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IT Leaders Weigh In:

Data, Risk, and Optimism In The Age Of AI



Artificial Intelligence (AI) dominates nearly every professional conversation these days. With so many voices chiming in, it can be hard to know who to listen to.

That's why we went straight to the experts. We surveyed the IT and procurement leaders working closest with AI to answer 5 of the biggest questions around the tech today.

Let's see what they have to report – and what it means for the future of enterprise AI.

QUESTION

How Ready Is The Average Enterprise For AI?



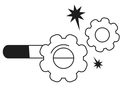
- **78%** feel either moderately ready to adopt AI technologies or report its full integration across the organization already
- **59%** report the same level of readiness around **Generative Engine Optimization (GEO)**

ANSWER

✓ A majority of IT leaders are comfortably prepared to adopt AI technologies, but have slightly less confidence in *responding* to them (I.E., GEO).

QUESTION

What are IT leaders worried about when it comes to AI?



- Top obstacles leaders report facing when adopting AI solutions:
  - Data privacy and regulatory concerns **(61%)**
  - Security risks **(58%)**
  - Legacy system integration **(43%)**
- Leading concerns about the rise of generative AI for enterprise:
  - Data privacy and security risks **(57%)**
  - Regulatory and compliance challenges **(40%)**
  - Integration complexity with existing systems **(39%)**

ANSWER

✓ Enterprise leaders are keeping a close eye on their data and security, both in real-time and as AI continues to become more common. They aren't willing to sacrifice safety for tech advancements. However, some *are* taking a closer look at their **legacy CMSs preventing innovation**.

QUESTION

How Is AI Impacting Enterprise Budgets?



- **89%** expect a slight or significant increase in their AI investments over the next 12-18 months
- Top outcomes expected from implementing AI:
  - Operational efficiency gains **(54%)**
  - Faster time-to-value **(48%)**
  - Enhanced employee productivity **(43%)**

ANSWER

✓ Leaders are planning on spending *more* on AI, but they expect to see that return come back in the form of **improved efficiency and faster operations**. They're looking for a tool that can help their enterprises do what they're already doing – but better, quicker, and with properly equipped teams.

QUESTION

What would make AI adoption more valuable and successful?



- Top suggested changes to improve AI adoption:
  - Stronger data governance and quality assurance **(62%)**
  - Better integration with existing tools and systems **(54%)**
  - Reliable and transparent vendor solutions **(42%)**

ANSWER

✓ Data, security, and **modern tech that can integrate AI easily** are at the top of IT leaders' wish lists. Finding a vendor that can offer those safe, consistent solutions is also proving to be a challenge.

QUESTION

What do IT leaders think about the future of AI?



- **73%** believe AI will transform their job function in the next 3 years
- **91%** believe it's likely or very likely that generative AI can improve their enterprise content management

ANSWER

✓ Most agree that AI will fundamentally change how they do business in the coming years. But that's not necessarily a bad thing. According to the IT leaders working closest with the tech, **AI's future role in enterprise content management** is something to look forward to.

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