

DZone Trend Report

FEBRUARY 2022

Enterprise AI: Machine Learning, Design Paradigms, and Operational Impact

In **DZone's Enterprise AI Trend Report**, we will explore common applications of AI in the enterprise, the use of AI to optimize existing operations, and organizational and technical challenges that come with its implementation. The report will inform the developer audience on practical tools and design paradigms, new technologies, and how to best secure AI-governed applications.

Expert Insights

The Enterprise AI Trend Report aims to better educate readers on the modern applications of artificial intelligence in the enterprise. Topics explored may include:

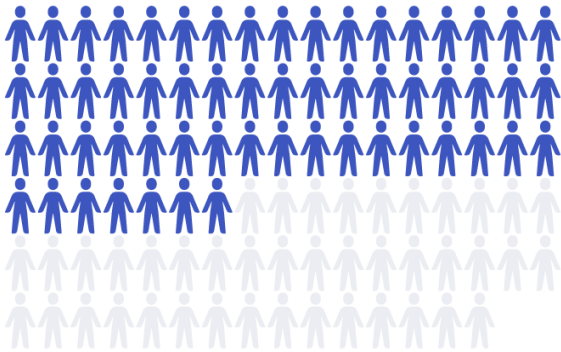
- Applications of AI in the enterprise
- When should an enterprise build vs. buy?
- Security best practices on AI-governed applications
- Modern reference architectures used to deploy AI in the enterprise
- Data governance and ownership
- Using AI to optimize existing operations

Developer Survey

The research component of this Trend Report will explore applicable areas of artificial intelligence, including:

- What 'AI' denotes and connotes, internally (as used by engineers) and externally (as represented to customers)
- Use of supervised vs. unsupervised machine learning models
- Popular platforms used to implement specific applications
- Organizational and technical challenges
- New technologies
- Popular languages, libraries, and frameworks used

17,000+ DZone visitors engaging with AI content



61%

Tech Decision Makers (TDMs) engaging with DZone's AI Publications

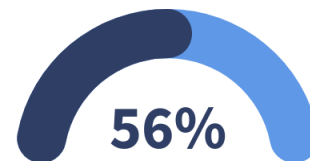


TDMs located in North America

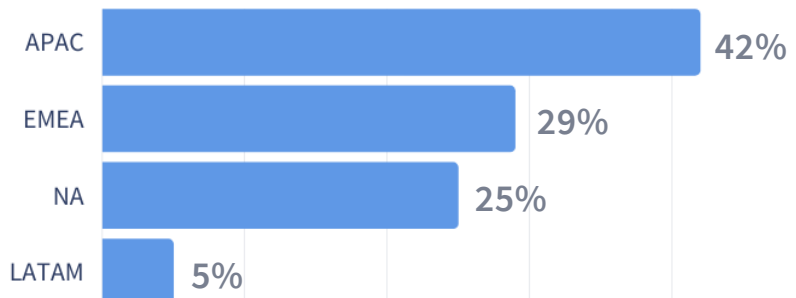
DZone is **5.12x** more likely to reach Enterprise AI intenders.



Employed at Large Companies (1,000+ Employees)



Employed at Companies Reporting \$100M+ Revenue



Source: DZone Trend Report Data, 2020-2021; DZone Database & Audience Composition, Bombora, YTD through November 30, 2021; Market Insights, Bombora, Last 90 Days through November 30, 2021

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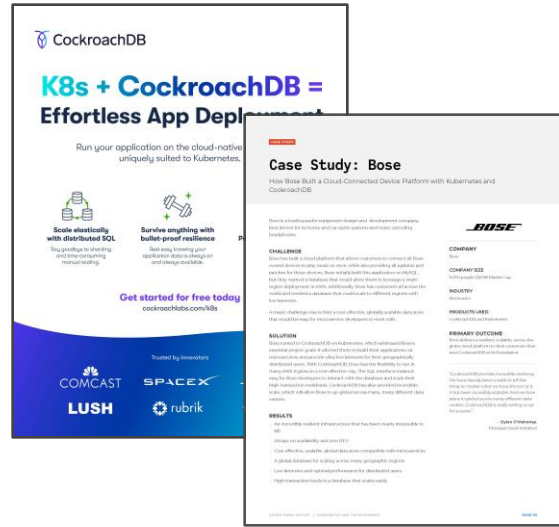
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