

# **United States Artificial Neural Network Market By Component (Solutions, Platform/API, Services), By Application (Image Recognition, Signal Recognition, Data Mining, Others), By Deployment Mode (Cloud, On-Premises), By Organization Size (Small & Medium-Sized Enterprises, Large Enterprises), By Industry Vertical (BFSI, Retail & Ecommerce, IT & Telecom, Manufacturing, Healthcare & Life Sciences, Others), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

The United States Artificial Neural Network Market was valued at USD 88.01 Million in 2023 and is expected to reach USD 160.52 Million in 2029 with a CAGR of 10.37% during the forecast period.

The United States Artificial Neural Network (ANN) market is experiencing rapid growth, driven by advancements in machine learning, artificial intelligence, and big data analytics. ANNs, which are computational models inspired by the human brain's structure and functioning, are increasingly being utilized across various industries for tasks such as image recognition, natural language processing, and predictive analytics. The integration of ANNs into business operations has enabled organizations to improve decision-making processes, enhance customer experiences, and streamline operations. As industries recognize the potential of ANNs to drive innovation, there is a growing demand for skilled professionals capable of developing and implementing these advanced technologies.

Several factors contribute to the expanding ANN market in the U.S. One of the primary drivers is the increasing volume of data generated across sectors, which necessitates sophisticated analytical tools to derive actionable insights. ANNs excel at processing large datasets, enabling businesses to uncover patterns and trends that traditional analytical methods may overlook. Moreover, the proliferation of Internet of Things (IoT) devices has further amplified the data influx, creating a fertile environment for ANN adoption.

The healthcare sector is one of the prominent beneficiaries of ANN technology, leveraging it for medical imaging analysis, patient diagnosis, and personalized treatment plans. Similarly, the financial services industry utilizes ANNs for fraud detection, credit scoring, and algorithmic trading, enhancing operational efficiency and risk management. Furthermore, the retail sector is harnessing ANNs to optimize inventory management, enhance customer segmentation, and improve sales forecasting, thereby boosting profitability.

Despite the promising outlook, the U.S. ANN market faces challenges, including concerns over data privacy and the ethical implications of AI technologies. Organizations must navigate regulatory frameworks while ensuring transparency in their use of ANN systems. Additionally, the complexity of developing and training ANN models requires substantial investments in technology and expertise, which can be a barrier for smaller firms.

## Key Market Drivers

### Increasing Volume of Data

The exponential growth in data generation across various sectors is a significant driver of the United States Artificial Neural Network (ANN) market. With the proliferation of digital technologies, the amount of data produced daily is staggering, encompassing structured and unstructured data from sources such as social media, IoT devices, transaction records, and customer interactions. This vast volume of data necessitates advanced analytical techniques to derive actionable insights, which traditional data processing methods often struggle to achieve. ANNs excel in handling large datasets, allowing organizations to identify patterns, trends, and anomalies that can inform decision-making and strategy. As businesses across sectors, including healthcare, finance, retail, and manufacturing, increasingly rely on data-driven insights to gain a competitive edge, the demand for ANN solutions is expected to surge. This growth is

further amplified by the ongoing digital transformation initiatives undertaken by organizations, which prioritize data analytics as a core component of their strategies. Consequently, the increasing volume of data generated will continue to be a primary catalyst for the expansion of the ANN market in the U.S.

### Advancements in Machine Learning and AI

Advancements in machine learning and artificial intelligence are key drivers propelling the United States Artificial Neural Network market. As AI technologies evolve, they become more sophisticated and capable of performing complex tasks that were previously unattainable. Machine learning algorithms, particularly deep learning techniques based on neural networks, have demonstrated remarkable success in various applications, from image and speech recognition to natural language processing and predictive analytics. The growing accessibility of AI frameworks and tools, coupled with improved computational power from hardware innovations such as GPUs and TPUs, has facilitated the development and deployment of ANN solutions across industries. Organizations are increasingly adopting these advanced technologies to enhance their operational efficiency, automate processes, and improve customer experiences. Furthermore, ongoing research and development in AI are driving innovation, leading to the emergence of new applications and use cases for ANNs. As businesses recognize the transformative potential of AI and machine learning, the demand for ANN solutions is expected to escalate, making this a critical driver for market growth in the United States.

