

CIO

THIRD ANNUAL
AI Priorities Study

Insight into how organizations are
leveraging artificial intelligence



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.

Fielded in December 2025

TOTAL RESPONDENTS

538 IT decision-makers

REGION

North America: 60%

EMEA: 20%

APAC: 20%

AVERAGE COMPANY SIZE

5,000+: 29%

1,000-4,999: 22%

100-999: 40%

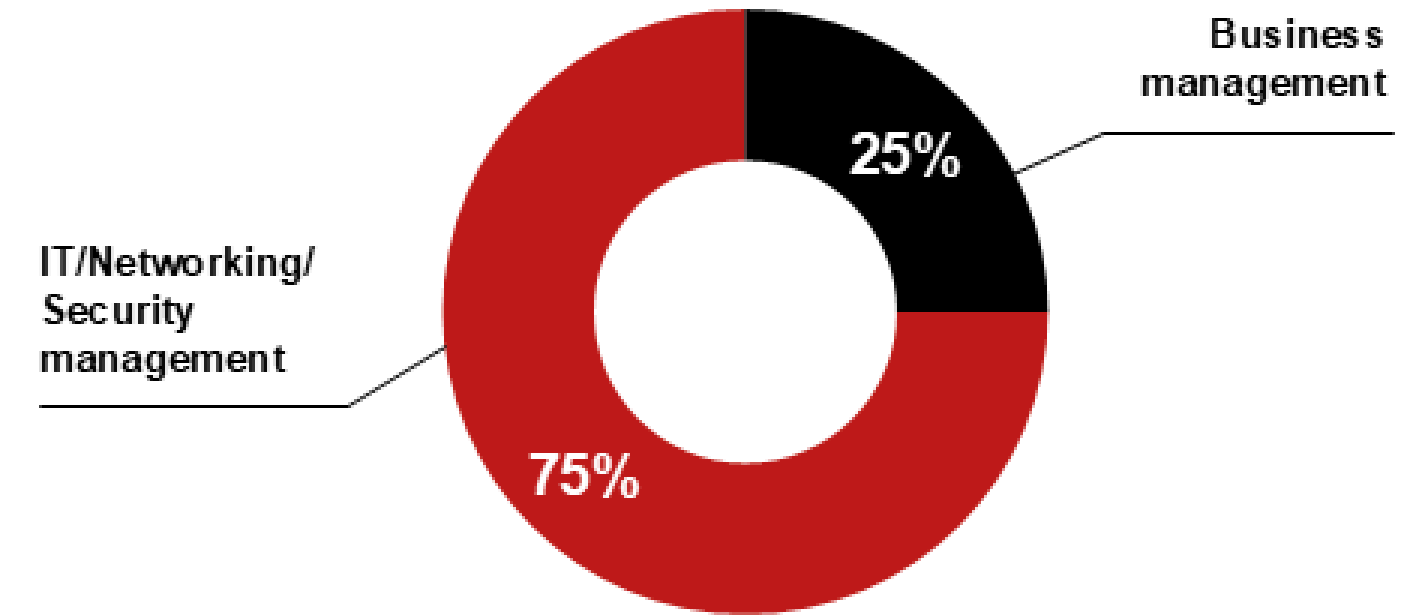
Less than 100: 10%

IT leadership

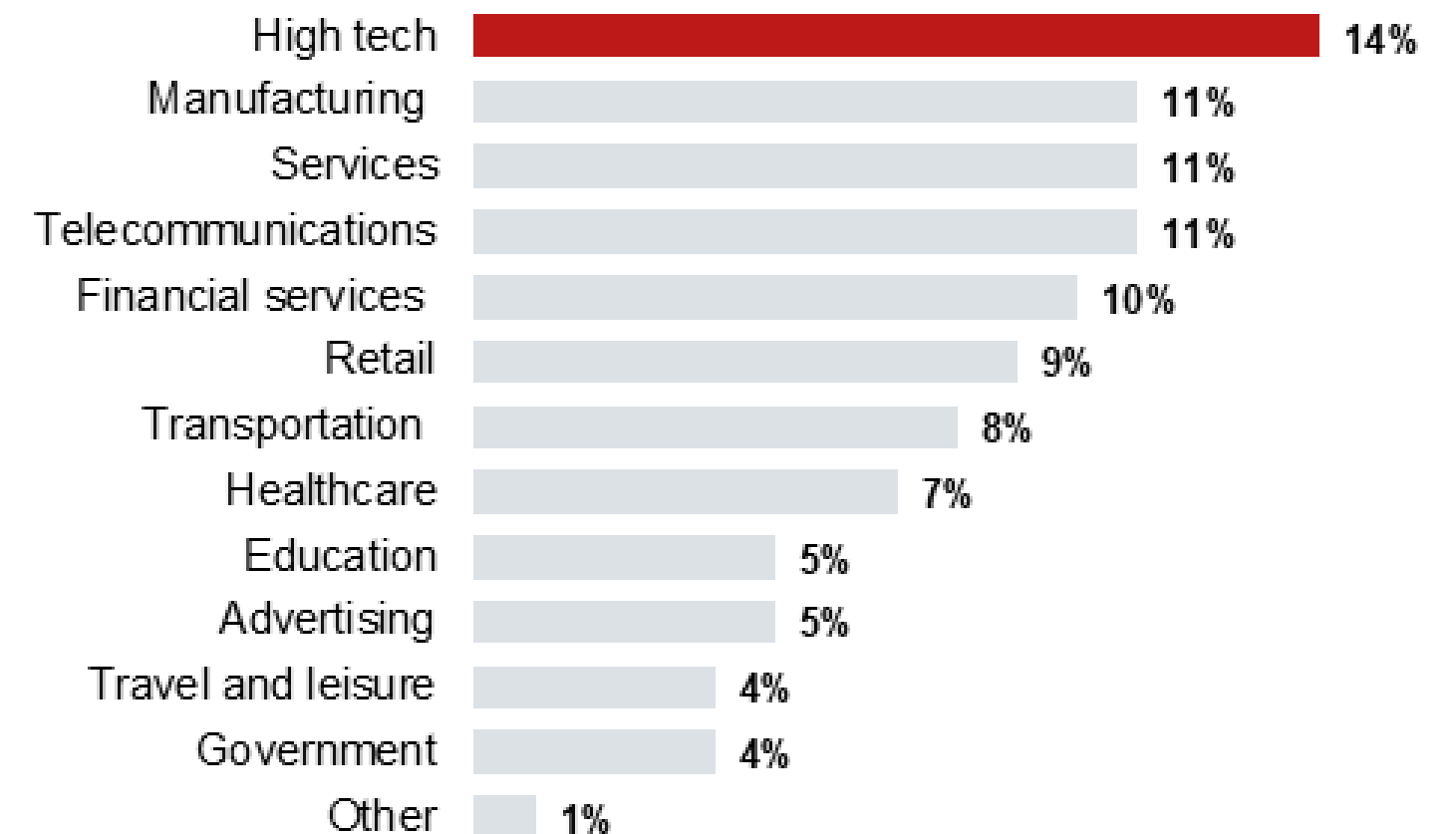
All survey respondents are either actively researching, have plans, or have implemented AI and Generative AI technologies at their organization.

