

# 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

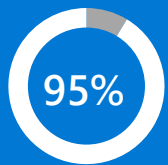
## Pre-built



### Cognitive services

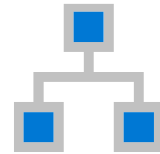
**Transform your engagements  
with customers and employees:**

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



of customer interactions to be powered by AI bots by 2025

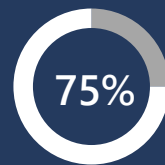
## Custom



### Advanced analytics/ML

**Leverage AI to get actionable  
insight from your data:**

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



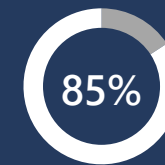
of applications included AI by the end of 2019



### 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



of enterprises are using AI by 2020