

THE SOTI AI BRIEF

# UNLOCKING A TRANSFORMATIVE FORCE



# ARE YOU KEEPING PACE IN TODAY'S AI RACE?

"Digitization is no longer an optional element of business strategy; it is essential to stay competitive. As organizations manage increasingly complex devices and systems, integrating AI effectively is crucial for sustaining growth and adaptability in an era of accelerating innovation."

Stephanie Lopinski, VP, Global Marketing



The impact of AI is undeniable. It is reshaping our decision-making and transforming industries at unprecedented rates.

Through SOTI's ongoing research, it is clear AI is revolutionizing operations on a global scale, particularly in the healthcare, retail, emergency services and transportation and logistics (T&L) sectors.

This exclusive snapshot brief explores five critical themes that will define the next phase of technological advancement. By understanding these trends, you can position your team for long-term success in a rapidly evolving technological landscape.

I invite you to discover how AI innovation can transform your business operations at SOTI SYNC 25 in Montreal. Join top industry leaders and innovators like you and explore the latest advancements shaping business and technology.

The best is yet to come, and I look forward to meeting you.

A handwritten signature in black ink that reads "Stephanie Lopinski".

# THE FIVE KEY CONSIDERATIONS FOR AI ADVANCEMENT

**1. Security Risks Exposed**  
Are You Vulnerable?

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**2. Adoption Anxiety**  
Fear of the Unknown

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**3. Pivotal Personalization**  
The Tailored Buying Experience

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**4. Surging Efficiency**  
Is Your Team Too Slow?

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**5. Brand Loyalty**  
Strengthening Customer Relationships





## SECURITY RISKS EXPOSED

### ARE YOU VULNERABLE?

Without a secure foundation, your organization and its stakeholders are vulnerable to attacks, malicious actors and data breaches.

With AI adoption accelerating, concerns about data privacy and security are top of mind for businesses and consumers alike. SOTI's research highlights the importance of taking proactive steps to protect AI systems and maintain transparency in data management.

In SOTI's 2025 proprietary retail research report, **The Rise of Social Commerce: Turning Tech-Driven Browsers Into Influenced Buyers**, the data signaled the importance of security in establishing trust as a key consideration.

**90%** of consumers highlighted they are concerned about online fraud, with a quarter worrying when clicking purchase links from social media.

**82%** of retail shoppers worry about sharing their personal data online.

**61%** of consumers identified feelings of apprehension about shopping with smaller businesses due to perceived security risks.

In addition to retail research, when evaluating security gaps within emergency services in **Digitizing the Frontline: Transformative Technologies in Critical Care**, SOTI's report dove into the security implications of technological gaps that can have life or death implications during a crisis. When every second counts, security vulnerabilities should never be the reason first responders can't get the job done. Unfortunately, the research reveals:

- 92%** of emergency service workers report mobile device issues.
- 73%** of frontline first responders experience slow uploads of data weekly.
- 66%** of emergency service workers experience a mobile device issue at least once per week.
- 36%** say tech issues cause delays in accessing required patient data and critical information.
- 30%** - shockingly - experience delays in receiving location details.
- 25%** say they are unable to access equipment or medication due to tech issues.
- 8%** feel inadequately trained in the technology they use.

To address these concerns, it is important to secure AI systems with robust security measures so users can move quickly and get things done. As opportunities for personalization and data collection expand, privacy protection must be a priority. Communications around data protection policies should be clear and transparent. Ultimately, a security-first approach will ensure AI-driven innovation is both effective and responsible, fostering consumer trust and confidence.

# ADOPTION ANXIETY

## FEAR OF THE UNKNOWN

Despite AI's growing presence, many organizations struggle with implementation. Frustration and fear have contributed to hesitancy when it comes to adopting new technologies. While this is understandable, powering through the initial obstacles and challenges in the short term is an important step to achieve the benefits of digitally integrated operations down the road.

In SOTI's retail research, **Techspectations: Consumer Demand for Digital Transformation in Retail**, AI-powered tools like self-serve checkouts and in-store tablets are highlighted for improving the shopping experience. However, challenges such as poor integration, weak Wi-Fi connectivity and a lack of staff support often hinder their effectiveness. In fact, **30%** of consumers say there are never enough staff in-store when a self-serve kiosk says they need assistance, underscoring the need for better onboarding and infrastructure.