Number of questions **39**

Job titles



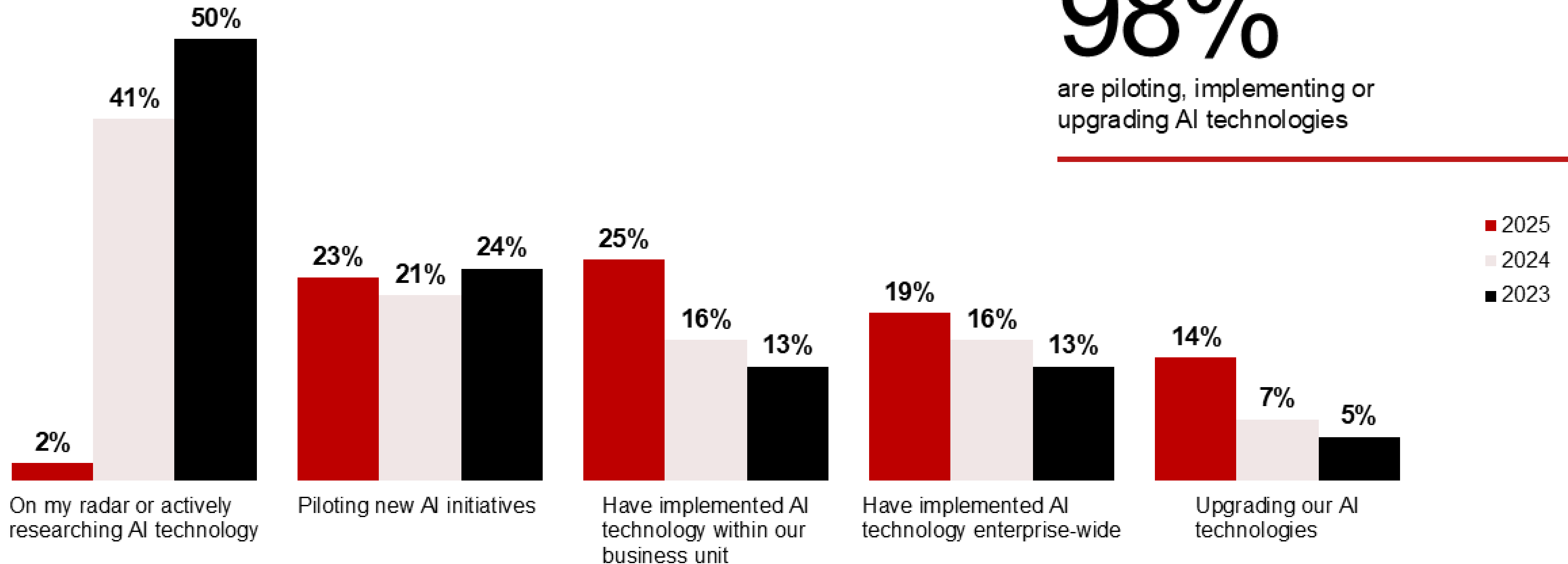
Top represented industries



What's the status on AI?



AI is out of the research phase



Question: Which option best describes your current activity with Artificial Intelligence (AI) technology?

Tech buyers are seeing the business benefits

70%

agree that generative AI is allowing for employees to refocus on high value-adding tasks.
Up from 58% last year.

67%

agree that AI infused products create better business outcomes.



Question: Please rate your level of agreement with the below statements in regard to AI.

What's expected from AI?

61%

agree that AI capabilities have the ability to and will enable workforce reduction.

Up from 53% in 2024.
Up from 54% in 2023.

