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Enterprise AI Market by Component (Solution & Services), Technology, Application Area (Security & Risk, Marketing, Customer Support & Experience, HR & Recruitment, Process Automation), Deployment, Organization Size, Industry, & Region - Forecast to 2022

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Abstracts

During the forecast period. The North American region has shown increased investments in the market, and several vendors have evolved to cater to the rapidly growing market. A considerable growth is expected in the region during the forecast period. The major initiatives taken for the growth of the enterprise AI technology have their origin in this region. The organizations in this region have lately been making the best use of technology to eliminate operational hassles and ease their functioning.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the enterprise AI market.

By Company Type: Tier 1: 56%, Tier 2: 20%, and Tier 3: 24%

By Designation: C-Level: 72%, Manager Level: 28%

By Region: North America: 58%, Europe: 22%, and APAC: 20%

The report includes the study of the key players offering enterprise AI solutions, hardware, and services. IBM (US), Microsoft (US), AWS (US), Intel (US), Google (US),

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SAP (Germany), Sentient Technologies (US), Oracle (US), HPE (US), and Wipro (India) are a few companies that have been profiled in the report. The report includes an in-depth competitive analysis of these key enterprise AI market players, along with their company profiles, which include business overviews, product offerings, recent developments, and market strategies.

Research Coverage

The enterprise AI market has been segmented on the basis of components, technologies, services, application areas, deployment type, organization sizes, industries, and regions. The components segment is further segmented into solution and services. The services segment includes professional services and managed services. The technology segment of the enterprise AI market includes machine learning and deep learning, and NLP. The application area segment includes security and risk management, marketing management, customer support and experience, human resource and recruitment management, analytics application, and process automation. On the basis of deployment type, the enterprise AI market has been divided into cloud and on-premises deployments. On the basis of organization sizes, the enterprise AI market has been divided into Small and Medium-sized Businesses (SMBs) and large enterprises. Finally, on the basis of regions, the enterprise AI market has been segmented into North America, Europe, Asia Pacific (APAC), Middle East and Africa (MEA), and Latin America.

The report will help the market leaders and new entrants in the enterprise AI market in the following ways:

1. The report segments the market into various subsegments, hence it covers the market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split across various verticals and regions.
2. The report helps in understanding the overall growth of the market. It provides information on the key market drivers, restraints, challenges, and opportunities.
3. The report helps in understanding the competitors better and gaining more insights to strengthen their positions in the market. The study also presents the positioning of the key players based on their product offerings and business strategies.

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