

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

#DataAIPulse

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

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

**34%**

are investing in **Generative AI**

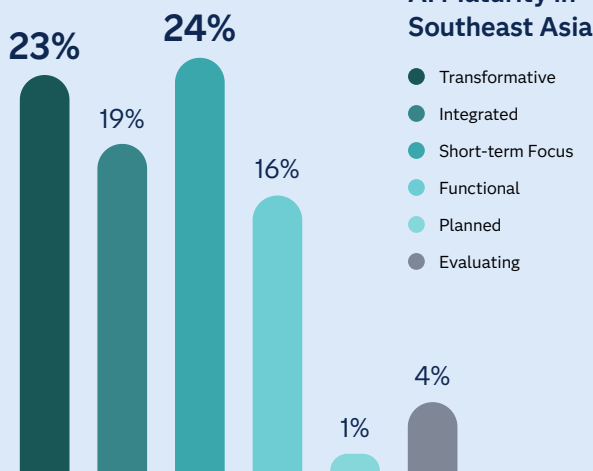
**40%**

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

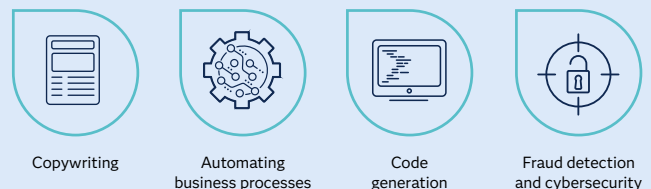
**3x ROI**

## SOUTHEAST ASIA SPOTLIGHT

AI maturity in Southeast Asia\* is polarised, with more AI leaders emerging in Singapore, while companies in Thailand and Malaysia remain in the early to midstages of development.



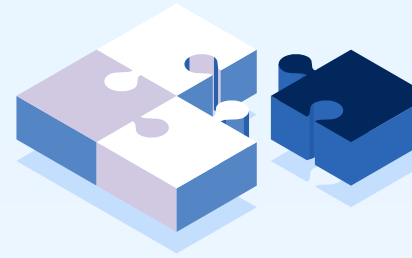
### Top current AI use cases



### Top future AI use cases



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



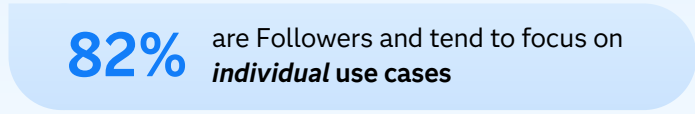
## Approach on AI strategy

AI Leaders



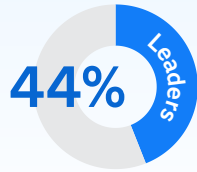
Leaders are characterised by having a **portfolio of strategic use cases**

AI Followers

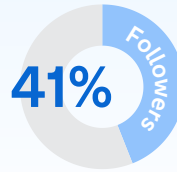


are Followers and tend to focus on **individual use cases**

Approach to **deploying and using AI models**



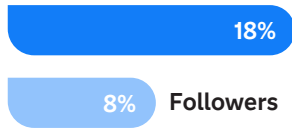
prefer a **mix of build and buy solutions** for their generative AI and AI models



solely use **off-the-shelf models** and rely on external resources

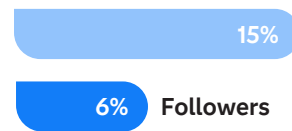
## Development of AI skills

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



Leaders

Prioritise **building an enterprise AI technology architecture**



Leaders

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



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### ABOUT SAS

SAS is a global leader in data and AI. With SAS software and industry-specific solutions, organisations transform data into trusted decisions. As the market leader with the most trusted data and AI platform, SAS promotes a trustworthy AI approach and is committed to working with customers, partners, and academia to increase the awareness of, and need for, AI that is ethical, equitable and sustainable. Find out more at [sas.com](https://sas.com)

### 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



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