The AI Enterprise Insights Intelligence Service provides clients an in-depth examination of the current state of enterprise adoption of AI. Its collection of reports, trackers, and surveys allows AI technology vendors to better understand the challenges of enterprise customers and ensure that their products and services are positioned to meet the current and future demands of this quickly evolving market.
How are enterprises thinking about to operationalize AI? Understanding attitudes and gaining insights into how companies will go about operationalizing AI is valuable not only as benchmarking data for enterprises, but is critical in helping AI vendors gain a competitive edge with their services.

Mark Beccue  
Principal Analyst
AI Enterprise Insights

Part of the AI & Intelligent Automation Service Area Package

HOW OMDIA HELPS YOU

- Understand market dynamics, particularly of enterprise buyers of AI
- Build best practices
- Optimize product positioning
- Prospect new markets and verticals
- Monitor AI business performance metrics

KEY QUESTIONS ADDRESSED

- How are enterprises who are operationalizing AI or are considering operationalizing AI thinking about their approach?
- Who are the decision makers? What are their budgets? How are they measuring AI success? What do they see as the critical barriers to success?
- In which verticals and regions are the current and future opportunities within AI? What are the key targets to identify for further commercial growth?
- What are the movements of other players in this space and how can you best differentiate and position yourself for success with your identified opportunities?
- What are the most important technology and market trends in the AI industry to be aware of?

How significant are the following barriers to building AI KPIs in your company?

- Immature AI initiatives - Undear/undecided goals or outcomes
- Cross-departmental/business unit issues prevent agreement
- Company culture/resistance to AI KPIs
- Regulations prevent some AI KPI measurements
- We don’t know how/why to measure
- Undear as to who is the leader for AI KPI initiative

AI KPIs: Best Practices, 2022
AI Enterprise Insights: Our Expert Analysts

Natalia Modjeska
Research Director
AI & Intelligent Automation

Mark Beccue
Principal Analyst
AI & NLP

Bradley Shimmin
Chief Analyst
AI Platforms, Data & Analytics

Neil Dunay
Principal Forecaster
AI Data Tools

Andrew Brosnan
Principal Analyst
AI & Intelligent Automation
AI Enterprise Insights: Deliverables

DATABASES

- Enterprise AI Contracts Database
- AI Business Performance Metrics Database
- AI Skills Tracker
- AI Market Maturity Pivot Data

SURVEY Data & Analysis

- AI Market Maturity
- AI Budgets
- AI KPIs
- AI Risk
- AI Organizations
- AI Talent

REPORTS

- 2023, 2024 Trends to Watch
- Embedded AI: The World’s Most AI-forward SaaS Companies
- Generative AI
- AI KPIs: Best Practices
- AI Budgets: Best Practices
- AI Market Maturity
- AI Risk Management: Best Practices
- AI Organizations: Best Practices
- AI Talent: Best Practices

ANALYST INSIGHTS

AI Innovation Excellence Series – Focus reports/case studies of how individual companies are approaching AI innovation.

ANALYST ACCESS

Prompt responses from Omdia’s regional analyst team to urgent and unique questions.
AI Enterprise Insights: Market Data

AI Business Performance Metrics Database

The Omdia AI Business Performance Metrics Database provides a list of (self-) reported AI vendor or client metrics, key performance indicators (KPIs), for measuring AI impact. The database provides an anecdotal glimpse into which metrics are most important to AI customers and how metrics vary by application and industry.

**DETAILS**
- Frequency: Biannual
- Regions:
  - Global

**COVERAGE**
- AI Metric Types
  - Cost reduction
  - Engagement
  - Time reduction
  - Accuracy
  - ROI
  - Revenue improvement
  - Productivity improvement
  - Others
- Top Metrics by Horizontal AI Applications
- Top Metrics by Industry Verticals
- Top Metrics by AI Meta Technology (Vision, Language, Analytics)

Enterprise AI Contracts Database (Quarterly)

This Omdia Enterprise AI Contracts Tracker provides a list of AI vendor-client contracts, announcements, and pilots. The tracker provides a snapshot of enterprise AI industry activity and charts the progress of contracts across technologies, applications, regions, and industry verticals.

**DETAILS**
- Frequency: Quarterly

**COVERAGE**
- AI Contracts Categorized by
  - Vendor
  - Client
  - Region
  - Time
  - Application
  - Technology
  - Delivery Model
  - Services
  - Deployment Type
  - Meta category

Regions
- North America
- Latin America
- Europe
- Middle East and Africa
- Asia Pacific

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AI Enterprise Insights: Report, Surveys and Analysis

**AI Maturity Survey**

For enterprises, this report can serve as a way of benchmarking and drawing AI roadmaps. For AI vendors, this analysis is a tool for mining opportunities and developing strategic go-to-market plans.

