1 Value from AI
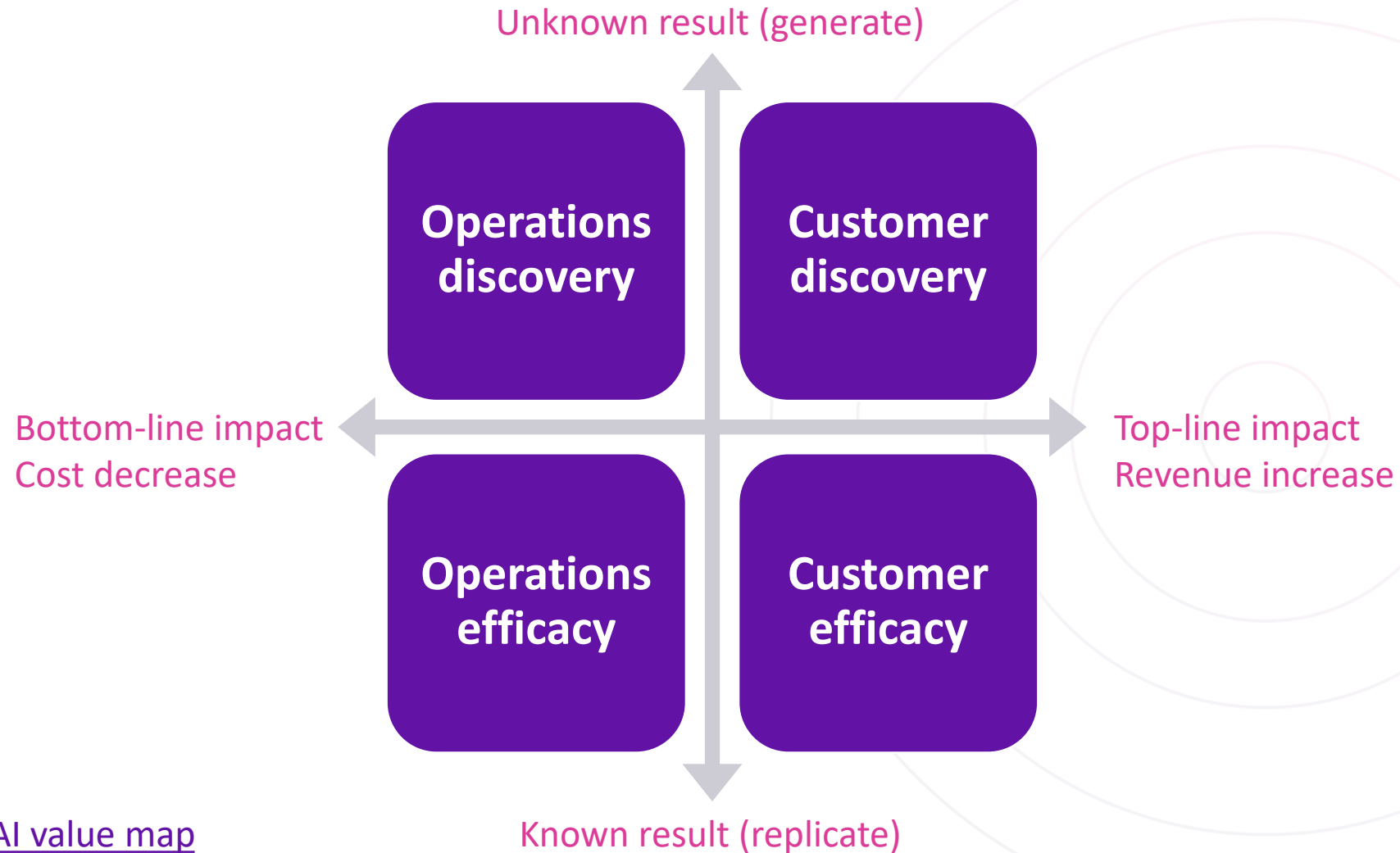
AI value by 2030

McKinsey Global Institute (2018)

- AI has the potential to deliver an additional $13 trillion

- 16% higher cumulative GDP or 1.2% additional GDP growth/yr

- Harder for late runners to attract talent and develop capabilities

- Full report

PwC (2017)

- Potential contribution to the global economy $15.7 trillion

- Extra 5 - 26% GDP depending on region, for example 10% Europe

- Explore the AI impact by sector in their interactive tool

- Full report

AI value map

Unknown result (generate)

Operations discovery

Customer discovery

Bottom-line impact
Cost decrease

Top-line impact
Revenue increase

Operations efficacy

Customer efficacy

Known result (replicate)

Deloitte – AI value map

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Automation vs Augmentation

Automation

- Machines completely take over a human task

- Remove a human from a process

- Good for processes with
  - Low data complexity
  - Low work complexity

Augmentation

- Machines and humans closely collaborate on a task

- Empower a human in a process

- Good for processes with
  - High data complexity
  - High work complexity

Data and Work complexity

Data complexity

- Low complexity
  - Structured and simple
  - Easy to interpret for a computer
  - Numbers and strings

- High complexity
  - Unstructured
  - Up for interpretation
  - Images, videos, music and voices

Work complexity

- Low complexity
  - Clearly defined rules and routines
  - Predictable

- High complexity
  - Ad hoc
  - Unpredictable
  - Requires judgement skills

From AI to business value

High data complexity

Augment

Effectiveness

Innovation

Low work complexity

High work complexity

Efficiency

Expert

Automate

Low data complexity

Accenture – Turning AI into business value

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