

DATA INTELLIGENCE LEADING THE NEXT WAVE OF AI/ML SOLUTIONS

A Global Survey of AI/ML and Technology Professionals

June
2022

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Introduction

This paper reviews key findings from a global research survey across 315 participants to understand AI/ML-enabled solution use cases and results. The research also investigates new opportunities for AI/ML solutions, levels of autonomy being granted to these solutions, and current challenges and hurdles around AI/ML adoption and implementation.

Executive Summary

Today, most companies believe AI/ML is delivering business value, increased agility, and improved productivity for employees. In fact, 77% of respondents said their company's experience with AI/ML has been positive. These positive experiences have encouraged nearly half of global companies to employ a machine-led AI strategy.

But what is AI/ML being used for? According to our research, organizations are mostly focusing their AI/ML efforts on data intelligence, followed by IT operations and security. Data intelligence is key for improving data quality and the sophistication of the AI/ML deployments. Companies are also making data governance a top AI/ML initiative, with a specific focus on efficiency, compliance, and security.

Some barriers to AI/ML adoption exist as AI/ML professionals cite a lack of expertise as the top inhibitor, along with shortage of resources, and poor AI/ML solution offerings.

Despite these barriers to adoption, AI/ML is now a part of the majority of companies' strategic plans with 96% of the companies revealing that they have plans for new AI/ML projects in the next 18 months. A remarkable 85% of companies cited that they are willing to share data with a vendor to improve AI/ML data intelligence solutions. This will likely pave the way for richer AI/ML-based solutions in the near future.

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Key Findings

- **AI/ML is delivering strong business value and positive perceptions leads to increasing AI Autonomy**
 - Company perceptions of AI/ML solutions are positive: delivering increased value, enabling business agility, and reducing effort
 - 77% cite positive experiences with AI/ML
 - 49% already trust a machine-led AI approach, and 20% have fully autonomous AI running at their company
- **Data intelligence tops the list for AI/ML related investments and projects**
 - The top use of AI/ML is data intelligence (51%), followed by IT operations (47%)
 - Data intelligence tasks focused on data quality (36%), governance (29%), and privacy (23%) are also being assigned to AI/ML programs
 - AI/ML is utilized by numerous teams: product management (32%), business operations (38%), customer management (31%), and marketing (28%).
- **AI/ML deployments enable efficiency, decision-making, business insights, data intelligence, and governance**
 - Top benefits expected from AI/ML involve efficiency, faster decision making, and improved business insights
 - Data governance AI/ML focuses on efficiency, compliance, and security
 - 96% plan on new AI/ML projects such as intelligence, quality, and privacy
- **Expertise and integration are the top barriers to deployment**
 - Lack of expertise is the top reason slowing AI/ML adoption
 - Integration and lack of expertise top challenges companies experience deploying AI/ML
 - 85% willing to share data with vendor to improve AI/ML data intelligence solution

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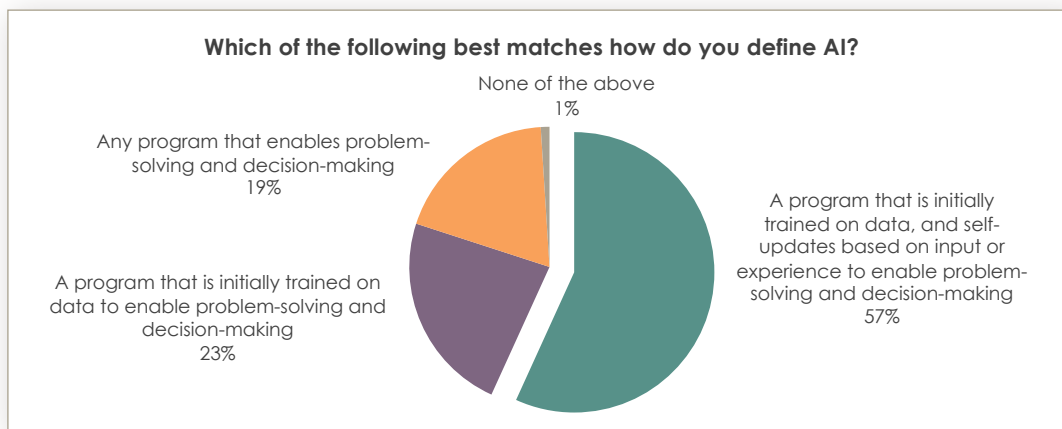


