



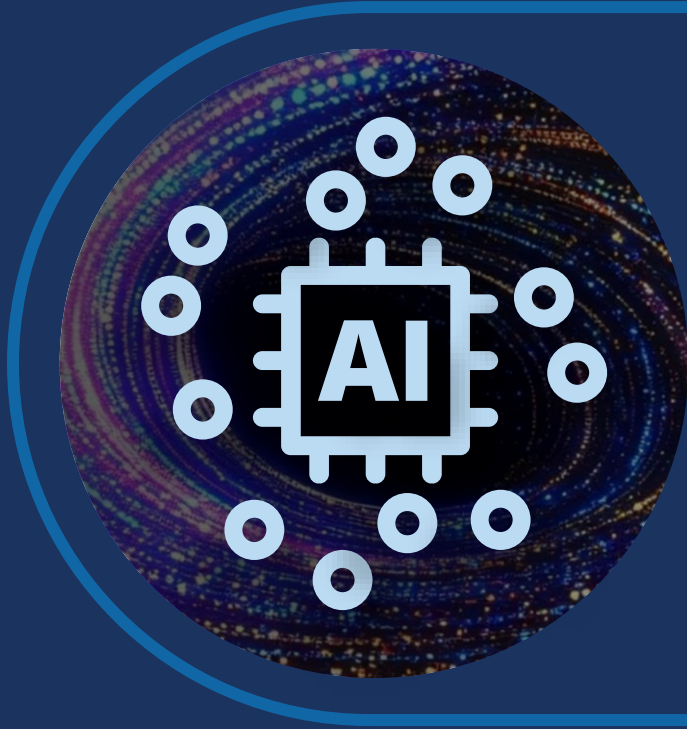
IDC Directions

Time for the AI pivot: From experimentation to industry transformation

Meredith Whalen
Chief Research and Data Officer

In past 12 months, overcame major barriers to adoption

The AI Scramble



Costs

High costs to move POCs into production

Skills

Limited AI skills, especially GenAI skills

Governance and trust

AI governance and deployment frameworks

From experimentation to AI-fueled organization

IDC Worldwide AI-Fueled Organization Maturity Model



From experimentation to AI-fueled organization

IDC Worldwide AI-Fueled Organization Maturity Model



The AI economy in 2030



Serving new consumer expectations

Search

Companies spend **5x** more on LLM optimization than search optimization by 2029

IDC CMO 2025 Predictions

Content creation

Two-thirds of **1B** content creators use GenAI in video content creation workflow by 2028

IDC Consumer 2025 Predictions



Identifying new industry value

Professional “Services as a Product”

Tax, audit, sustainability, legal, deals, innovation/R&D, industry-specific business operations

Life Sciences drug innovation

65% of drug discovery powered by GenAI in 2027



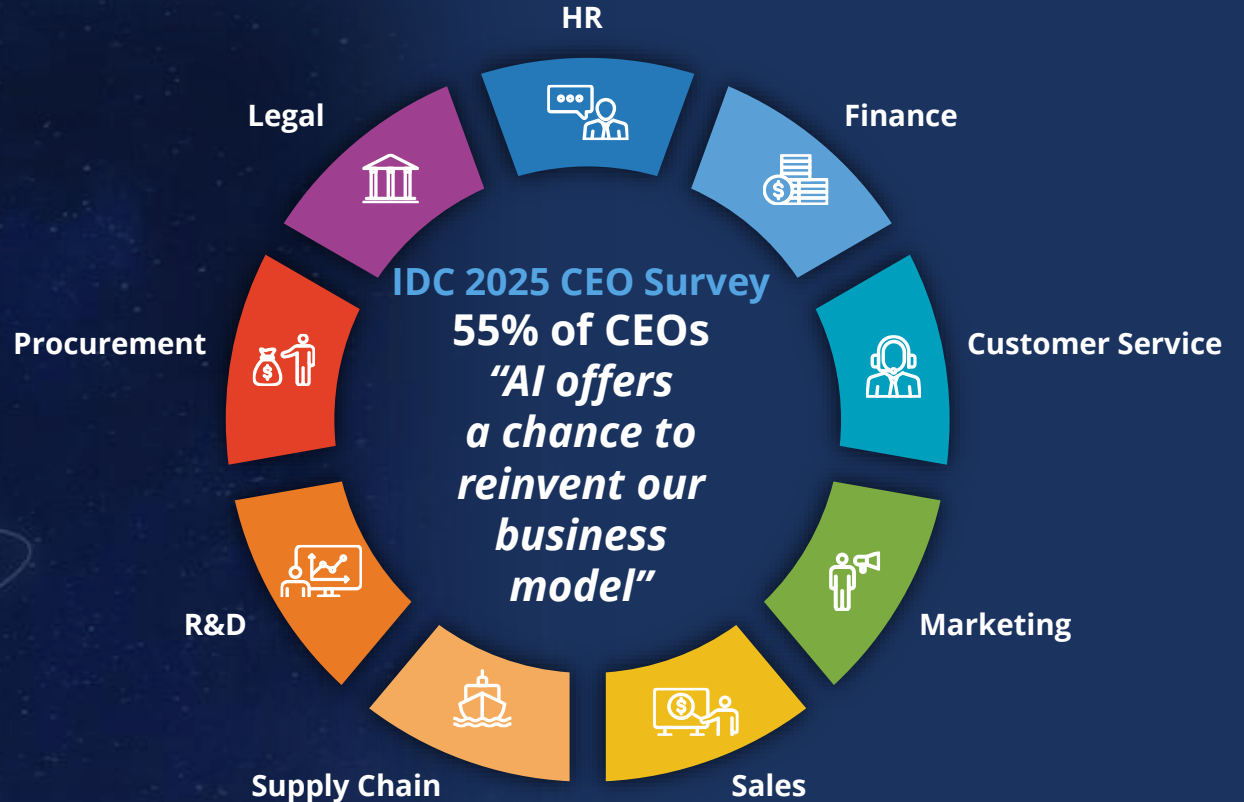
Reshaping business operations

Automated workflows

80% of organizational workflows automated;
silos reduced, and hierarchies reshaped by 2029
IDC ERP 2025 Predictions

