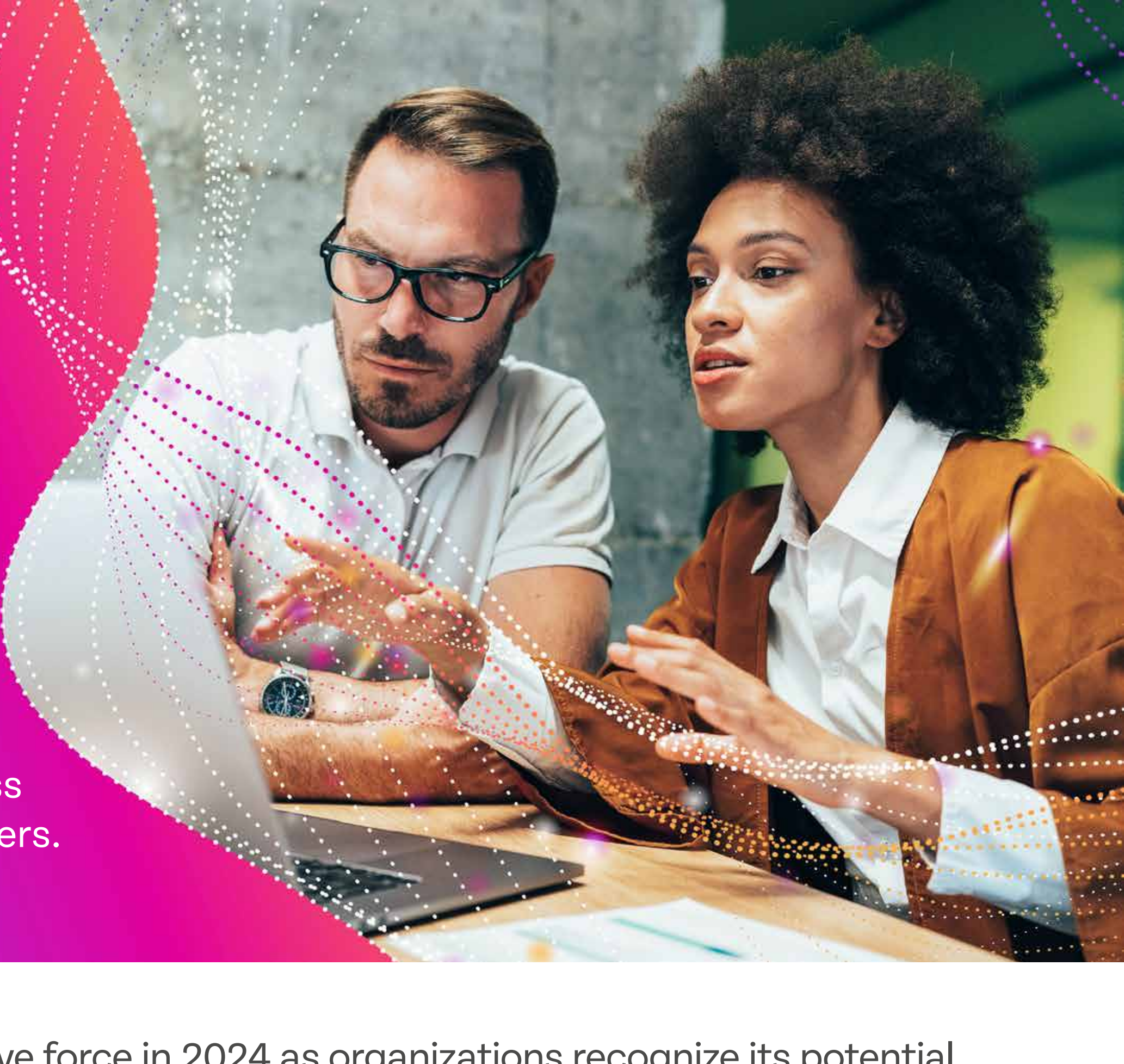
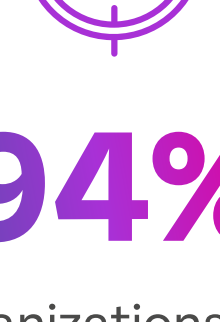


Infographic: Global AI & Digital Experience Survey 2024

A comprehensive overview of AI adoption, challenges, and success strategies from 1,200 global leaders.

