

# Unlocking AI Transformation

## Synergizing Both Infrastructure and People for Greater AI Maturity

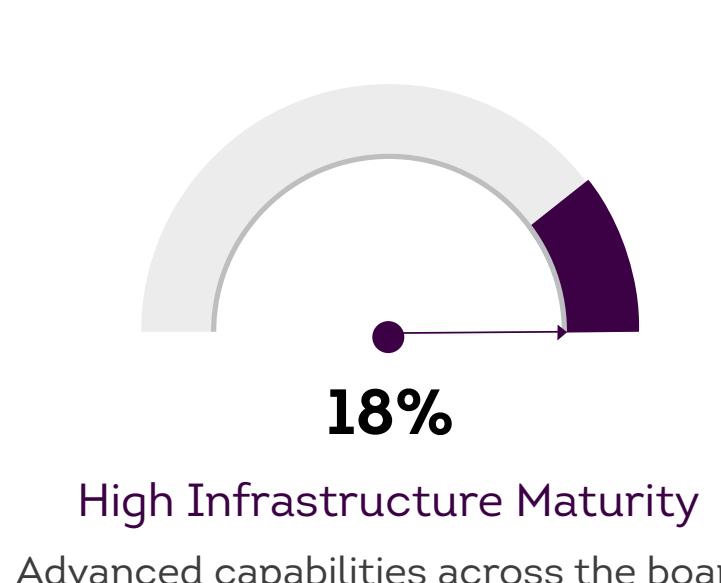
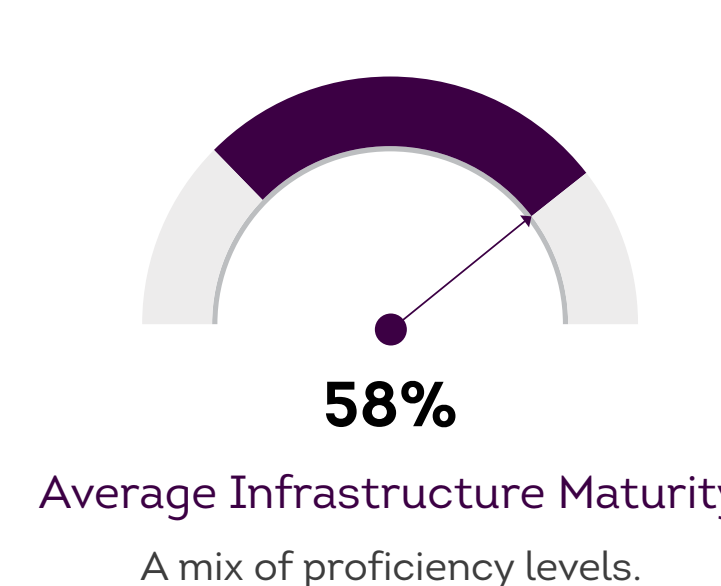
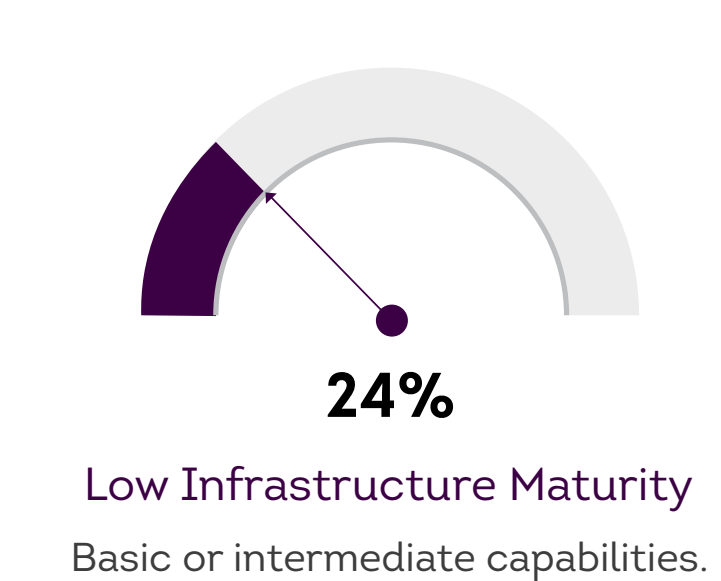
Aberdeen's latest study explores the world of AI adoption, surveying 341 AI business users and decision makers. This research reveals not just how organizations today have set up their infrastructures and workforces for transformations with AI, but also their plans for expanding their AI usage

