

Category	Sample vendors and products	Typical use cases
Embedded AI Expert assistants leverage AI technology embedded in platforms and solutions.	<ul style="list-style-type: none"> • Amazon: Alexa • Apple: Siri • Facebook: Messenger • Google: Google Assistant (and more) • Microsoft: Cortana • Salesforce: MetaMind (acquisition) 	<ul style="list-style-type: none"> • Personal assistants for search, simple inquiry, and growing as expert assistance (composed problems, not just search) • Available on mobile platforms, devices, the internet of things • Voice, image recognition, various levels of NLP sophistication • Bots, agents
AI point solutions Point solutions provide specialized capabilities for NLP, vision, speech, and reasoning.	<ul style="list-style-type: none"> • 24[7]: 24[7] • Admantx: Admantx • Affectiva: Afdex • Assist: AssistDigital • Automated Insights: Wordsmith • Beyond Verbal: Beyond Verbal • Expert System: Cogito • HPE: Haven OnDemand • IBM: Watson Analytics, Explorer, Advisor • Narrative Science: Quill • Nuance: Dragon • Salesforce: MetaMind (acquisition) • Wise.io: Wise Support 	<ul style="list-style-type: none"> • Semantic text, facial/visual recognition, voice intonation, intelligent narratives • Various levels of NLP from brief text messaging, chat/conversational messaging, full complex text understanding • Machine learning, predictive analytics, text analytics/mining • Knowledge management and search • Expert advisors, reasoning tools • Customer service, support • APIs
AI platforms Platforms that offer various AI tech, including (deep) machine learning, as tools, APIs, or services to build solutions.	<ul style="list-style-type: none"> • CognitiveScale: Engage, Amplify • Digital Reasoning: Synthesys • Google: Google Cloud Machine Learning • IBM: Watson Developers, Watson Knowledge Studio • Intel: Saffron Natural Intelligence • IPsoft: Amelia, Apollo, IP Center • Microsoft: Cortana Intelligence Suite • Nuance: 360 platform • Salesforce: Einstein • Wipro: Holmes 	<ul style="list-style-type: none"> • APIs, cloud services, on-premises for developers to build AI solutions • Insights/advice building • Rule-based reasoning • Vertical domain advisors (e.g., fraud detection in banking, financial advisors, healthcare) • Cognitive services and bots
Deep learning Platforms, advanced projects, and algorithms for deep learning.	<ul style="list-style-type: none"> • Amazon: FireFly • Google: TensorFlow/DeepMind • LoopAI Labs: LoopAI • Numenta: Grok • Vicarious: Vicarious 	<ul style="list-style-type: none"> • Deep learning neural networks for categorization, clustering, search, image recognition, NLP, and more • Location pattern recognition • Brain neocortex simulation