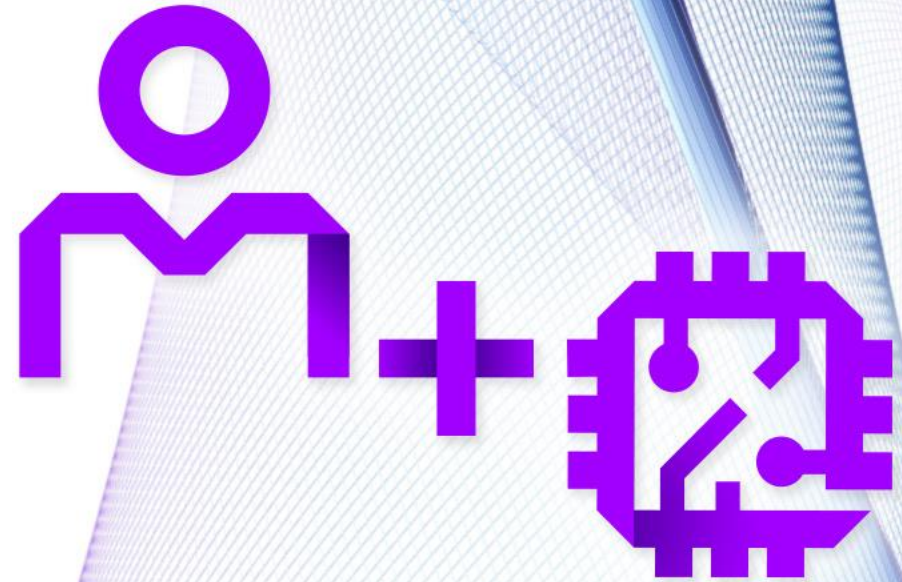# Artificial Intelligence

What could your company achieve if every interaction with technology were intelligent?

What It Is

Artificial Intelligence is a collection of advanced technologies that allow machines to sense, comprehend, act and learn.

Why It Matters

AI is reinventing how businesses run, compete and thrive in ways we haven't seen since the Industrial Revolution.

Where It's Going

AI will help leaders drive innovations to unlock trapped value — in the core businesses and beyond.

www.accenture.com/ai-insights