### Applications in Healthcare

The healthcare sector is one of the most significant drivers of the United States Artificial Neural Network market. ANNs are revolutionizing various aspects of healthcare, from diagnostics to personalized treatment plans. In medical imaging, neural networks are utilized to analyze images from X-rays, MRIs, and CT scans, enabling quicker and more accurate diagnoses compared to traditional methods. This application not only enhances patient care but also reduces the burden on healthcare professionals, allowing them to focus on critical tasks. Moreover, ANNs play a crucial role in predictive analytics, enabling healthcare providers to identify potential health risks based on patient data and history, leading to proactive interventions. The growing emphasis on personalized medicine further drives the adoption of ANNs, as they can analyze genetic information and treatment responses to tailor therapies to individual patients. As healthcare organizations continue to seek innovative solutions to improve patient outcomes and operational efficiencies, the demand for ANN technologies is expected to

rise significantly, underscoring their importance in the market.

### Enhanced Customer Experience

The increasing focus on enhancing customer experience is a significant driver of the United States Artificial Neural Network market. In an era where customer expectations are at an all-time high, organizations across various industries are leveraging ANNs to gain deeper insights into consumer behavior and preferences. By analyzing vast amounts of customer data, including purchase history, online interactions, and social media activity, ANNs can identify patterns that help businesses personalize their offerings and tailor marketing strategies. This personalization enhances customer satisfaction and fosters loyalty, which is essential for long-term success. For instance, in the retail sector, ANNs are employed to optimize product recommendations, manage inventory, and forecast demand, leading to improved sales and reduced operational costs. Similarly, in the banking and financial services sector, ANNs facilitate personalized banking experiences and targeted product offerings based on individual customer profiles. As organizations recognize the importance of delivering exceptional customer experiences to differentiate themselves in a competitive landscape, the demand for ANN solutions that support these initiatives is expected to grow.

### Key Market Challenges

#### Data Privacy and Security Concerns

One of the significant challenges facing the United States Artificial Neural Network (ANN) market is the growing concern over data privacy and security. As ANNs require vast amounts of data to train and function effectively, organizations often utilize sensitive information, including personal identifiable information (PII) and proprietary business data. The increasing prevalence of data breaches and cyberattacks raises alarms regarding the safeguarding of this information.

Organizations must navigate complex regulatory frameworks such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), which impose strict guidelines on data collection, storage, and usage. Non-compliance can lead to substantial fines and reputational damage, discouraging businesses from adopting ANN technologies. Moreover, the public's growing awareness of data privacy issues means that organizations must be transparent about their data usage practices, further complicating the implementation of ANN systems.

## Lack of Skilled Workforce

The rapid evolution of the artificial neural network market in the United States is hindered by a significant challenge: the lack of a skilled workforce. As organizations increasingly integrate ANNs into their operations, the demand for professionals with expertise in machine learning, data science, and neural network design has surged. Unfortunately, the supply of qualified individuals has not kept pace with this demand.

Many educational institutions are still catching up to the requirements of the job market, resulting in a skills gap that poses obstacles to organizations seeking to implement ANN technologies effectively. Companies may struggle to find personnel with the necessary expertise to develop, train, and maintain complex neural network models. This shortage can lead to extended project timelines, increased labor costs, and ultimately, a slowdown in innovation.

Moreover, the specialized nature of ANN technology necessitates ongoing training and education, as the field is constantly evolving. Professionals in this domain must stay abreast of the latest advancements, tools, and methodologies, further compounding the challenge for organizations looking to invest in ANN capabilities. Companies may need to allocate resources for employee training or partner with external experts, adding to operational costs.

## High Development Costs

High development costs represent a significant challenge for the United States Artificial Neural Network market. The creation and implementation of ANN models require substantial financial investment in several areas, including hardware, software, and talent acquisition. Companies need advanced computing resources, such as powerful graphics processing units (GPUs) and cloud-based infrastructure, to support the training and deployment of complex neural networks. The expenses associated with acquiring and maintaining this technology can be prohibitively high, especially for small and medium-sized enterprises (SMEs).

