WHAT IS PLUNKETT RESEARCH ONLINE?
A Complete Industry and Market Research System

Outstanding Business, Industry, and Corporate Data in a Powerful Online Service

INQUIRIES: info@plunkettresearch.com
www.plunkettresearch.com
WHAT IS PLUNKETT RESEARCH ONLINE?

- Market Research
- Market Sizing and Revenue Forecasts
- Industry Trends Analysis
- Industry Statistics
- Profiles of Leading Companies
- Build-A-Report Tools
“We do love Plunkett’s!”

Madeleine Cohen | The New York Public Library
Assistant Director | Science, Industry & Business Library

“We Love the Plunkett Research Online product.”

Nicole Marsh, Library | Lincoln University
# How We Compare to Typical Business Data Sources:

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>Plunkett?</th>
<th>The Other Guys?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Profiles of Global Companies, both Public and Private, U.S. and International, with Financials and Executives?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Industry-Specific Research Centers?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Includes a Database of Industry Associations And Professional Societies?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Easy to Search, Find and Use Relevant Data?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Export Custom Reports with Build-A-Report™?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Written and Edited in-House by Plunkett Analysts?</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Terrific Subscription Prices?</td>
<td>✔️</td>
<td>No!</td>
</tr>
</tbody>
</table>
BETTER USER INTERFACE
A Fantastic, User-Friendly Online Experience

For most searches, you simply click one of the two buttons:

- **Research an Industry**
- **Research a Company**
Dozens of Unique Research Centers, Each Covering a Vital Industry Sector

Artificial Intelligence Industry Research Center

Market Research and Trends
Analysis of major trends.

Statistics
Extensive data on many facets of the industry.

Companies & Executives
Search, view, and export company data and executive contacts.

Build-A-Report℠
Create a custom industry summary in PDF format. Choose from trends, statistics, companies, and glossary terms.

Industry Associations
Search, view, and export lists of industry associations and professional societies.

Glossary
An industry-specific glossary.
BETTER INDUSTRY DATA
A Fantastic, User-Friendly Online Experience

Plunkett’s famous market research and analysis of
• Industry Trends
• Technologies
• Finances
• Market Size

Constantly Updated!

Market Research and Trends

Search: Search in this topic
Advanced Search

Select topic: 1. Introduction to the Artificial Intelligence (AI) & Machine Learning Industry

Introduction to the Artificial Intelligence (AI) & Machine Learning Industry

Artificial Intelligence (AI) spending worldwide was estimated at $24 billion by [1] by analysts at IDC and is expected to grow to $77.6 billion by [2]. This is an estimate on a broad basis that includes spending on software and services. Plunkett Research estimates the U.S. market for AI on this basis at more than $14.4 billion for [3]. Researchers at Gartner estimated that the global business value derived yearly from AI had already reached $1.2 trillion by [4], while analysts at PwC estimated that AI’s contribution to the global economy could soar to $15.7 trillion by [5].

Artificial Intelligence (AI) and machine learning will create vast changes in nearly all segments of business and industry over the mid-term. The effect of AI on consumers and households is already in broad evidence, although the people benefiting from such technologies may not be aware of the process or the significance of what’s going on around them. For example, utilizing machine learning, Amazon.com pioneered the development of advanced software that learns from a shopper’s actions online and then makes product recommendations tailored to the individual. In its early years, Netflix famously offered a $1 million prize to anyone who could engineer an algorithm that would learn from a subscriber’s movie rental habits in a manner that would increase the accuracy and usefulness of its online recommendation
### Artificial Intelligence Industry Statistics and Market Size

