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AI Priorities Study

Insight into how organizations are
leveraging AI and generative AI

Purpose and methodology

Survey goal

To measure AI trends among technology decision-makers including their use cases, investment and implementation levels, measures of success and challenges.

Total respondents **902**

Collection method
Online questionnaire

Number of questions **37**

Average company size **12,945 employees**

Region
North America **43%**
APAC **34%**
EMEA **16%**
LATAM **6%**

IT leadership

All survey respondents are either actively researching, have plans, or have implemented AI and Generative AI technologies at their organization.
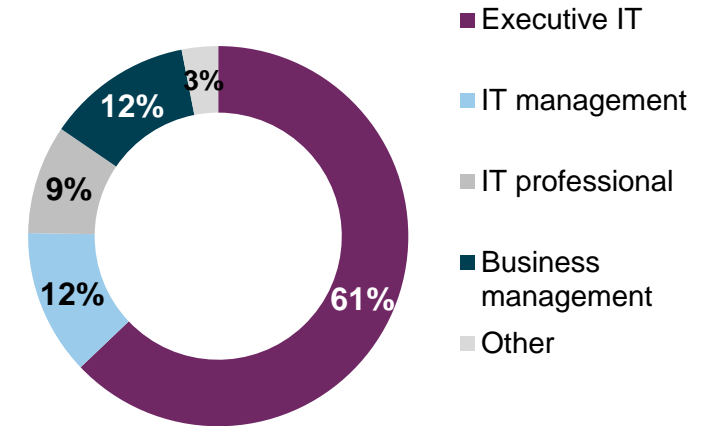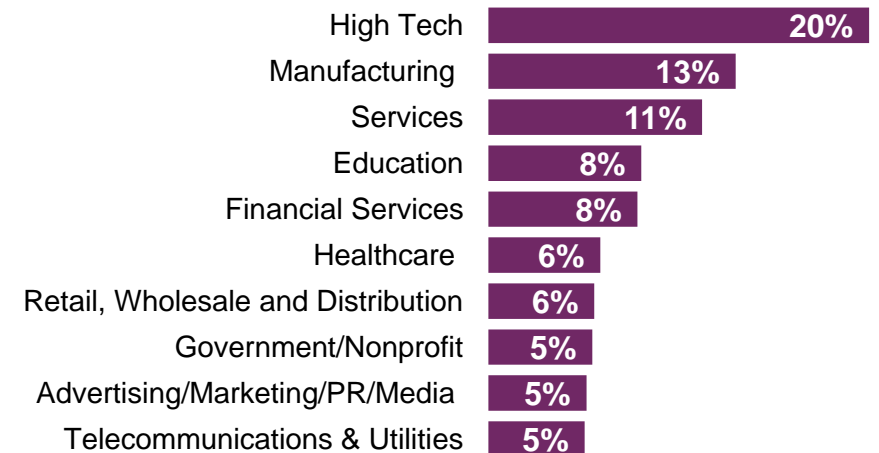
Audience base

CIO, Computerworld, CSO, InfoWorld and Network World email invitations to audience base.

Job titles

- Executive IT — 61%
- IT management — 12%
- IT professional — 9%
- Business management — 12%
- Other — 3%

Top represented industries

Industry	%
High Tech	20%
Manufacturing	13%
Services	11%
Education	8%
Financial Services	8%
Healthcare	6%
Retail, Wholesale and Distribution	6%
Government/Nonprofit	5%
Advertising/Marketing/PR/Media	5%
Telecommunications & Utilities	5%

Current activity around AI, by company size

On my radar or actively researching AI technology
- 7% (1,000+)
- 48% (<1,000)

Piloting new AI initiatives
- 21% (1,000+)
- 20% (<1,000)

Have implemented AI technology within our business unit
- 18% (1,000+)
- 15% (<1,000)

Have implemented AI technology enterprise-wide
- 22% (1,000+)
- 11% (<1,000)

