

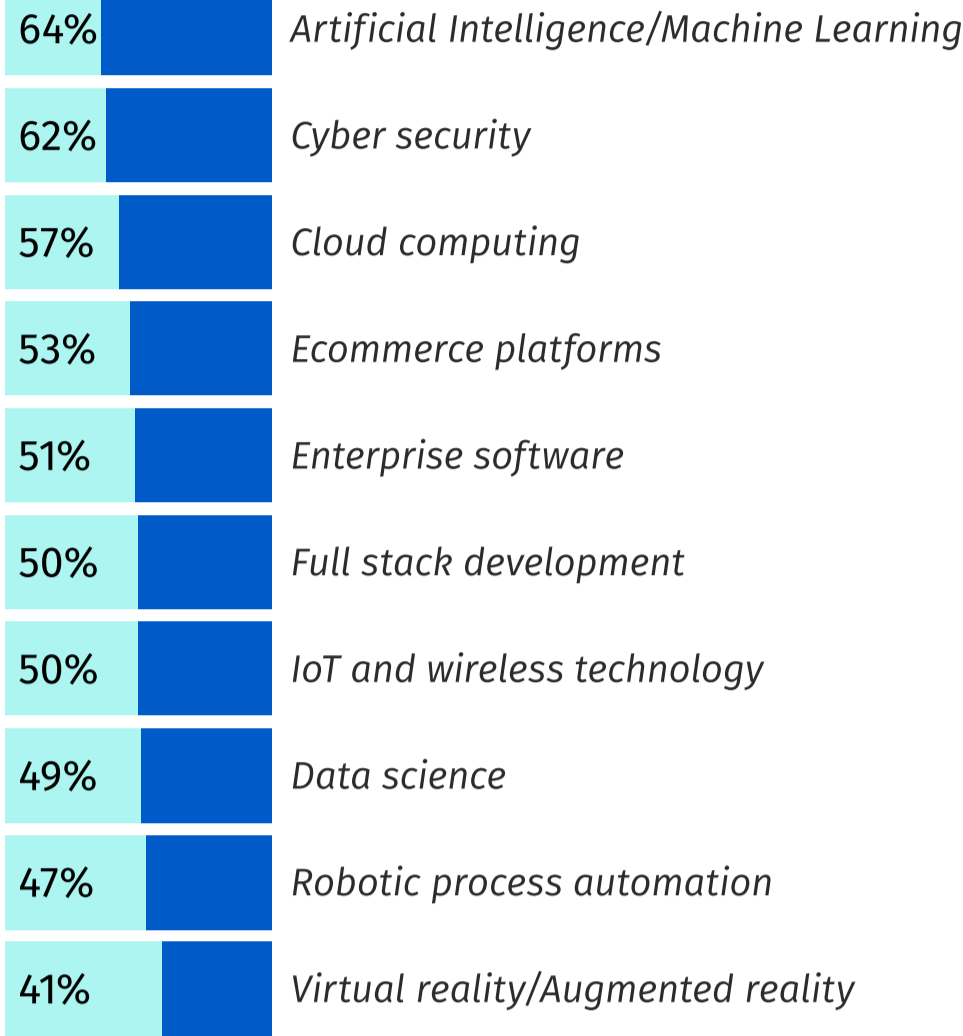


How are companies investing in AI/ML?

We surveyed 1,870 IT decision-makers to find out.

AI/ML is now perceived as the most **(64%)** important technology for business strategy.

