

OVUM INDUSTRY VIEW

EMERGING TECHNOLOGIES AND THEIR ENTERPRISE IMPACT



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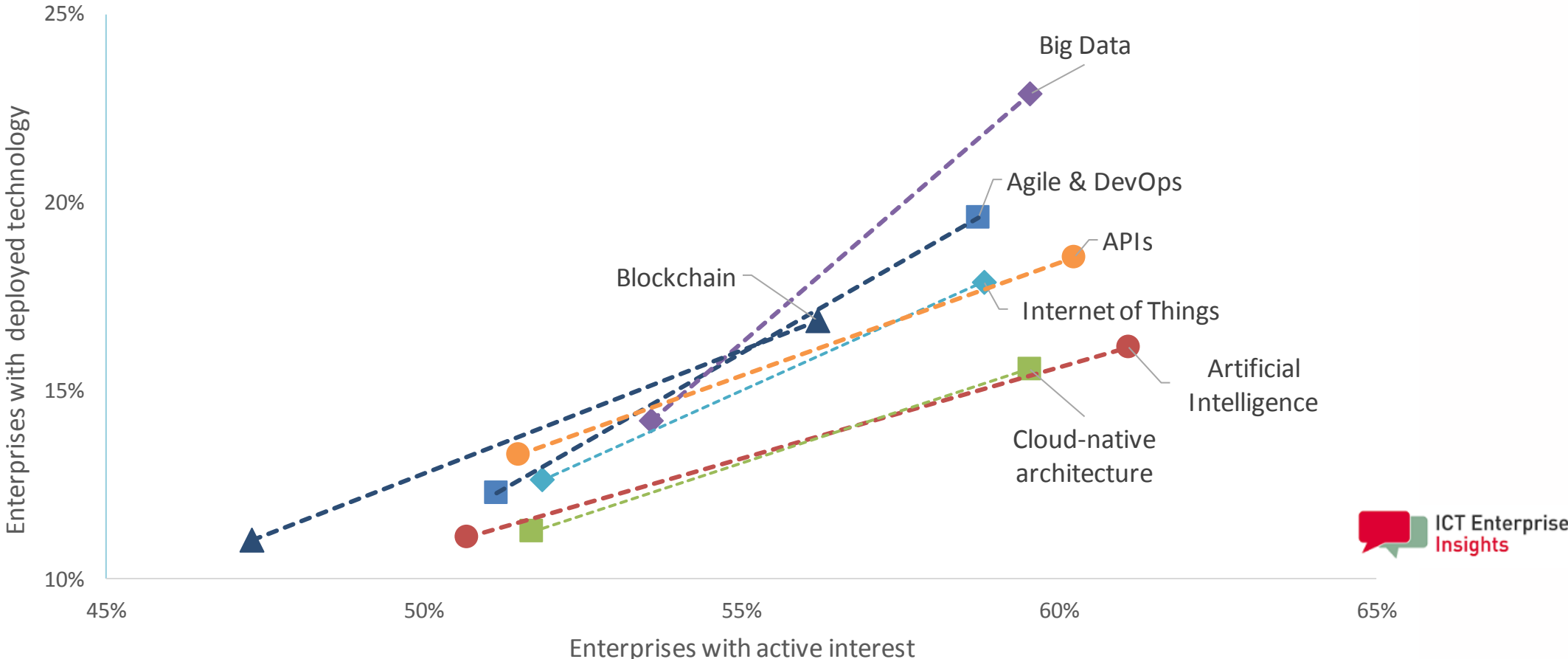