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Detailed Findings

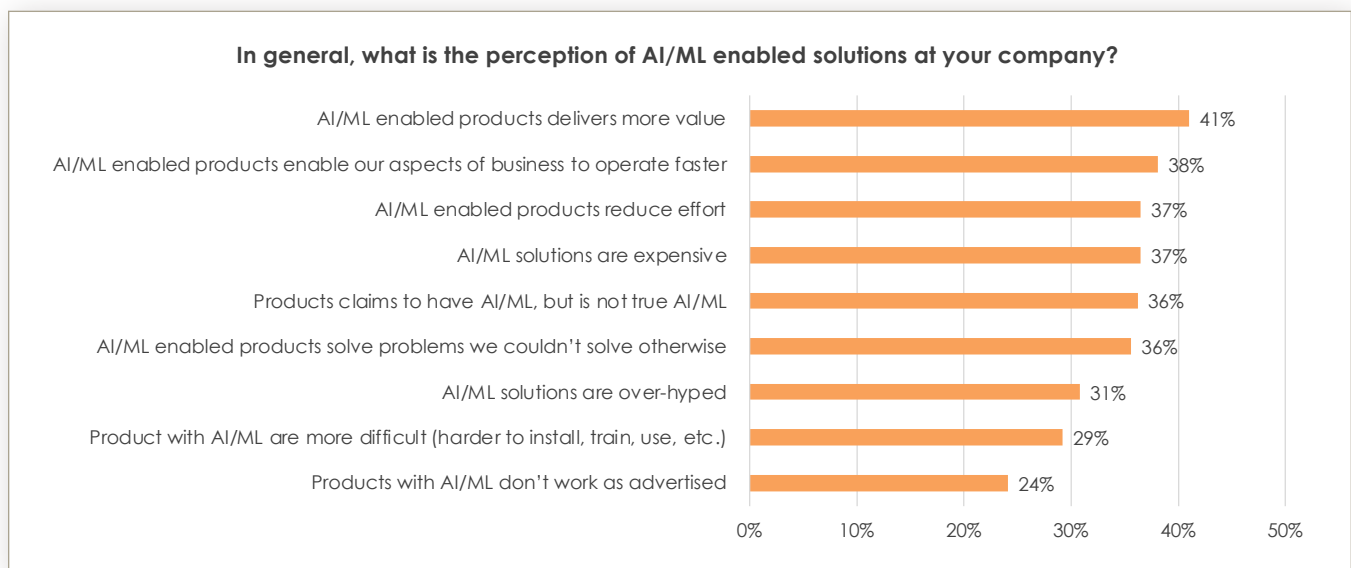
Defining AI

This research sought, first and foremost, to understand how technology professionals define AI. A majority (57%) of respondents consider an AI program to be founded in the most stringent definition where a program is trained on data, self-updates, and adapts based on new information and results, with a focus on solving problems and improving decisions.



Company Perceptions of AI/ML Solutions are Positive

A key focus of the research was to determine market perception regarding AI/ML. Overwhelmingly, people believe that AI products deliver business benefits, leading to more product value (41%), which can enable the business to operate more quickly (38%), and can reduce manual efforts (37%). A smaller group (36%) see AI as being able to solve problems not otherwise possible. However, respondents also shared that AI/ML can be perceived as too expensive (36%) and that products can make false claims when it comes to truly supporting AI/ML (36%).



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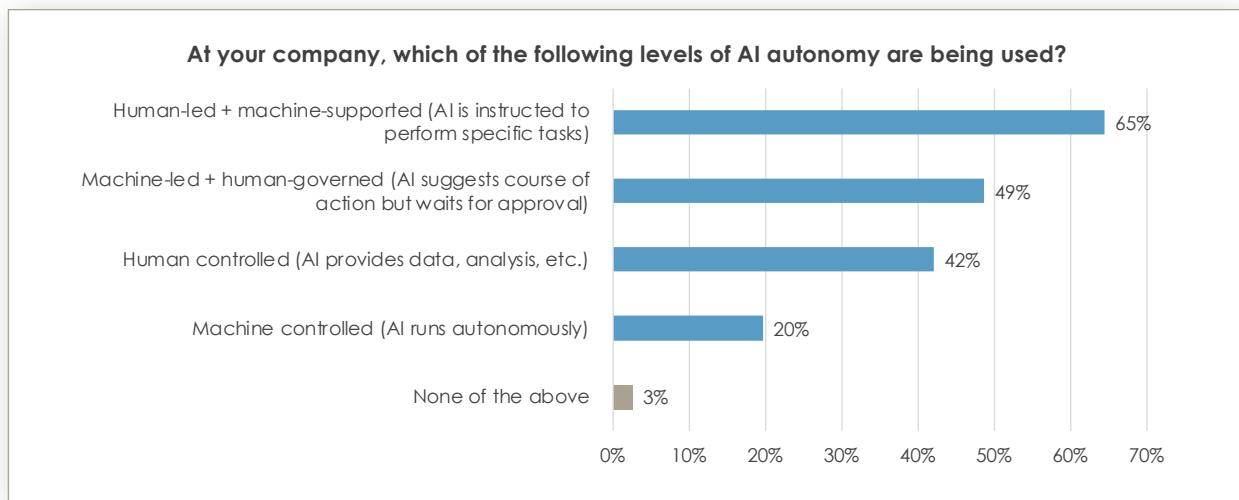
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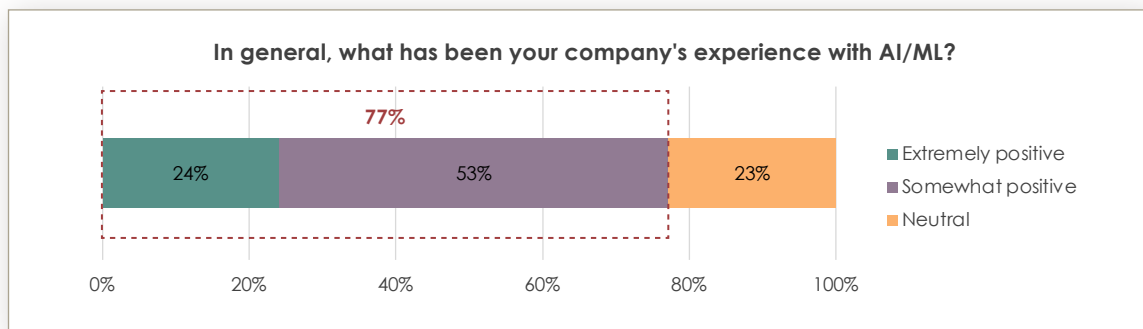
Many Companies Already Use a Machine-led AI Approach

