

# BIG

2023 ————— 2026

# AI TAKEAWAYS

Cross-Analysis of 36 Reports

## EXECUTIVE SUMMARY

First 3 Years of the Generative AI Boom

ENTERPRISE ADOPTION — BUSINESS IMPACT — TRENDS

# ⊗ TOP BARRIERS VS. ✓ ENABLERS







# Barriers and Failure Factors

## FRAGMENTED FOUNDATION

Attempting to scale AI on low quality data, or data "trapped" in legacy silos that lead to context blindness and unreliable outputs.

## AI LIMITATIONS

Lack of context awareness and hallucinations are cited as top sources of eroding trust. Performance quality is now considered a "production killer" more significant than cost.

## SKILLS GAP

A critical shortage of "AI translators", people who understand both tech and business workflow.

## LEGACY ECOSYSTEM

Older infrastructure or systems lacking what's required for real-time, data-intensive AI workloads.

## BLACK BOX LIABILITY

Automating decisions without an audit trail, leading to legal or financial "hallucinations" (e.g. agents promising 50% discounts).

## REGULATORY FRICTION

Fragmented global laws (EU AI Act vs. US State-level laws) causing compliance paralysis.

## ECONOMIC MISALIGNMENT

High cloud compute costs for tasks that could be handled by a simple script or human.

## UNFOCUSED PILOT TRAP

Getting stuck in a loop of "safe" low-impact pilots that never touch the P&L or core business operations.



# Enablers of Profitable Integration

## STRONG DATA FOUNDATIONS

Data availability and quality are the basis of meaningful analytics and AI outputs.

## AI LITERACY PROGRAMS

Moving from "self-taught" to mandated, enterprise-wide AI fluency training.

## ROBUST GOVERNANCE

Implementing strict audit trails for every AI action, "human-in-the-loop" for high-stakes decisions, and centralized access rights for agents and humans alike.

## EXECUTIVE ALIGNMENT

Shifting from unfocused crowdsourcing of ideas to strategic integration along a real pain point.

## ENGINEERED AROUND LIMITATIONS

Solving fundamental LLM limitations like the "learning gap" or "context rot" with simple workarounds yields immense value.

## UTILITY OVER FLAIR

Prioritizing "hard hat" work (e.g. supply chain forecasting, tax audit, automated testing) over "AI tourism" (e.g. meeting summaries).

## CHANGE MANAGEMENT

Collaborating with the workforce for back-office AI integration, redesigning workflows before applying AI.

## NO CODE

Tools that allow non-technical business users to build their own governed automations.

## AGENTIC FRAMEWORKS

Modular multi-agent systems allow for multiple specialized LLMs to work in parallel to evaluate and verify each other's answers.

## ASKING FOR HELP

Collaboration with experts from vendors or consulting partners has shown to improve success rates compared to internal innovation alone.

# WHERE REPORTS



 **AGREE** / **DISAGREE** 



Where reports agree / disagree



# Agree



# Disagree

## ROI FOCUS

Shift from initial curiosity to demanding clear financial returns and business value.

## AGENTIC TRANSITION

Movement away from simple chatbots toward complex, multi-step autonomous agents.

## INFRASTRUCTURE OVERHAULS

Recognition that data quality and legacy system integration are the primary roadblocks to success.

## AUGMENTATION OVER REPLACEMENT

General consensus that AI changes how work is done rather than completely eliminating entire job categories.

## CODING IS THE KILLER USE CASE

Near-universal agreement that software development has seen the fastest and most measurable productivity gains.

## SUCCESS RATES

Reports vary wildly on pilot-to-production success, with some citing high ROI and others claiming a 95% failure rate.

## IMPACT ON SENIORITY

Conflict over whether AI disproportionately helps junior staff catch up or gives seasoned experts a "10x" advantage.

## EMPLOYMENT OUTLOOK

AI exposure causes differing effects on different industries and positions; whether we see entry-level hiring shrinking, and elsewhere employment actually growing due to new AI-driven roles.

## AI BUBBLE

The worry that overvalued AI companies could cause a financial crisis dominated narratives recently. However, rapidly improving model capabilities and growing demand may yet avert this scenario.

What changed in 3 years



# 2023–2026 Shifts

## BUDGETS

Moved from "innovation/experimental" slush funds to permanent, centralized IT budget line items.

## DEPLOYMENT SPEED

Implementation cycles have accelerated from years/months to weeks, with 2026 reports highlighting 24/7 production environments.

