

# INVESTIGATING ARTIFICIAL INTELLIGENCE: IS THERE AN ROI FROM AI?

In recent days, artificial intelligence (AI) has rapidly climbed the list of technologies that are most captivating and enticing to modern, data-driven companies. Machine learning algorithms, natural language processing, and enhanced recommendation engines all hold significant potential for companies today. With any technology, though, the question always arises: Can I turn this into business performance? Is there an ROI from AI? Aberdeen’s research demonstrates a variety of ways that top performers are able to leverage AI to deliver results.

**BEST-IN-CLASS companies enjoy:**

<b>85%</b>	more likely to be satisfied with the job role relevance of their analytics capabilities
<b>6.1x</b>	more likely to have more than 80% of their data sources accessible for analysis
<b>68%</b>	more likely to see an improvement in data sharing and collaboration
<b>2.5x</b>	less likely to have critical information delivered late
<b>85%</b>	more likely to see an increase in operating profit greater than 20%

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