In SOTI's 2025 healthcare report, **Healthcare's Digital Dilemma: Calculated Risks & Hidden Challenges Exposed**, we see there has been a significant increase in AI adoption, as **81%** of healthcare organizations now use AI for patient care, up from **61%** in 2024. In the previous SOTI healthcare report, **Code Digital: Will Healthcare Thrive or Survive**, we noticed significant AI integration inconsistencies, even in areas where adoption rates were high.

- 🔑 **85%** believe AI simplifies tasks, but only **23%** of organizations use it widely.
- 🔑 **59%** of telehealth professionals reported anxiety about AI in patient care.
- 🔑 **25%** struggle to translate AI intention into investment.

Effective technological integration requires seamless implementation, strong infrastructure and comprehensive training. Addressing these concerns will help take confusion, fear and hesitancy out of the equation so everyone can fully leverage the potential of AI.



# PIVOTAL PERSONALIZATION

## THE TAILORED BUYING EXPERIENCE

AI-driven personalization is increasingly shaping consumer expectations, transforming both the online and in-store experience. Customers expect companies to implement technology that can improve their buying journey from start to finish by understanding their specific preferences and tailoring the process accordingly. Among relentless competition, outstanding personalization can be the difference maker.

**SOTI's 2025 retail report shows a sharp rise in demand for personalized shopping experiences.**

- 🔒 **64%** of consumers prefer AI-powered recommendations based on past purchases, up from **30%** since 2024.
- 🔒 **52%** favor online retailers that personalize shopping experiences with AI-driven technology.
- 🔒 **50%** of shoppers are comfortable with AI enhancing personalization, while **47%** support AI for better in-store product recommendations.

**Additionally, consumers want the level of service that AI can offer.**

- 🔒 **65%** of consumers are interested in memberships offering tailored deals.
- 🔒 **62%** appreciate reminders when running low on products, up from **24%** in 2024.
- 🔒 **49%** want AI-enabled image-based product searches in-store.
- 🔒 **43%** want retailers to use AI-driven personalized marketing and offers.

Despite these trends, AI personalization remains underutilized. The previous SOTI retail report revealed consumers want AI to predict when stores run out of products and offer personalized recommendations based on shopping habits, and **37%** of consumers would be receptive to retailers providing conversational shopping assistants. The benefits of AI-powered digital engagement are becoming clearer to everyone, and personalization has become crucial in driving growth and building customer relationships.



# SURGING EFFICIENCY

## IS YOUR TEAM TOO SLOW?

AI is streamlining workflows, improving accuracy and reducing administrative burdens. Organizations that can effectively use AI will become much faster than the competition, as it can streamline operations from many different angles. Even small process improvements can result in impressive benefits over time. AI is driving efficiency and modernization in healthcare by automating processes and improving service quality.

Among the organizations using AI in healthcare, **79%** do so for administrative tasks, up from **63%** in 2024.

- 🔑 **60%** of healthcare organizations use AI for processing and analyzing medical data.
- 🔑 **59%** rely on AI to update patient records.
- 🔑 **46%** use AI for planning treatments, while **45%** leverage AI for personalized care.
- 🔑 **40%** integrate AI into diagnosing conditions.

The benefits are clear for healthcare professionals.

- 🔑 **85%** believe AI simplifies tasks.
- 🔑 **83%** see AI as a cost-saving strategy, while also recognizing its ability to reduce human error.

In the latest SOTI T&L report, **The Road Ahead: Driving Digital Transformation in T&L**, we see how the industry is investing in new tech, including mobile devices and wearables, to keep deliveries on time and customers informed. Ensuring speed, accuracy and convenience are more important than ever.

**93%** of T&L professionals have mobile tracking technology installed.

**77%** use the Internet every day on the job.

**66%** want more tracking capabilities.

**65%** believe their organization should invest in new or better devices to improve efficiency.

# BRAND LOYALTY

## STRENGTHENING CUSTOMER RELATIONSHIPS

AI is redefining brand loyalty by enhancing customization, optimizing supply chains and improving customer engagement. The competition is fierce. Those who fail to embrace digital transformation will be left behind. It's clear that brand loyalty only goes as far as the quality of the latest interaction with your organization. If you are not on top of your technology, and it creates obstacles when deployed, you will quickly face the consequences and lose the people you worked so hard to engage in the first place.

