



## Executive brief

# From Experiments to Impact: AI priorities for tech leaders

AI is no longer an experiment. It's a business imperative. IDC forecasts that AI will contribute nearly \$20 trillion to global GDP by 2030.

While organizations are accelerating from pilots to production, only those with a clear, enterprise-wide strategy will unlock AI's full ROI, now averaging \$3.70 return for every \$1 invested in GenAI ([itpro.com](https://www.idc.com/itpro.com)).



## Top 5 takeaways for CIOs

### 1. From pilots to platform

Most enterprises have launched AI pilots (an average of 37 per firm) but only 5 reach production ([cio.com](https://www.cio.com)). To scale, CIOs must define high-impact "super use cases" and standardize AI delivery with repeatable frameworks.

- **Key takeaway:** Prioritize strategic AI use cases aligned to measurable business outcomes, not just technology tests.

### 2. Assess your AI maturity

IDC's 5-stage AI Maturity Model ranges from "Ad Hoc" to "AI-Fueled Organization." Over half of enterprises are still "Opportunistic," experimenting without unified strategy or governance.

- **Key takeaway:** Leverage IDC's MaturityScape to benchmark your organization. Then chart a path to move from isolated wins to enterprise transformation.

### 3. Infrastructure readiness is key

AI success depends on scalable infrastructure. By 2025, 42% of enterprises will invest in modernizing core applications; 30% in data centers; and 28% in cybersecurity, all to support AI workloads.

- **Key takeaway:** Invest in cloud-native platforms, unified data architecture, and AI-ready operations (MLOps, governance, compute scale).

### 4. Leadership & workforce drive ROI

AI transformation requires top-down alignment and a skilled workforce. Leading firms to appoint Chief AI Officers and form cross-functional AI councils to drive strategy, ethics, and scale.

- **Key takeaway:** Designate executive sponsorship, embed AI training across your organization, and drive change management with clarity and communication.

### 5. Industry benchmarks matter

Sectors like financial services, tech, and professional services lead in AI maturity, using it for fraud detection, customer personalization, and R&D acceleration. CIOs must address competitive pressure and prepare for a surge in consumer AI expectations (about 5B AI users by 2026).

- **Key takeaway:** Benchmark your industry peers. Use their successes to inform your roadmap and identify quick wins.

## The bottom line

CIOs who "pivot" their strategy in 2025 from scattered pilots to integrated transformation, are positioned to reap exponential benefits by 2027. Those who delay risk falling behind in productivity, innovation, and customer impact.

- **Start now:**
- Run an AI Maturity Assessment
  - Build your transformation roadmap
  - Focus on business-aligned KPIs
  - Partner with AI vendors for scale and skills

## → Need help?

The time to move from experimentation to enterprise transformation is now. For tailored guidance, book your complimentary 1:1 session with an IDC analyst to explore best practices, use-case strategy, and benchmarking data.

[Contact us](#)