## BUILDING OR BUYING

From a nearly 50-50% split in 2024, we see an uptick of 70%+ preferring to buy off-the-shelf solutions in 2025.

## TRAINING

Shift from "self-directed" learning to mandated, role-specific AI fluency programs.

## MARKET SHARE

Shift from total OpenAI dominance to a highly competitive landscape where Anthropic and Google have gained significant enterprise ground.

## VERTICAL PRODUCTION FOCUS

Early focus on horizontal "all-in-one" tools replaced by highly specialized, vertical industry applications. Fastest growth in AI spend reported in Technology, Healthcare, and Manufacturing sectors; largest operational scale in Finance and Professional Services.

Pro tip!

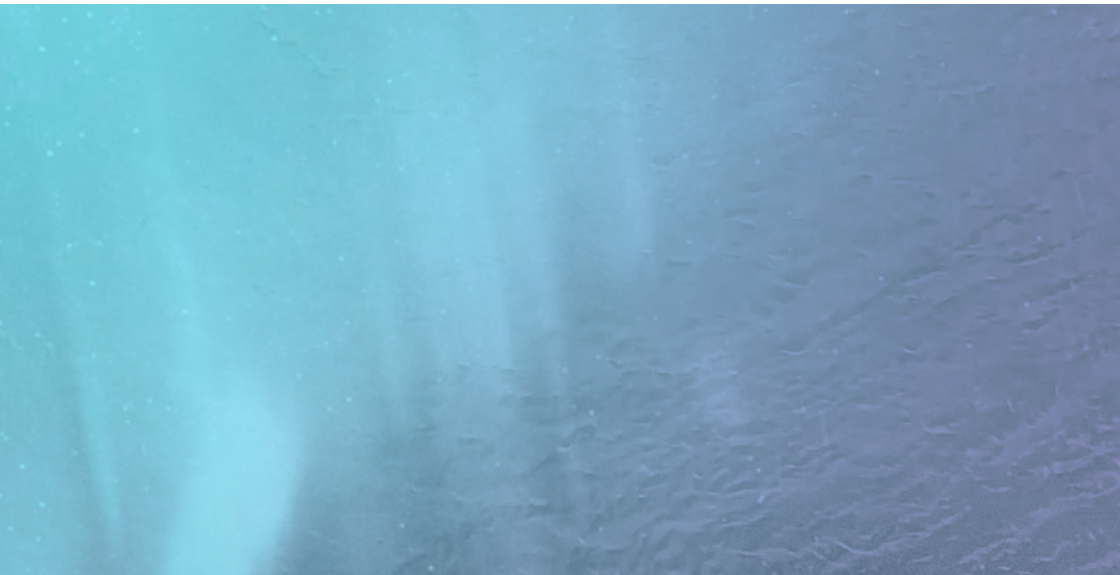


# Workflow Design

Harvard and MIT experts highlight the optimal way of human-AI collaboration that builds both skills and trust:

- 01 Prompt comprehensively about the problem to get initial direction
- 02 Challenge the output, or even rerun your prompt in multiple sessions
- 03 Ask the AI to criticize your own ideas or approach
- 04 Iterate until you are happy with the consensus
- 05 Make the final call yourself, not when the AI arrived at a conclusion

Disclaimer: current LLMs can't accurately answer about their own knowledge, training data, or tool use capabilities. If these are important for a workflow, then context engineering is warranted.





Take it with a grain of salt

# Potential Biases

Reports authored by AI providers may highlight higher ROI to encourage adoption.

Large consultancies may emphasise pitfalls to drive demand for their transformation services.

Most source data originates from US-based or global surveys. Readers should note a likely US-centric overrepresentation in the trends reported here.

## FULL LIST OF SOURCES



[Databricks | 2026 Jan](#)

[Anthropic Coding Trends | 2026 Jan](#)

[Anthropic Economic Index | 2026 Jan](#)

[PwC | 2026 Jan](#)

[Harvard, MIT, BCG | 2025 Dec](#)

[Anthropic AI Agents | 2025 Dec](#)

[LangChain | 2025 Dec](#)

[OpenAI | 2025 Dec](#)

[Menlo Ventures | 2025 Dec](#)

[Stanford | 2025 Nov](#)

[McKinsey | 2025 Nov](#)

[Deloitte | 2025 Oct](#)

[Indeed | 2025 Sep](#)

[Google | 2025 Sep](#)

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[Gartner | 2023 Oct](#)

# DETAILED BREAKDOWN



# Report Summaries



Databricks | 2026 Jan

## **State Of AI Agents. Databricks. 2026 January**

- AI is now part of critical workflows across industries
- Enterprises are transitioning from single chatbots to multi-agent systems, which grew by 327% in less than four months
- More than 80% of databases are built by AI agents, driving the need for a new kind of database
- Companies that use evaluation tools get nearly 6x more AI projects into production. For those using AI governance, it's over 12x more.

