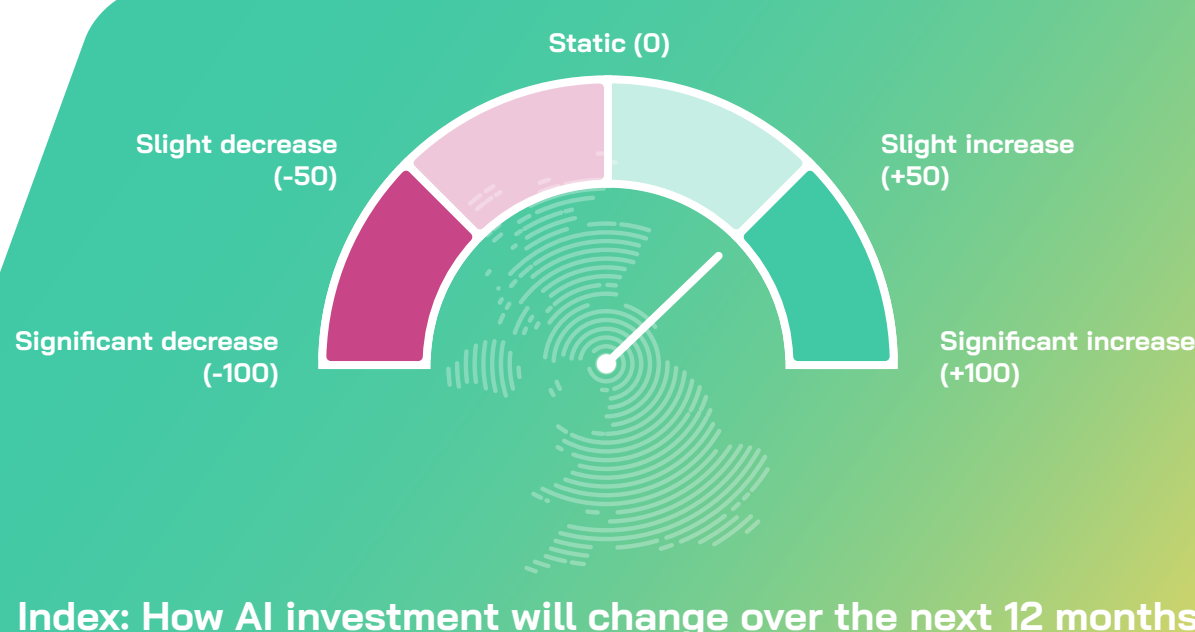


AI Barometer

February 2025



A year of AI innovation in 2024 failed to move the needle on usage – what will 2025 bring?

January 2025 was a major month for AI, with the launch of the UK Government’s AI Opportunities Action Plan and the emergence of the DeepSeek AI model. But have these big moves actually shifted decision makers' views on AI?

AI adoption remains stuck in neutral – organisations are still using it primarily for admin tasks and content creation, just like they were a year ago. The use of AI for more high-value initiatives or strategic imperatives is lacking – with AI seen as a supporting tool rather than a driver of future growth.

IT leaders on how AI is currently being used

Current examples are internal productivity gains, external customer interaction, predictive models for maintenance.

IT decision maker
Professional services sector
3,000+ employees

Automating manual, routine tasks. Helping process automation to reduce errors. Helping with productivity gains.

IT decision maker
IT and telecoms sector
500-999 employees

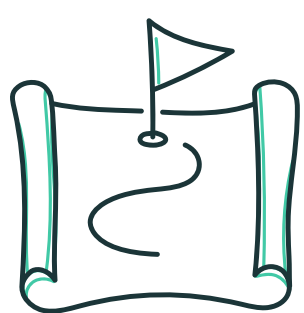
Mainly administrative productivity use cases with Office 365 Copilot across numerous departments such as HR and IT.

IT decision maker
Public sector
1,000-2,999 employees

For AI vendors in 2025, building trust should be a top priority

Our new report **AI: The race for a use case** highlighted that IT and business leaders need vendors to be clearer on what their AI solution does and what the customer benefits are – specific to their business.

AI vendors need to prove they are true partners – interested in their customers’ success and concerned about their pain points. Without this, decision makers will remain sceptical, hesitant to follow recommendations, and unlikely to invest more.



Only 66% trust AI vendors product roadmaps



62% trust the way they’re advancing the AI coversation



50% trust their commitment to the responsible advancement of AI



42% trust their commitment to implementing/ developing AI sustainably



Currently AI is being talked about and developed, but as yet very few real world examples have emerged where AI is actually making things better or easier. In fact it appears technology vendors are spending time and money on developing AI while taking their eye off supporting their existing products and customers.

IT decision maker | Manufacturing sector | 500-999 employees

In focus: The UK AI Opportunities Action Plan

Without this trust, the UK Government’s recently announced AI Opportunities Action Plan isn’t gaining traction – risking stalling AI investment and growth.

Decision makers remain more concerned about AI’s risks than its potential. They desire greater transparency – what are the aims and how will they be delivered? Instead of just pushing for growth, perhaps the Government should focus on delivering the reassurances organisations need to move forward.

IT and business leaders on the Action Plan:

- >> Only **35%** say they are confident they understand what the plan is and how it can benefit the UK
- >> Just **41%** believe it will benefit their organisation
- >> **55%** are concerned about the cost and timeframe for the plan

Future perspectives:

- >> **71%** are more concerned about AI safety than its potential to deliver growth
- >> Just **37%** believe the UK can become an AI superpower to rival the US and China

“Stop with the marketing hype and cut to the chase”

Discover our brand new report, **AI: The race for a use case**, based on a year of research into what IT and business leaders are thinking when it comes to AI.

Explore key insights from throughout 2024 into AI plans, perceptions, priorities and pain points – and how AI vendors can position themselves for success.



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