

# AIoTT

## How IoT Leaders Are Breaking Away

Together, artificial intelligence (AI) and the Internet of Things (IoT) are having a bigger-than-expected impact – and leaders report that the Artificial Intelligence of Things (AIoT) is the key to competing effectively.

The impact of AIoT may be greater, and taking hold more quickly, than many observers expect. Our recent worldwide study of 450 business leaders across industries finds real momentum behind the AIoT, along with a number of other surprising findings.

The AIoT is already generating results. And for organizations that are pursuing an IoT strategy, respondents say they cannot compete effectively without using AI. This is a striking study finding considering that only a few years ago, the IoT itself was only in its fledgling stages. Organizations that are merely weighing the possibility of implementing an AIoT strategy may find themselves being left behind within only a year or two.

**If you are weighing the potential impact of the AIoT on your business strategy – or seeking ways to realize the full potential of the IoT in your organization – these study findings are worth serious consideration.**



### Ninety percent of those heavily using AI with IoT are exceeding value expectations\*

A significant predictor of an organization's ability to deliver value from the IoT across an enterprise is the heavy use of AI. The true value of IoT data is only realized when combined with AI and analytics.



### Nearly 3 out of 4 respondents said the combined value of AI and IoT capabilities exceeded their expectations\*

Study respondents across all geographies reported greater success for their IoT initiatives when using AI, with nearly three out of four respondents saying that the value of combined AIoT capabilities exceeded their expectations.



### Senior leaders already believe the combination of AI and the IoT is strategically important\*

Not only are senior leaders overwhelmingly involved with IoT project decisions (79%), but 56% of those senior leaders say that AIoT value exceeds expectations.



### Companies that use AI and IoT together are more competitive than those using only IoT\*

Organizations that have developed an AIoT capacity report much stronger results across a number of critical organizational goals – from their ability to speed up operations and introduce new digital services to improving employee productivity, decreasing costs and more.



### AIoT capabilities play a bigger-than-expected role in rapid planning processes\*

Companies that rely on IoT data to inform day-to-day decision making use it overwhelmingly for operational decisions (68%), rather than planning-oriented decisions (12%). When AI enters the picture, the number of respondents using this data to drive planning-oriented decisions nearly triples, increasing to 31%.

These study results paint the picture of a quickly emerging, powerful combined capability – one that has been tested in the labs as pilots or proofs of concept and it's already in the process of being rolled out more broadly within organizations. If your organization is still watching, waiting and plotting its first moves, this study suggests that it is time to snap into action.

## READ THE REPORT

The full AIoT study report includes more detail on each of these findings, additional new conclusions, perspectives from leaders in the field and insights on what's next in the emerging AIoT field.

For a free copy of the report, please visit :

[sas.com/aiot-study](https://sas.com/aiot-study)

