

Why Location-based AI Is the Right Choice for Companies Seeking an Edge

Everyone wants AI. But few succeed.

More businesses than 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.

\$2.76T global AI market by 2032

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

74% of companies are testing AI now

According to Deloitte, nearly **three out of four companies are using AI** internally and an even larger percentage claiming to be “testing” the technology.

64% of companies expect AI to help their business

Percentage of companies that expect AI to increase productivity, demonstrating the confidence in AI’s potential to transform operations.

56% of consumers believe AI will help them at work

Percentage of people who believe AI will help them professionally. In addition, forty-six percent believe AI will reduce errors, and 35% believe it helps with communication.

80% AI project failure rate

According to Harvard Business Review, **most AI initiatives fail**, almost double the rate of corporate IT project failures a decade ago.

Overcome challenges. Deploy the right tools. 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 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.

challenges companies face today

- Not enough (of the right kinds) of data
- Lack of in-house expertise
- Poor QA/QC
- Inadequate governance
- Lack of supporting technology (e.g., cloud)

AI tools that transform data

- Data automation and conflation
- Image recognition
- Natural language processors
- Recommendation systems
- Cognitive insights (hyper-charged analytics)

use cases that improve with AI

- Process automation and optimization
- Pattern identification and recognition
- Real-time observation and tracking
- Forecasts and predictions
- Decision making at speed and scale

Gain an edge with location-based AI

Location-based AI supplies a robust, complete, and future-proofed solution. Leveraging location analytics and intelligence, it delivers superior speed, scale, and accuracy. It improves automating tasks, making accurate predictions, and gaining deep insights from massive datasets.

Seven reasons why AI needs geospatial and geospatial needs AI

- 1 Location data volumes need machines to help process at speed and scale.
- 2 Change detection benefits from machines (time series data increases the volume issue).
- 3 Unstructured data requires AI to mine and extract location intelligence.
- 4 AI can serve as a workforce multiplier for geospatial analysis and visualization.
- 5 Actionable predictions require location context provided by geo.
- 6 Accurate intelligence requires an understanding of location context.
- 7 AI-based recommendations need to be location aware.

Five benefits delivered with location-based AI

- 1 Leverage location as part of your data and analytics.
- 2 Enhanced data organization, mining, and delivery.
- 3 Extract more value from video, imagery, and terrestrial sensors.
- 4 Gain new levels of sustainability, efficiency, and growth.
- 5 Deliver superior outcomes at scale and speed.

What to do next

- ★ **Prioritize** security and governance.
- 🏠 **Get** your data house in order.
- ☁️ **Make** the cloud your ally.
- 👁️ **Look** to legacy and external data.
- 🤝 **Trust** the experts (look outside the organization if needed).

7 questions to ask before you begin your AI journey

With your 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.

The right questions include:

- 1 Do you understand your organizational data (where it lives, what it includes, formats, access, etc.)
- 2 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?
- 3 Does the company spend inordinate amounts of time managing and extracting information from our data?
- 4 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?
- 5 Is there anyone on your team who knows how to tap into the wealth of opportunity available from AI?
- 6 Can you rely on a consultant with relevant experience for your company size and type of business?
- 7 Do you work with a vendor that has data expertise to prepare your data for AI and enrich it with other sources?

AI has arrived. With location-based AI and the right tools, technology, and best practices, you can harness a complete solution that supplies better business outcomes.