

# Two types of artificial intelligence

Get AI working for you today with pre-built solutions or build out a custom solution around your unique needs

## Pre-built AI



### Cognitive services

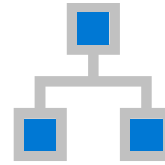
Transform your engagements with customers and employees:

Pre-trained deep learning cognitive capabilities ready to use (vision, speech, knowledge, translation, etc.)

95%

of customer interactions to be powered by AI bots by 2025

## Custom AI



### Advanced analytics/ML

Leverage AI to get actionable insight from your data:

Machine learning capabilities to analyze data (clustering, regression, etc.)

75%

of applications included AI by the end of 2019



### Deep learning

Leverage AI to create the future of business applications:

Build and train artificial neural networks to address specific problems not covered by cognitive services

85%

of enterprises are using AI by 2020