



Calculate the AI ROI

Using IDC's AI Business Value Framework

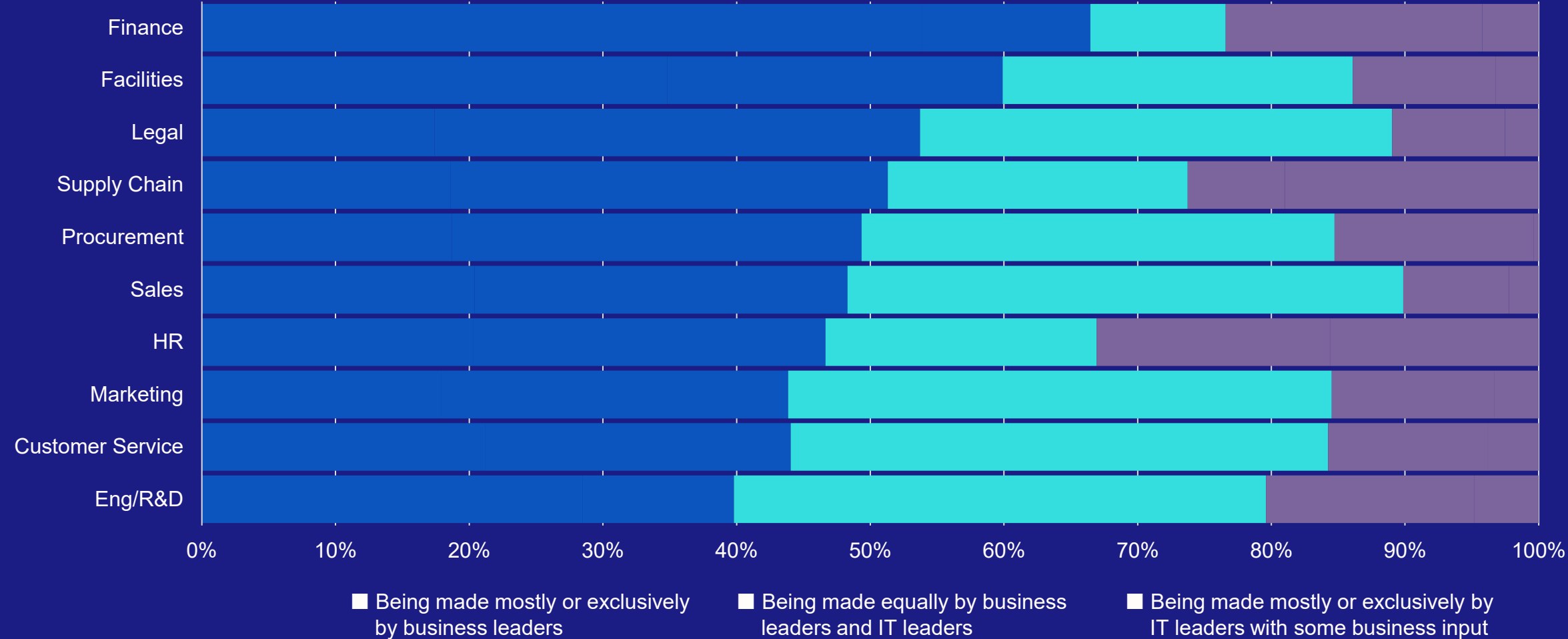
Chart your agentic future confidently with IDC

AI Investments is Spurring Collaborative Decision Making

← More Business Led

Q: Who is making the investment decisions for GenAI use cases within in the next 18 months?

More IT Led →



Calculate the AI ROI

Move from Traditional Cost-Benefit Analysis to Business Value

Shift the conversation from old-school cost-benefit analysis to AI-fueled business value — the language of the CIO.

Buyers want ROI, but traditional formulas don't capture AI's true value. IDC helps reframe ROI into business outcomes and organizational impact.

Why it matters for vendors: You need to speak the language of value architects (CIOs), not just IT spend.

