# These five companies prove AI is everywhere

Published 16 July 2025

**Mobeen Tahir**
Director, Macroeconomics and Thematic Research

## Key Takeaways

- Palantir is building AI software to speed up the construction of nuclear reactors.
- Ambarella is giving smart devices the power to think for themselves – no cloud required.
- Symbotic is in automating warehouses to reduce customer delivery wait times.
- NICE Ltd is turning AI into the first (and hopefully only) line of support to improve customer service.
- Tempus AI is helping doctors and researchers make faster, better decisions with generative AI.

The term megatrend was popularised by American author and futurist John Nasbitt in his book “Mega-trends: Ten New Directions Transforming Our Lives”, published in 1982. But tectonic shifts in our world, which is what the term stands for, of course, have always occurred in different shapes and forms. Many such shifts, when they occur, impact almost every aspect of our lives.

The industrial revolution is a popular example of a past megatrend, even if the world wasn’t using this terminology back then. What started in Great Britain in the 18th century spread across to other parts of the world through the 18th and 19th centuries, becoming a symbol of progress, invention and modernisation. Transformation occurred across multiple industries like textiles, steel, transportation, agriculture, manufacturing, energy, communications, and others.

Artificial intelligence (AI) is the megatrend transforming every aspect of our lives today. However, given that, at least since ChatGPT burst onto the centre stage in November 2022, most people have already developed an appreciation for AI, and studying its impact in lesser-known industries and applications is what makes for an interesting exercise.

This blog highlights five companies making strides in different ways, aiming to change the world as we know it using the power of AI.

**Palantir – AI for nuclear energy**

Palantir has become a familiar name in recent times. The AI and data science company has acquired a huge deal of fanfare by landing high-profile clients, particularly those in the US Defence Department. Such has been the significance of some of their clients that some even view the company as belonging to the defence sector.

But one recent stride by the company highlights its broader plans to use its technology across multiple domains. The company recently announced a partnership with The Nuclear Company to develop and deploy AI-driven software to transform the construction of nuclear reactors.

The Nuclear Operating Software – NOS – will be the first ever AI software designed exclusively for the nuclear industry. Its aim is to reduce the expense and time required to build nuclear reactors.

With countries and corporations worldwide making bold bets on expanding nuclear capacity to power energy-intensive industries like data centres, utilising the powers of AI to expedite the deployment of nuclear energy could be a game-changer.

**Ambarella – Generative AI for edge devices**

When we talk to ChatGPT or other generative AI models, the work happens in the cloud. We access the model using the internet and our devices, without having AI capabilities, to give us access to AI. While this is great, it also means that as the number of smart devices we own increases, our reliance on the cloud will skyrocket.

Ambarella is looking to change this by giving devices AI capabilities so that AI can happen where the data is being collected. We already know about the Internet of Things, but Ambarella is looking to develop the Internet of AI-enabled Things.

This tiny powerhouse can simultaneously process multiple high-definition video streams and run cutting-edge AI models. This means that machines can now see, understand, and react to the world around them in real time without waiting for instructions from the cloud.

Autonomous driving is one use case of such technology, where smart cameras deployed on the car collect information and can process and make decisions without sending the data across the world. Similarly, drones flying in disaster zones or factory robots adjusting to changes in the production line can employ this technology. Ambarella aims to unplug AI and unleash its potential.

**Symbotic – Robot army transforming retail**

These days, when we place an order online and delivery times are shown as five business days, we almost rub our eyes in disbelief. How can a functioning business in this day and age force its customers to wait for their orders for what practically amounts to an eternity?

Expectations have shifted. We are happy with next-day deliveries, but same day is even better, and in some situations, delivery times can be even faster.

However, businesses need a well-organised distribution network of warehouses and transportation to make this possible. Symbotic excels in warehouse automation. Its autonomous robots use AI to stack, sort, and ship products at speeds unimaginable for humans.

Symbotic is seeing its AI-powered warehouse automation being deployed across industries including retail grocery, food wholesale, consumer packaged goods, footwear and apparel, general merchandise, and food and beverages.

So, next time we place that online order, if Symbotic's robots are in operation, we might not need to wait five days.

## NICE Ltd – AI agents for customer service

We've all been there. Endless hold music, confusing menus, and the dreaded "please wait while we transfer your call." Customer service can be painful. NICE Ltd is trying to change that by turning AI into the first line of support – and in many cases, the only one you'll need.

Their platform, CXone Mpower, handled over six billion AI-augmented interactions in 2024 alone. Using tools like Copilot, Autopilot and Actions, the system doesn't just handle basic queries. It understands intent, learns from past interactions, and can hold complex conversations across channels. That's why the number of fully automated customer interactions went up by 400% in a single year in 20241.

With big names like Amazon Web Services (AWS) joining hands with NICE to scale this technology, we could be looking at a future where smart, AI-powered agents make hold music a thing of the past.

