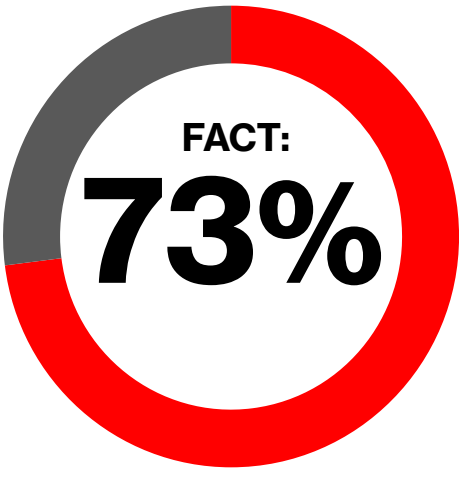


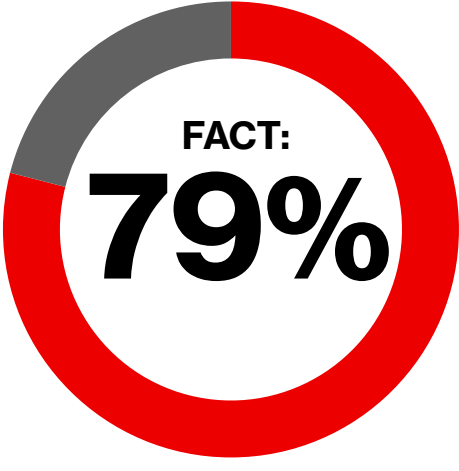
Misconceptions vs. the truth about AI



73% of companies are prioritizing AI over other digital investments.¹ Here's a guide to common misconceptions about how AI can impact your organization.



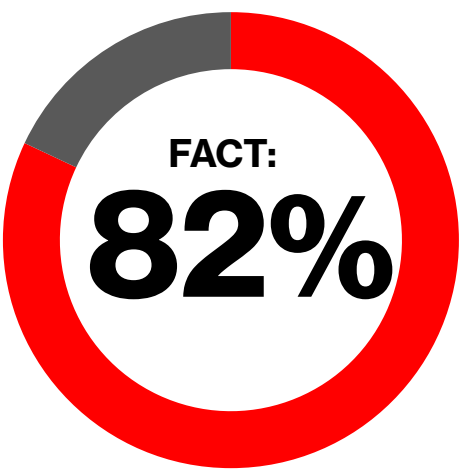
Myth: Most enterprise AI adoption is still at the pilot stage



79% of business leaders say they have fully deployed three or more AI applications.² In sectors like manufacturing, enterprises are combining AI with edge computing and the Internet of Things (IoT). These are collectively known as Industry 4.0 technologies, and, along with 5G, they help increase productivity and efficiency.



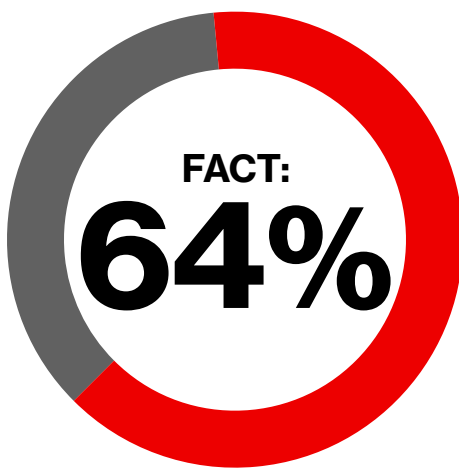
Myth: AI has an entirely negative impact on security risks



AI can impact your cybersecurity risk, but it can also help protect your business. 82% of IT and security leaders plan to invest in AI-driven cybersecurity in the next two years.³ The technology allows companies to synthesize and detect anomalies in large volumes of data. This helps firms detect and respond to threats and fraudulent activity.



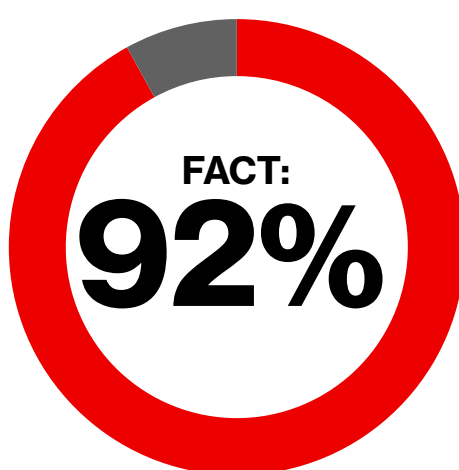
Myth: Generative AI can never handle critical business processes



64% of business leaders believe generative AI can help them gain a competitive advantage,⁴ while 77% think it will be the most impactful of all emerging technology.⁵



Myth: The return on investment (ROI) of AI is unclear



92.1% of companies say they are achieving returns on their AI and data analytics investments, up from 48.1% in 2017.⁶ Organizations with mature operations on AI, data, processes, talent, collaboration and stakeholder experiences averaged 1.4X higher operating margins over their peers.⁷

Nearly three-quarters (73%) of enterprises seeking to boost operational resilience are prioritizing AI over other digital investments.⁸ Learn more about how Verizon can help you do the same and make the most of AI in your enterprise.

The author of this content is a paid contributor for Verizon.
1. Accenture, Reinventing Enterprise Operations, May 2023.
2. Deloitte, State of AI in the Enterprise Fifth Edition Unveils Four Key Actions to Maximize AI Value, October 2022.
3. Statista, Investment plans of IT and security decision-makers in AI-driven cybersecurity in selected countries worldwide as of January 2023, May 2023.
4. KPMG, Generative AI: From Buzz To Business Value, May 2023, page 2.
5. Ibid.
6. NewVantage Partners, Data and AI Leadership Executive Survey 2022, 2022.
7. Accenture, Reinventing Enterprise Operations, May 2023.
8. Ibid.