The levels of AI autonomy within companies today were also investigated to understand maturity and adoption levels. We found most companies have human-led and machine-supported models (65%), with people making key decisions and AI being used to perform specific tasks. Interestingly, 1 in 5 companies have fully autonomous AI running, reflecting a high level of trust in AI-enabled programs. This data indicates a growing move to more autonomous programs with growing levels of sophistication and trust.



The Majority of Companies Have Had a Positive Experience with AI/ML

While perceptions are just that, the research sought specific AI/ML experience from every participant. In short, 77% of companies have had a positive experience with AI/ML, and nearly a quarter (24%) said it was extremely positive. 23% had a neutral experience. What is not represented in the chart below is that no company (0%) had a negative AI/ML experience. This is highly unusual and supports the notion that AI/ML tends to deliver positive experiences and clear business value.



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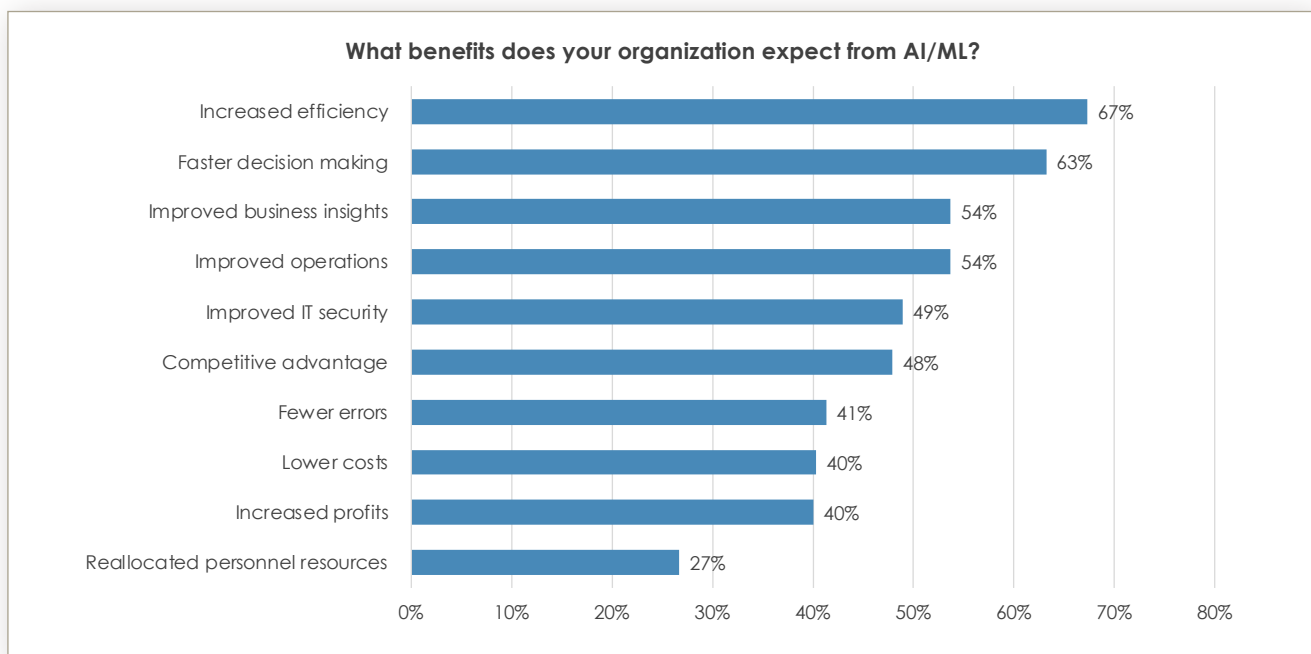
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Companies Expect a Lot from AI/ML

Companies expect a lot from AI/ML as seen from the long list of desired benefits below. Increased efficiency (67%), faster decision making (63%), and improved business insights and operations (54%) all top the list. But companies want more from AI than better operational efficiencies. They also expect AI/ML to deliver improved security (49%), fewer errors (41%), lower costs (40%), competitive advantages (48%), and increased profits (40%). It is no surprise, therefore, that AI/ML is in such demand across so many organizations.