<table>
<thead>
<tr>
<th>Global Market:</th>
<th>Amount</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Business Value Derived from AI</td>
<td>3.9</td>
<td>Tril. US$</td>
</tr>
<tr>
<td>Global Investment in AI Startups</td>
<td>67.9</td>
<td>Tril. US$</td>
</tr>
<tr>
<td>Artificial Intelligence Spending (Software, Hardware, and Services)</td>
<td>118.0</td>
<td>Bill. US$</td>
</tr>
<tr>
<td>Artificial Intelligence Spending (Software, Hardware, and Services)</td>
<td>300.0</td>
<td>Bill. US$</td>
</tr>
<tr>
<td>Potential Business Value Added of AI and Analytics to Global GDP by 2030</td>
<td>16.0</td>
<td>%</td>
</tr>
<tr>
<td>Potential Business Value Added of AI and Analytics to Global GDP by 2030</td>
<td>13.0</td>
<td>Tril. US$</td>
</tr>
</tbody>
</table>

**Contents:**

- Artificial Intelligence Industry Statistics and Market Size Overview
- U.S. Artificial Intelligence Related Industry Quarterly Revenue
- Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses
- Software Publishing Industry, U.S.: Estimated Selected Expenses
- Data Processing, Hosting, and Related Services Industry, U.S.: Estimated Revenue & Expenses
- Data Processing, Hosting, and Related Services Industry, U.S.: Estimated Selected Expenses
- Research Funding for Computer and Information Science Engineering, U.S. National Science Foundation
- Internet Access Technologies Compared
- Artificial Intelligence Related Industry Employment by Business Type, U.S.
- Artificial Intelligence Related Occupational Employment and Wage Estimates
BETTER COMPANY DATA
Global and U.S. Firms, Publicly-Held and Private

360 SECURITY TECHNOLOGY INC (WWW.360.CN)

Ticker: 601360
Exchange: Shanghai
Parent Company:
Employees: 6,630
Fiscal Year Ends in 12/31

Phone: 88 1055823816
Fax:
Address: No. 28 Weixing Rd.
Beijing, Beijing 100015 China

<table>
<thead>
<tr>
<th>Types Of Business</th>
<th>Industry Ranks</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry NAMS code: S11210E</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Software; Network Security, Managed Access, Digital ID, Cybersecurity &amp; Anti-Virus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet and Mobile Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virus Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connected Device Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Shredding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Threat Detection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cryptocurrency Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Palo Alto Networks Inc</td>
<td>1,256,100,000</td>
<td></td>
</tr>
<tr>
<td>2. IDEMIA</td>
<td>371,125,000</td>
<td></td>
</tr>
<tr>
<td>3. NortonLifeLock Inc</td>
<td>2,786,000,000</td>
<td></td>
</tr>
<tr>
<td>4. Check Point Software Technologies Ltd</td>
<td>2,168,000,000</td>
<td></td>
</tr>
<tr>
<td>5. 360 Security Technology Inc</td>
<td>1,779,435,000</td>
<td></td>
</tr>
<tr>
<td>6. McAfee Corp</td>
<td>1,558,000,000</td>
<td></td>
</tr>
<tr>
<td>7. CrowdStrike Holdings Inc</td>
<td>1,451,594,000</td>
<td></td>
</tr>
<tr>
<td>8. Trend Micro Inc</td>
<td>1,411,740,000</td>
<td></td>
</tr>
<tr>
<td>9. VeriSign Inc</td>
<td>1,327,976,000</td>
<td></td>
</tr>
<tr>
<td>10. Okta Inc</td>
<td>1,300,201,000</td>
<td></td>
</tr>
</tbody>
</table>

Ranked Against Peers for:
✓ Descriptions
✓ Executives
✓ Lines of Business
✓ Growth Plans

✓ Revenues
✓ Profits
✓ Employee Count
✓ Growth

360 Security Technology, Inc. is a provider of security services to consumers and businesses. The firm's core Internet and mobile security product is 360, which offers personal computers (PCs) protection from viruses, Trojans and other emerging threats. 360 includes a full check of the overall condition of the device's health and safety; then scans for viruses via antivirus engines; manages and optimizes the computer's system services in order to shorten boot time; cleans up disk space by removing junk files and plugins; and then protects the four modes of performance, balance, security and custom, each of which offers a level of protection from malware, phishing attacks and backdoors. 360 is available for Mac and Android devices. 360 integrates antivirus engines; provides layered protection against phishing, Trojan and data theft; and enables the execution of risky programs in the Sandbox by keeping threats separate from the system and via automatic updates and theme support. 360 is free and can be...
### BETTER COMPANY DATA
Global and U.S. Firms, Publicly-Held and Private

