



5 Key Facts About AI-Fueled Business and the C-Suite

IDC Directions – Track: Marketing & Business Growth Strategies

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April 8, 2026

3 truths & 2 lies



CEO priorities

Growth is the top priority for CEOs in 2026



Agentic use cases

For 50% of AI agents early adopters, the top request to tech vendors is **support in developing an Agentic AI strategy and roadmap.**



The AI business value

Most organizations **achieved measurable business outcomes** from the majority of their AI-related projects



The CIO role

CIOs identify a **business aligned IT strategy** as their most important measure of success



AI-fueled business models

For **93%** of organizations, **AI is not a source of new revenue, just efficiency.**



CEO priorities

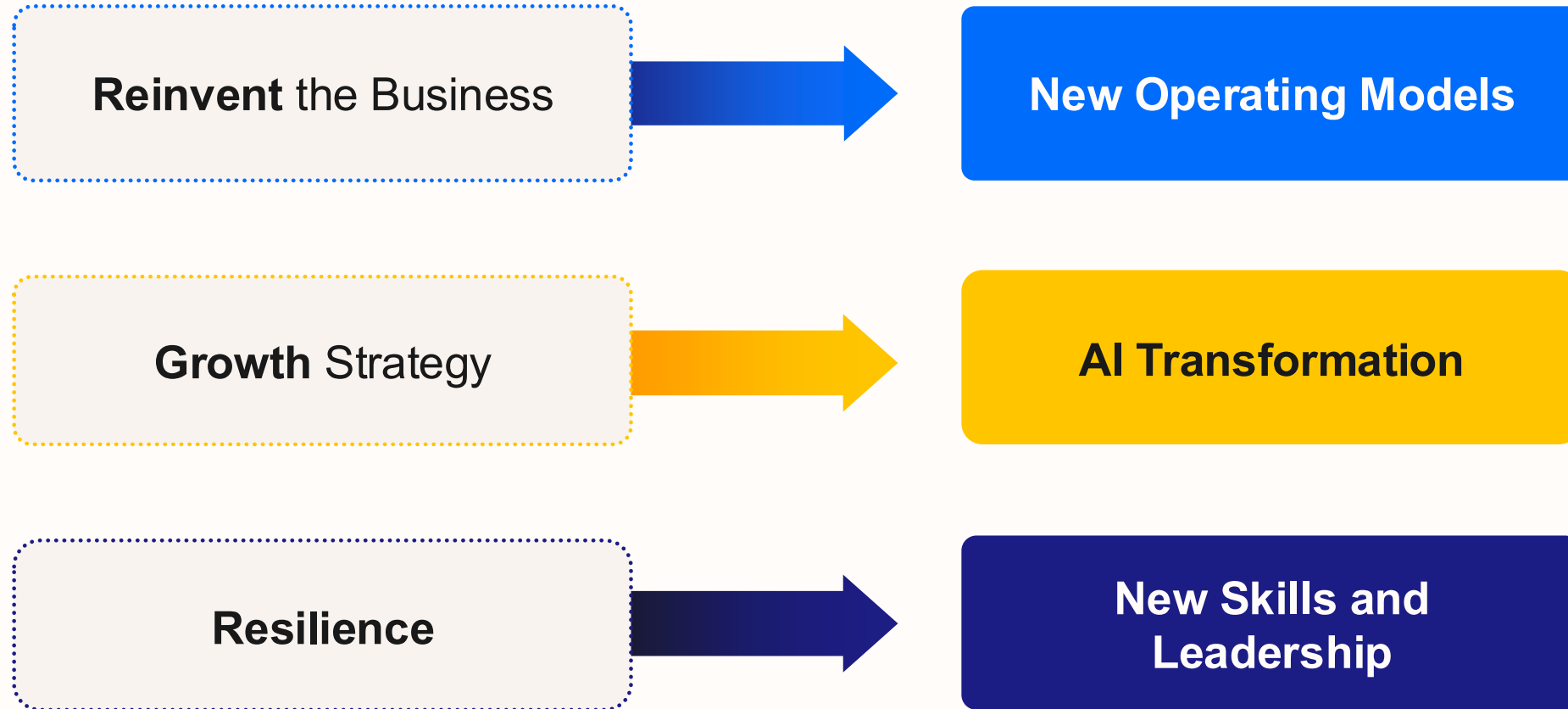
Growth is the top priority for CEOs in 2026