Upgrading/refining our AI technologies
- 32% (1,000+)
- 6% (<1,000)

Legend:
- 1,000+
- <1,000
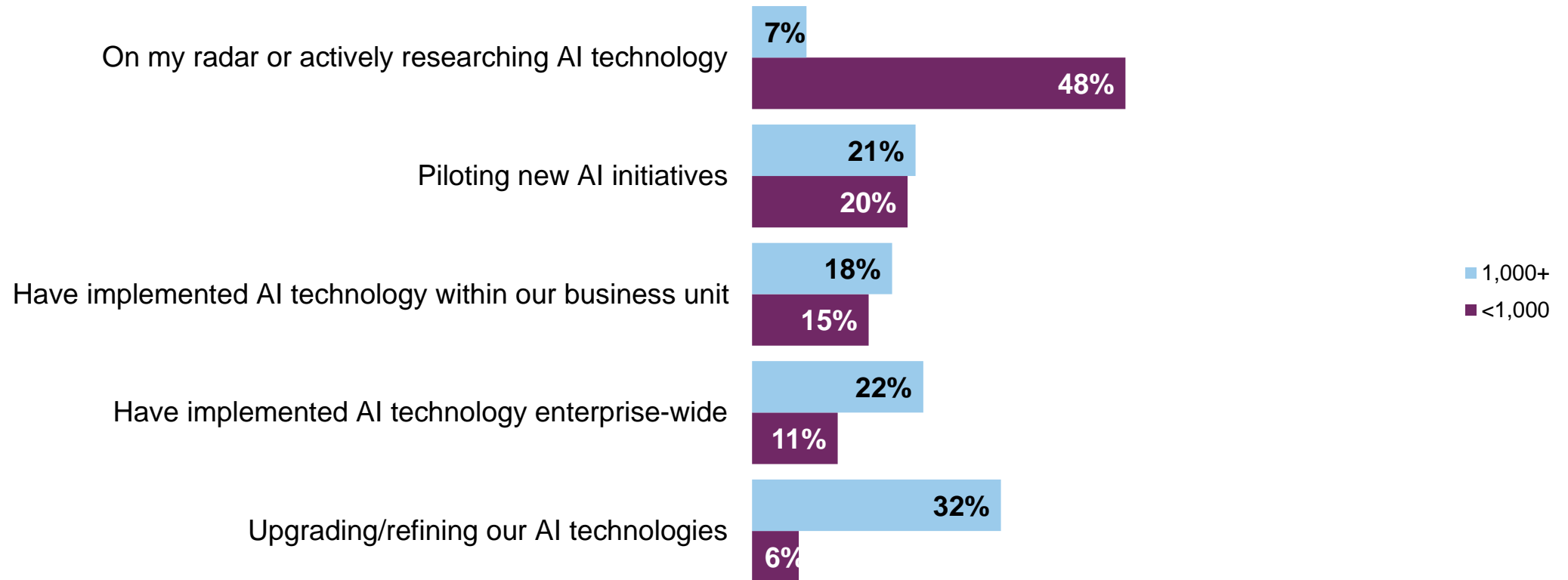
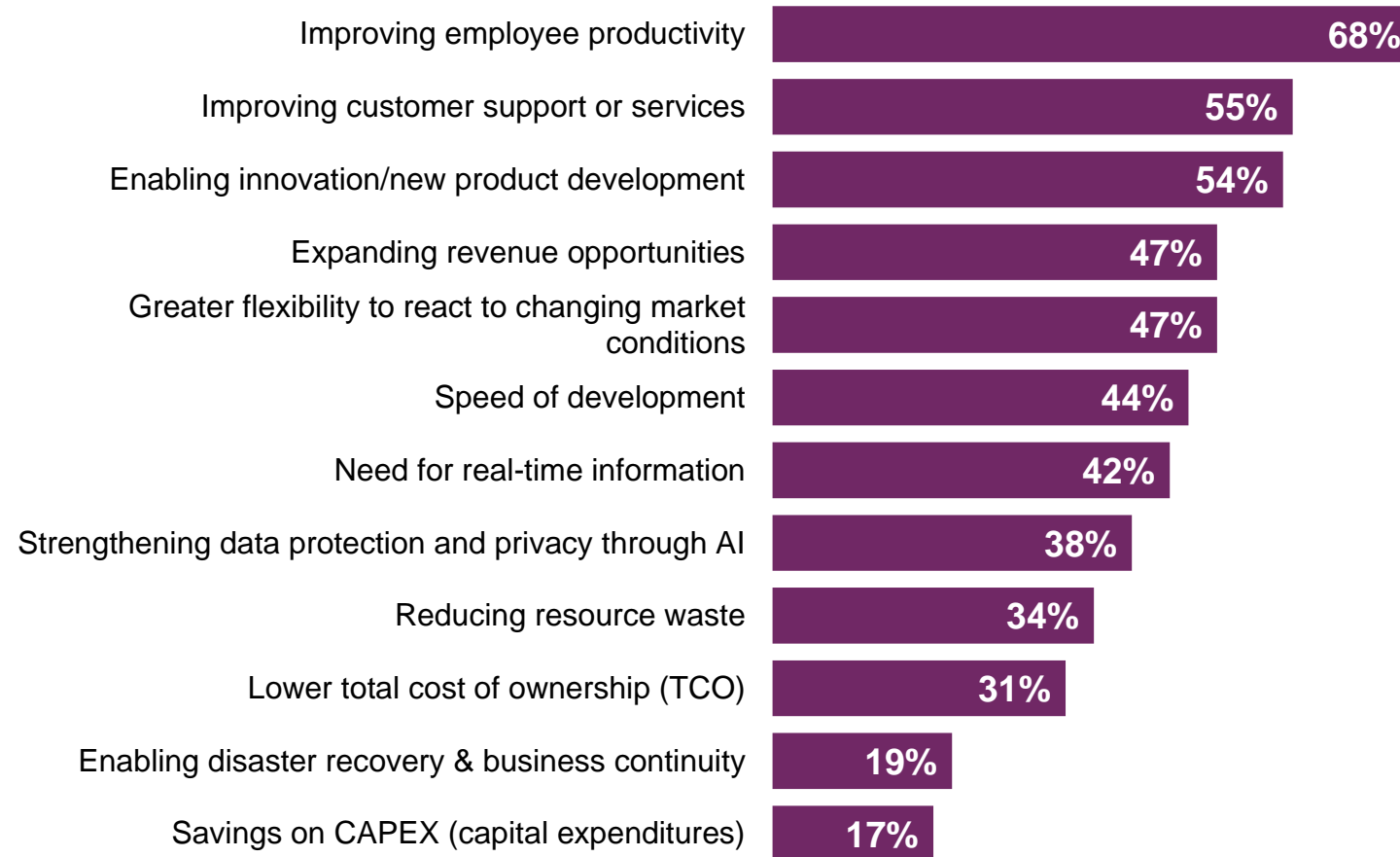**Question:** Which