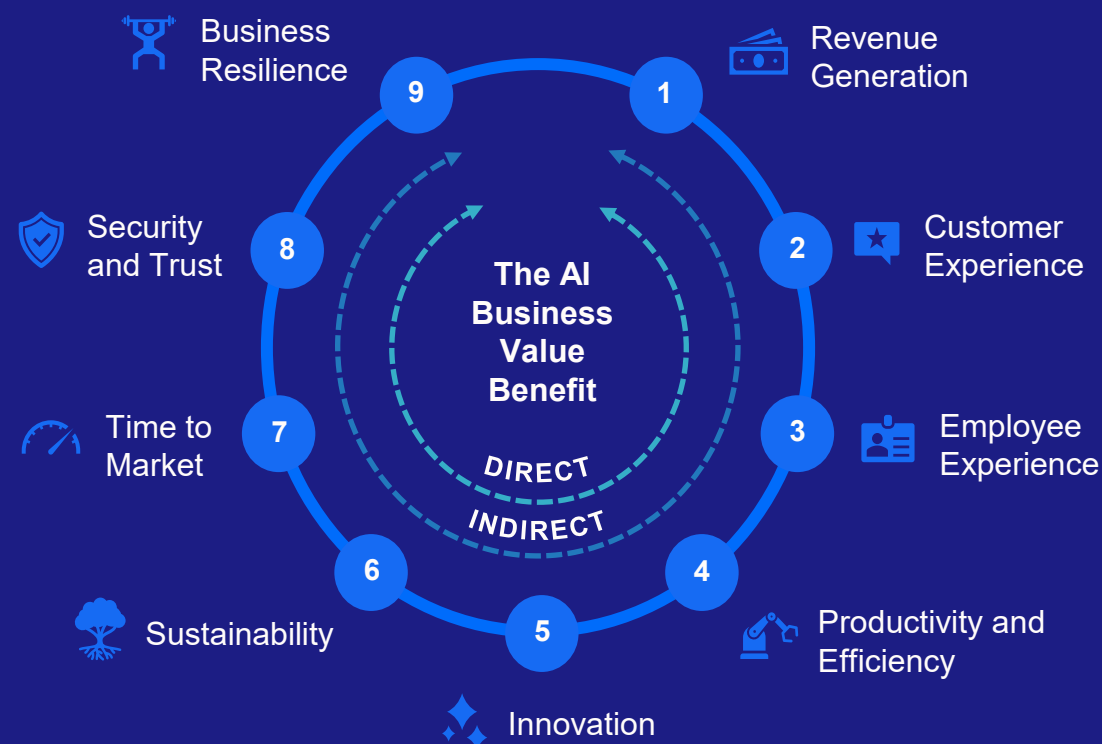
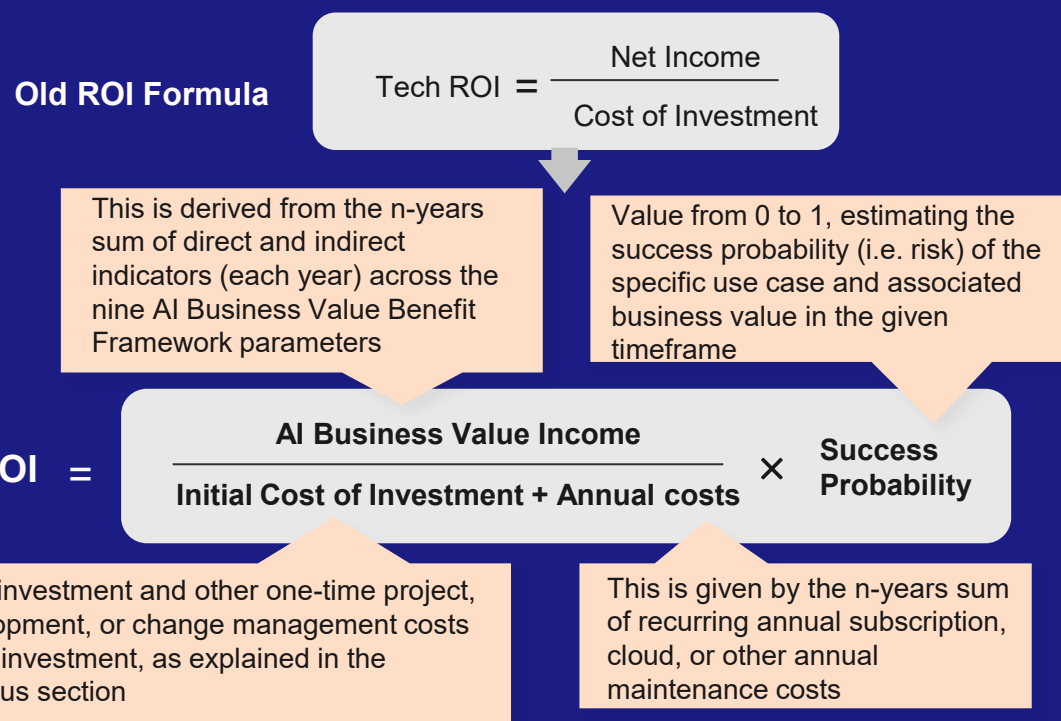
Vendor Takeaway: Use IDC's AI Business Value Benefit Framework to prove impact in revenue growth, efficiency, and risk reduction.