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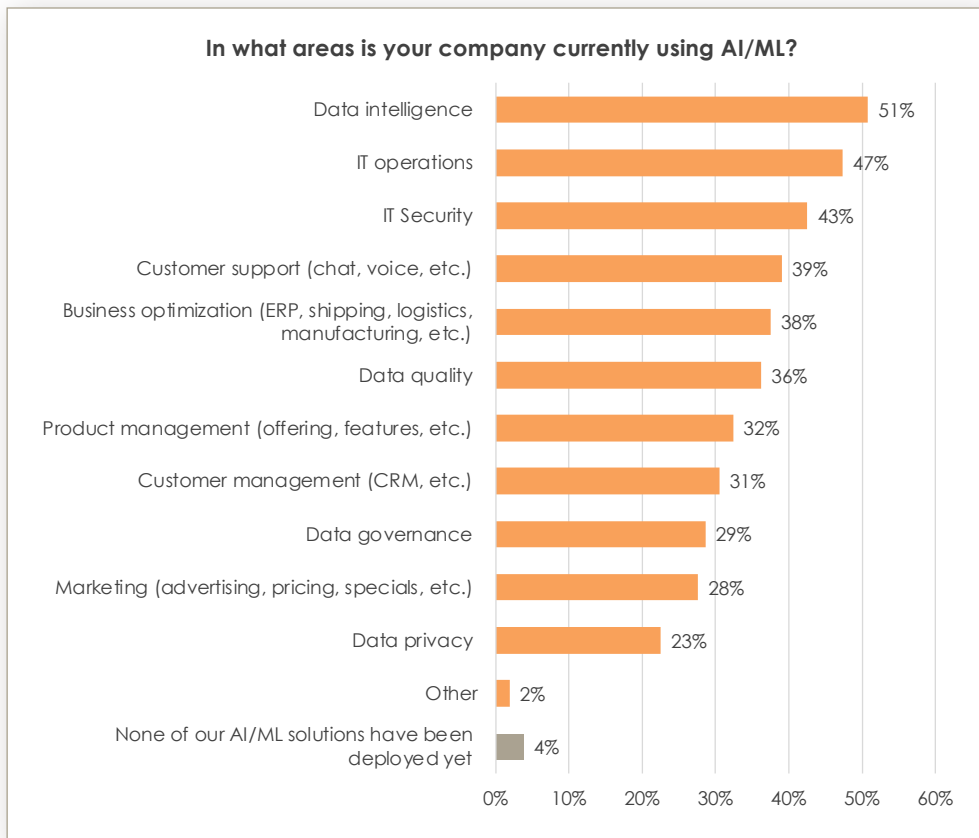
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AI/ML Most Widely Used for Data Intelligence

Data intelligence is intelligence about the data. Data intelligence is created from business, technical, relational, and operational metadata that enables people, processes, and technology to have more trustworthy and reliable data.

Data intelligence increasingly relies on AI/ML, and thus it is no surprise that data intelligence tops the list of use cases for AI/ML at (51%). Furthermore, attributes of data intelligence including data quality (36%), governance (29%), and privacy (23%) were all also independently cited – indicating the significant role AI/ML plays in data quality and management.

The Collibra Data Intelligence Cloud unites entire organizations by delivering trusted data for every use (governance, catalog, lineage, quality, privacy), for every user (business and technical), and across every source. It provides a single, easy to use, cloud-native enterprise platform that can scale with any organization and makes every data user more productive.



