



# EXECUTIVE SUMMARY

The definitive revenue exponential enabler  
**How ACI Engines can transform faster your business**

**F**or many business owners, the implementation of artificial intelligence (AI) may seem like a daunting challenge. It's easy to dismiss AI as a complicated and slightly alien tool that can only be used and understood by computer scientists and other experts at big tech companies, but this attitude is mistaken. In reality, there are many ways for small to big businesses can take advantage of AI right now. And they shouldn't wait - their competitors certainly won't.

While it's often mythologized in popular culture and treated like a uniquely destabilizing economic force, AI is a lot like any other technology. We, as developers of Artificial Collective Intelligence solutions, want our products to be available to the entrepreneurs who fuel this massive engine of economic activity.

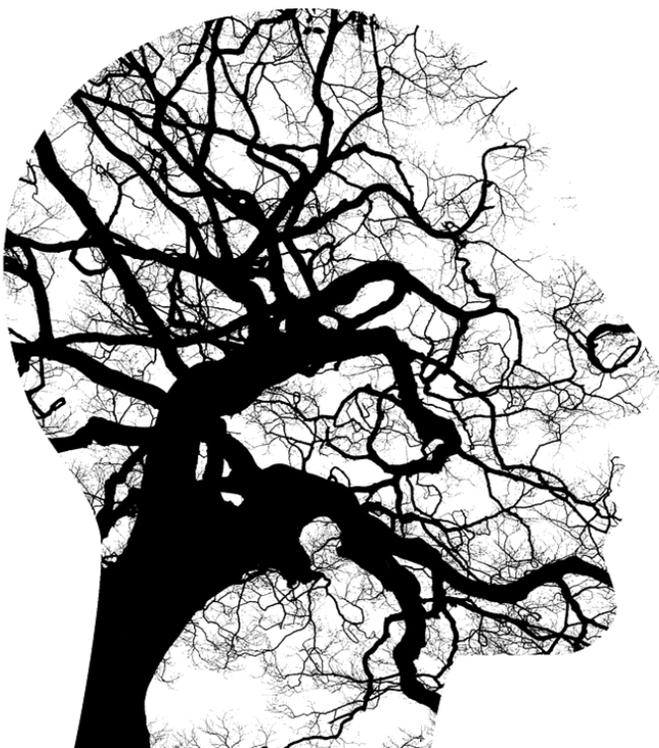
## ▶ **WHY Artificial Collective Intelligence?**

A pixel (short for picture element) is a tiny colored dot, one of the thousands or millions that compose a single digital photograph. On AI happens the same, "you can not understand the whole picture only with a single pixel", or, you can not understand the human behaviour only with a single data, even with millions of data about himself. What you need is to understand the human behavior taking into account all contexts, the semantic meaning of data, and the people someone is related to.

## ▶ **How Is Artificial Intelligence Being Used in Business?**

Product and Services development is the most common use of artificial intelligence in business today.