### Navigating Infrastructure and Workforce Maturity for AI Transformation



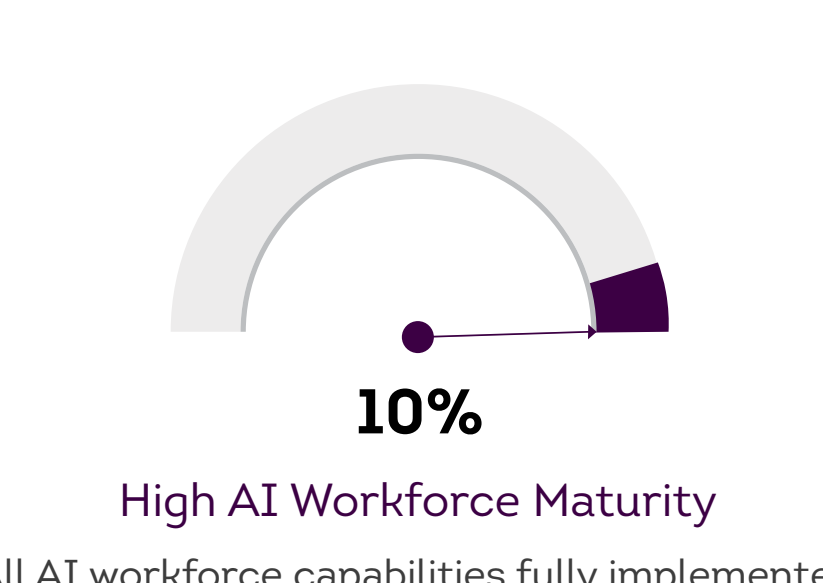
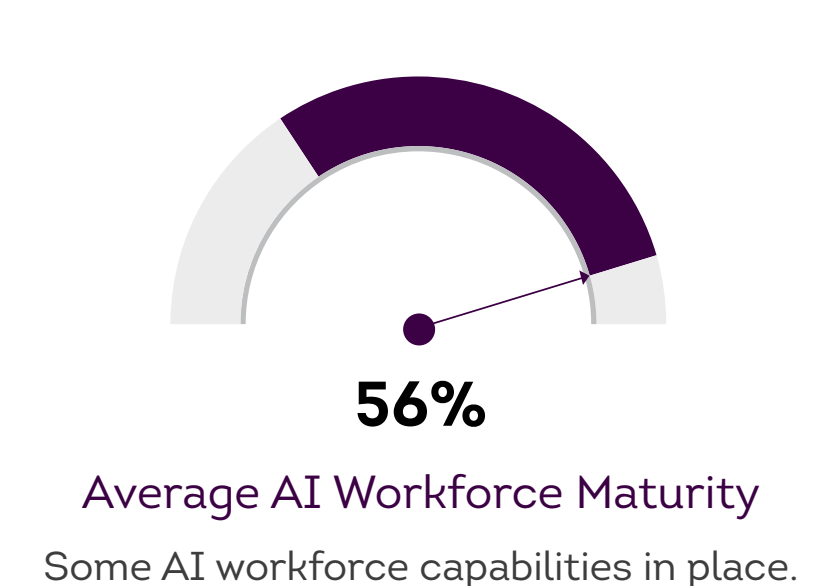
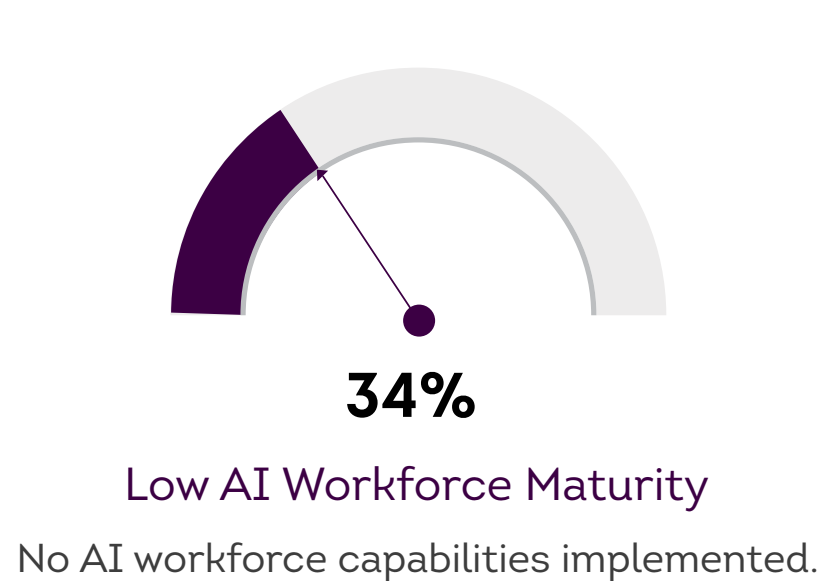
#### AI Infrastructure Maturity

