CompTIA Emerging Technology Top 10 List

Top Artificial Intelligence (AI) Use Cases

Predictive Sales/Lead Scoring

Predictive sales prioritize prospective customers by filtering out unqualified leads. Many sales and marketing platforms now offer scoring modules that forecast results and develop campaigns intended to generate higher quality leads.

CRM/Service Delivery Optimization

Customer relationship management (CRM) and service delivery optimization systems monitor and analyze customer patterns to increase profitability. Sales reps use this information to better understand their customers and identify opportunities to cross-sell and upsell.

Chatbots/Digital Assistants

Chatbots and digital assistants are applications used to conduct online conversations via text or text-to-speech, in lieu of live agents. This allows companies to scale, leveraging existing resources, while delivering a "human-like" customer experience.

Cybersecurity Threat Detection

Companies can enhance their security against cyberattacks when they leverage AI-powered cybersecurity platforms. These threat detection platforms utilize machine learning to analyze data and expose potential cyber threats.

Marketing Automation

AI-powered tools harmonize data from various sources and automatically compile predictive analytics about customers to gain insight into preferences and, in turn, create marketing campaigns to capture them as qualified leads.

Top Internet of Things (IoT) Use Cases

Asset Tracking

Asset tracking streamlines labor-intensive and error-prone equipment and inventory management by monitoring asset usage in real-time throughout a location, such as a building, warehouse, yard or campus.

Industrial Monitoring

Industrial monitoring improves performance, productivity and efficiency of industrial processes in manufacturing, mining, oil and gas, utilities and other industries by monitoring the condition of assets, predicting maintenance and ensuring quality.

Smart Badges

By issuing sensor-based badges to employees and guests, organizations can take a simple yet sophisticated approach to identifying, locating, and providing secure access to personnel in their facilities.

Fleet Management

Fleet management allows fleet operators to automate processes by providing visibility in real time to monitor vehicle maintenance, usage, and driver performance.

Smart Buildings

Smart buildings enable organizations to monitor building characteristics to optimize the environment and operations, such as automating and controlling security or HVAC systems.

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