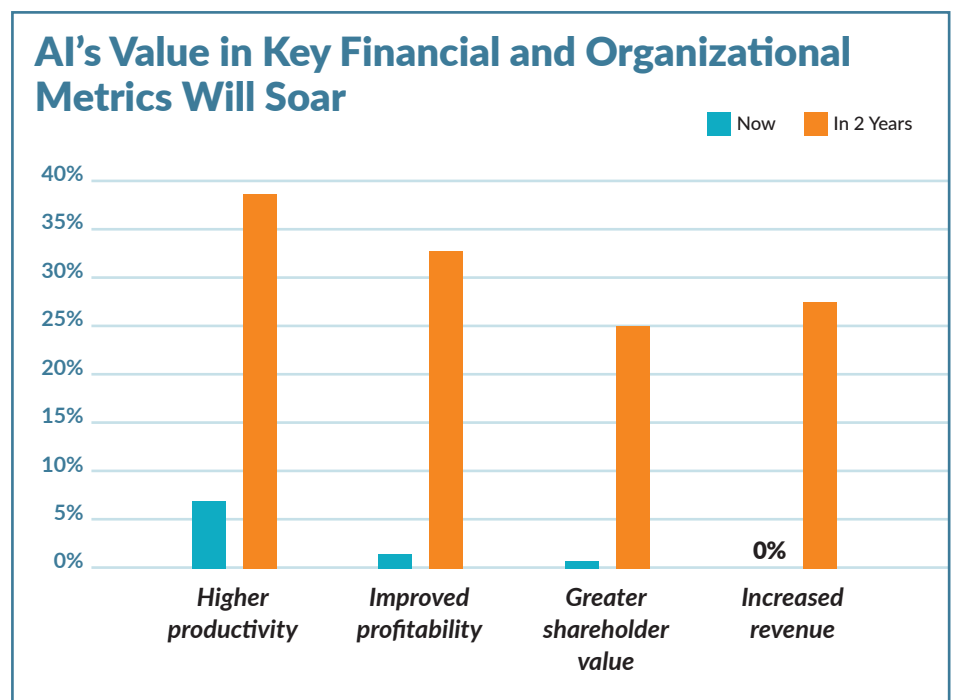
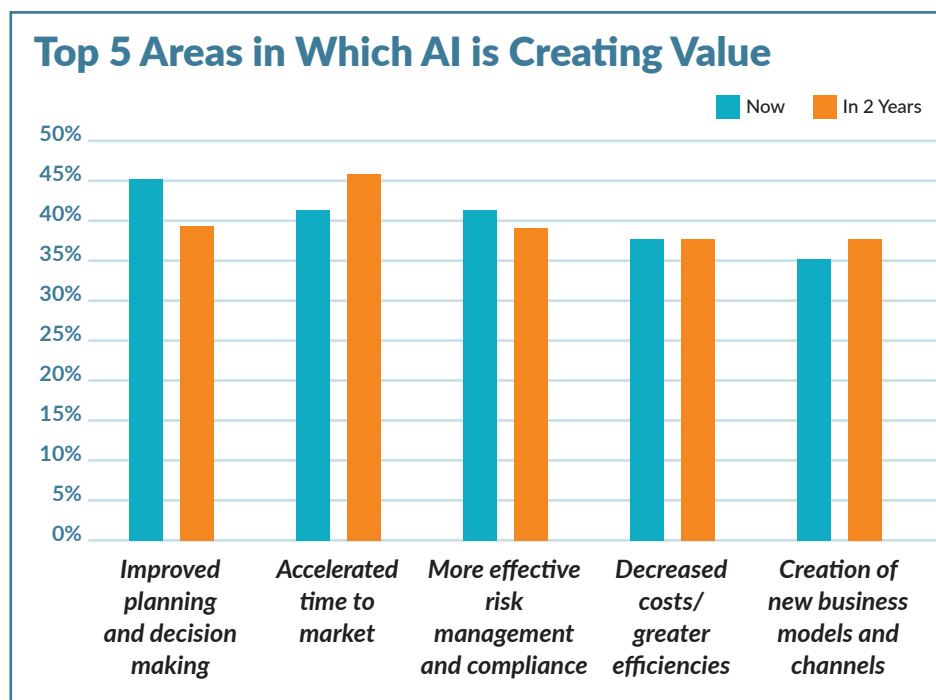