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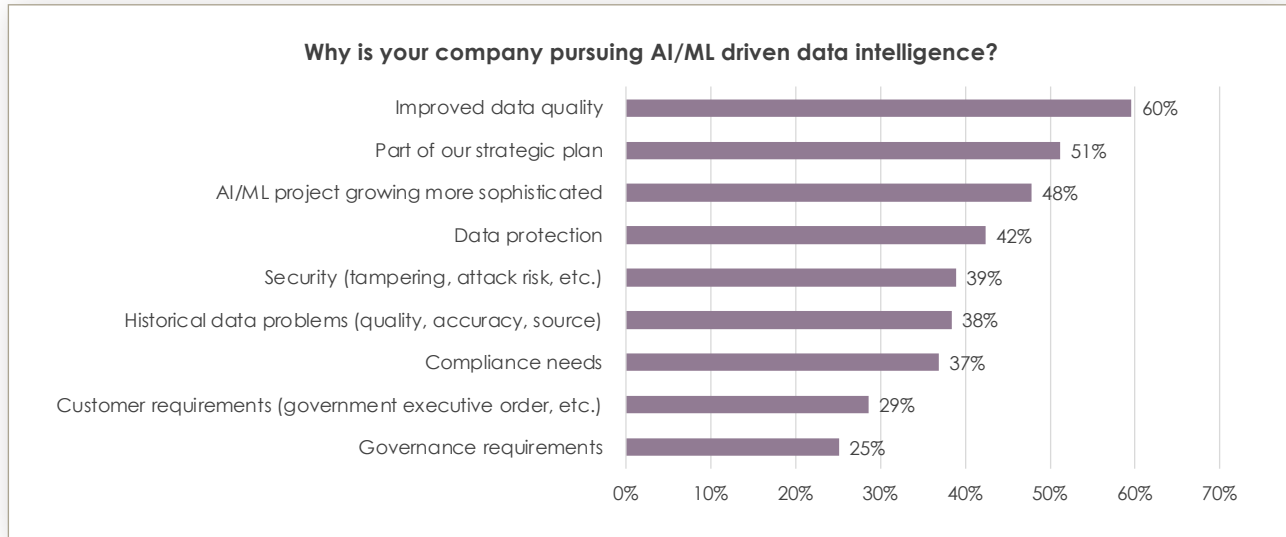
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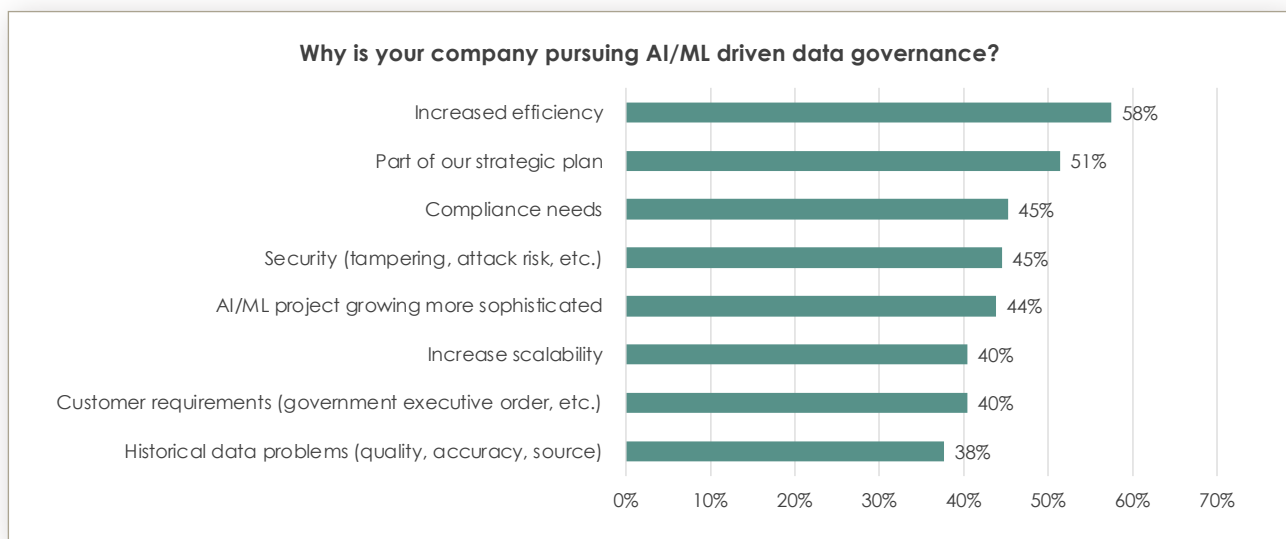
Data Quality Driving AI/ML Adoption Around Data Intelligence

An overwhelming number of respondents cited data quality (60%) as the top reason for AI/ML-driven data intelligence. Other key drivers include data protection (42%), security and risk mitigation (39%), and compliance (37%).



AI/ML for Data Governance Driven by Efficiency, Compliance, and Security

AI/ML professionals were also asked about the need for AI/ML-enabled governance. The top drivers were increased efficiency (58%), compliance requirements (45%), and growing security requirements (45%).



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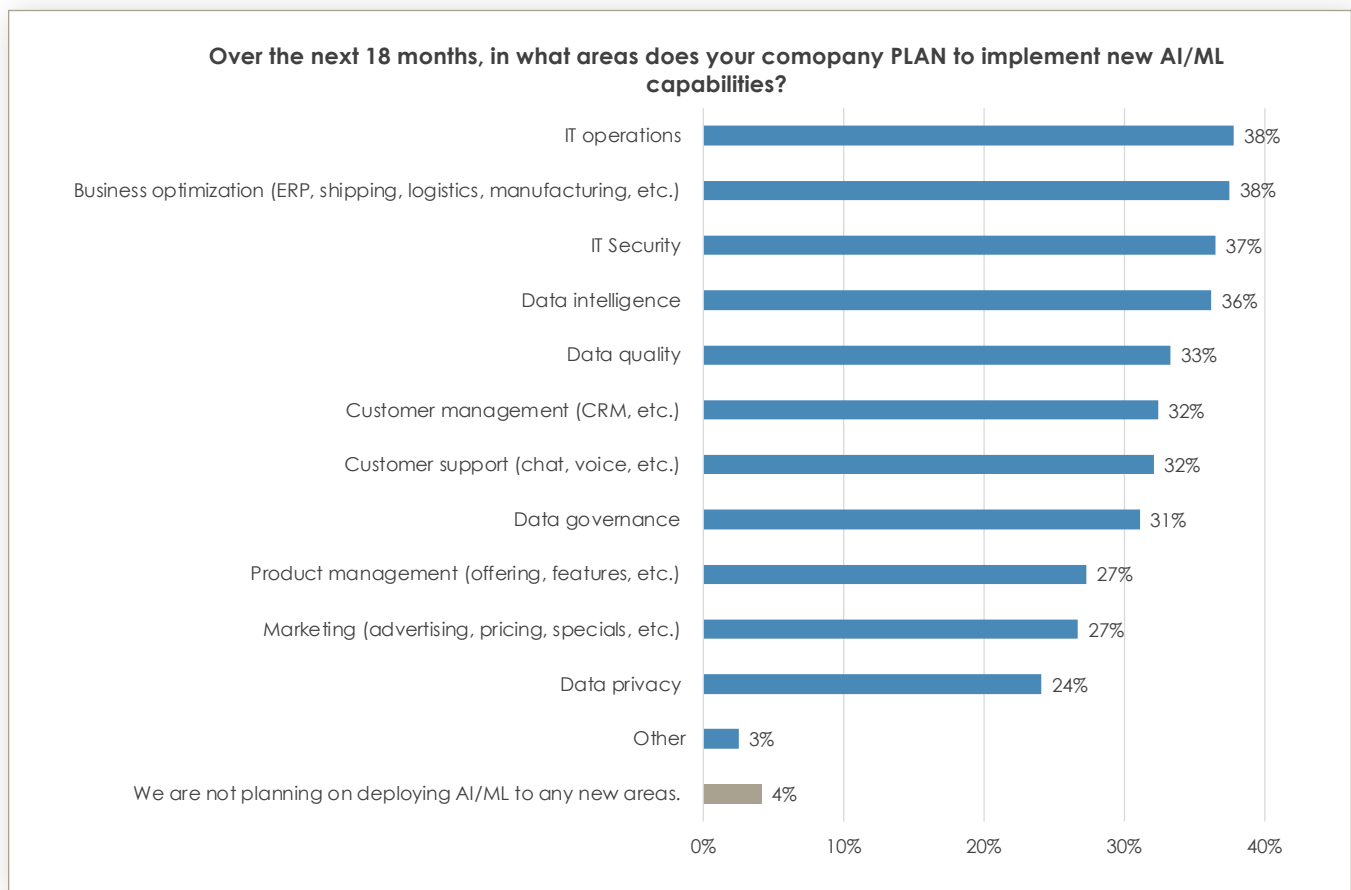
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Nearly All Companies Planning New AI/ML Data-Related Projects

