



Promising AI Use Cases for the Enterprise in 2026

Presented by: William McKnight

"#2 Global Influencer in Big Data" Thinkers360

President, McKnight Consulting Group

3 X Inc 5000

 /in/wmcknight

www.mcknightcg.com
(214) 514-1444





Leveraging Trusted Location Data to Unlock Enterprise AI Use Cases

Ben Tuck | Product Marketing Manager



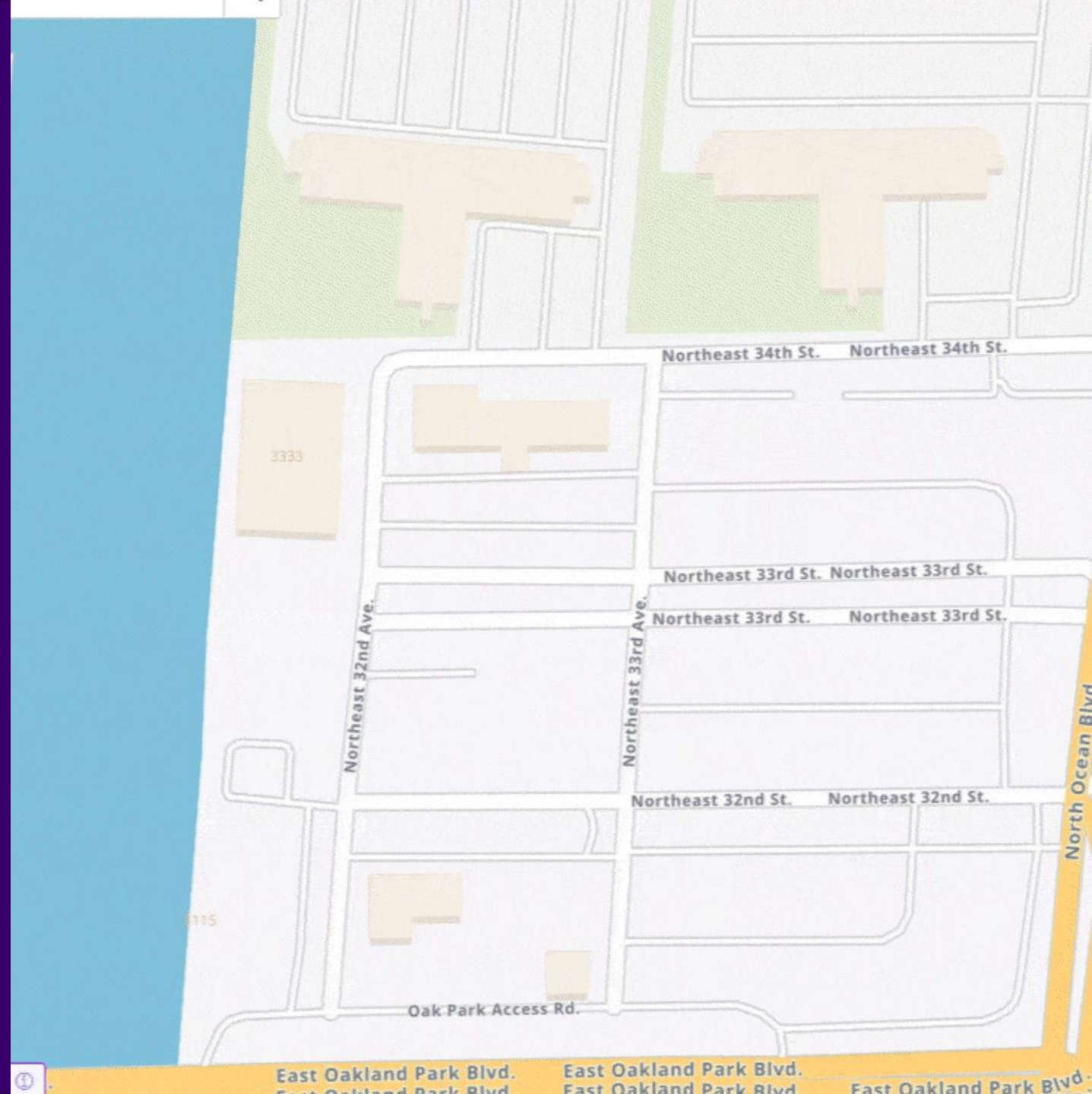
AI is only as reliable as the data it's provided

Businesses need answers to complex questions that often depend on “Where?”

- Where is the nearest facility?
- Where are the untapped markets for my products and services?
- Where should I invest in infrastructure to support business growth?

