

# AI Force Awakens Wall Street: Broadridge's AI Outlook Survey

Which movie best represents the future of AI?



**36%**  
FRIENDLY TOOLS  
"Star Wars"



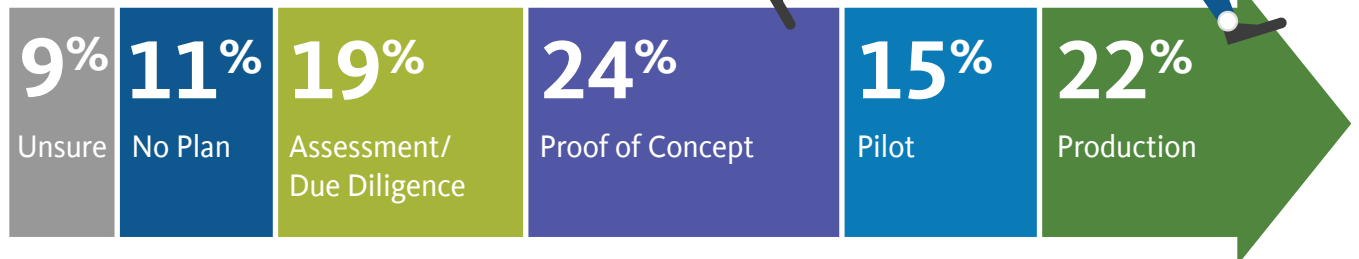
**46%**  
MIX OF GOOD AND BAD  
"Transformers"



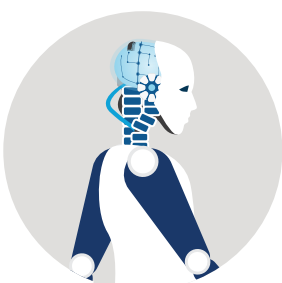
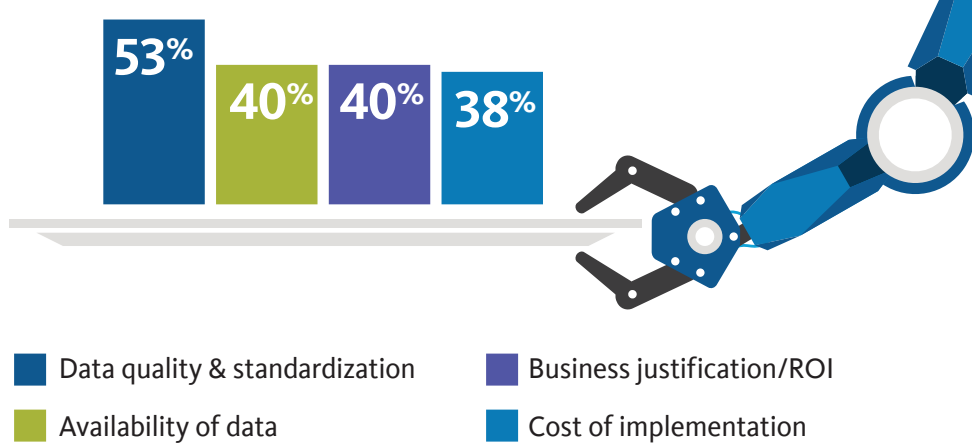
**18%**  
DANGEROUS MISALIGNED INTELLIGENCE  
"The Terminator"

**80%** are at least assessing the value of AI, ML or RPA.

However, only **22%** are in production.



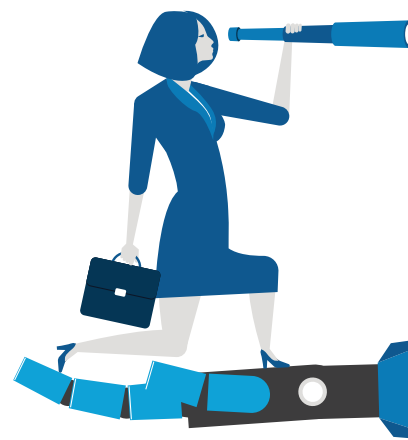
Data and business justification are the top challenges to AI deployment.



**96%** see value in co-developing AI with other firms and partners.

AI is not a threat to human labor.

**One-third** predict AI will reduce human labor by less than 10 percent.



Broadridge polled almost 200 representatives of asset managers, banks, broker-dealers, consultancies, industry regulators, technology vendors, wealth managers and others at SIFMA Ops 2018 in Phoenix between May 8th and 9th.

Definitions: Artificial Intelligence (AI), Machine Learning (ML), Robotics Process Automation (RPA)