#### Financials

<table>
<thead>
<tr>
<th></th>
<th>10,530,000,000</th>
<th>13,586,000,000</th>
<th>14,963,000,000</th>
<th>17,146,000,000</th>
<th>15,891,000,000</th>
<th>18,1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Revenue</td>
<td>8,066,000,000</td>
<td>11,153,000,000</td>
<td>12,097,000,000</td>
<td>14,058,000,000</td>
<td>12,844,000,000</td>
<td>14,4</td>
</tr>
<tr>
<td>Gross Margin %</td>
<td>23.40</td>
<td>17.91</td>
<td>19.15</td>
<td>18.01</td>
<td>20.43</td>
<td></td>
</tr>
<tr>
<td>R&amp;D Expense</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Operating Income</td>
<td>2,275,000,000</td>
<td>2,216,000,000</td>
<td>2,687,000,000</td>
<td>2,901,000,000</td>
<td>3,027,000,000</td>
<td>3,4</td>
</tr>
<tr>
<td>Operating Margin %</td>
<td>21.60</td>
<td>16.31</td>
<td>17.96</td>
<td>16.92</td>
<td>19.05</td>
<td></td>
</tr>
<tr>
<td>SGA Expense</td>
<td>215,000,000</td>
<td>194,000,000</td>
<td>196,000,000</td>
<td>187,000,000</td>
<td>220,000,000</td>
<td>2</td>
</tr>
<tr>
<td>Net Income</td>
<td>(1,161,000,000)</td>
<td>(1,130,000,000)</td>
<td>306,000,000</td>
<td>769,000,000</td>
<td>114,000,000</td>
<td>(9)</td>
</tr>
<tr>
<td>Earnings Per Share</td>
<td>-1.76</td>
<td>-1.72</td>
<td>0.45</td>
<td>1.07</td>
<td>0.15</td>
<td></td>
</tr>
<tr>
<td>Dividends</td>
<td>0.48</td>
<td>0.44</td>
<td>0.40</td>
<td>0.20</td>
<td>0.16</td>
<td></td>
</tr>
<tr>
<td>Book Value Per Share</td>
<td>4.82</td>
<td>4.37</td>
<td>5.35</td>
<td>6.25</td>
<td>6.66</td>
<td></td>
</tr>
<tr>
<td>Operating Cash Flow</td>
<td>2,489,000,000</td>
<td>2,884,000,000</td>
<td>2,134,000,000</td>
<td>1,791,000,000</td>
<td>2,715,000,000</td>
<td>2.9</td>
</tr>
<tr>
<td>Capital Expenditure</td>
<td>2,177,000,000</td>
<td>2,345,000,000</td>
<td>2,308,000,000</td>
<td>2,016,000,000</td>
<td>1,988,000,000</td>
<td>2.2</td>
</tr>
<tr>
<td>Free Cash Flow</td>
<td>312,000,000</td>
<td>539,000,000</td>
<td>(174,000,000)</td>
<td>(225,000,000)</td>
<td>727,000,000</td>
<td>6</td>
</tr>
<tr>
<td>Profitability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>3,110,000,000</td>
<td>2,744,000,000</td>
<td>3,702,000,000</td>
<td>4,292,000,000</td>
<td>3,824,000,000</td>
<td>3.2</td>
</tr>
</tbody>
</table>

Deep Financials

*Exportable to Excel!*
BETTER TOOLS & EXPORTS

- One-click exports to PDF or Excel files from any Page
- MyResearch Account™
- Build-A-Report™
- Export Company Contacts
- Export Associations
- Industry Analytics

- Quickly export formatted data files
- Save your searches
- Create custom executive summaries and reports in PDF
- Build company and executive contact lists in seconds, export to Excel or text
- Build contact lists of industry associations and professional societies
- Covering hundreds of Industry Sectors
BETTER TOOLS & EXPORTS

