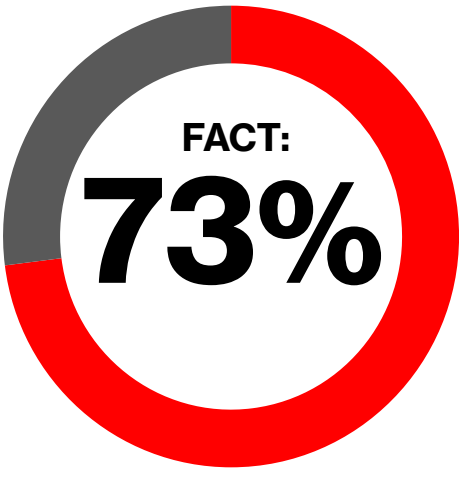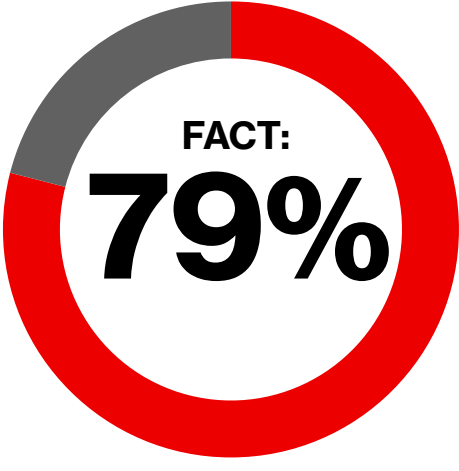# Misconceptions vs. the truth about AI

FACT: 73%

73% of <u>companies are prioritizing AI</u> over other digital investments.[1] Here's a guide to common misconceptions about how AI can impact your organization.
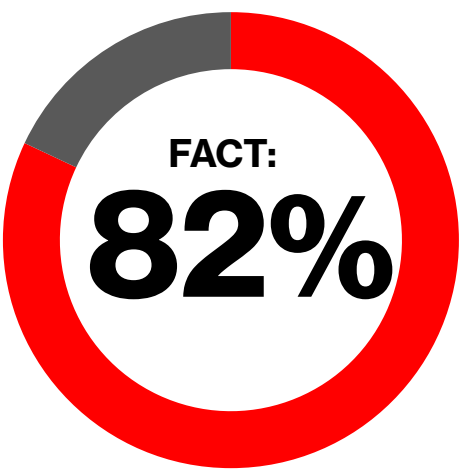
Myth: Most enterprise AI adoption is still at the pilot stage

FACT: 79%

79% of business leaders say they have <u>fully deployed three or more AI applications</u>.[2] In sectors like manufacturing, enterprises are combining AI with edge computing and the Internet of Things (IoT). These are collectively known as <u>Industry 4.0 technologies</u>, and, along with 5G, they help increase productivity and efficiency.
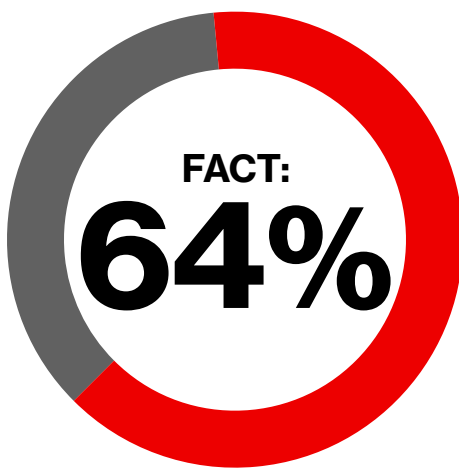
Myth: AI has an entirely negative impact on security risks

FACT: 82%

AI can impact your <u>cybersecurity risk</u>, but it can also help protect your business. 82% of IT and security leaders plan to <u>invest in AI-driven cybersecurity</u> 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.
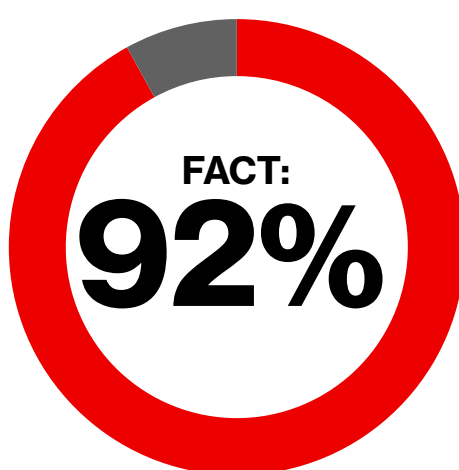
Myth: Generative AI can never handle critical business processes

FACT: 64%

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

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

FACT: 92%

92.1% of companies say they are achieving returns on their <u>AI and data analytics investments</u>, up from 48.1% in 2017.[6] Organizations with mature operations on AI, data, processes, talent, collaboration and stakeholder experiences averaged <u>1.4X higher operating margins over their peers</u>.[7]

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

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