

Executive Overview

# Artificial Intelligence in Europe

While companies face similar challenges, they take different routes to solving them

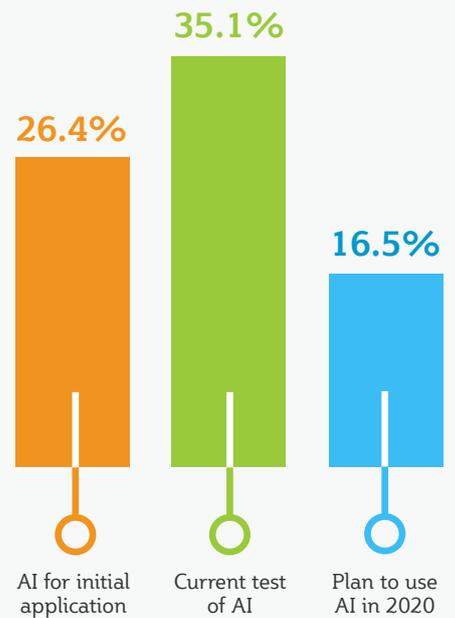
## Artificial Intelligence in Europe: Where the business world stands and where the journey leads to

Artificial Intelligence is currently an important trend topic for companies. And the use of AI can be of great benefit to companies in a wide range of industries. As different as the industries are, so are the scenarios in which they think – and therefore the IT infrastructure they favor. The research institute Research in Action was commissioned by Interxion to survey 2,100 IT decision-makers from Germany, the UK, France, the Netherlands, Austria, Switzerland, Denmark and Sweden in its IT Trends Survey. The European comparison shows that these companies have embarked on the path to AI. While the approaches vary from one industry to another, the challenges are actually quite similar.

## AI has arrived in the business world

The use of Artificial Intelligence is no longer a theoretical debate. Every fourth respondent (26.4 percent) already uses AI for an initial application, another third is testing it right now. This means that 61.7 percent are active, and another 16.5 percent have decided to use it in the near future.

A look at the next two years also makes it clear that the roadmaps for AI deployment are already quite concrete. In two years, 32.5 percent intend to use AI for an initial application, while another 18.1 percent expect to use it in various fields. Around a third (31.1 percent) will then definitely be testing AI in their companies.



## AI serves as an assistant

At the same time, the field of application of AI is becoming more clear in terms of the strategic orientation: Artificial Intelligence will not replace human intelligence. The clear focus of the role assigned to AI is on supporting human decisions (55.9 percent). Only 15.8 percent are in favor of allowing AI to make decisions autonomously.

## The right AI infrastructure is also a question of the industry

When asked which IT infrastructure the respondents rely on in connection with AI solutions, it becomes clear that this is related to the conditions in the respective fields. These include not only legal requirements, but also the type of data and work processes companies deal with.

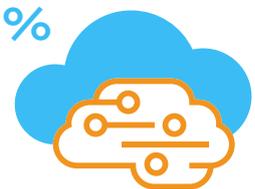
For example, companies in the financial, energy and healthcare sectors are focusing much more on in-house solutions or cooperation with regional providers. Cloud solutions are considerably more widespread in the manufacturing industry or with consumer goods manufacturers.

In total, 38.5 percent of the companies across all industries and countries use the major public cloud services from Amazon, Microsoft and Google. By contrast, 29.4 percent of respondents view in-house solutions that are supported by external consultants to be the right approach.