option best describes your current activity with Artificial Intelligence (AI) technology?
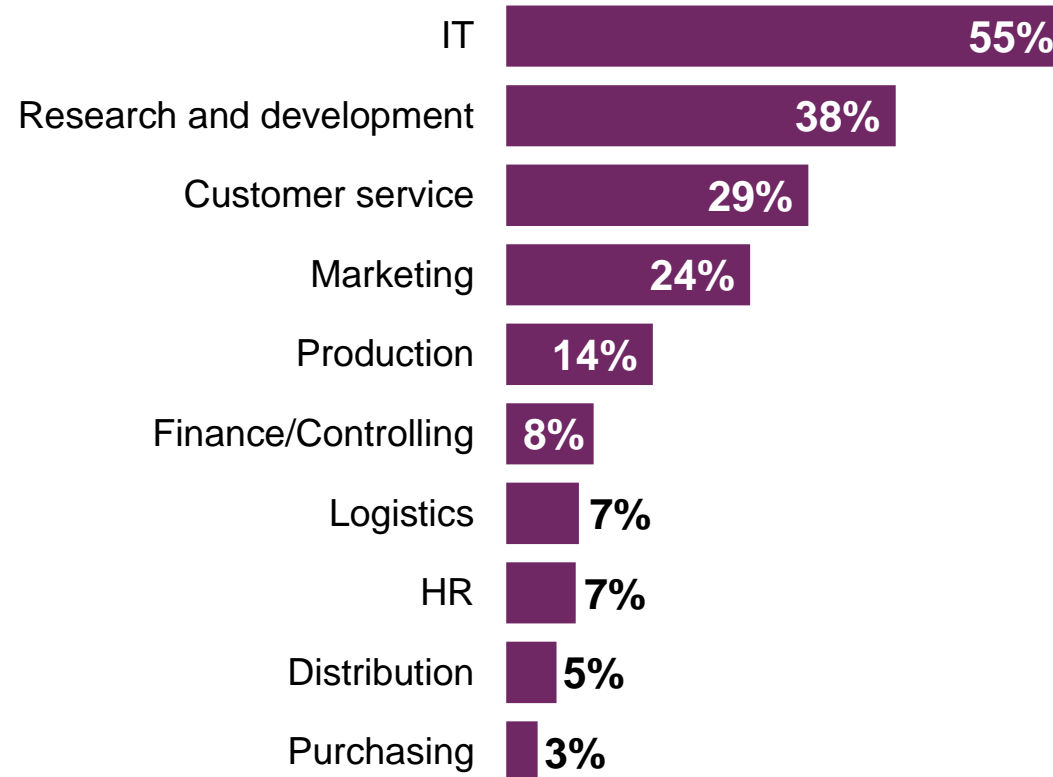
Organizations with dedicated AI budgets