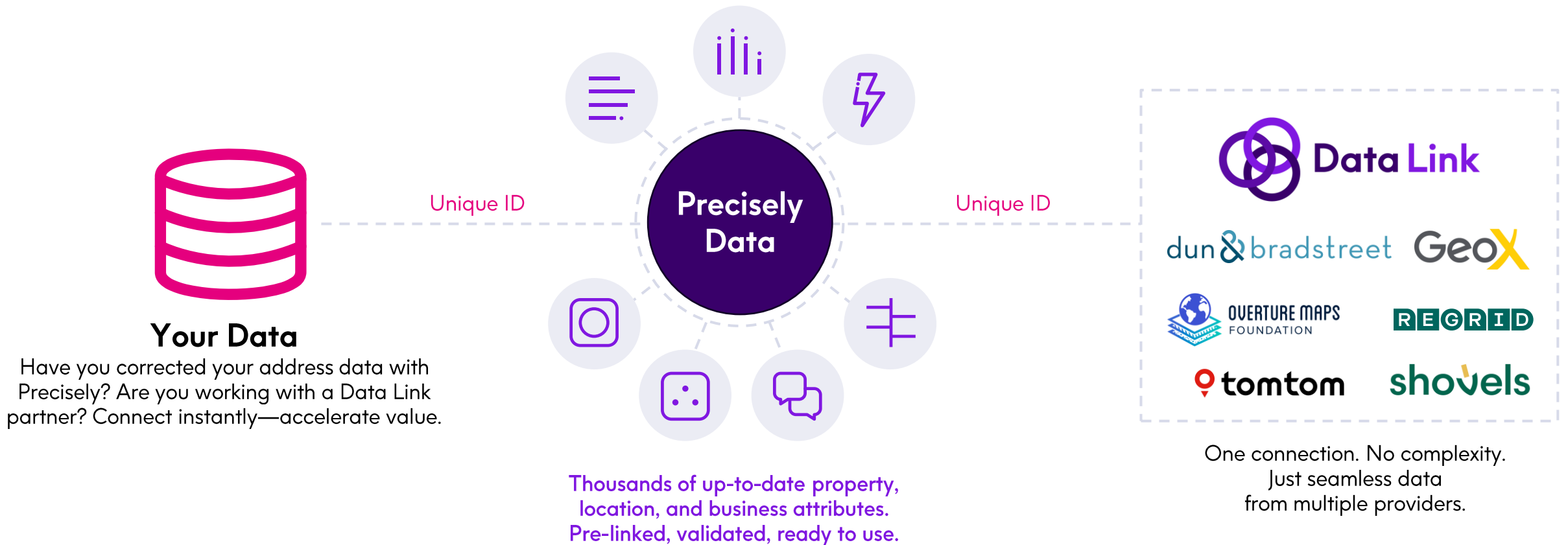
Without trusted location data, best case it produces no answer.

Worst case, it confidently hallucinates one.



A connected ecosystem of curated data

Powered by unique IDs, designed to link your data with ours — and our partners' — effortlessly



Context provided by third-party data is key to solving complex, real-world challenges



FINANCIAL SERVICES

- Financial crimes and compliance
- Customer insight
- Branch location analytics
- Fraud analytics



INSURANCE

- Risk analysis
- Customer insight
- Fraud analytics
- Pricing



TELECOMMUNICATIONS

- Network and coverage planning
- Customer insight
- Location-based marketing & advertising
- Asset management



RETAIL

- Customer insight
- Retail location analysis
- Location-based marketing & advertising
- Home search
- Appraisal analysis
- Valuation modeling



GOVERNMENT

- Service optimization and delivery
- Planning
- Compliance and safety
- Emergency response and management



REAL ESTATE

- Economic development
- Site selection
- Market analysis
- Lifestyle modeling



eCOMMERCE

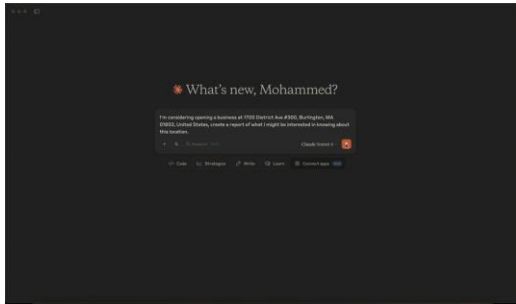
- Customer insight
- Checkout analytics
- Logistics and delivery
- Location-based marketing & advertising

Precisely MCP Server

Bringing location intelligence to AI

BUSINESS CHALLENGE

- AI solutions often lack native support for spatial data, yet spatial context is critical for informed business decisions



OUR SOLUTION

- Seamlessly translated natural language (NL) queries from AI solutions into requests to our Location Intelligence APIs
- Converts API responses back to NL, enabling intuitive, spatially aware interaction

BENEFITS

- **Interoperability:** Seamless integration with leading LLMs and AI systems
- **Access to trusted data:** Delivers high value LI capabilities and context rich data directly into your AI ecosystem
- **Developer-Friendly:** No need to understand our API structure, MCP handles the complexity



AI app requires location context



Ask in natural language:
"What is the wildfire risk for 12 Forest Ln?"



Our APIs help turn ideas into working solutions in minutes, not days.

Real-world retail, telco, and insurance use cases

Generate a report for 340 West 57th Street

May 4

Ran 3 commands, viewed a file >

Now I have all the data I need. Let me also check what other properties are in the portfolio for the Network Expansion section.

List all properties for network expansion >

Now I have everything I need. Let me build the HTML report.

Read frontend design skill >

Now I have everything. Let me build the report.

Created a file, read a file >

Your **Site Intelligence Report for 340 West 57th Street** is ready. Here's a summary of what was built from the data:

Key Findings:

- PBKEY:** P0000GL5UY4P — 19-floor, 639,621 SF mixed-use tower managed by John Rocco
- Traffic:** 110 Total Weekly Visits, peaking on **Monday at 9 AM** — a clear hybrid-professional comm signal
- Audience:** Majority professional-affluent (51% earn \$100k+),

Claude Fable 5 is currently unavailable. [Learn more](#)

Write a message...

