AI is a complex suite of technologies, systems, and applications with no true precedent. It requires new thinking to understand institutional AI readiness and to successfully operationalize AI.

To help enterprises understand their level of AI readiness, Omdia has launched its AI Business Toolkit, a suite of tools, reports, and data designed to help businesses overcome planning, organizational, and operational challenges in implementing AI.

A key component of the service is an online assessment and benchmarking tool that helps companies understand their AI readiness in relation to peers (by selected industry verticals, region, company size by revenue). Take the AI Readiness Assessment here.

The Omdia AI Readiness Barometer is a quarterly readout and analysis of selected key data points which create a snapshot of global AI readiness.

Criteria
The AI readiness model is based on four functional areas that form the critical foundations for an AI-driven enterprise: strategy, organization, technology-operations, and data.

Each area contains a detailed set of criteria and associated questions designed to assess AI maturity.

- **Strategy** identifies the state and nature of an enterprise's plan of action and roadmap to support AI.
- **Organization** examines how culturally and organizationally ready an enterprise is to support AI and harness it for business transformation.
- **Technology-Operations** explores the different AI technologies and capabilities being leveraged by the enterprise, and how the enterprise is implementing AI solutions across core operational elements.
- **Data** assesses the state and availability of an enterprise's data assets and its analytics capabilities, which are crucial for successful AI deployment.
Based on scored responses to questions across each of the four areas and an aggregated total, a respondent's stage on the AI readiness journey will be categorized as one of four levels:

- AI Beginner
- AI Competent
- AI Proficient
- AI Advanced

Once a respondent understands their own assessment, they can also benchmark their progress against the population of other respondents. Respondents will see their specific score in each area against all other peer scores. This positioning will help enterprises benchmark themselves against their peers by industry, company size, or geographic region.

Demographics
August 2021 readout: 532 respondent companies between April-July 2021

Barometer Readings
The Omdia AI Readiness Barometer includes the following readings:

- Key Takeaways & Recommendations
- Global View: Overall AI readiness, AI readiness by functional area (strategy, organization, technical-operations, data)
- Regional View: Overall AI readiness by selected regions
- Company Revenue View: Overall AI readiness by selected revenue tiers (less than $50m, $50-$1bn, $1bn+)
- Industry View: Overall AI readiness by selected industry verticals
Key Takeaways
- The majority of benchmarked companies currently fall into the AI Competent stage.
- 54% of benchmarked companies do not have AI success metrics in place.
- Only 29% of benchmarked companies have AI championed at the highest level (board, senior management).
- Only 11% of benchmarked companies have dedicated and experienced AI staff.
- Of regions tracked, no region is currently significantly outperforming another. There is insufficient data to assess Latin America, Middle East and Africa.
- Larger companies ($1b+ revenues) are currently significantly more AI Competent than companies with less than $1bn revenues.
- Technology companies are currently more AI ready than other tracked industries at this time.
  - All other industries tracked are currently progressing in AI readiness at relatively the same pace.

Recommendations
- For companies seeking to move into the most advanced AI readiness levels (AI Proficient, AI Advanced), the single most important area to focus on is improving data management, governance and processes.
- Best Practices — invest in your AI strategy and organization first.

Barometer Reading: Global View

Analysis
- The majority of benchmarked companies fall into the AI Competent stage, a relatively adolescent readiness level due to lagging scores in the technical-operations and data categories. However, it is important to note there is significant readiness in the strategy and organization categories, where more than 54% of benchmarked companies achieved AI Proficient status for strategy and 44% achieved it for organization.
These scorings indicate a logical progression for organizational change — companies are laying the groundwork by firstly investing in the plan (strategy) and the human capital (organization). This should logically lead to results and investment in the lagging categories where results are concretely measured — technology-operations and data.

• The key to shifting more companies into the more advanced AI Readiness levels, AI Proficient and AI Advanced, will be increased investment and focus on data management, governance and processes which accommodate AI operations.

» Just 51% of benchmarked companies have data processes and governance in place.
» Only 31% of benchmarked companies can ingest and utilize unstructured data.

• Key Lag/ Advance indicators:

» Advance: 75% have AI budget in some form
» Lag: 54% do not have AI success metrics in place
» Lag: Only 29% have AI championed at the highest level (board, senior management)
» Lag: Only 11% have dedicated and experienced AI staff

Barometer Reading: Regional View

AI Readiness: Regional View

Analysis

• Levels of overall AI readiness are largely comparable across regions where Omdia has sufficient data points. With the exception of AI Proficient, all of the regions are within eight percentage points of each other by stage:

» AI Beginner – delta = 8% points
» AI Competent – delta = 5% points
» AI Proficient – 13% points
» AI Advanced – 7% points
• Key Lag/ Advance Indicators:
  » Lag: Insufficient data to assess Latin America & Caribbean, Middle East, Africa
  » Lag: No benchmarked companies in Eastern Europe have reached the most sophisticated stage - AI Advanced
  » Advance: All regions have at least 1/3 (33%) of their benchmarked companies reaching AI Proficient status.

Barometer Reading: Company Revenue View

**AI Readiness: Company Revenue View**

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>AI Beginner</th>
<th>AI Competent</th>
<th>AI Proficient</th>
<th>AI Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50m</td>
<td>20%</td>
<td>1%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>$50-$1bn</td>
<td>3%</td>
<td>2%</td>
<td>36%</td>
<td>4%</td>
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<tr>
<td>$1bn+</td>
<td>1%</td>
<td>0%</td>
<td>40%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Analysis

• Larger companies ($1b+ revenues) are significantly more AI Competent than companies with less than $1bn revenues. 48% of benchmarked companies with $1bn revenues have achieved the AI Proficient stage, while 36% of $50m-$1bn and 20% of less than $50m companies have achieved such status, a delta of 12 and 28 percentage points respectively.
  » This isn't surprising news, as larger companies are better positioned to make investments in their businesses than smaller ones and larger companies will potentially reap better ROI on AI initiatives in the early stages of AI adoption as they focus on use cases which increase asset utilization and efficiencies.

• Key Lag/ Advance Indicators:
  » Advance: Minimal percentages of benchmarked companies with $50M+ revenues are in the AI Beginner stage
  » Advance: 8% of benchmarked companies with $1bn+ revenues have reached the Advanced AI stage. Global average is 3%
Barometer Reading: Industry View

AI Readiness: Industry View

Analysis

• Measured by the percent of benchmarked companies in the two most advanced AI Readiness stages (AI Proficient, AI Advanced), IT companies are significantly more advanced than any other industry vertical.
   IT: 56%
   Financial Services: 40%
   Health/Pharma: 36%
   Telecommunications: 35%
   Retail & Commerce: 34% (tie)
   Manufacturing: 34% (tie)
   Business/Professional Services: 33%

• With the exception of IT, AI readiness across all other tracked industries is largely comparable and are majority adolescent – 60 to 68% of benchmarked companies in each vertical fall within the AI Beginner and AI Competent stages.

• Key Lag/Advance Indicators:
   Lag: Retail & Commerce is the most nascent vertical in AI readiness, with the highest percentage of benchmarked companies in the AI Beginner stage and the lowest percentage in the AI Advanced stage.
Interested in finding out more about the AI Business Toolkit & Readiness Tool?

Visit [this page](#) and complete the form and our team will be in touch!