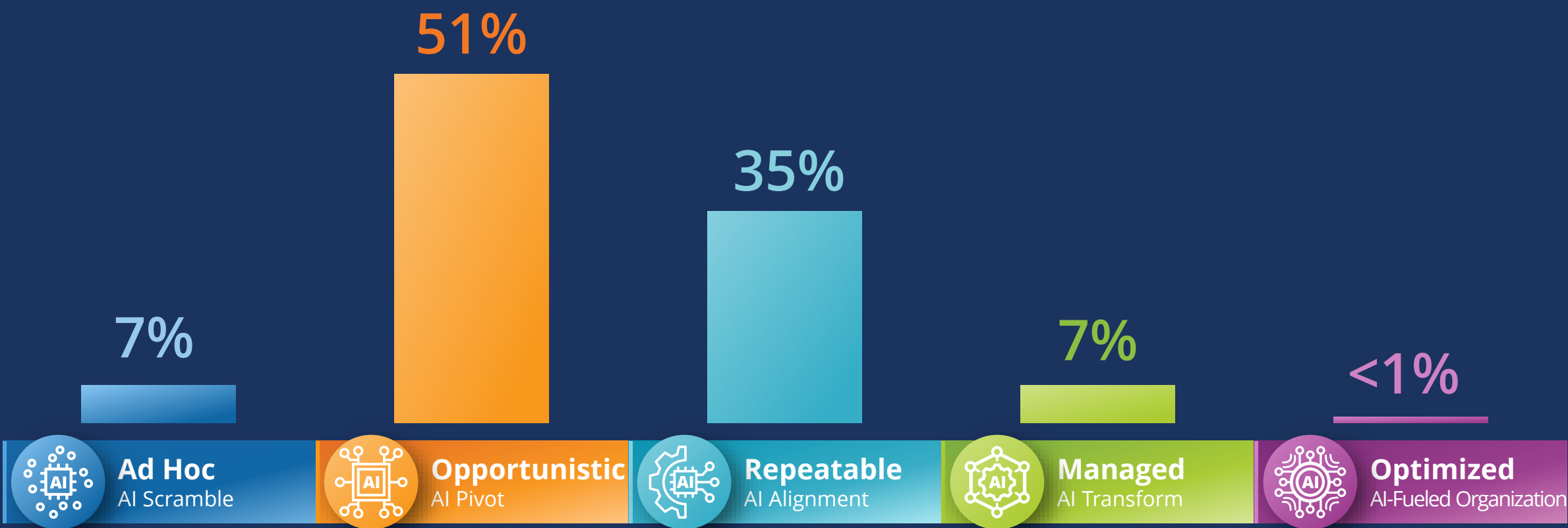
Immersive customer engagement

52% of G2000 customer engagements
reimagined by 2029
IDC GenAI 2025 Predictions



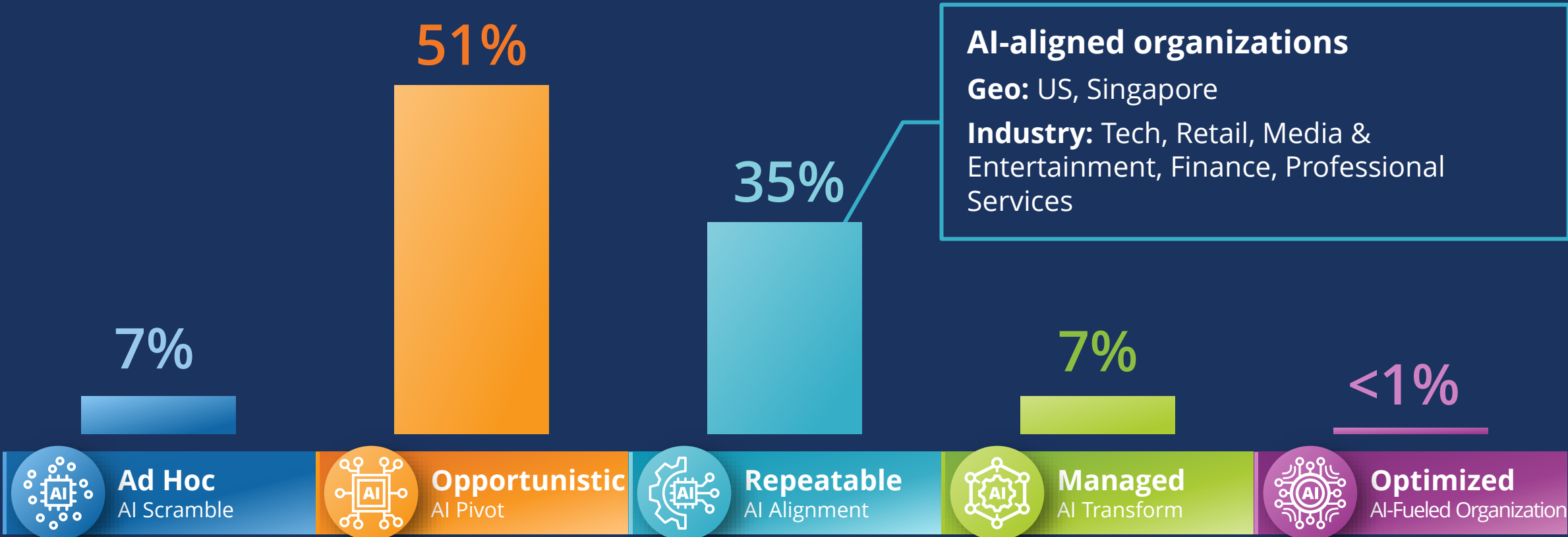
Organizations are making the AI pivot

IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025



Who are the AI-aligned organizations?

IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025



What enterprises must get right during AI pivot

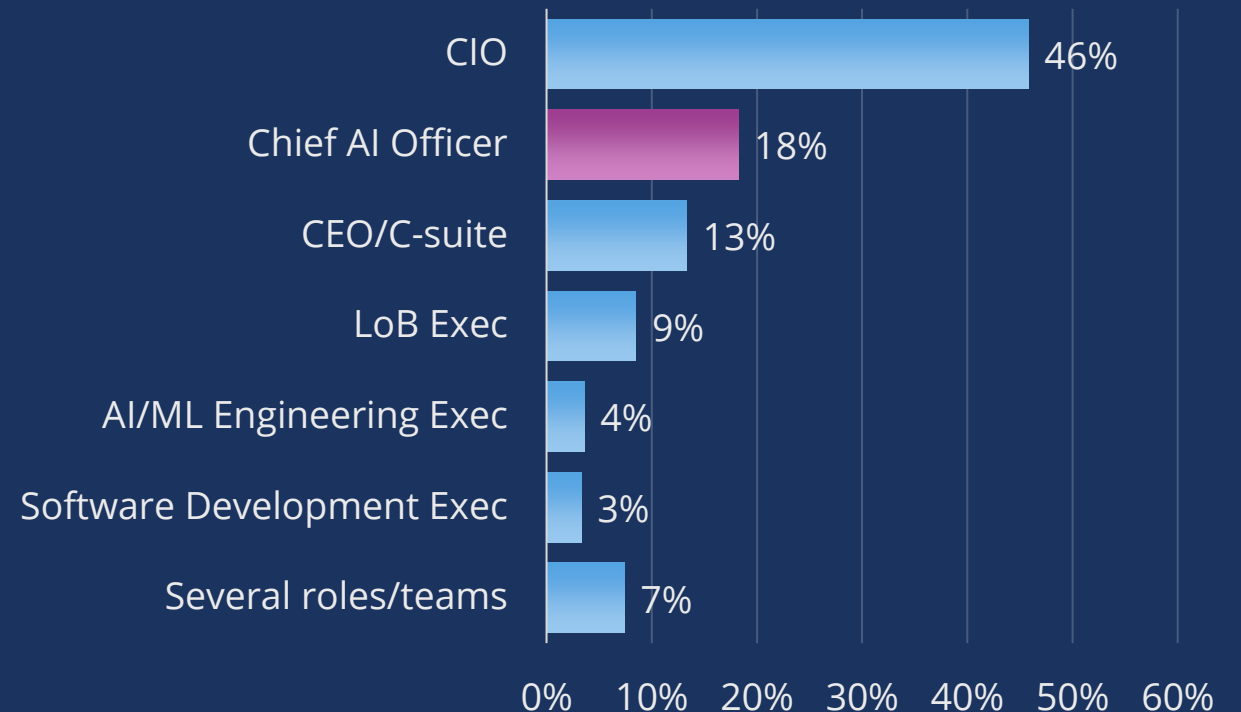
Enterprise AI strategy

“If you can answer two questions: What problem are you solving with AI? And to what process is AI best applied? You prevent endless experimentation and a more rapid path to significant AI ROI.”



John Roese,
Global Chief Technology Officer
and Chief AI Officer

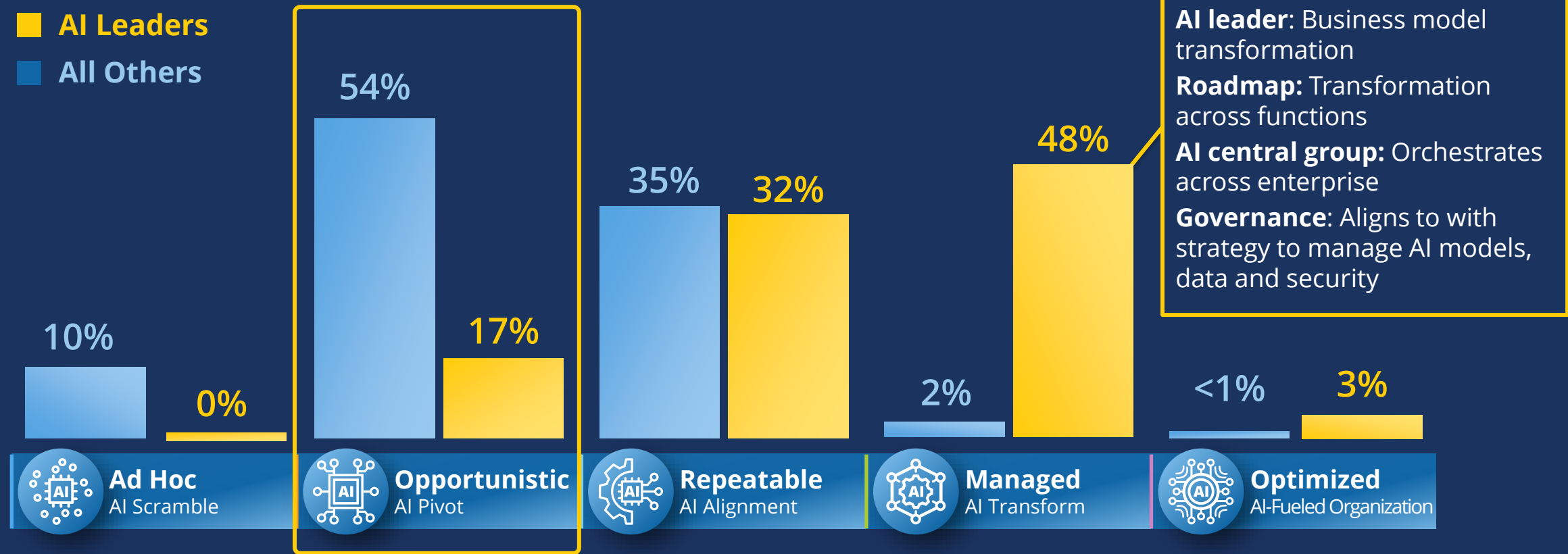
Who is in charge of your AI transformation strategy?



