

Driving Innovation: The Transformative Influence of AI and Analytics



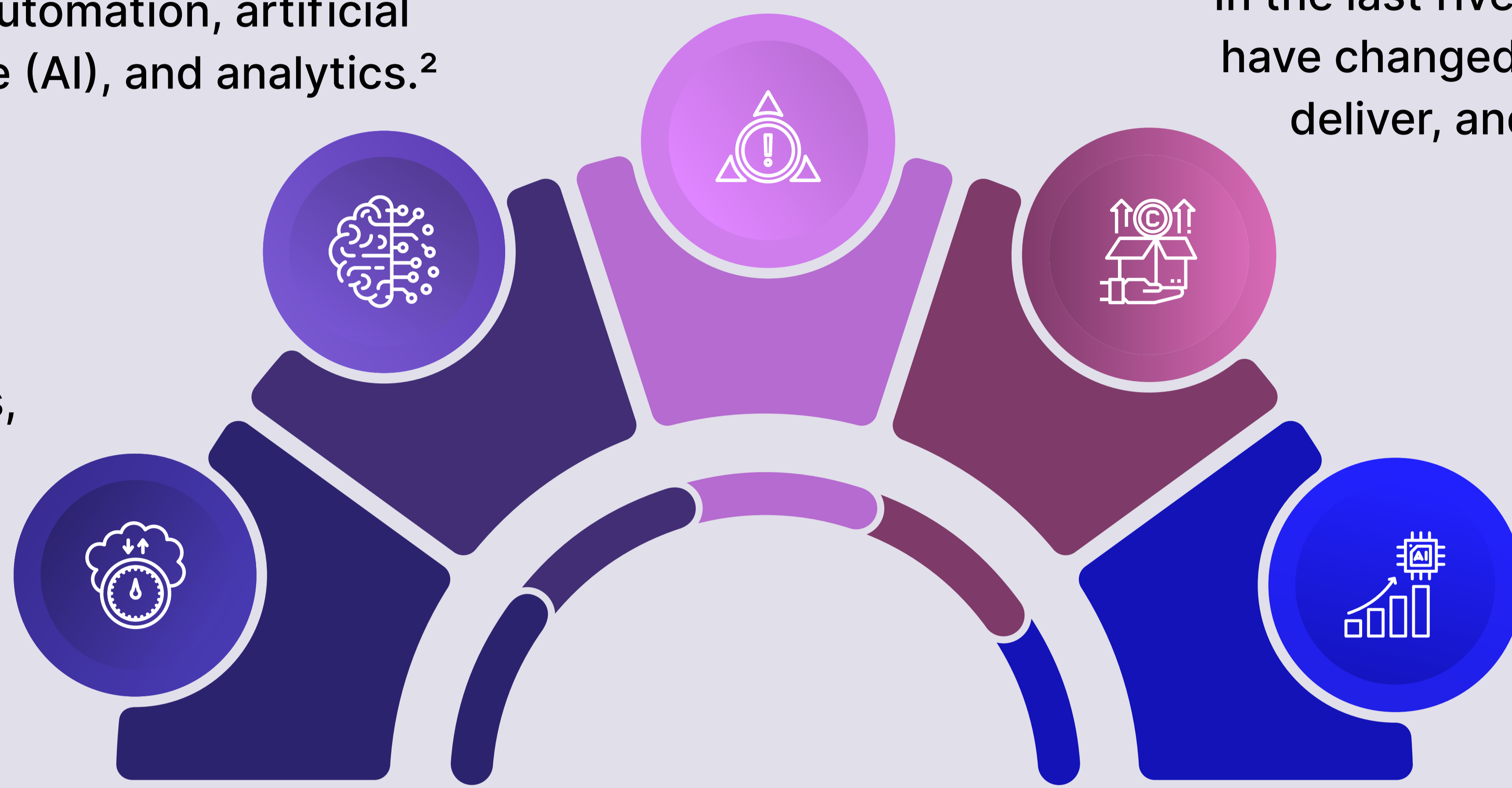
The Innovation Imperative (CEO's Perspective)

79% of business strategists affirm that their success in 2024-25 will rely on technologies such as automation, artificial intelligence (AI), and analytics.²

45% of CEOs believe if their company continues on its current trajectory, its viability might be in danger within the next ten years.¹

In the last five years, **97% of CEOs** have changed how they generate, deliver, and capture value.¹

CEOs anticipate rising pressure from technology, climate change, and global trends in the next three years, intensifying the need for reinvention compared to the past five years.¹