### How AI solutions are implemented

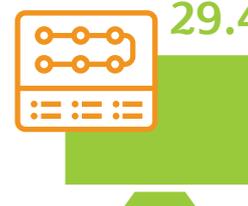
With global Public Clouds

**38.5%**



Inhouse with external consultants

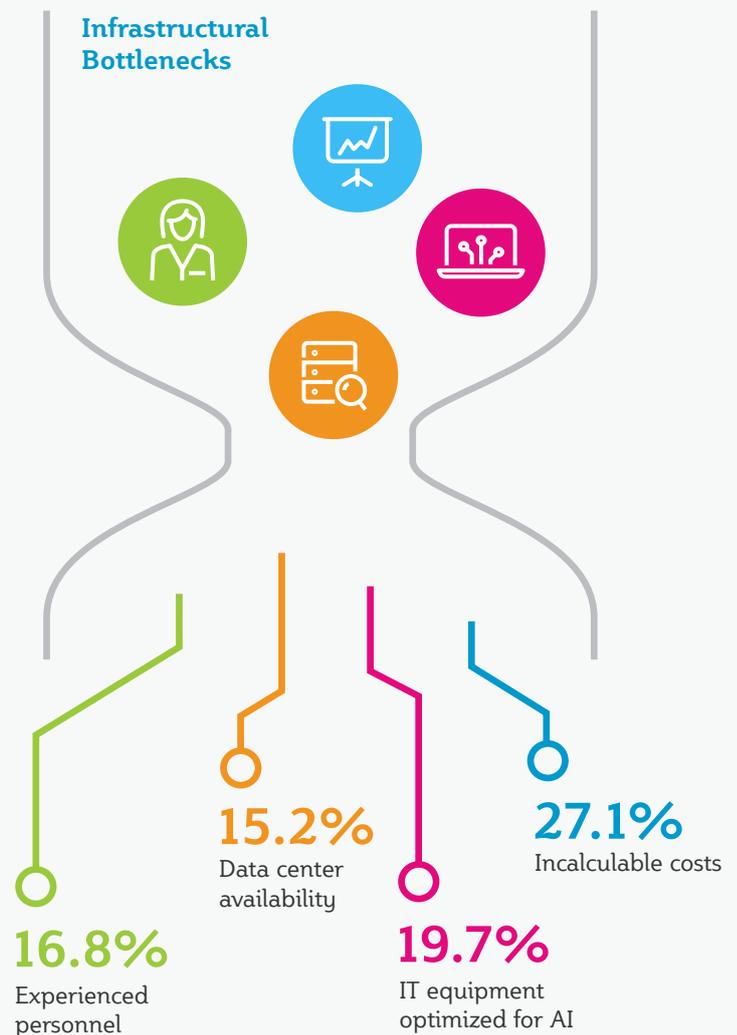
**29.4%**



## From planning to implementation: Obstacles on the way to AI deployment

The implementation of AI presents companies with a number of challenges. According to those surveyed, the biggest strategic obstacles are ROI that is either incalculable or difficult to determine (21.1 percent), a lack of in-house expert staff (20.1 percent) and an unclear company strategy (15.3 percent).

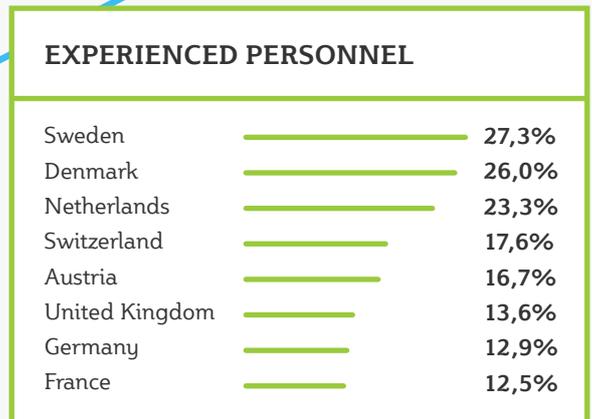
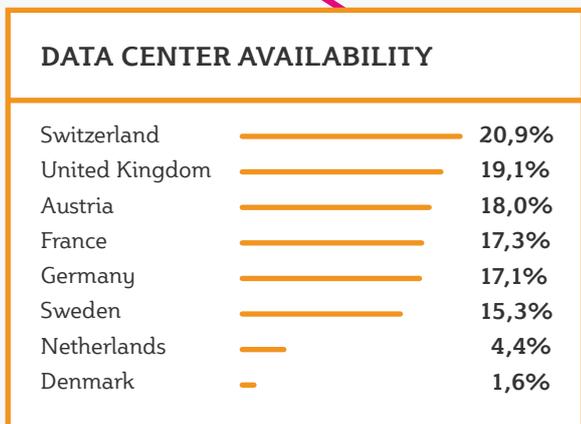
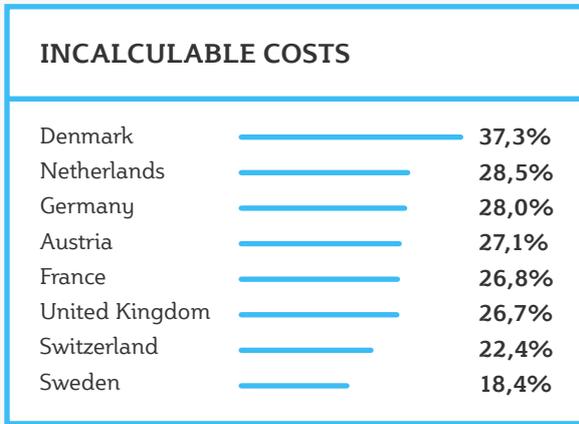
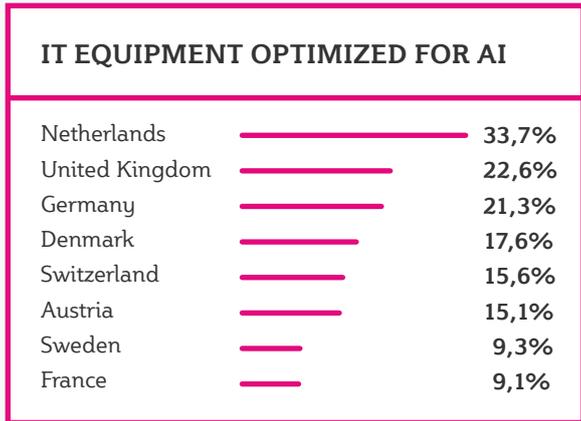
Companies also see hurdles in terms of infrastructure. While power and the cooling supply are not considered a cause for concern by the respondents, they view AI-optimized IT equipment, experienced personnel and data center availability to be bottlenecks when it comes to successfully implementing AI projects, in addition to costs that are difficult to predict (21.2 percent).