What enterprises must get right during AI pivot

IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025

AI Strategy Dimension



What enterprises must get right during AI pivot

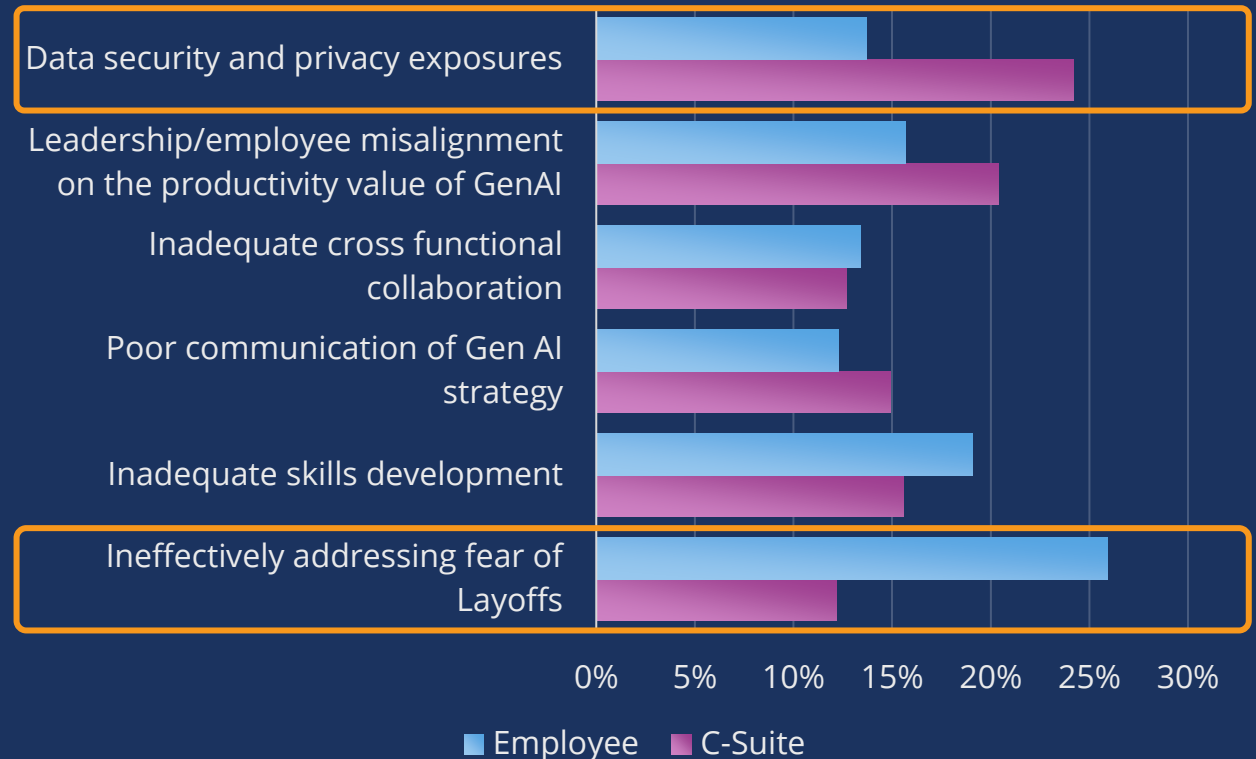
AI-ready workforce

“This year, my current projection is that in the next three years, we are going to shrink our workforce by **4,000 or 10%.**”

