PwC 2019 AI predictions

Six AI priorities you can't afford to ignore

Businesses have big plans for artificial intelligence (AI). The goal isn't just a pilot here or there. It's AI throughout the business, providing ROI today and leadership for the economy of tomorrow. Our prediction for 2019? Those companies that focus on these six key areas will become AI leaders.

Who we surveyed
→ 1,001 AI-savvy executives in the US
→ 42% C-level, president, or partner
→ 74% with revenue $1 billion+

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1 ## Structure: Organize for ROI and momentum

Pressure will grow to scale up AI in 2019 to enhance decision-making and provide forward-looking intelligence for people in every department and function. The right AI governance model enables you to develop use cases that create quick wins – while also providing reusable tools on which other AI initiatives can build.
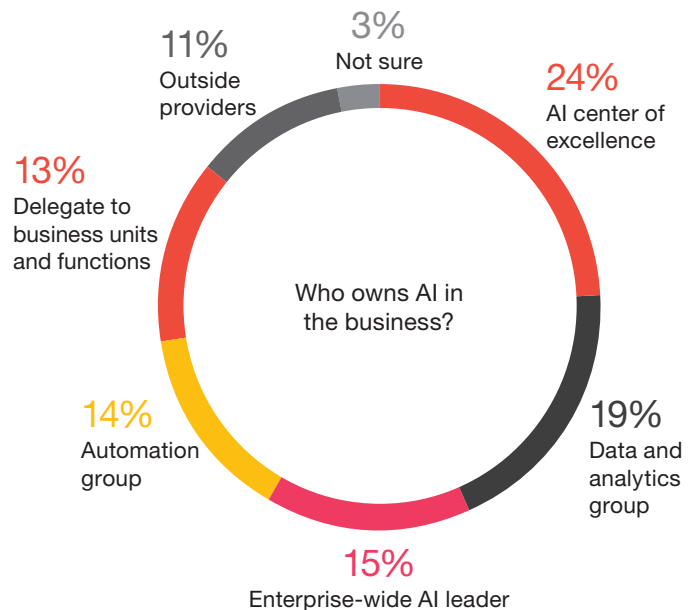
2 ## Workforce: Teach AI citizens and specialists to work together

AI is being democratized, but it's still so complex that even trained business specialists can make mistakes. Develop the right mix of citizen users, citizen developers, and data scientists – and give them the tools, training, and incentives to help them work collaboratively.

56% of companies will develop a workforce plan that identifies new skills and roles needed as a result of AI.
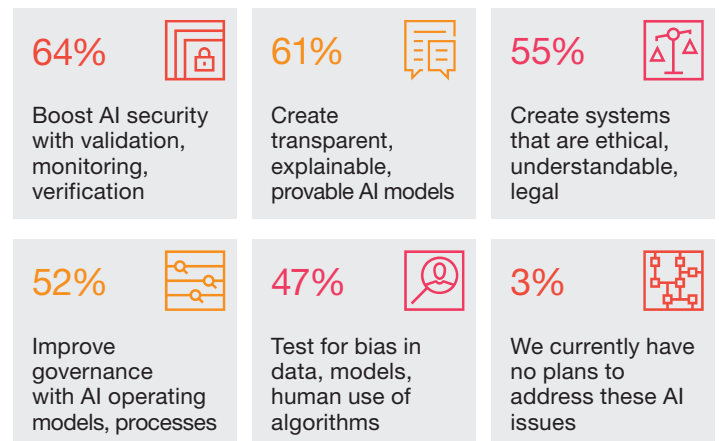
3 ## Trust: Make AI responsible in all its dimensions

Customers, employees, boards, regulators, and corporate partners are asking the same question: Can we trust AI? To answer that affirmatively, assign accountability for fairness, interpretability, robustness and security, governance, and system ethics.

Who owns AI in the business?