Aberdeen's study examines respondents' proficiency across key areas of IT infrastructure, including data management, application development, and cybersecurity. We grouped them into three infrastructure maturity classes:



#### AI Workforce Maturity

Aberdeen's study also investigates four areas to support an AI-enabled workforce, including training, hiring plans, and other opportunities to increase AI skills in the organization. Respondents were classified into three AI workforce maturity classes:



### Evolving Together: Technology and People

Everyone's journey to AI excellence is different. By analyzing these maturity groupings together, it's clear that there are several paths to achieve high AI maturity in both dimensions (infrastructure and workforce):

About **1 in 3** companies take a **technology-first approach**, and allow their employees to adapt as they build out AI capabilities.

See the **blue line** in the figure below.

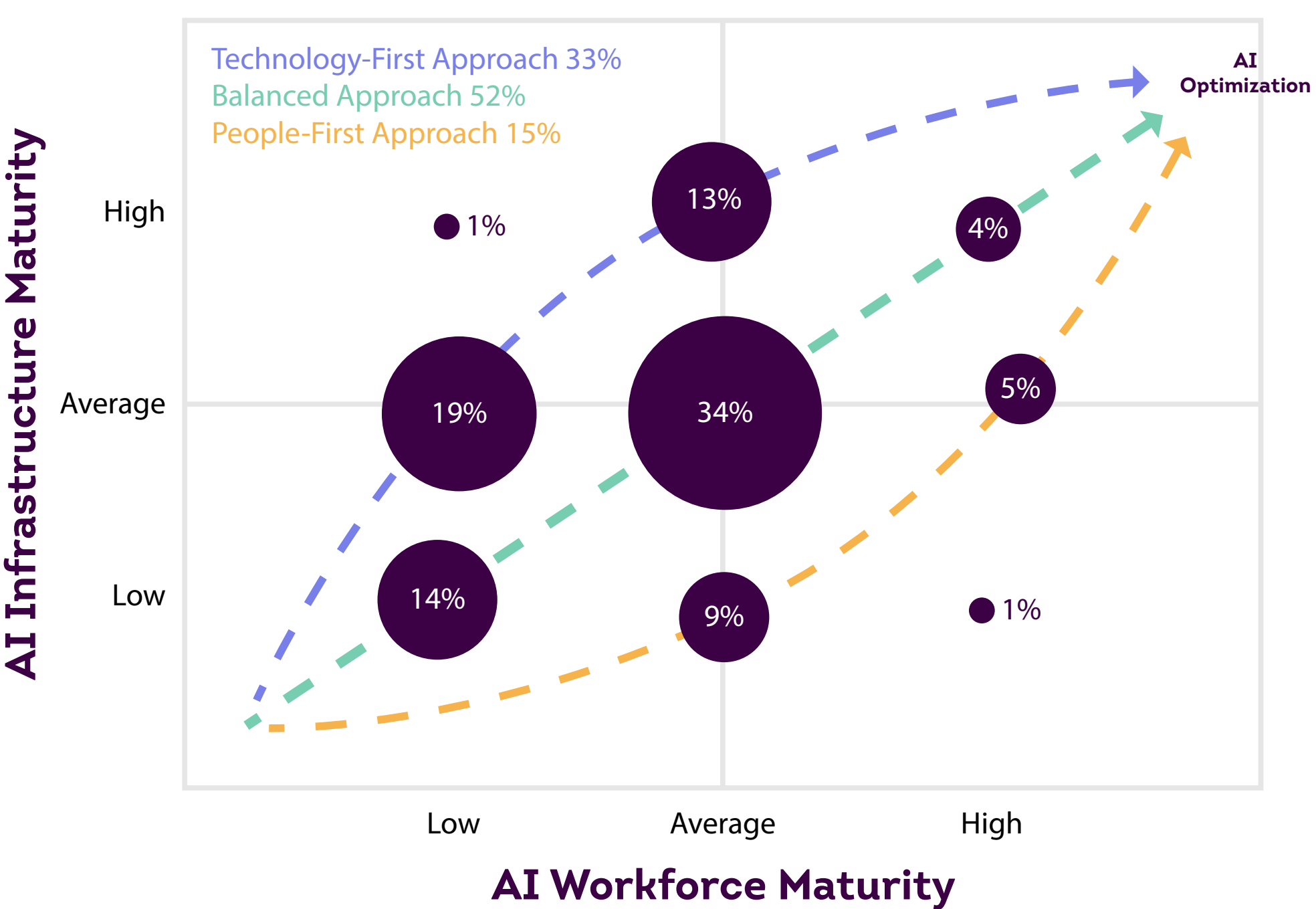
In contrast, **15%** take a **people-first approach** by preparing their workforce ahead of investments in solutions.

