

# USE CASES REPORT

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## About iVolution

*iVolution is the Middle East and Africa's leading advisory firm specialized in Artificial Intelligence (AI) & emerging technologies adoption strategies. We empower organizations to navigate the complex landscape of emerging technologies by providing tailored, responsible, and impact-driven advisory services. Drawing on Logic Consulting's deep expertise in strategic management, governance, and organizational enablement, iVolution bridges the gap between AI and real-world business value. Our unique focus on combining local market understanding with global best practices allows us to guide corporates, governments, and institutions through their AI readiness journey—building capabilities that are both future-proof and regionally relevant.*

## Our Mission

*To promote the responsible and strategic adoption of Artificial Intelligence across the Middle East and Africa, driving innovation and sustainable growth.*

## Our Vision

*To redefine corporate and institutional growth across the MEA region by making Artificial Intelligence a cornerstone of strategic decision-making, economic development, and digital competitiveness.*

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## **I. Executive Summary**

Artificial Intelligence (AI) has rapidly become a crucial part of modern business strategy, moving from a futuristic idea to a fundamental component. This report examines ten different ways leading global companies are using AI, showing its power to change various industries and operations. From making customer experiences in e-commerce more personal to improving complex supply chains and transforming product development, AI helps organizations achieve new levels of efficiency, innovation, and competitive advantage. The examples in this report highlight a wide range of AI applications, including machine learning, natural language processing, and computer vision, demonstrating how versatile and impactful this technology is in the global business world.

## **II. Introduction**

The strategic importance of Artificial Intelligence for global enterprises has significantly increased, especially in 2024 and looking towards 2025, becoming essential for maintaining a competitive edge across all sectors. This widespread accessibility has democratized AI adoption, making it crucial for companies to remain current in the evolving market. The global AI market is experiencing rapid exponential growth, projected to increase fivefold in the next five years, reaching over \$390 billion, highlighting its potential to drive significant business value. Correspondingly, AI adoption rates among companies have dramatically increased, leaping to 72% according to McKinsey, a substantial rise from 2020-2023, signifying a shift towards active integration into core business functions.

## **III. Global Landscape of AI Adoption**

The current landscape of AI adoption is characterized by robust growth and an expanding array of applications across various industries and geographical regions, with an expected annual growth rate of 36.6% between 2024 and 2030, projected to substantially influence both local and global economies. PwC anticipates a potential boost in GDP of up to 26% for local economies by 2030 due to AI adoption, underscoring its transformative potential for productivity and consumption.



Notably, the healthcare sector has seen rapid integration of generative AI (GenAI), with 85% of healthcare leaders actively exploring or adopting it in Q4 2024. Across industries, over three-quarters of organizations now use AI in at least one business function, with GenAI adoption rapidly increasing, supported by almost all organizations with advanced AI initiatives reporting measurable returns.

Looking ahead, the emergence of AI agents is a significant trend, with Deloitte predicting 25% of enterprises using GenAI to deploy AI agents by 2025, doubling to 50% by 2027. Fueled by large language models, these agents will complete tasks with minimal human intervention, offering greater flexibility. Furthermore, GenAI is increasingly integrated into everyday devices, with over 30% of smartphones and around 50% of laptops shipped in 2025 potentially being GenAI-enabled. The optimism around AI is reflected in business investment plans, with BCG's AI Radar survey for 2025 indicating AI as a top priority for global business leaders focused on tangible results. One in three companies worldwide plans to allocate over \$25 million to AI in the coming year. Globally, Forrester projects global tech spending to surpass \$4.9 trillion in 2025, with AI as a key driver.

Building upon the understanding of the pervasive and rapidly evolving global landscape of AI adoption, where significant investments are being made and tangible returns are increasingly realized, the following sections of this report will transition to concrete examples of use cases from leading global companies that are capitalizing on this technological integration.



# Use Case #1: AI-Powered Personalization in E-commerce

Company	AI Application	Specific Technology	Reported Benefit (if any)
<b>Netflix</b>	Personalized Recommendations	Proprietary Algorithms	\$1 Billion Annual Revenue Increase
<b>Amazon</b>	Product Recommendations	Machine Learning Algorithms	Increased Purchase Rates
<b>Coca-Cola</b>	Personalized Marketing Campaigns	AI-Driven Analysis of Trends	Enhanced Campaign Relevance & Impact
<b>Sephora</b>	Virtual Try-On, Product Recommendations	Augmented Reality, AI Analytics	Increased Customer Confidence
<b>Target</b>	Personalized Offers	Google Cloud AI	Enhanced Customer Value
<b>Zalando</b>	Personalized Product Recommendations	Complex AI Algorithms	Improved Conversion Rates



