

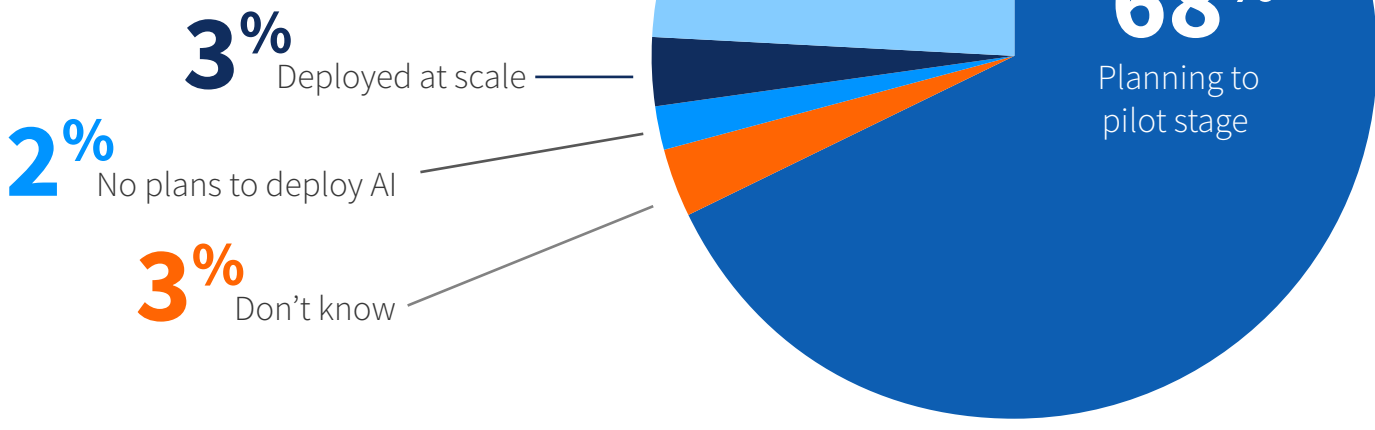
# PRACTICAL AI

AI is attracting great interest, but very few companies are achieving breakthrough outcomes today.

