

# ARTIFICIAL INTELLIGENCE

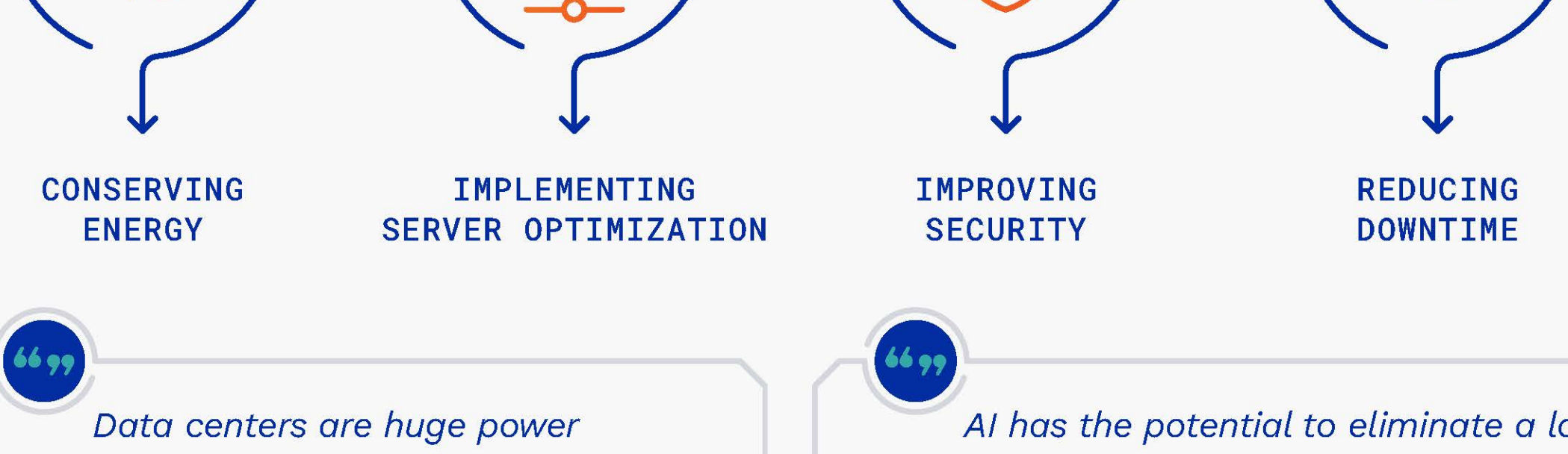
## A JOURNEY INTO THE UNKNOWN

Artificial Intelligence (AI) is one of the hottest tech trends in the market right now, and there is a lot of talk among organizations of all types and sizes about how, when and where to incorporate AI into their day-to-day operations.

## ARTIFICIAL INTELLIGENCE IN THE DATA CENTER

### THE IMPACT OF AI

From a data center perspective, senior IT executives believe the possibilities are endless. They believe the way organizations design and manage data centers in the future will forever be changed because of the benefits associated with AI, such as:

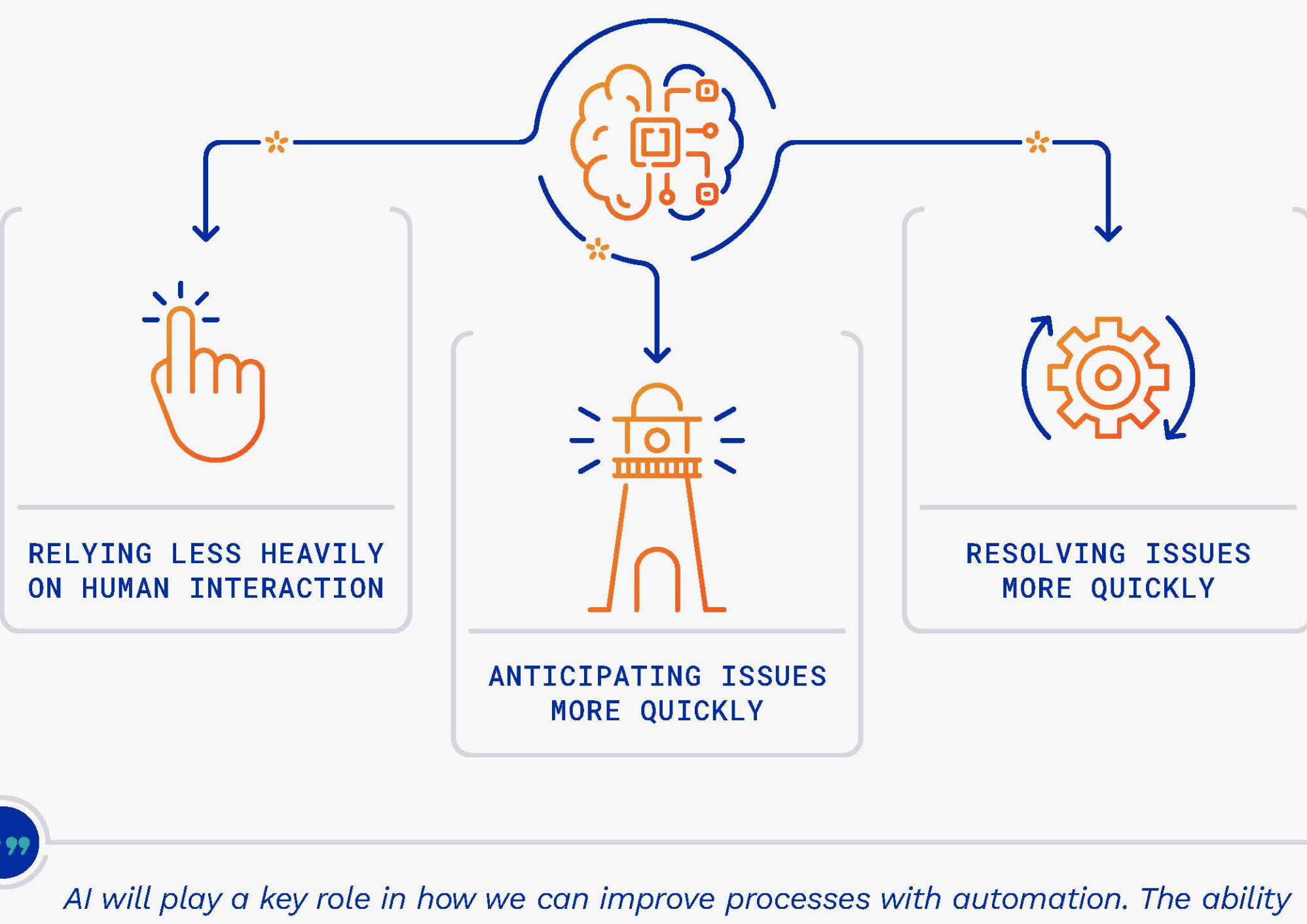


**66%** Data centers are huge power consumers. AI could have the potential to better manage hardware within the facility to minimize power and cooling needs, or even more computing activities from higher-cost to lower-cost locations as workloads and electricity costs change.

**66%** AI has the potential to eliminate a lot of manual tasks that occur within a data center. There are a lot of opportunities to automate provisioning tasks for all of the software-defined aspects of a data center.