Build Custom Industry Reports in PDF!
WE COVER THE WORLD’S TOP INDUSTRIES

Sample list of our Industry Research Centers:

- Advertising/Branding
- Aerospace & Drones
- Airline, Hotel & Travel
- Alternative & Renewal Energy
- Apparel & Textiles
- Artificial Intelligence
- Automobile
- Banking, Mortgages & Credit
- Biotechnology
- Chemicals, Plastics & Coatings
- Consulting
- Consumer Products
- Cybersecurity
- E-Commerce & Internet
- Education Technology
- Energy & Utilities
- Engineering & Research
- Entertainment & Media
- Food, Beverage & Tobacco
- Fintech
- Games, Apps, Social Media
- Green Technology
- Healthcare
- InfoTech, Software & Hardware
- Insurance
- International
- Internet of Things
- Investment & Securities
- Manufacturing & Robotics
- Middle Market
- Outsourcing & Offshoring
- Private Companies
- Real Estate & Construction
- Restaurant & Hospitality
- Retail
- Sharing & Gig Economy
- Sports
- Telecommunications
- Transportation & Logistics
- Wireless, Cellular & Wi-Fi
PLUNKETT’S OUTSTANDING CUSTOMERS INCLUDE:
(government/academic/institutional)

ACADEMIC INSTITUTIONS
• MIT (Massachusetts Institute of Technology)
• Rice University
• Purdue University
• China Academy of Social Sciences (CASS)

GOVERNMENT MINISTRIES
• Export Import Bank of the U.S.
• Library of Congress
• State Library of New York
• MIIT Software & Integrated Circuits Centre, China

LIBRARIES
• New York Public Library
• Brooklyn Public Library
PLUNKETT’S OUTSTANDING CUSTOMERS INCLUDE:
(corporate/financial/professional)

- Early Warning Services
- Hilton Worldwide
- H&M
- Tiffany & Co.
- Huawei
- Kraft Heinz
- Tommy Bahama
- Welspun
- EY
- McKinsey
- Bain
- Gartner
- Microsoft
- Disney
- W.W. Grainger
- Deutsche Bank

“I would like to thank you for developing an exhaustive research report as per the scope of your consulting agreement with Welspun USA. The report was immensely helpful to understand the global healthcare market and its requirements for Welspun's business needs. Your research team did a fantastic job in compiling, analyzing, and interpreting the data and converting that into meaningful information. I truly appreciate your professionalism, on-time project delivery and presentation skills.”

Kavita Mathur, Ph.D., Senior Manager
Innovation and Patents, Welspun
INDUSTRIES RECENTLY ADDED TO PLUNKETT

CyberSecurity, Digital ID & Online Fraud

FinTech, Digital Payments, & Cryptocurrencies
INDUSTRIES RECENTLY ADDED TO PLUNKETT

Internet of Things
Aerospace & Drones
Sharing & Gig Economy
Consumer Products
Artificial Intelligence
### NEW! PLUNKETT’S INDUSTRY ANALYTICS

Revenues, market-size, employee count, and total revenues (historical, current, and forecasted) for hundreds of NAIC industry codes

#### Analytics and Forecasts for Hundreds of NAIC Industry Codes:
- Industry revenues
- Employee count
- Historical revenues
- Financial metrics
- Revenue forecasts

<table>
<thead>
<tr>
<th>NAIC</th>
<th>325400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Pharmaceuticals, Medicines, Supplements and Drug Manufacturing Industry (U.S.)</td>
</tr>
<tr>
<td>Revenues (2021)</td>
<td>$327,551,922,917</td>
</tr>
<tr>
<td>Employees (2021)</td>
<td>346,585</td>
</tr>
<tr>
<td>Annual Revenue Growth Rate (2021)</td>
<td>7.00 %</td>
</tr>
<tr>
<td>CAGR*, Estimated (2014 through 2021)</td>
<td>7.19 %</td>
</tr>
<tr>
<td>Revenues (2028)</td>
<td>$453,974,111,713</td>
</tr>
<tr>
<td>CAGR*, Estimated (2022 through 2028)</td>
<td>4.57 %</td>
</tr>
</tbody>
</table>
“The user interface is designed to be easier to navigate than many competing products…(PRO) can be a very cost-effective business research product for academic libraries, businesses and government agencies…Selecting the industry search button brings up a clear, uncluttered search page…”

“Plunkett's goal of making PRO an easier to use resource, compared to competitors, is largely achieved…Coverage of industries is quite good… Company coverage is also good…PRO includes several features not readily found in most of its competitors… In terms of cost, PRO is placed quite well…Only Hoovers is typically priced in the same range as PRO, and it has much less industry information.”