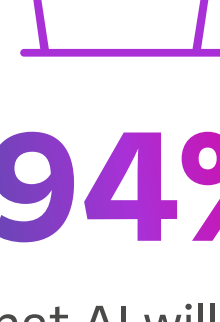


AI continues to be a transformative force in 2024 as organizations recognize its potential. However, most enterprises are navigating several gaps that are impacting their ability to realize the full benefits of AI. Organizations worldwide are looking for practical approaches to AI, and are on a journey from AI adoption to AI success.



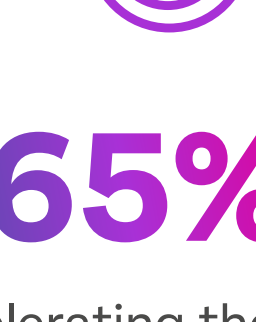
94%

Of organizations report that AI is a key focus for their C-suite.



94%

Agree that AI will help them deliver a better digital experience for end users.



65%

Are accelerating their AI use, while 23% are in the final stages of AI transformation.

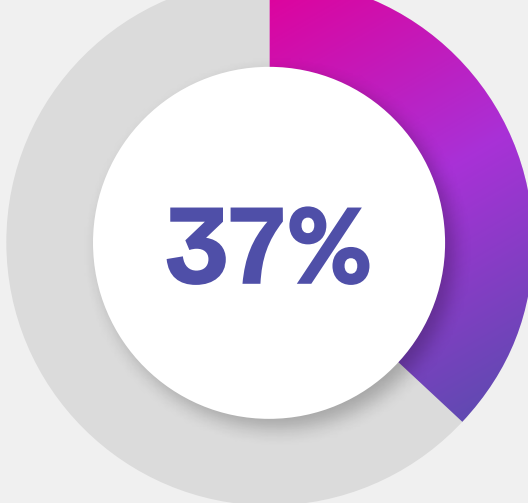
Many Organizations Believe They Are Ahead of The AI Curve, But the Reality Suggests Otherwise



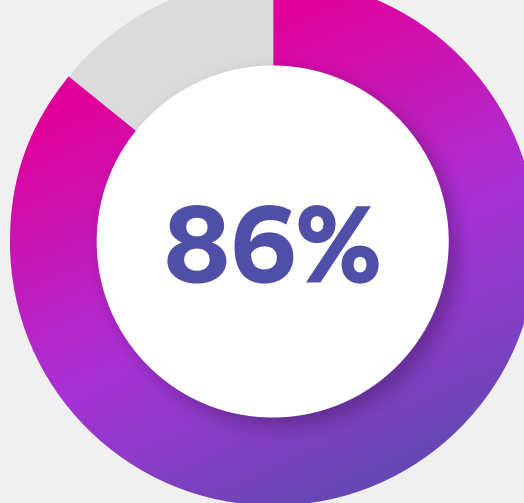
82% Of leaders believe they are ahead of their peers in AI adoption

91% Are concerned competitors will have advantage if they get ahead with AI

The AI readiness gap & 2027 turning-point



Fully prepared currently



Fully prepared in 3 years' time

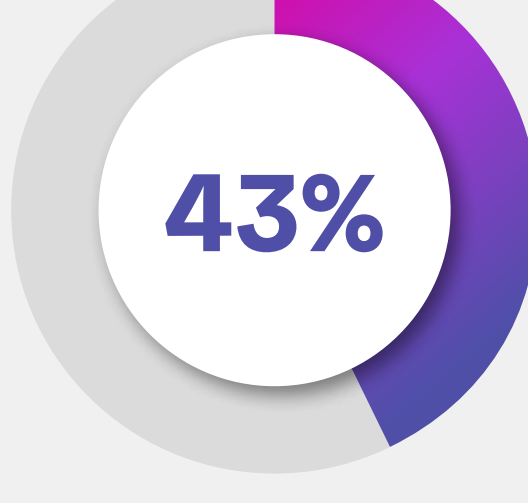
Right now, only 37% of leaders say their organizations are fully prepared to implement AI projects. However, 86% expect to be fully prepared in three years' time.

