



Future in the balance?

How countries are pursuing an AI advantage
Deloitte's State of AI in the Enterprise, 2nd Edition survey

Highlights by country

Thinking global and acting local.

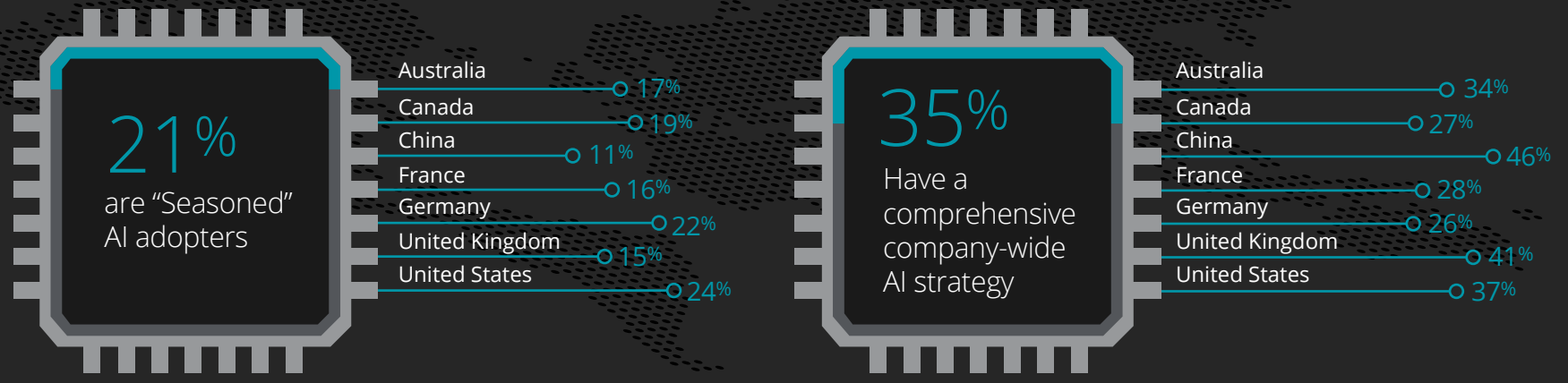
Learning about AI leading practices from different countries.

Artificial intelligence (AI) initiatives can be a key differentiator for companies seeking to maintain a competitive edge. But it's not a zero-sum game. Keeping an eye on the competition can also provide an opportunity to learn how other companies are using the development of AI to achieve strategic goals.

We surveyed **1,900 executives** from companies in seven countries—Australia, Canada, China, France, Germany, the United Kingdom, and the United States—to understand how they're adopting AI and navigating the AI journey. And how their businesses are being impacted.

