



The Impact of Artificial Intelligence (AI) on Your Business

Artificial Intelligence (AI) is simplifying business practices with tools capable of writing content, explaining codes, and solving mathematical equations. While it seems like a solution to all problems, it's key to understand how it can impact your business and the risks you may be vulnerable to.

What's the impact?

Artificial Intelligence is amazing. We cannot downplay the limitless capabilities it offers. However, while it has many "pros," it also has "cons."

Many businesses are incorporating AI into their business practices, specifically in marketing, sales, and technology. This is where it gets dangerous if not used correctly.

If used incorrectly, hackers aren't the only ones who could harm your business—you could, too. Using content from AI tools can be plagiarized, inaccurate, and unimpressive. All of which can cause harm to your brand's reputation.



Use content as a framework to guide your writing.



Share content produced by AI without editing and/or revising.



Conduct industry-specific research.



Use statistics and information without fact-checking.



Gather ideas for business strategy.



Only use information gathered from AI tools that contain biases.

A Look at the Numbers

\$407B

The global AI market is forecasted to reach **\$407 billion by 2027.**

82%

82% of data incidents involve humans interference (hackers).

\$4.35M

The average cost of a data breach is **\$4.35M.**

How do Cyber Criminals use AI?

Cyber criminals are constantly looking for new ways to infiltrate systems to gain access to precious user data. Their latest tool? Artificial intelligence (AI). With advancements in AI rapidly developing, businesses need to be aware of ways they are at risk.



Create Phishing Emails

that bypass spam filters and get individuals to click dangerous links



Identify Weaknesses and Vulnerabilities

in systems and software



Collect Data and User Behavior

to sell or use as leverage for financial gain



Design Malware

that avoids detection from security systems while infiltrating systems



Support Hacking Techniques

like suggesting ways to crack user passwords

Contact us today!