## Conclusion

The current market overview makes it clear that European companies face similar challenges when implementing AI. No universal solution is available for them because the requirements vary from one industry to another. In contrast to country-specific differences, industry-specific conditions play a greater role here. Hybrid approaches and multi-cloud concepts are particularly well suited for meeting the various requirements and being prepared when new demands arise from the further development of services and business models. And even if the respective requirements differ, expert partners who close knowledge gaps and have experience with AI prove to be of great help.

The largest current infrastructural bottlenecks hindering the implementation of AI



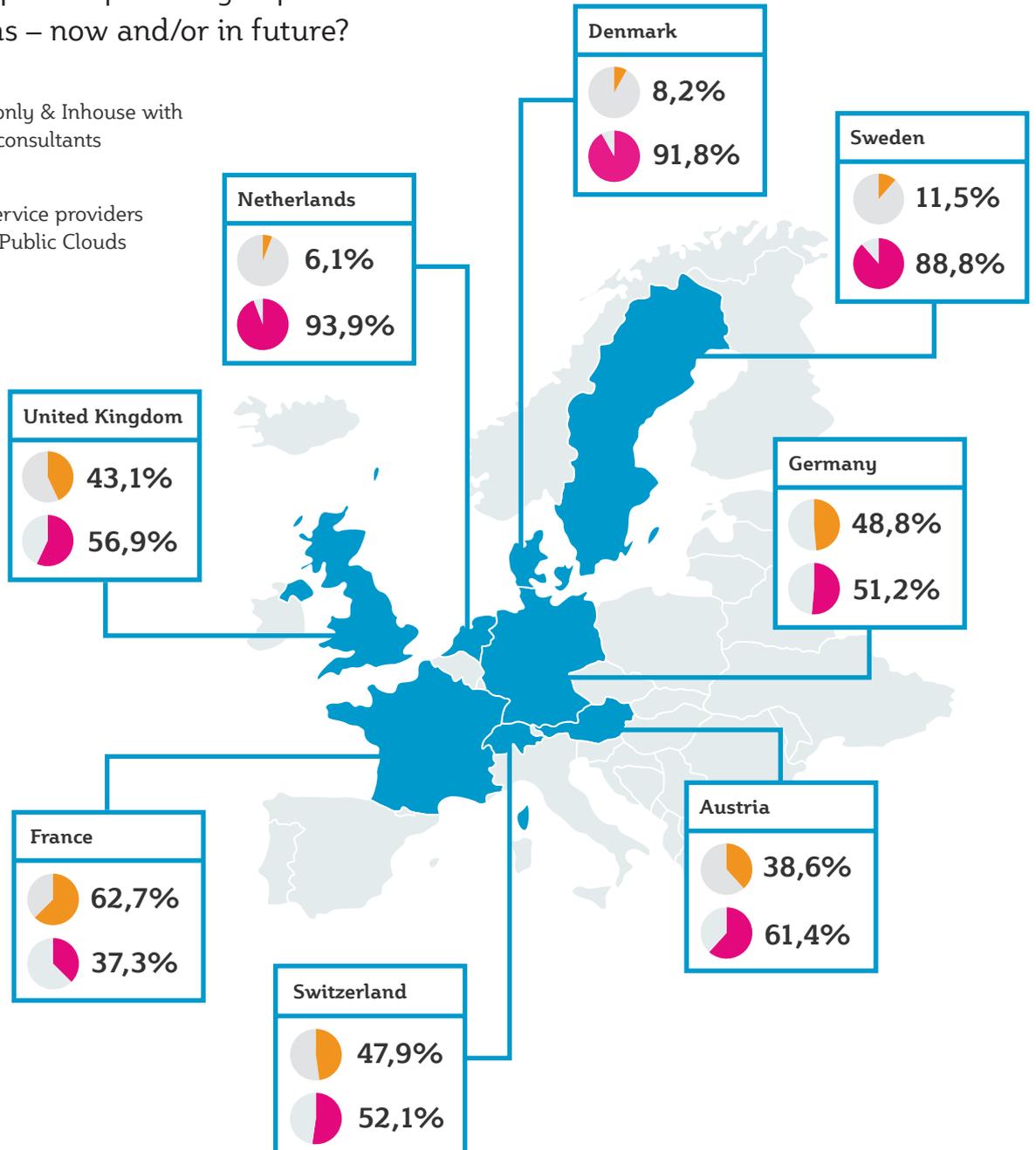
## How do you plan to primarily implement your solutions – now and/or in future?



