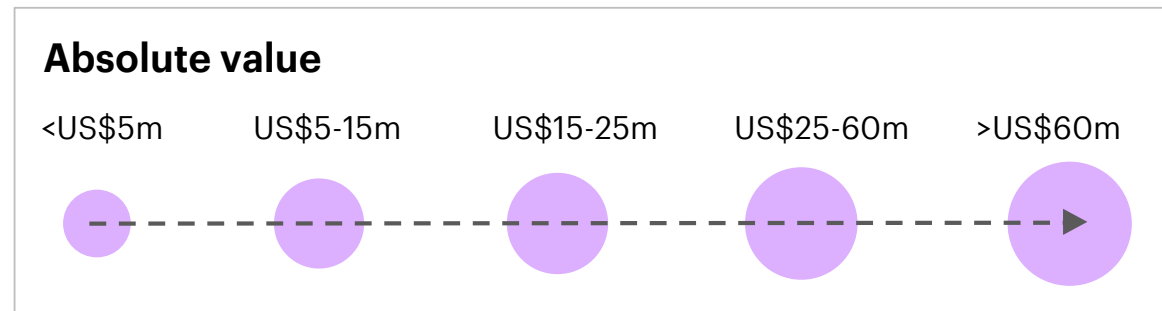
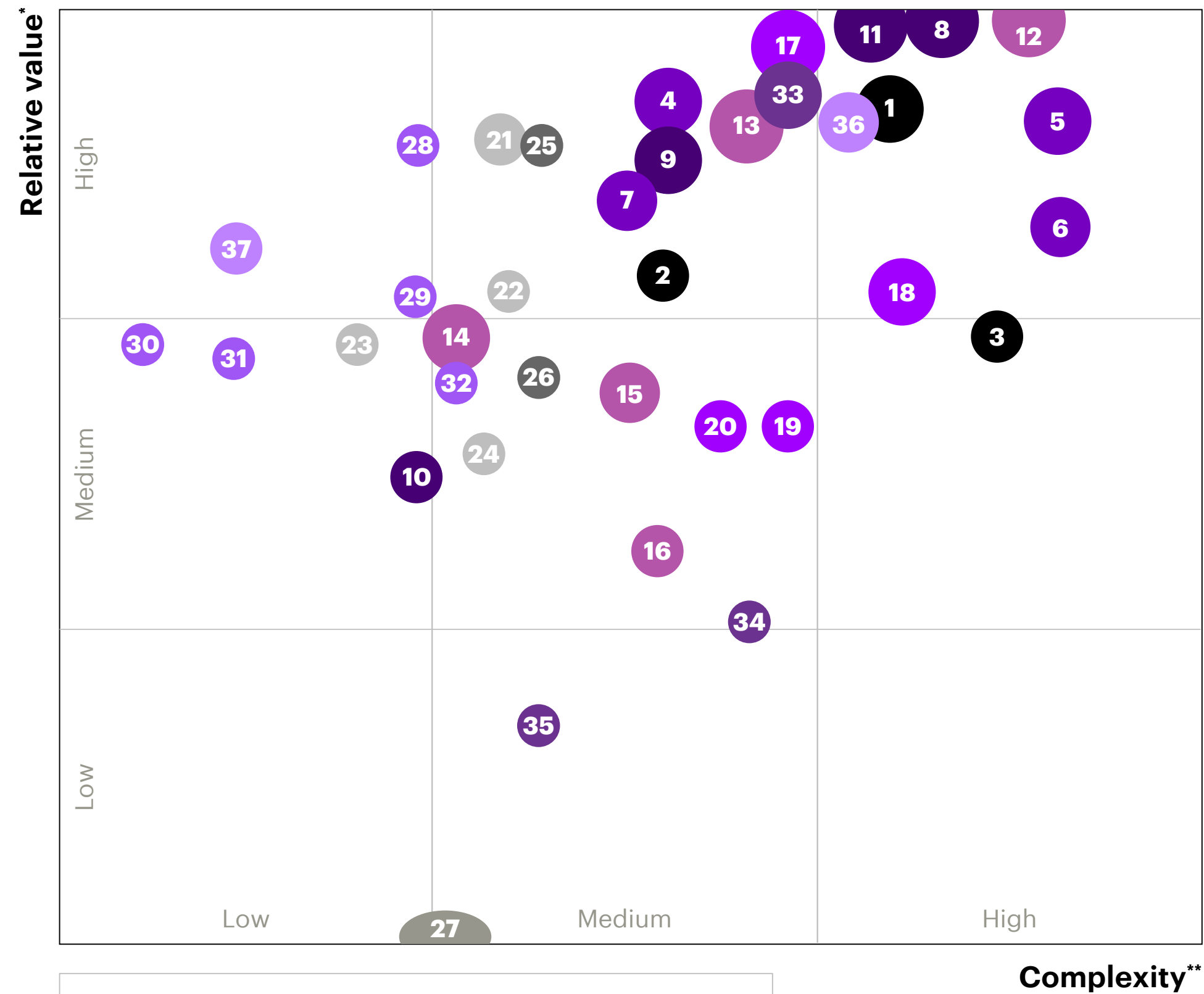


**Integrated value mapping allows companies to prioritize AI use cases.**  
**Below is what this value mapping could look like for a typical Automotive company.**



R&D	1	Sub-system portfolio optimizer	Human Resources	21	Smart employee attrition manager
	2	Digital predictive diagnostics to mitigate field issues		22	Future skills and career path finder
	3	Digital thread for real-time closed loop feedback to engineering		23	Augmented recruiter
Manufacturing	4	Automated quality controller	Finance	24	Absentee detector
	5	Maintenance predictor		25	Virtual agent for forecasting/budgeting
Supply chain	6	Digital asset emulator	IT	26	Predictive modeling and scenarios analyzer
	7	Intelligent energy saver		27	Fraud detector
	8	Inventory optimizer		28	IT capacity allocator
Sales & marketing	9	Supply chain planner	Procurement	29	IT Intelligent energy saver
	10	Dealer/supplier service analyzer		30	Automated queue management
	11	Flow path optimizer		31	Intelligent incident classifier
	12	Hyper-personalized offer analyzer		32	IT maintenance predictor
After-sales	13	Smart enhanced lead indicator	Manufacturing & supply	33	Real-time supplier risk identifier
	14	Sales forecaster		34	Intelligent legal invoice reviewer
	15	Virtual sales agent		35	Spend classifier
	16	Pricing optimization and cost modeler		36	AI enabled co-bots with voice bots and 3D printing
	17	Inventory optimizer		37	Connected workers digital enabler
	18	Supply chain planner			
	19	Dealer/supplier service analyzer			
	20	Flow path optimizer			

\* Value for each use case is equally weighted by its absolute value compared to all use cases, and its absolute value compared to the use cases of the same stream

\*\* Complexity is evaluated based on three criteria—AI technology, data access and scalability—weighted as follows: 20%, 30% and 50%

Source: Accenture Strategy, AI value study, 2020.