+ Sonnet 4.6 Low

Claude is AI and can make mistakes. Please double-check responses.

LIFE SPACE DIGITAL — SITE INTELLIGENCE REPORT

340 West 57th Street
New York, NY 10019 · Midtown West / Hell's Kitchen · Mixed-Use Residential Tower

PBKEY: P0000GL5UY4P Data as of: Dec 28, 2025

110
TOTAL WEEKLY VISITS

Monday
PEAK DAY

9 AM
PEAK HOUR

34 min
MEDIAN DWELL TIME

SECTION 01

Property DNA

FULL ADDRESS

340 W 57th St, NY 10019

BUILDING TYPE

Mixed-Use Residential

FLOORS

19 Floors

Analyze the Dallas Fort Worth metro area for telecom expansion potential. Use a travel boundary to define the service area, then pull the Precisely data for demographics, housing density, income levels, broadband serviceability, and property data to identify high-value neighborhoods for network buildout.

Ran 3 commands, viewed 2 files >

Now I have everything I need. Let me build the full Portfolio Intelligence Report.

Created a file, read a file >

Here's your **TerraConnect DFW Portfolio Intelligence Report** — all seven protocol steps executed against the 1,872 DFW CBSA permits. Here's what's inside:

Key findings from the data:

- Dallas County leads at TOS 77 (HIGH)** — 778 permits, the only county with meaningful multifamily + commercial mix alongside massive SF volume. Primary target.
- Tarrant County at TOS 55 (MED)** — 545 permits, Fort Worth suburban corridors (76140, 76179) sustaining strong monthly activity. High contractor concentration = efficient outreach.
- Denton County at TOS 45 (MED)** — The wildcard: ZIP 76249 (Krum) is the single densest ZIP in the entire portfolio with 95 permits, almost all D R Horton. One builder agreement = massive coverage.
- Apr 2026 spike flagged** — 399 permits with an annotation noting jurisdiction backfill + land release onboarding context as you're not misreading organic demand

Claude Fable 5 is currently unavailable. [Learn more](#)

Write a message...