Piyush Gupta
Chief Executive Officer



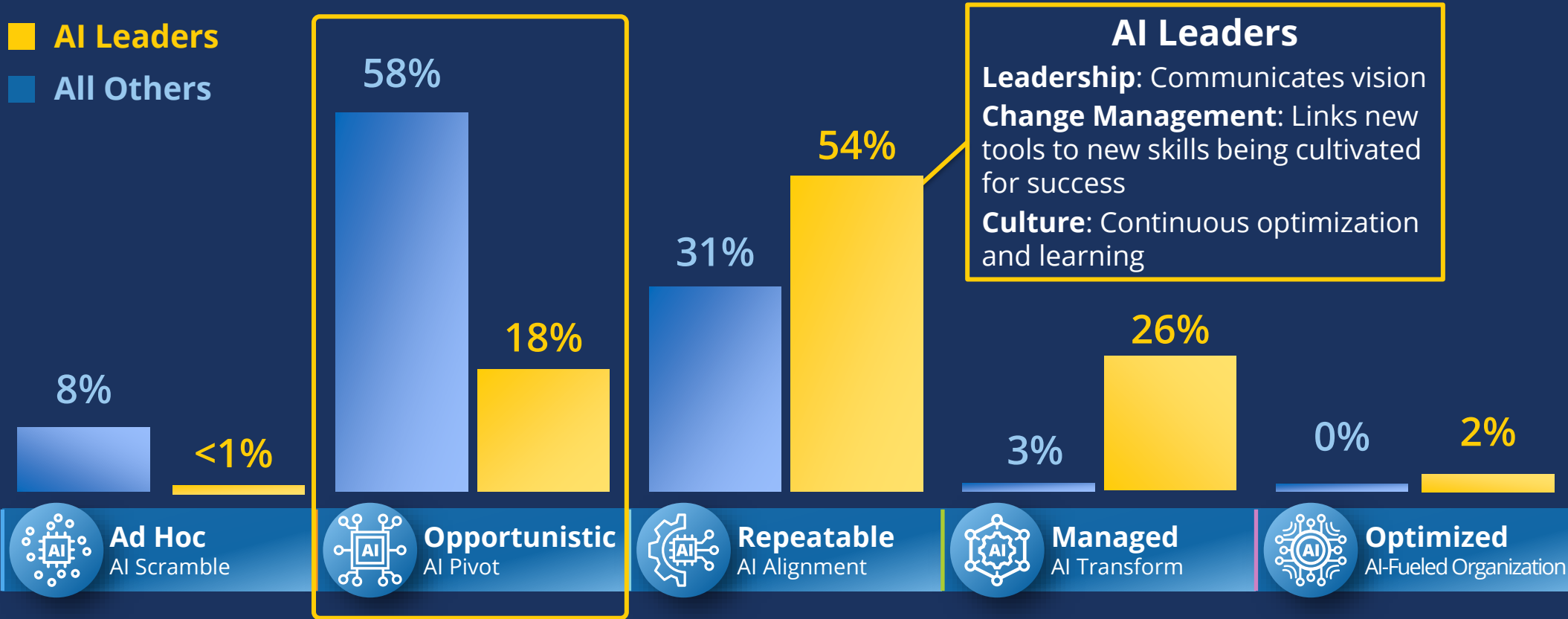
Greatest AI Risk to Organization in 2025



What enterprises must get right during AI pivot

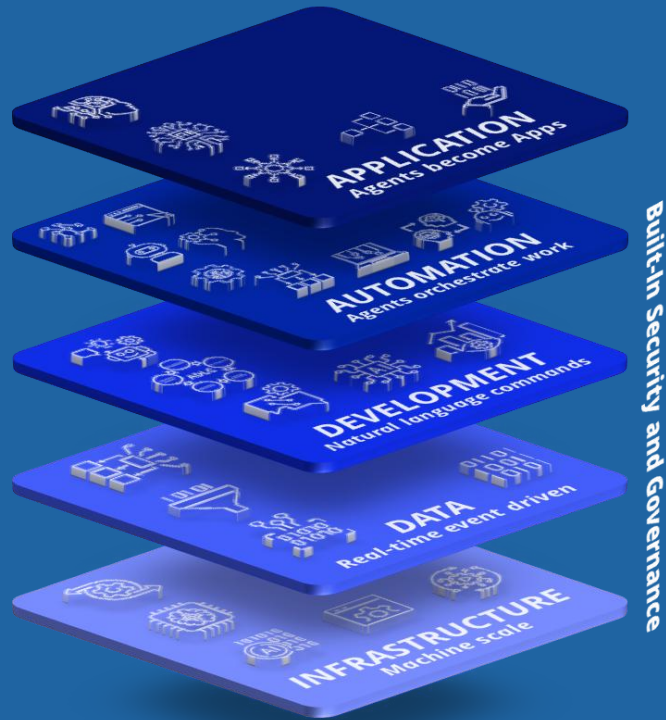
IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025

People Dimension



What enterprises must get right during AI pivot

AI-ready tech stack



42% of organizations increasing IT spend in 2025 to prepare for greater use of AI



