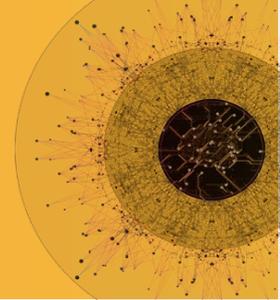


# Swiss AI Index 2021

## State of AI in Swiss enterprises

Release December 2021



### POTENTIAL | SHAPING THE FUTURE WITH ARTIFICIAL INTELLIGENCE



With artificial intelligence (AI), companies can automate business processes, increase value creation and enable better decisions.



AI is relevant to the global economy and all industries - from healthcare to financial services and logistics to the retail and energy sector.



AI is becoming more critical. The technology is expected to contribute USD 15.7 trillion to the global economy by 2030\*.

\* PwC's Global Artificial Intelligence Study

### CHALLENGE | TRANSLATING AI POWER INTO PERFORMANCE

- AI needs a strategic framework
- AI needs individual cutting edge competences
- AI needs the right mindset

### SWISS AI INDEX

With the Swiss AI Index, companies can determine their maturity in the use of artificial intelligence. The report allows benchmarking against other companies in the same industry and beyond. Along with concrete best practice examples it provides orientation for strategic considerations.

### IMPACT | HOW YOUR COMPANY BENEFITS

- Visibility & Employer Branding
- Recognition & Attention
- Inspiration & Strategic guidance

### PROCESS | PARTICIPATE IN THE REPORT



Fill out the online survey. Data will be analysed anonymously for the report.



Outline an AI use case from your company that had extraordinary impact.



A jury will judge the submitted use cases and award the projects.

### MAKERS | MINDFIRE & W.I.R.E.

Mindfire aims to create the world's most powerful collective intelligence network to solve challenges for businesses and scientific organisations. We call these challenges quests — complex problems that can be solved through the power of collaborative thinking.

W.I.R.E. is an independent think tank that curates the shaping of the future at the interface between science and practice. The foundation for this is a systematic early recognition of relevant developments and their translation into long-term strategies and fields of action for private and public organisations and their decision-makers.