Given AI/ML's business benefits and positive experiences discussed earlier in this report, it is not surprising that 96% of the companies have plans for new AI/ML projects over the next 18 months. These projects tend to focus on IT projects with operations (38%), security (36%), and direct business operational (38%) benefits. With the strong focus on data intelligence through ML/AI today, this focus continues to factor heavily in plans over the next 18 months as well (36%), along with data quality (33%), governance (31%), and privacy (24%).



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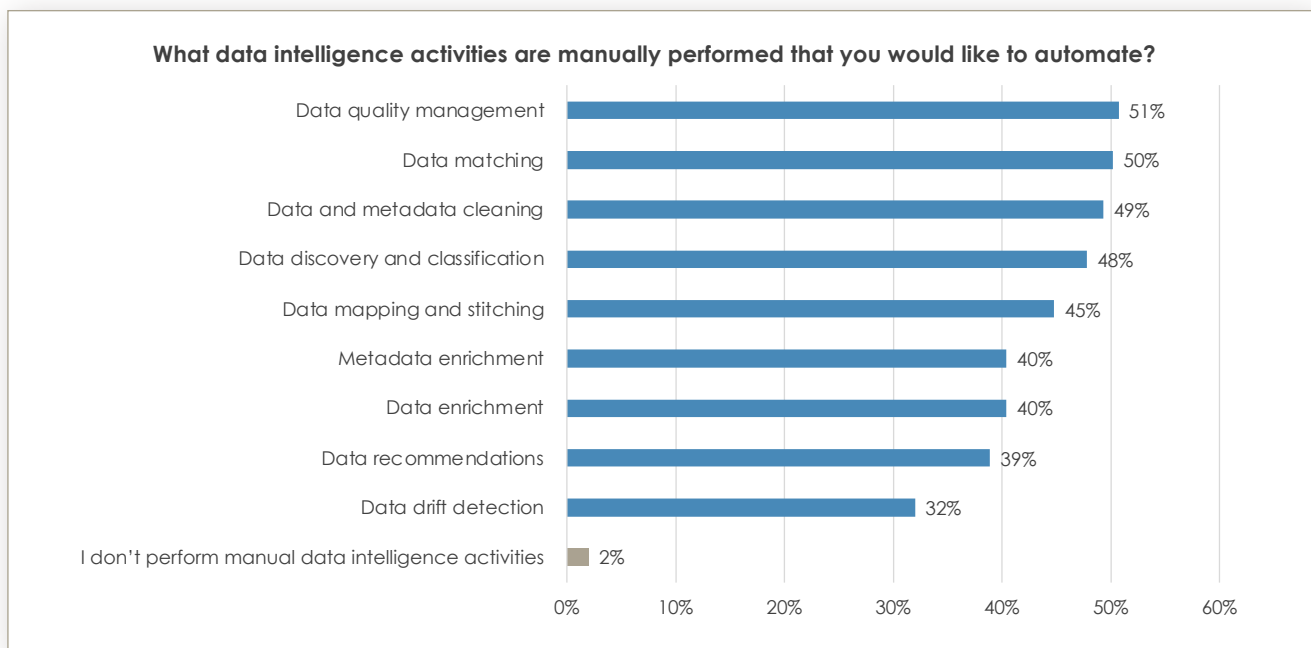
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Numerous Data Intelligence Activities Still Performed Manually

Given that most companies have strategic AI/ML initiatives for data intelligence, it is not surprising that there are a number of data-related areas companies are looking to automate. The chart below represents numerous data-related tasks with the top 5 separated by just 6 percentage points. This close collection of answers indicates that AI/ML is expected to deliver diverse value for companies which may differ by industry, regulations, and AI/ML sophistication.



