Identify and prioritize the most impactful AI use cases

Chart your agentic future confidently with IDC

Buyers Don't Want More AI. They Want the Right AI.

Identify and prioritize the most impactful AI use cases

Pinpoint high-impact use cases and align your solutions to what matters most.

Every function/industry is experimenting with AI — but only a few use cases deliver **real impact**. IDC tracks the top 3 across 13 business functions and 11 industries.
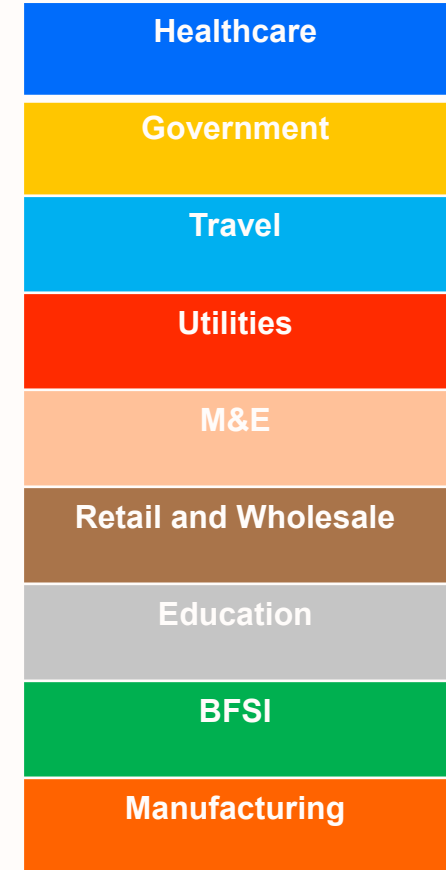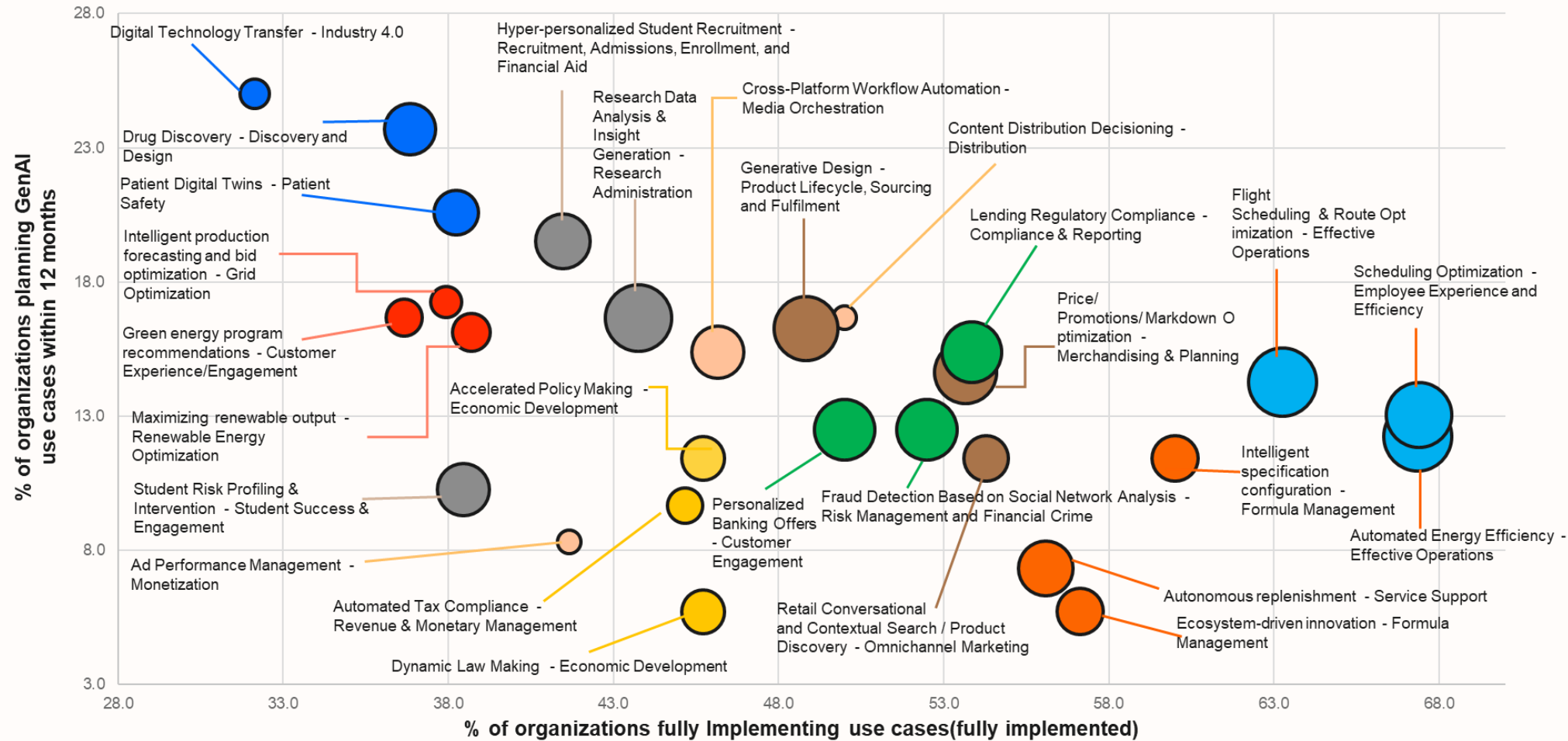
Why it matters for vendors: Customers struggle to prioritize. You can **simplify their buying decision** by mapping your solutions directly to their high-value use cases.