72% Say with AI still maturing, it's been challenging to implement AI that works and scales.

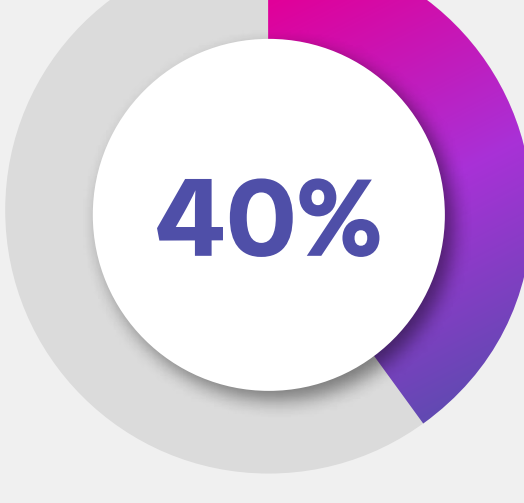
Data Quality is the Foundation of Successful AI Initiatives

85% Of leaders agree that data accuracy and completeness is critical to high-quality AI.

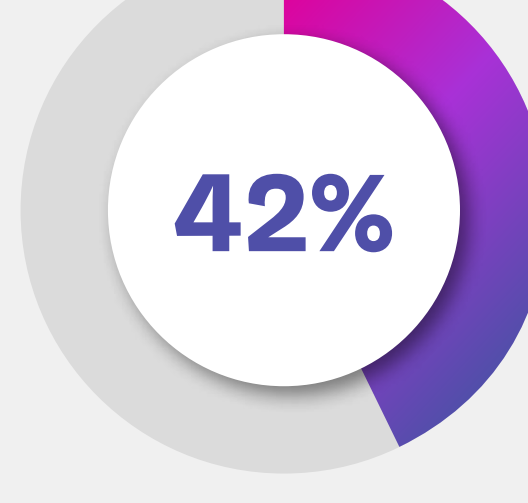
Data Gap: most organizations struggle with data accuracy and completeness



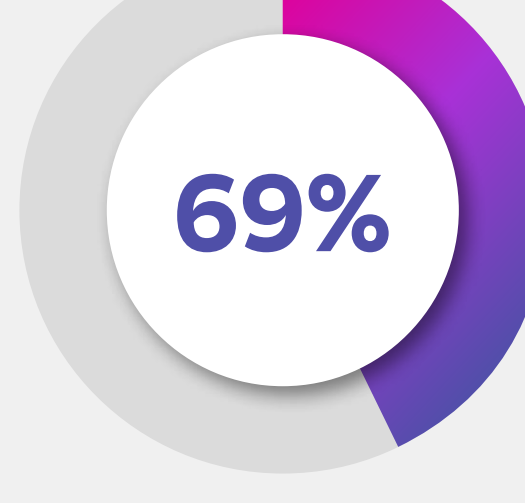
Only 43% of organizations rate their data as excellent for quantity and completeness



Just 4 of 10 leaders rate their data as excellent for accuracy and integrity



Of respondents cite data quality as a barrier to further AI investment



Are concerned about the effectiveness of their organization's data for AI usage

But there is room for improvement when it comes to data

86% Of organizations say that using real data, not synthetic, is crucial when improving IT services and digital experience.

84% Agree observability across all elements of IT is important in an AIOps strategy.



Companies Are Using AI to Improve User Experience and Deliver IT Services

94% Agree that AI will be very impactful in delivering a better digital experience for end users



84%

Of decision-makers want a platform for AI observability versus point products to improve IT and digital services.



85%

Report that AI driven analytics improves user experience.



61%

Majority of leaders would rather automate a major IT upgrade, than sit in the back seat of a driverless car in a city.



