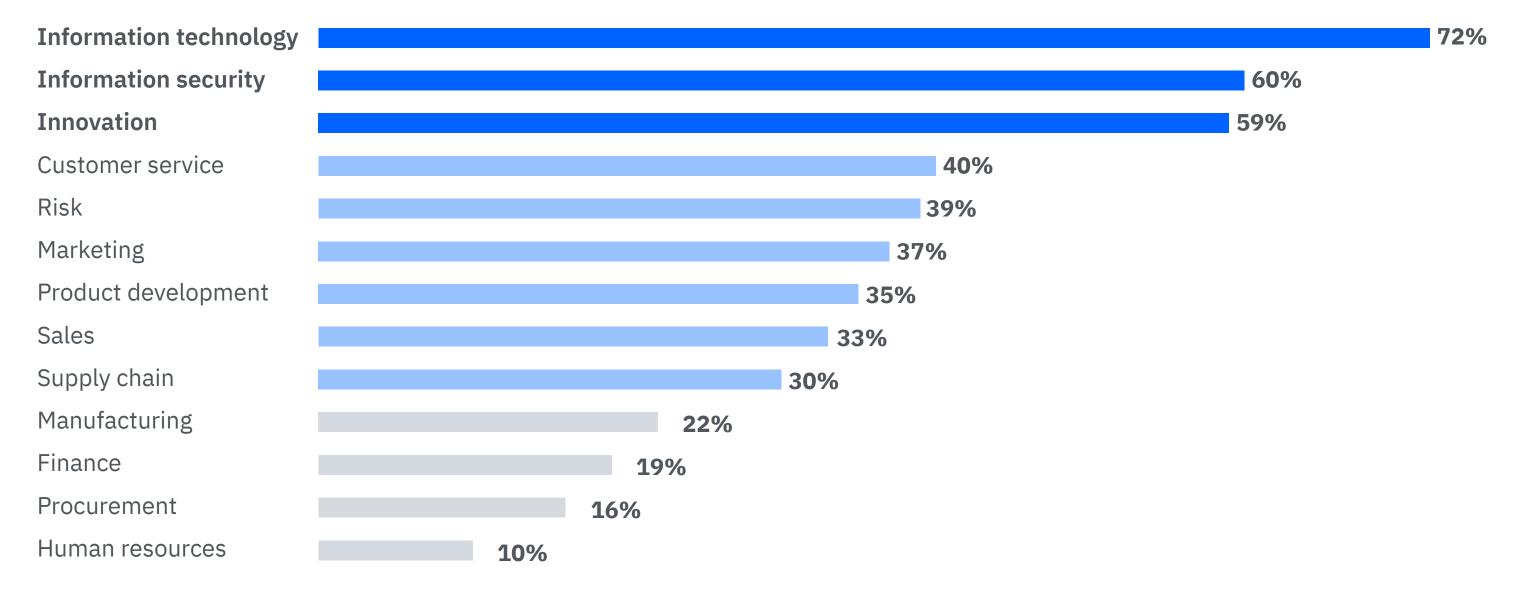
Shift to enterprise-grade AI

How chemicals and petroleum leaders are adopting artificial intelligence

CxOs identify the top functions where AI provides the most value.

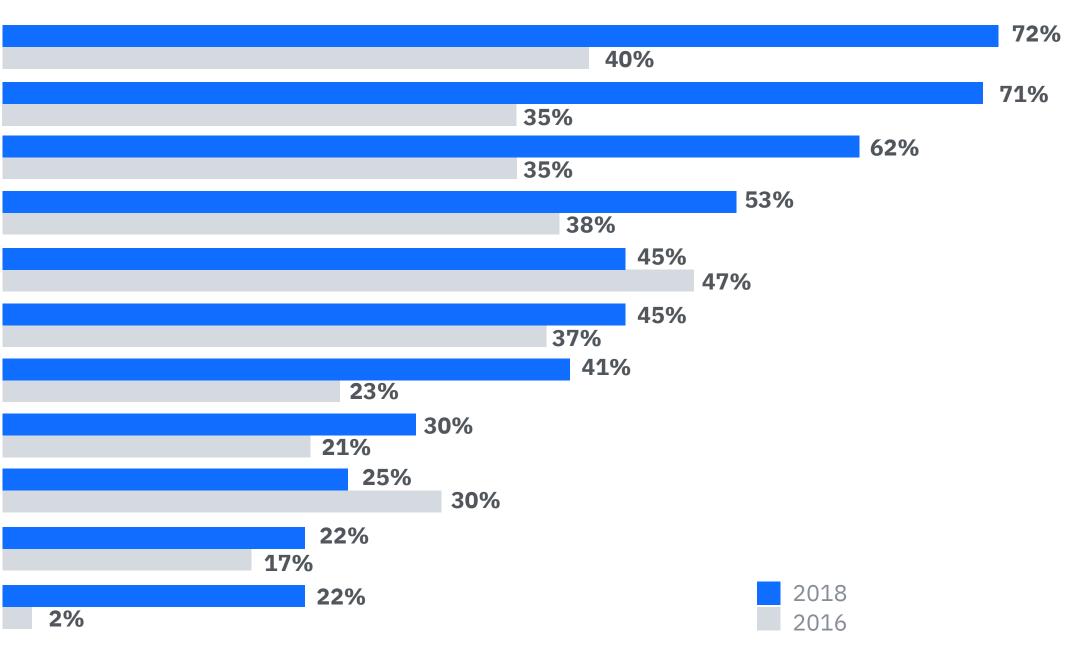
Percentage of CxO respondents who believe cognitive would add value – chemicals and petroleum