- ccAdvisor, a publication of The Charleston Company and the American Library Association
“So far, and right from the start, it's working perfectly! The more I get into the database, the happier I am that we’ll have it--REALLY happy!!! I’ve just been trying out some recent questions we really couldn’t come up with good answers for—and I’m finding excellent material in PRO with which to handle those questions. “Between the quality and affordability of your product, its appeal to and value for our users, and the inestimably ethical and loyalty-guaranteeing conduct of your business, I will always have more than sufficient praises to sing for Plunkett Research.”

- Michael Oppenheim, Collections & Reference Services, UCLA
"The information provided will arm you with all you need to know about a market and is a useful tool for management consultants, marketing and sales professionals as well as students and job seekers. Flexible reporting features make this also a valuable product for business developers…Plunkett Research Online is an excellent resource for those requiring a comprehensive view of an industry…the database contains a wealth of useful data on sectors and companies, which is easy to search and well presented. Plunkett Research Online is very end-user friendly, with clear search and results screens. Help and advice on how to conduct, export and save searches is available at all stages."

- Penny Crossland, Editor, VIP Magazine
Copyright © Plunkett Research, Ltd. All rights reserved. The information contained in this document AND in Plunkett Research Online is proprietary to its owners and it is not warranted to be accurate, complete or timely. Neither Plunkett Research, Ltd. nor its content providers are responsible for any damages or losses arising from any use of this information. Market and industry statistics, company revenues, profits and other details may be estimates. Financial information, company plans or status, and other data can change quickly and may vary from those stated here. Past performance is no guarantee of future results.

LIMITED WARRANTY; DISCLAIMER OF LIABILITY: Plunkett Research, Ltd. ("PRL") makes no warranties, expressed or implied, regarding the information contained in this document OR in Plunkett Research Online (collectively, "the Data"). The Data is provided to the End-User “AS IS” without warranty of any kind. No oral or written information or advice given by PRL., its employees, distributors or representatives will create a warranty or in any way increase the scope of this Limited Warranty, and the Customer or End-User may not rely on any such information or advice. Customer Remedies: PRL’s entire liability and your exclusive remedy shall be, at PRL’s sole discretion, either (a) return of the price paid, if any, or (b) repair or replacement of any of the Data that does not meet PRL’s Limited Warranty and that is returned to PRL with sufficient evidence of or receipt for your original purchase. The Data may include errors, omissions or inaccuracies.

NO OTHER WARRANTIES: TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, PRL AND ITS DISTRIBUTORS DISCLAIM ALL OTHER WARRANTIES AND CONDITIONS, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NONINFRINGEMENT WITH REGARD TO THE DATA, AND THE PROVISION OF OR FAILURE TO PROVIDE SUPPORT SERVICES. LIMITATION OF LIABILITY: TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL PRL BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF BUSINESS PROFITS, BUSINESS INTERRUPTION, ABILITY TO OBTAIN OR RETAIN EMPLOYMENT OR REMUNERATION, ABILITY TO PROFITABLY MAKE AN INVESTMENT, OR ANY OTHER PECUNIARY LOSS) ARISING OUT OF THE USE OF, OR RELIANCE UPON, THE DATA, OR THE INABILITY TO USE THE DATA OR THE FAILURE OF PRL TO PROVIDE SUPPORT SERVICES, EVEN IF PRL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN ANY CASE, PRL’S ENTIRE LIABILITY SHALL BE LIMITED TO THE AMOUNT ACTUALLY PAID BY YOU FOR THE DATA.