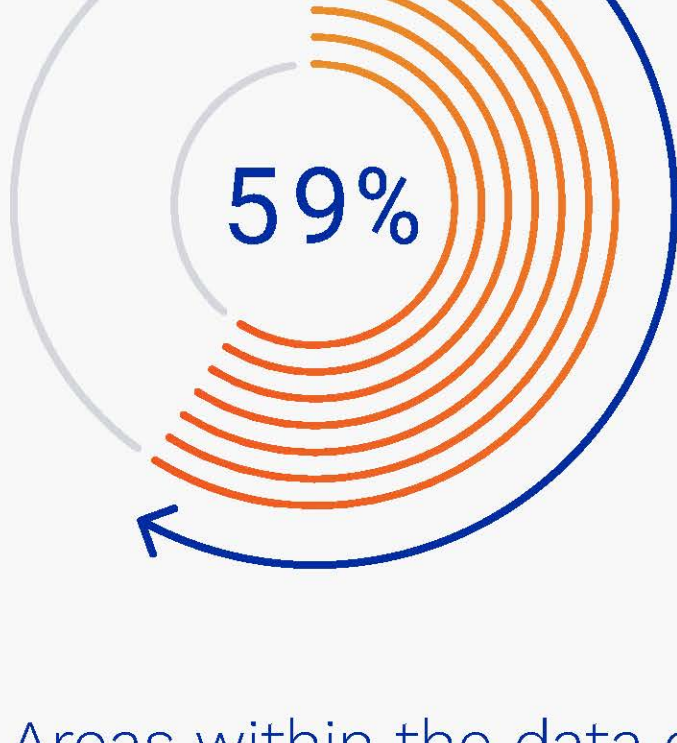
### THE IMPACT OF AI-DRIVEN AUTOMATION

AI-driven automation has the added benefit of improving what can be accomplished by:



**66%** AI will play a key role in how we can improve processes with automation. The ability to quickly get information without any manual intervention will be critical with AI.