Additionally, the complexity of developing ANN models demands a team of skilled data scientists, machine learning engineers, and domain experts. Hiring and retaining such talent is often costly, as professionals in this field are in high demand and can command premium salaries. This financial burden may deter some organizations from investing in ANN technology, limiting the market's growth potential.

Furthermore, the process of training ANN models can be time-consuming and resource-intensive. Companies must allocate significant computing power and time to achieve optimal performance, which can delay the realization of return on investment (ROI). In a competitive business environment, organizations may hesitate to commit to long-term projects with uncertain outcomes.

### Integration with Legacy Systems

Integration with legacy systems poses a notable challenge for the United States Artificial Neural Network (ANN) market. Many organizations operate on established IT infrastructure and applications that have been in place for years. Integrating advanced technologies like ANNs into these legacy systems can be complex and fraught with difficulties.

Legacy systems often lack the necessary architecture and scalability to support the demands of modern ANN solutions. This incompatibility can result in significant technical challenges, including data format discrepancies, communication barriers, and limited processing capabilities. Organizations may find it difficult to extract and prepare data from legacy systems for ANN training, which can hinder the effectiveness of neural networks and impact overall performance.

Additionally, the costs associated with upgrading or replacing legacy systems can be prohibitive. Many organizations may be reluctant to invest heavily in new technology when their existing systems still function adequately for their current needs. This hesitation can lead to stagnation, as companies miss out on the potential benefits of ANN technology, such as enhanced analytics and improved decision-making.

Moreover, the integration process can be time-consuming, diverting resources and focus from core business activities. Organizations may face operational disruptions during the transition, which can further delay the implementation of ANN solutions.

### Ethical and Regulatory Challenges

The United States Artificial Neural Network market faces significant ethical and regulatory challenges that can impede its growth and adoption. As ANNs are increasingly integrated into critical decision-making processes, concerns about their ethical implications have come to the forefront. These concerns include issues related to bias in algorithms, transparency, accountability, and the potential for unintended consequences.



One of the major ethical challenges is the risk of bias in ANN models. If the training data used to develop these models is biased or unrepresentative, the resulting applications may perpetuate or even exacerbate existing inequalities. For example, biased algorithms in hiring processes, lending decisions, or law enforcement can lead to discriminatory practices, raising ethical concerns and potential legal ramifications. Addressing bias requires ongoing monitoring and refinement of ANN models, which can be resource-intensive and complex.

Additionally, the lack of transparency in ANN decision-making processes poses ethical challenges. Many neural networks operate as 'black boxes,' making it difficult for users to understand how decisions are made. This opacity can lead to a lack of trust among stakeholders, including consumers, employees, and regulatory bodies. Organizations must find ways to enhance transparency and explainability in ANN systems to build confidence and ensure ethical use.

Regulatory challenges also play a critical role in shaping the ANN market. As governments and regulatory bodies increasingly scrutinize the use of artificial intelligence technologies, organizations must navigate evolving legal frameworks that govern data usage, privacy, and algorithmic accountability. Non-compliance can result in significant penalties, further complicating the implementation of ANN technologies.

## Key Market Trends

### Increased Adoption of Deep Learning Techniques

The United States market for Artificial Neural Networks (ANNs) is witnessing a significant trend towards the increased adoption of deep learning techniques. Deep learning, a subset of machine learning, employs layered neural networks that can model complex relationships in large datasets. This trend is driven by advancements in computational power and the availability of vast amounts of data from various sources. Industries such as healthcare, finance, and retail are leveraging deep learning to improve accuracy in tasks like image and speech recognition, fraud detection, and customer behavior prediction. For example, in healthcare, deep learning algorithms analyze medical images to assist in diagnosis, leading to better patient outcomes. The rise of cloud computing has also facilitated the scalability of deep learning applications, allowing organizations of all sizes to implement sophisticated neural networks without significant upfront investments in infrastructure. As deep learning continues to evolve, its integration into applications such as autonomous vehicles, robotics, and smart cities

is expected to accelerate, further enhancing its adoption across sectors.