Frame AI in terms of
growth and transformation

Do *not* sell AI to CEOs as a *tradeoff*
between growth and resilience

TRUE

CEOs now see AI not as a separate technology agenda, but as a growth strategy





Agentic use cases

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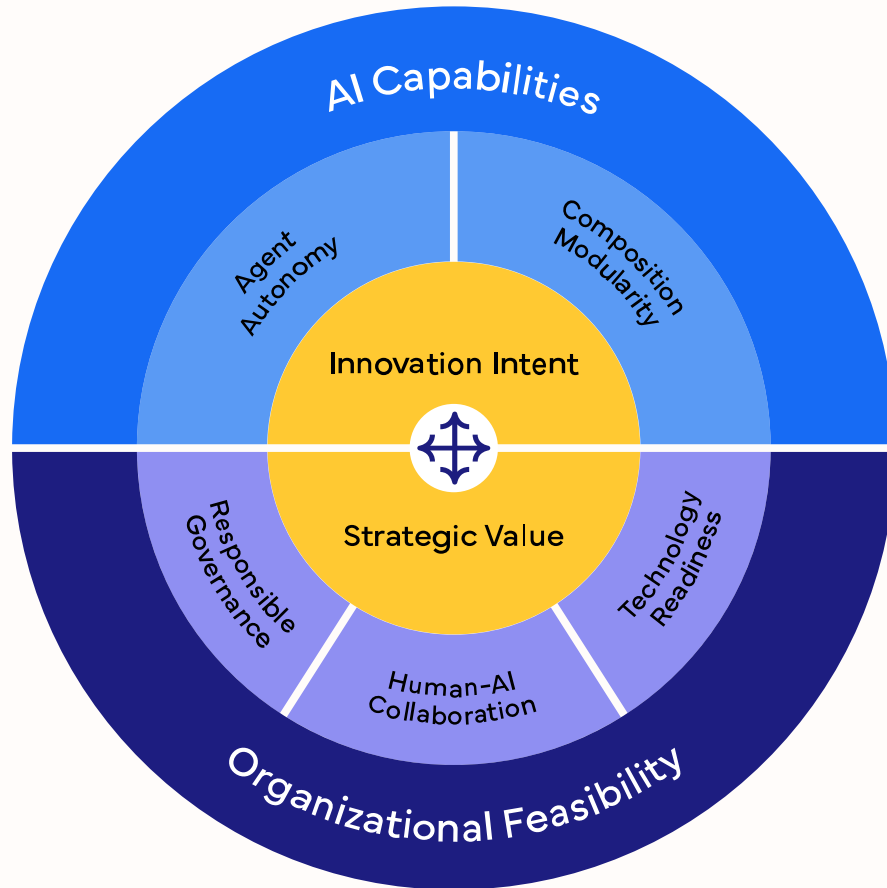
Speak the Use Cases Language

Create and promote an “Agentic AI Use Cases Strategy Playbook”

TRUE

Speaking the use cases language

IDC's Agentic Innovation Use Case Evaluation Framework



Marketing*

- 01** Automated marketing workflows
- 02** Hyper-personalized digital experience
- 03** Autonomous campaigns

Sales*

- 01** Predictive lead scoring
- 02** Targeted coaching programs
- 03** Automated prospect discovery

**Full List of Business Functions and Use Cases available on demand*



The AI business value

Only 9% of organizations

~~Most organizations~~ achieved measurable business outcomes from the majority of their AI-related projects