- 3% Not sure
- 24% AI center of excellence
- 19% Data and analytics group
- 15% Enterprise-wide AI leader
- 14% Automation group
- 13% Delegate to business units and functions
- 11% Outside providers

Source: PwC 2019 AI Predictions
Base: 1,001
Q: How will you implement and govern AI in 2019?

Taking steps toward responsible AI

64% Boost AI security with validation, monitoring, verification	**61%** Create transparent, explainable, provable AI models	**55%** Create systems that are ethical, understandable, legal
52% Improve governance with AI operating models, processes	**47%** Test for bias in data, models, human use of algorithms	**3%** We currently have no plans to address these AI issues

Source: PwC 2019 AI Predictions
Base: 1,001
Q: What steps will your organization take in 2019 to develop and deploy AI systems that are responsible, that is, trustworthy, fair, and stable?

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4   Data: Locate and label to teach the machines

AI can help companies manage risk, make better decisions, improve document classification, automate customer operations, and more. But first, prioritize what many survey respondents didn't: label, standardize, and integrate data to train AI. Only then can AI find patterns in the present and provide insight into the future.

5   Reinvention: Monetize AI through personalization and higher quality

Boosting the top and bottom lines with AI is not a distant dream. AI's power can help businesses create and market high-quality, personalized, data-driven products and services. Companies can use AI to help with strategy, invent new business models, and eventually transform their organizations.
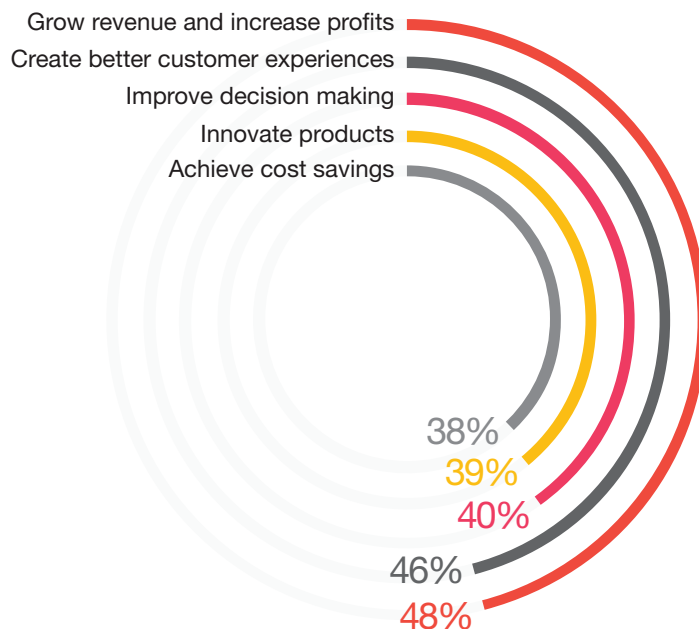
6   Convergence: Combine AI with analytics, the IoT, and more

AI's power grows when it is integrated with other technologies, including analytics, the IoT, blockchain, and, eventually, quantum computing. DevOps techniques can help manage this convergence by bringing diverse specialists together to keep projects flowing smoothly.

29% say labeling, standardizing, and integrating data is a priority for 2019.

36% say managing the convergence of AI with other technologies is a 2019 priority.

Monetizing AI: top 5 ways it may pay off

Grow revenue and increase profits — 48%
Create better customer experiences — 46%
Improve decision making — 40%
Innovate products — 39%
Achieve cost savings — 38%

Source: PwC 2019 AI Predictions
Base:1,001
Q: What value do you expect from your AI investments? Top-three ranking

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Next steps

Set up your AI team

Bring together AI, IT, and core business leaders in a structured way to manage priorities, data strategy, resources, and use cases.

Create a single source of truth

A digital platform with self-service tools and a virtual environment for collaboration will help connect business problems with AI solutions.

Build reusable AI blocks

The same algorithms can solve most business problems for which AI is relevant, so get them right in scaled-down use cases – then apply them elsewhere.

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