In retail, AI's role in building brand loyalty comes in many forms. Complementary product recommendations after purchase, accurate product sizing and color descriptions, and custom offers and notifications are a great start. The path to satisfied, confident and loyal consumers is through optimized technology that communicates a simple message—we care about you, so we've taken steps to understand you better and make your life easier.

Additionally, AI's vital role in supply chain management can't be overstated. SOTI research highlights its potential to improve:

- 🔒 Demand forecasting for better inventory planning.
- 🔒 Real-time stock visibility to prevent shortages and inefficiencies.
- 🔒 AI-driven logistics, ensuring rapid delivery—**62%** of consumers confirm they shop with brands that deliver goods the fastest.

Relationships with consumers are more fragile than ever because of the potential for them to quickly pivot to competitors at the first sign of trouble or delay in the buying journey. However, the potential for AI to enrich these relationships creates a lot of opportunities for organizations if the right tools are in place and managed effectively.

## Unlock a New Era of Innovation

As AI continues to evolve, businesses must adapt to harness its full potential. The insights highlighted here demonstrate how AI is reshaping industries, from improving security and personalization to streamlining operations and enhancing efficiency. Organizations that embrace these changes and lead the way in implementing AI strategically will stay ahead of the curve and drive innovation, thereby increasing market share and ensuring sustainable growth. The future is unfolding rapidly, and now is the time to invest in its endless possibilities. With the right approach and proper device management, businesses can turn AI-driven advancements into lasting success.

# SOTI SYNC 25 MONTREAL

## Discover AI Innovation at SOTI SYNC 25

To stay ahead in the evolving AI landscape, join us at **SOTI SYNC 25**, where industry leaders and innovators will explore the latest advancements shaping business and technology. Dive deeper into AI-driven solutions by attending engaging sessions hosted by SOTI leaders.



**Accelerating SOTI's Mobile Workforce Operations Management Vision**



**SOTI XSight Live View: Real-Time Insights for Better Decisions**

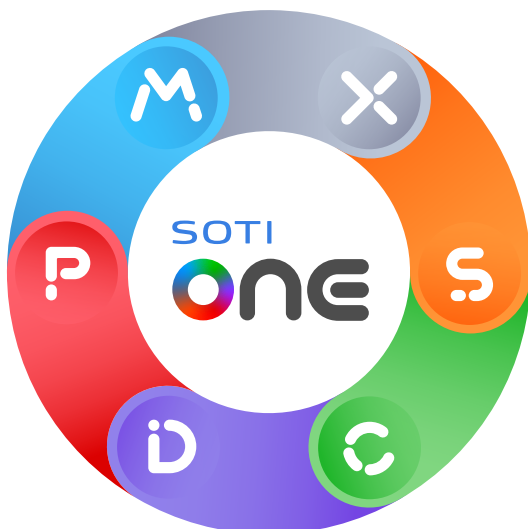


**Introducing SOTI AI: Intelligent Insights at Your Fingertips**



**The Strategic Edge - Unlocking Growth with Next-Gen Technology**

Don't miss this opportunity to connect with experts, discover actionable strategies and experience the future of tech firsthand. **Secure your spot today** and explore the full agenda at [sotisync.com](https://sotisync.com).



## SOTI ONE Platform - Connecting Everything

The **SOTI ONE Platform** leverages AI to enhance Enterprise Mobility Management, streamline workflows and improve operational efficiency. With **SOTI Snap**, businesses can use AI-driven automation to digitize manual approval processes, reducing delays and errors. AI-powered analytics in **SOTI XSight** provide deep insights into device performance, enabling proactive troubleshooting and minimizing downtime.

Additionally, AI-driven automation in **SOTI Connect** simplifies printer deployment and configuration, ensuring seamless operations. By integrating AI across SOTI ONE, we help businesses optimize productivity, reduce costs and enhance decision-making in mobile-first environments.