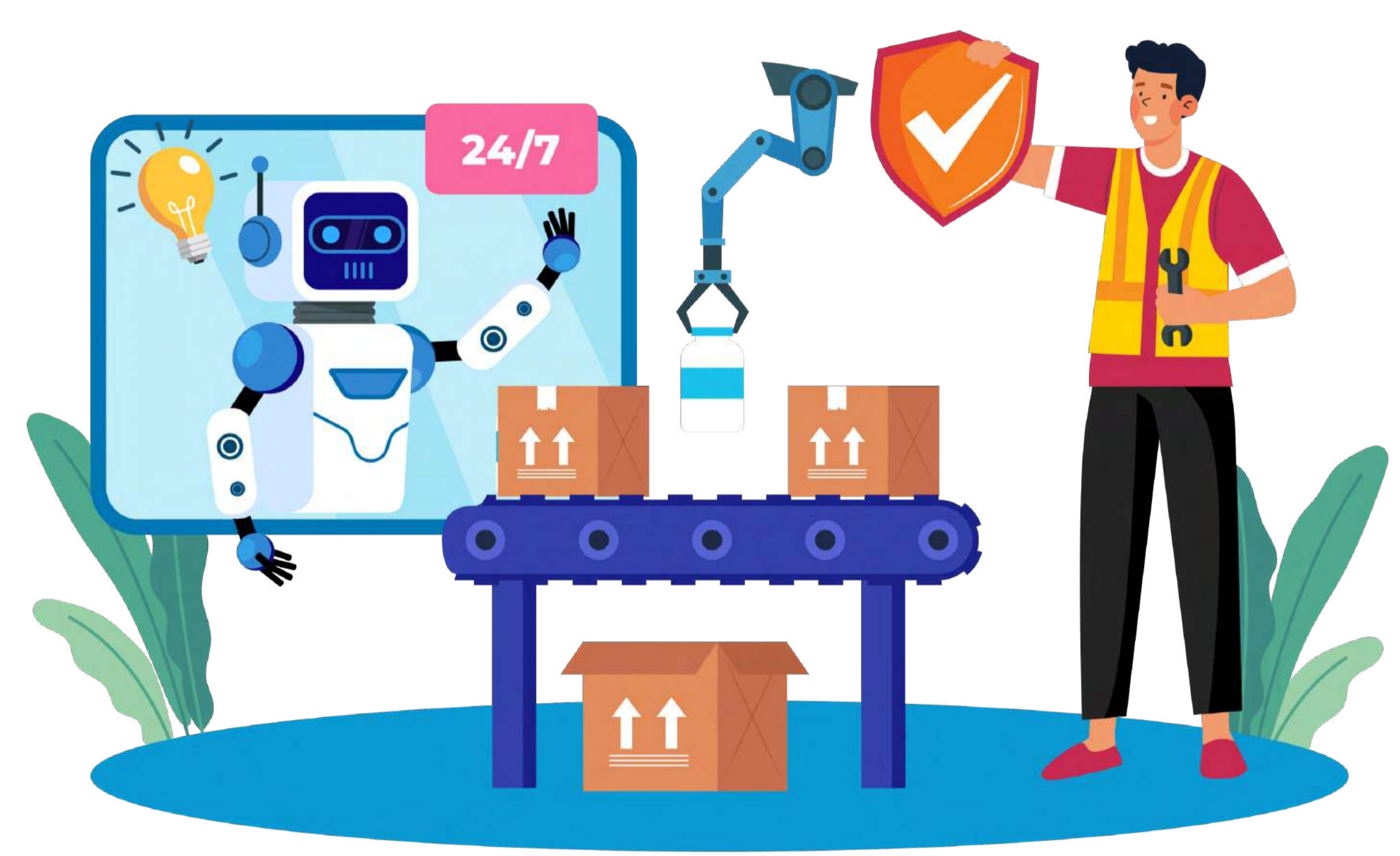


7 out of 10 CEOs expect that generative AI will increase competition, drive business model changes, and demand the development of new workforce competencies over the next three years.¹

How AI and Analytics Drive Innovation and Growth

CPG & Retail

- With the application of Gen AI, CPG and retail industries can realize productivity gains of 1.2 to 2 percent of annual revenue, or a rise of **\$400 billion to \$660 billion**.³
- **64% of larger retailers**, with annual revenues over \$500 million, are already using AI, a **55% higher adoption rate** than the total retail industry.⁴
- AI has revolutionized retail, with **69% of retailers** crediting increased annual revenue to AI adoption and **72% witnessing** reduced operating costs.⁴
- Top AI use cases in CPG and retail include physical store and e-commerce analytics and insights, personalized customer recommendations, advertising, promotions, pricing, inventory and supply chain management, and customer service.



Industrials

- AI may generate an additional **\$13 trillion** in economic activity by 2030, with **\$1 trillion** untapped value in the industrial sector.⁵
- Operators implementing AI in industrial processing plants have seen production increase by **10-15%** and EBITA by **4-5%**.⁵
- Generative AI aids in cost-efficient material selection and manufacturing optimization, improves product quality, reduces testing time, and accelerates customer trials.
- Manufacturers utilize AI for predictive maintenance, minimizing downtime, automation, and optimizing resource allocation. AI-driven cobots streamline manufacturing tasks while maintaining hygiene standards.
- AI optimizes additive manufacturing processes, improving material application and design while correcting real-time errors.



Financial Services

- Gen AI could contribute **\$200 billion to \$340 billion** in value across all banking sectors.⁶
- Applications of Gen AI include new product development, customer operations, marketing and sales, and drafting technical documents like financial, ESG, and audit reports, as well as loan contracts such as mortgages.
- Productivity improvements ranging from **30 to 90 percent** are achievable in core corporate and investment banking activities using Gen AI.⁶



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