The Software Alliance

BSA

Everyday AI for Businesses

Companies across industries are adopting artificial intelligence (AI) systems to improve the products and services they offer to consumers. These business-to-business (B2B) uses of AI demonstrate the many ways that organizations are already using AI to serve individuals. In many cases, companies will use AI in low-risk ways that create significant benefits—not only to the businesses but to the customers they serve. Businesses use AI systems everyday for routine tasks including:

Answering customer questions.
Businesses can offer customers 24/7 support through AI-powered chatbots that answer straightforward questions even when human customer service representatives are asleep. Bots can be programmed to address basic questions, instead of sending customers to FAQs.

Improving cybersecurity.
AI systems can sift through large volumes of information created by users of a company's IT network to forecast, detect, prevent and respond to threats. AI systems can also distill large amounts of data about security events into concrete actions to help companies secure their products and services.

Responding to frequent emails.
Companies can set up AI systems to respond to common requests—like sending automatic responses to emails asking about the status of payment invoices.

Keeping shelves stocked.
AI systems can forecast demand for products and redistribute them across a company's physical stores. AI systems can also detect early signs of supply chain issues and alert managers if inventory drops below certain levels.

Improving logistics and planning.
AI systems can improve a company's ability to forecast supply-chain issues, optimize delivery routes, estimate arrival times for new shipments, and reduce their fuel and energy usage.

Improving safety for corporate cars.
AI systems can be trained to alert employees about anomalies in corporate cars that can indicate maintenance or safety issues.

Identifying and managing common documents.
Companies can use AI tools to read hand-written documents, identify a contract based on its format, and scan files for sensitive data that needs stricter care. AI systems can then create summaries of regular corporate reports, or generate new forms based on existing examples from frequently-used documents.

Transcribing meetings—and identifying action items.
Employees can spend more time collaborating if they use an AI system to transcribe their conversation, summarize decisions, and identify follow-up items, instead of requiring an employee to serve as note-taker.

AI ACROSS SECTORS

AI systems can be used in a range of industry-specific scenarios, many of which help companies improve existing products and services.

Transportation

AI systems can improve the efficiency of airlines, by helping to pinpoint causes of any slowdowns in the process of cleaning, refueling, and reloading an airplane. Detecting these delays early helps the airline mitigate their effect on passengers.

Manufacturing

AI design tools can optimize manufacturing processes, to reduce waste and improve products. This is true from early phases, where AI can help design and test new prototypes, to factory floors where AI systems can identify maintenance and quality-control issues.

Agriculture

Farmers use AI systems to analyze large volumes of weather and crop information, helping them monitor their crops, increase yields, and adjust to rain and drought conditions.

Construction

Companies use AI to streamline the process of designing and constructing new buildings. They can also create "digital twins" of real-life cities to understand environmental and other impacts of a proposed design.

A GLOBAL APPROACH

To use these everyday AI systems, organizations generally need to bring together data they collect from many different regions, including construction sites, factory floors, or farm fields that may be located worldwide. Analyzing these different data points helps AI systems provide more accurate and reliable information.

Helping Consumers Behind the Scenes

Companies frequently use AI systems to protect consumers using their products and services, often in ways that are designed to operate in the background. For example, a range of businesses use AI systems to improve fraud detection and to protect against cybersecurity threats.

Fraud detection. Banks and credit card companies can use AI-powered systems to better detect potential fraud in real time, including by setting rules for identifying suspicious wire transfer and credit card transactions. AI systems enable companies to monitor large amounts of customer transactions to find anomalies, including detecting unusual usage patterns for a consumer's online accounts. Banks can use that information to alert customers about potential security concerns, while reducing the amount of "false positives" that may block consumers from using their own credit cards.

Cybersecurity. AI helps organizations stay a step ahead of hackers by predicting potential attacks, mitigating attacks in real-time, managing access to resources, and encrypting sensitive data. For example, a company can use an AI system to identify malicious files and suspicious IP addresses that can be easily missed by humans due to the sheer volume. In some cases, AI systems can be used to forecast, detect, prevent, and respond to threats automatically. This helps companies secure the products and services that consumers use, and protect against potential threats.