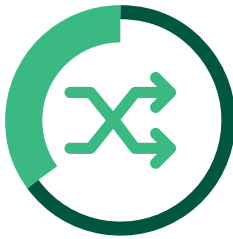# Three Strategic Considerations For AI Success
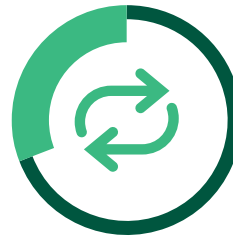
FORRESTER®

AS AI USAGE EXPANDS ACROSS THE ENTERPRISE, IT WILL RESULT IN MANY BENEFITS

Decision-makers adopt AI to boost IT efficiency, analytics and insights, and business automation. According to Forrester research, they expect the following benefits:

35% Increased automation of internal processes

31% Improved operational efficiency and effectiveness

30% Improved customer experience

30% Improved security

30% Improved revenue growth

> However, to properly prepare for AI adoption, firms must develop AI capabilities and models, improve collaboration, and employ open ecosystems.

TO DEVELOP AI CAPABILITIES*:

53% will purchase packaged business applications with embedded AI capabilities.

47% will leverage pretrained AI models from third parties.

47% will hire AI consultants and insight service providers.

TO IMPROVE COLLABORATION‡:

31% will increase their use of DevOps tools and practices.

29% will use more cloud-based development environments.

28% will use more cloud-native technologies.

25% will use more open source software or components.

TO EMPLOY OPEN ECOSYSTEMS†:

23% have public APIs.

23% look for architecture strategies and designs that foster business agility over and above technical agility.

23% find open source software important to their strategy.

Read the full study