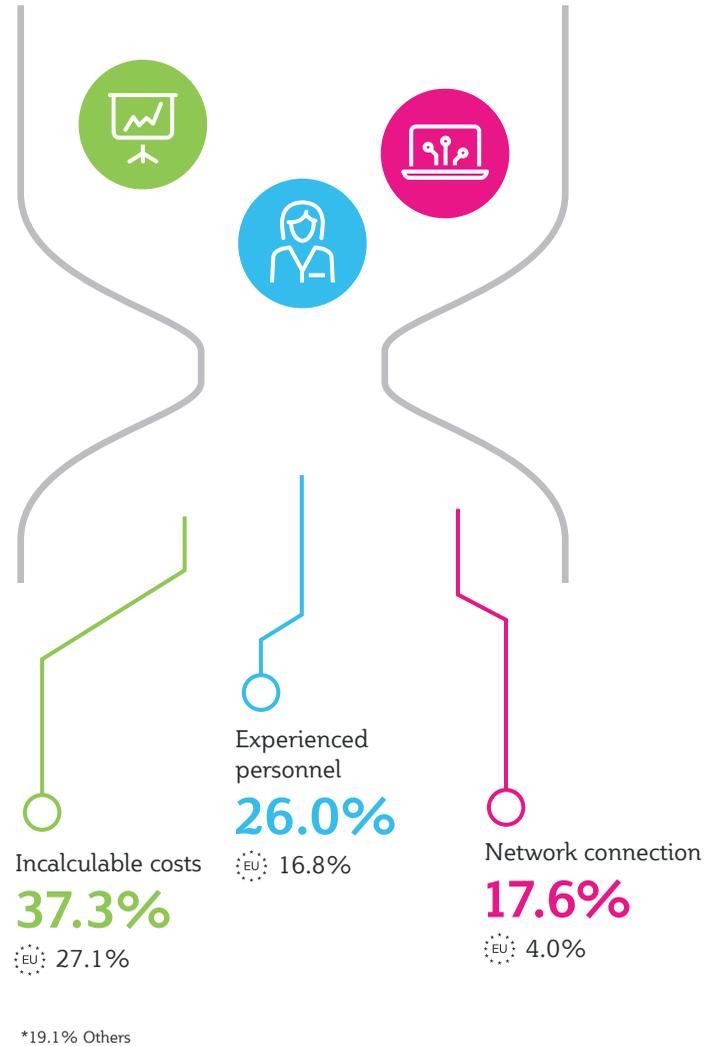
Inhouse only & Inhouse with external consultants



