

# 3 reasons to invest in Microsoft Azure AI

With today's ever-increasing amounts of relevant data, Artificial Intelligence (AI) represents a major investment opportunity for businesses around the world. These are the 3 main reasons why you should consider complementing your human talent with Microsoft Azure AI.

## Gain a competitive edge

- Understand and make decisions based on real-time data
- Instantly analyze the data of your industry and the world
- Allow humans and machines to communicate more efficiently

## Create a more efficient business

- Neural nets and deep learning are creating smarter AI
- Cloud technology eliminates the need for computing power
- Big data can be processed and analyzed in seconds

## Drive unparalleled growth

**85%**

of enterprises are utilizing AI in 2020

**\$40B**

in additional revenue driven by AI in 3 years

**\$1.2T**

global market opportunity

To learn more about how Microsoft Azure AI can empower your business, visit [our website](#).