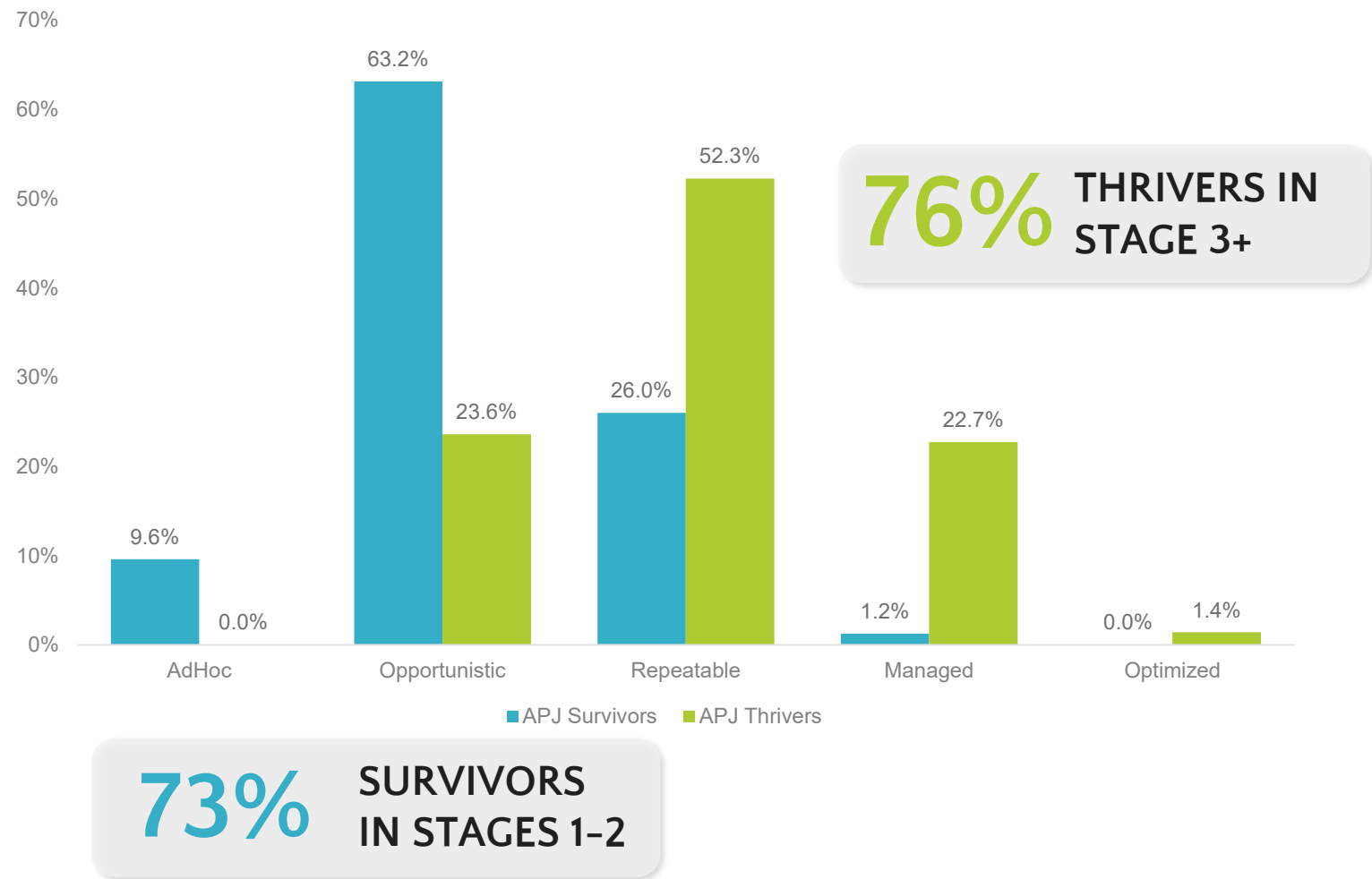


What the new IDC MaturityScape Benchmark AI Survey entails



Leading enterprises that are effectively utilizing Artificial Intelligence (AI) exhibit a range of characteristics that set them apart from their peers.

THRIVERS think **DIFFERENTLY** from the rest about:



STRATEGY – Most mature dimension for THRIVERS, who can crystalize strategic AI road map, orchestration across business units and governance.