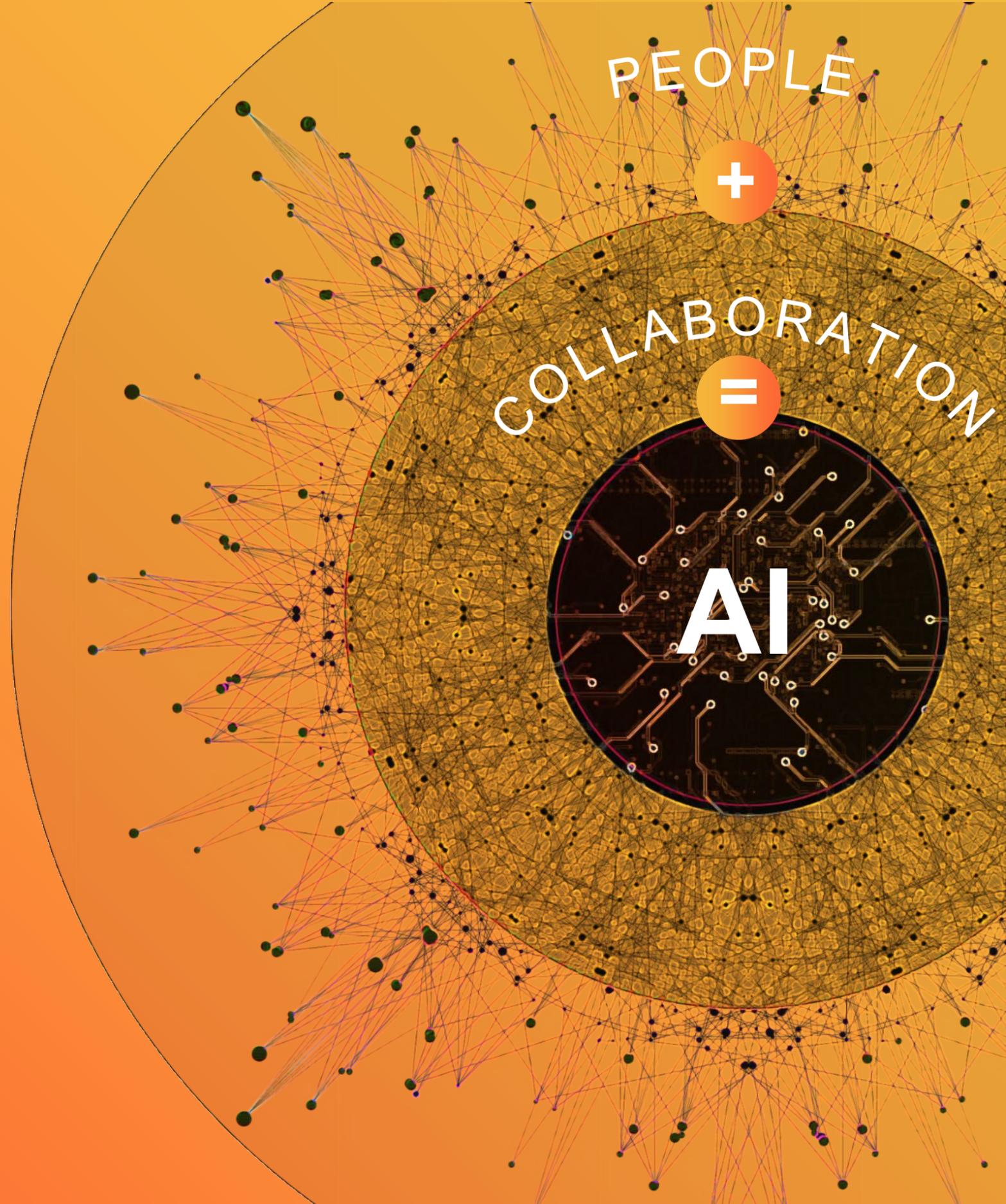
### CONTACT

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# Swiss AI Index

Key Informations & contact





# Content

1. Who we are
2. Definition of AI
3. Swiss enterprises: the role of AI
4. Why do we need a Swiss AI Index?
5. The Swiss AI Index: operation
6. Next Steps

# 1. Who we are



**Dr. Daniela Suter**

Chief Communications & Collaboration Officer



**MINDFIRE**



**Stefan Pabst**

Senior Project Lead

**W.I.R.E.**



## 2. Definition of Artificial Intelligence (AI)

AI can **automate decisions** that otherwise require human intervention. More precisely, AI is a **collective term for computer systems** – encompassing fields such as Machine Learning, Artificial neural networks, Natural Language Processing, or Computer Vision – **that for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments.**



### 3. Initial situation: On the role of AI for Swiss enterprises



#### Great attention

Due to massive technological progress and bold forecasts, AI is being discussed as a future key technology.



#### Multiple expectations

Because of its uncertain impact, AI is associated with great hopes, great fears and a lot of speculations.



#### Academical approaches

A multitude of higher education and political initiatives would like to position Switzerland in the international race.



#### Great uncertainty

Today we face an unclear situation regarding the role of AI in Swiss enterprises, which makes it hard to move forward strategically.



## 4. Why do we need a Swiss AI Index?



The current **debate lacks solid facts** on the actual impact of the new technological possibilities.



To date, **there are no objective and independent surveys** on the use of AI in Swiss companies.



