90% of global business and IT leaders say data drives decision making.

80% say how fast they receive, understand, and act upon their data is crucial.

78% of global business and IT leaders are exploring AI and other next-gen technologies.

64% of those who have not invested in AI yet say they likely will in the future.

≈90% of organizations agree a wealth of data helps tailor their customer experience.

84% agree automation would allow more innovation.

80% agree automation facilitates work on passion projects.

80% believe AI will positively impact their industry.

3 Reasons Companies Hesitate With AI

- High cost of systems and maintenance
- No human error
- Enhanced processes

2 Reasons They're So Excited About It

- Reinvented business
- New market entry
- New products and services
- Growth through new operating models and digital ecosystems

85% of organizations agree they could develop more effective ways to sell to customers.

73% believe they could develop new propositions for customers.

83% say they could develop more effective ways to sell to customers.

84% believe human intelligence is required to interpret data for decision making.

84% say they could develop new propositions for customers.

≈90% of organizations forecast more time to think creatively about business challenges.

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