

# TechRepublic, U.S.: Digital Maturity Depends on AI Adoption for Organizations



"Companies that have been investing in AI are investing in both learning about the technology and applying it to their business, which is a real competitive advantage," said Bret Greenstein, senior vice president of AI and analytics. "Companies just beginning to transform with AI will have a hard time catching up to the leaders."

*Excerpts from TechRepublic's article:*

"A distinct correlation exists between an organization's digital maturity and use of artificial intelligence (AI), a Cognizant report found. Those lower on the digital maturity curve, who classified themselves as beginners, said they were far less likely to consider themselves advanced in AI. While, digital mature organizations—also referred to as leaders—currently invest in AI to generate insights from data, rather than just simply collecting the information.



The value of AI comes from its ability to process and draw insights from large amounts of data—a volume incomprehensible to humans. Most companies use AI to automate menial tasks, giving human workers the opportunity to spend their time on more impactful work, which is why companies plan to double AI projects in the next year.

To help organizations envision current AI applications, Greenstein outlined the following most popular AI use cases businesses are implementing now:

1. Driving operational improvements
2. Driving customer insights
3. Driving speed and reducing cost through automation

Along with AI adoption, Cognizant's report, [Investing in AI: Moving Along the Digital Maturity](#) said companies can become more digitally mature by establishing new roles and governance for data, assessing data, and thinking of ways to modernize data beyond the data warehouse."

Click [here](#) to read more.

<https://news.cognizant.com/2019-10-29-Digital-Maturity-Depends-on-AI-Adoption-for-Organizations>