TECHNOLOGY – Supporting AI investments with applications, AI platforms, data, infrastructure, and services through higher automation, Agentic AI and data governance.



PEOPLE – Fostering a culture that embraces AI and supports new ways of creating business value through work optimization, change management and leadership.



THRIVERS think differently about STRATEGY

Governance

What THRIVERS do

THRIVERS are 4X more likely to have an AI Governance framework that is aligned to their AI strategy with standards and practices for managing AI models, data, and security throughout the enterprise.

More mature enterprises have a unified AI governance model that distributes governance to the business by building controls into business operations.

Implication

Move beyond identifying risks and articulating codes of conduct, into unifying a governance framework that can be used by each unit

Road Map

What THRIVERS do

THRIVERS are 8X more likely to have an enterprise-wide roadmap that includes orchestrating multiple AI Agent fleets to solve complex business problems or processes that are enabled by Agentic capabilities

Implication

Don't just stop at GenAI in individual business functions, but look at AI-enabled business transformation with the combination of Agentic AI

Strategy

What THRIVERS do

100% of THRIVERS have an enterprise-wide AI strategy that centers on implementing AI in every corner of their business or redefine their products/services.

Implication

Don't just let the business units implement AI independently!

Orchestration

What THRIVERS do

THRIVERS are more than 4X use a business transformation office to orchestrate the implementation and adoption of AI use cases if every part of the enterprise. SURVIVORS are uncoordinated or starting centralize the prioritization of use cases and implementation strategies.

Implication

The number of use cases are rising with each passing moment. For enterprises, moving out of functional silos through a central transformation office will aid the speed and the development of cross-functional use of AI Agents and allow for complex business problems to be solved.





THRIVERS think differently about TECHNOLOGY

Applications

What THRIVERS do

They are more than 4X more likely to integrate AI models into business processes through APIs and AI platforms and become more autonomous with AI-embedded applications and AI Agents

Implication

Don't just stop at AI embedded in singular applications, but across multiple app and data domains

Data

What THRIVERS do

THRIVERS are more than 4X able to define and pursue data for AI use cases. Unstructured and tabular data are integrated into event-enabled timely evergreen data products for agentic architectures.

Implication

Use GenAI for data engineering and pipeline activities to speed up the quality, relevancy and compliance of your data estate

AI Platforms

What THRIVERS do

82% of THRIVERS have a standardized common platform that enables cost-effective, well-governed, and scalable multimodal, multimodel, and multisource training, tuning, and inference and will take this forward as the basis for a control plane for AI Agents in the future.

Implication

Adopt an enterprise-wide AI platform that meets and complies with future needs

Infrastructure

What THRIVERS do

79% of THRIVERS have infrastructure that fully supports optimized data interoperability, portability, and access to minimize the cost and complexity of simultaneously enabling many AI models and use cases. They are at the leading edge of using AI for dynamically optimized operations for to solve for cost and complexity of problems.

Implication

Have an AI-ready infrastructure decisioning framework to guide modernization efforts

Services

What THRIVERS do

THRIVERS are more than 3X more adept at not just sourcing for IT services but also BPO services as they are replaced with "agents as a service" to provide faster or cost-effective delivery of a business function. Organizations engage business services providers more strategically to deliver proprietary outcomes.

Implication

Don't just plug skills gaps with Service Providers but use them strategically where they have the domain expertise





THRIVERS think differently about PEOPLE

Leadership

What THRIVERS do

They are almost 5X more likely to have their operating model redesigned as agentic workflows reshape business processes and business functions. AI is incorporated organization-wide. The board is supportive and governs effectively. AI is deeply embedded into the culture and operations.

Implication

Leadership development and alignment with people strategy become a priority as this fails without leadership at all levels

Work Optimization

What THRIVERS do

82% of THRIVERS are more likely to use agents to automate tasks and augment decision-making. They complement GenAI, AI assistants, and copilot adoption, flexibly adapting to new, future uses of AI.

Implication

Get your employees on board by building AI skills organically as much as possible.

Change Management

What THRIVERS do

THRIVERS are 3X more likely to have a change management program drives companywide transformation by focusing on how employees engage with new agentic workflows as part of broader, well-communicated business strategy.

Implication

Effective communication in redefining roles and responsibilities will become the norm, with the mix of people who are enabled by AI capabilities leading the change process