## Use Case #2: Impact of AI in Predictive Maintenance

Company	Industry	AI Technology Used	Reported Benefit
<b>Bosch</b>	Manufacturing	IoT Sensors, Machine Learning	~30% Reduction in Unplanned Downtime
<b>Siemens</b>	Manufacturing	Generative AI, Machine Learning	Improved Human-Machine Interaction, Reduced Downtime
<b>GE</b>	Manufacturing	Machine Learning	Reduced Downtime, Improved Reliability
<b>Shell</b>	Energy	Machine Learning	Decreased Downtime, Boosted Operational Efficiency
<b>Caterpillar</b>	Manufacturing	Data Analytics	Optimized Performance, Cost Savings
<b>Nestlé</b>	Food & Bev	Predictive Analytics	Improved Supply Chain Efficiency
<b>BMW</b>	Automotive	Vehicle Sensors, Machine Learning	Reduced Unexpected Breakdowns



## Use Case #3: AI-Powered Virtual Assistants for Customer Service

Company	Industry	AI Technology Used	Key Benefits
Eye-oo	E-commerce	Tidio AI Agent	Product Recommendations, Order Status, Reduced Waiting Times, Increased Sales
Urban Company	Home Services	Azure OpenAI Service	High Query Resolution Rate (85-90%), Increased Customer Satisfaction
ING Bank	Finance	Generative AI Chatbot	Improved Answer Quality for Customer Queries (Internal Use)
Scotiabank	Finance	Gemini, Vertex AI	Powers Award-Winning Chatbot, Enhances Digital Client Experience
Amazon	E-commerce	LLM Technology	Quick and Relevant Responses to Customer Questions
Vodafone	Telecom	Virtual Agent (TOBi)	Handles Over 45 Million Customer Conversations Monthly, Improved Net Promoter Score
Bank of America	Finance	AI-Driven Virtual Assistant	Handles Customer Inquiries, Provides Financial Advice
H&M	Retail	AI-Powered Chatbots	Assisted Shopping Experience, Answers Queries, Provides Product Recommendations



# Use Case #4: AI Applications in Supply Chain Management

Company	Specific AI Application	AI Technology Used	Reported Impact
<b>Walmart</b>	Demand Forecasting, Inventory Optimization	Generative AI	Reduced Stockouts, Optimized Inventory Levels
<b>Unilever</b>	End-to-End Supply Chain Visibility	AI-Driven Customer Connectivity Model	Continuous Product Supply, Growth
<b>PepsiCo</b>	Demand Forecasting	AI-Powered Analytics	10% Increase in Forecast Accuracy
<b>IBM</b>	Demand Forecasting	Machine Learning, Predictive Analytics	Enhanced Inventory Management, Reduced Stockouts & Overstock
<b>Amazon</b>	Warehouse Automation	Robotics, Machine Learning	Increased Order Fulfillment Speed, Lower Operational Costs
<b>UPS</b>	Route Optimization	Machine Learning, Data Analytics	Reduced Fuel Consumption, Decreased Delivery Times, Lower Emissions
<b>FedEx</b>	Package Sorting, Route Efficiency	AI, Advanced Planning Methods	Improved Delivery Efficiency, Reduced Miles Driven
<b>Nestlé</b>	Demand Forecasting, Logistics Optimization	Machine Learning, Predictive Analytics	30% Reduction in Forecasting Errors, Improved Inventory Management



# Use Case #5: AI Applications in Product Development

Company	Industry	AI Application	Specific Technology	Reported Benefit
<b>BMW</b>	Automotive	Vehicle Assembly, Quality Assurance	Car2X, AIQX	Faster Time-to-Market, Increased Production Efficiency
<b>PepsiCo</b>	Food & Bev	Product Design Optimization	Generative AI, Deep Reinforcement Learning	Perfected Product Shape & Flavour, Increased Market Penetration
<b>Airbus</b>	Aerospace	Component Design	Generative AI	Lighter and More Robust Aircraft Parts
<b>GE</b>	Aerospace	Component Design	Generative AI	More Efficient Product Designs
<b>Netflix</b>	Entertainment	Product Strategy	AI-Driven Data Analysis	Informed Content Development Strategies
<b>Nestlé</b>	Food & Bev	Product Innovation	AI-Driven Trend Analysis, Formulation Tools	Accelerated Innovation, Alignment with Market Trends

## Use Case #6: AI Applications in Fraud Detection and Prevention

Company	Industry	Specific AI Application	AI Technology Used	Reported Benefit
<b>JPMorgan Chase</b>	Financial Services	Real-time Fraud Analysis & Prediction	Neural Networks, Machine Learning	Reduced Financial Crime Losses, 95% Prediction Accuracy
<b>PayPal</b>	Financial Services	Fraudulent Activity Flagging	AI Classification Tools (Similarity)	Prevention of Unauthorized Transactions
<b>AT&amp;T</b>	Telecom.	Detection of Abnormal User Data Patterns	Predictive AI	Prevention of Fraudulent Access to Services
<b>Walmart</b>	Retail	Detection of Fraudulent Payment Transfers	Machine Learning	Prevention of Financial Losses from Fraudulent Transactions
<b>Mastercard</b>	Financial Services	Biometric Authentication	AI-Powered Biometrics	Enhanced Security for Transactions