Anthropic Coding Trends | 2026 Jan

## **2026 Agentic Coding Trends Report. Anthropic. 2026 January**

- Software engineering roles transform from writing code to orchestration
- Developers now use AI in 60% of their work but fully delegate only 0-20% of tasks
- Organizations report 30-79% faster development cycles
- Trending: Multi-agent architectures; security-first project approach instead of retrofitting protections; scaling human oversight with AI-automated testing and review
- AI agents market projected to reach \$52.62 billion by 2030 at 46.3% CAGR, driven by enterprise demand for intelligent automation

Anthropic Economic Index | 2026 Jan

## **Anthropic Economic Index. Anthropic. 2026 January**

- AI helps your best people the most, not your junior staff
- AI can handle much bigger projects than you think, if you use it right
  - Break big projects into smaller steps. Write the outline, then each part
  - Course-correct along the way. If something's off, fix it before moving on
  - Pick the right tasks. You've learned what AI handles well
- The difference between "doesn't work" and "10x output" is often just workflow design. Train your team on this.
- When evaluating AI's impact on roles, ask: "What tasks take the most time, and how reliable is AI on those specific tasks?" That's the number that matters for headcount and process decisions.
- Deskilling is warranting role redesigns. AI is taking the harder parts of jobs, not the easier ones.

PwC | 2026 Jan

## **Global CEO Survey – Leading Through Uncertainty In The Age Of AI. PwC. 2026 January**

- 56% are still getting 'nothing' out of AI adoption – PwC chairman says most leaders have “forgotten the basics”
- 30% of CEOs report increased revenue from AI in the last 12 months
- Only 12% CEOs have successfully decreased costs and grown revenue using AI, but 33% saw tangible benefits
- Almost a third of CEOs (29%) say tariffs will reduce their company's net profit margin over the next 12 months. The majority (60%) expect little to no change. Among those expecting margin compression, most anticipate only a slight decline.

Harvard, MIT, BCG | 2025 Dec

## **The Three Modes Of Human-GenAI Knowledge Work. Harvard, MIT, BCG. 2025 December**

- How people use AI matters infinitely more than how much they use it. Using AI correctly once per week might produce more value than using it 40 hours per week without proper domain knowledge and oversight. Volume doesn't equal impact. The mode of collaboration is everything.
- Three usage patterns distinguished by how much users learn from collaborating with AI:
  - deskilling for those who delegate everything to AI, and copy-paste without review
  - some new skills learned from constant back-and-forth with AI
  - quick upskilling and large productivity gains when AI is used by experts for specific tasks in their own domain
- The workflow that actually builds skills looks like this:
  1. Prompt comprehensively about the problem to get initial direction
  2. Challenge the output, or even rerun your prompt in multiple sessions
  3. Ask it to criticize your own ideas or approach
  4. Iterate until you are happy with the consensus
  5. Make the final call yourself, not when the AI arrived at a conclusion

Anthropic AI Agents | 2025 Dec

## **The 2026 State of AI Agents Report. Anthropic. 2025 December**

- Nearly 90% of organizations surveyed use AI to assist with coding
- Top barriers to adoption: integration with existing systems, data access and quality, security and compliance
- Multi-step agent workflows are becoming the norm: 81% plan to expand agentic complexity in 2026, 57% now deploy agents for multi-stage workflows, some spanning multiple teams
- Hybrid build-and-buy approach leads with 47%, while 20% try building fully custom in-house solutions and 21% buy off-the-shelf products

- Enterprise adoption is leading the market, 91% of enterprises use AI coding tools in production, and 54% of enterprise respondents are “very optimistic” about AI agent adoption, compared to 38% of SMBs
- AI agents are already delivering measurable ROI, 80% report economic impact today, 88% expect ROI to continue or increase in 2026

LangChain | 2025 Dec

### **State Of Agent Engineering. LangChain. 2025 December**

- Production momentum is real, with 57% of respondents having agents in production, with large enterprises leading in adoption
- Quality is the production killer, with 32% citing it as a top barrier. Meanwhile, cost concerns dropped from last year
- Transparent AI workflows are the norm, 89% of respondents have implemented observability for their agents, while evals adoption is at 52%.
- Using multiple models is expected: OpenAI still leads among consumers with GPT but Gemini, Claude, and open source models see significant adoption in enterprises. Fine-tuning has still not been widely adopted.