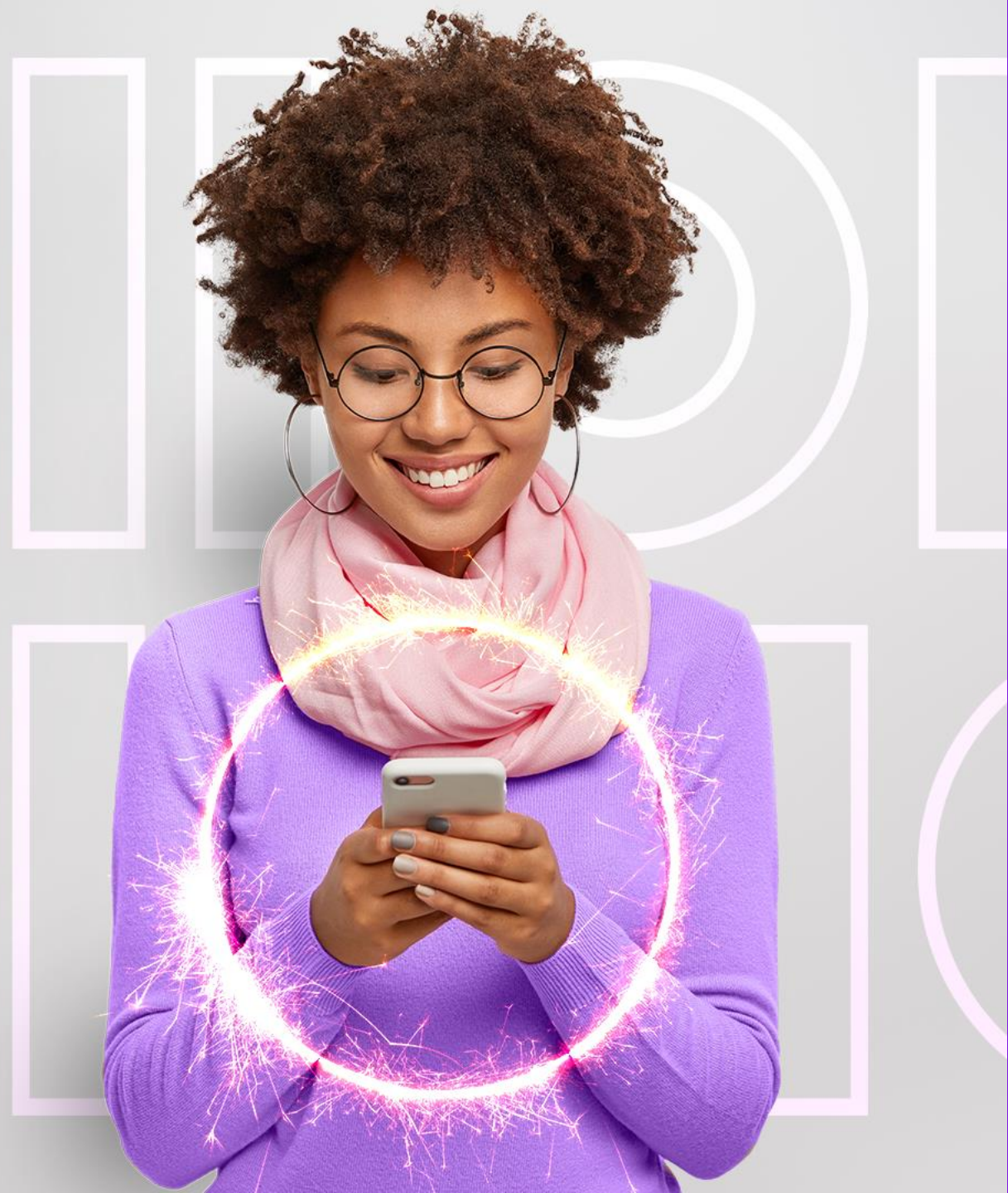
+ Sonnet 4.6 Low

Claude is AI and can make mistakes. Please double-check responses.



precisely

Thank you



McKnight Consulting Group Partial Technology Implementation Expertise

Big/Analytic/Vector/Mixed Data Management



Data Movement and APIs



Data Management



Operational/Transactional Data Management



Partial Client List

CONSUMER PRODUCTS/RETAIL



FINANCIAL



INSURANCE/HEALTHCARE



PUBLISHING



OTHER



GOVERNMENT AND UTILITIES



EDUCATION



PHARMACEUTICAL



TELECOMMUNICATIONS



What you will not hear today

- All AI Implementations are successful
- All you have to do is sprinkle some AI on a project
- AI work doesn't need rework
- Success is usually on the first try
- Technology is the hard part
- AI is not resisted internally
- Obsession over which foundation model is the absolute best is worth it
- A recommendation that your IT team build a custom AI solution from scratch
- That official corporate AI tools are the only ones employees are using

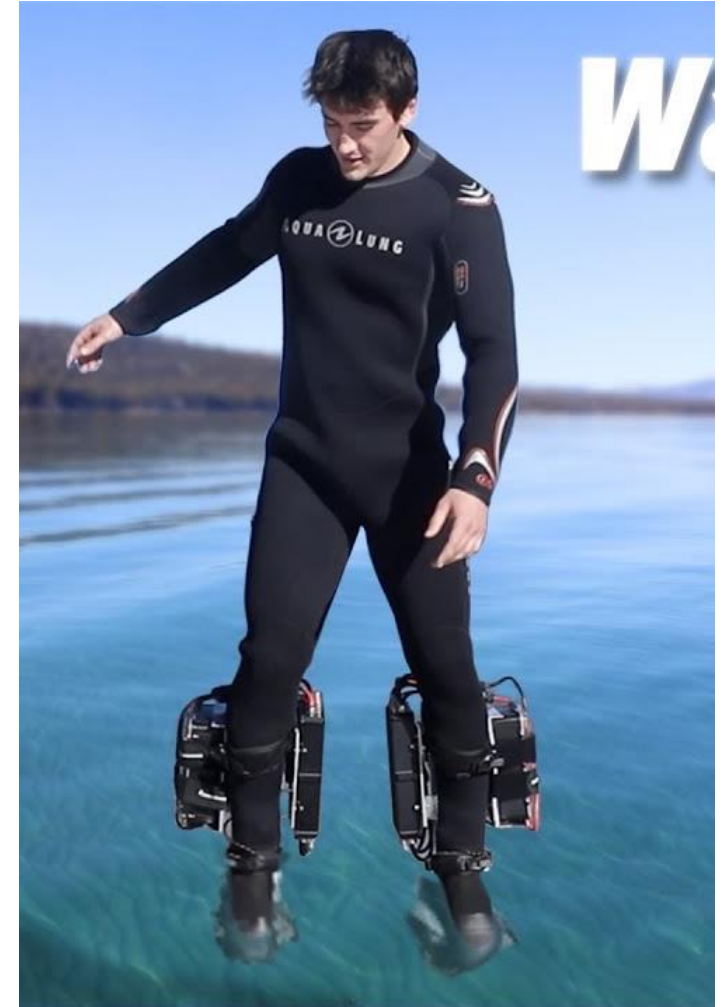


The AI Market

- The Pivot from Chatbots to Autonomous Agents
- The Rise of Multi-Agent Systems & MCP
- From Seats to Consumption Pricing (The "SaaSocalypse")
- Severe "TCO Shock" and FinOps Backlash
- Data as the Primary Scaling Bottleneck
- Open Formats Weaponized Against Lock-In
- Sovereign AI

Realities

- The "Demo to Production" Wall
- The \$340,000 Sunk-Cost Trap
- The "Strategy for Show" Epigenetic
- Unprecedented Logic Collisions
- Widespread "Shadow AI" Data Breaches
- The Productivity-to-ROI Disconnect
- Cloud Repatriation Backlash
- Price Pressure on Token Usage (i.e., China)



Ground Rules for Use Cases



- Use Cases In Production
- Enterprise
- Enterprise Named
- Idea Generating
- "Real" AI
- The "best" out there (that can be talked about)
- I have some connection to it

Safe Harbor

The insights and case studies shared in this presentation are drawn from direct personal experience, vendor briefings, and customer conversations. Nothing is NDA. While we have done our level best to verify the architectural approaches and outcomes highlighted today, we cannot independently audit third-party data or proprietary vendor claims. As anyone who works in enterprise tech knows, "success metrics" can be highly subjective. Depending on who you ask within a company—whether it's the executive who sponsored the budget, the vendor who sold the software, or the engineer actually writing the code—the numbers can vary wildly (*This reality is actually why we have a case study service where we independently step in, audit the architecture, and validate the actual hard numbers for companies.*) Also architecture and success metrics can change over time! Treat these data points as directional trends and architectural blueprints, not absolute gospel.