# Competing in the Cognitive Age

*How companies will transform their businesses and drive value through advanced AI*

Advanced artificial intelligence may conjure up futuristic images along with hype and fear. But the reality is much different. To understand where AI technologies are headed and how business leaders will apply them in the immediate future, Protiviti and ESI ThoughtLab conducted a global research study delving into where advanced AI stands today and what executives worldwide are planning for and expecting to happen within two years.



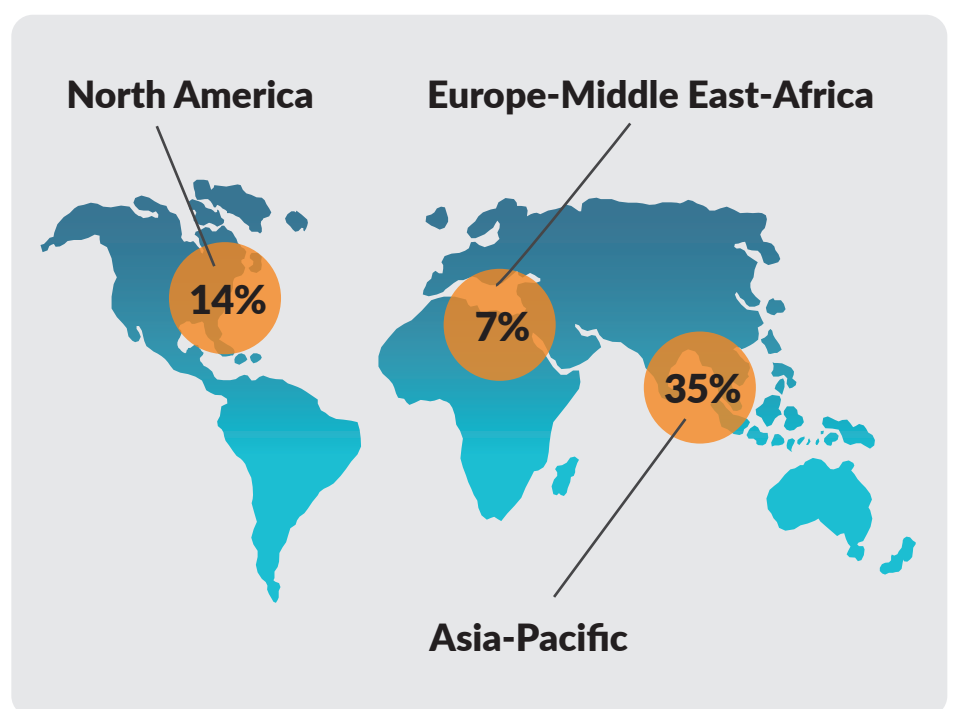
### Top 10 Challenges for Advancing the Use of AI

1. Uncertain ROI
2. Cybersecurity/data privacy
3. Deciding on best applications
4. Regulatory constraints
5. Limited AI skills/talent
6. High implementation costs
7. Lack of internal AI knowledge
8. Little sense of urgency
9. Making a clear business case
10. Executive support

## How Industries View AI's Value

<p><b>Technology</b> 28% report significant value. 76% expect to reach this level in two years.</p>	<p><b>Healthcare</b> 15% report significant value. 49% plan to reach this same level in two years.</p>
<p><b>Financial Services</b> 12% enjoy significant value. 40% expect to reach this level in two years.</p>	<p><b>Consumer Products</b> 9% report significant value. 41% plan to reach this level in two years.</p>

## Asia-Pacific Leads in Significant Value Gained from AI



For more information, visit [www.protiviti.com/AI](http://www.protiviti.com/AI)

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