Menlo Ventures | 2025 Dec

### **2025: The State Of Generative AI In The Enterprise. Menlo Ventures. 2025 December**

- Enterprise AI is growing faster than any software category in history, surging from \$1.7B to \$37B since 2023, now capturing 6% of the global SaaS market.
- In 2025, more than half of enterprise AI spend went to AI applications, indicating that enterprises are prioritizing immediate productivity gains vs. long-term infrastructure bets.
- Build vs. Buy: From 2024 to 2025, internally built solutions dropped from 47% to 24%, while buying ready-made rose from 53% to 76%.
- AI buyers convert at 47% vs. the standard SaaS conversion rate of 25%, indicating that AI delivers enough immediate value to short-circuit standard procurement processes.
- Coding has become the breakout use case in departmental AI with 4x YoY growth, eclipsing all other use cases, reflecting the rapidly evolving capabilities of AI coding tools.
- Among US industries, Healthcare leads AI spend, 10x the average.
- Foundation model market shares shift towards consolidation: OpenAI crumbles, while Anthropic takes the lead
  - LLM market share in enterprises from 2023 to 2025, based on API usage:
    - Anthropic: 12% → 40%
    - OpenAI: 50% → 27%
    - Google: 7% → 21%
  - 2025 Coding market share: 54% Anthropic, 21% OpenAI, 11% Google, 14% other
  - Open-source models share only 11% of the market as adoption grows slowly in enterprises, contrary to consumer use, where open-source is rapidly rising.



OpenAI | 2025 Dec

### **The State Of Enterprise AI 2025 Report. OpenAI. 2025 December**

- Over the past year weekly messages in ChatGPT Enterprise increased roughly 8x, and the average worker is sending 30% more messages
- Average reasoning token consumption per firm rose ~320x in the past 12 months, indicating deeper integration of advanced intelligence
- 75% of workers say AI improves speed or quality of work, saving 40–60 minutes daily on average; heavy users save over 10 hours weekly
- AI adoption by industry: Fastest YoY growth in technology (11x), healthcare (8x), and manufacturing (7x), while finance and professional services operate at the largest scale.
- While early AI adoption was primarily U.S.-based, international growth is now accelerating rapidly: 143% YoY growth in ChatGPT Enterprise API consumption.

Stanford | 2025 Nov

### **Six Facts About The Recent Employment Effects Of AI. Stanford. 2025 November**

- 22–25-year-olds really are experiencing declining employment in AI-exposed jobs like software development and customer service. The impact was concentrated at entry levels, while more experienced workers in the same fields remained stable or even grew.
- Where AI use is more augmentative, employment actually grew, but mainly for more experienced workers.

McKinsey | 2025 Nov

### **The State Of AI In 2025: Agents, Innovation, And Transformation. McKinsey. 2025 November**

- Most organizations are still in the experimentation or piloting phase: Nearly two-thirds of respondents say their organizations have not yet begun scaling AI across the enterprise.
- High curiosity in AI agents: Sixty-two percent of survey respondents say their organizations are at least experimenting with AI agents.
- Positive leading indicators on impact of AI: Respondents report use-case-level cost and revenue benefits, and 64 percent say that AI is enabling their innovation. However, just 39 percent report EBIT impact at the enterprise level.
- High performers use AI to drive growth, innovation, and cost: Eighty percent of respondents say their companies set efficiency as an objective of their AI initiatives, but the companies seeing the most value from AI often set growth or innovation as additional objectives.
- Redesigning workflows is a key success factor: Half of those AI high performers intend to use AI to transform their businesses, and most are redesigning workflows.