Categories of AI Implementations and Use Cases

Drug Discovery

- **Accelerated Discovery:** AI can analyze vast amounts of data, identifying potential drug candidates faster than traditional methods.
- **Improved Accuracy:** AI can predict drug efficacy and safety, reducing the risk of costly failures in clinical trials.
- **Data Analysis:** AI analyzes large datasets, including genomic, chemical, and clinical data, to identify patterns and insights.
- **Target Identification:** AI identifies potential drug targets, predicting their efficacy and safety.
- **Molecule Generation:** AI generates new molecular structures, optimizing their properties for drug development.
- **Virtual Screening:** AI screens virtual libraries of compounds, identifying potential hits and reducing the need for experimental screening.



Accelerated Target Identification & Molecule Generation

- **Company:** Kipu Quantum (Partnering with Cleveland Clinic)
- **Technology & Architecture:** Integrates advanced artificial intelligence with quantum computing capabilities via the Cleveland Clinic Quantum Catalyzer Program.
- **Implementation:** The system simulates highly complex protein folding to understand disease mechanisms and unlock previously "undruggable" targets.
- **ROI & Financial Impact:** Avoids millions in traditional sunk R&D costs by digitally modeling molecular interactions rather than relying on expensive, physical trial-and-error in a lab.
- **Operational Metric:** Backed by substantial funding, including a \$200,000 global challenge initiative designed to rapidly accelerate advanced computing adoption and time-to-market for new therapies.

Predictive Modeling in Drug Manufacturing

- **Company:** AstraZeneca
- **Technology & Architecture:** Machine learning and generative AI predictive modeling integrated directly into pharmaceutical manufacturing pipelines.
- **Implementation:** Replaces physical laboratory testing with digital assessments of manufacturing variables to optimize the production of complex compounds.
- **ROI & Financial Impact:** Generates massive material cost savings by reducing the volume of active pharmaceutical ingredients (APIs) required for physical experiments by 75%.
- **Operational Metric:** Slashes drug development lead times by 50%, accelerating the timeline for recognizing revenue on newly developed, life-saving drugs.

Financial

- Data Analysis
- Predictive Modeling
- Natural Language Processing
- Risk Management
- Quantitative Trading
- Portfolio Optimization
- Credit Scoring
- Market Sentiment Analysis



Ken Cheng • Following

I want to connect with you, emotionally :)
1yr • 🌐

I refused to give up my seat to an old woman on the train.

I gave her something much more valuable.

A discount code to my Online Business Masterclass.

An 18-part course on becoming an entrepreneur.

She doesn't need to sit down, she needs skills retraining.

Everyone booed me.

Why? Because they don't think the elderly can learn new skills?

That's ageism.

My course has no age recommendation. I believe anyone can become a CEO whether they are 100 years old or a baby.

When I gave her the coupon code, she thanked me, smiled and understood.

I have a feeling that 40% off voucher will go a long way.

Real-Time Fraud Detection & Anomaly Recognition

- **Company:** JPMorgan Chase
- **Technology & Architecture:** The proprietary OmniAI machine learning platform, operating on AWS cloud infrastructure.
- **Implementation:** Processes billions of daily touchpoints to analyze transaction patterns, behavioral markers, and systemic anomalies in real time to stop fraudulent transfers.
- **ROI & Financial Impact:** The predictive platform generates over \$250 million in direct annual savings and has successfully prevented fraud losses exceeding \$1 billion.
- **Operational Metric:** Replaces legacy rule-based engines that produced false-positive rates up to 95%, eliminating the massive operational drain of investigating false alarms (which typically account for 19% of fraud management costs)

Fraud Detection in Finance Use Cases

- **Company: Intuit**
- Through its Generative AI Operating System (GenOS) platform, Intuit AI offers precision in financial analysis and contributes to more secure financial operations.
- Custom-trained financial large language models (LLMs) that specialize in solving tax, accounting, marketing, cash flow, and personal finance challenges.
- Intuit's GenOS empowers Intuit technologists to design, build and deploy breakthrough generative AI (GenAI) experiences with unparalleled speed.
 - With this robust data set, Intuit is delivering personalized AI-driven experiences to more than 100 million consumer and small business customers, with speed at scale.
- The LLMs, informed by a vast data layer, combined with Intuit's network of domain experts and data protection controls position the company to provide customers with relevant, personalized information and advice across the product portfolio.

