

# AI ACCELERATED

## The great shift to artificial intelligence and automation

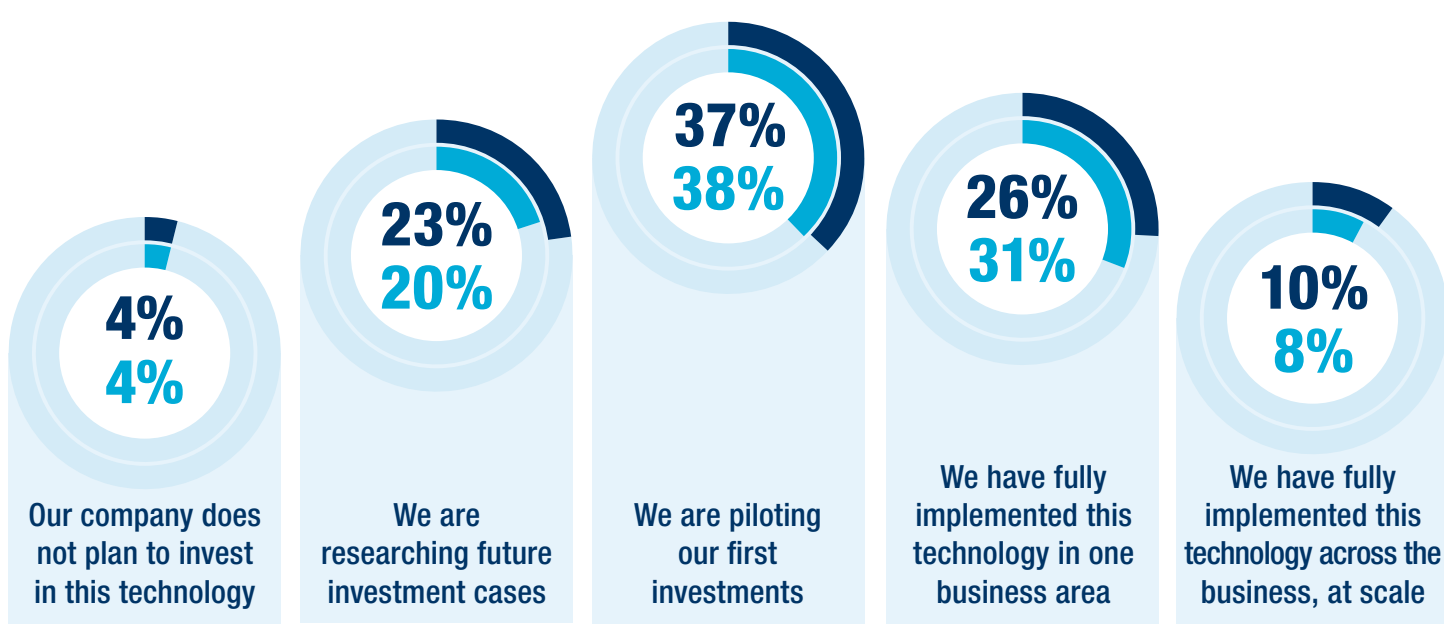
**Oxford Economics** and **NTT DATA** surveyed 1,000 executives and non-executive employees across industry sectors to understand progress toward AI implementation. Even before the pandemic put pressure on companies to accelerate their adoption of AI and automation, this shift was underway.

**AI investment is in progress, and nearly all companies have some plans to adopt the technology.**

Q: To what extent has your organization invested in AI?