Deloitte | 2025 Oct

## **AI ROI – The Paradox Of Rising Investments And Elusive Returns. Deloitte. 2025 October**

- Why ROI is hard to achieve with AI?
  - Many benefits are intangible
  - Data access and data quality issues
  - Tech evolves faster than metrics
  - Human factor: resistance from workforce
  - AI is intangled with broader transformation
- Nearly half of surveyed organisations now use AI to streamline workflows and support employees, but many are investing out of FOMO, without a clear goal or output in mind
- What successful companies did differently?
  - Reimagine business models, new revenue growth opportunities
  - Core organizational transformation, not just tooling, with proper plans and budgets
  - Human-centered, deep organizational change management
  - Different ROI and KPI metrics for GenAI tools and embedded agentic systems
  - Mandated training and support for AI fluency for the whole workforce

Indeed | 2025 Sep

## **AI At Work Report 2025: How GenAI Is Rewiring The DNA Of Jobs. Indeed. 2025 September**

- AI's potential impact on the workforce is widespread, only about 26% of U.S. job postings could be "highly" transformed, and actual outcomes depend heavily on how quickly businesses adopt these tools and whether workers get the reskilling they need.
- Software development and administration are job categories flagged for significant transformation. By contrast, nursing (which requires physical presence and human connection) will not see AI change the core work.
- 46% of skills in a typical U.S. job posting are headed for "hybrid transformation", meaning GenAI does the bulk of routine work, but humans still manage exceptions and oversee the process.
- Nearly zero skills that are "very likely" to be fully replaced by GenAI. Only 19 skills, 0.7% out of the roughly 2,900 skills tracked by Indeed.
- Realized impact depends entirely on whether and how businesses actually integrate GenAI tools. Many firms lack the foundational level of digitalization needed to deploy AI effectively.

Google | 2025 Sep

## **The ROI Of AI 2025. Google. 2025 September**

- AI agents are now being deployed at scale. 52% of executives whose organizations use gen AI also have adopted AI agents in production.

- Agentic AI early adopters enjoy a significant advantage. 88% of executives from agentic AI early adopter orgs see ROI on at least one gen AI use case.
- Gen AI continues to deliver returns. 74% of executives see ROI on at least one gen AI use case.
- ROI is thriving across use cases. 39% of executives saw ROI on gen AI use cases for productivity, customer experience (37%), and sales and marketing (33%).
- Executive backing drives AI success. 78% of executives from organizations with C-level sponsorship report seeing ROI now on at least one gen AI use case.
- Challenges still present roadblocks to implementation. Data privacy and security is the top consideration for companies when evaluating LLM providers.

MIT NANDA | 2025 Jul

### **The GenAI Divide – State Of AI In Business 2025. MIT, NANDA. 2025 July**

- High failure rate: 95% of enterprise GenAI pilots never made it to production.
- A root cause many people miss: the 'Learning Gap'. The lack of working memory is a core technical roadblock to deeply integrated enterprise AI. Solving it, even with just workarounds, yielded massive added value. But it needs targeted development, which is rare in most companies.
- Strategic focus or bottom-up initiatives beat unfocused, forced AI adoption. Most fail when AI innovation is mandated out of FOMO by a desperate leadership who have no concrete use cases in mind and without solving real pain points.
- Buy vs. Build: purchasing specialized AI tools or relying on external help succeeds about 67% of the time, while purely internal builds succeed only 33% of the time. Collaboration beats isolation in the current AI landscape.
- The second wave of AI adoption is emerging. The few organizations are re-architecting their operations around AI.
- What the 5% did differently to result in deployment:
  - Back-office automation or process augmentation before customer-facing use cases
  - Partnering with vendors and integrators instead of building entirely in-house
  - Well-defined pain points, one single process at a time
  - Working around current LLM limitations, such as their lack of context from memory or real-time learning

BCG | 2025 Jun

### **BCG AI At Work – Momentum Builds, But Gaps Remain. BCG. 2025 June**

- 41% of workers think their job will probably or certainly disappear entirely within the next decade
- Only 36% of employees are satisfied with their AI training. Just 25% of frontline employees say they received sufficient leadership support on how and when to use AI. And 54% said they would use unauthorized AI tools if corporate solutions fall short.

- That's right. More than half of your workforce may already be using shadow AI because you haven't given them the right tools and guidance, or changed systems and processes without consulting them first.
- Employees with more than five hours of training are much more likely to become regular AI users. Those with clear leadership support have dramatically higher adoption rates: 82% versus 41% among frontline workers who lack that support.
- Organizations need to progress through stages: first "deploying" tools, then "reshaping" workflows, and eventually "inventing" new business models.
- Companies creating the most AI value concentrate 80% of their investment in reshaping and inventing, focusing on a few core processes rather than scattering pilots everywhere.
- While 72% of workers are regular AI users, frontline adoption has stalled at just 51%. The main blockers of using internal AI solutions or mandated tools are: insufficient training, weak leadership guidance, and lack of access to the right tools.
- Most AI usage is still tool-based and disconnected. Only 13% of respondents see AI agents integrated into broader workflows. Until AI becomes part of how work actually flows and internal system capabilities that make sense functionally, not just a thing people do on the side, you won't capture the full value.