Vendor Takeaway: Show how your technology solves **the right problem at the right time**.

IDC 2026 Prediction (APJ): In 2026, 45% of AI-fueled digital use cases in APJ will fail ROI targets, held back by unclear gains, rising risks, weak human augmentation and poor data foundations
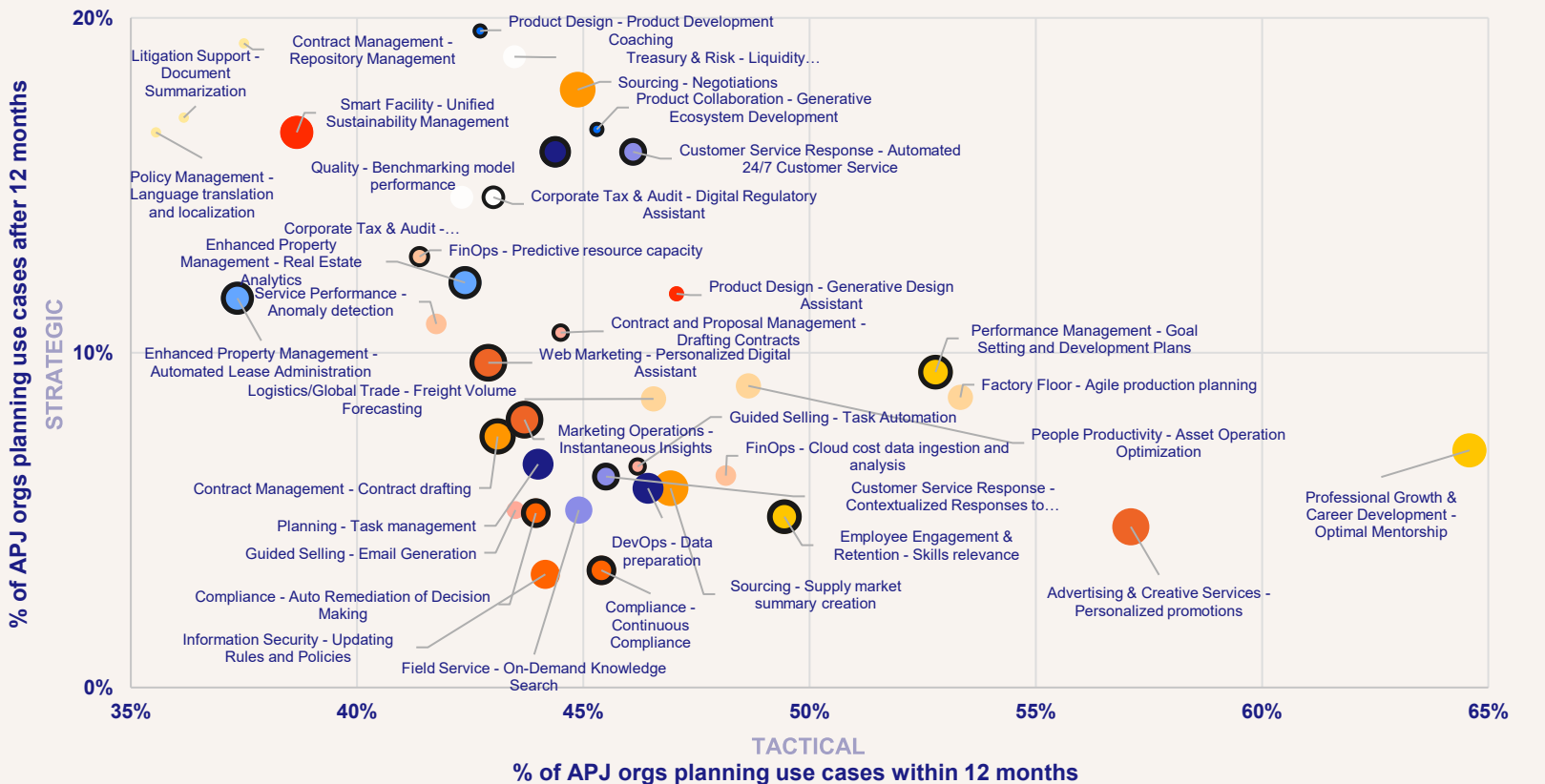
Enterprise-wide Impact and Success Metrics