### Tempus AI – Personalised healthcare at scale

In medicine, timing is everything. Making the right decision quickly can save lives. But with the complexity of modern healthcare, the challenge isn't just having data – it's making sense of it fast. Tempus AI is addressing that challenge head-on.

Their platform, Tempus One, uses generative AI to help doctors and researchers search through mountains of unstructured data like clinical notes, lab reports, imaging, and more to find real-time insights. On the research side, Tempus Loop uses AI and Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) tech to identify new drug targets faster. The idea is simple but powerful: help doctors make better decisions today and help scientists discover better treatments for tomorrow. If AI can bring speed, scale, and precision to healthcare, companies like Tempus might just be leading the way.

### WisdomTree Artificial Intelligence UCITS ETF – Looking for the next big AI success stories

WisdomTree Artificial Intelligence UCITS exchange-traded fund (ETF) (WTAI) was launched in November 2018 and is built and maintained in partnership with industry experts Consumer Technology Association. The ETF invests in enablers – which provide the building blocks of AI, engagers – companies that provide AI-powered products and services, and enhancers – companies enhancing their products with AI and becoming emerging players in the space. Instead of weighting companies by market capitalisation, the ETF factors in an intensity score, calculated by the expert partner CTA, which is a measure of the relevance of the company in the AI ecosystem.

### Conclusion

The list above deliberately excludes the Magnificent Seven tech companies. But here's the thing: it's not hard to curate a list of exciting businesses changing the world using AI beyond the familiar giants like Nvidia and Amazon. And that's what makes this space so exciting. Different companies with creative approaches are establishing themselves and making their presence felt. For investors, this creates fresh and compelling opportunities.

1Nice Ltd, Feb 2025.

## Important Risks Related to this Article

# IMPORTANT INFORMATION

**Marketing communications issued in the European Economic Area ("EEA"):** This document has been issued and approved by WisdomTree Ireland Limited, which is authorised and regulated by the Central Bank of Ireland. **Marketing communications issued in jurisdictions outside of the EEA:** This document has been issued and approved by WisdomTree UK Limited, which is authorised and regulated by the United Kingdom Financial Conduct Authority. WisdomTree Ireland Limited and WisdomTree UK Limited are each referred to as "WisdomTree" (as applicable). Our Conflicts of Interest Policy and Inventory are available on request. This marketing communication has been prepared for professional investors, but the WisdomTree products set out in this document may be available in some jurisdictions to any investors, subject to applicable laws and regulations. As the product may not be authorised or its offering may be restricted in your jurisdiction, it is the responsibility of every person or entity to satisfy themselves as to the full observance of the laws and regulations of the relevant jurisdiction. Prior to any application investors are advised to take all necessary legal, regulatory, tax and investment advice on the suitability and consequences of an investment in the products. Past performance is not a reliable indicator of future performance. Any historical performance included in this document may be based on back testing. Back testing is the process of evaluating an investment strategy by applying it to historical data to simulate what the performance of such strategy would have been. Back tested performance is purely hypothetical and is provided in this document solely for informational purposes. Back tested data does not represent actual performance and should not be interpreted as an indication of actual or future performance. The value of any investment may be affected by exchange rate movements. Any decision to invest should be based on the information contained in the appropriate prospectus and affer seeking independent investment, tax and legal advice. These products may not be available in your market or suitable for you. The content of this document does not constitute investment advice nor an offer for sale nor a solicitation of an offer to buy any product or make any investment. An investment in exchange-traded products ("ETPs") is dependent on the performance of the underlying index, less costs, but it is not expected to match that performance precisely. ETPs involve numerous risks including among others, general market risks relating to the relevant underlying index, credit risks on the provider of index swaps utilised in the ETP, exchange rate risks, interest rate risks, inflationary risks, liquidity risks and legal and regulatory risks. The information contained in this document is not, and under no circumstances is to be construed as, an advertisement or any other step in furtherance of a public offering of shares in the United States or any province or territory thereof, where none of the issuers or their products are authorised or registered for distribution and where no prospectus of any of the issuers has been filed with any securities commission or regulatory authority. No document or information in this document should be taken, transmitted or distributed (directly or indirectly) into the United States. None of the issuers, nor any securities issued by them, have been or will be registered under the United States Securities Act of 1933 or the Investment Company Act of 1940 or qualified under any applicable state securities statutes. This document may contain independent market commentary prepared by WisdomTree based on publicly available information. Although WisdomTree endeavours to ensure the accuracy of the content in this document, WisdomTree does not warrant or