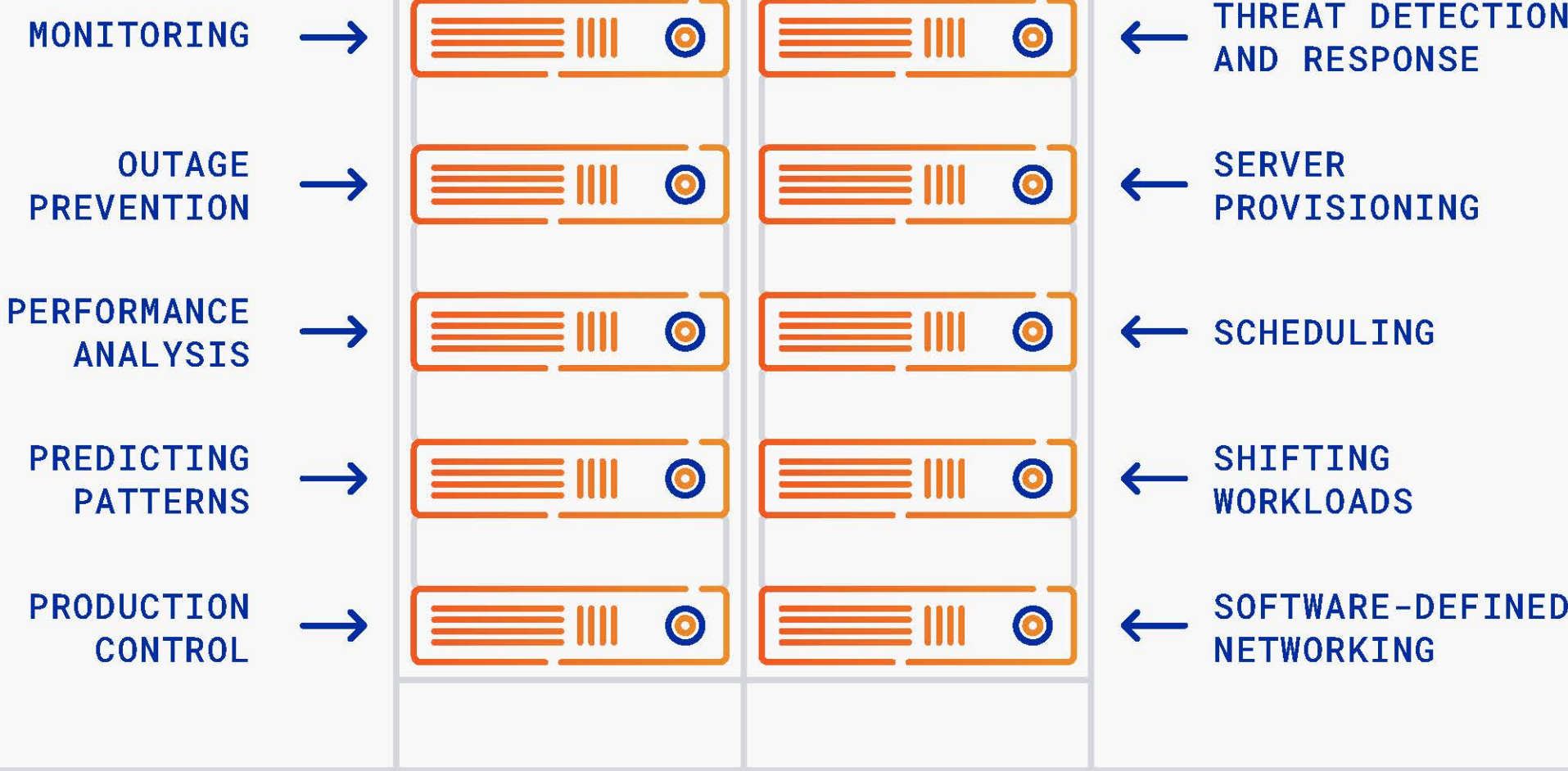
### CURRENT USE CASES



Among those surveyed, **59% of senior IT executives are currently using AI in their data centers.**

