

New Market Study Reveals the State of Enterprise Data Transformation & AI Readiness in 2025

The Reality of AI Readiness

NEW YORK, NY, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- As enterprises accelerate their adoption of [artificial intelligence](#) (AI), a new market study from the Intelligent Enterprise Leaders Alliance (IELA) provides a deep dive into how organizations are transforming their data infrastructure, modernizing governance, and preparing for AI at scale.

Titled Enterprise Data Transformation: Driving AI Success With a Strong Data Foundation, the report highlights critical trends, key investment priorities, and the evolving role of data leaders in AI governance. Based on extensive survey research conducted with senior data and analytics executives, the findings illuminate the challenges and opportunities businesses face as they align data initiatives with business outcomes.

Key Findings: The Reality of AI Readiness

- AI Strategy & Leadership: 75% of respondents have an enterprise AI strategy, yet only 10% have fully integrated AI as part of their broader data strategy.
- Ownership & Governance: While 60% of organizations have centralized AI responsibility, only 20% have a dedicated Chief AI Officer—most governance still sits with Chief Data and Analytics Officers (55%) or the CTO/CIO (20%).
- Investment Priorities: To get AI-ready, 85% are prioritizing improvements in [data governance](#), 80% in data management, and 65% in upskilling and reskilling their workforce.
- AI & Business Outcomes: The dominant approach to data transformation is now outcome-driven—55% of organizations are focusing on solving specific business challenges rather than applying rigid frameworks.

“Many organizations are data-rich but insights-poor. Without a strong data foundation, AI cannot deliver its promised value,” said Kai Hahn, VP, Head of Content, Digital & Events, IELA. “This report underscores that AI readiness is not just about technology—it requires strategic alignment, governance, and a culture shift toward data-driven decision-making.”

The Growing Pressure to Prove Business Value

A key insight from the study is the increasing pressure on [Chief Data Officers](#) and AI leaders to

demonstrate measurable business impact. While data quality remains a top focus, organizations are shifting their strategies to emphasize business outcomes, return on investment (ROI), and AI-driven innovation.

□ Top 3 Priorities for 2025:

- 75% say their primary focus is matching data initiatives with business goals.
- 50% cite proving value and ROI as critical.
- 40% are focused on data democratization and AI scaling.

What This Means for Data Leaders & AI Adoption

□ The CDO's Role is Expanding: As AI moves from experimentation to production, data leaders are taking on greater strategic responsibility in aligning AI investments with corporate objectives.

□ AI is Forcing Data Modernization: Organizations are investing heavily in data infrastructure, cloud migration, and governance frameworks to scale AI responsibly.

□ AI is Still in its Infancy: Despite significant investments, AI readiness remains elusive—only a fraction of organizations consider themselves fully prepared to scale AI across the enterprise.

Download the Full Report

The Enterprise Data Transformation study offers valuable insights for Chief Data Officers, CIOs, CTOs, AI leaders, and enterprise strategists navigating the complex data landscape.

□ Download the full market study here:

https://www.intelligententerpriseleaders.com/downloads/market-study-enterprise-data-transformation/?utm_source=PR&utm_medium=Media%20Partner&utm_campaign=44590.001%20-%20IELA%20-%20Enterprise%20Data%20Transformation%20-%20EIN%20PR%20-%20EDT&utm_term=&utm_content=&disc=&extTreatId=7612255

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