

# Insights on Artificial Intelligence in the Enterprise

Select findings from the global 2023 study with 1,000 decision-makers.

Among business leaders, 73% feel pressure to increase AI and machine learning (ML) adoption.

## Three challenges are holding them back.

1

### Ensure AI and ML are built on a high-quality data foundation. **How?**

- Maximize data usability by operating with structured, clean, coherent data.
- Leverage AI and ML without the burden of managing additional tech stacks or data integrations.
- Overcome significant constraints of legacy systems.

2

### Establish clear use cases and a strategy to move quickly. **How?**

- Focus on the top leadership concerns: becoming more competitive, improving the employee experience, and addressing skills gaps.
- Tailor AI and ML deployments to relevant, impactful use cases throughout the organization.
- Humanize AI and ML by keeping the human in the loop and using these technologies to elevate and cultivate the best talent.

3

### Overcome the skills gap. **How?**

- Lean on experienced partners to address the skills issue—whether that partnership takes place before, during, or after the deployment.
- Acquire AI and ML solutions that are transparent and reliable—so internal teams can use them with confidence and achieve high-impact outcomes.
- Empower decision-makers to build a “right way” strategy as opposed to a “right now” strategy—leading to simpler management and more effective use over time.

## The data is everything.

Poor data foundations prevent many companies from leveraging AI and ML. Organizations need access to high-quality data, as well as to eliminate data silos and work from a single source of truth.



“If you don’t have an AI strategy, people will feel like this is not a company for the future. I would say that there’s no public company that is not preparing itself to be asked each quarter what its AI strategy is, even if it’s not its core business.”

Spiros Margaris, Top Global Influencer in AI and Fintech

## Findings at a glance.

### Seeing the challenges.

- Three-quarters of decision-makers agree that there are “many hindrances” preventing their organization from fully implementing AI and ML.
- 77% are concerned that their organization’s data is neither timely nor reliable enough to use with AI and ML.
- 72% say that their organization lacks the skills to fully implement AI and ML.

### Acknowledging pressure and risk.

- 80% of decision-makers agree that AI is required to keep their business competitive.
- 76% say their knowledge of AI and ML’s applications needs improvement.
- 77% say that uptake of AI and ML at their company would increase if risk could be reduced.

The biggest risks of AI and ML:

1. Data security and privacy
2. Concerns on accountability
3. Inability to measure ROI
4. Decision-making errors

### Anticipating the workforce of tomorrow.

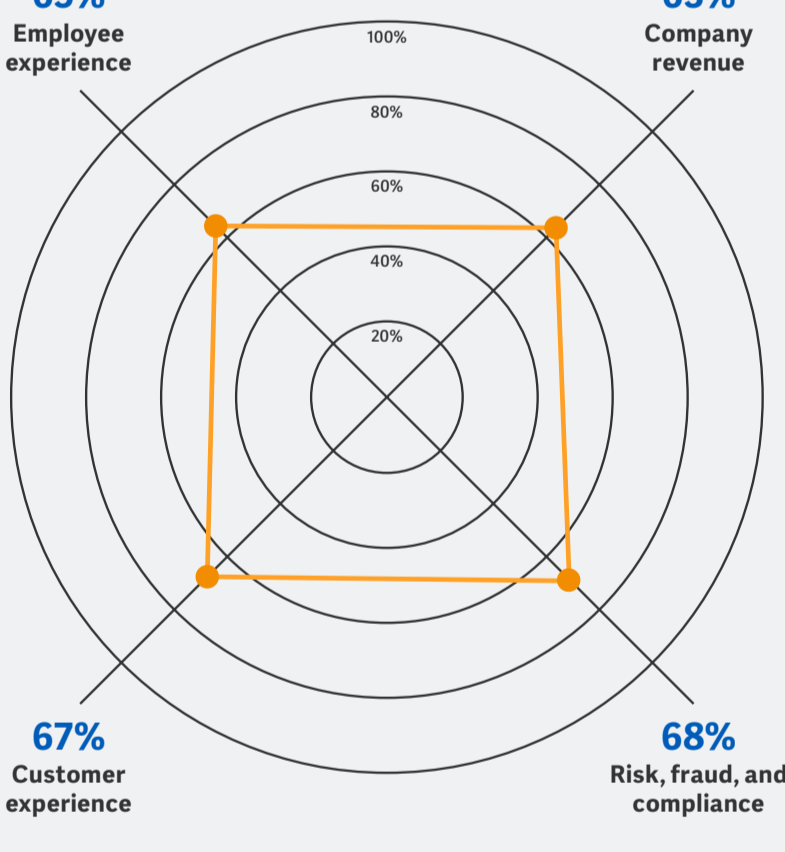
- 45% of decision-makers say AI and ML will benefit workers by augmenting workloads and creating new career paths.
- 43% warn that AI and ML will replace some tasks, causing unemployment among some workers.
- 12% are more doubtful, saying that AI and ML will replace humans completely and have a negative impact on workers.

