

Everyone wants Al. But few succeed. More businesses then ever are testing AI and more users and consumers expect AI to

improve their daily life. Yet most companies will struggle to meet objectives and achieve a rapid return on value.

Predicted market size of the worldwide Al industry by 2032, according to a research report published by Spherical Insights & Consulting.

\$2.76T global AI market by 2032

even larger percentage claiming to be "testing" the technology.

74% of companies are testing AI now

Percentage of companies that expect AI to increase productivity, demonstrating the

64% of companies expect AI to help their business

According to Deloitte, nearly three out of four companies are using AI internally and an

confidence in Al's potential to transform operations.

56% of consumers believe AI will help them at work

percent believe AI will reduce errors, and 35% believe it helps with communication.

80% Al project failure rate

Percentage of people who believe AI will help the professionally. In addition, forty-six

corporate IT project failures a decade ago.

According to Harvard Business Review, most Al initiatives fail, almost double the rate of

Gain bountiful benefits. Companies face numerous obstacles trying to implement a successful program, from not having enough in-house data to not knowing where to find external sources to

Overcome challenges. Deploy the right tools.

insufficient internal resources and data science skills. But with the right strategy, tools, technology, and proven practices in place—a myriad of valuable use cases await.



Lack of in-house expertise Poor QA/QC

Not enough (of the right kinds) of data

challenges companies face today

Inadequate governance

Al tools that transform data

- Lack of supporting technology (e.g., cloud)
- Data automation and conflation Image recognition
- Natural language processors Recommendation systems
- use cases that improve with Al

Cognitive insights (hyper-charged analytics)

Process automation and optimization Pattern identification and recognition

- Real-time observation and tracking
- Forecasts and predictions Decision making at speed and scale

Leveraging location analytics and intelligence, it delivers superior speed, scale, and accuracy. It improves automating tasks, making accurate predictions, and gaining

Gain an edge with location-based Al

Location-based Al supplies a robust, complete, and future-proofed solution.

deep insights from massive datasets. Seven reasons why AI needs

help process at speed and scale. Change detection benefits from machines (time series data increases the volume issue).

geospatial and geospatial needs Al

Location data volumes need machines to

- Unstructured data requires Al to mine and extract location intelligence.
- Al can serve as a workforce multiplier for geospatial analysis and visualization.

Actionable predictions require location

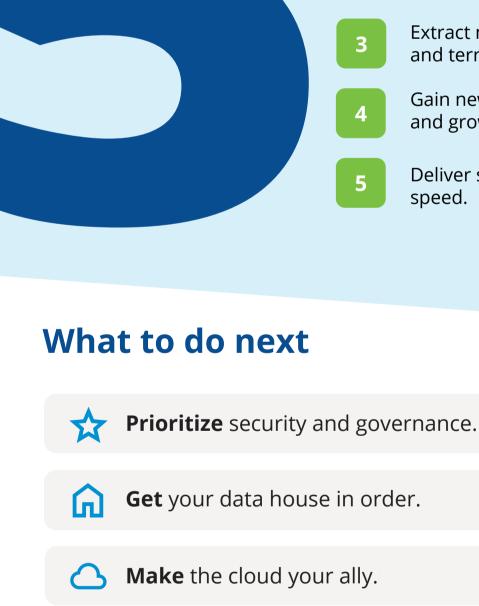
Al-based recommendations need to be

Accurate intelligence requires an understanding of location context.

context provided by geo.

location aware.





Gain new levels of sustainability, efficiency, and growth.

and terrestrial sensors.

analytics.

delivery.

speed.

Enhanced data organization, mining, and

Extract more value from video, imagery,

Deliver superior outcomes at scale and

CONTINUE Look to legacy and external data.

7 questions to ask before you begin

your Al journey With your next steps outlined and priorities in place, make sure to ask the right questions from the start, whether it's for security, governance, data, and the cloud, and outsourcing.

Trust the experts (look outside the organization if needed).

what it includes, formats, access, etc.)

The right questions include:

Does the organization have questions they can't answer because of too much data, not knowing how to query or access the right data, or it takes too long to find the answer?

and extracting information from our data?

wealth of opportunity available from AI?

company size and type of business?

Do you understand your organizational data (where it lives,

If an executive needed to ask any question about the business using data or AI, would they be able to get an immediate and accurate answer?

Is there anyone on your team who knows how to tap into the

Can you rely on a consultant with relevant experience for your

Does the company spend inordinate amounts of time managing

Do you work with a vendor that has data expertise to prepare your data for AI and enrich it with other sources?

technology, and best practices, you can harness a complete

Al has arrived. With location-based Al and the right tools,

solution that supplies better business outcomes.