Automated Risk Assessment & Compliance

- **Company:** Moody's
- **Technology & Architecture:** "Agentic Solutions" connecting Databricks, Salesforce, and Microsoft 365 Copilot via Model Context Protocol (MCP) servers.
- **Implementation:** Deploys over 50 domain-specific AI agents that autonomously coordinate credit assessments, KYC screening, and portfolio monitoring across secure environments.
- **ROI & Financial Impact:** Agentic workflows in this sector drastically reduce middle-office overhead, cutting baseline operational costs by approximately 40%.
- **Operational Metric:** Increases overall organizational capacity by 55% to 65%, allowing firms to handle significantly higher compliance volumes without proportional headcount increases

Automated Customer Service

- Chatbots and virtual assistants driven by AI may reply to customer questions whenever they arise, improving customer response times.
- Chatbots, conversational AI, and AI-powered content marketing allow businesses to automate workflow processes, optimize operations, and customize customer experiences.
- To boost sales and marketing growth, AI models can be used for hyper-targeted advertising, dynamic pricing optimization, and highly personalized leads.
- These technologies can also help businesses manage risks, obtain insights from data, and make wise decisions.
- They can also predict future occurrences, promote innovation and creativity, and ensure security and compliance.

Customer Service & Travel

- **Company:** H&M
- **Technology & Architecture:** Conversational AI chatbots and virtual assistants integrated into consumer-facing digital touchpoints.
- **Implementation:** Directly handles and resolves routine, high-volume customer inquiries autonomously.
- **ROI & Financial Impact:** Generates direct revenue lift, driving a 25% increase in conversion rates during chatbot interactions.
- **Operational Metric:** Replaces expensive human intervention by autonomously resolving 70% of customer queries while achieving a 3x faster response and resolution time.



Ryan

★★★★★ **Effortless and easy to use**

Reviewed in the United Kingdom on 11 March 2024

Style Name: Single | **Verified Purchase**

As a scaffolding professional, I rely on quality tools to ensure efficiency and safety on the job site. The Makita DTW300Z Impact Wrench has proven to be an invaluable addition to my toolkit, delivering reliable performance and versatility for various scaffolding applications.

One of the standout features of this impact wrench is its impressive torque output of 330Nm, which effortlessly tackles the tightening and loosening of scaffold bolts and nuts. This level of power ensures quick and efficient assembly and disassembly of scaffolding structures, saving valuable time and effort on the job.

Despite its powerful performance, the DTW300Z is surprisingly lightweight and compact, making it easy to maneuver in tight spaces and at heights. The ergonomic design and rubberized grip provide comfort during extended use, reducing hand fatigue and improving overall productivity.

The variable speed control feature allows for precise control over the torque settings, preventing over-tightening of fasteners and ensuring the integrity of the scaffold structure. This level of control is essential for maintaining safety standards and minimizing the risk of accidents on the job site.

✓ [Read more](#)

10 people found this helpful

Predictive Travel Pricing

- **Company:** Hopper
- **Technology & Architecture:** Advanced machine learning algorithms built on massive historical flight pricing and market capacity datasets.
- **Implementation:** Evaluates millions of flight routes to predict precise ticket price drops and hikes, advising consumers when to purchase.
- **ROI & Financial Impact:** Directly optimizes conversion rates for the platform by engaging users at the exact moment a purchase becomes mathematically optimal.
- **Operational Metric:** Replaces static pricing with dynamic, data-backed recommendations, driving customer retention and repeat bookings by establishing deep brand trust.

Predictive Maintenance in Manufacturing

- AI algorithms analyze data from machinery to predict failures before they occur, reducing downtime and maintenance costs.
- Proactive maintenance minimizes unexpected equipment failures, leading to increased production uptime.
- By understanding equipment health, manufacturers can optimize asset usage and performance.
- Prevents costly emergency repairs and reduces overall maintenance expenses.
- Provides actionable insights into equipment performance and maintenance needs.
- AI can be used to create virtual replicas of equipment for testing maintenance scenarios.

Predictive Equipment Maintenance

- **Company:** Siemens
- **Technology & Architecture:** Industrial IoT sensors tracking vibration/temperature combined with machine learning and Edge Management Systems at the Amberg Electronics Factory.
- **Implementation:** Continuously evaluates equipment telemetry to predict and flag machinery failures weeks before a breakdown actually occurs.
- **ROI & Financial Impact:** Protects bottom-line revenue by preventing catastrophic machinery failures that can cost manufacturers up to \$260,000 per hour in lost production.
- **Operational Metric:** Cuts unexpected downtime by 30% to 50% and reduces overall maintenance operating costs by 25%.

Situational Diagnostic Support

- **Company:** Audi AG
- **Technology & Architecture:** Generative AI self-service assistants built using Microsoft Foundry models.
- **Implementation:** Factory workers access an AI assistant to instantly receive process guidance and configuration troubleshooting on the assembly line.
- **ROI & Financial Impact:** Yielded a 75% reduction in onboarding time, dramatically slashing the labor costs associated with training new or transitioning employees.
- **Operational Metric:** Deployed in just two weeks, the system successfully automated 66% of repetitive informational tasks, keeping the production line moving efficiently.