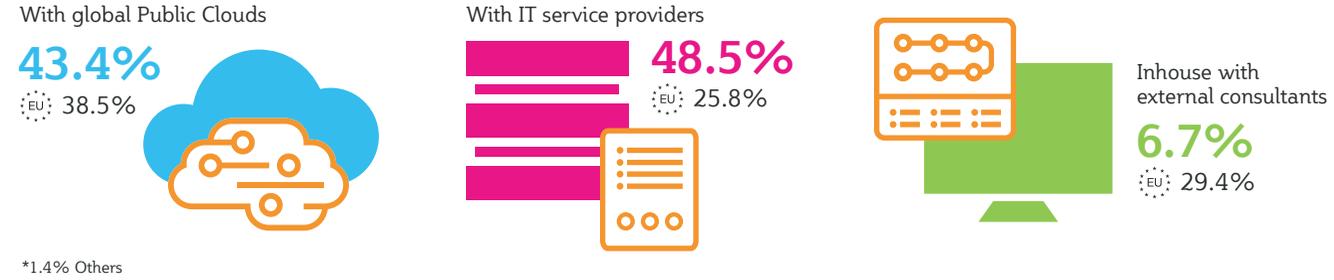
with IT service providers & global Public Clouds



### The major infrastructural bottlenecks

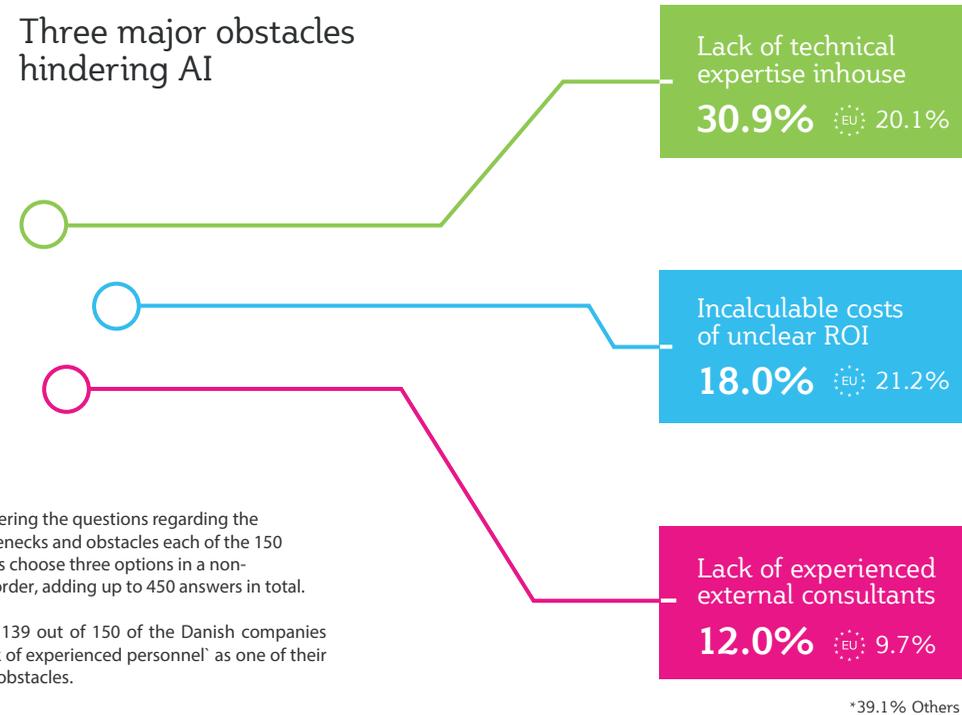


### How AI solutions are implemented



Research in Action interviewed 2.100 people from seven European countries. They were companies with a minimum annual turnover of € 250 million or more. Of these, 150 respondents came from Denmark.

### Three major obstacles hindering AI



When answering the questions regarding the major bottlenecks and obstacles each of the 150 respondents choose three options in a non-prioritized order, adding up to 450 answers in total.

Noticeably; 139 out of 150 of the Danish companies stated 'Lack of experienced personnel' as one of their three main obstacles.

### AI has arrived in the business world