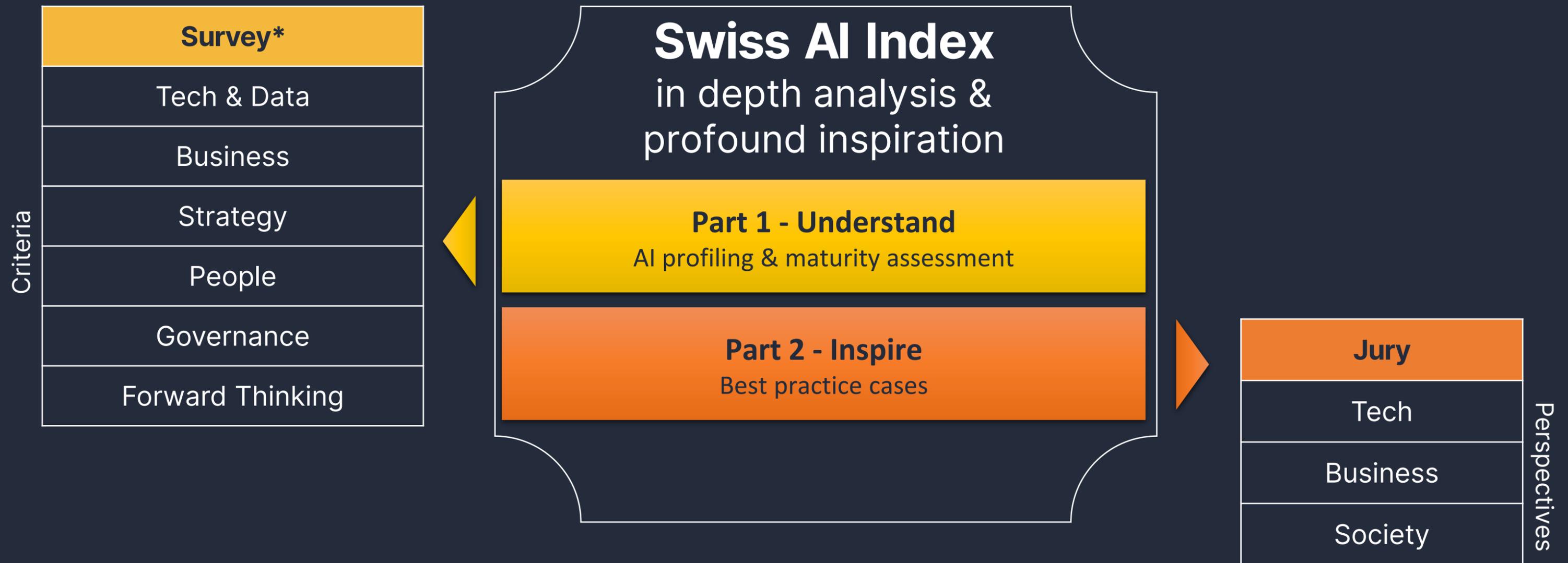
Decision-makers look for places for **inspiration, comparison and self-expression** in the context of using AI.



\*Targets:

- Budget responsibility for AI
- Development of AI strategies
- Coordination of AI implementations
- Decision makers around AI tech

## 5. The Swiss AI Index: Components





## 5. The Swiss AI Index: Outcome (1/2)



10 most relevant findings on the role of AI for Swiss enterprises.



Sophisticated and serious analysis of the significance of AI for the use in business practice.



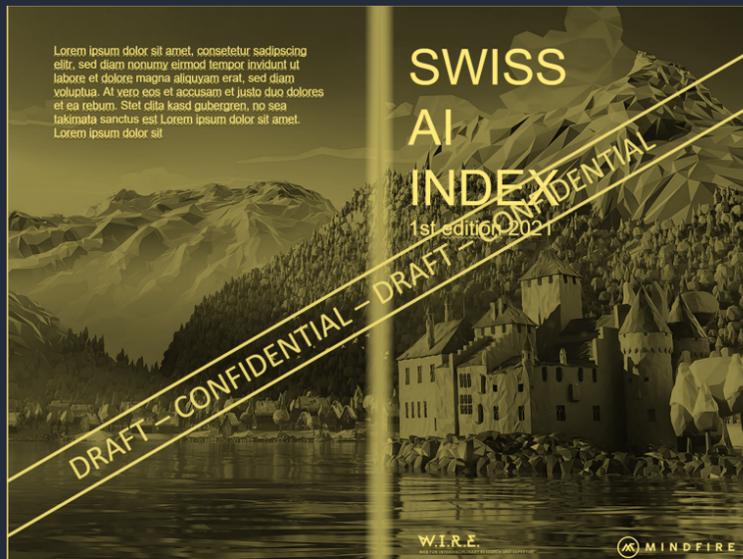
Basis for strategic decisions in the areas of tech, business, strategy, people, governance and forward thinking.



