

# WHY AIBIZ<sup>TM</sup>

The number of enterprises implementing artificial intelligence (AI) grew 270 percent in the past four years and tripled in the past year\*. Yet this amounts to only 37% of organizations that have implemented AI — demonstrating the considerable growth still to come. AI is not just another technology or process for the business to consider — it is a truly disruptive force, one that promises to deliver an entirely new level of results. If the organization wants to thrive and survive in this transforming business landscape, it will need to harness the power of AI. Despite its promises, AI can seem like a daunting concept for business professionals. How can you hope to apply AI to your own business if you can't see beyond the vague buzzwords and hype?

**72%**

of business executives believe that digital assistants help make their lives easier.

PWC

Netflix saved \$1 billion this year as a result of its machine learning algorithm which recommends personalized TV shows and movies to subscribers

Business Insider

Google's Deep Learning machine learning program is **accurate 89% of the time** in detecting breast cancer compared to just 73% accuracy from a human pathologist.

Health IT Analytics

## CERTNEXUS<sup>®</sup>

### ✓ COURSE OVERVIEW

AIBIZ provides managers, business leaders, project managers and other decision makers a streamlined course and associated credential to drive informed business decisions for their AI strategy. AIBIZ candidates will learn AI concepts, approaches to machine learning and deep learning, fundamentals of AI implementations, and the impact of AI including business use cases.

Amazon's machine learning algorithm has decreased the "click-to-ship" time by **225 percent**.

Forbes

## THINK

Empower decision makers, executives, and project managers to lead, design, and put emerging technology into practice

## READINESS ASSESSMENT

Measure your organization's level of preparedness to implement and support AI concepts with our complimentary **AIBIZ Readiness Assessment**. This tool was designed to measure knowledge of non-technical professionals to make decisions and support AI concepts. You'll receive a free report including staff members' readiness results.

Learn how to redeem your free access code (**CM36WCVND**) at **[certnexus.com/aibiz-readiness](https://certnexus.com/aibiz-readiness)**