The AI Gold Rush:
Are Businesses Rushing into AI Adoption?

As artificial intelligence (AI) gains traction, organisations in **Asia Pacific** are rapidly embracing the technology to capture its value and transform their businesses.

In the next 12 months, nearly half of them **plan to boost their AI investments** by over

20%

$110b

in **AI spending** is expected in APAC by 2028, with a CAGR of

24%
from 2023 to 2028

40%
expect their AI initiatives to **deliver at least**

3x ROI

66%
are prioritising **Interpretive AI** and **Predictive AI**

34%
are investing in **Generative AI**

🇦🇺 AUSTRALIA SPOTLIGHT

35% of organisations cite the AI skills gap as the biggest challenge.

Top challenges in AI technology implementation

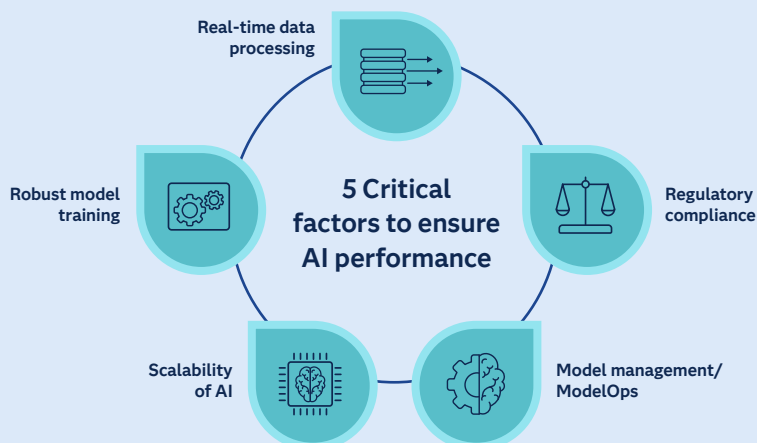Lack of specialised skilled personnel

35%

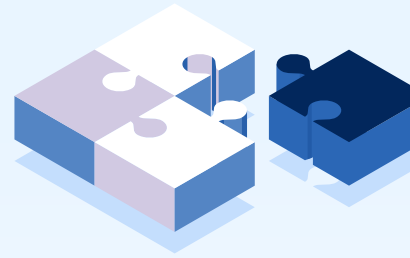Data foundation lacks sufficient governance processes

30%

Organisation is in a highly regulated industry

30%

Australian organisations should focus on improving robust data management and model operations and developing skills, underpinned by a responsible AI practice framework.

5 Critical factors to ensure AI performance

- Real-time data processing
- Regulatory compliance
- Model management/ ModelOps
- Scalability of AI
- Robust model training

According to IDC, Asia Pacific organisations are at different stages of their AI maturity.

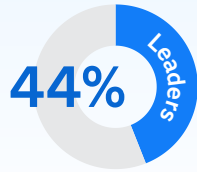## Approach on AI strategy

AI Leaders

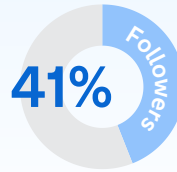**18%** Leaders are characterised by having a *portfolio* of **strategic use** cases

AI Followers
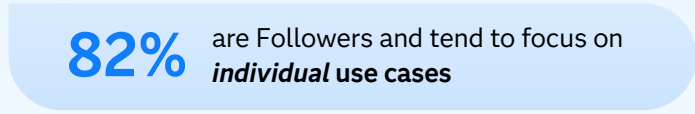
82% are Followers and tend to focus on *individual* **use cases**

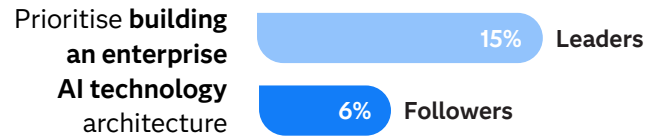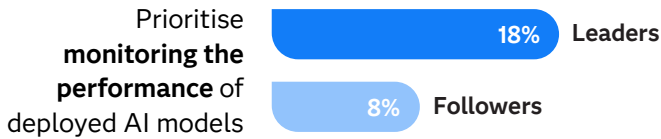Approach to **deploying and using AI models**

44% Leaders — prefer a **mix of build and buy solutions** for their generative AI and AI models

41% Followers — solely use **off-the-shelf models** and rely on external resources

Development of AI skills

Prioritise **monitoring the performance** of deployed AI models

- 18% Leaders
- 8% Followers

Prioritise **building an enterprise AI technology** architecture

- 15% Leaders
- 6% Followers

Source: IDC's *Data and AI Pulse: Asia Pacific* study, 2024

How can businesses reap the full benefits of AI?

Take the first step today. Discover insights into the state of data and AI across Asia Pacific, and the key drivers of AI success in this report.

Read the report

e-book | October 2024

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Data and AI Pulse: Asia Pacific
2024

Research Insights by
⊟IDC

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ABOUT IDC STUDY METHODOLOGY:
Survey Completed: June 2024
Sample Size: 509
Markets: Australia, India, Japan, China, Korea, Singapore, Malaysia and Thailand
Key industries: Financial Services, Insurance, Health care and Life Sciences, and Government

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With new and improved capabilities, including generative AI and data management, we have made it even easier for customers to build future-ready systems that improve business and transform markets.

JIM GOODNIGHT, CEO, SAS