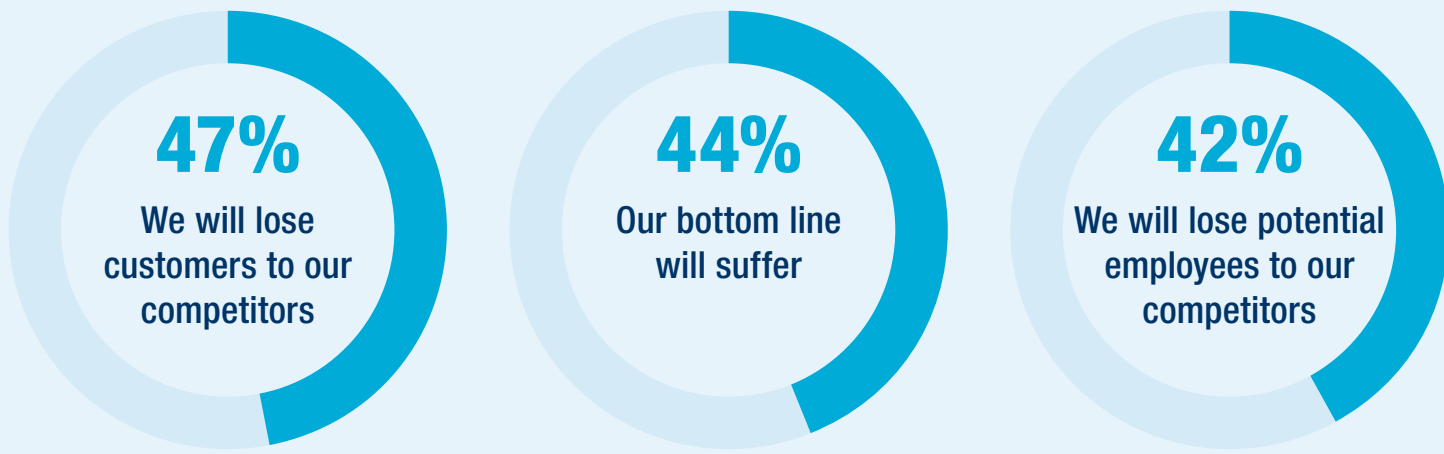
■ Employee responses

■ Executive responses



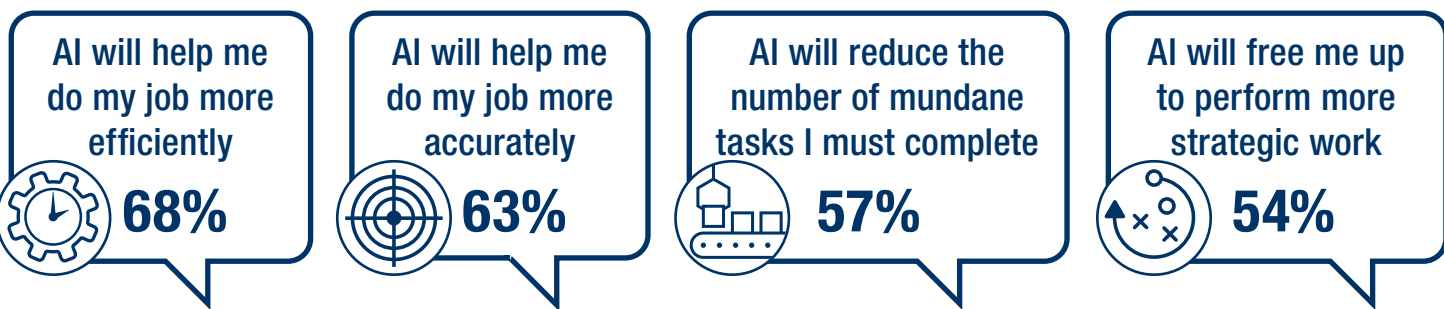
**In fact, many executives see getting AI right as critical to their survival.**

Q: What are the implications of not implementing AI in some capacity?



**Employees have high hopes for how AI and automation will improve their jobs.**

Q: To what extent do you agree with the following statements about the impact of AI on your current job?



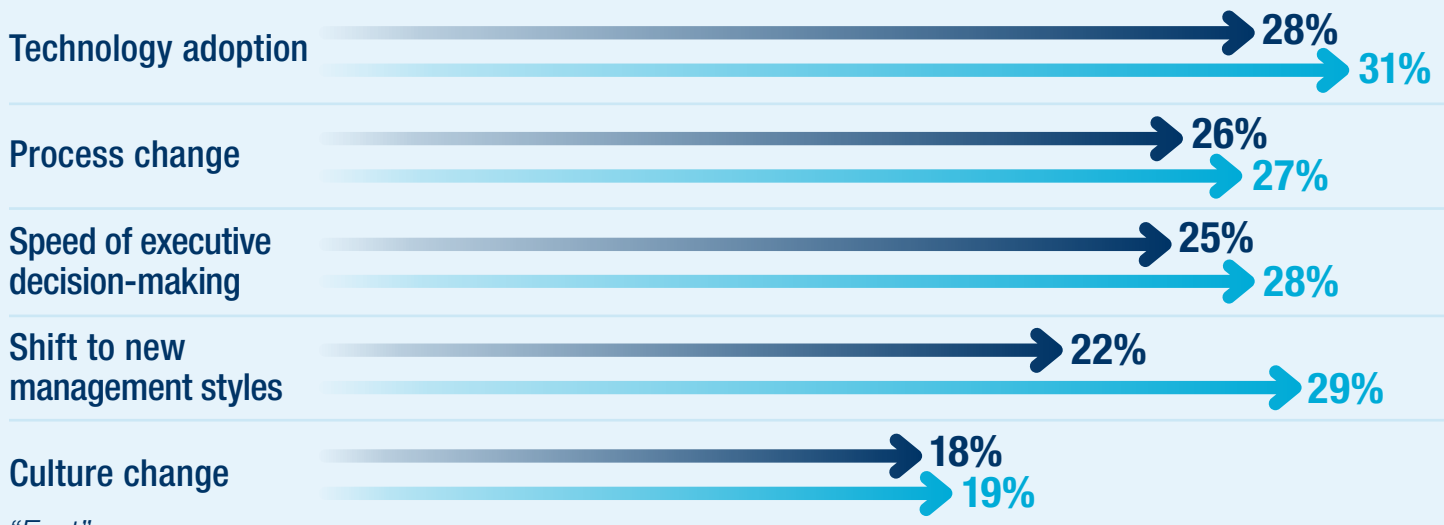
"Strongly agree" and "Agree" employee responses

**But for these big-picture changes to happen, organizations must speed up technology adoption, decision-making, and process change.**

Q: "Would you describe the pace of change as "fast" in the following areas?"