Yes

2023	36%

No

2023	36%

49%

39%

12%

Not sure

Business objectives driving AI investments

Objective	Percentage
Improving employee productivity	68%
Improving customer support or services	55%
Enabling innovation/new product development	54%
Expanding revenue opportunities	47%
Greater flexibility to react to changing market conditions	47%
Speed of development	44%
Need for real-time information	42%
Strengthening data protection and privacy through AI	38%
Reducing resource waste	34%
Lower total cost of ownership (TCO)	31%
Enabling disaster recovery & business continuity	19%
Savings on CAPEX (capital expenditures)	17%

Question: What business objectives are driving AI investments at your organization?

Source: Foundry AI Priorities Study, 2025

Departments investing in AI technology

Department	Percentage
IT	55%
Research and development	38%
Customer service	29%
Marketing	24%
Production	14%
Finance/Controlling	8%
Logistics	7%
HR	7%
Distribution	5%
Purchasing	3%

Question: Which business units are investing the most financial resources in AI technology for 2025?

IT orgs are seeking new roles to support AI

Role	Hired	Seeking/Interested	Not interested
Machine learning engineer	20%	55%	26%
Deep learning engineer	15%	54%	31%
Prompt engineers	15%	54%	31%
Data scientist	26%	53%	21%
AI researcher	18%	52%	30%
Algorithm engineer	17%	51%	32%
AI chatbot developer	21%	44%	32%
Chief AI officer	16%	44%	40%
AI writer	14%	44%	30%
AI artist	10%	41%	49%
NLP (Natural Language Processing) engineer	17%	18%	32%