CEEMET | 2025 Jun

#### **Position Paper On Artificial Intelligence At The Workplace. CEEMET. 2025 June**

- European technology and metalworking industries stress the importance of transparency, information, and consultation when implementing AI systems. They call for worker representatives to be involved and for a human-centered approach where human intelligence has the final say in algorithm-driven decisions.
- AI can support occupational safety, productivity and cost optimization by analyzing data in real time and detecting anomalies. It can also substitute for repetitive, monotonous, or dangerous tasks

Andreessen Horowitz | 2025 Jun

#### **How 100 Enterprise CIOs Are Building And Buying Gen AI In 2025. A16. 2025 June**

- AI budgets are getting bigger. From 2024 to 2025, leaders expected 85% budget growth, while in reality it turned out to be 200% YoY. For 2026, the projection now is 75% growth. As one CIO noted, "what I spent in 2023 I now spend in a week."
- GenAI spend becomes part of permanent budget lines. Last year, innovation budgets still made up a quarter of LLM spending; this has now dropped to just 7%. Enterprises are increasingly paying for AI models and apps via centralized IT and business unit budgets
- Multi-model stacks are now common, with differentiators between use cases. Anthropic Claude is preferred for coding, Google Gemini for planning, OpenAI ChatGPT for complex questions. 37% of respondents are using 5 or more models concurrently.

- Anthropic is fastest growing and preferred by tech companies, Gemini's rise is more pronounced in large enterprises, while OpenAI sees the widest use of their non-frontier models. OpenAI is still leading in production, but other frontier providers are catching up fast. Open source usage is typically driven by on-prem solutions, which are rarer.
- Fine-tuning is viewed as less necessary as model capabilities improve.
- Enterprise procurement: buying process for models increasingly resembles traditional enterprise software procurement, complete with checklists and price sensitivity
- Hosting preferences for LLM infrastructure varies widely, no consolidation of options yet.
- The rise of embedded agentic systems makes it moderately more expensive to switch models.
- Enterprises are increasingly referencing external benchmarks as quasi-“Magic Quadrants” as an initial filter for model selection
- Build vs. Buy: Enterprises are shifting from “build” to “buy” as the AI application ecosystem takes shape, but regulated industries still tend to build their own solutions.
- While there's a lot of hype around outcome-based pricing for AI, CIOs are still uncomfortable with how outcome metrics are set, measured, and billed.
- Software development emerges as a killer use case—with enterprise search, data analysis and customer service close behind.

ILO | 2025 May

### **Generative AI And Jobs. ILO. 2025 May**

- One in four workers are in occupations with GenAI exposure
- Job transformation is far more likely in the foreseeable future than outright replacement
- Strongly digitized occupations have seen increased exposure as GenAI's capabilities expand into more specialized tasks. So even roles we thought were "safe" because they required expertise are now candidates for significant transformation

Dbt Labs | 2025 April

### **2025 State Of Analytics Engineering Report. Dbt Labs. 2025 April**

- AI is augmenting—not replacing—data teams. Despite early fears of job displacement, data team sizes are actually increasing. 70% of analytics professionals already use AI to assist in code development, and 50% use AI for documentation. AI adoption is surging, but rather than replacing human expertise, AI is changing what jobs look like.
- Investment is back—big time. After a period of economic caution, data budgets are growing again, and AI is leading the charge. AI tooling is, by far, the biggest area of investment for data teams in the past year.
- Building trust in data is still the top priority. Even as organizations embrace AI, data teams recognize that unreliable data means unreliable outputs. Data quality remains the most critical challenge for data teams to solve.

LinkedIn | 2025 Jan

### **Work Change Report – AI Is Coming To Work. LinkedIn. 2025 January**

- Employees are already using AI tools for innovation and brainstorming (72% reported this), automating repetitive tasks (70%), and simplifying work processes (58%). These are classic augmentation patterns: AI handling the tedious parts while humans focus on the interesting problems.
- Opportunity for easing change management during AI adoption: engage employees in "test and learn" approaches so AI becomes a defining skill rather than a threat. When people see concrete benefits, like 76% reporting they can shift saved time to more strategic work, resistance softens.
- Three process entry points: innovation and brainstorming, automating repetitive tasks, and simplifying existing processes. These align with where employees are already finding value and where the time savings can be reinvested in strategic work.