39%

High-Performing Organizations are Setting the Standard in AI Adoption

High-performing enterprises (10.5% or higher growth) are leveraging AI to improve IT operations and digital experiences.

74% Of high performers report that AI is a strategic priority (and 26% moderately important) vs. 56% of low performers (flat or declining revenue).

67% Of high performers report AI is being leveraged to its absolute full capabilities to improve the user's digital experience vs. 45% of low performers.

49% Of high performers believe their AI implementation for IT services has been extremely successful vs. 30% low performers; an additional 47% of high performers say AI implementation has been moderately successful.



Sentiment towards AI Across Generations

Leaders say younger generation employees are most comfortable with AI in the workplace.



52%

Gen Z



39%

Millennials



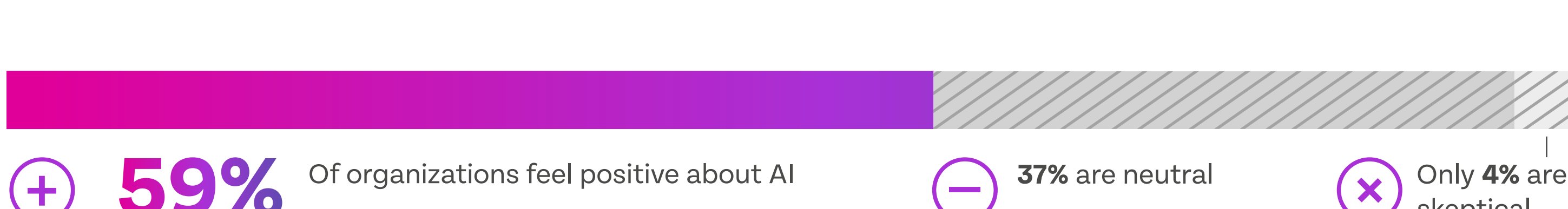
8%

Gen X



1%

Baby Boomers



59% Of organizations feel positive about AI

37% are neutral

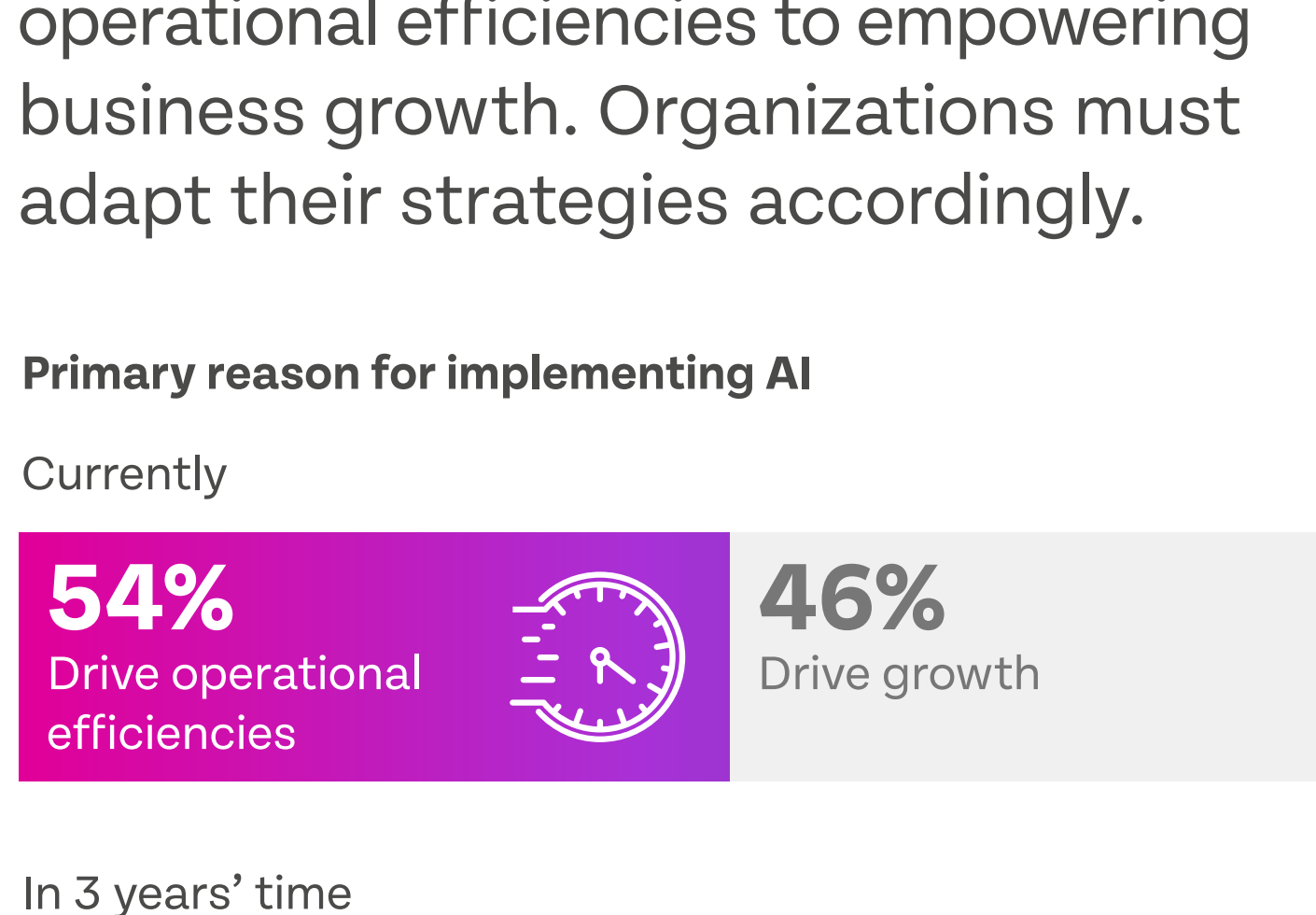
Only **4%** are skeptical

76% Of respondents are concerned about AI accessing their organization's proprietary data in the public domain.

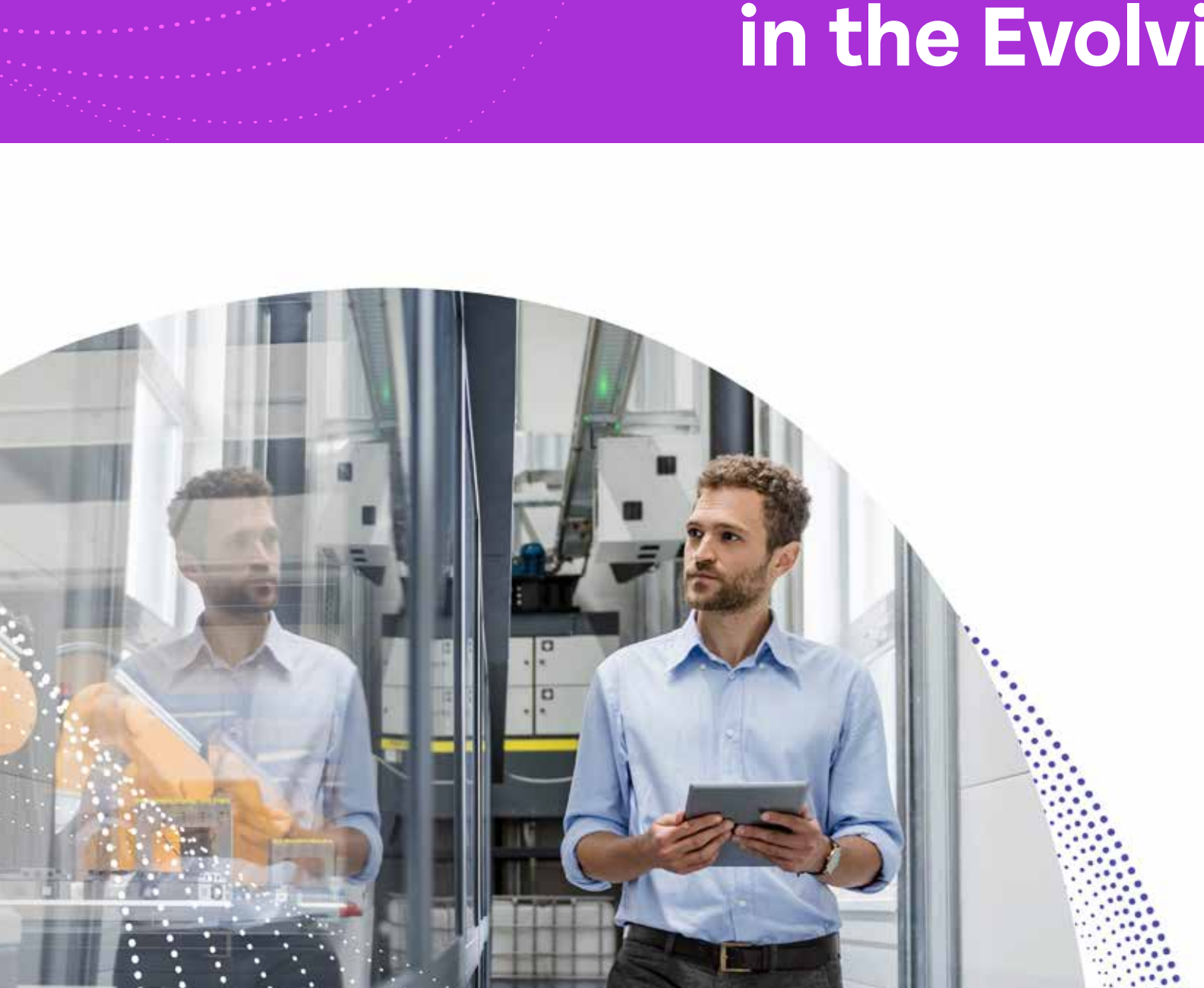
55% Of organizations currently offer extensive training on how to use AI responsibly.