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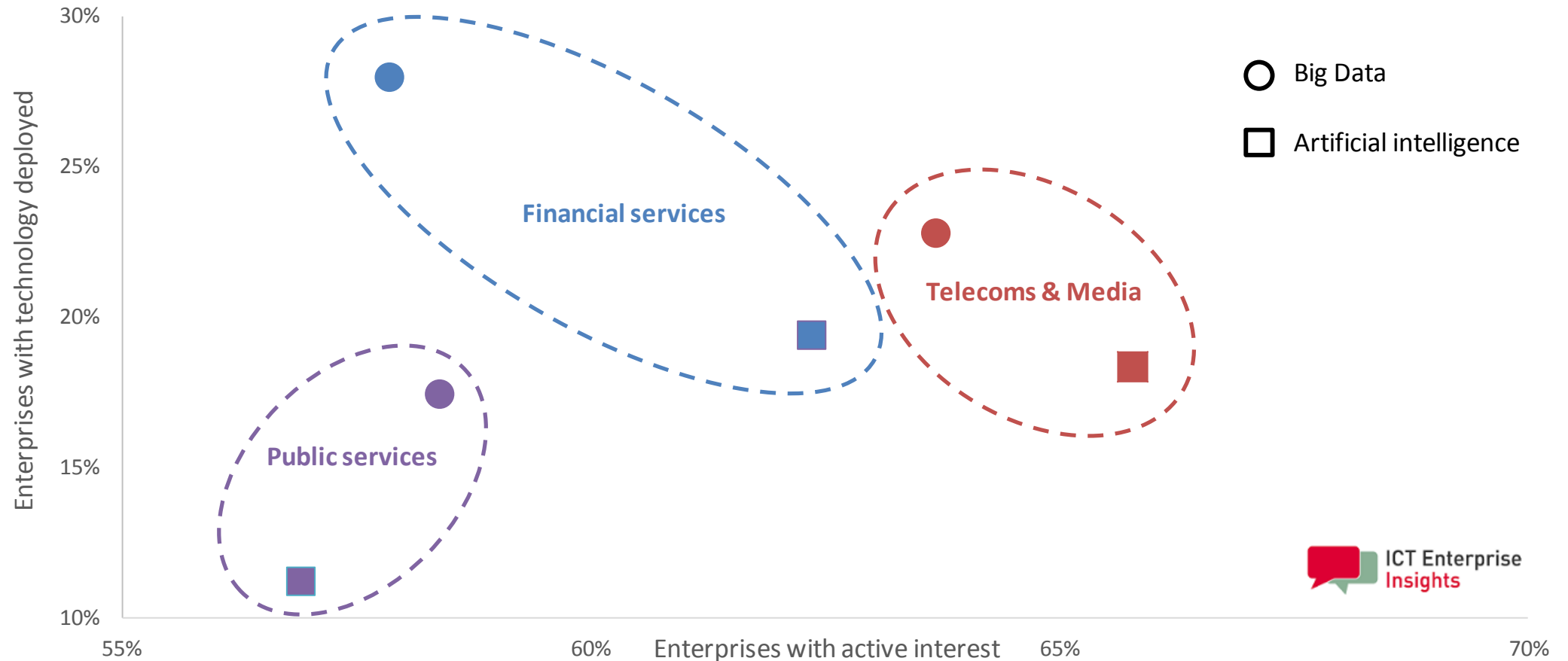
Big Data is moving into mainstream adoption; artificial intelligence is gaining enterprise interest