**Frequency:** Annual

Online survey of enterprises from across the globe which meet the qualification of at least planning an AI initiative. Survey explores AI adoption and uncovers differences across value-chain and timelines; and provides pivot data with extended analysis in report series.

Key questions addressed:

- What is the market penetration of AI technologies and solutions for enterprises?
- What is the pace of AI technologies and solutions implementations and investments?
- Where does AI ownership/responsibility reside within enterprises?
- Are enterprises relying on in-house strategies (developing internal AI expertise and IP), commercial solutions or both?
- For what functions or business units are enterprises deploying AI?
- What use cases are enterprises implementing?
- What AI technologies are enterprises leveraging?

**AI Enterprise Insights Reports**

Topical reports on AI business issues, including a Best Practices series that provides blueprints for planning and maintaining AI.

Report scheduled include:

- 2023, 2024 Trends to Watch
- Embedded AI: The World's Most AI-forward SaaS Companies
- Generative AI
- AI KPIs: Best Practices
- AI Budgets: Best Practices
- AI Market Maturity
- AI Risk Management: Best Practices
- AI Organizations: Best Practices
- AI Talent: Best Practices

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AI Enterprise Insights: Research Methodology

Market Research

SUPPLY SIDE

PRIMARY RESEARCH

- Industry Interviews
- Vendor Briefings
- Product Evaluations
- End-User Surveys
- End-User Focus Groups

SECONDARY RESEARCH

- Company News & Financials
- Technology & Product Specs
- Government & Economic Data
- Case Studies
- Reference Customers

DEMAND SIDE

Market Analysis

QUALITATIVE ANALYSIS

- Company Analysis
- Business Models
- Competitive Landscape
- Technology Assessment
- Applications & Use Cases

QUANTITATIVE ANALYSIS

- Market Sizing
- Market Segmentation
- Market Forecasts
- Market Share Analysis
- Scenario Analysis
## AI Enterprise Insights – 2023 Schedule

### Q1
- Enterprise AI Contracts Database – 4Q22
- Embedded AI: The World’s Most AI-forward SaaS Companies
- AI Innovation Excellence Series: Adobe
- AI Innovation Excellence Series: AWS
- AI Business Performance Metrics Database – 2H22
- AI Standards Tracker – 1H23
- Generative AI

### Q2
- Enterprise AI Contracts Database – 1Q23
- AI Budgets: Best Practices
- AI KPIs: Best Practices
- AI Market Maturity – 2023 Analysis
- AI Market Maturity – 2023 Database
- AI Innovation Excellence Series Profiles
- Embedded AI: The World’s Most AI-Forward SaaS Companies

### Q3
- Enterprise AI Contracts Database – 2Q23
- AI Business Performance Metrics Database – 1H23
- AI Risk Management: Best Practices
- AI Innovation Excellence Series Profiles
- AI Skills Tracker - 1H23 Analysis
- AI Skills Tracker - 1H23 Data

### Q4
- Enterprise AI Contracts Database – 3Q23
- AI Organizations: Best Practices
- 2024 Trends to Watch: Operationalizing AI
- AI Talent: Best Practices
- AI Business Performance Metrics Database – 2H23
- AI Innovation Excellence Series Profiles
- AI Skills Tracker - 2H23 Analysis
- AI Skills Tracker - 2H23 Data

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AI & Intelligent Automation Overview

About Omdia’s AI & Intelligent Automation Research

The AI & Intelligent Automation research area provides a full-stack view of AI across applications, software, hardware and services. There is coverage across a wide variety of companies from AI startups, hyperscalers, chipset vendors, cloud providers, OEMs, IT vendors, AI platform vendors, AI and IT services companies, as well as several end user companies deploying AI across different vertical markets.

AI is beginning to move from proof of concept (PoC) into a stage of industrialization, with vendors and end users looking to understanding the business of AI. Omdia’s AI Enterprise Insights is aimed at bridging the gap between the technology and the economic value of AI, giving clients a range of tools to benchmark, measure and plan around the commercialization of AI.

To complete the circle, AI & Intelligent Automation also covers the impact of AI and automation from the perspective of AI hardware for cloud and edge, autonomous machines and the next-generation compute stack from quantum computing to HPC that is emerging to support new applications and services.
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

- **Shelley Hunter**
  Customer Success Manager

- **Karen Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
Get in touch!

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Thank you

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