How Should We Understand Intelligence?
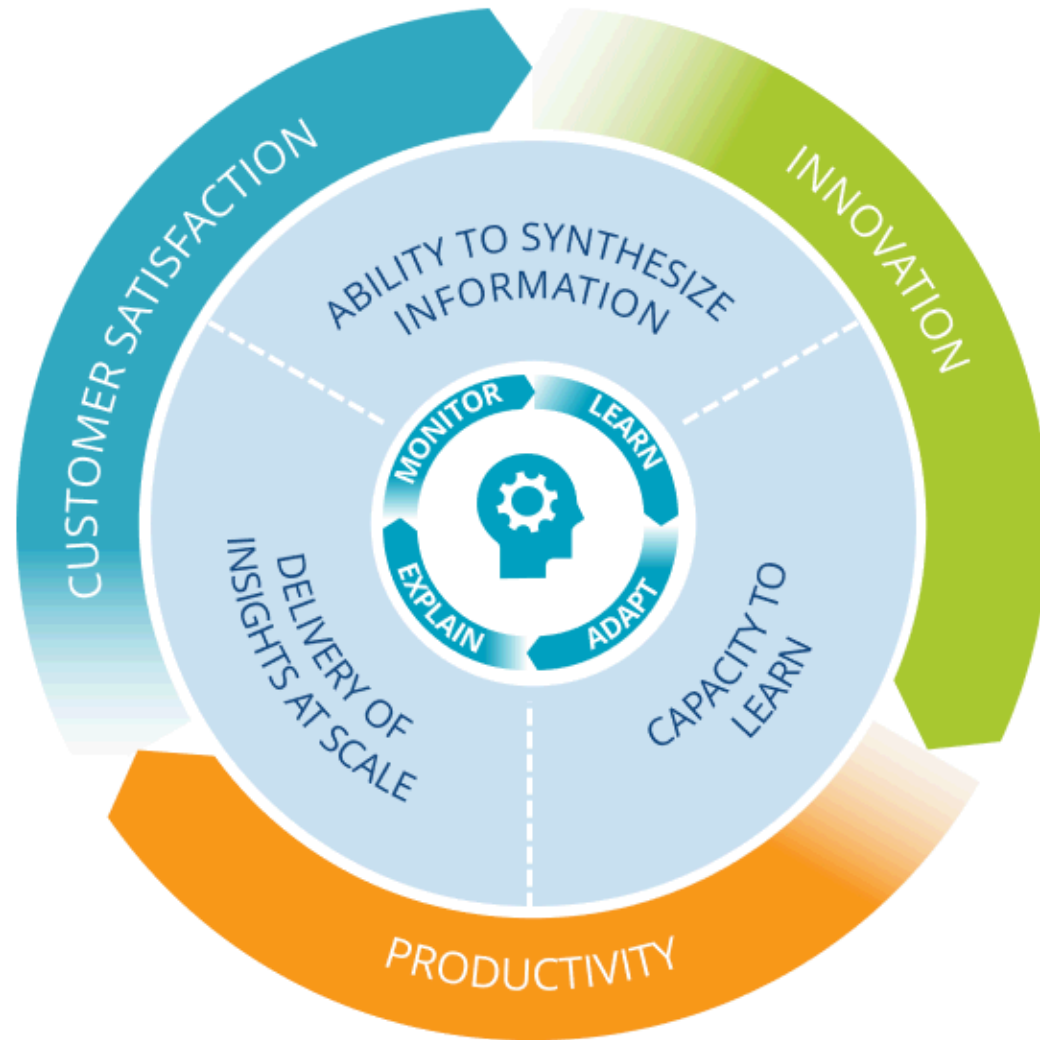
Data

