AI Force Awakens Wall Street: Broadridge’s AI Outlook Survey

Which movie best represents the future of AI?

- **36%** FRIENDED 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.

<table>
<thead>
<tr>
<th>Unsure</th>
<th>No Plan</th>
<th>Assessment/Due Diligence</th>
<th>Proof of Concept</th>
<th>Pilot</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>11%</td>
<td>19%</td>
<td>24%</td>
<td>15%</td>
<td>22%</td>
</tr>
</tbody>
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Data and business justification are the top challenges to AI deployment.

- **53%** Data quality & standardization
- **40%** Availability of data
- **40%** Business justification/ROI
- **38%** Cost of implementation

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)