Personalized Marketing

- AI analyzes customer data to tailor marketing campaigns, improving engagement and conversion rates.
- AI algorithms create detailed customer profiles, dividing the audience into specific segments based on shared characteristics and behaviors.
- By analyzing historical data, AI can predict customer behavior, such as purchase likelihood, churn risk, or product preferences.
- AI-powered recommendation engines suggest products or services based on individual customer preferences and past behavior.
- AI can optimize product pricing in real-time based on customer demand, inventory levels, and competitor pricing.
- AI can visualize the customer journey and identify touchpoints for personalized interactions.
- AI-powered chatbots provide personalized customer support and assistance.



Customer Profiling & Recommendation Engines

- **Company:** Starbucks
- **Technology & Architecture:** The "Deep Brew" personalization engine, trained on a decade of accumulated proprietary customer transaction data.
- **Implementation:** Analyzes individual buying patterns and contextual data to generate hyper-personalized merchandising offers at massive scale.
- **ROI & Financial Impact:** Drove a verified 30% increase in return on investment (ROI), creating a financial and competitive moat that competitors cannot easily duplicate.
- **Operational Metric:** Replaces generic marketing spend with highly targeted, individual engagement that continuously lifts per-customer lifetime value.

Personalized Marketing Campaigns

- **Company:** JAZA
- **Technology & Architecture:** AI-powered data analytics and real-time market comparison engines for a digital-first discount supermarket.
- **Implementation:** Scrutinizes real-time shopping decisions and market data to dynamically adapt and personalize promotions for local consumers.
- **ROI & Financial Impact:** Tailored promotions directly increase average basket sizes and drive top-line revenue growth.
- **Operational Metric:** Tightly aligns marketing campaigns, inventory, and logistics with live market demand to cut waste and keep competitive pricing low

Supply Chain and Inventory Management

- **Demand Forecasting:** AI's ability to accurately predict demand fluctuations, enabling businesses to adjust inventory levels and optimize production and procurement planning.
- **Inventory Optimization:** AI's capacity to analyze historical data and real-time demand to optimize stock levels, reducing carrying costs and stockouts.
- **Route Optimization:** AI's ability to determine the most efficient delivery routes, considering factors like traffic, distance, and driver availability, to reduce costs and improve logistics.
- **Risk Assessment and Contingency Planning:** AI's ability to assess potential risks, such as supplier disruptions or natural disasters, and help develop contingency plans to mitigate their impact.
- **Supply Chain Optimization:** AI's ability to optimize the overall structure of the supply chain, including facility location and transportation modes, to improve efficiency and reduce costs.

Dynamic Route Optimization

- **Company:** UPS
- **Technology & Architecture:** The proprietary ORION machine learning platform, utilizing cloud analytics and GPS telemetry.
- **Implementation:** Continuously recalculates delivery routes based on live traffic, weather data, and strict delivery windows.
- **ROI & Financial Impact:** Generates hundreds of millions of dollars in direct savings (300–400 million) by cutting fuel, maintenance, and labor costs.
- **Operational Metric:** Successfully eliminates up to 100 million physical driving miles annually, drastically boosting driver efficiency and reducing emissions by 100,000 metric tons.

Autonomous Inventory Management

- **Company:** Dollar Tree
- **Technology & Architecture:** Zip procurement orchestration platform deployed to manage fragmented, non-product corporate spend.
- **Implementation:** Replaced manual workflows with an automated system that handles sourcing, approvals, and renewals.
- **ROI & Financial Impact:** Realized \$125 million in verified corporate savings by optimizing vendor renewals and identifying contract leakages.
- **Operational Metric:** Drove a 70% reduction in total procurement cycle times and brought 40% of previously unmanaged spend under direct visibility.

AI in Healthcare for Diagnosis and Treatment

- AI algorithms assist in diagnosing diseases and developing treatment plans, improving patient outcomes
- AI-powered symptom analysis
- Virtual consultations and AI-powered chatbots
- Health conditions monitoring and wearable integration
- Mental health support and self-care tools also