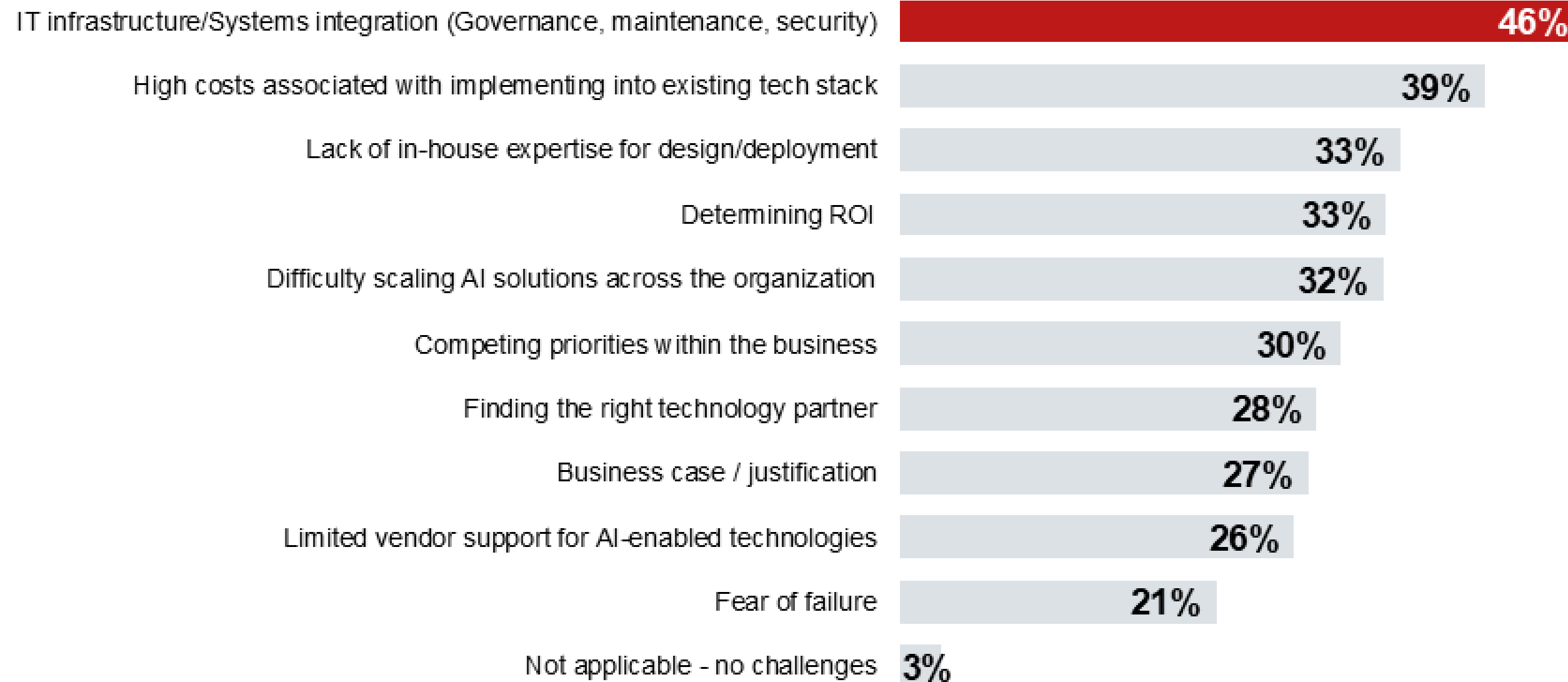
75%

anticipate adding new vendors in 2026 because of the growing availability of AI products, services, or capabilities.

Up from 61% in 2024.

Question: Please rate your level of