■ Employee responses

■ Executive responses



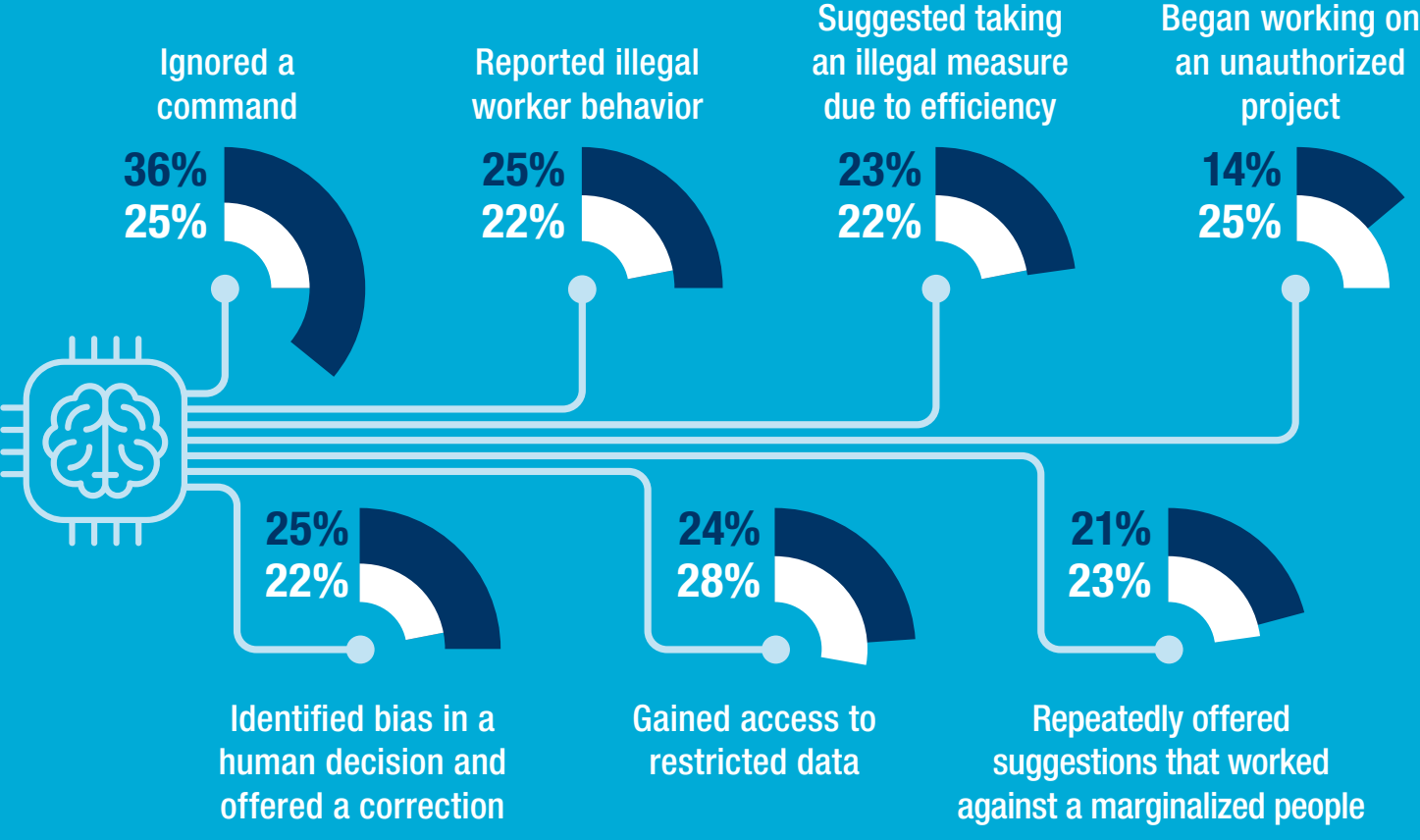
"Fast" responses

**Attention to the risks and ethical implications of AI implementation will be critical to getting long-term value from AI—especially since many have already experienced applications with unintended negative consequences.**

Q: Have you witnessed an AI application exhibit any of the following?

■ Employee responses

■ Executive responses



## MAKING THE GREAT SHIFT TO AI AND AUTOMATION

The results of our research point to several areas of focus for organizations on the path to responsible adoption of artificial intelligence.

- **Get ahead of change—and be ready for it to accelerate.** Rapidly onboarding AI depends on having skilled talent, processes, and performance metrics in place.
- **Don't expect AI to be easy.** Integrating AI and AI-enabled technologies across the business demands a clear plan for tools, data, skills, and leadership—and a thorough sense of what barriers to expect along the way.
- **Understand that transformation means more than technology.** Senior leaders must manage change in every phase of implementation, leverage partnerships, and apply function- and industry-specific best practices.
- **Commit to ethics and transparency at every turn.** Organizations must implement AI governance and ethics programs, ensure traceability and transparency, and regularly perform audits.

For more research results, see our research report.

<http://nttdataservices.com/ai-research>