IDC FutureScape

AI's Reckoning:

The Race, the Bill, and the Ground It Stands On



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The Race

Piloting is easy. Production is not.

Current state · Adoption

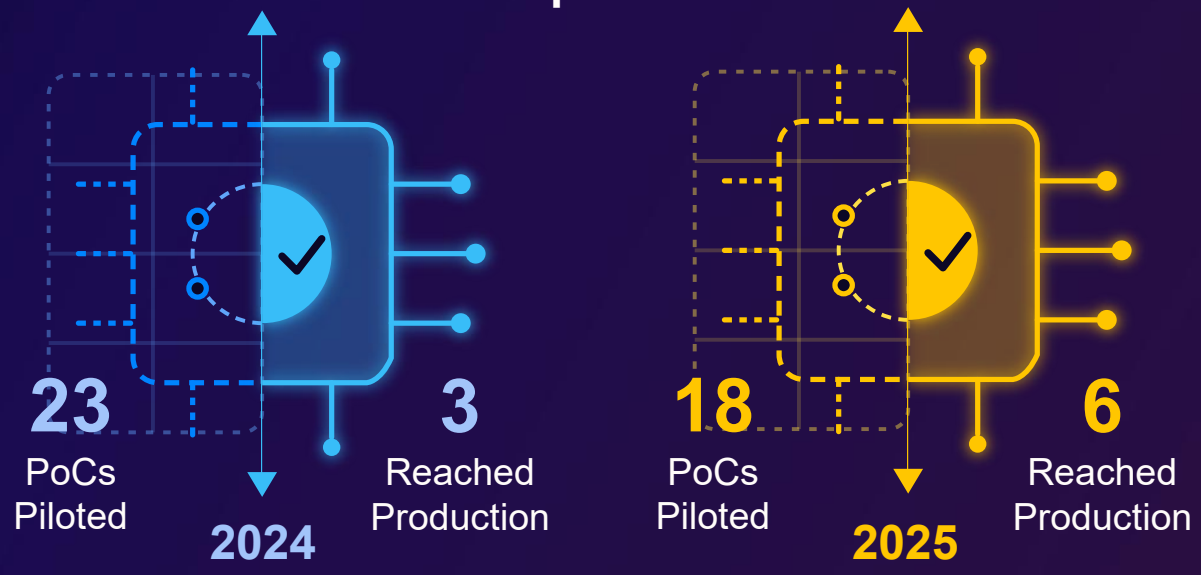
37% of 2025's production AI deployments hit their KPI targets

PREDICTION

Agent Identity Gap Closure

Limited by missing identity controls for non-human actors, only 20% of A2000 enterprises will deploy AI agents as autonomous actors in live business processes by 2028, even as agent demand grows 80%.

PoCs piloted vs. reached production



Singapore: 44% of enterprises are past pilot stage — highest in ASEAN (vs. 31% ASEAN average, 39% worldwide)

Source: IDC FutureScape 2027 – Velocity of AI & Automation #1 (APJ); Asia/Pacific Data, AI and GenAI Survey 2025 (Q1c, n=540); Future Enterprise Resiliency & Spending Survey Wave 4, IDC, April 2024 (AP n=300) for the 2024 baseline, IDC AP Data, AI & GenAI Survey, Dec 2025 (n=540)

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The Race

Where the velocity is cracking



56.6% of organizations have seen an AI project fail outright



57.0% cite data readiness as AI's #1 barrier — ahead of infrastructure at 55%

Data quality, not the model, is the #1 cause (42.5%)



13.6% of Asia/Pacific organizations have a unified AI governance model today

Forecast: 50% of the Global 1000 spend $1M+/year on governance software by 2028

PREDICTION

Real-Time Data Governance

By 2029, 60% of A2000 enterprises will embed real-time, policy-as-code data governance, as data volume and velocity make committee-based review too slow for agentic AI.

PREDICTION

Growth in the DataSphere

As data volumes outpace enterprises' ability to define and govern data value, 60% of enterprises will fail to convert that data into measurable business value by 2028.

Source: IDC FutureScape 2027 – Data's Semantic Intelligence Era #1 and #10 (APJ); IDC AI Business Trends Survey 2026, APAC n=767; Asia/Pacific Data, AI and GenAI Survey 2025 (Q8 aggregated, n=540).