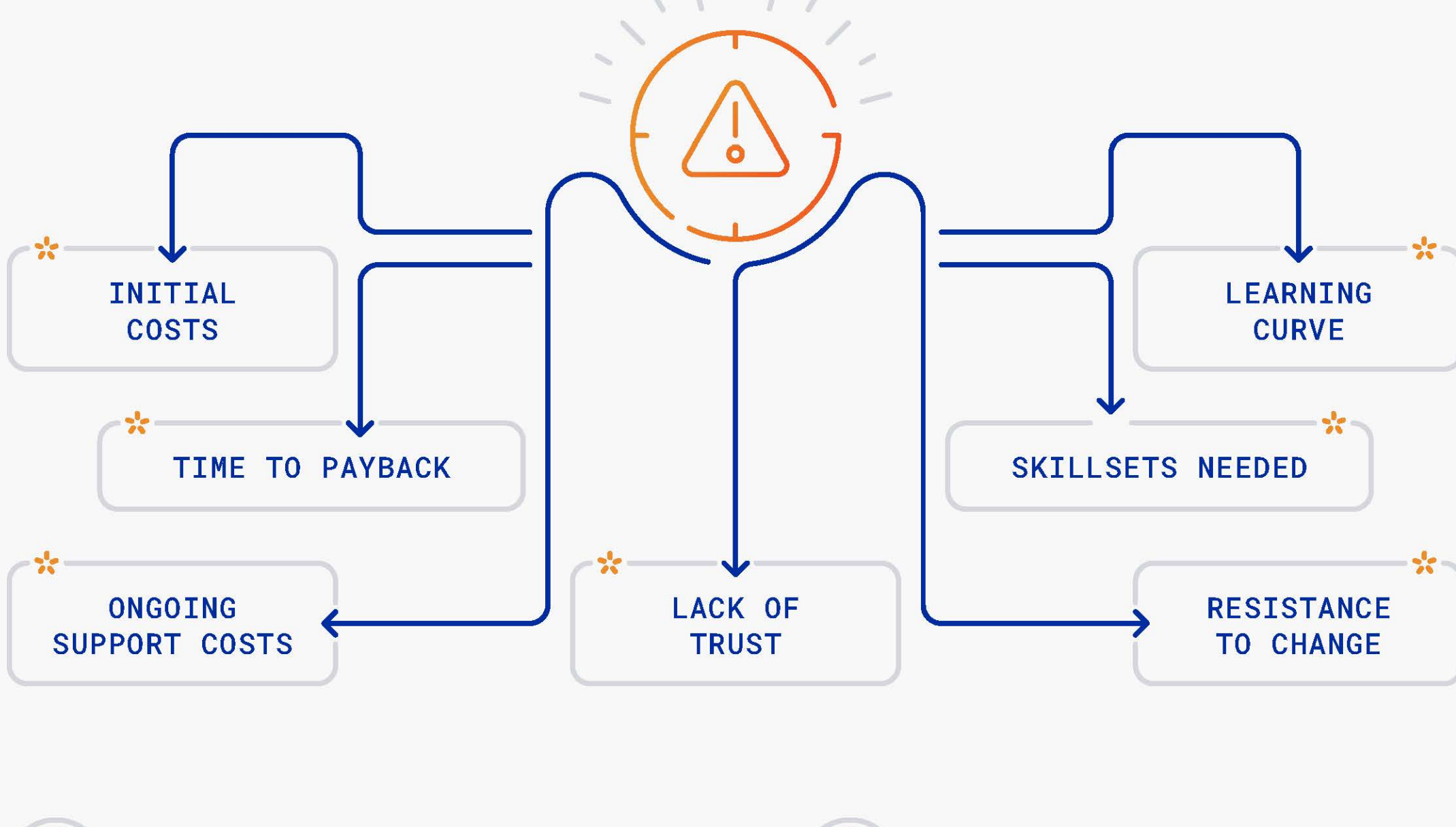
A small subset of these executives mention only using AI in a test environment or in a limited capacity.

