

Boom: How AI Creates Explosive Competitive Advantage

Your organization has mountains of underutilized, available data—do you think of it as a competitive advantage?

Companies like Uber and Netflix have disrupted \$100 billion industries with AI. From summoning a car with the push of a button to recommendation engines that feel more like mind readers, AI is transforming industries now.

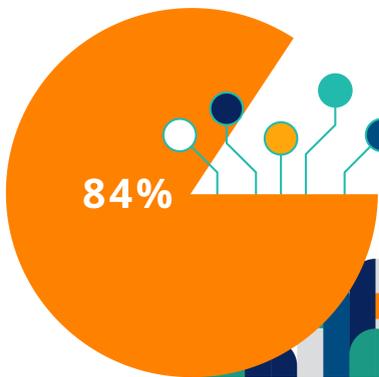
Take a good look in the mirror—is your organization a laggard or an innovator? If you aren't leveraging AI to transform your data into objective, industry-disrupting insights, it's likely that your competitors are plotting a course to pass you by.

Start creating a breakthrough competitive advantage with AI today.



01 Sustain Healthy Business Growth

84% of business executives believe they need to use AI to achieve their growth objectives
- *Accenture*



02 Reduce Costs & Streamline Processes

Businesses using AI for sales increase their leads by over 50%, decrease call time by 60-70%, and realize cost reductions of 40-60%
- *Harvard Business Review*



03 Reimagine How Your Business Works

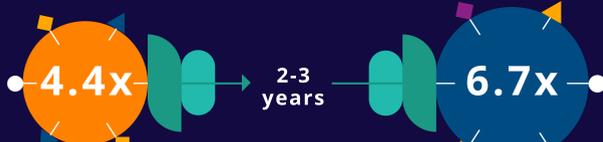
12.3%
By leveraging deep learning algorithms, Uber's demand forecasting improved by 12.3% in over 100 cities worldwide
- *Uber*

70%
Over 70% of Netflix's viewer activity is based on suggestions offered by its AI-driven recommendation algorithm
- *Neil Patel*

04 Establish Market Leadership

Over 80% of corporate decision-makers say data science (including AI) is the single-most (or one of the most) important factor for competitiveness
- *Forrester*

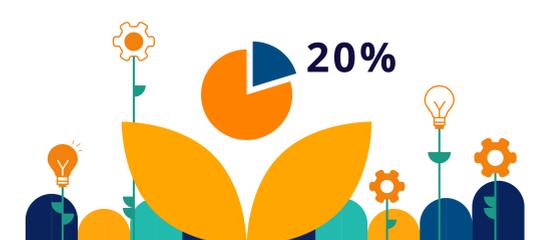
Currently, data science users observe a 4.4x ROI and expect that figure to increase to 6.7x in the next 2-3 years
- *Forrester*



Check out [Accelerate Your Data-Driven Transformation](#) to learn more!

05 Drive Innovation & New Revenue

Cross-industry innovators attribute at least 20% of their organization's EBIT (Earnings Before Interest and Taxes) to AI
- *McKinsey*



Avoid Devastating Consequences

75% of executives fear going out of business within 5 years if they don't scale AI
- *Accenture*

75%



Here are 50 ways our clients have implemented high-impact AI initiatives at their organizations.

Are you ready to start building a dynamite AI strategy, but are unsure of where to start?

[Contact us today for a demo](#)

For those driven to accelerate the pace of transformation, RapidMiner is the enterprise-ready data science platform that amplifies the collective impact of your people, expertise, and data for break-through competitive advantage. RapidMiner's data science platform supports all analytics users across the full AI lifecycle. The RapidMiner Academy and Center of Excellence methodology ensure customers are successful, no matter their experience or resource levels. Since 2007, more than 1 million professionals and 40,000 organizations in over 150 countries have relied on RapidMiner to bring data science closer to their business.