agreement with the below statements in regard to AI.

There are still challenges tech buyers need help overcoming



97%

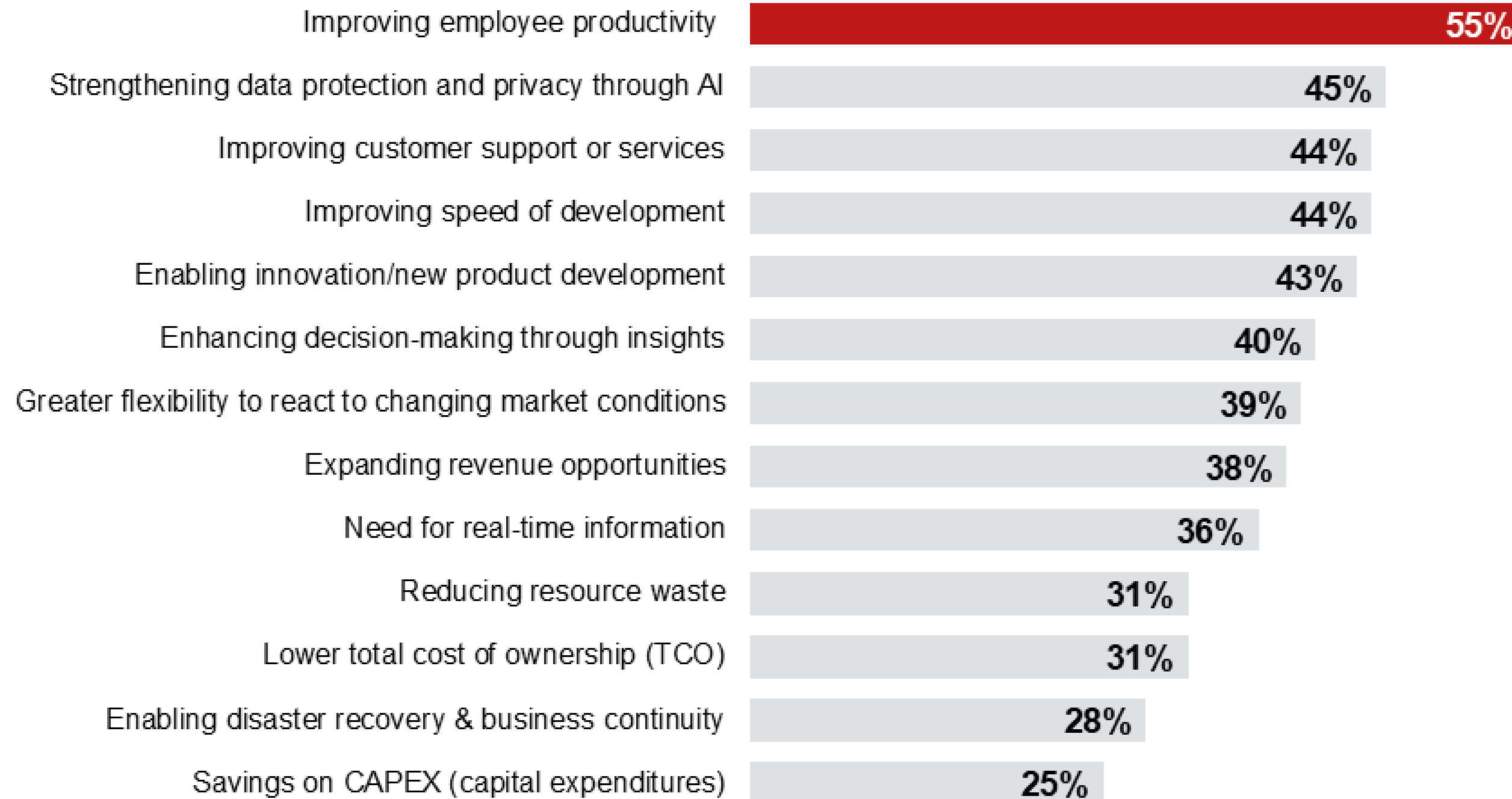
of ITDMs report challenges with implementing new AI initiatives