## 5. The Swiss AI Index: Outcome (2/2)

### Public report

mentioning all participants with some descriptive text, including Top 10 best practice use cases



### Full report

including statistics, graphs & additional information of all companies evaluated (for participating companies only)



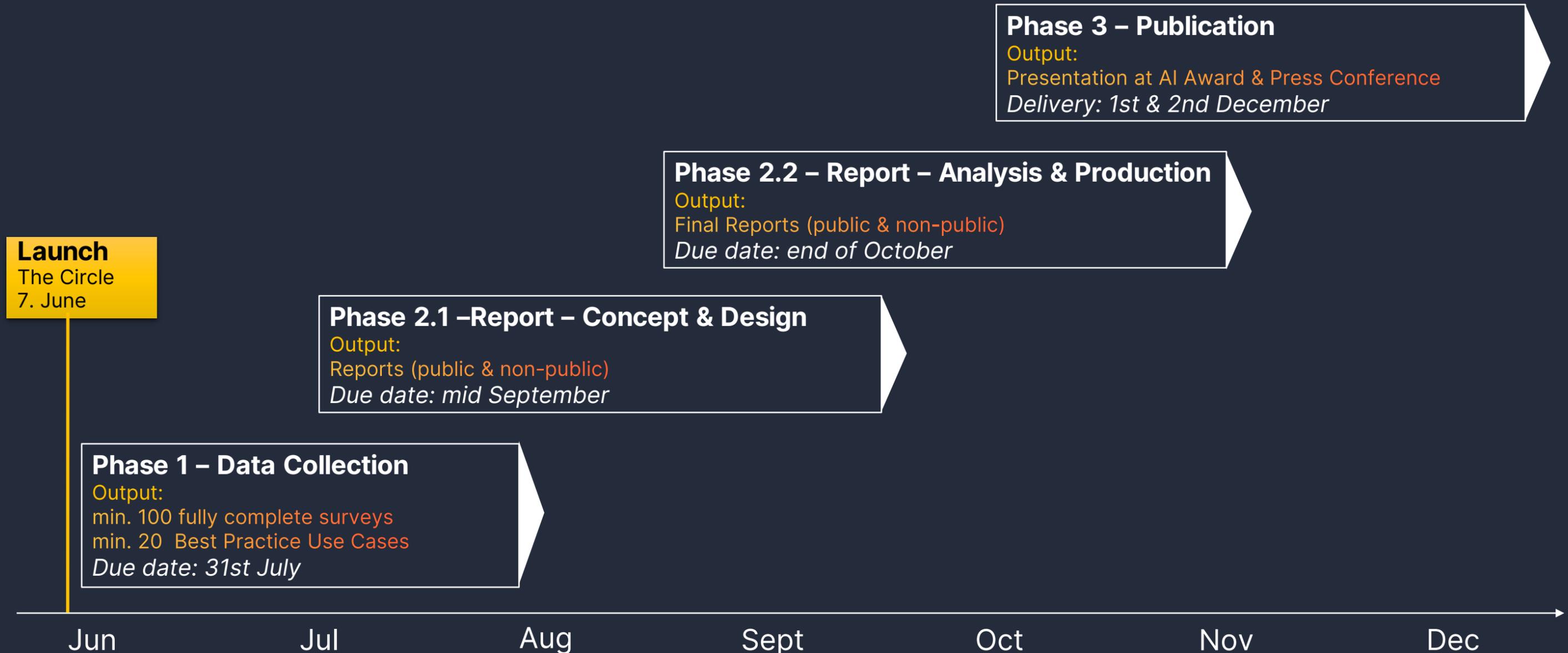
### Press conference

for the presentation of the first "Swiss AI Index" including the most relevant findings from the analysis





# 5. The Swiss AI Index: Timeframe & Activities





## 6. Next Steps





## Your Contact

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**Thank you!**

W.I.R.E.