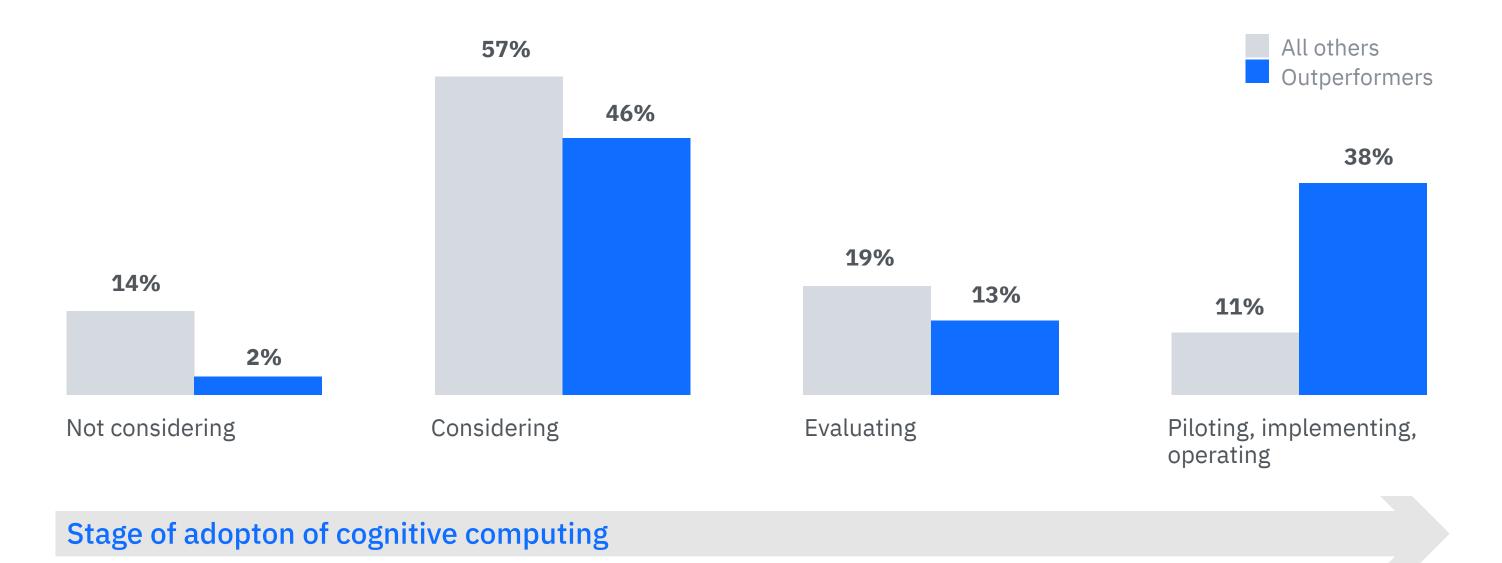
Value drivers for AI investment are focused on the topline and the customer.

Value drivers for implementing AI – chemicals and petroleum

Revenue growth from larger orders Revenue growth from speed to market Revenue growth from shorter sales cycle Revenue growth from new market entry Customer satisfaction Customer retention improvement Other operational cost reduction Headcount reduction Customer acquisiton cost reduction Headcount redeployment Other capital cost reduction



Outperformers are in more mature phases of their cognitive computing initiatives.





Are you ready to embrace the next stage of the AI journey? Transform toward an AI-powered enterprise using pragmatic steps identified through our research.

To learn more, visit: **ibm.co**/cp-AI

ibm.com/ibv ©2019 IBM Corporation Research based on Value surveyed 5,001 global executives representing 18 industries, including leaders of government agencies and educational institutions, and 19 functions. Roles of responding executives included C-level executives—CEOs, CFOs, CHROs, CIOs, CMOs and COOs—as well as heads of customer service, information security, innovation, manufacturing, risk, procurement, product development and sales. In total, 251 chemicals and petroleum respondents participated in the study.



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