

# AI StrategiesView 2022: Standard

AN IDC SPECIAL INTELLIGENCE SERVICE

*AI StrategiesView 2022: Standard* provides an overview of AI adoption and trends among IT buyers. This product looks at IT customers' current and future AI investments and adoption rates, workloads, and economics. This product is focused on better understanding what drives customer behavior for AI on a worldwide basis across different buyer personas. *AI StrategiesView 2022: Standard* delivers primary research via an annual survey that addresses key issues in the adoption, use, and influence of AI systems, platforms, and related components.

## Markets and Subjects Analyzed

- Overall adoption — by type (hardware, software, services), spend, project/use cases
- Drivers/inhibitors
- Impact on overall hardware and software decisions (open source versus commercial)
- Deployment location — on-premises, edge, public cloud
- Use cases/workloads
- Personas
- Vendor perceptions
- Embedded versus product sales
- Solution selling
- Cloud models versus discrete products
- Accelerators
- Inference versus training
- Implications for data and data management
- Professional services
- Staffing — trade-offs, dependencies (e.g., data integration), time spent on tasks

## Core Research

- Executive Summary: This summary provides in-depth analysis of the survey results, which include strategic messages, key highlights, implications, and essential guidance for AI strategies.
- Survey Findings: This presentation provides a summary of results in the form of charts and figures for each survey question for easy viewing (worldwide only).
- Banner Books: These banner books provide data results of this study across different segment views (e.g., firm size, geography, and industry) (worldwide only).
- Webinar: IDC will provide a webinar as an interactive session to review and discuss the results of this study.

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [AI StrategiesView 2022: Standard](#).

## Key Questions Answered

1. What are customers thinking, planning, and investing with regard to AI technologies?
2. What are the major drivers of and inhibitors for AI adoption based on different buyer persona?
3. Which financial metrics will matter in AI and how will AI economics evolve?
4. How will AI intersect with other technologies?
5. How will AI business metrics evolve with the mainstream buyer?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the AI strategies market, including:

Adobe, Alibaba, Amazon Web Services, ARM, Citrix Systems, Cloudera, Dell Technologies, Fujitsu, Google, Hitachi Vantara, HPE, IBM, Intel, Microsoft, NEC, NVIDIA, Oracle, Salesforce, SAP, SAS, Teradata Corp., and TIBCO.