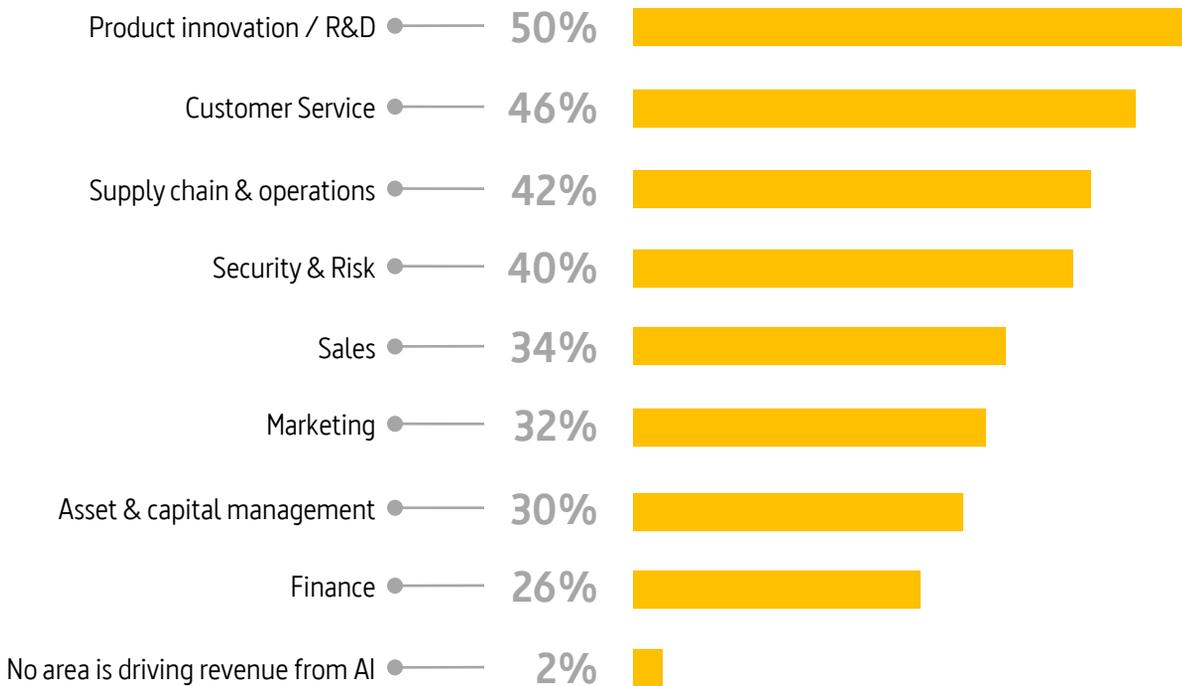
Half of The firms using artificial intelligence in their business platforms do so to enhance product value for their customers. Businesses typically use natural language processing and machine learning to gather customer feedback data and identifying trends. Other common uses of artificial intelligence involve customer relations management and other areas such as logistics, general process efficiency, cost optimization, etc.. Businesses small and large can improve their market position with the use of these AI tools.



**F** As AI becomes more popular among companies of all sizes, it will be increasingly more important for your business to take advantage of what our revolutionary ACI engines offer to help growth your businesses.

**“Which part of your organization is driving revenue from AI capabilities today?”**

Asked to respondents whose organization currently has AI capabilities in production (209)





## HOW CAN ARTIFICIAL COLLECTIVE INTELLIGENCE ENGINES CAN HELP YOUR BUSINESS?

ACI engines have emerged as the most accessible way to extract knowledge out of data across an organization in real time. We can summarize the benefits of ACI engines for any-size business, as the following five major advantages:



### Better Decision-Making

ACI engines provide better access and organization of information in businesses allowing more effective and efficient decision-making capacities. Being able to make informed decisions in a timely manner offers notable advantages among competitors.



### Reduced Costs and Expenses

All firms have some degree of inefficiency in operations and resource use. The use of ACI solutions in business to enhance logistics and systems management streamlines these areas. As a result, artificial intelligence can effectively lower costs and allow greater profitability.



### Increased Revenue Generation

ACI solutions can also boost profits by increasing proceeds and expanding new revenues streams. The use of artificial collective intelligence in sales and marketing areas can drive higher revenues. Likewise, the use of ACI solutions in product development and customer relations management can do the same.



### Stronger Value Creation

By using artificial intelligence in product development areas, your business can better design products and services to meet customer needs. The use of ACI solutions in marketing areas can also identify consumer needs. These uses of artificial collective intelligence engines will promote more valued goods in your business giving you a competitive advantage.