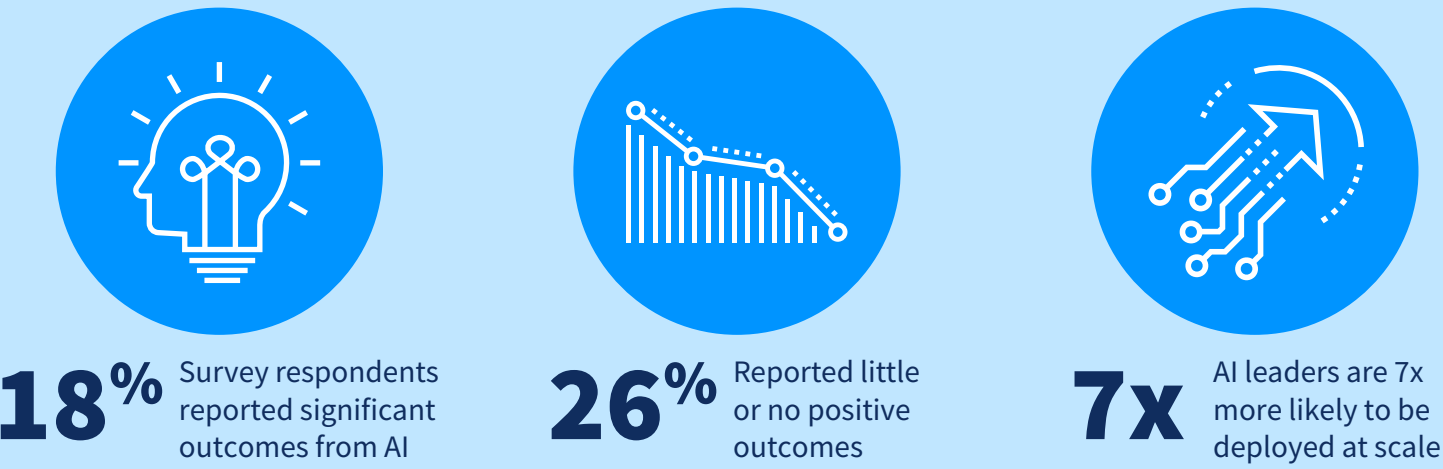
## HOW AI IS LEVERAGED TODAY

### AI Program Maturity Levels

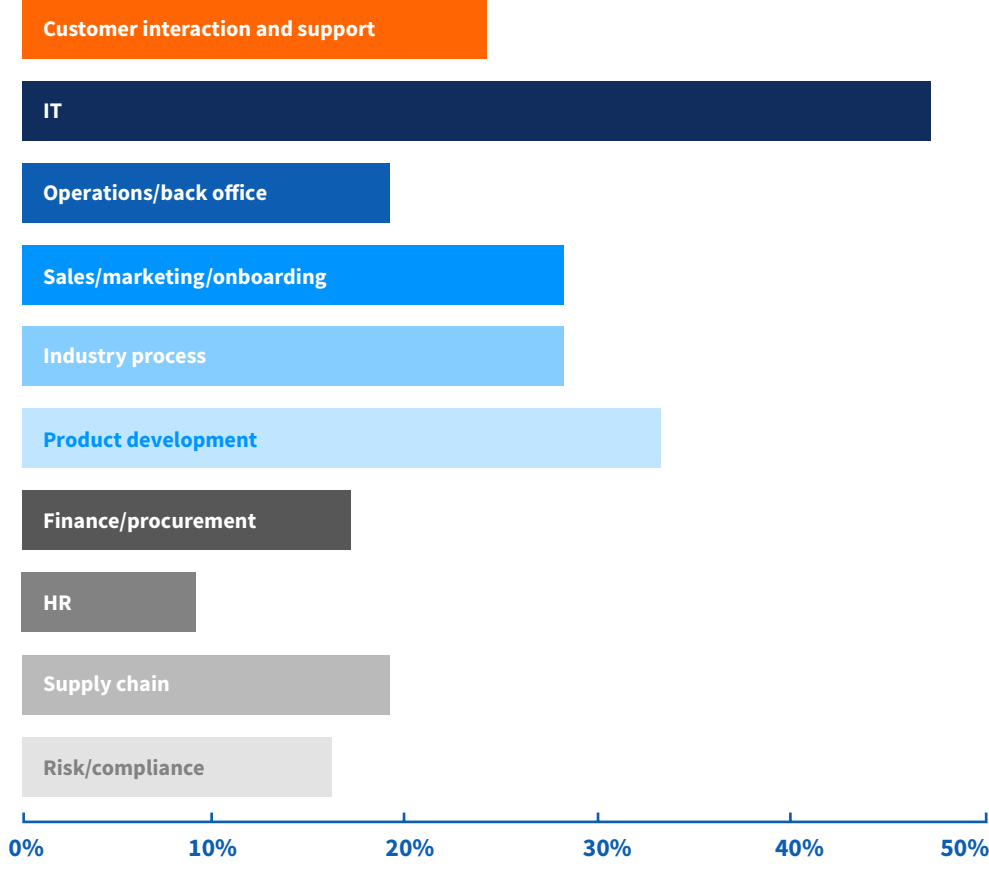
Companies are likely reporting few breakthrough business outcomes from AI because most are still early in its deployment.



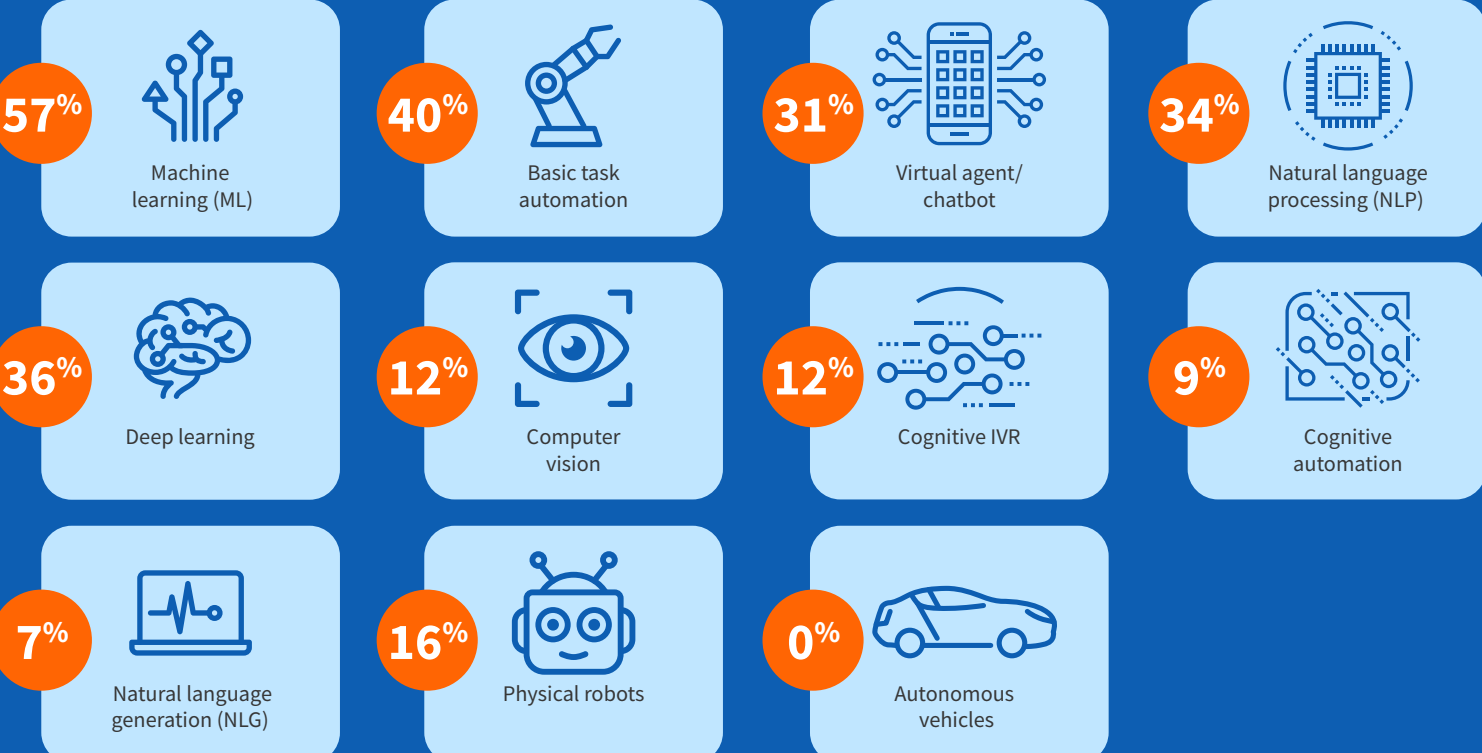
### LEADER DYNAMICS



## WHERE COMPANIES ARE USING AI



## TYPES OF AI TECHNOLOGY DEPLOYED TODAY



## OUTCOMES ACHIEVED THROUGH AI

The outcomes that companies have so far achieved are consistent with the sophistication of the AI technology they have deployed and where they have deployed it, with a focus on customer metrics and operational efficiency.