What are your plans to use these digital-enabling technologies over the next 12 months? (Sept 2017 & Sept 2018)



Adoption and interest in emerging technologies varies significantly by industry

What are your plans to use these digital-enabling technologies over the next 12 months? (Sept 2018)



ICT Enterprise Insights



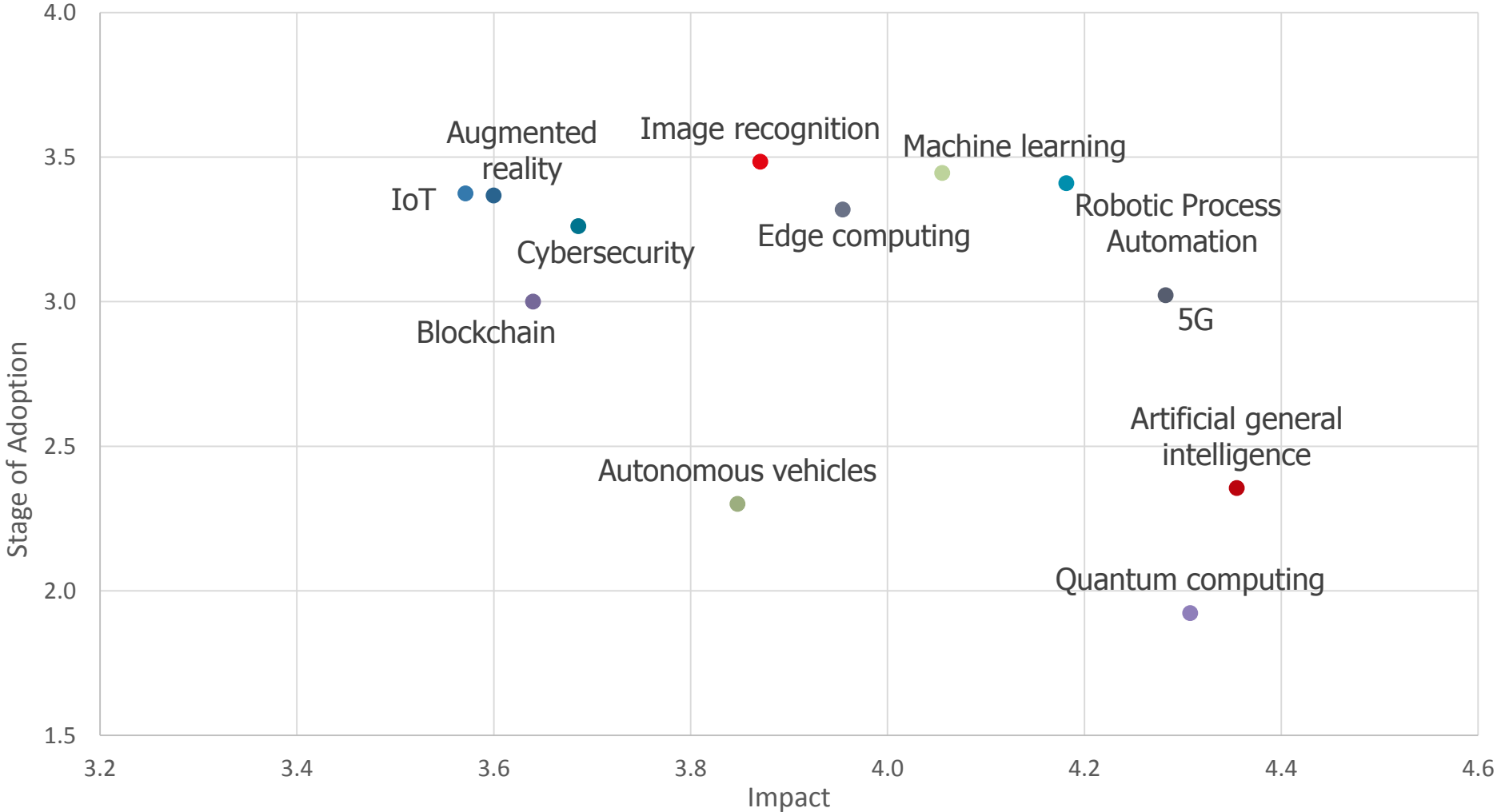
Use cases for artificial intelligence developing, focusing on customers & operations

Where would your organization be most looking to deploy artificial intelligence technologies within the next 18 months?

	Service provider	Retail banking	Government
1	Network fault prediction	Digital banking	Client/citizen relationship management
2	Customer operations	Product development	Enterprise resource planning
3	Self-optimized networks	Operations	Compliance management



Emerging Technologies: Impact vs. Stage of Adoption



Source: Ovum



Thank you