### Growth in AI-Driven Business Applications

Another prominent trend in the United States Artificial Neural Network market is the growth of AI-driven business applications. Organizations are increasingly incorporating ANNs into their operations to enhance efficiency, reduce costs, and improve decision-making processes. Applications span various industries, including marketing automation, customer relationship management, and supply chain optimization. For instance, businesses utilize ANNs for predictive analytics, enabling them to forecast sales trends, optimize inventory levels, and tailor marketing campaigns based on consumer behavior. Additionally, the integration of ANNs with other technologies, such as natural language processing (NLP) and robotic process automation (RPA), is creating innovative solutions that streamline operations and enhance customer interactions. The demand for AI-driven business applications is further fueled by the growing emphasis on data-driven decision-making, as organizations recognize the value of leveraging data insights to stay competitive in a rapidly changing market landscape. As more businesses embrace digital transformation, the reliance on ANNs to drive operational excellence will continue to rise.

### Enhanced Focus on Data Security and Privacy

As the United States Artificial Neural Network market expands, there is an increasing focus on data security and privacy concerns. With the growing adoption of ANNs in critical applications, organizations are prioritizing measures to protect sensitive data used in training and inference processes. Regulatory frameworks, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), impose strict requirements on data handling and user consent, compelling companies to adopt more secure practices. This trend is leading to the development of privacy-preserving techniques, such as federated learning, which allows organizations to train neural networks without sharing raw data. Furthermore, there is a rising demand for explainable AI, as stakeholders seek transparency in how ANNs make decisions. By focusing on data security and privacy, organizations can not only comply with regulations but also build trust with customers and stakeholders, ensuring the responsible use of AI technologies in their operations.

### Increasing Investment in Research and Development

The United States Artificial Neural Network market is experiencing a surge in



investment in research and development (R&D). This trend is driven by the rapid advancements in AI technologies and the need for continuous innovation to stay competitive. Academic institutions, tech giants, and startups are collaborating to push the boundaries of ANN capabilities, exploring novel architectures, optimization algorithms, and training techniques. Significant funding is being directed towards R&D initiatives aimed at improving the performance, efficiency, and applicability of ANNs across various domains. For instance, breakthroughs in unsupervised learning and reinforcement learning are opening new avenues for ANN applications in complex environments. Additionally, venture capitalists and government agencies are increasingly recognizing the potential of AI technologies, leading to substantial investments in AI research initiatives. As R&D efforts continue to grow, the ANN market is likely to benefit from enhanced models and techniques that can address existing limitations and expand the applicability of neural networks in emerging fields.

## Segmental Insights

### Component Insights

Solutions segment dominated in the United States Artificial Neural Network market in 2023, driven by several key factors that highlight the growing demand for comprehensive and tailored artificial intelligence applications across various industries. Organizations increasingly recognize the transformative potential of ANNs in solving complex problems, leading to a surge in investments in ready-to-use solutions that integrate seamlessly into existing workflows.

One of the primary reasons for the dominance of the Solutions segment is the rapid pace of digital transformation across sectors such as healthcare, finance, retail, and manufacturing. Companies are actively seeking solutions that can harness the power of ANNs to enhance decision-making, automate processes, and improve customer experiences. For instance, in healthcare, ANN solutions are being employed for predictive analytics, patient diagnosis, and personalized treatment plans, streamlining operations and improving patient outcomes. Similarly, in the financial sector, ANNs facilitate real-time fraud detection and risk assessment, enhancing operational efficiency and safeguarding against potential threats.

The increasing complexity of data and the need for real-time processing drive organizations to adopt complete ANN solutions rather than relying on isolated tools. These solutions offer end-to-end capabilities, including data preprocessing, model training, and deployment, enabling businesses to achieve faster results and maximize

their return on investment. Additionally, the availability of cloud-based ANN solutions has further accelerated adoption by allowing organizations to access advanced capabilities without significant upfront infrastructure investments.

The growing emphasis on customization and scalability in ANN applications supports the Solutions segment's growth. Organizations require flexible solutions that can be adapted to their unique operational requirements and can scale as their needs evolve. This trend highlights the importance of vendors that offer tailored ANN solutions that can cater to specific industry challenges, thus fostering deeper partnerships and long-term relationships between solution providers and businesses.