Information

Knowledge / Insights

The Organization's Transformation Process Will Focus on Three Pillars to Improve the Customer Experience
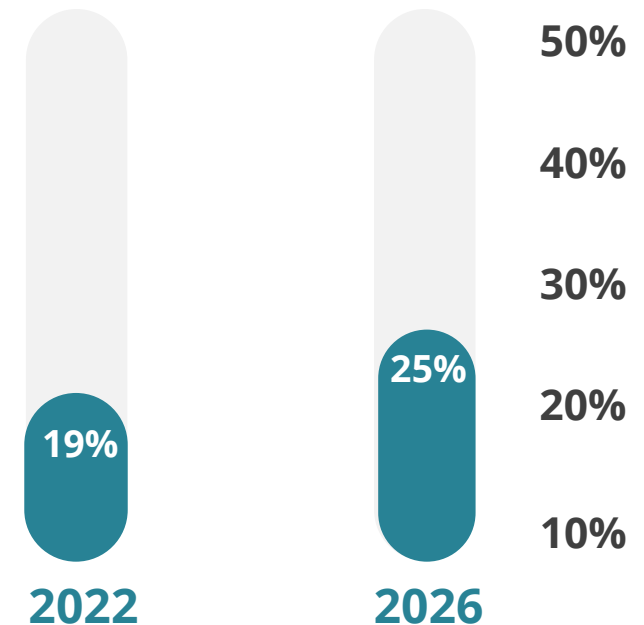
Customer-centric experience

Ensuring trusted digital services and experiences

Creating empathy with customers at scale

Creating a dynamic work model