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

AI budget and spending

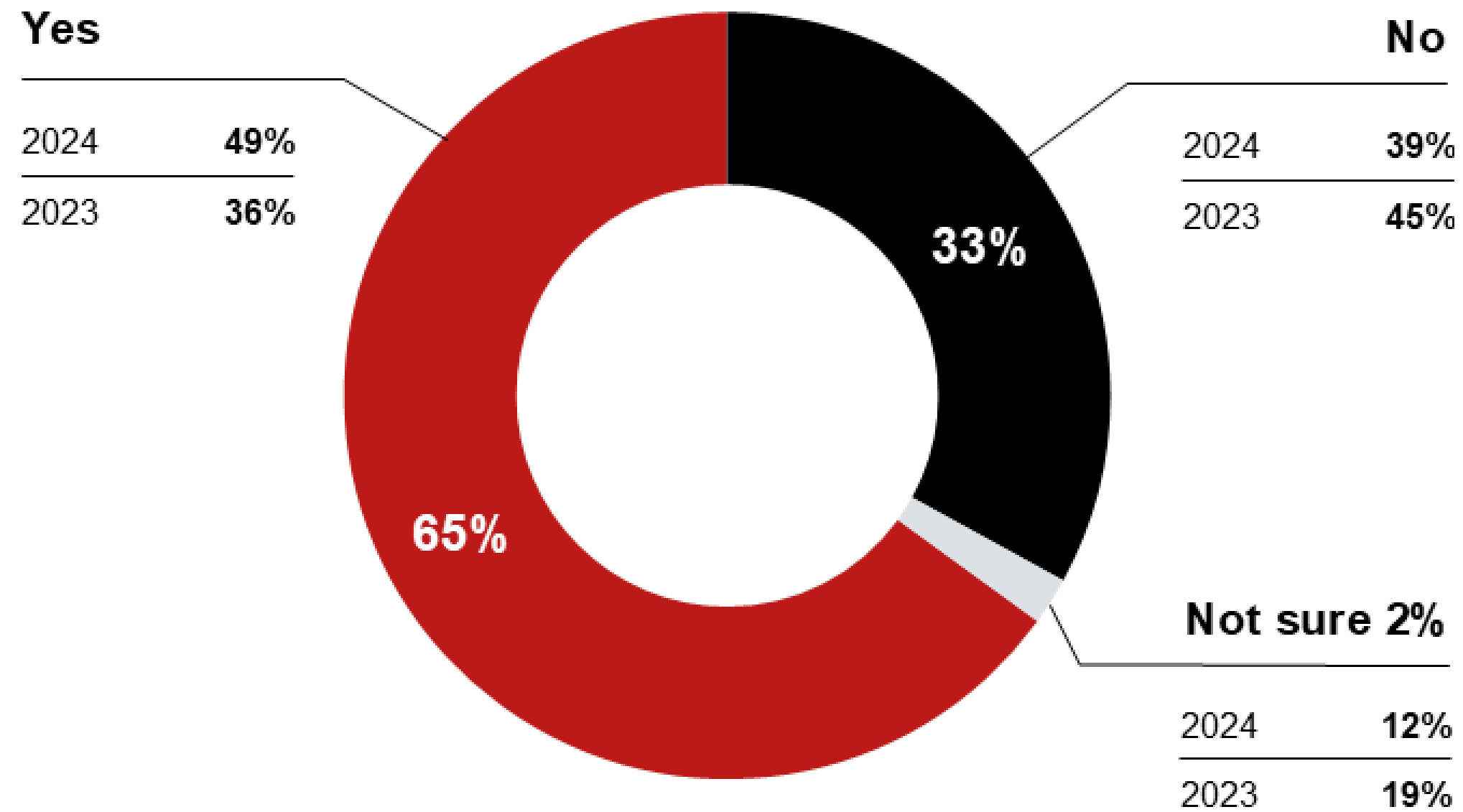


Business objectives driving AI investments



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

Organizations with dedicated AI budgets



Question: Did your company have a dedicated technology budget for AI projects or products in 2025?