## Regional Insights

Northeast dominated the United States Artificial Neural Network market in 2023, driven by several strategic factors that position it at the forefront of AI innovation and implementation. One of the primary reasons for this dominance is the concentration of leading technology firms, research institutions, and universities in the region. Cities such as New York, Boston, and Philadelphia are home to numerous tech startups and established companies focused on AI and machine learning. This concentration fosters collaboration between industry and academia, leading to advancements in ANN technologies and applications. Additionally, the Northeast region boasts a robust financial services sector, which increasingly relies on ANNs for various applications, including risk assessment, fraud detection, and algorithmic trading. Major banks and financial institutions in cities like New York utilize sophisticated neural networks to analyze vast amounts of data, optimize operations, and enhance decision-making processes. This sector's demand for cutting-edge AI solutions drives investment in ANN technologies and contributes significantly to the region's market growth.

The presence of a skilled workforce also plays a crucial role in the Northeast's dominance. The region is known for its educational institutions, such as MIT, Harvard, and various state universities, which produce a steady stream of graduates proficient in AI and machine learning. This talent pool supports the development and implementation of ANN technologies across diverse industries, including healthcare, manufacturing, and retail. Moreover, the Northeast's strong venture capital ecosystem further fuels growth in the ANN market. Investors are actively seeking opportunities in AI-driven startups, providing the necessary funding to innovate and scale. This investment culture encourages the development of novel ANN solutions that cater to industry-specific challenges, ensuring sustained growth and competitiveness.

## Key Market Players

NVIDIA Corporation

IBM Corporation

Alphabet Inc.

Microsoft Corporation

Amazon.com, Inc.

Synaptics Incorporated

Intel Corporation

Meta Platforms, Inc.

Salesforce, Inc.

C3.ai, Inc.

## Report Scope:

In this report, the United States Artificial Neural Network Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Artificial Neural Network Market, By Component:

Solutions

Platform/API

Services

United States Artificial Neural Network Market, By Application:

Image Recognition

Signal Recognition

Data Mining

Others

United States Artificial Neural Network Market, By Deployment Mode:

Cloud

On-Premises

United States Artificial Neural Network Market, By Organization Size:

Small & Medium-Sized Enterprises

Large Enterprises

United States Artificial Neural Network Market, By Industry Vertical:

BFSI

Retail & Ecommerce

IT & Telecom

Manufacturing

Healthcare & Life Sciences

Others

United States Artificial Neural Network Market, By Region:

Northeast

Southwest

West

Southeast

Midwest

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the United States Artificial Neural Network Market.

## Available Customizations:

United States Artificial Neural Network Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. SOLUTION OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Baseline Methodology
- 2.2. Key Industry Partners
- 2.3. Major Association and Secondary Sources
- 2.4. Forecasting Methodology
- 2.5. Data Triangulation & Validation
- 2.6. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

### 5. UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Component (Solutions, Platform/API, Services)
  - 5.2.2. By Application (Image Recognition, Signal Recognition, Data Mining, Others)
  - 5.2.3. By Deployment Mode (Cloud, On-Premises)
  - 5.2.4. By Organization Size (Small & Medium-Sized Enterprises, Large Enterprises)
  - 5.2.5. By Industry Vertical (BFSI, Retail & Ecommerce, IT & Telecom, Manufacturing, Healthcare & Life Sciences, Others)
  - 5.2.6. By Region (Northeast, Southwest, West, Southeast, Midwest)
- 5.3. By Company (2023)
- 5.4. Market Map

### 6. NORTHEAST UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET

*United States Artificial Neural Network Market By Component (Solutions, Platform/API, Services), By Applicatio...*



