CIO vision 2025: Bridging the gap between BI and AI

MIT Technology Review Insights

Global CIO survey on AI adoption by 2025

Produced in partnership with **databricks**

Companies are eager to revamp their BI and leverage AI to increase efficiency and spark innovation, but data foundations increasingly become the bottleneck. See how executives approach those challenges and how they envision the world of data, analytics and AI in 2025.

In a survey of 600 CIOs, CDOs and CTOs from 14 industries and 18 countries globally—plus interviews with C-level executives from Procter & Gamble, Johnson & Johnson, Cummins, CNH Industrial, Walgreens Boots Alliance, S&P Global, Marks & Spencer, Tokio Marine, Virgin Australia and Freshworks—MIT Technology Review Insights uncovered these key findings:
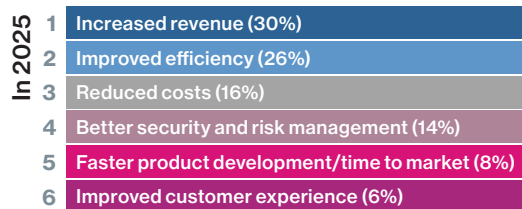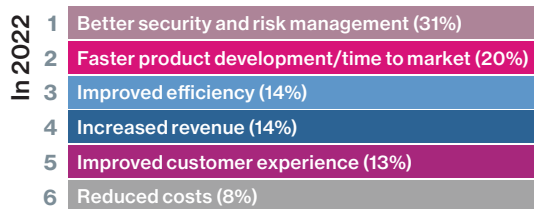
1 94% of CIOs say they are already using AI in LOB, and more than half expect AI to be widespread by 2025

In 2022, **IT (67%)** and **finance (54%)** are the two core functions leading in AI adoption

By 2025, **IT (71%)**, **supply chain (68%)** and **product development (67%)** expect to adopt AI widely
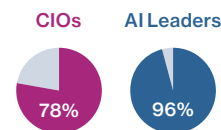
2 By 2025, CIOs expect revenue boost to be the most tangible benefit gained from AI

Ranking of the most tangible areas of benefit from AI use today, and expected in 2025 (% of respondents)

In 2022

1. Better security and risk management (31%)
2. Faster product development/time to market (20%)
3. Improved efficiency (14%)
4. Increased revenue (14%)
5. Improved customer experience (13%)
6. Reduced costs (8%)

In 2025

1. Increased revenue (30%)
2. Improved efficiency (26%)
3. Reduced costs (16%)
4. Better security and risk management (14%)
5. Faster product development/time to market (8%)
6. Improved customer experience (6%)

> "AI helps P&G to shorten product development time thanks to simulation and modeling, enable more granular consumer re-search, and close the loop between product innovation and consumer feedback. This will ultimately translate into top-line gains."
>
> *Vittorio Cretella, CIO*
> Procter & Gamble

3 AI and data strategies are intertwined

78% of CIOs say scaling AI to create business value is the top priority of their enterprise data strategy, and **96% of AI leaders** agree

CIOs **78%** AI Leaders **96%**

> "Data is one of the biggest challenges we face in scaling AI, all the way from data acquisition to ingesting data, to managing it, and to ensuring the quality of the data."
>
> *Rowena Yeo, CTO and Global Vice President*
> Johnson & Johnson

4 Almost every AI leader is seeking to unify the data platform for analytics and AI

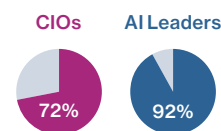**72% of CIOs** say that data challenges are the biggest factor jeopardizing AI success

68% of CIOs and **99% of AI leaders** say platform unification is crucial

5 Multicloud and open standards are integral to AI success

72% of CIOs are using multicloud and **92% of AI leaders** believe it ensures strategic flexibility

CIOs **72%** AI Leaders **92%**

> "Open source standards and the ability to integrate cloud services across providers is important to our efforts to fully embed AI and machine learning in our business."
>
> *Mike Maresca, Global CTO*
> Walgreens Boots Alliance

How to future-proof

The research points to these key attributes to instill in your data and technology foundations: **openness**, **multicloud**, **democratization**. An open and unified platform like the Databricks Lakehouse Platform makes it possible to scale AI efficiently — and ultimately, create business value.

Scan the QR code to read the full report

AI use case development to 2025
selected company examples

Rowena Yeo
CTO & Global Vice President
Johnson & Johnson

- Molecular modeling in drug discovery
- Enhanced chatbots for employee and customer interaction
- Accelerating clinical trials

Mike Maresca
Global CTO
Walgreens Boots Alliance

- Micro-fulfillment centers powered by AI and robotics
- More precise prediction of inventory needs using analysis of omnichannel transaction data

Vittorio Cretella
CIO
Procter & Gamble

- Automation of AI models
- Climate change: Optimizing energy and water consumption in manufacturing

Masashi Namatame
Group CDO, Managing Executive Officer
Tokio Marine

- Reducing risk in claims assessment relating to natural disasters (see case study)
- Refining underwriting through monitoring and analysis of driver behavior

Marc Kermisch
CIO
CNH Industrial

- "The green tractor": assessing the environmental footprint of tractor components

Sherry Aaholm
CDO
Cummins

- Prognostics: predicting failure of engine parts to streamline service and reduce warranty costs
- Improving product design and engineering

Jeremy Pee
CDO
Marks & Spencer

- Expanded product personalization for omnichannel experiences
- Optimizing promotions and markdown

David Hogarth
CIO
Virgin Australia

- Personalization of customer experience
- Next-gen retailing platform, including offers and dynamic pricing