

**AI as a service:
Will AlaaS take off
in 2021?**



Introduction

SaaS has been a buzzword in the technology world way before 2020. Today, this term has become ubiquitous, and just behind are the somewhat lesser-known acronyms IaaS and PaaS, which are short for Infrastructure as a Service, and Platform as a Service, respectively.

However, a less commonly discussed phrase is Artificial Intelligence as a Service, or AlaaS.





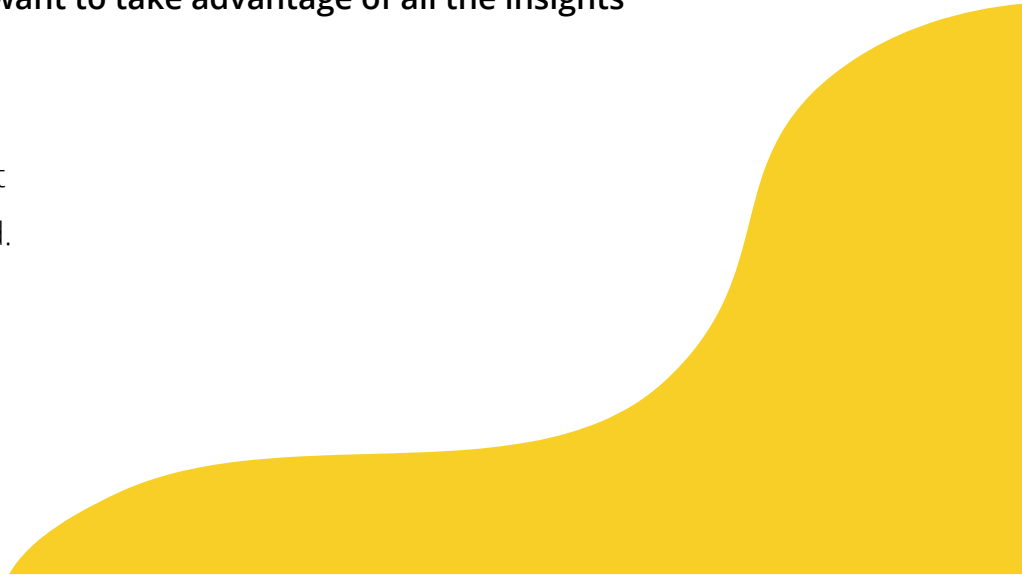
A new model emerges

Today, most companies use at least one type of 'as a service' offering. **This allows them to focus on their core business while spending less money on an essential service.**

The same method is now being applied to a new field: artificial intelligence.

Companies **looking toward digital transformation want to take advantage of all the insights gathered from data. Some of them include —**

- A better understanding of their customers
- Why some choose to purchase, and some don't
- What areas of their business can be automated.





The democratisation of AI technology

The future of digital transformation depends on how people can gain rapid access to technology, also known as democratisation.

According to Forbes, **the combination of the SaaS model with artificial intelligence could help bring AI to the masses without restrictive pricing.**

With cloud services becoming widespread and accessible, companies can gather and store practically unlimited data. This is where AI-as-a-service comes in.





The tech giants have entered the chat

Google, Amazon, Microsoft, and IBM have emerged rather predictably as the major players in the AI as a Service race.

This is because they all have extensive public cloud infrastructure already in place alongside existing AI platforms, **allowing them to AlaaS a reality for everything from customer service to RPA, marketing and analytics.**

The possibilities are so numerous as to be almost endless.





Fertile ground for AlaaS

Demand

With businesses able to **recognise the value AI is currently creating for their rivals**, they need to hop on board the train to satisfy growing customer expectations.

Widespread acceleration

Most larger companies understand that it's time to move digitally accelerate, and **artificial intelligence ticks a lot of the required boxes: including processing, data, storage, and cloud-native apps.**

Playing catch up

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AI as a Service: a game-changer for businesses

2021 just may be the year AI as a Service blast off. AlaaS gives companies the power for AI without the need of in-house expertise to manage it. A genuine game-changer and one of the most significant leaps forward for businesses on the path to real digital transformation.

Thank you



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