

AI Barometer



How AI investment will change in next 12 months

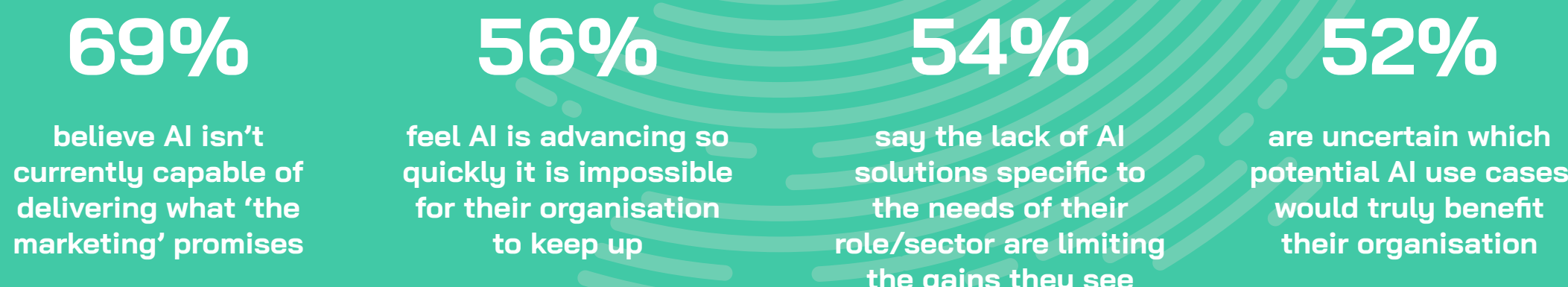
Is AI an answer in search of a question? While investment and confidence in AI strategies is growing, many organisations are still unclear on the benefits and use cases specific to them. We uncover how vendors can help.

Here's what we've learnt this month:

In the past six months, reliance on third-party support and overall confidence in AI strategies has grown



But despite this growth, most IT and business leaders are still searching for evidence of outcomes and use cases that are relevant to their organisation



IT leader on AI challenges:

It's probably tempering demand from the business, dealing with a higher volume of pilots and pop up ideas that we should obviously get on with and do yesterday.

But then anything that is proven to be successful, it's then how we productionize it and make it successful across the organisation.

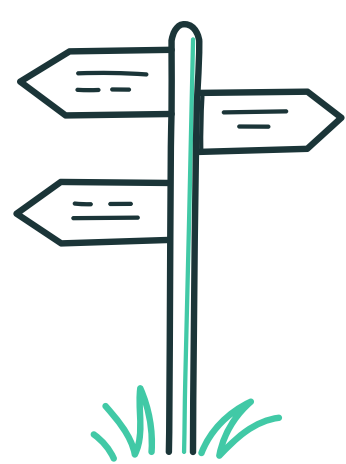
IT decision maker, utilities sector

Business leader on current AI usage:

At our place it's all ad hoc. People like me saying, could we do this? And could we do this? We're doing little bits in the background, just silos of people, all trying to create better ways of working with AI.

Far removed from this wonderful world of us being able to automate 20%, 50% of our role and then do all the thinking and strategic stuff that we would love to be doing.

Business decision maker, financial services sector



To close the gap between hype and reality, vendors need to focus on messaging that clearly demonstrates the specific use cases of AI and the real-world benefits it can deliver

Constant insight into this dynamic market and changing customer needs is more important than ever.

Here's three ways research can help close the gap:

Use case validation

Enhance products and propositions with real-world data to directly address customer needs

Customer feedback loops

Establish ongoing insights from your target audience to foster a 'test and learn' approach that adapts to evolving needs

Shape customer thinking

Share forward-looking insights into AI's future to position your organisation as a trusted thought leader

On-the-ground insights. On-demand.

Find out what IT and business leaders are thinking when it comes to AI.

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Sign up today for direct access to insights from our expert network, the **Vanson Bourne Community**.

Each month we ask 100 IT and business decision makers about their organisations' AI investment plans.

We're uncovering their AI perceptions, priorities and pain points - and tracking which brands they see as most relevant, trustworthy and innovative in the market.



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