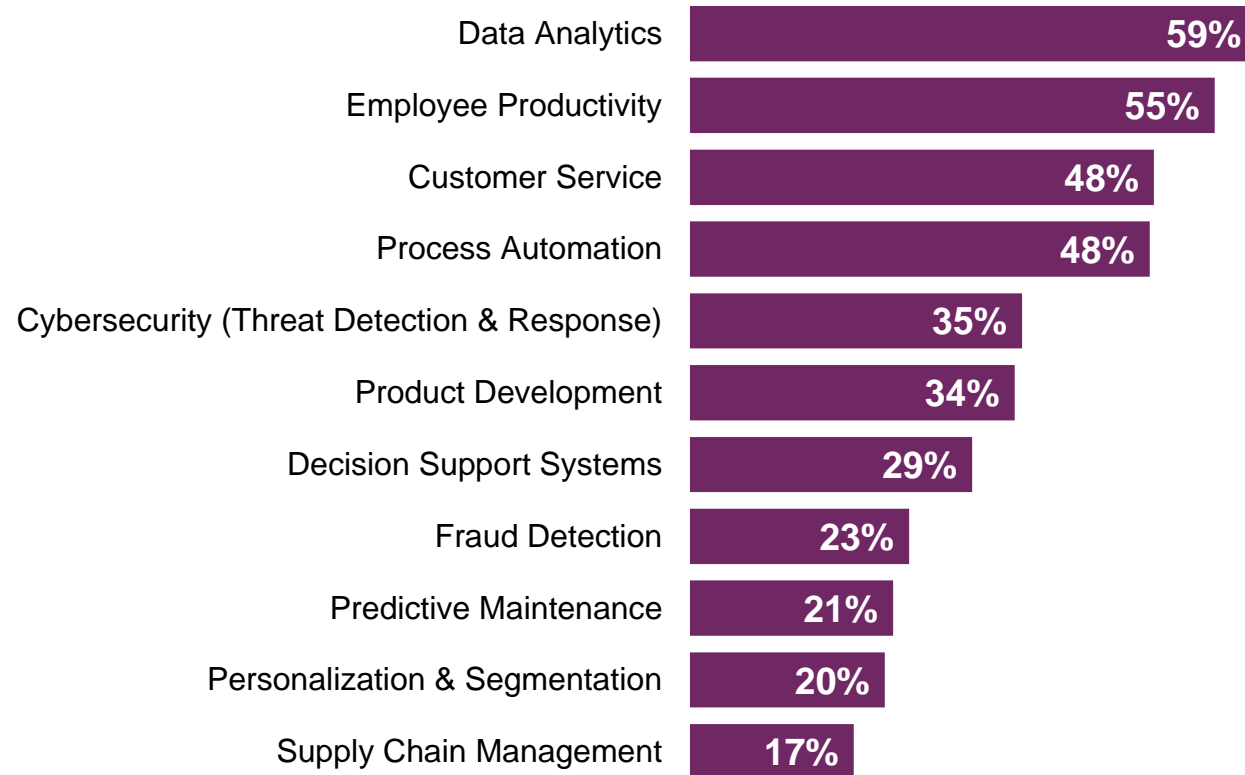■ Hired   ■ Seeking/Interested   ■ Not interested

Question: What new roles, if any, have been added to your IT organization to support AI

The role of the IT organization at each stage of the AI purchase process

	Crucial/highly involved	Moderately involved	Minimally/ Not involved
Determine business need	53%	23%	16%
Determine technical requirements	65%	26%	26%
Evaluate products/services	61%	25%	24%
Authorize or approve the purchase of products and services	57%	25%	20%
Recommend and select vendors for purchase	57%	24%	18%
Sell internally	49%	22%	14%
Post sales engagement	55%	23%	17%