IDC 2026 Prediction (APJ): By 2027, 50% of A1000 CIOs will be tasked to create enterprise AI value playbooks, featuring expanded ROI models to define, measure and showcase AI impact across efficiency, growth and innovation.



CIO as Value Architects

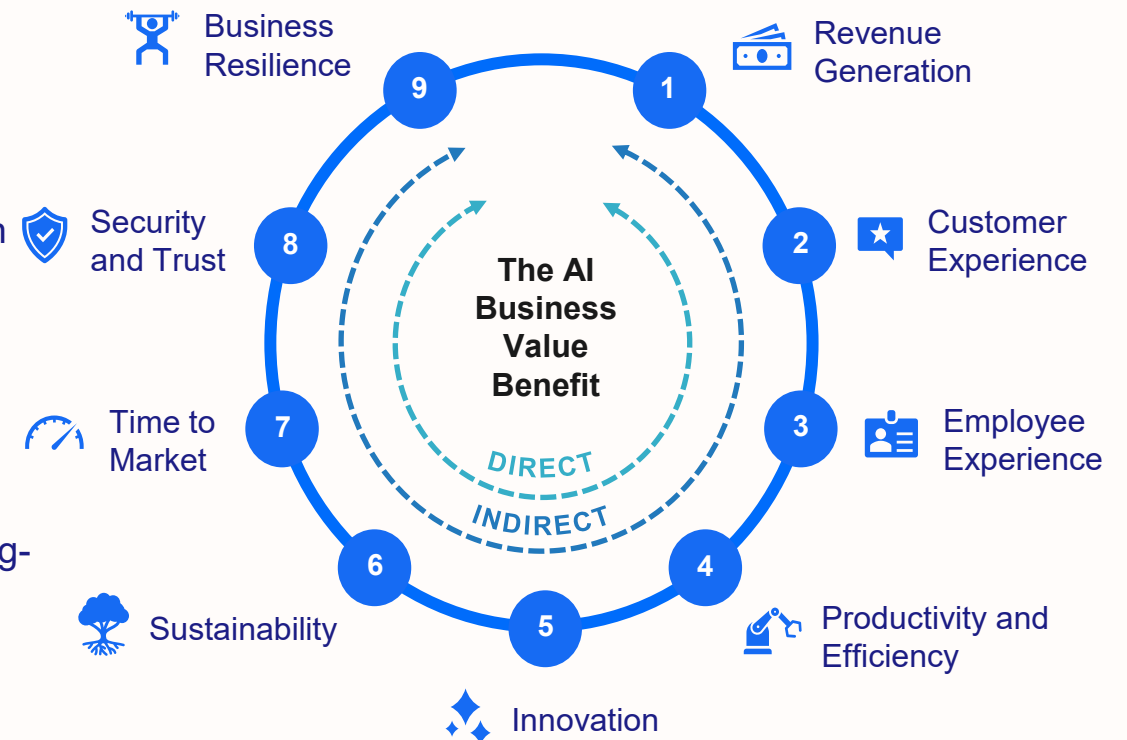
The CIO must champion multi-dimensional success criteria, balancing short-term efficiency with long-term strategic value. Good practices include adopt use case portfolio approach; quantify direct and indirect benefits; use scenario-based ROI projections; track performance over time; add AI decay cost



Tech buyers of AI must balance multi-dimensional success criteria

Call to Action for Tech Vendors

- Speak to C-suite with credible POVs around industry shifts, regulatory urgency, and tech contextualization in their business.
- Build trust through capability proof.
- Help tech buyer develop those real numbers:
 - Business cases that balance short-term goal (productivity, customer experience, growth) with long-term strategic value.
 - Quantify direct and indirect benefit.



For more information on IDC's AI Business Value Benefit, access the report, **"From AI Return on Investment to Business Value: A Practical ROI and Business Value Calculation Framework for IT Leaders"**, or [book a meeting through your account manager](#).



