

AI Barometer August 2024



How AI investment will change in next 12 months

Last month we explored trends in awareness and usage of AI vendors' solutions over the first half of 2024. This month, we dive deeper into what's holding organisations back - uncovering concerns and stories of unsuccessful adoption.

Here's what we've learnt:

AI investment continues its upward curve

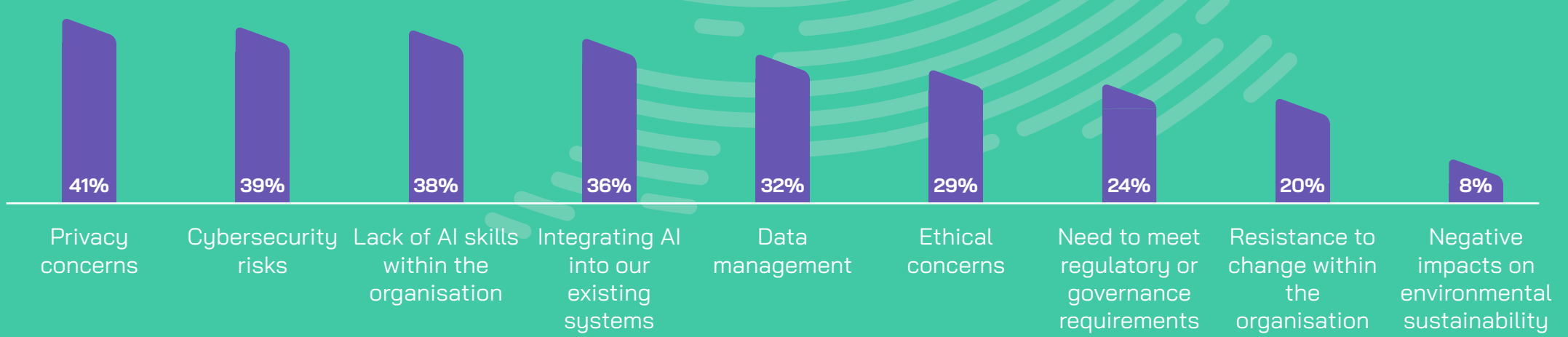
Despite an uncertain economic outlook, our monthly spend tracker highlights a consistent eagerness to invest in AI solutions over the coming 12 months.



AI investment trend index: January to July 2024

And yet, despite this continued trend of investment, IT and business leaders still report multiple concerns about introducing AI in their organisation

A lack of privacy, cybersecurity risks and a need to develop AI skills are top concerns for UK decision makers - notably ahead of any ethical or environmental concerns



What are your greatest concerns, if any, related to the introduction of AI at your organisation? (n=100), showing combination of responses ranked first, second and third

Most AI issues to date have been related to errors and implementation difficulties

We asked our respondents to tell us about any service areas or internal processes where they tried to implement AI in their organisation, but it was unsuccessful

Simple example is the internal process of booking staff holidays. The system was changed using AI and has caused chaos. It is very hard to see which dates are not already taken and has led to double bookings and a lot of disappointments

We tried using AI to create training materials. The problem was that the result was too generic and not really suitable for our needs

Too many people trying to use so many different tools, causing so much confusion

Business decision maker, financial services, 3,000 or more employees

IT decision maker, business/professional services, less than 3,000 employees

IT decision maker, business/professional services, 3,000 or more employees

Look out for more in our AI Barometer series.

Each month we survey 100 UK IT and business decision makers to get their views on AI investment and adoption plans. For more insights from the results or to discuss how research can help your organisation understand changing trends and engage your customers:

Get in touch