GTIA | Artificial Intelligence Advisory Council

Artificial intelligence technology has become an integral component in use cases across numerous business functions. The GTIA AI Advisory Council identified these top use cases as opportunities for MSPs to pursue.

AI Use Cases by Functional Area

Sales
- AI-powered lead scoring and prioritization
- Sales forecasting and pipeline optimization
- Automated proposal/quote generation and pricing optimization

Operations
- Process optimization and bottleneck prediction
- Resource allocation and scheduling
- Automated quality control and compliance monitoring

Customer Service
- Intelligent ticket routing and response
- Customer sentiment analysis and prediction
- Automated support via chatbots/virtual assistants

Supply Chain
- Demand forecasting and inventory optimization
- Supplier risk assessment and management
- Route optimization and logistics planning

Quality Management
- Defects prediction and prevention
- Process variance detection
- Automated quality assurance testing

Knowledge Management
- Automated document categorization and retrieval
- Expert system development
- Knowledge base optimization/maintenance

Marketing
- Customer segmentation and personalization at scale
- Content generation and optimization
- Campaign performance prediction/optimization

IT/Technology
- Predictive maintenance and issue resolution
- Automated code review and optimization
- IT service desk automation

Risk Management
- Real-time risk assessment and monitoring
- Scenario planning and impact analysis
- Automated compliance checking

Business Intelligence/Analytics
- Automated report generation and insights
- Predictive analytics and forecasting
- Data visualization and pattern detection

Finance/Accounting
- Automated bookkeeping and reconciliation
- Financial forecasting and scenario planning
- Fraud detection and risk assessment

Human Resources
- Intelligent candidate screening and matching
- Employee attrition prediction and retention planning
- Automated employee onboarding and training

Legal/Compliance
- Automated document review and analysis
- Compliance monitoring and risk detection
- Policy recommendation and updates

R&D/Innovation
- Market trend analysis and prediction
- Patent analysis and research optimization
- Product development optimization

Project Management
- Resource allocation and timeline optimization
- Risk prediction and mitigation planning
- Automated progress tracking and reporting

Change Management
- Impact analysis and readiness assessment
- Adoption pattern prediction
- Communication optimization

Personal Productivity
- Email management and prioritization
- Meeting scheduling and optimization
- Task prioritization and time management
- Document summarization/analysis

Global Technology Industry Association