P: What percentage of your organization's revenue do you expect to come from digital products, services and/or experiences in 2022 and 2026?

50%

40%

30%

25% — 2026

19% — 2022

20%

10%

Challenges for Latin American Companies to Become Smarter

What are the main challenges for the organization to develop a smart organization?
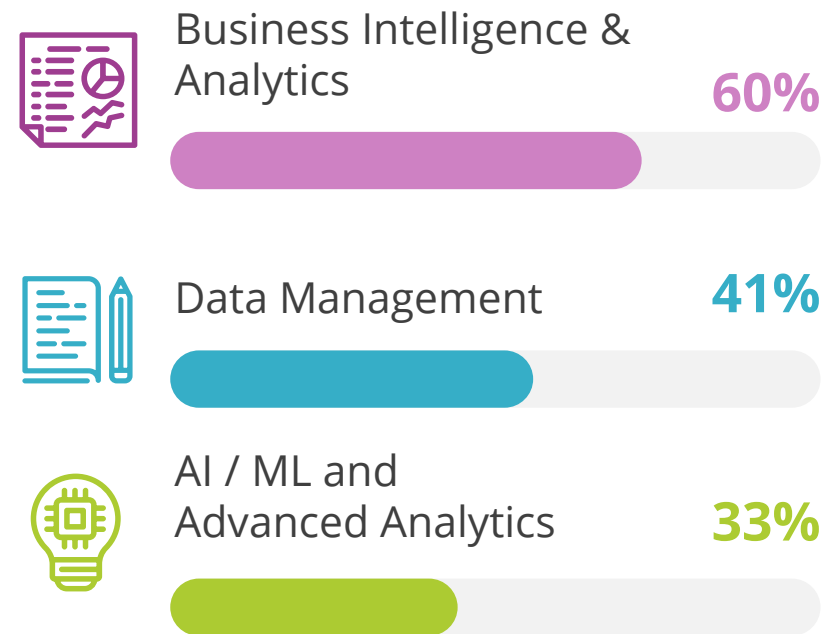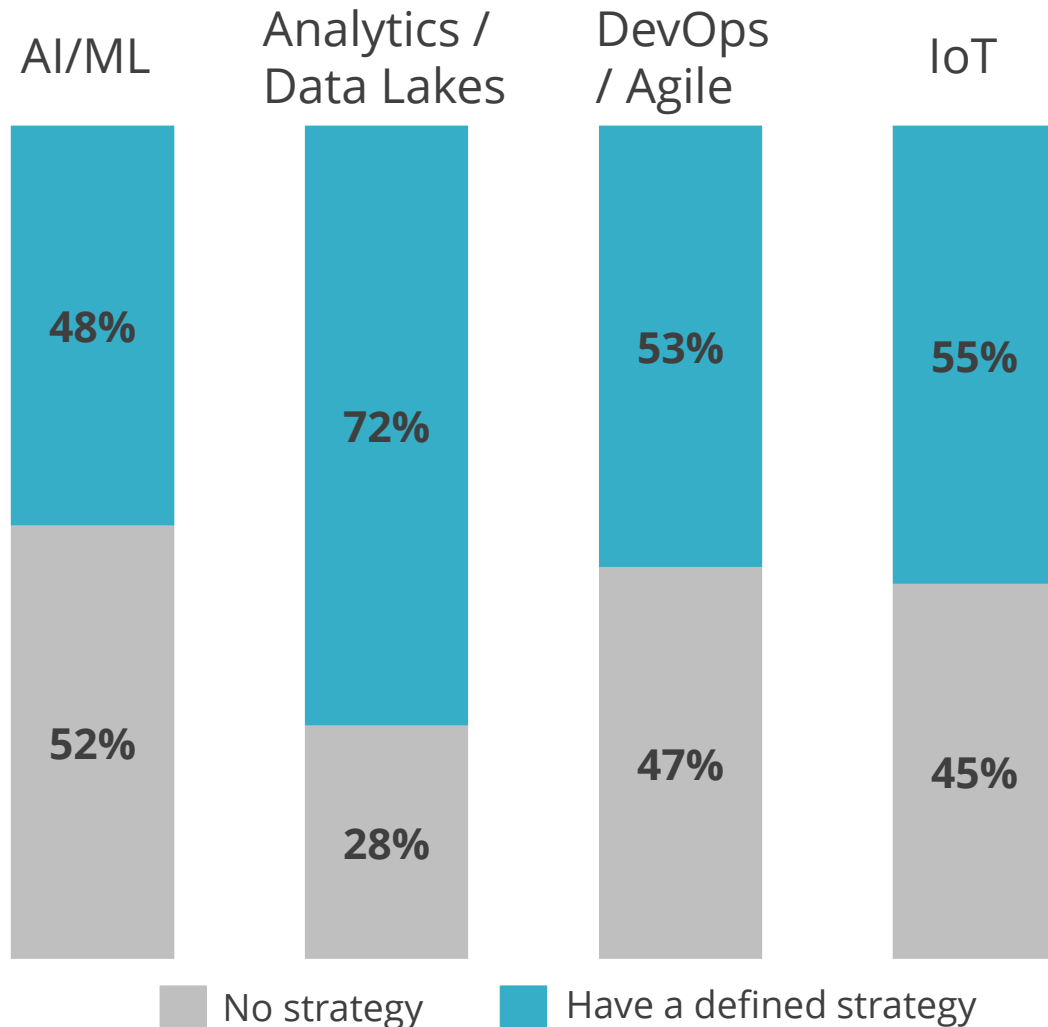
72%