# Use Case #7: AI Applications in Precision Marketing and Customer Engagement

Company	Industry	AI Application	Specific Technology	Reported Benefit
<b>Coca-Cola</b>	Beverage	Personalized Campaigns, Content Creation	GPT-4, AI-Driven Trend Analysis	Enhanced Brand Engagement, Innovative Product Development, Personalized Content
<b>Netflix</b>	Entertainment	Personalized Recommendations	Proprietary Algorithms, LLMs (BERT)	Increased User Engagement, Reduced Churn
<b>Sephora</b>	Retail	Personalized Recommendations, Chatbots	AI-Powered Analytics, NLP	Enhanced Customer Engagement, Personalized Support, Increased Sales
<b>Amazon</b>	E-commerce	Personalized Recommendations, Advertising	Machine Learning Algorithms	Increased Purchase Rates, Improved Customer Experience
<b>Spotify</b>	Music Streaming	Personalized Playlists	AI Algorithms	Enhanced User Experience, Increased Platform Engagement
<b>Meta</b>	Social Media	AI-Generated Ads	Machine Learning Algorithms	Potential for More Targeted and Effective Advertising <sup>11</sup>

# Use Case #8: AI Applications in Talent Acquisition & HR Management

Company	Industry	AI Application	Specific Technology	Reported Benefit
<b>HireVue</b>	HR Tech	Resume Screening & Candidate Matching	Machine Learning, NLP	Streamlined Initial Screening Process
<b>LinkedIn</b>	Professional Networking	Automated Candidate Sourcing	AI Algorithms	Broader Talent Pool Identification
<b>Walmart</b>	Retail	Employee Onboarding & Training	Generative AI Assistant	Faster Onboarding, Personalized Training, Increased Employee Productivity
<b>Airbnb</b>	Hospitality	Personalized Onboarding	AI-Powered Content Recommendations	Accelerated Skill Development, Stronger Employee Community Ties
<b>IBM</b>	Technology	Employee Turnover Prediction	Predictive Analytics	Proactive Workforce Planning, Improved Retention
<b>PepsiCo</b>	Food & Bev	Personalized Learning & Development	Machine Learning	Enhanced Career Progression, Increased Retention
<b>Goldbelly</b>	E-commerce	Payroll & Administrative Automation	AI-Driven Automation Tools	Streamlined Onboarding, Payroll, and Benefits Administration, Significant Time Savings



## Use Case #9: AI Applications in Healthcare

Company	Specific AI Use Case	AI Technology Used	Potential Benefit
<b>Google Health/Deep Mind</b>	Cancer Diagnosis, Medical Image Analysis, Disease Prediction	Deep Learning, Machine Learning	Improved Diagnostic Accuracy, Earlier Disease Detection, Better Patient Outcomes
<b>Arterys</b>	Medical Imaging Analysis	AI Algorithms	Precise Analysis, Enhanced Diagnostic Accuracy
<b>ArteraAI</b>	Personalized Cancer Treatment Planning	AI Algorithms	Tailored Treatment Plans, Improved Treatment Effectiveness
<b>Nestlé</b>	Personalized Nutrition Recommendations	AI-Powered Data Analytics	Tailored Dietary Advice, Improved Health and Wellness
<b>Orby</b>	Patient Rehabilitation	AI, Neurotechnology	Recovery of Motor Skills, Pain Reduction
<b>GRAIL</b>	Early Cancer Detection	High-Intensity Sequencing, Machine Learning	Detection of Cancer at Earlier Stages
<b>Augmedix</b>	Automated Medical Documentation	Generative AI, NLP	Reduced Administrative Burden for Clinicians



## Use Case #10: AI Applications for Sustainable Operations and Energy Efficiency

Company	Industry	AI Application	Specific Technology	Environmental Benefit
<b>Amazon</b>	E-commerce	Packaging Optimization	AI Model (Packaging Decision Engine)	Reduced Packaging Material Usage
<b>Amazon</b>	E-commerce	Damaged Goods Detection	AI-Powered Image Recognition	Reduced Waste from Damaged Items
<b>Amazon</b>	Retail	Produce Monitoring	Machine Learning	Reduced Food Waste
<b>Siemens</b>	Manufacturing	Energy Demand Prediction & Optimization	Generative AI	Optimized Electricity Distribution, Reduced Energy Waste
<b>Bosch</b>	Manufacturing	Energy Consumption Optimization in Plants	AI-Driven Data Analysis	Reduced Energy Consumption, Lower Emissions
<b>Bosch</b>	Consumer Goods	Smart Thermostats & Home Energy Management	AI-Powered Learning Algorithms	Reduced Energy Consumption in Homes
<b>BMW</b>	Automotive	Traffic Flow Optimization for Energy Efficiency	AI-Driven Routing Systems	Improved Fuel Economy, Reduced Emissions
<b>Unilever</b>	Consumer Goods	Supply Chain Optimization	AI for Better Routing & Materials Management	Reduced Carbon Footprint, Minimized Waste



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