### Addressing responsible AI and ML.

- More than 9 in 10 (93%) of decision-makers believe it is important for a human to assist AI or ML when making significant decisions, rather than allowing the technologies to do it alone.
- Only 29% are “very confident” that AI and ML are currently applied ethically to businesses; 52% are “very confident” it will be applied ethically within five years.
- 39% put potential bias among the top three risks for their organization when implementing AI and ML.

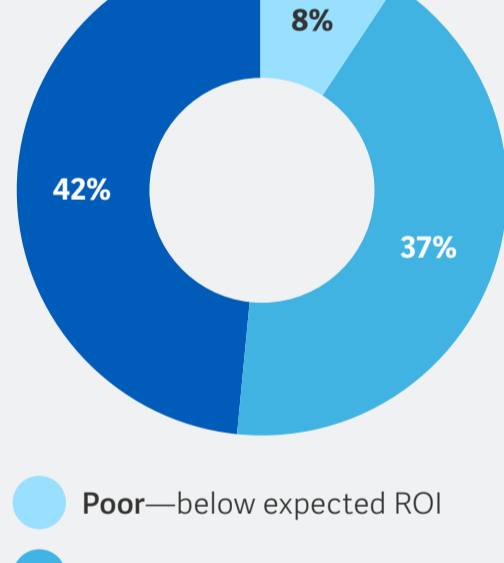
## Feeling optimistic.

Strong proportions of respondents say their existing AI and ML deployments have improved key business indicators:



