MYTH VS. REALITY IN ARTIFICIAL INTELLIGENCE

Like most new technologies, AI is surrounded by hype and hope. BCG Henderson Institute and MIT Sloan Management Review surveyed 3,000 executives worldwide to help leaders understand which will prevail.

REALITY
Most companies have generated or expect to create business value from AI.

MYTH
The availability of sophisticated AI tools will level the playing field.

REALITY
The gap between leaders and laggards is widening, with the most sophisticated companies doubling down on AI investments.

MYTH
Tech companies will be the primary beneficiaries of AI.

MYTH
Senior leaders expect AI to reduce the size of their workforce.

REALITY
The more senior the executives, the less likely they are to believe that AI will lead to job losses.

MYTH
US firms will outpace their competition because of superior data capabilities.

REALITY
Since AI systems are constantly changing, “letting a thousand flowers bloom” will create a messy operating environment.

TO REAP THE BENEFITS OF AI AT SCALE, LEADING COMPANIES TRANSFORM THEIR OPERATING MODEL IN THREE AREAS:

1. DATA IS LOCATED IN CENTRALIZED DATA LAKE(S)
   - PIONEERS
   - PASSIVES
   - EXPERIMENTERS
   - INVESTIGATORS

2. LEADERSHIP EXPECTS AI TO REDUCE THE SIZE OF THEIR WORKFORCE
   - PIONEERS
   - PASSIVES
   - EXPERIMENTERS
   - INVESTIGATORS

3. US FIRMS WILL OUTPACE THEIR COMPETITION BECAUSE OF SUPERIOR DATA CAPABILITIES
   - PIONEERS
   - PASSIVES
   - EXPERIMENTERS
   - INVESTIGATORS

Sources:
This infographic is based on Artificial Intelligence in Business Gets Real: Pioneering Companies Aim for AI at Scale, a report by the MIT Sloan Management Review and The Boston Consulting Group, September 2018. In addition to fielding a survey of 3,000 executives worldwide, we conducted more than 35 interviews and a separate survey with more than 300 respondents in China. For more insights, see https://www.bcg.com/capabilities/technology-digital/AI-at-scale.aspx.