



# What's in store for Artificial-Intelligence- as-a-Service?



# 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

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.



# 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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