Most important technology in business strategy



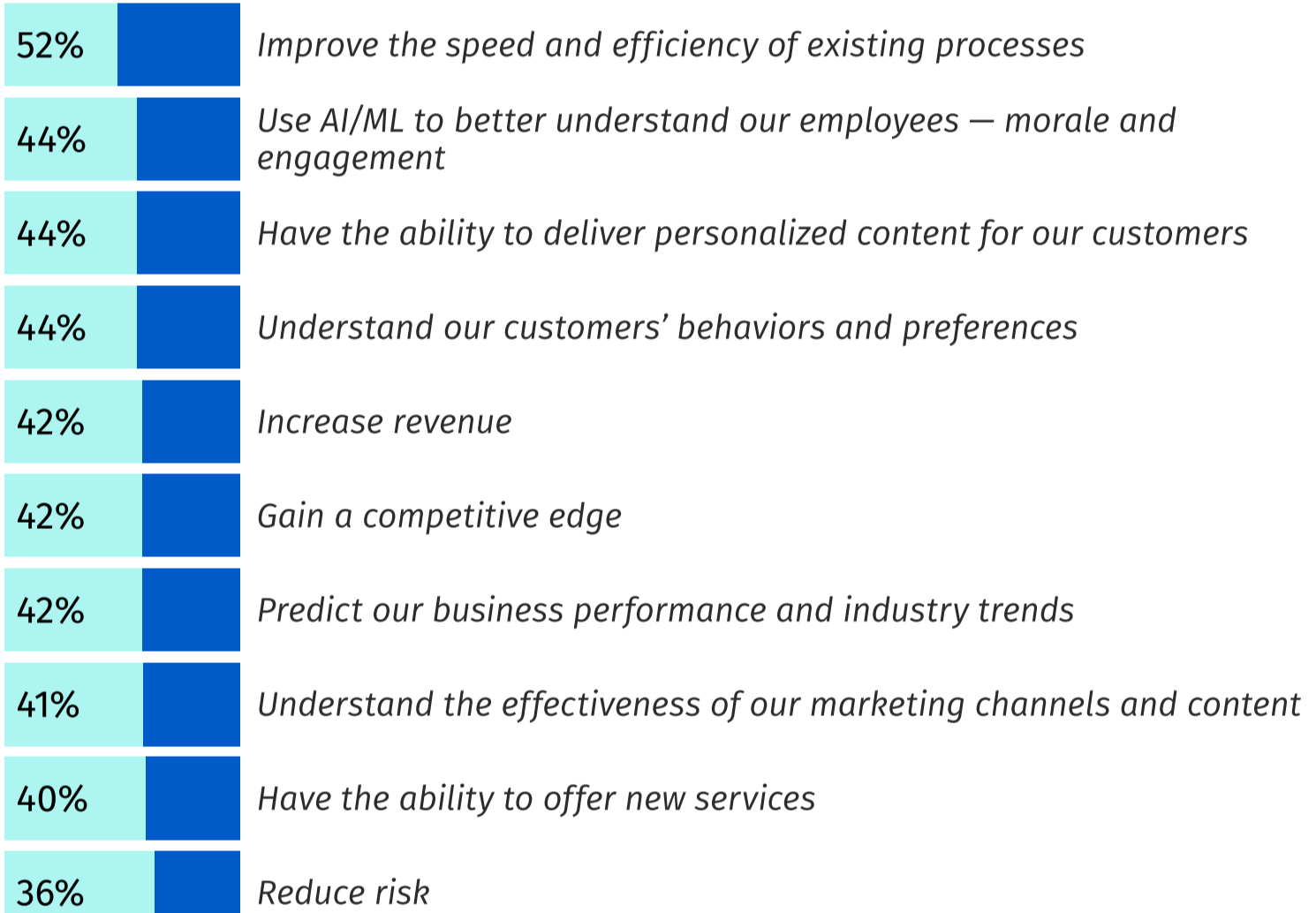
With AI/ML now top of the agenda, we're seeing more organizations increase their overall budgets for AI/ML initiatives in 2022.

Proportion of annual budget invested in AI/ML initiatives



AI/ML spend is spread across the organization on current and planned projects to grow revenue, drive innovation, increase productivity and enhance user experience.

Plans for using AI/ML



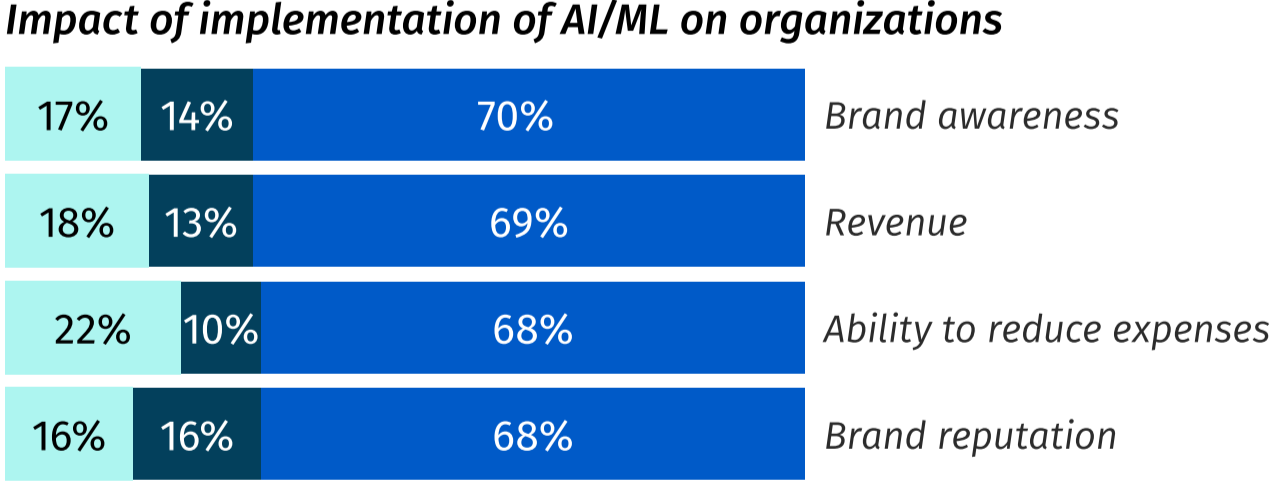
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78% measure ROI for AI/ML initiatives



About **70%** reported positive impacts of AI/ML on brand awareness and reputation, revenue generation and expense reduction.

Impact of implementation of AI/ML on organizations



But **36%** said that measuring and proving the business value of the AI/ML solution is the most common challenge on the AI/ML journey.

The top challenges on an AI/ML journey