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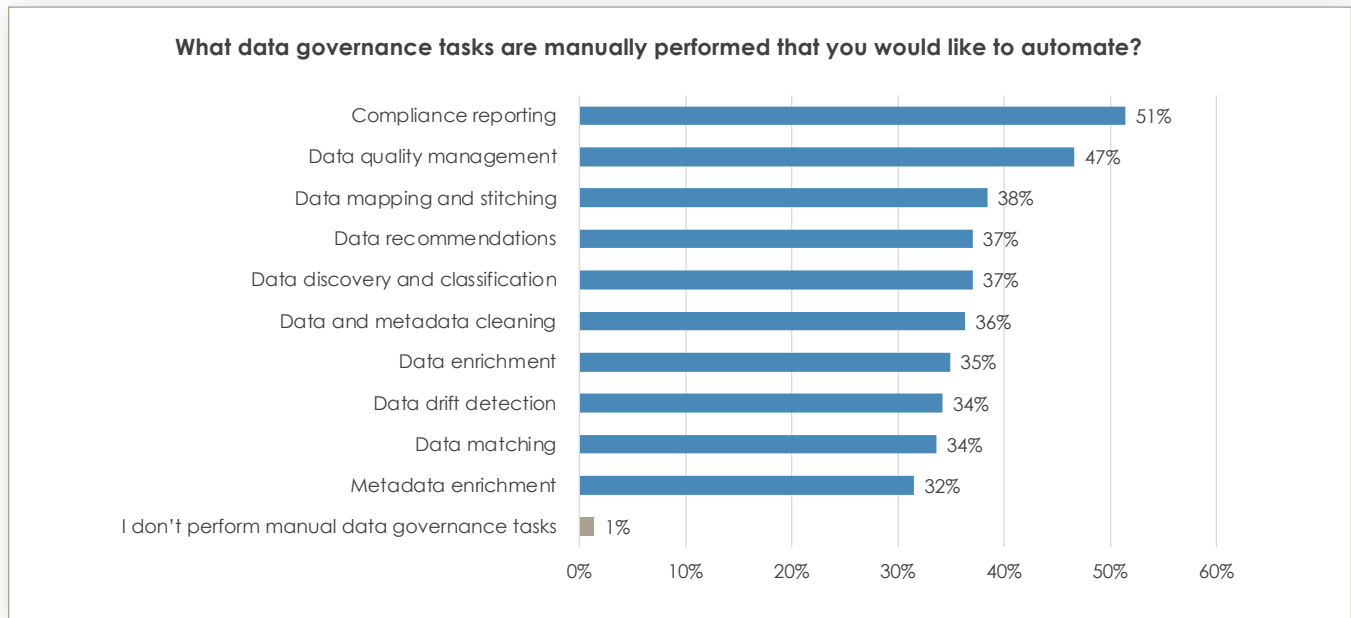
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Compliance Reporting Tops List of Data Governance Tasks Organizations are Looking to Automate

AI/ML experts were also asked which governance tasks should be automated. Like the previous findings, participants provided a long list of governance items that would benefit from AI/ML. However, compliance reporting (51%) and data quality (47%) top the list.



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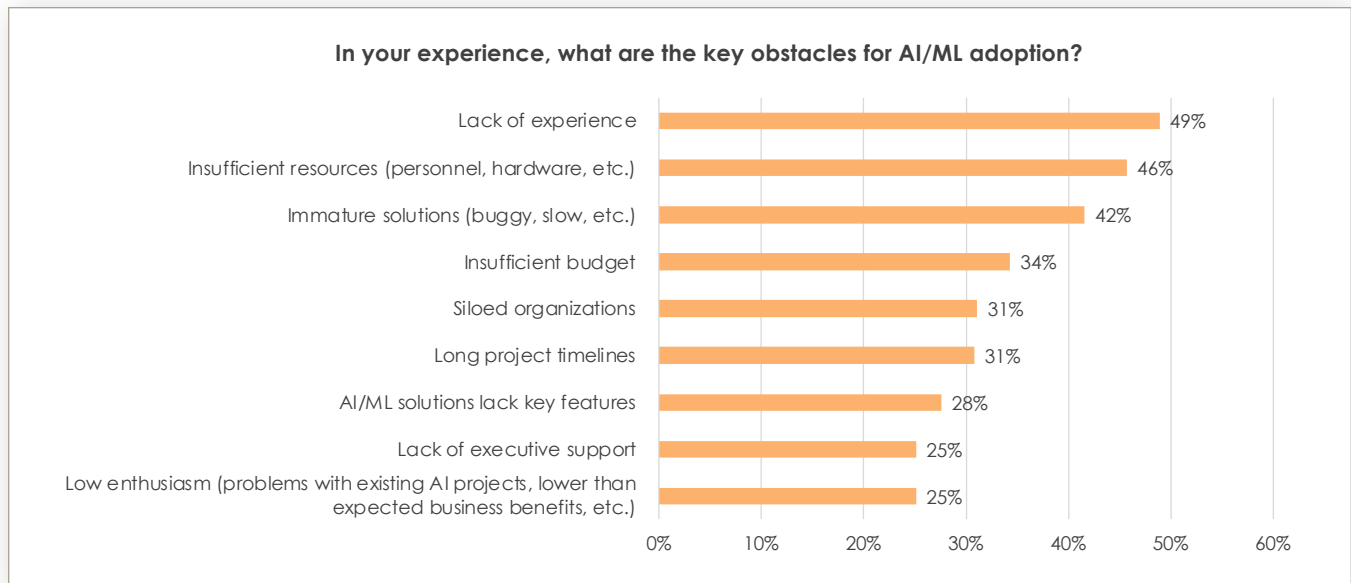