31% Modernizing datacenter infrastructure



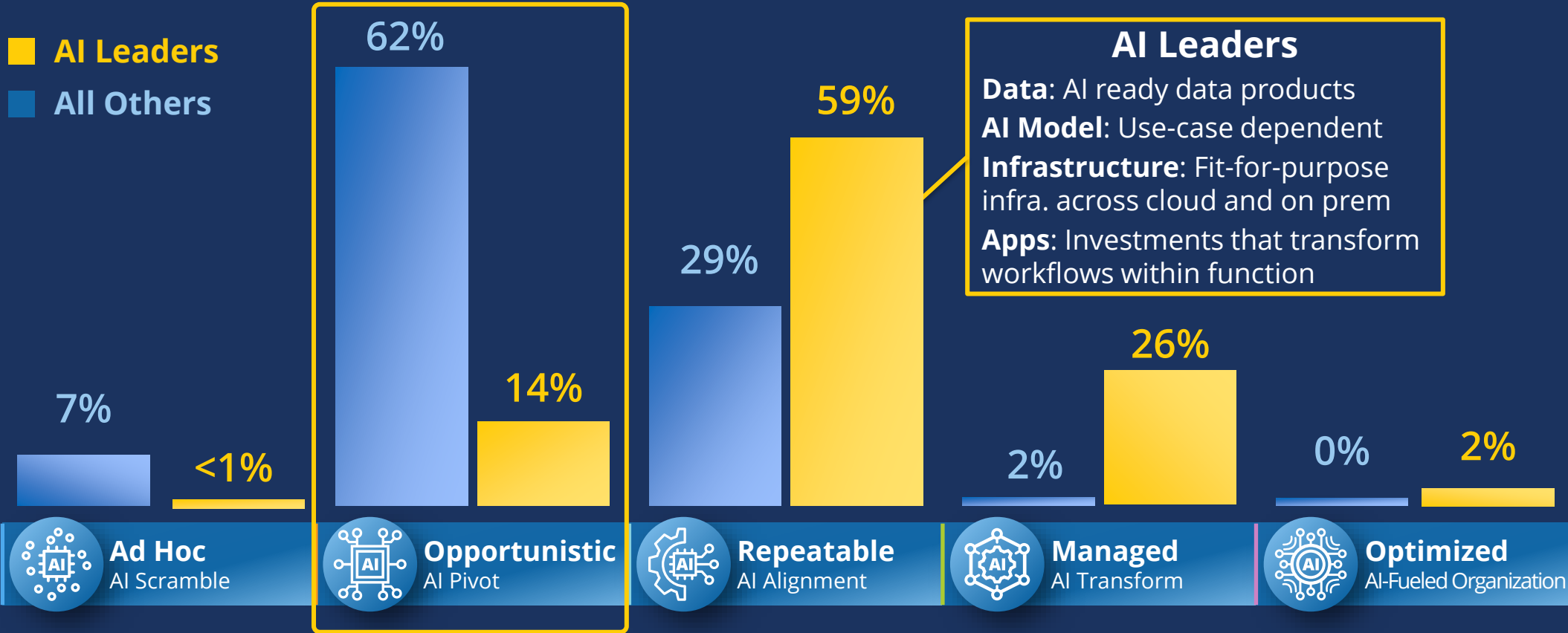
30% Enhancing cyber recovery and resiliency



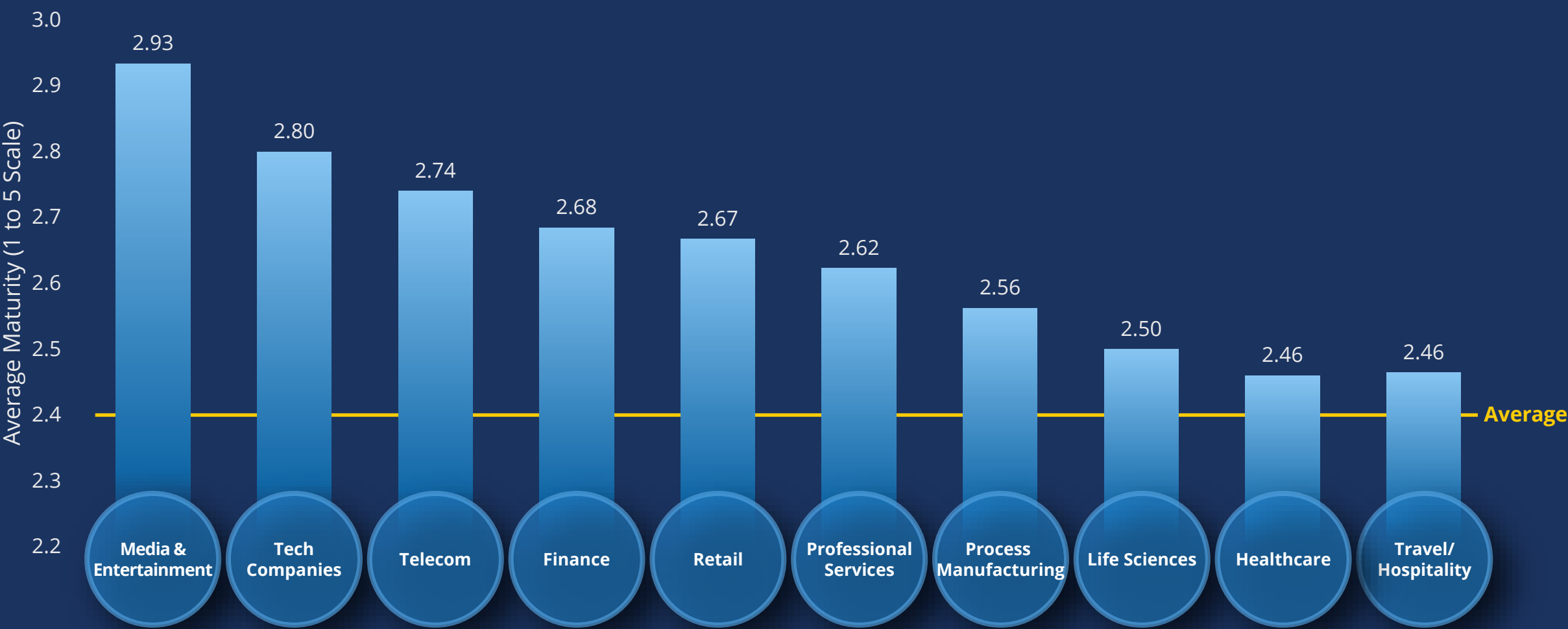
28% Modernizing core enterprise applications

What enterprises must get right during AI pivot

IDC Worldwide AI-Fueled Organization Maturity Model Benchmark, 2025
Technology Dimension