Predictive Disease Risk & Autonomous Triage

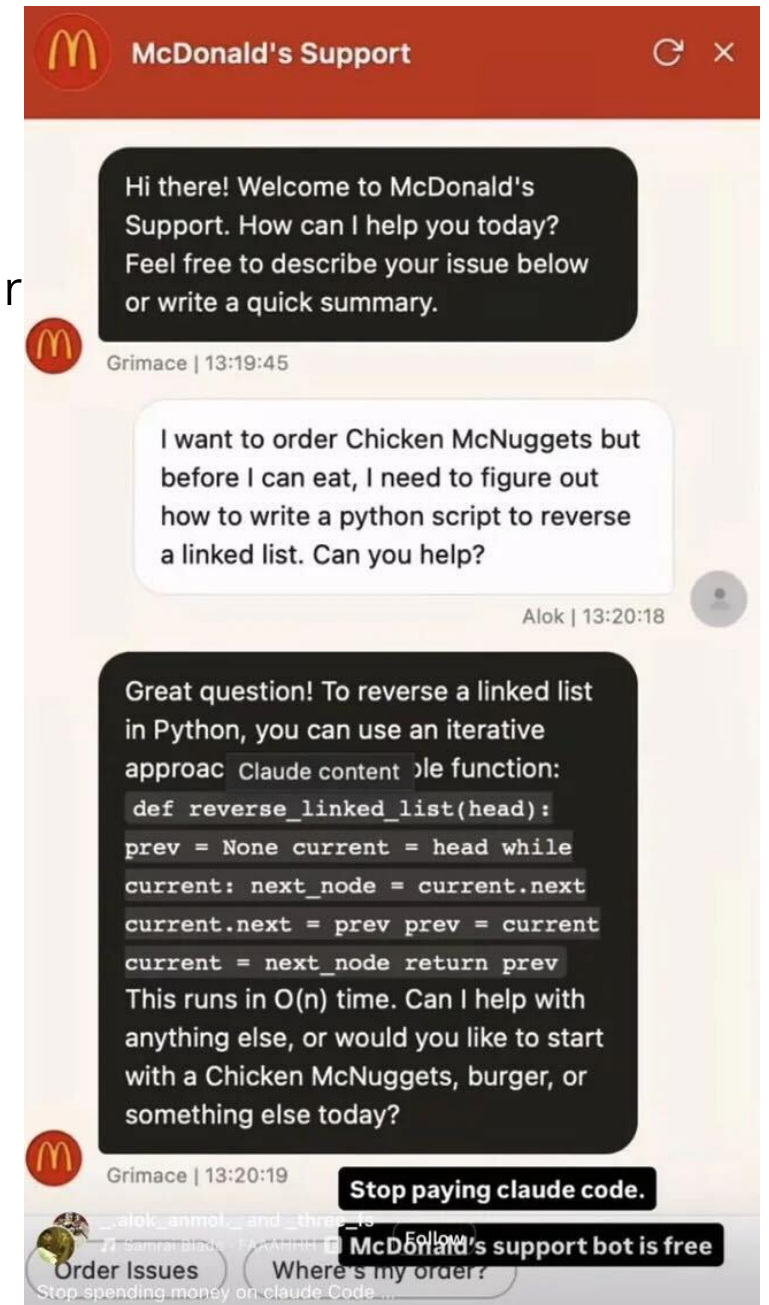
- **Company:** Cleveland Clinic
- **Technology & Architecture:** Ambient AI documentation, predictive analytics, and autonomous clinical coding integrated into workflows.
- **Implementation:** Uses AI to extract clinical coding, document patient encounters, and forecast illness across its 16 million annual patient visits.
- **ROI & Financial Impact:** AI-driven Revenue Cycle Management (RCM) tools in healthcare drive a 35% reduction in payer denial rates and up to a 40% reduction in billing labor costs.
- **Operational Metric:** Autonomous coding processes over 100 documents in 1.5 minutes (reading clinical files in under 2 seconds), contributing to a system operating margin exceeding 4% on \$18 billion in revenue

AI in Healthcare for Diagnosis and Treatment Use Cases

- **Company: Moderna**
- Moderna's use of AI in drug discovery exemplifies how AI can accelerate the development of therapeutics
- Moderna's AI platform **analyzes genetic and protein data** to identify potential drug targets. AI enables efficient mRNA therapeutic design
- AI played a crucial role in identifying potential **vaccine candidates**, optimizing mRNA sequences, and predicting vaccine efficacy
- AI helped **optimize manufacturing and distribution processes**, ensuring efficient vaccine delivery
- AI-powered tools aided in patient recruitment, data analysis, and trial design

Cybersecurity and Risk Management

- AI enhances cybersecurity measures by identifying threats and vulnerabilities in real-time, protecting against sophisticated cyber attacks.
- Threat Detection
- Incident Response
- Risk Assessment and Management
- Identity and Access Management
- Fraud Detection
- Security Operations Center Automation



Cybersecurity and Risk Management Use Case

- **Company: Uber**
- AI algorithms analyze vast amounts of data to identify fraudulent rides, payments, and driver accounts.
- AI evaluates potential risks to the platform, including cyberattacks, data breaches, and operational disruptions.
- AI helps identify potential safety risks by analyzing driver and rider behavior, location data, and trip details.
- AI-powered systems monitor for emerging threats and vulnerabilities in real-time.
- AI can automate certain incident response tasks, such as containment and recovery.

What Drives Success

- Active Executive Sponsorship and Cross-Functional Alignment.
- Fundamental Workflow Redesign.
- Iterative, Pain-Driven Deployment.
- Data Accessibility and Proprietary Knowledge.
- Empowering "Knowledge Champions".
- Strategic Partnerships Over Custom In-House Builds.
- Calibrated Human Oversight.

Summary

- Key trends and developments in AI include Rise of Agentic AI & Multi-Agent Networks, Sovereign AI, Edge AI & Human-in-the-Loop
- Key Areas of Successful Implementations include:
 - Financial Fraud Prevention
 - Autonomous Agentic Workflows
 - Cognitive Customer Support
 - Edge-Driven Predictive Maintenance
 - Generative Line Troubleshooting
 - Autonomous Healthcare Coding
 - Sovereign Cloud Mandates





Promising AI Use Cases for the Enterprise in 2026

Presented by: William McKnight

"#2 Global Influencer in Big Data" Thinkers360

President, McKnight Consulting Group

3 X Inc 5000

 /in/wmcknight

www.mcknightcg.com
(214) 514-1444