Areas within the data center where AI is currently being used:



### EXPECTED CHALLENGES

Those who are not using AI in their data centers mentioned a handful of concerns or challenges they expect to face from using AI:



**66%** Just like any new technology there is a learning curve, and since AI is a black box, trust needs to be built up over time. IT admins are used to fully understanding how their environment functions, giving up that control while being held accountable will be an interesting journey.

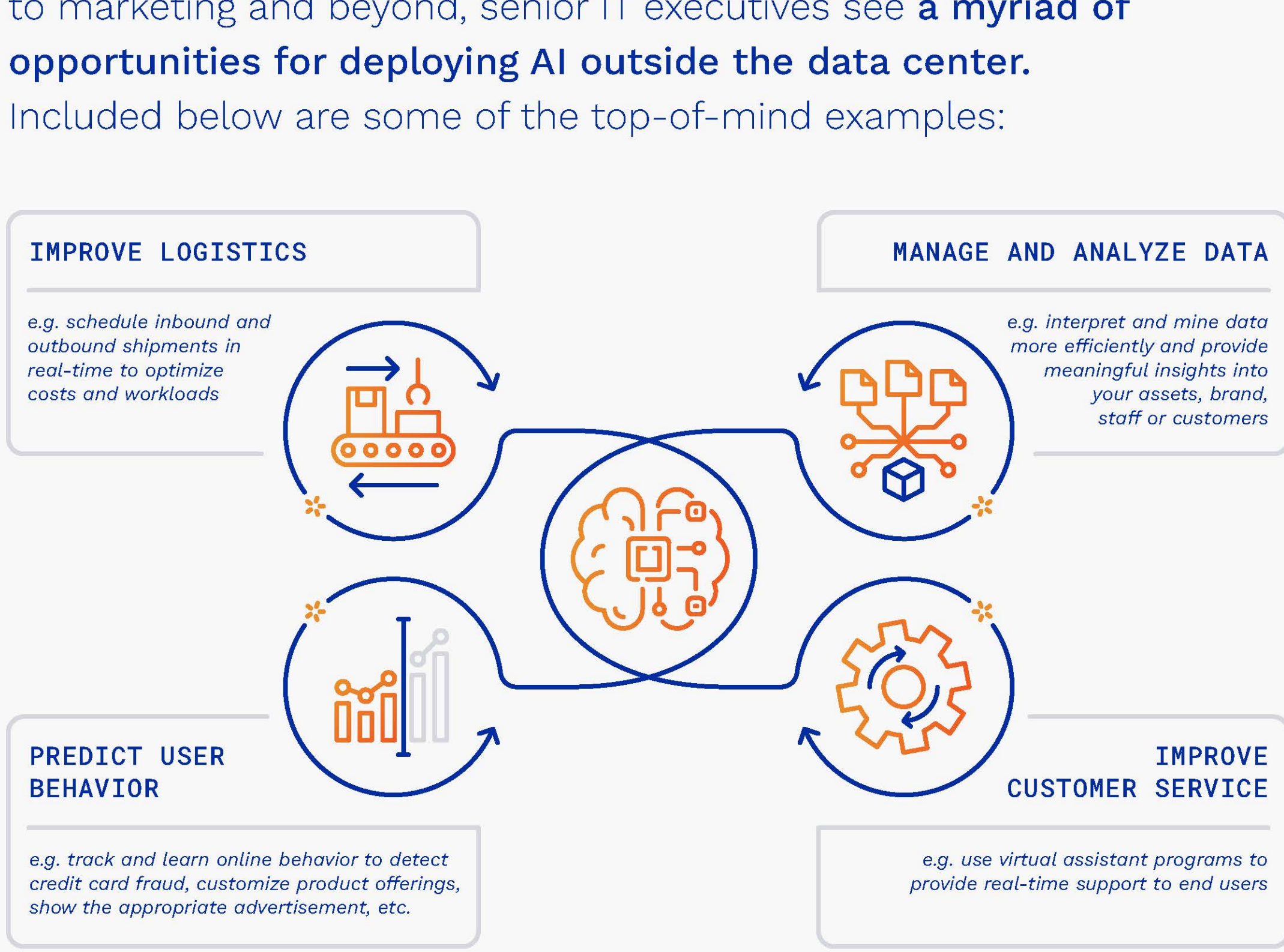
**66%** How difficult is it to train the AI and how often does it make a sub-optimal decision (mistake)? If the AI makes a bad decision without any oversight, it could result in a material impact to data center uptime/services.

## ARTIFICIAL INTELLIGENCE OUTSIDE THE DATA CENTER

### THE IMPACT OF AI

AI has the potential to radically change how organizations operate outside the data center. From operations management to e-commerce to marketing and beyond, senior IT executives see a myriad of opportunities for deploying AI outside the data center.

Included below are some of the top-of-mind examples:



**66%** We are trying to leverage AI on our app layer - not just for the performance of the application, but to track user behavior. How and when they are using applications, what functionality are they using, what data are they viewing or updating, etc.? This will help us build better applications and refine those applications to perform better.

These are only some examples of AI uses in business. With the pace of development increasing, the ways in which AI can be leveraged outside the data center will continue to grow exponentially over time.

Organizations are looking for guidance from industry leaders as AI technology continues to evolve. The companies that develop the most relevant and trustworthy applications of AI will be the ones that take the lead.

Everyone can talk about AI and how amazing it will be. However, running AI in a production environment where businesses can truly see the impact will take the right technology, the right skills and the right implementation expertise.

### METHODOLOGY

The survey was conducted in March 2020 and included 27 senior IT executives from the Illuminas Insight Exchange. Respondents represent organizations in the US with 1,000 or more employees from a wide range of industries including (but not limited to): construction, energy and utilities, engineering, finance, government, healthcare, insurance, retail/wholesale and transportation.

### ABOUT ILLUMINAS

Illuminas is a full-service research consultancy that delivers strategic market intelligence across B2B and consumer markets worldwide. The company is focused specifically on the technology industry and any other industry that intersects with technology. The largest technology companies in the world are able to make more informed business decisions because Illuminas generates the insights they need to drive action.