guarantee its accuracy or correctness. Any third party data providers used to source the information in this document make no warranties or representation of any kind relating to such data. Where WisdomTree has expressed its own opinions related to product or market activity, these views may change. Neither WisdomTree, nor any affiliate, nor any of their respective officers, directors, partners, or employees accepts any liability whatsoever for any direct or consequential loss arising from any use of this document or its contents. This document may contain forward looking statements including statements regarding our belief or current expectations with regards to the performance of certain assets classes and/or sectors. Forward looking statements are subject to certain risks, uncertainties and assumptions. There can be no assurance that such statements will be accurate and actual results could differ materially from those anticipated in such statements. WisdomTree strongly recommends that you do not place undue reliance on these forward-looking statements. WisdomTree Issuer ICAV The products discussed in this document are issued by WisdomTree Issuer ICAV (“WT Issuer”). WT Issuer is an umbrella investment company with variable capital having segregated liability between its funds organised under the laws of Ireland as an Irish Collective Asset-management Vehicle and authorised by the Central Bank of Ireland (“CBI”). WT Issuer is organised as an Undertaking for Collective Investment in Transferable Securities (“UCITS”) under the laws of Ireland and shall issue a separate class of shares ("Shares”) representing each fund.

The Fund is described in a Key Information Document (KID) or Key Investor Information Document (KIID) for UK investors, and the prospectus of WT Issuer (“WT Prospectus”). A copy of the WT Prospectus and the KID / KIID is available, for EEA/UK only, in English at www.wisdomtree.eu. Where required under national rules, the KID will also be available in the local language of the relevant EEA Member State. Investors should read the WT Prospectus before investing and should refer to the section of the WT Prospectus entitled 'Risk Factors' for further details of risks associated with an investment in the Shares. The summary of investor rights associated with an investment in the fund is available in English on WisdomTree Europe's website. WisdomTree Management Limited may decide to terminate the arrangements made for the marketing of its collective investment undertakings. In such circumstances, shareholders in the affected EEA Member State will be notified of this decision and will be provided with the opportunity to redeem their shareholding in the fund free of any charges or deductions for at least 30 working days from the date of such notification. WisdomTree Artificial Intelligence UCITS ETF Nasdaq® and the Nasdaq CTA Artificial intelligence Index are registered trademarks of Nasdaq, Inc. (which with its affiliates is referred to as the “Corporations”) and are licensed for use by WisdomTree Management Limited. The WisdomTree Artificial Intelligence UCITS ETF (the “Fund”) has not been passed on by the Corporations as to its legality or suitability. Shares in the Fund are not issued, endorsed, sold, or promoted by the Corporations. THE CORPORATIONS MAKE NO WARRANTIES AND BEAR NO LIABILITY WITH RESPECT TO THE FUND. Notice to Investors in Switzerland – Qualified Investors This document constitutes an advertisement of the financial product(s) mentioned herein.

The prospectus and the key investor information documents (KIID) are available from WisdomTree's website: https://www.wisdomtree.eu/en-ch/resource-library/prospectus-and-regulatory-reports

Some of the sub-funds referred to in this document may not have been registered with the Swiss Financial Market Supervisory Authority (“FINMA”). In Switzerland, such sub-funds that have not been registered

with FINMA shall be distributed exclusively to qualified investors, as defined in the Swiss Federal Act on Collective Investment Schemes or its implementing ordinance (each, as amended from time to time). The representative and paying agent of the sub-funds in Switzerland is Société Générale Paris, Zurich Branch, Talacker 50, PO Box 5070, 8021 Zurich, Switzerland. The prospectus, the key investor information documents (KIID), the articles of association and the annual and semi-annual reports of the sub-funds are available free of charge from the representative and paying agent. As regards distribution in Switzerland, the place of jurisdiction and performance is at the registered seat of the representative and paying agent. For Investors in France: The information in this document is intended exclusively for professional investors (as defined under the MiFID) investing for their own account and this material may not in any way be distributed to the public. The distribution of the Prospectus and the offering, sale and delivery of Shares in other jurisdictions may be restricted by law. WT Issuer is a UCITS governed by Irish legislation, and approved by the Financial Regulatory as UCITS compliant with European regulations although may not have to comply with the same rules as those applicable to a similar product approved in France. The Fund has been registered for marketing in France by the Financial Markets Authority (Autorité des Marchés Financiers) and may be distributed to investors in France. Copies of all documents (i.e. the Prospectus, the Key Investor Information Document, any supplements or addenda thereto, the latest annual reports and the memorandum of incorporation and articles of association) are available in France, free of charge at the French centralizing agent, Societe Generale at 29, Boulevard Haussmann, 75009, Paris, France. Any subscription for Shares of the Fund will be made on the basis of the terms of the prospectus and any supplements or addenda thereto. **For Investors in Malta:** This document does not constitute or form part of any offer or invitation to the public to subscribe for or purchase shares in the Fund and shall not be construed as such and no person other than the person to whom this document has been addressed or delivered shall be eligible to subscribe for or purchase shares in the Fund. Shares in the Fund will not in any event be marketed to the public in Malta without the prior authorisation of the Maltese Financial Services Authority. **For Investors in Monaco:** This communication is only intended for duly registered banks and/or licensed portfolio management companies in Monaco. This communication must not be sent to the public in Monaco.