

# Navigating the *AI era*

The state of AI *today*  
& prospects for *tomorrow*.

AI, a constantly *growing* market:

FROM 2023

**\$540bn**

Global AI revenue

TO 2028

**\$1,270bn**

Global AI revenue

**6%**

Of the worldwide tech market



**10%**

Of the worldwide tech market

A growing need for  
*a new approach to AI*

## 4 business-centric categories or archetypes

to provide decision-makers  
with a clear *strategic reading*

ARCHETYPE – 001

### AI for *Machines*

MAIN USES

Digital twins, predictive maintenance, incident cause analysis, autonomous vehicles...

MAIN SECTORS

- ✓ Manufacturing industry
- ✓ Transportation & mobility



**ZOOM ON** The industrial *metaverse*.

**\$100bn**

The global industrial metaverse market in 2030

**70%**

Product design costs reduction with the industrial metaverse by 2028

**56%**

Reduced time to production thanks to the industrial metaverse by 2028

GLOBAL ANNUAL REVENUE  
**\$180bn** **\$330bn**  
2023 2028



**ZOOM ON** The *expected gains* by 2028.

**25-50%**

Improved accuracy

**40%**

Productivity gains faced with complex problems

**>50%**

Improved user experience

ARCHETYPE – 002

### AI for *Processes*

MAIN USES

Automation of support & business processes, fraud detection

MAIN SECTORS

- ✓ Financial services
- ✓ Retail & e-commerce



**ZOOM ON** The *IRIS example*  
(World's First Conversational Assistant in Sign Language)

**>20%**

Productivity

**>30%**

Time-saving

### AI for *Humans*

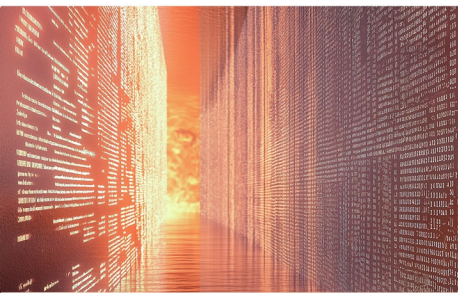
MAIN USES

Chatbots, content creation, knowledge management

MAIN SECTORS

- ✓ Financial services
- ✓ Health
- ✓ Telecommunications & media

GLOBAL ANNUAL REVENUE  
**\$135bn** **\$380bn**  
2023 2028



**ZOOM ON** Sopra Steria's *feedback*  
on *AI software* engineering

**7% to 10%**

Cost reduction

**10% to 40%**

Fewer bugs

**2h to 10h**

Saved per week

ARCHETYPE – 004

### AI for *Software*

MAIN USES

Test automation, helpdesks, AIOPS, assistance with code generation or correction

MAIN SECTORS

- ✓ IT services
- ✓ Software editing

GLOBAL ANNUAL REVENUE  
**\$55bn** **\$170bn**  
2023 2028

## AI market, by *Archetype*

LEGENDS



AI FOR MACHINES



AI FOR PROCESSES



AI FOR HUMANS



AI FOR SOFTWARE



(FROM 2023)



(TO 2028)

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