LangChain | 2024 Nov

### **State Of AI Agents. LangChain. 2024 November**

- Top use cases specific to agentic tools: research and summarization leads with 58%, personal productivity assistance (53%), customer support automation (46%).
- Performance quality emerges as top challenge (41%), far outweighing cost (18.4%) and safety concerns (18.4%).
- Mid-sized companies (100-2000 employees) show highest adoption of AI agents at 63%, surpassing both smaller firms and large enterprises in implementation.
- Human oversight is still crucial for complex deployments: 55.4% use tracing/observability, 44.3% implement guardrails, 39.8% offline evaluation, and only 32.5% prefer online testing. Tech sector leads with 51% using multiple control methods in the same system.
- 12% of organizations have already implemented agents, while 78% are planning deployment. Early adopters report significant efficiency gains across workflows.
- Tech sector leads (60% of deployments), but Financial Services (11%) and Healthcare (6%) show fastest growth in new implementations.

Menlo Ventures | 2024 Nov

### **2024: The State Of Generative AI In The Enterprise. Menlo Ventures. 2024 November**

- Investment into AI surged to \$13.8B in 2024, a 6x increase from \$2.3B in 2023.
- OpenAI's dominance fell from 50% to 34% market share, while Anthropic climbed from 12% to 24%. Google finds its footing.
- By late 2024, measurable ROI became top priority (30%) with customization close second (26%).
- Organizations take control: Build vs. buy ratio now nearly even (47%/53%)



- GenAI initiatives are funded 60% from innovation budgets, 40% from permanent allocations. The strategic shift toward permanent budget allocation indicates mainstreaming of GenAI. Dedicated AI allocations replacing project-based funding signal long-term strategic commitment.
- Code generation leads adoption at 51%, followed by chatbots (31%) and enterprise search (28%).
- Closed-source solutions maintain their dominance at 81% market share (80% in 2023). While open-source models seemingly lag behind, some industries will prefer to own their model's license, the added layers of customizability & data security, and the ability to deploy locally.
- RAG-based solutions dominate with 51% adoption, up from 31% in 2023. Despite industry hype, only 9% use fine-tuning in production.
- Who is spending most on vertical AI agents? Healthcare leads (\$500M), followed by Legal (\$350M) and Financial Services (\$100M).
- Adoption by department: IT leads (22%), followed by Product/Engineering (19%). Customer-facing roles total 24% combined adoption across related departments.

OECD | 2024 Oct

### **Who Will Be The Workers Most Affected By AI? OECD. 2024 October**

- No AI-driven collapse in white-collar employment yet
- Important distinction that often gets lost: occupations highly exposed to AI aren't necessarily the ones at highest risk of automation overall. When they looked at automation risk from all technologies (not just AI), the top three occupations were fishing and hunting workers, food processing workers, and textile/apparel workers. These are largely manual, repetitive jobs. Interestingly, 12% of male workers versus 6% of female workers are in high-automation-risk occupations, and the risk is much higher among less educated workers: 22% for those with lower education levels.
- In manufacturing contexts, older workers were sometimes described as skeptical toward AI and less willing or able to adapt. But interviewees emphasized that training could override negative attitudes and address skills gaps, especially when training is guided rather than self-directed.
- There's unequal capacity to adapt. Low-skilled workers are 23 percentage points less likely to participate in job-related training than those with medium or higher skills. The people who most need reskilling are engaging least in training activities. AI systems can also amplify bias and often operate as "black boxes," making it unclear what's driving decisions in sensitive areas like hiring, firing, and performance evaluation.

Gartner | 2024 Oct

### **How D&A Leaders Build Effective Generative AI Programs. Gartner. 2024 October**

- Most organizations are unable to leverage the power of generative AI because they lack the required skills. AI and D&A leaders should build generative AI training

programs that are directly linked to delivering value, are contextualized by role, and are appropriately scaled to overall investment.