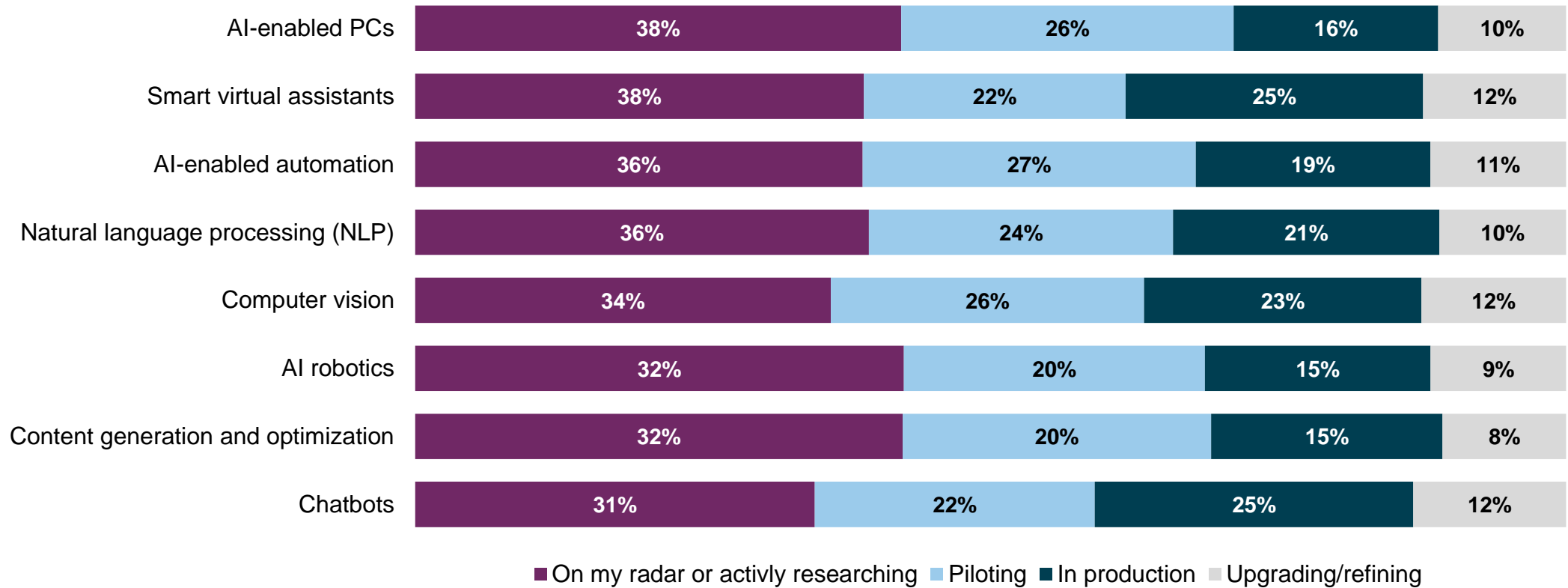**Question:** How would you describe the role of your IT organization at each stage of the AI technology purchase process?