Industries leading AI transformation



Media and Entertainment driving revenue with AI

Automated ad creative

*GenAI-driven automated and personalized ad creation with intelligent decisioning for content, placement, and localization will be implemented by **25%** of all brands and ad agencies by year end.*

IDC WW Media and Entertainment
2025 Predictions

Top Media & Entertainment specific use case investments



What lies ahead

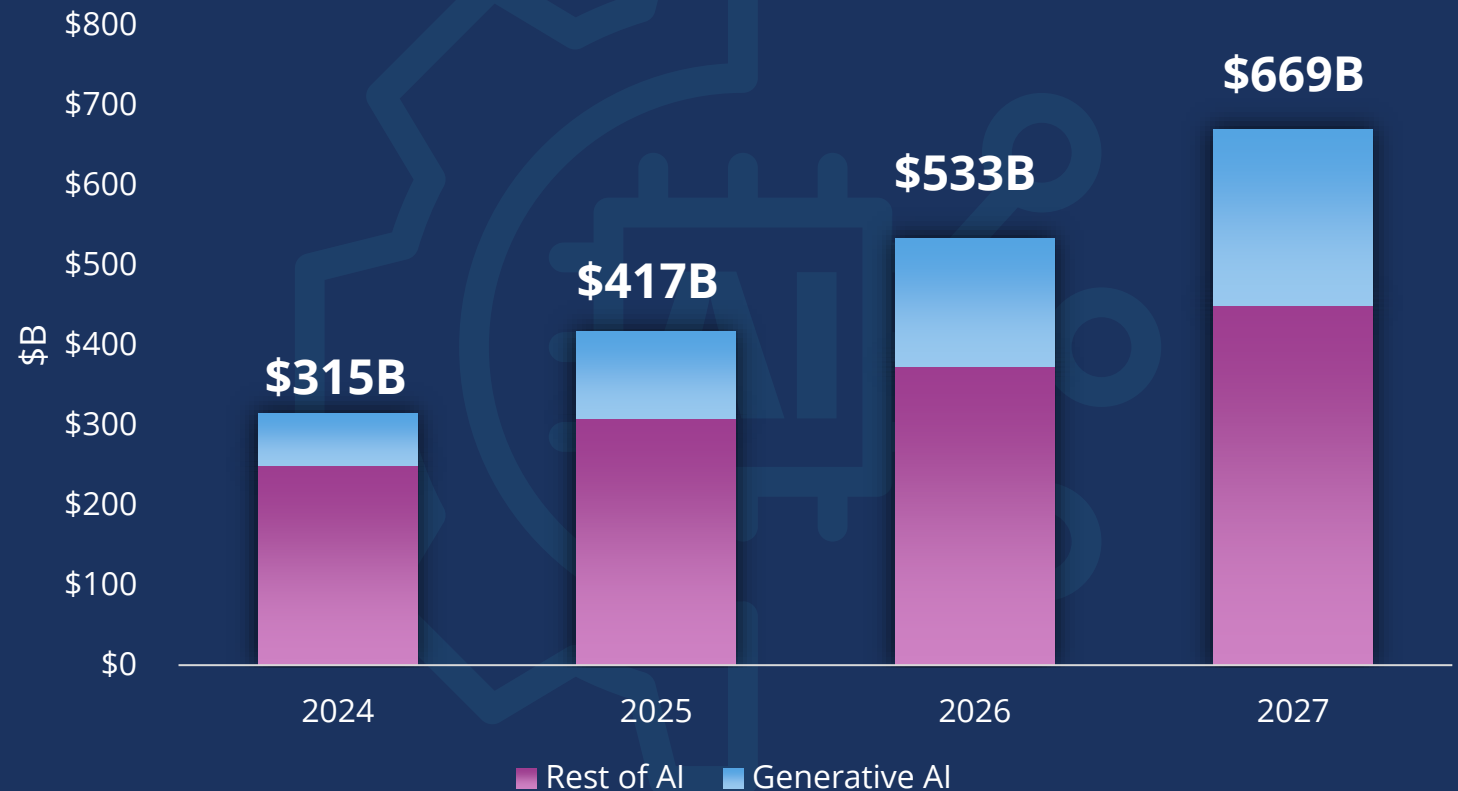
The big AI prep

Nations build the critical infrastructure for AI economy

Service providers accelerate data center build out - **75%** of infrastructure spend and **36%** of AI spend in 2025

AI agents simultaneously biggest driver of software and services growth and disruptor

Worldwide AI Forecast (2024-2027)



