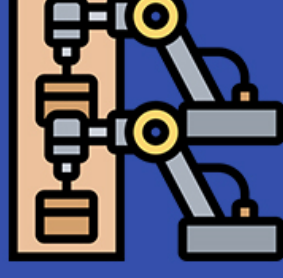


The engine of business success: How Artificial Intelligence is revolutionizing business

Artificial intelligence (AI) is revolutionizing the business world, generating transformative impact in a variety of fields, including the creative arena. With its ability to analyze data, detect patterns and generate innovative solutions, AI is driving content personalization, creative efficiency and design optimization in advertising, design and other creative disciplines.

In this report, you will see how the application of AI is having a positive effect on the business world, through case studies of leading companies in the industry and by discussing the benefits and challenges of this technology in the creative field. Find out how AI is driving business success in the digital age!

Automating **business processes with AI** has the potential for cost savings of up to **20%**



in areas such as logistics, workflow management and supply chain.
Source: McKinsey Global Institute

88% of marketers believe that personalizing content and customer experience with artificial intelligence is crucial to a business's success.



Source: Evergage

Artificial intelligence will increase business productivity by **40%** by 2035.



This thanks to its ability to analyze large amounts of data and filter valuable information.
Source: Accenture

The chatbots market is expected to grow at a CAGR of **24.3%** between 2023 and 2028.



Driven by demand for customer service automation with artificial intelligence.
Source: Grand View Research

95% of companies consider price optimization to be a strategic priority.



58% of them use or plan to use artificial intelligence algorithms to optimize pricing and demand.
Source: Pricefx

55% of companies use artificial intelligence for fraud detection and risk management.



Source: Deloitte

These industries are making the most of AI to power their businesses



Financial Services

The financial services industry uses it mainly for fraud detection, risk management, data analysis, service customization and task automation.



Benefits:

- Real-time fraud detection and prevention.
- Personalization of financial services and products based on customer data analysis.
- Process automation for greater efficiency and cost reduction.

Healthcare

With its ability to analyze large-scale data and learn from it, artificial intelligence is revolutionizing medicine and improving clinical decision-making.



Benefits:

- Personalized diagnosis and treatment based on clinical data analysis.
- Real-time patient monitoring and follow-up.
- Accelerated medical research through the analysis of large amounts of data.

Retail and E-Commerce

The application of artificial intelligence in retail and e-commerce is changing the way companies interact with customers, optimize operations and improve the online shopping experience.



Benefits:

- Personalized product and service recommendations.
- Inventory and logistics automation for efficient supply chain management.
- Analysis of customer data and market trends for strategic decision making.

Logistics

With its ability to process large amounts of data and learn from it, artificial intelligence is revolutionizing the logistics industry, enabling companies to be more efficient, flexible and competitive in a dynamic and globalized business environment.



Benefits:

- Route optimization and product delivery planning.
- Real-time monitoring of the location and status of products in transit.
- Demand forecasting and inventory management based on data analysis.

Human Resources

AI is revolutionizing talent management, enabling companies to make more informed and accurate human capital management decisions, which is key to the success and competitiveness of any organization.



Benefits:

- Selection and recruitment of talent based on data analytics.
- Employee engagement and satisfaction analysis.
- Automation of payroll and benefits management processes.

Advertising

Its current success in the creative aspect of content production is well known; however, it has been excelling in other capacities for several years now.



Benefits:

- Creation of highly customizable ads based on consumer data.
- Precise identification of the most relevant audience segments for a campaign.
- Adjustment and optimization of advertising campaigns in real time.

How are big brands using artificial intelligence?



AI adapts to any industry and challenge to facilitate and offer a first-class service.

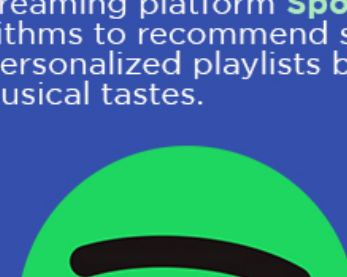
Learn about the success stories of business leaders in their sector.

Amazon uses autonomous robots in its warehouses to perform packaging and transportation tasks.



This has improved the efficiency and speed of its operations.

Music streaming platform **Spotify**, uses AI algorithms to recommend songs and create personalized playlists based on its users' musical tastes.

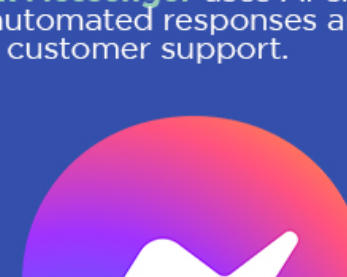


Alibaba uses AI algorithms to analyze data from buyers and sellers and predict product demand.

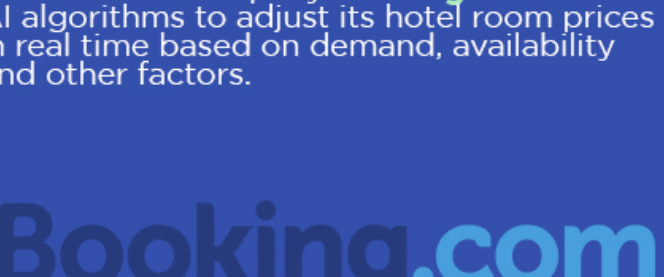


This has allowed them to improve efficiency in their supply chain.

Facebook Messenger uses AI chatbots to provide automated responses and provide real-time customer support.



Online travel company **Booking.com** uses AI algorithms to adjust its hotel room prices in real time based on demand, availability and other factors.



This has led to a reduction in fraud cases and improved transaction security.

Mastercard uses AI to analyze spending patterns and detect potential fraud in credit card transactions.



This has led to a reduction in fraud cases and improved transaction security.

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