Source: Foundry AI Priorities Study, 2025

Current use cases for AI applications

Data Analytics — 59%
Employee Productivity — 55%
Customer Service — 48%
Process Automation — 48%
Cybersecurity (Threat Detection & Response) — 35%
Product Development — 34%
Decision Support Systems — 29%
Fraud Detection — 23%
Predictive Maintenance — 21%
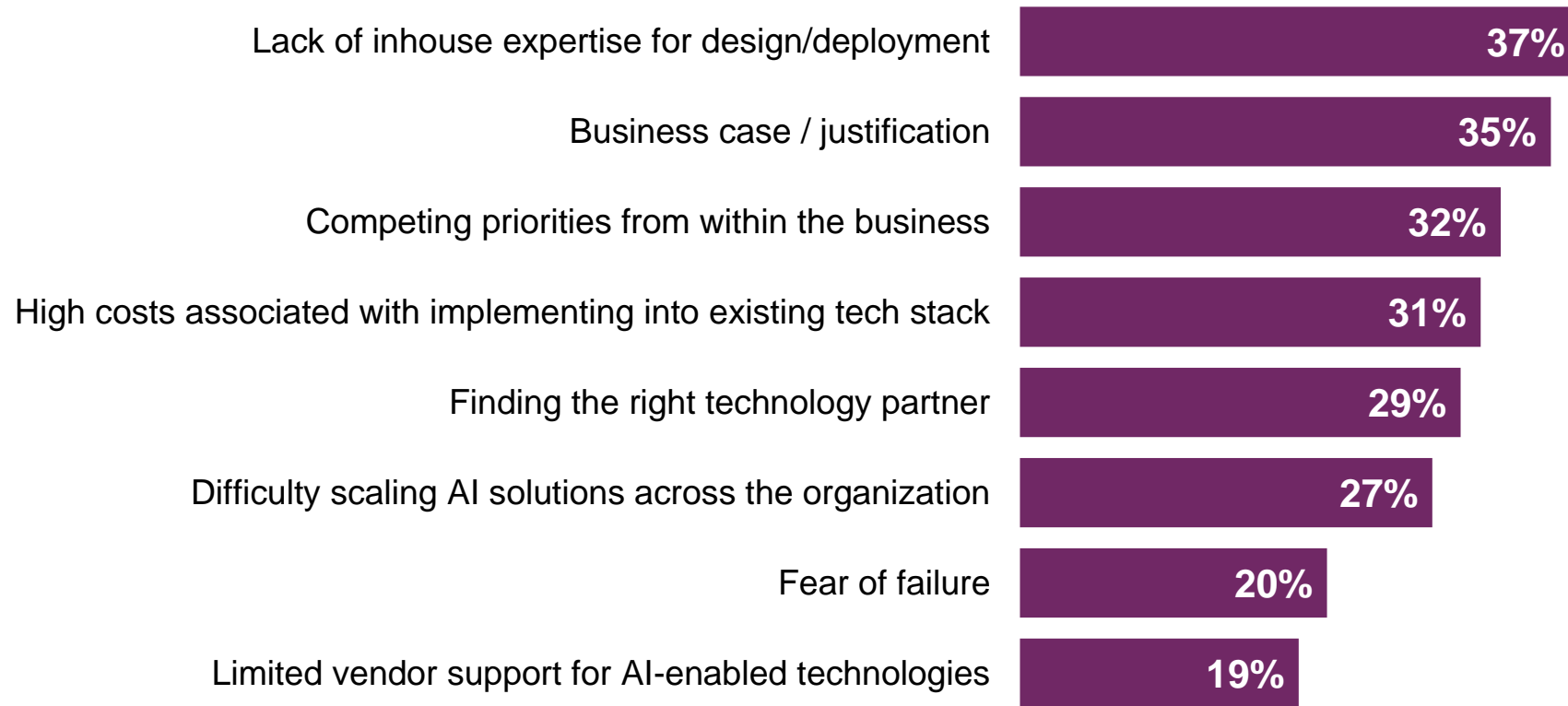Personalization & Segmentation — 20%
Supply Chain Management — 17%

Question: What are the use cases for AI applications at your organization?

Adoption of AI-enabled technologies:

	On my radar or activly researching	Piloting	In production	Upgrading/refining
AI-enabled PCs	38%	26%	16%	10%
Smart virtual assistants	38%	22%	25%	12%
AI-enabled automation	36%	27%	19%	11%
Natural language processing (NLP)	36%	24%	21%	10%
Computer vision	34%	26%	23%	12%
AI robotics	32%	20%	15%	9%
Content generation and optimization	32%	20%	15%	8%
Chatbots	31%	22%	25%	12%

Question: What is the implementation status of AI technology in the following business units, if at all:

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Challenges when implementing AI initiatives

Lack of inhouse expertise for design/deployment — **37%**

Business case / justification — **35%**

Competing priorities from within the business — **32%**

High costs associated with implementing into existing tech stack — **31%**

Finding the right technology partner — **29%**

Difficulty scaling AI solutions across the organization — **27%**

Fear of failure — **20%**

Limited vendor support for AI-enabled technologies — **19%**

98%
of ITDMs report challenges with implementing new AI initiatives

Question: What are the top challenges you need to overcome when implementing new AI initiatives?

Are organizations moving too fast with Gen AI?

