



# The transformative business impact of AI across industries

How AI can empower leaders to enhance both revenue and profitability

## Are you ready to embrace the AI revolution?

Artificial Intelligence (AI) presents businesses with a wide array of opportunities - from automating workflows to solving complex challenges. It's no surprise that one in three companies is already investing in AI technologies, with this trend continuing to grow.

AI is not just another addition to the corporate IT toolkit; it fundamentally transforms work processes, reshapes competitive dynamics, and opens up new pathways to profitability. To fully leverage its potential, organizations must be ready to reassess their structures and processes, fostering a collaborative environment where humans and AI work hand-in-hand.

In partnership with experts from the PwC network, we are committed to guiding you toward sustainable success through your AI transformation journey. Our comprehensive support includes developing an AI strategy, crafting industry- and process-specific solutions, empowering your workforce, and addressing

legal and ethical considerations. We invite you to explore our curated thought leadership content on this website, designed to help business leaders across industries and functions capitalize on the immense potential of AI.



The AI opportunity in automotive

**Our expert for AI in retail**



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## The impact of (Gen)AI in the retail industry

(Gen)AI and other advanced technologies are pivotal in transforming the retail industry for a new era. By integrating AI across their operations, retailers can strengthen resilience, improve efficiency, and provide exceptional value to both customers and stakeholders. Leveraging AI could enable retailers to significantly increase their operating profit margins, with the potential to generate up to **\$310 billion** in additional annual profits for the sector.

This study presents five strategic steps for retail and consumer companies to effectively adopt AI and realize substantial value: organizing for AI implementation, balancing platform strategies with innovative tools, enhancing maturity while accessing strategic data assets, proactively addressing

regulatory and ethical concerns, and fostering a data-driven culture that democratizes the use of data and analytics.

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## **Our expert for AI in automotive** **The AI opportunity in automotive**



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Artificial Intelligence (AI) is rapidly transforming the automotive industry by enhancing vehicle capabilities and streamlining operations and business models. This presents substantial opportunities for OEMs, suppliers, and mobility service providers. Our research indicates that AI's impact is evolving in unexpected waves. Although the transition from generative to more autonomous capabilities is progressing slower than anticipated, AI is set to significantly advance key areas such as software-defined vehicles, autonomous systems, and electric vehicles.

The potential for boosting profitability is considerable, particularly when AI initiatives are strategically coordinated across an organization. We project that a

thorough AI transformation strategy could increase profit margins by **40-60%**. Successful leaders begin with foundational AI initiatives, swiftly address key cost and revenue areas, and effectively scale operations by leveraging a robust network of partners.

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