The Future of AI: From Efficiency to Growth

AI's lead role is shifting: from driving operational efficiencies to empowering business growth. Organizations must adapt their strategies accordingly.



Recommendations to Succeed in the Evolving AI Landscape

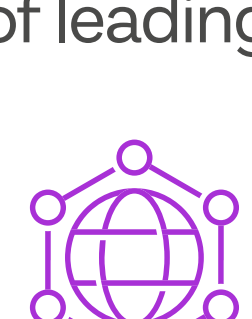


- Enhance your AI strategy, set realistic goals, and benchmark against competitors
- Deploy AI to improve Digital Employee Experience (DEX) and IT operations
- Prioritize data quality and observability
- Build a pathway to leverage AI to drive growth
- Implement AI governance frameworks, form AI and/or observability teams and train staff
- Draw on insights across the organization including Gen Z and Millennials

Are you ready to harness the full potential of AI? Learn more and take the next step with Riverbed.

Riverbed - Delivering Practical AI to Optimize Digital Experiences and IT Operations

The new Riverbed Platform provides open full-stack observability (using real data), enabling customers to optimize digital experiences by using AI to prevent, identify, and resolve IT issues. The Platform consists of leading Unified Observability and Acceleration solutions.



Riverbed Unified Observability solutions span the modern IT landscape: networks, infrastructure, digital experience, devices, apps, and with NPM+ and Aternity Mobile, visibility into blinds spots— Zero Trust architectures, public cloud, remote work and enterprise mobile devices. Riverbed IQ 2.0, an AIOps solution, utilizes AI-driven correlation and automation to rapidly identify and remediate issues fast, including without human intervention.



Riverbed Acceleration solutions provide fast, agile, secure acceleration of any app, over any network, to users anywhere. With Riverbed Acceleration solutions, customers can take action based on insights from the observability tools. Riverbed Acceleration solutions include: Riverbed SteelHead, Cloud Accelerator, Client Accelerator, and SaaS Accelerator.



Gain additional insights from the Riverbed Global AI & Digital Experience Survey 2024 by viewing the full report.

[Read More](#)