See the **yellow line** in the figure below.

However, more than **50%** of respondents aim to achieve their AI goals by taking a **balanced approach** to their investments in infrastructure and people.

See the **green line** in the figure below.

#### To Optimize AI Usage, Build Both a Technology Backbone and a Workforce Strategy



n = 341, Source: Aberdeen, August 2023

### From Foundation to Application

As businesses continue their AI transformation and build up both their infrastructure and their people, they must consider which AI use cases will be the most impactful for their operations. By prioritizing the business areas that can benefit the most from AI, leaders can make better, more informed decisions about the necessary investments in infrastructure and in their workforce.

#### Top AI Use Case for Business Areas Investigated by Aberdeen's Study

% of respondents currently using AI for each activity

##### Customer Experience

Automated, proactive outbound customer communications



##### Cybersecurity

Process automation



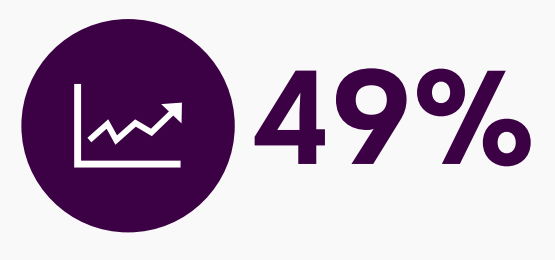
##### Manufacturing

Error detection



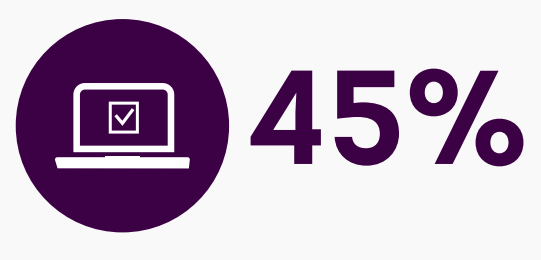
##### IT Infrastructure

Proactive outbound customer communications delivering automated alerts, reminders and notifications



##### Sales & Marketing

Automated sales activity capture in CRM



##### Retail

Improving speed to decision-making for business leaders



n = 341, Source: Aberdeen, August 2023

### Ready to dive deeper into Aberdeen's State of AI research?

Learn more about how organizations are navigating the AI landscape and forging their path to AI success.

[Learn More](#)