## SWISS AI INDEX 2021

### **What is the goal?**

Our goal is to internationally position Switzerland as a pioneer in the field of Artificial Intelligence (AI), and to promote the constant transdisciplinary exchange of know-how in the field. In this way, current developments can be identified, understood and also helped to shape this. With the "Swiss AI Index", the AI activities of Swiss companies are to be mapped in a way that attracts public attention and distinguished according to comprehensible, objectifiable criteria. The "Swiss AI Index" is to become the "de facto" standard for evaluating the quantity and quality of AI technologies used in companies. This will make the "Swiss AI Index" a relevant tool for all economic sectors for their own strategic orientation in dealing with AI technologies.

### **Who are the initiators?**

Mindfire Group qualifies AI companies along gold standards, solves complex business quests and approaches AI on a human level. Mindfire's collaborative approach to advancing AI harnesses the world's brightest and best minds from many disciplines. [www.mindfire.global](http://www.mindfire.global)

W.I.R.E. is an independent think tank that curates the shaping of the future at the interface of science and practice. The content focus is, among other things, on the continuing consequences of the digital transformation and the linking of market-based and social innovation in the environment of different sectors. [www.thewire.ch](http://www.thewire.ch)

### **How do you define Artificial Intelligence?**

AI can automate decisions that otherwise require human intervention. More precisely, AI is a collective term for computer systems – encompassing fields such as Machine Learning, Artificial neural networks, Natural Language Processing, or Computer Vision – that for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments.

### **What is the output?**

Visibility and relevance of the "Swiss AI Index" are achieved through the annually published "Swiss AI Index Report". The report bundles the findings from the analysis on the use of AI technologies in Swiss companies and it lays the foundation for mutual exchange by awarding selected "best practice" cases. The activities of Swiss companies that shape the AI debate and perception as well as contribute to a modern ecosystem should thus be made visible. A separate report, which will only be available to participating companies, provides detailed information on industry-specific information in the field of AI and enables companies to locate themselves and their AI activities within their own industry.

### **How does the survey take place?**

The contribution of a company in the field of AI is collected, measured and evaluated through a questionnaire. The Swiss AI Index targets all companies in Switzerland that have a connection to AI. In addition, each company can submit a "best practice" use case, which will be assessed and evaluated by a jury of experts. The ten best

submissions will be published; other "use cases" can be viewed in the non-public report.

The survey will take place over the summer months, and the publication and presentation for the first "Swiss AI Index" is planned as part of the Swiss AI Award 2021, on 1 December 2021. A press conference on 2 December will round off the publication.

**Why should your company participate?**

- Participation in the "Swiss AI Index" strengthens your company's positioning in the field of AI. You will be perceived as an active player in the field of AI.
- Their internal innovative and novel AI projects are excellently positioned and can become leading examples for many other companies in Switzerland.
- You receive an as-is analysis and learn how advanced your company is in the field of AI compared to other companies in your industry.
- You can network with other companies in Switzerland that present interesting "use cases" for you.
- By participating in the "Swiss AI Index", you support Switzerland as a pioneer in the use of AI technology.

**What do I have to do to join?**

Would you like to register your company for the Swiss AI Index? Then send us a short e-mail and we will send you the necessary documents and a short briefing.

Daniela Suter: [daniela.suter@mindfire.global](mailto:daniela.suter@mindfire.global)

We thank you for your interest and wish you much success within your company!

**Time frame:**

The survey and use case must be submitted by 31 July 2021 to be considered for the "Swiss AI Index 2021".