

STATE OF AI/ML AMONG SOFTWARE COMPANIES

Software execs say AI/ML projects not meeting their expectations. We know why!

If AI/ML has proven its value, why are so few independent software vendors (ISVs) and digital native businesses (DNBs) achieving better business outcomes through their AI/ML investments?

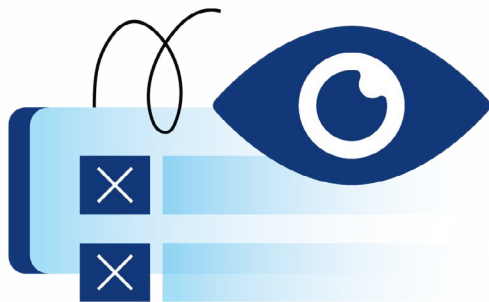
Recent global research from SoftServe reveals those executives believe AI/ML innovation is an imperative to compete and grow. But this new data also shows they miss the real business value of AI/ML.

5 RESEARCH HIGHLIGHTS YOU NEED TO KNOW

72%

of IT execs say their leadership doesn't fully understand the full capabilities of AI/ML

Companies are taking a tech-first, business-objective later approach to AI/ML



97%

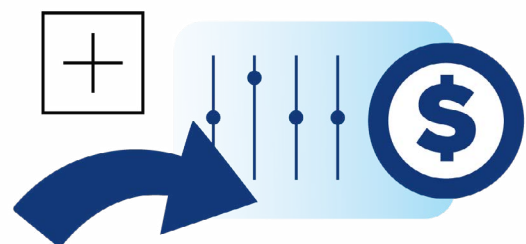
of respondents say past investments in AI/ML fell short of expectations

The top reasons AI/ML investments haven't lived up to the hype in software and digital native companies include: lack of talent or skillsets (39%), inadequate funding (38%), deficient preparation to integrate into the business (36%)

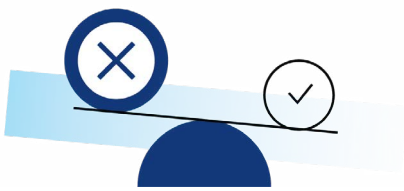
86%

of software companies say leadership does not fully understand the path to monetization for AI/ML

There is a clear disconnect between business leadership, IT, and product strategy



softserve

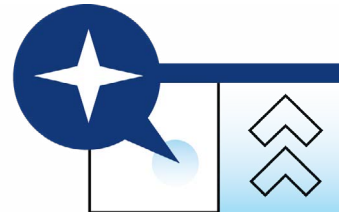


51%

say their AI/ML projects are less than a top priority, including 16% who say they are a low priority or not a priority at all

83%

agree that in the next five years, only software companies with an effective AI/ML product strategy will survive



READY TO PIVOT? 6 ACTIONS YOU CAN TAKE NOW

- 01 Look for and define strategic alignment
- 02 Shift product ownership from IT to product management
- 03 Make customer-validated feedback part of the product management lifecycle
- 04 Monetize AI/ML product features
- 05 Focus on real business applications, not science projects
- 06 Get serious about AI/ML now



LEARN MORE ABOUT THIS NEW RESEARCH

so your organization can drive product innovation and better business outcomes with AI/ML technology.

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