Neutral — 30%

Disagree somewhat — 28%

Agree somewhat — 19%

Strongly agree — 11%

Strongly disagree — 12%
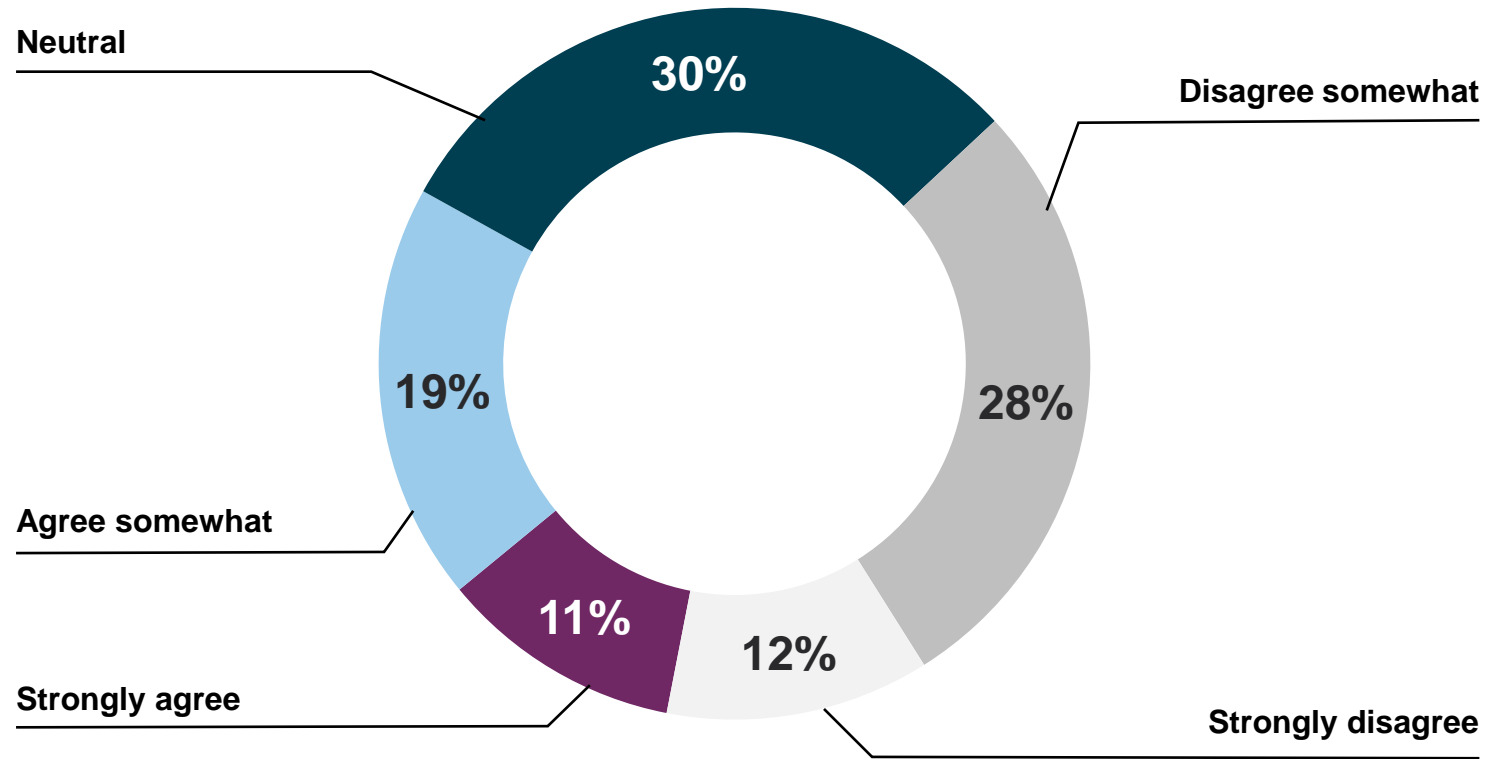
Question: Please rate your level of agreement with the following statements: Our organization is moving too fast with respect to the use of generative AI