Top 3 Use Cases across 13 Functions

% of APJ orgs planning use cases after 12 months (y-axis, STRATEGIC, 0% to 20%)

% of APJ orgs planning use cases within 12 months (x-axis, TACTICAL, 35% to 65%)

Bubble labels:
- Product Design - Product Development Coaching
- Treasury & Risk - Liquidity…
- Contract Management - Repository Management
- Litigation Support - Document Summarization
- Sourcing - Negotiations
- Product Collaboration - Generative Ecosystem Development
- Smart Facility - Unified Sustainability Management
- Customer Service Response - Automated 24/7 Customer Service
- Quality - Benchmarking model performance
- Policy Management - Language translation and localization
- Corporate Tax & Audit - Digital Regulatory Assistant
- Corporate Tax & Audit -…
- Enhanced Property Management - Real Estate Analytics
- FinOps - Predictive resource capacity
- Service Performance - Anomaly detection
- Product Design - Generative Design Assistant
- Enhanced Property Management - Automated Lease Administration
- Contract and Proposal Management - Drafting Contracts
- Web Marketing - Personalized Digital Assistant
- Performance Management - Goal Setting and Development Plans
- Logistics/Global Trade - Freight Volume Forecasting
- Factory Floor - Agile production planning
- Guided Selling - Task Automation
- People Productivity - Asset Operation Optimization
- Marketing Operations - Instantaneous Insights
- Contract Management - Contract drafting
- FinOps - Cloud cost data ingestion and analysis
- Customer Service Response - Contextualized Responses to…
- Professional Growth & Career Development - Optimal Mentorship
- Planning - Task management
- Guided Selling - Email Generation
- DevOps - Data preparation
- Employee Engagement & Retention - Skills relevance
- Compliance - Auto Remediation of Decision Making
- Compliance - Continuous Compliance
- Sourcing - Supply market summary creation
- Advertising & Creative Services - Personalized promotions
- Information Security - Updating Rules and Policies
- Field Service - On-Demand Knowledge Search

Composite AI Use Case (no ring)
*Scale of x axis has been amended to show distribution of responses (% of organizations in APJ) more clearly*

Bubble size reflects average dollar spend by function

Decision Maker	Business Impact (KPIs)
Head of Engineering	Reduce product cost, Reduce cost of R&D, Improve product quality
Head of Facilities	Productivity improvements, Fines avoided, Better lease terms, Lower emissions
Chief Financial Officer	Improve working capital ratios, Better visibility & more efficient compliance
Chief Human Resources Officer	Better goal achievement, Employee progression, Skills enhancement
Head of Legal	Reduce costs, Productivity gains, Better document management
Head of Procurement	PO and contract cycle time, Reduce costs, FTE per contract
Head of Supply Chain	Transportation load factors, Resource utilization, Better asset utilization, Efficiency
Chief Information Security Officer	Faster detections/fewer false positives, Compliance posture in real-time, Improved MTTR
Chief Information Officer	Reduce failure rate, Better cost control, Lower unit cost per service
Chief Technology Officer	Model precision and recall, Test data accuracy, Schedule variance/performance for devs
Head of Customer Experience	Improved CSAT scores, Customer Effort Score, Lower Cost to Serve
Chief Marketing Officer	Higher conversion rates, Reduce time to close, Higher customer engagement
Chief Revenue Officer	Improved response rates for sales leads, CRM accuracy, Faster RFI response times