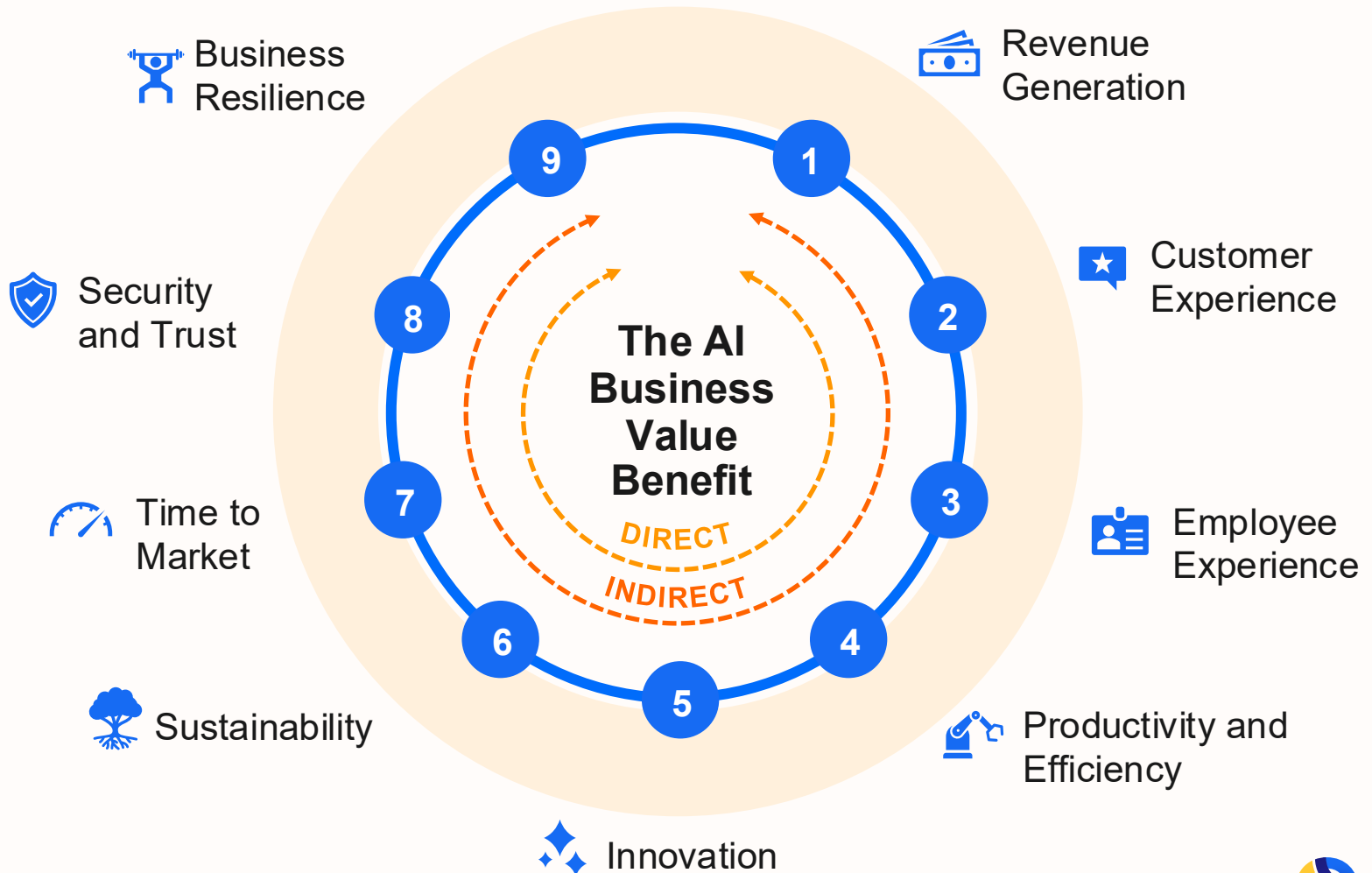
Start from the Business Value

Design and operationalize ROI and value-measurement frameworks

FALSE

Proving the business value of AI

IDC's AI Business Value Income Framework





The CIO role

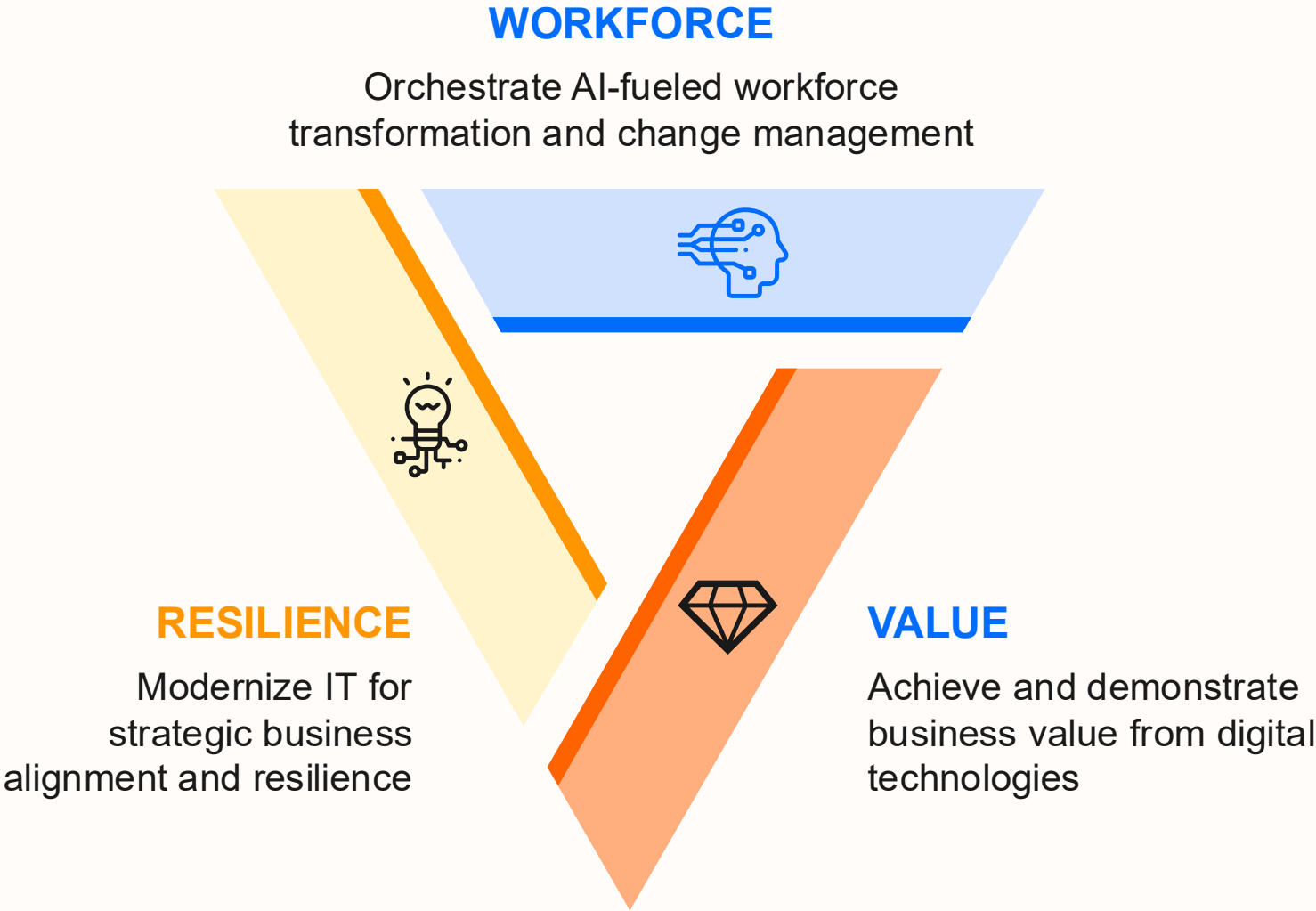
CIOs identify a **business aligned IT strategy** as their most important measure of success

Align with organization's cultures and values

Identify emerging tech leader roles (e.g., Chief AI Officer) and influencers and map to C-suite's mandate

TRUE

The CIO of the future Architect of...



“

We've always been **the orchestrator**, but the **orchestra is getting bigger**. On the AI front, we must help our peers build their **AI muscle** and understand change management.”

– CIO, Global Manufacturing Company





AI-fueled business models

For 93% of organizations, AI is ~~not~~ a source of new revenue, ~~just~~ ~~efficiency~~.

Adopt “Technology Is Business” as your executive message

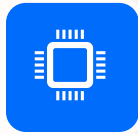
Build a portfolio of “AI Revenue Stories”

FALSE



AI business model archetypes: New value creation & delivery

For **93%** of organizations, **AI is a source of new revenue, not just efficiency**



AI-Enhanced Products & Services

→ AI embedded in existing products.



AI-Enriched Intelligence

→ Organizations monetize data enriched and operationalized by AI.



X-as-a-Service

→ AI-enabled ongoing product+service bundles.



AI-Powered Capability

→ AI models, agents, or algorithms that partners embed into their products



AI-Orchestrated Ecosystems

→ AI acts as the orchestrator of ecosystem interactions.



Verification & Assurance Services

→ Trust becomes the product.



Domain AI Product/ Agent

→ AI/Agents are the core product of a domain-bounded offering.



Managed Business Processes

→ Running a customer process, AI doing most of the triage.

Source: IDC's AI-Fueled Business Models: Create, Deliver, and Capture Value with AI – March 2026 (EUR154422125)



The New AI-fueled GTM Pitch for CMOs

FACTS



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AI-fueled business models

For 93% of organizations, AI is a source of new revenue, not just efficiency.

Key Actions for CMOs

Do not position AI as a tradeoff between growth and resilience

Create and promote an “Agentic AI Use Cases Strategy Playbook”

Design and operationalize ROI and value measurement frameworks

Identify tech leader roles & influencers and map to C-suite’s mandate

Build a portfolio of “AI Revenue Stories”



 IDC

DIRECTIONS