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Barriers to AI/ML Adoption Tied to Internal Issues and Solution Maturity

AI/ML professionals were also asked which key obstacles are facing them when it comes to implementing and adopting AI/ML solutions. A lack of expertise (49%) topped the list. However, the remaining obstacles identified generally fell into two groups:

- Internal issues, including insufficient resources (46%), lack of budget (34%), siloed organizations (31%), missing executive support (25%), and low enthusiasm (25%)
- AI/ML market maturity, including immature solutions (42%), long project timelines (31%), and missing capabilities (28%)



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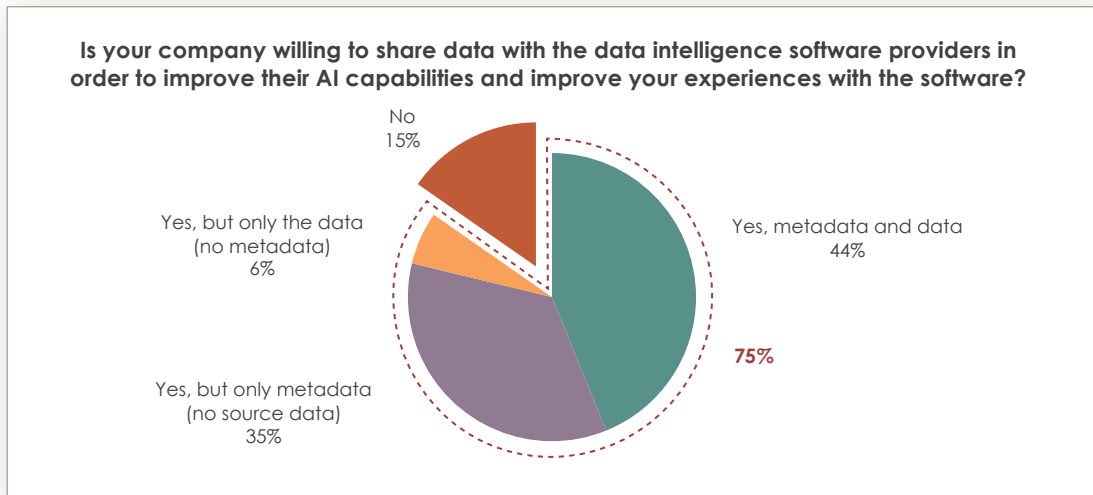
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Majority of Companies Willing to Share Data with Vendors to Improve AI/ML

There is a strong commitment for organizations to proceed with AI/ML despite current challenges. So much so that 77% of companies are willing to share data with their AI/ML solution vendors to improve AI/ML.



Conclusion

AI/ML is delivering real business benefits across numerous areas of the business. However, the area of data intelligence tops the list of AI/ML uses as companies desire greater insights around data with a focus on data quality, data governance, and data privacy which improve trust in data, driving greater productivity, and mitigating risks.

AI/ML adoption, however, is not without its challenges. Today, organizations struggle with AI/ML due to a lack of expertise and resources, and technology that occasionally fails to live up to its promise. Organizations should endeavor to build internal expertise and ensure they are carefully selecting solutions that fully meet their business and data intelligence requirements.

In order to progress, organizations appear highly motivated to contribute to the improvement of AI/ML solutions. In fact, they are so motivated that they are willing to share their data with vendors to accelerate development in this area. This and a commitment to overcome obstacles with numerous projects planned over the next 18 months will bode well for the AI/ML industry, and will enable organizations to deliver more value from AI/ML and their data.

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Survey Methodology

This data was compiled from AI/ML, security, data, and IT professionals at medium to large enterprise companies. Professionals representing all seniority levels were invited to participate in a survey on their company's use and experience with AI/ML-enabled solutions.

A total of **315 qualified participants** completed the global survey. All participants had direct responsibilities with active AI/ML projects. Participants represented numerous countries from 5 continents to provide a global perspective. The survey was administered electronically, and participants were offered a token compensation for their participation.

About Dimensional Research

Dimensional Research provides practical marketing research to help technology companies make their customers more successful. Our researchers are experts in the people, processes, and technology of corporate IT and understand how IT organizations operate. We partner with our clients to deliver actionable information that reduces risks, increases customer satisfaction, and grows the business.

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About Collibra

Since 2008, Collibra has been uniting organizations by delivering trusted data for every use, for every user, and across every source. Our Data Intelligence Cloud brings flexible governance, continuous quality, and built-in privacy to all types of data. The Global 2000 relies on Collibra to create the critical alignment that accelerates workflows and delivers better results faster. We have a diverse global footprint, with offices in the U.S., Belgium, Australia, Czech Republic, France, Poland and the U.K.

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