Kilpatrick

Insights: Publications

AI, Data Ownership, & Market Share

Bloomberg

September 4, 2020

Artificial intelligence is a keystone in today's data economy. Over a third of all businesses globally use AI in business applications—an increase of about 270% over the last four years. Businesses typically leverage AI in their applications to drive new revenue streams, gain deeper customer insights, or define product enhancements. But today's AI-powered applications are possible because of Big Data—a massive firehose of data so complex that it cannot be processed by traditional hardware and software tools.