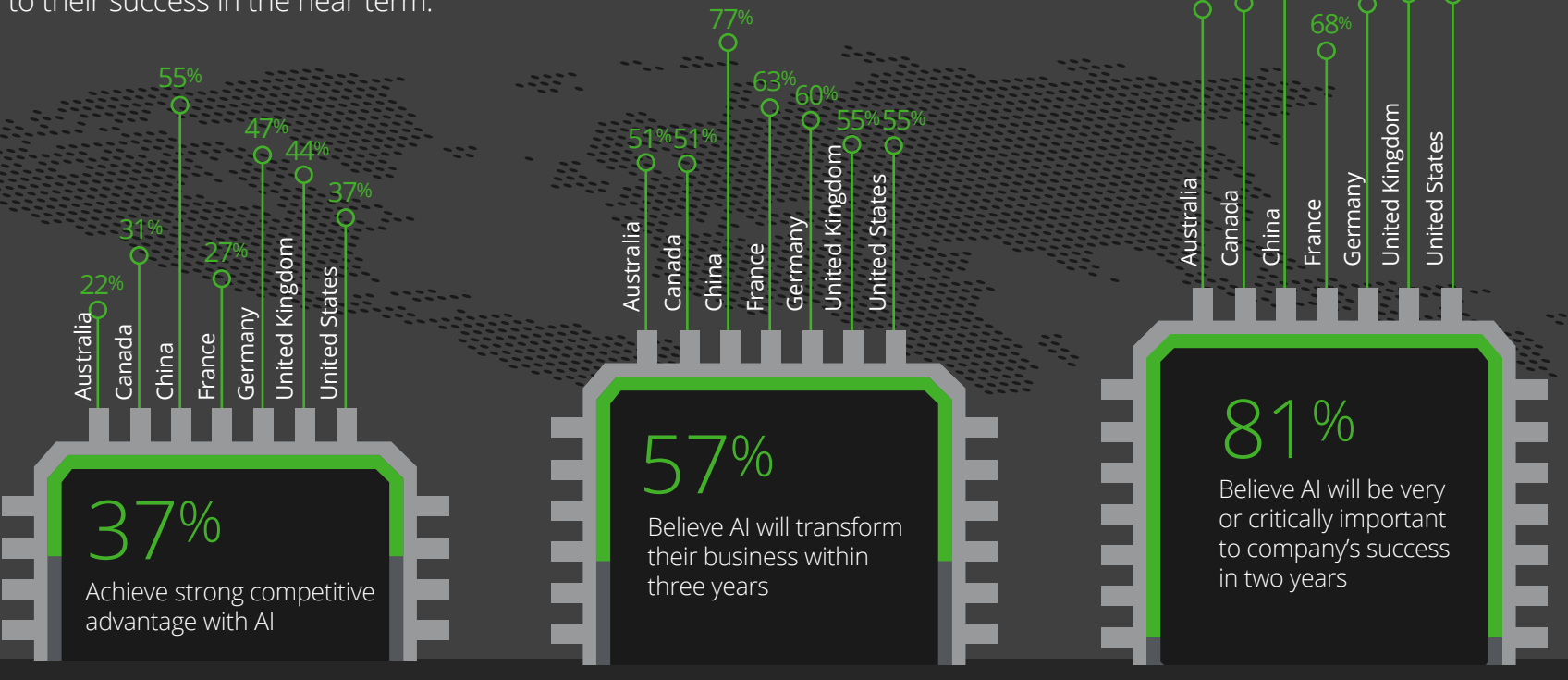
Some have acted sooner than others

Although some countries were quicker than others to adopt AI technology, planning for the future is imperative for all.