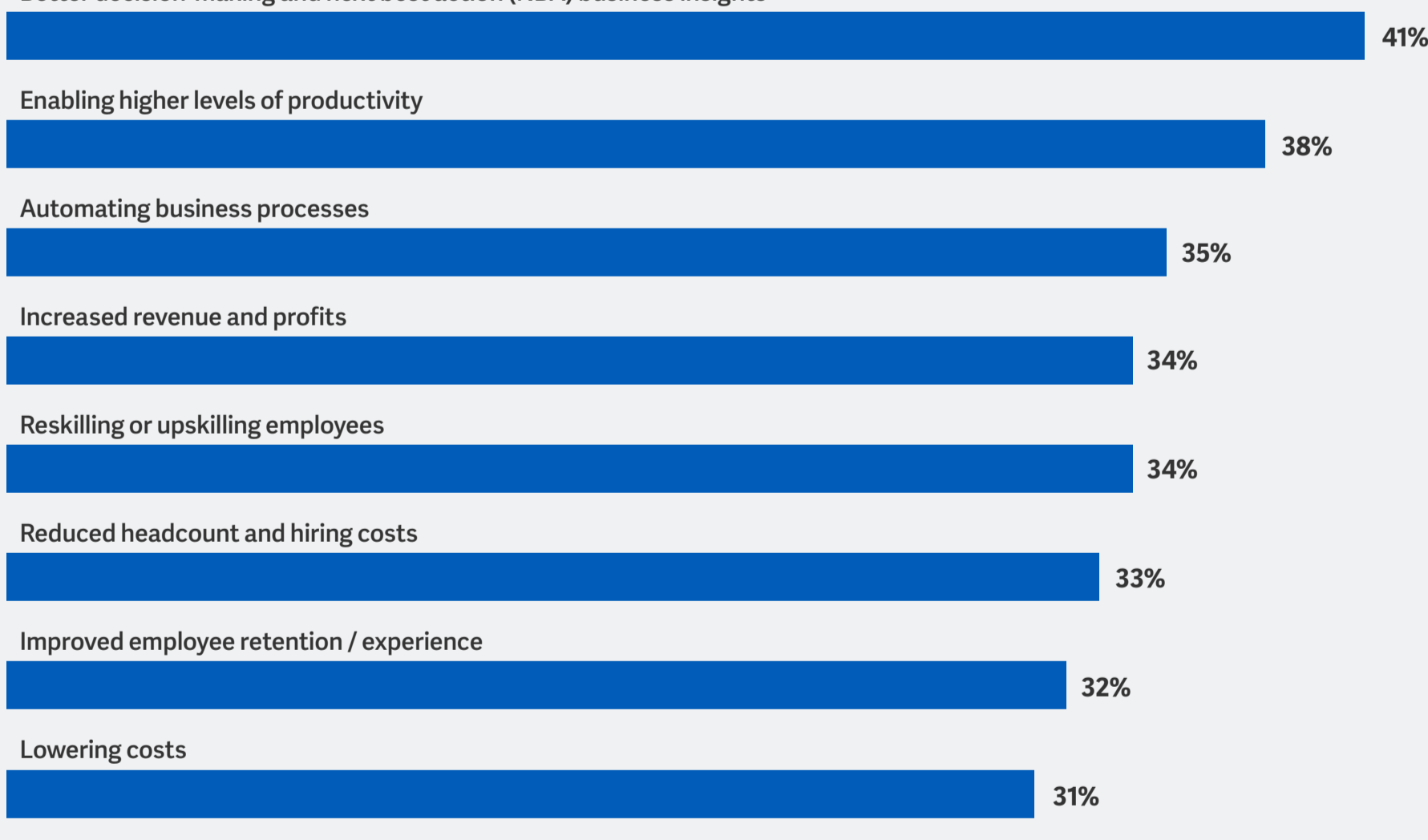
### The ROI of AI and ML.

Among companies measuring the ROI of their AI and ML deployments, the results are favorable.



