6 Computer Vision Trends
Transforming the Business Landscape

Computer vision: the use of machine learning to recognize and respond to input from cameras or video
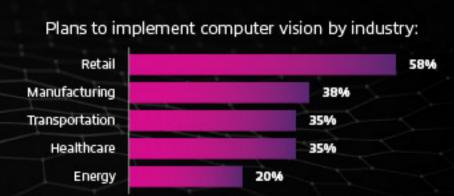
This emerging technology ranks among the fastest growing applications of Artificial Intelligence (AI) today — and early adopters already report significant benefits.

To help businesses navigate this rapidly evolving landscape, Insight commissioned a MarketPulse Research survey from IDG, uncovering key computer vision trends across energy, manufacturing, transportation, retail and healthcare industries.

1 Adoption is accelerating.

86% of businesses expect investments in AI to increase over the next 12 months.

While just **10%** of organizations are using computer vision today, **81%** report they're currently **investigating or actively implementing the technology.**

Plans to implement computer vision by industry:

Industry	
Retail	58%
Manufacturing	38%
Transportation	35%
Healthcare	35%
Energy	20%

2 The value of visibility is clear.

96% of respondents agree computer vision can help their organization **grow revenue.**

97% agree computer vision can help their organization **save time and money.**

Among those investigating, planning to implement or actively using computer vision:

45% see opportunities for **cost cutting and efficiency gains.**

45% cite the technology as a **driver for innovation.**

3 Common drivers include safety and security.

Specific applications for computer vision vary by industry, but across the board, **the most common use cases include:**

Use case	
Improving security	78%
Improving employee safety	71%
Improving customer experience	58%
Anomaly or defect detection	58%
Process optimization	57%

4 Seeing is believing.

As organizations investigate the value and feasibility of implementing computer vision, time-to-ROI is a key consideration.

72% of businesses expect to see a Return on Investment (ROI) within two to three years. But those that have put computer vision into production are more likely to expect **ROI within just one year.**

Early adopters are also the most likely to strongly agree that computer vision has the potential to grow revenue.

5 Expertise is essential.

As with any new technology, there are bound to be challenges or concerns inhibiting early investment. Across industries, **organizations reported common obstacles:**

Obstacle	
Security, privacy and/or compliance	68%
Concerns about data overload	53%
Lack of knowledge or capacity to manage	52%

To overcome these challenges, the majority of organizations report a high likelihood to **seek support from external consultants** or system integrators.

Strategy and planning	90%
Implementation	87%
Production	84%

6 Early adopters gain an early advantage.

While just 10% of organizations have positioned themselves at the forefront of this trend, there's ample opportunity for other early adopters to capitalize on the benefits of computer vision.

As more organizations shift from investigating to investing in this technology, those that get ahead of the curve and put the technology into motion will capture ROI and gain a competitive edge.

Insight IDG