### Use our ACI technology for data collection and analysis

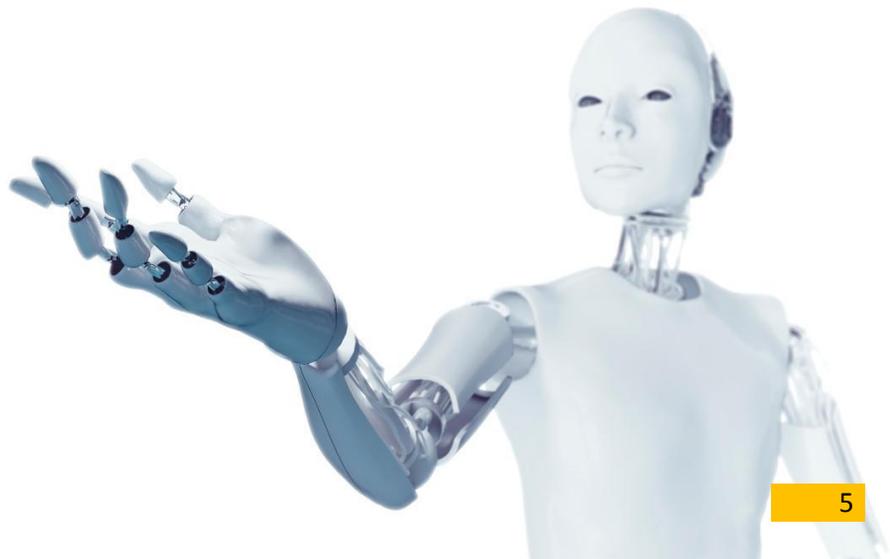
Qualtrics recently conducted a study that analyzed feedback from 250 marketing leaders and found that 96 percent of them expect AI to handle repetitive research tasks such as data cleaning within five years. Meanwhile, 63 percent think AI will take over statistical analysis within the next decade.

## **BUSINESSES CAN LEARN MORE ABOUT THEIR CUSTOMERS AND DISCOVER NEW ONES**

These changes aren't just taking place in the marketing industry. While AI is indispensable for large companies that have access to staggering quantities of consumer data, it's also vital for all kind of businesses that want to draw meaningful conclusions from more modest amounts of information. Advanced techniques such as statistical regression analysis used to be unavailable to businesses with limited budgets (consider the prohibitive cost of hiring an analytics firm or full-time data scientists), but ACI can make them affordable and intuitive.

When businesses have access to sophisticated statistical tools, they can learn more about their customers and discover new ones. From determining what keeps customers coming back to your business to helping you discover new market niches, ACI is a versatile statistical tool.

**“ ACI has also made it possible for businesses to collect a significant amount of data in the first place. From sentiment analysis to machine learning algorithms that track customer preferences and habits, powerful data gathering mechanisms are now available to businesses large and small. ”**



## **BUSINESSES SHOULD START INTEGRATING AI NOW IF THEY WANT TO REACH AS MANY CONSUMERS AS POSSIBLE IN THE FUTURE.**



### **HIRE SMARTER WITH ACI**

Nowadays businesses face unique challenges when it comes to finding and recruiting top talent. Large companies have name recognition, huge networks, and more resources to throw at job seekers. They also have dedicated well-equipped HR departments that know how to move qualified candidates from first-round interviews to onboarding as quickly as possible.

How can your business compete with talent-gobbling machines like these? ACI is a great equalizer in the hiring battle. While recruiters used to have to manually sift through enormous piles of resumes and hope for the best, ACI has made this process far more streamlined and expansive.



### **DEPLOY ACI TO BETTER SERVE YOUR CUSTOMERS**

Companies have never had more ways to interact with their customers. From the explosion of communication channels online to consumers who expect far more engagement than ever before, it has become essential for companies to develop new ways to quickly address their customers' concerns.

According to the Qualtrics survey, "Researchers believe that nearly 1 in 4 surveys will be spoken to a digital assistant within 5 years." These projections give us good reasons to expect AI to play a more significant role in communication across industries in the coming years.



### **MAKE BACKEND ORGANIZATION MORE EFFICIENT WITH ACI**

We often hear about how AI will take jobs, but it generally makes more sense to view AI as a technology that takes tasks. And many of these tasks are on the backend - logistics operations such as basic accounting, scheduling, and other forms of day-to-day organization. Considering the fact that medium to small businesses have a limited number of employees, the transfer of time-consuming tasks like these to AI is crucial to help them use their human capital efficiently.



### **DEVELOP AN ACI-DRIVEN MARKETING PLATFORM**

Our survey found that 93% of marketing researchers think AI presents an opportunity for their industry. From eliminating the need for employees to do mechanical tasks such as data preparation to advanced data analysis (which our respondents cited as the top future AI application), ACI will fundamentally change marketing.

This is why it's no surprise that an April 2018 McKinsey report found that the impact of AI is "*likely to be most substantial in marketing and sales.*"