The Business Opportunity of AI

Al Impacts the Bottom Line

AI leadership has significant benefits for organizations. A study by IDC shows that AI has a positive impact on the following:

- Market share
- Employee productivity
- Customer satisfaction
- Revenue growth

Adopting AI Creates New Value for Organizations

AI leaders have a clear strategy aligned to business goals, and the majority of leaders have rules, policies, and processes to protect against risks. AI impacts the way organizations work, including:

- Automating IT tasks
- Fraud detection

AI leadership has tangible benefits such as:

- Improved technology usage
- Enhanced decision-making
- Increased customer satisfaction
- Better reduction in security breaches and improper use of AI

What's Holding Organizations Back?

Governance, reskilling, and cost are often cited as challenges when implementing AI technology at your organization. Leaders and senior executives are intended to protect against these risks.

Organizations are Prioritizing AI Funding

CEO's of organizations are likely to reallocate spending towards AI within 24 months. According to this study:

- 71% of AI deployments are taking 12 months or less.
- 92% of AI deployments are taking 12 months or less.
- Organizations are realizing an average of $8 in return for every $1 companies invest in AI.
- 32% of organizations have reduced an average of less than 6 months.

Steps to Adopting AI

To ensure successful AI adoption, organizations should:

1. Establish an AI council of senior executives
2. Allocate sufficient budget
3. Reskill and upskill
4. Prioritize AI funding
5. Automate IT tasks
6. Develop a responsible AI policy
7. Work with technology suppliers

Message from the Sponsor

Learn more about how companies are benefiting from Microsoft AI and how you can accelerate AI adoption within your organization today.

Note: Respondents could select all that apply. Total doesn’t sum to 100%.