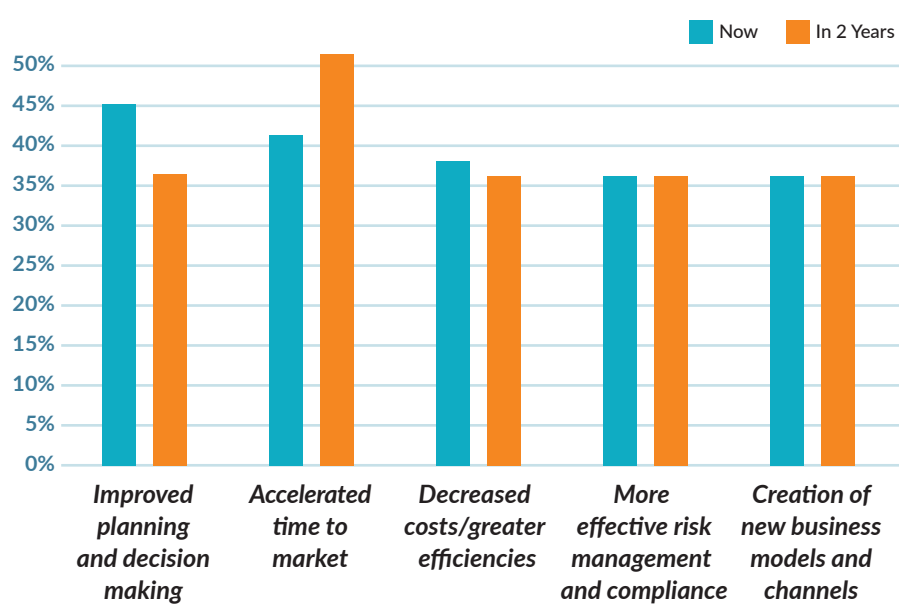


Competing in the Cognitive Age

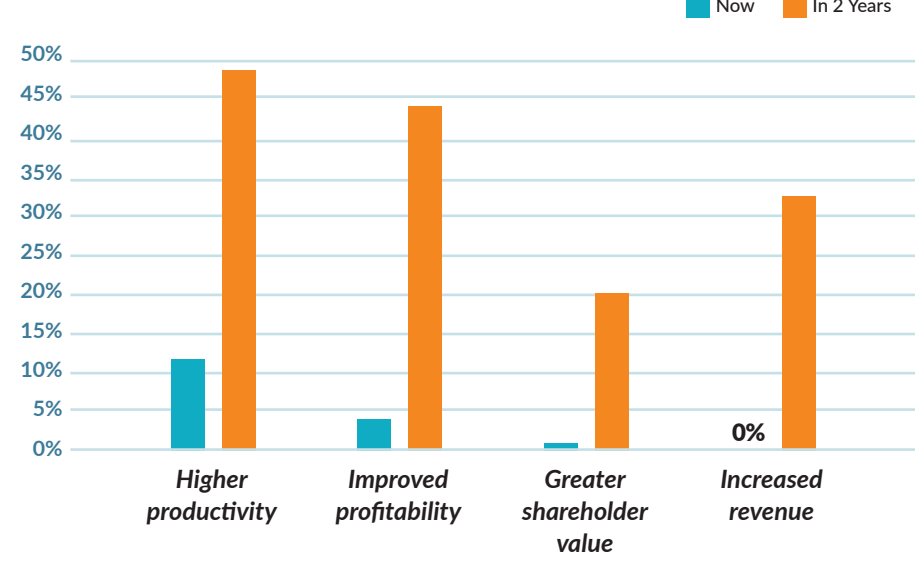
How technology companies will transform and drive value through advanced AI

Advanced artificial intelligence may conjure up futuristic images along with hype and fear. But the reality is much different. To understand where AI technologies are headed and how business leaders will apply them in the immediate future, Protiviti and ESI ThoughtLab conducted a global research study delving into where advanced AI stands today and what executives worldwide are planning for and expecting to happen within two years.

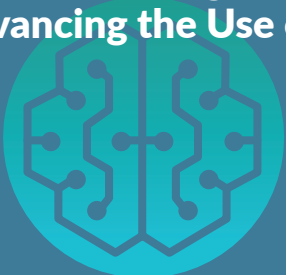
Top 5 Areas in Which AI Is Creating Value



AI's Value in Key Financial and Organizational Metrics Will Soar



Top 10 Challenges for Advancing the Use of AI



1. Deciding on best applications
2. Regulatory constraints
3. Uncertain ROI
4. Cybersecurity/data privacy
5. Little sense of urgency
6. Making a clear business case
7. Executive support
8. No internal champion
9. Focus on more basic technological solutions
10. Limited AI skills/talents (tie)
10. High-implementation costs (tie)

How Industries View AI's Value



Technology
28% report significant value.
76% expect to reach this level in two years.



Healthcare
15% report significant value.
49% plan to reach this same level in two years.

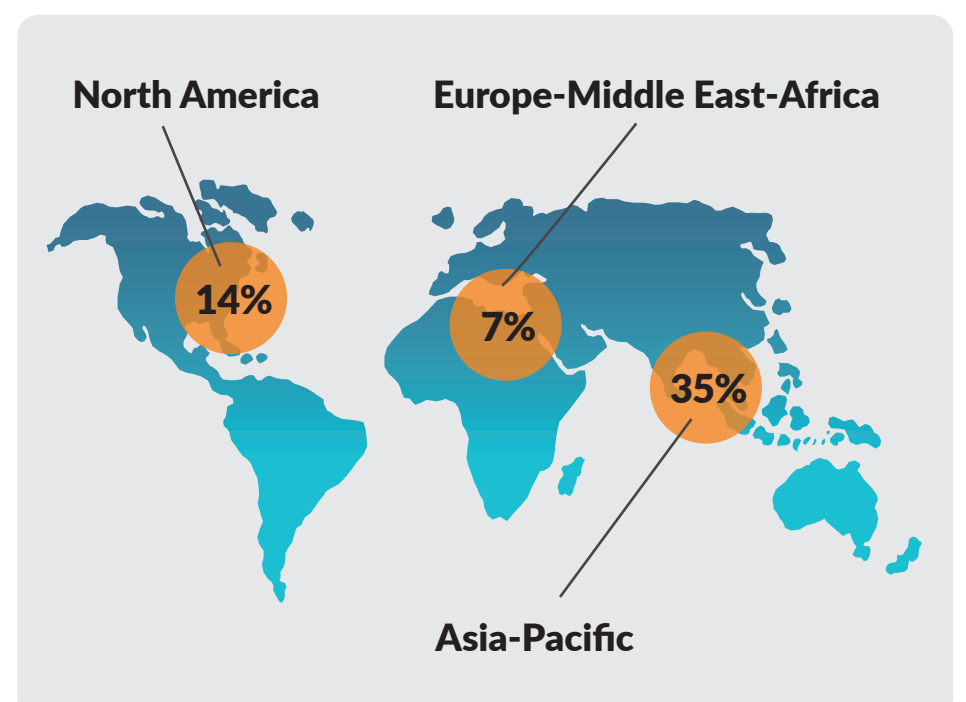


Financial Services
12% enjoy significant value.
40% expect to reach this level in two years.



Consumer Products
9% report significant value.
41% plan to reach this level in two years.

Asia-Pacific Leads in Significant Value Gained from AI



For more information, visit www.protiviti.com/AI

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