What lies ahead

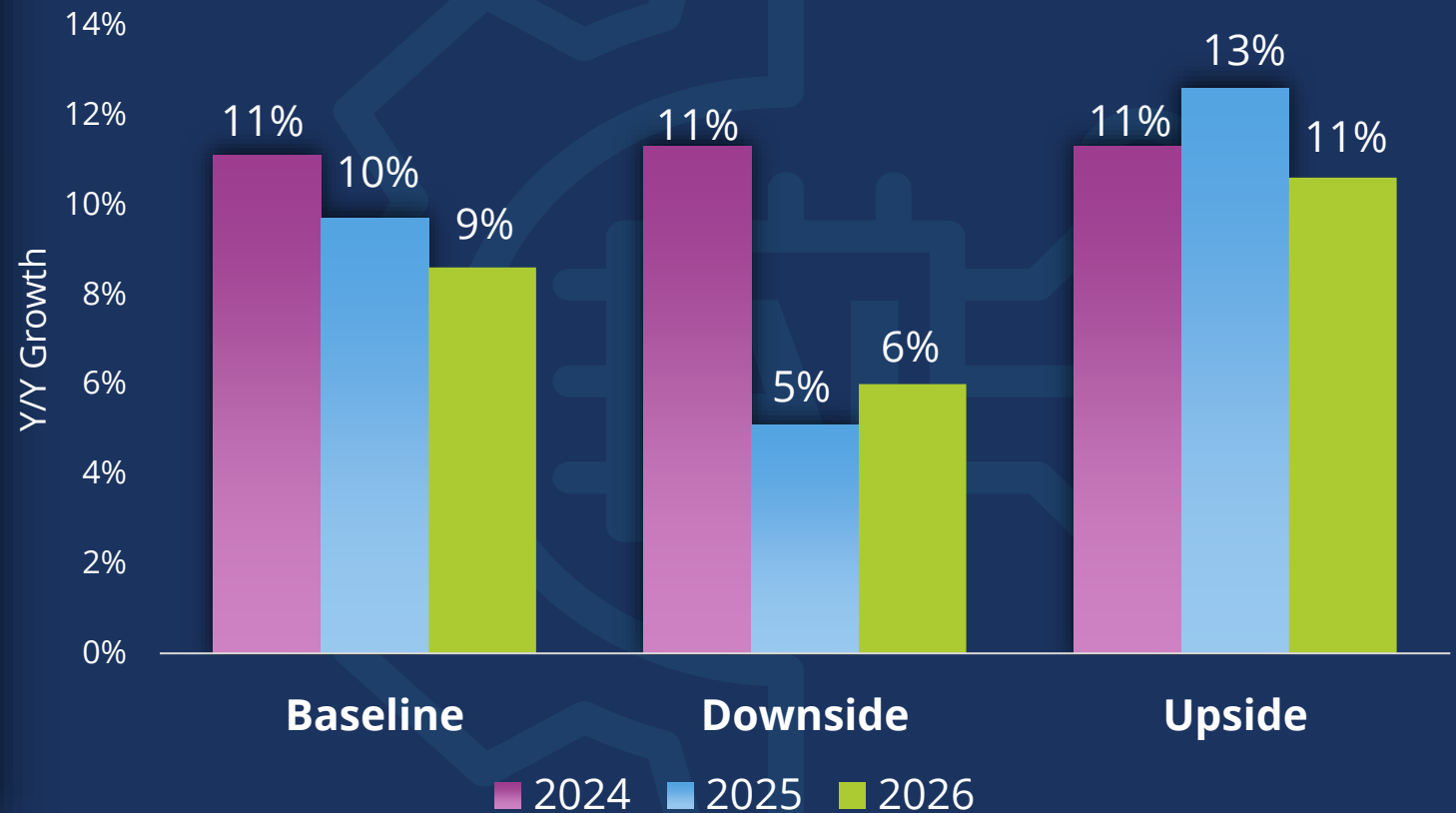
2025 ICT market growth

Baseline: **10%** Y/Y growth includes AI Pivot and new tariffs on US imports from China, Canada and Mexico

Downside: **5%** Y/Y growth assumes escalation of China/US tariffs and major new trade barriers between US and other countries

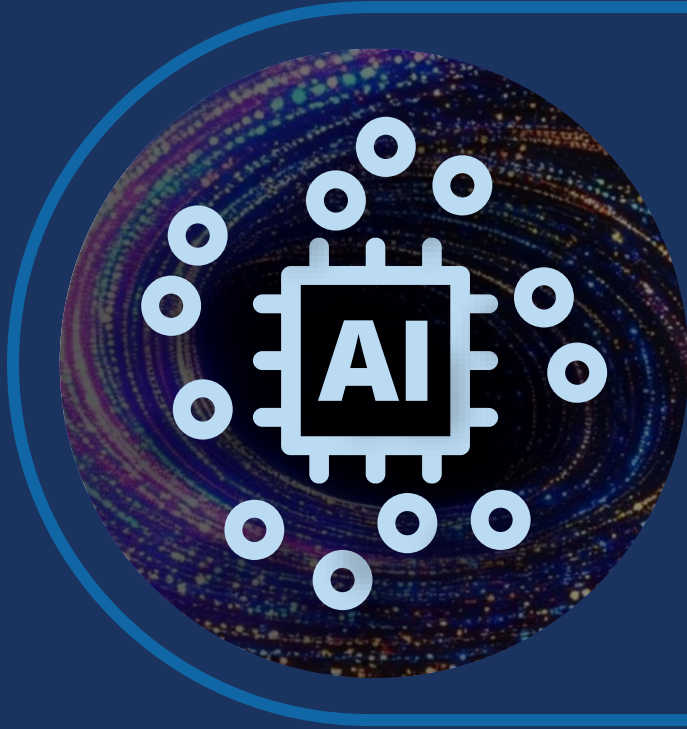
Upside: **13%** Y/Y growth assumes impact of deregulation and tax cuts, combined with new trade agreements between US and largest partners

WW IT Spending Growth (YoY Constant Currency)



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The AI Scramble



Costs

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Skills

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Governance and trust

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In next 12 months, address the next barriers to AI maturity

The AI Pivot



Enterprise AI strategy

Prioritize core business areas to transform
Align investments and roadmap to strategy
Plan and prepare for agentic workflows across enterprise

AI-ready workforce

Communicate AI vision to employees
Establish change management program
Create culture of continuous learning and optimization

AI-ready tech stack

Identify parts of business ripe for agentic automation
Identify required data sources
Invest in infrastructure automation

Working together in the era of AI





IDC Directions