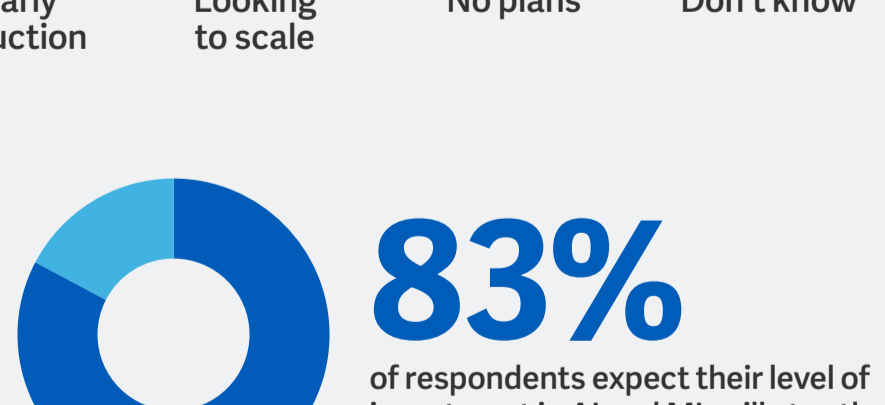
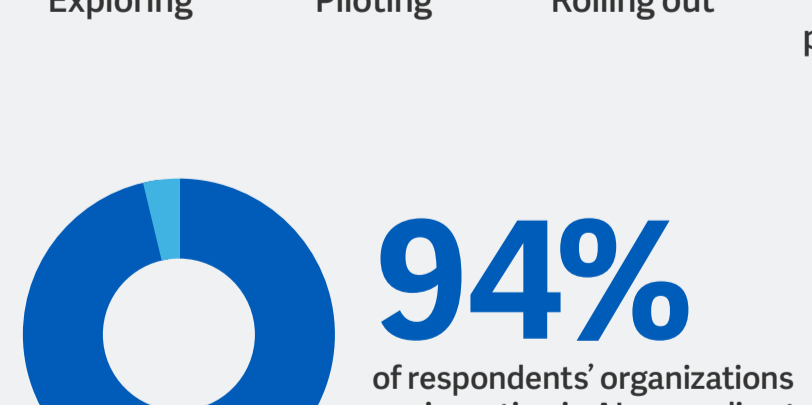
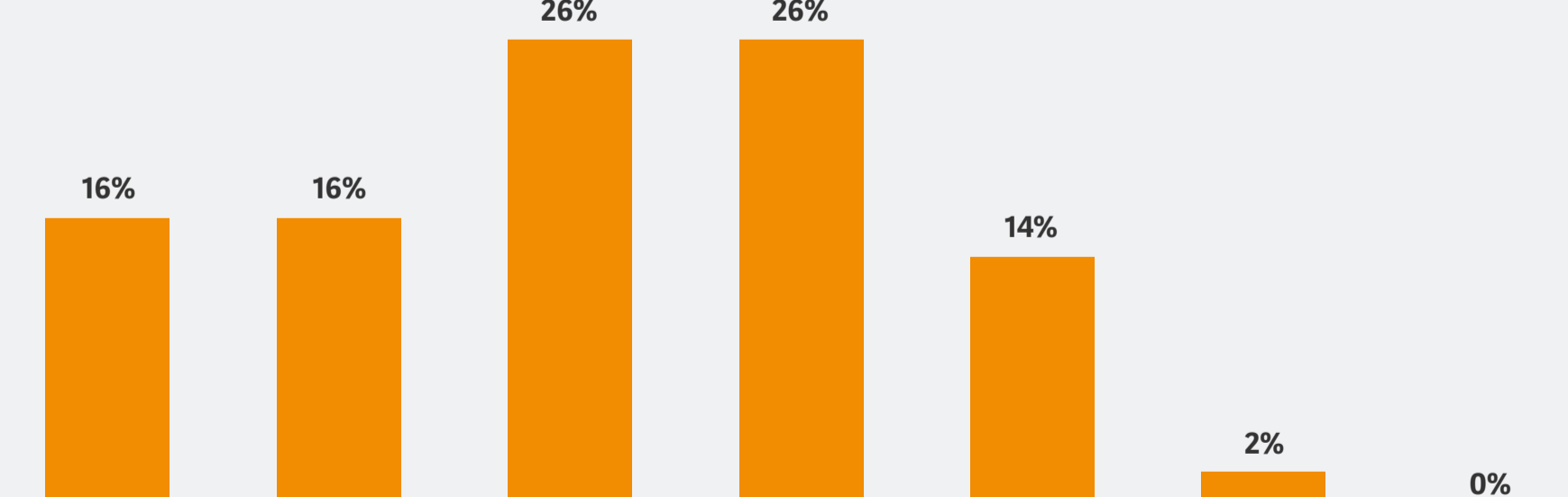
### Reaping the benefits already.

All respondents (n=1,000): What do you consider to be the main business benefits from investing in AI and ML? (Combination of responses ranked first, second, and third.)



### Companies are on the way.

All respondents: What most closely describes the stage your organization is at when it comes to implementing AI and ML?



## Less artificial, more intelligent.

The way forward with AI and ML starts with our report “AI IQ: Insights on Artificial Intelligence in the Enterprise.”

Read the report for expanded insights, more data, and a clear path forward on how to leverage AI and ML for a changing world.

To learn how Workday can help your organization unlock the power of AI and ML, contact us.

[Download](#) [workday.com/ai](https://workday.com/ai)

### About the research.

**Researcher:** Vanson Bourne **Methodology:** 1,000 quantitative surveys and five qualitative interviews

**Personas:** Decision-makers in HR, finance, and IT (C-level/board, senior/mid-level, and junior management)

**Company size:** >500 employees **Locations:** Americas (400) | EMEA (450) | APJ (150)

Learn more about the research in our full report.