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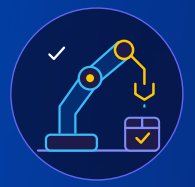
The Ground

Physical AI by the numbers today

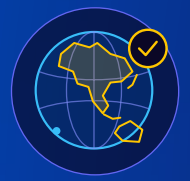


28.6% already run Physical AI in active production; another 40% are piloting it now



94.0% of organizations engaged with Physical AI are raising investment over the next 24 months

Nearly 1 in 5 are raising it by more than 50%



~30% of Asia/Pacific organizations are already in production — the furthest along of any region worldwide

PREDICTION

Physical AI Architecture Shift

By 2028, 50% of Asia Pacific enterprises deploying Physical AI will source at least one of AI models, simulation, or orchestration independently from device OEMs to reduce platform-dependency risk.

PREDICTION

New Roles in Manufacturing

With the need for cohesive and trusted orchestration of AI agents, 50% of A2000 manufacturers will create a new AI systems director role to manage digital and physical use cases by 2029.

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Sources: IDC FutureScape 2027 – Velocity of AI & Automation #10 (APJ), Manufacturing and Supply Chain #3 (APJ); IDC AI Business Trends Survey, July 2026 APAC n=767; IDC Survey Spotlight, September 2026

The Ground

This isn't about humanoids — and it isn't about cutting headcount



32%
cite labor-cost reduction as a top benefit



43%
cite throughput as a top benefit



40%
cite output quality as a top benefit

The real driver isn't headcount.
Singapore's edge is urban, logistics, port, airport, and healthcare pilots — but its size limits regional scale.

The organizing principle is safety and shared accountability, not headcount.

PREDICTION

Physical AI Safety Assurance

By 2028, regulatory and liability pressure will push 40% of enterprises deploying physical AI (robots, AMRs, drones, AVs) to require a board-reviewable safety case before scaling past pilot.

ISO 10218:2025 already sets that bar for industrial robots.

PREDICTION

Human, Agent, Physical Convergence

Limited by fragmented governance, only 33% of A2000 organizations will unify accountability across human, agent, and physical workflows by 2030, even as demand for agentic and physical AI grows 40%.

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Sources: IDC FutureScape 2027 – Devices Rebuilt for Native Intelligence and Physical AI #8 (APJ), Human-Agent Workforce Strategy #5 (APJ); IDC AI Business Trends Survey, July 2026 (E02)

The Border

Sovereignty and open models are redrawing where AI can run — and who's allowed to touch it.

68% of Asia/Pacific organizations are adopting or planning sovereign AI

Top drivers:

- data residency & compliance (39%)
- Governance transparency (38%)
- Multicloud/hybrid flexibility (37%)

PREDICTION

AI Supremacy Geopolitics

Driven by geopolitical anxiety and export controls, the share of governments diversifying a minimum of 2 of 5 AI stack layers through sovereign AI programs will rise from 35% in 2026 to 60% by 2028.

PREDICTION

Cross-Border Data Exchanges

With anti–money laundering, fraud, and health carve-outs from localization rules, 35% of financial services and healthcare enterprises will join cross-border data spaces by 2029.

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Sources: IDC FutureScape 2027 – Government and Education #2 (APJ), Sovereignty & Regulations Reset IT's rules #5 (APJ); IDC AP Emerging Technologies Survey, Dec 2025 (n=540)



The Border

Sovereignty decides who can touch your AI, not the GPUs.

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The Bill

The new economics of AI



78%

of organizations cite AI spend as a top-three cost pressure for 2027



3x+

is the inference-cost blind spot many organizations are carrying without realizing it

Hidden in per-token and per-call billing



30–60%

lower cost is achievable through smarter token routing and model selection

Available today — mostly unused

PREDICTION

The hidden costs are becoming visible — and priceable:

Pricing Model Roulette

Limited by vendors' slow shift to outcome-based pricing — 3% today — by 2031, only 14% of A2000 enterprises will secure this pricing model from vendors, even as demand climbs from 8% to 30%.

The Verification Economy

By 2028, 25% of enterprises running AI at scale will procure machine identity verification as its own category, priced per verification with a named business owner, outside the security budget.

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Source: IDC Perspective: AI Inference Infrastructure Optimization Demands Token Economics–Driven Decision-Making (IDC #US54630026, June 2026); IDC Shifts in AI Token Cost and Its Impact on AI Inference Deployment (2025); IDC FutureScape 2027 – Agentic Evolution of Enterprise Apps #5 (APJ), Commoditized Knowledge Drives a Results Economy for Services #5 (APJ)



“Single-metric ROI tracking misses up to 80% of AI's value. Measure the portfolio, not one number.”

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State of Enterprise AI in Asia/Pacific, 2026

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