Microsoft, Accenture | 2024 Sep

**The Effects Of Generative AI On High Skilled Work. Microsoft, Accenture. 2024 September**

- GenAI is reshaping high-skilled jobs, with software developers among those most affected
- Junior developers experienced the most gains (27-39%), while seniors saw smaller boosts (8-13%)

Google | 2024 Aug

**The ROI Of Gen AI – A Global Survey Of Enterprise Adoption And Value. Google. 2024 August**

- 74% report positive ROI from GenAI deployments. By late 2024, 87% of mature implementations show 6%+ revenue growth
- 84% of organizations reach production within 6 months, with 37% deploying in under 3 months. Speed-to-market accelerates across sectors.
- Other benefits: 45% report 2x employee productivity, 54% faster time to market, 60% faster time to insight

Dbt Labs | 2024 Apr

**2024 State Of Analytics Engineering. Dbt Labs. 2024 April**

- It starts with well-organized data: Unsurprisingly, like last year, most respondents spend most of their time organizing data sets for analysis (over 50% selected it as their #1 task). This critical task is the bedrock that enables all downstream analytics to be done with accuracy.
- Data quality on the mind: Meanwhile, the survey highlights critical challenges that persist in data management, with poor data quality emerging as a predominant issue for 57% of professionals, an increase from 41% in 2022. The importance of data quality and data trust were consistent themes throughout this year's responses.
- AI is coming: A significant and growing number of data teams are investing in AI. 57% of respondents indicate that they currently—or soon expect to—manage data for AI training, and many practitioners report already adopting generative AI in their day-to-day workflows.

Stanford | 2024 Apr

**Artificial Intelligence Index Report 2024. Stanford. 2024 April**

- Young workers, aged 22 to 25, are the most AI-exposed jobs, which saw a 13%

decline in employment after widespread GenAI adoption. The impact was concentrated at entry levels, while more experienced workers in the same fields remained stable or even grew.

- Where AI use is more augmentative, employment actually grew. It's only where AI is used to automate that employment declined. What's interesting here is that the distinction between augmentation and automation is actually showing up in hiring patterns, and it isn't just semantics.
- Synthetic data can be used to train better models or to augment existing data sets.

Andreessen Horowitz | 2024 Mar

### **16 Changes To The Way Enterprises Are Building And Buying Generative AI. A16. 2024 March**

- 91% of enterprises do not directly measure ROI on GenAI projects, and 60% of companies did not even attempt to measure ROI precisely at all—while AI budgets are skyrocketing (3x increase from 2022 to 2023)
- 90% of enterprise leaders prioritize control & customizability (including security of proprietary data, interpretability, and reliability) over cost concerns. Leadership still believes that value would outweigh costs: "Getting an accurate answer is worth the money."
- Software developers and engineers show between 7-40% productivity gains, juniors seemingly benefitting more from GenAI than seniors
- Build vs. Buy: in 2023, 80% relied on external vendors
- Before integrating GenAI models into customer-facing applications, organizations usually start using them internally or conduct pilot projects

MIT, Databricks | 2024 Jan

### **Bringing Breakthrough Data Intelligence To Industries. MIT, Databricks. 2024 January**

- Scaling AI may be a common goal, but with unique requirements driving each industry, adoption will not be one-size-fits-all. While 52% of manufacturing leaders polled identify supply chain optimization as their highest-value AI use case, 60% of public sector leaders point to real-time data analysis and insights as theirs.
- While every industry listed different factors important for success in the next two years, but all include "a platform that enables the adoption of emerging technologies" in their top four

Deloitte | 2024 Jan

### **Deloitte's State Of Generative AI In The Enterprise. Deloitte. 2024 January**

- 91% of enterprises now have AI deployment plans, up from 50% in 2023
- Most needs can be met with off-the-shelf products

70%+ of business leaders expect great changes in their organizations, together with major global economic and societal impacts in less than 3 years. Most are optimistic and excited for new opportunities, but wary of dangers, and feel the need for regulations

IBM | 2023 Nov

**IBM Global AI Adoption Index – Enterprise Report. IBM. 2023. November**

- The top barriers preventing deployment include limited AI skills and expertise (33%), too much data complexity (25%), and ethical concerns (23%)

Gartner | 2023 Oct

**How D&A Leaders Are Shaping Generative AI Initiatives. Gartner. 2023 October**

- 9% are in production, 33% piloting, and 50% actively assessing GenAI by the end of 2023

McKinsey | 2023 Aug

**The State Of AI In 2023: Generative AI's Breakout Year. McKinsey. 2023 August**

- GenAI increases revenue and decreases costs (plus 5-10% turnover, minus 10-20% costs on average in 2022 alone).
- Adoption has surpassed 50% in 2023 (using AI or GenAI in at least one business unit).

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