## **OUTLOOK**

### **6.1. Market Size & Forecast**

#### **6.1.1. By Value**

### **6.2. Market Share & Forecast**

#### **6.2.1. By Component**

#### **6.2.2. By Application**

#### **6.2.3. By Deployment Mode**

#### **6.2.4. By Organization Size**

#### **6.2.5. By Industry Vertical**

## **7. SOUTHWEST UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET OUTLOOK**

### **7.1. Market Size & Forecast**

#### **7.1.1. By Value**

### **7.2. Market Share & Forecast**

#### **7.2.1. By Component**

#### **7.2.2. By Application**

#### **7.2.3. By Deployment Mode**

#### **7.2.4. By Organization Size**

#### **7.2.5. By Industry Vertical**

## **8. WEST UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET OUTLOOK**

### **8.1. Market Size & Forecast**

#### **8.1.1. By Value**

### **8.2. Market Share & Forecast**

#### **8.2.1. By Component**

#### **8.2.2. By Application**

#### **8.2.3. By Deployment Mode**

#### **8.2.4. By Organization Size**

#### **8.2.5. By Industry Vertical**

## **9. SOUTHEAST UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET OUTLOOK**

### **9.1. Market Size & Forecast**

#### **9.1.1. By Value**

## 9.2. Market Share & Forecast

9.2.1. By Component

9.2.2. By Application

9.2.3. By Deployment Mode

9.2.4. By Organization Size

9.2.5. By Industry Vertical

## 10. MIDWEST UNITED STATES ARTIFICIAL NEURAL NETWORK MARKET OUTLOOK

### 10.1. Market Size & Forecast

10.1.1. By Value

### 10.2. Market Share & Forecast

10.2.1. By Component

10.2.2. By Application

10.2.3. By Deployment Mode

10.2.4. By Organization Size

10.2.5. By Industry Vertical

## 11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

## 12. MARKET TRENDS AND DEVELOPMENTS

## 13. UNITED STATES ECONOMIC PROFILE

## 14. COMPANY PROFILES

### 14.1. NVIDIA Corporation

14.1.1. Business Overview

14.1.2. Key Revenue and Financials

14.1.3. Recent Developments

14.1.4. Key Personnel

14.1.5. Key Product/Services Offered

### 14.2. IBM Corporation

14.2.1. Business Overview

14.2.2. Key Revenue and Financials

- 14.2.3. Recent Developments
- 14.2.4. Key Personnel
- 14.2.5. Key Product/Services Offered
- 14.3. Alphabet Inc.
  - 14.3.1. Business Overview
  - 14.3.2. Key Revenue and Financials
  - 14.3.3. Recent Developments
  - 14.3.4. Key Personnel
  - 14.3.5. Key Product/Services Offered
- 14.4. Microsoft Corporation
  - 14.4.1. Business Overview
  - 14.4.2. Key Revenue and Financials
  - 14.4.3. Recent Developments
  - 14.4.4. Key Personnel
  - 14.4.5. Key Product/Services Offered
- 14.5. Amazon.com, Inc.
  - 14.5.1. Business Overview
  - 14.5.2. Key Revenue and Financials
  - 14.5.3. Recent Developments
  - 14.5.4. Key Personnel
  - 14.5.5. Key Product/Services Offered
- 14.6. Synaptics Incorporated
  - 14.6.1. Business Overview
  - 14.6.2. Key Revenue and Financials
  - 14.6.3. Recent Developments
  - 14.6.4. Key Personnel
  - 14.6.5. Key Product/Services Offered
- 14.7. Intel Corporation
  - 14.7.1. Business Overview
  - 14.7.2. Key Revenue and Financials
  - 14.7.3. Recent Developments
  - 14.7.4. Key Personnel
  - 14.7.5. Key Product/Services Offered
- 14.8. Meta Platforms, Inc.
  - 14.8.1. Business Overview
  - 14.8.2. Key Revenue and Financials
  - 14.8.3. Recent Developments
  - 14.8.4. Key Personnel
  - 14.8.5. Key Product/Services Offered

#### 14.9.Salesforce, Inc.

14.9.1. Business Overview

14.9.2. Key Revenue and Financials

14.9.3. Recent Developments

14.9.4. Key Personnel

14.9.5. Key Product/Services Offered

#### 14.10. C3.ai, Inc.

14.10.1. Business Overview

14.10.2. Key Revenue and Financials

14.10.3. Recent Developments

14.10.4. Key Personnel

14.10.5. Key Product/Services Offered

### **15. STRATEGIC RECOMMENDATIONS**

### **16. ABOUT US & DISCLAIMER**

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