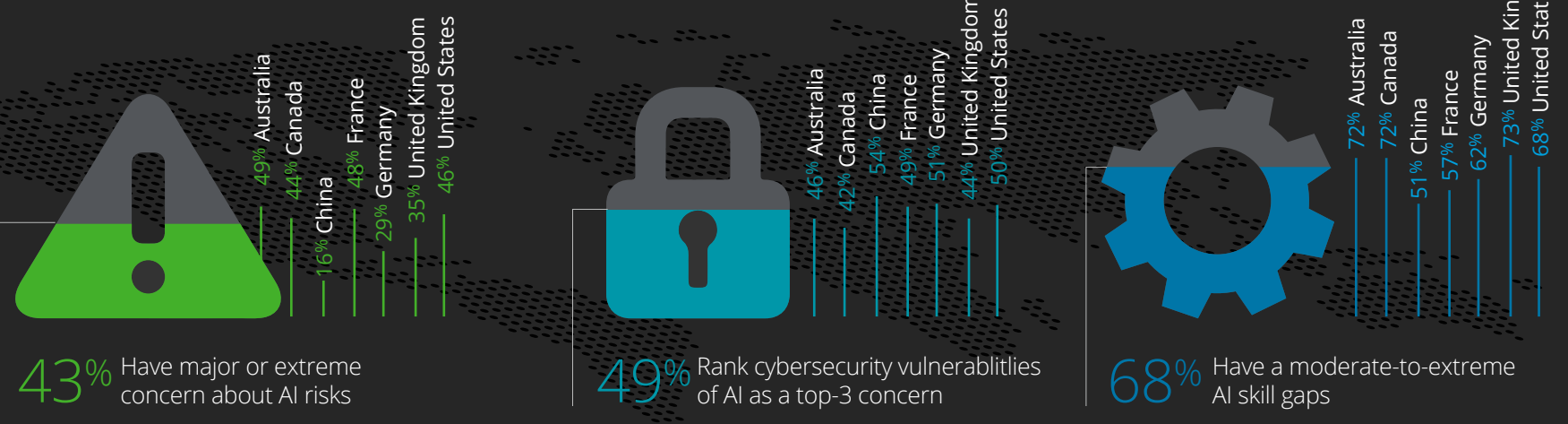
Transformation will be swift

Companies are already achieving advantage from AI and believe AI will be critical to their success in the near term.



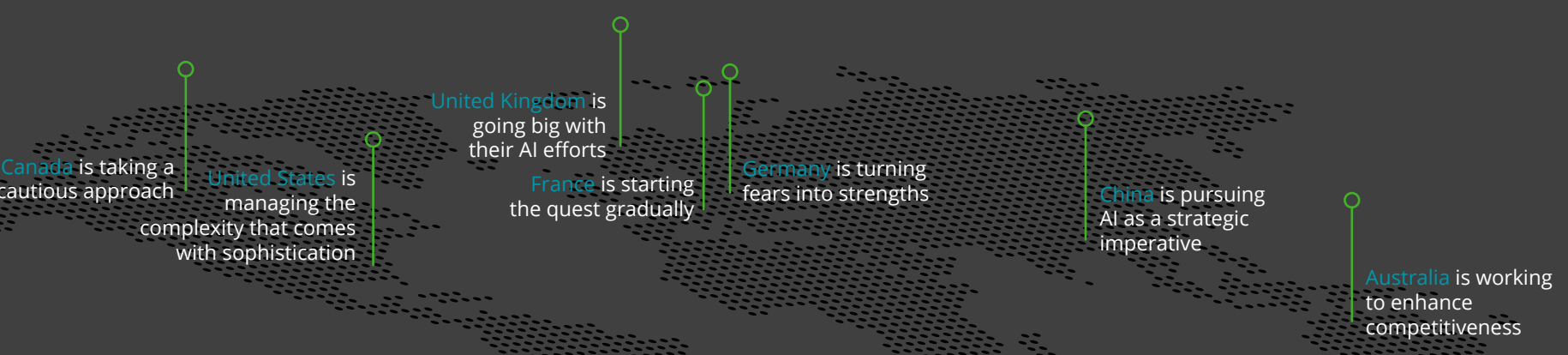
Facing challenges and identifying risks

All companies will face different risks and challenges when using AI to transform. But perhaps the biggest risk is not transforming at all.



What's top of mind for early adopters?

"Opportunity" and "challenge" seem to be universal terms, but each of the countries in our survey has some distinct views.



Maturity levels, beliefs, and challenges specific to each country, as cited by business executives, include:

- 48%** **Canada**
Say making the wrong strategic choices based on AI recommendations is their top-three concern, which could slow the pace of innovation
- 30%** **United States**
Manage 11 or more AI production systems
- 45%** **United Kingdom**
Say AI will be of critical importance to their near-future success and 29% are pursuing large-scale, organization-wide initiatives, both the highest rate of all countries

45% **France**
Say integrating AI into roles and functions is a top-three challenge, highlighting the people challenges of adopting AI

43% **Germany**
Rate worries about potential job cuts from AI-driven automation as a top-three issue, the highest among countries

55% **China**
Believe that AI is helping them widen a lead or leapfrog their competition

79% **Australia**
Believe AI will be "very" or "critically" important to their organization's success, but a third report major or extreme AI skill gaps, higher than any other country

Reaching across borders

Want to learn more about how other companies are achieving strategic goals through AI? Get the full report, which includes a global perspective, as well as four key insights we uncovered from early adopters in the seven countries discussed here.

www.deloitte.com/insights/stateofAI-global

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Source: Deloitte, State of AI in the Enterprise, 2nd Edition, 2018