Source: IDC WW AI Use Case Survey. July 2024 (APJ N = 919)   4

How the **GenAI Use Case Survey** Can Help Tech Vendors

- **Target GenAI offerings to specific functional area needs**

- **Prioritize top use cases by sub-function**

- **Understand investment timing and decision-making**

- **Align your offerings to expected business benefits and objectives**

- **Help shape the build vs buy and model approach of your prospects**
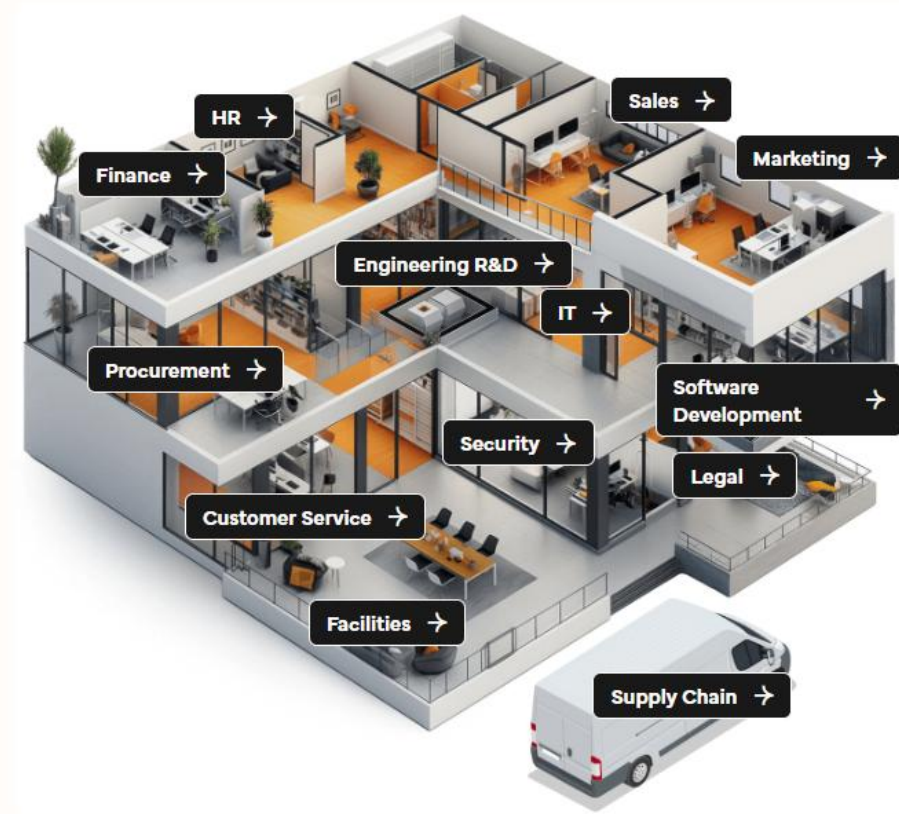
How Vendors Can Help Buyers Prioritize AI Use Cases

The IDC Use Case Prioritization Tool **can be used in three different scenarios** supporting smaller campaigns and positioning a Vendor as a thought leader as part of large integrated campaign connected with other assets, as well as a sales tool facilitating more targeted conversations with customers.

Standalone Thought Leadership and Demand Capture

Purpose
Position your company as an AI thought leader.

How it Works
Interactive tool allows users to explore AI use cases relevant to their KPIs.

Captures contact details for follow-up and nurturing.

Key Benefits
Builds brand awareness and credibility.

Educates customers about AI's potential.

Generates high-quality engagements.

Integrated Thought Leadership Campaign

Purpose
Enhance a larger marketing campaign with valuable content.

How it Works
Tool is embedded within a broader campaign.

Supporting content is aimed at drawing in diverse audiences.

Key Benefits
Drives engagement and interaction.

Reinforces campaign messaging.

Facilitates follow-up discussions across a diverse set of personas.

Customer Engagement/ Sales Tool

Purpose
Equip sales teams to identify and sell AI solutions effectively.

How it Works
Sales reps utilize the tool to understand client needs and recommend relevant use cases.

Training materials bridge the gap between use cases and specific solutions

Key Benefits
Empowers sales teams with AI knowledge.

Facilitates more targeted and valuable sales conversations.

Enables consultative selling.

For more information on IDC Use Cases or the AI Use Case Prioritization Tool:

For more information about AI Use Cases:

Visit our Generative AI Use Cases website for more information about IDC research on industry and functional use cases, market size and spending on AI and Generative AI, as well as go-to-market solutions to help your commercial AI strategies.

Click to visit the website.

About the IDC AI Use Case Prioritization Tool

Book a demo to explore IDC's proprietary Use Case Framework and discover how you can align your offerings to your buyer's most impactful needs – at specific functional level or sub-function.

Submit the form and an IDC representative will be in touch.