Lack of a data-driven culture

62%

Lack of appropriate skills / human resources

In which technologies will you invest in 2021-2022 to develop a smart organization?

Business Intelligence & Analytics — **60%**

Data Management — **41%**

AI / ML and Advanced Analytics — **33%**

IDC

Is There a Strategy for Emerging Technologies?

AI/ML

- Have a defined strategy: 48%
- No strategy: 52%

Analytics / Data Lakes

- Have a defined strategy: 72%
- No strategy: 28%

DevOps / Agile

- Have a defined strategy: 53%
- No strategy: 47%

IoT

- Have a defined strategy: 55%
- No strategy: 45%

Legend: No strategy | Have a defined strategy

Which advanced digital skills do you identify that your IT team should have?

Data and information visualization **42%**

Data analysis **39%**

Artificial intelligence (AI) implementation/impact **33%**

.... And for the workforce in general?

Analytics and Business Intelligence **37%**

IDC

What Are the Most Common Use Cases Using Artificial Intelligence Solutions?

Latin America: Most common use cases in 2021 incorporating IA and ML

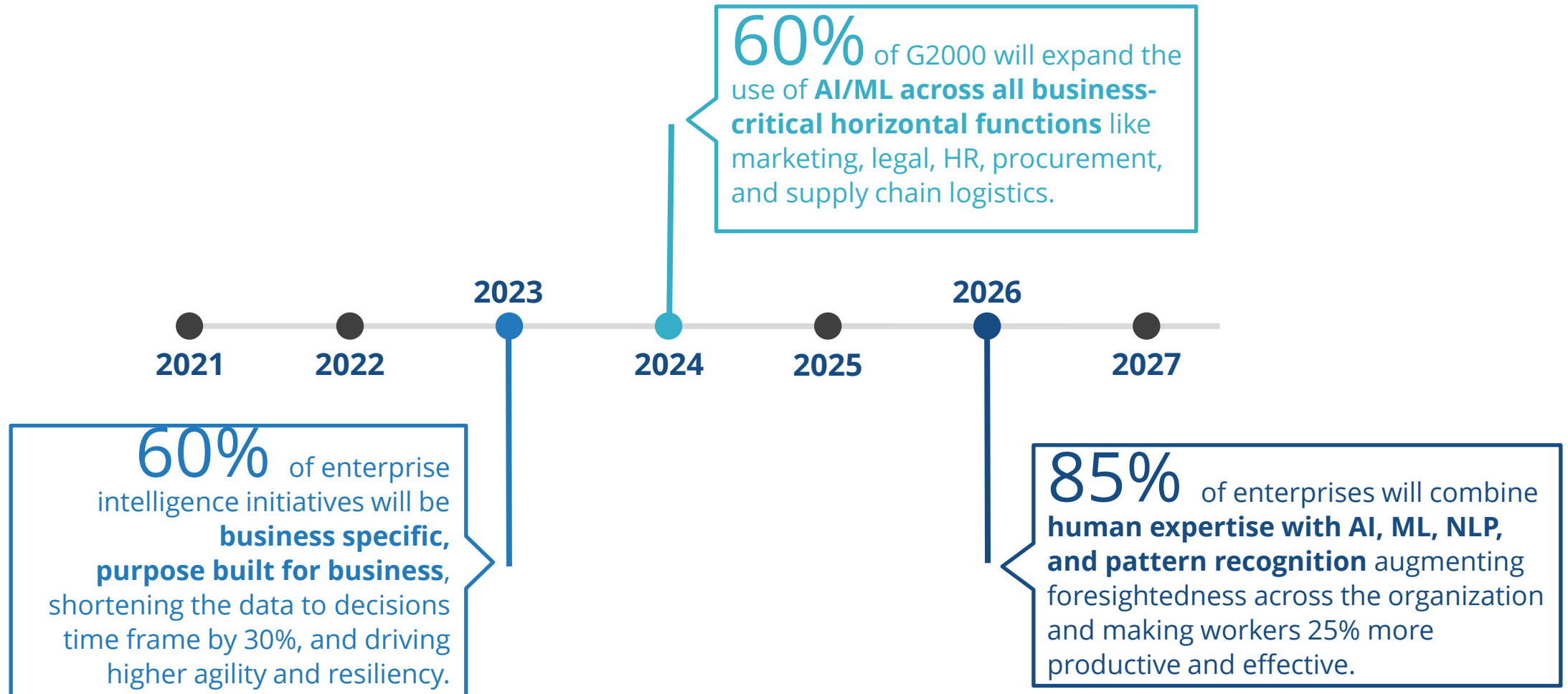| Automated customer service agents	Digital assistants	Program advisors and referral systems	Fraud analysis and investigation	IT optimization
CAGR 2020-2025: 20%	27%	15%	14%	18%

Organizations Investing in Business Intelligence Will Find They Are More Digitally Resilient, Agile, Innovative and Dynamic than Their Peers

60% of G2000 will expand the use of **AI/ML across all business-critical horizontal functions** like marketing, legal, HR, procurement, and supply chain logistics.

2023

2021   **2022**   **2024**   **2025**   **2027**

2026

60% of enterprise intelligence initiatives will be **business specific, purpose built for business**, shortening the data to decisions time frame by 30%, and driving higher agility and resiliency.

85% of enterprises will combine **human expertise with AI, ML, NLP, and pattern recognition** augmenting foresightedness across the organization and making workers 25% more productive and effective.

IDC

What to Do to Get to Know the Customer
and Provide a Great Experience

Globally, **81.9 ZB** was generated in 2021, **57%** of which relates to **corporate data**.

By 2025, **55%** the world's data will be stored in the Cloud, but only **24%** will be created there.

By 2025, an increase in Artificial Intelligence Initiatives will drive the use of IoT and Social Media/**Metaverse,** among others.

☞ Many companies have more information about their customers and prospects than they actually know.

☞ A huge volume of data is only stored, **never analyzed**.

☞ And **silos** make it **impossible** for information to deliver its full value.

☞ Instead of being integrated, data is copied, exposing organizations to risk under GDPR.

Thank you!

Enrique Phun
Senior Analyst, Enterprise Markets
IDC Latin America

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