

# The intelligence era is here, but how should we measure adoption?

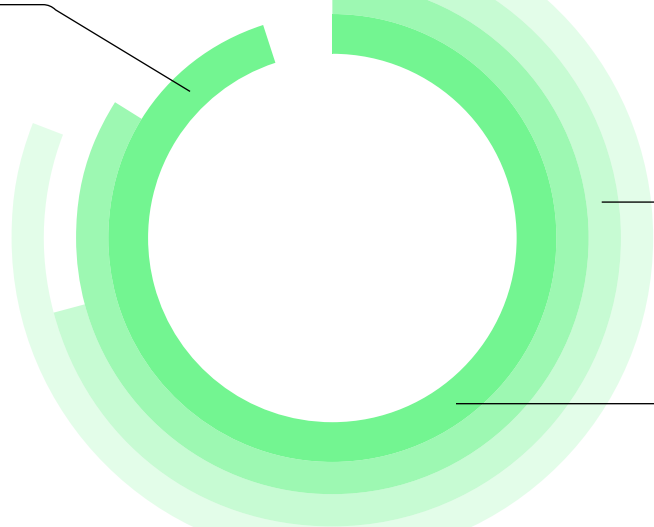
Artificial intelligence is already becoming a powerhouse, and changing the way we work. But how close are we to mass adoption of AI among larger businesses?

**\$422bn**

Predicted size of the global AI market in 2028.

Zion Market Research, 2022.

**95%** of businesses have or intend to implement a data strategy



**81%** of decision makers that say AI will play a major or moderate role in their businesses achieving its objectives in the next five years.

**71%** of businesses that have an AI strategy

**84%** of businesses have a formal data storage system

Despite some positive signs that AI adoption is accelerating, there are still some hurdles to overcome:

only **42%** of businesses have data scientists.

**24%** of junior staff think AI will have a negative impact on employment

**35%** of those with data strategies include provisions for AI adoption

**37%** of junior staff are aware of AI projects in their business, whereas 63% of decision makers report AI already being used.

The traditional AI maturity curve fails to capture the nuance of implementing this transformative technology. How then should we measure the adoption of commercial AI?

## Introducing the Decision Intelligence Maturity Index

Decision Intelligence (DI) is the application of AI to commercial decision-making. Peak's DI Maturity Index captures a multitude of factors – both technical and not – that determine a business's ability to adopt AI.

Measured on a scale of 0 to 100, the Index assesses AI readiness against key indicators:

**Decision-making**  
Ability to map commercial decision-making, and existing performance using AI to improve decision-making

**People and Processes**  
Capturing the skill base within businesses and organizational attitudes around AI and transformational technologies.

**Strategy**  
Judging whether and how organizations plan to implement or improve their adoption of AI and DI over time.

**Value**  
Assessing the value generated by AI, money invested in it and the extent to which users measure their success with AI.

**Data and Technology**  
The current state of organizations' data hardware and software, including the extent and sophistication of data collection.

## The four stages of adoption:

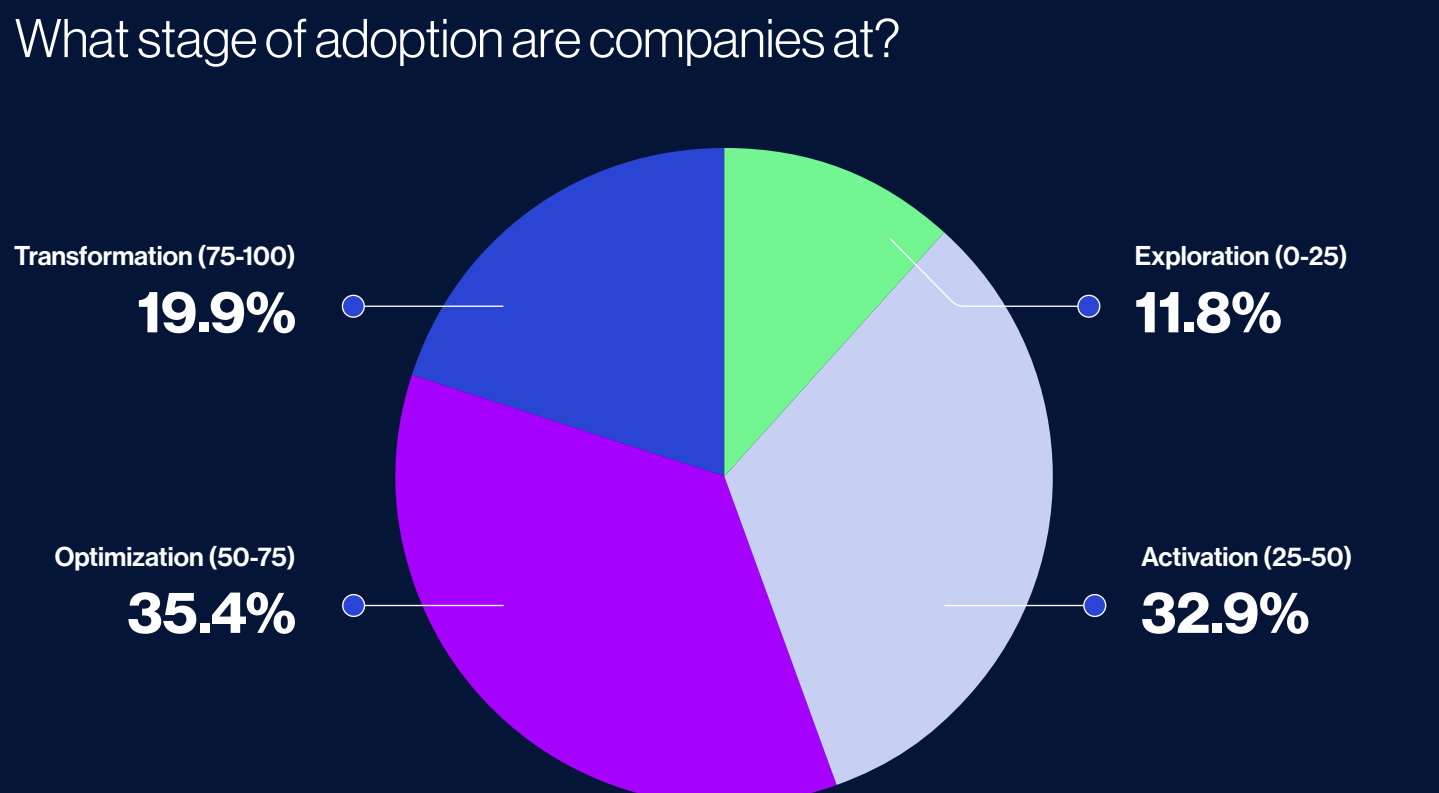
**Exploration (0-25 Index points):**  
Little or no experience with or readiness for commercial AI, but may be exploring its options.

**Activation (26-50 Index points):**  
Likely to have considered applying AI to decision-making in some forms, but still has limited experience and readiness.

**Optimization (51-75 Index points):**  
Has practical experience applying AI to decision-making, although this is restricted in nature, for example being consigned to only a limited number of teams or departments.

**Transformation (76-100 Index points):**  
Leveraging AI to automate or assist commercial decision-making is (almost) organization-wide, AI is being used constantly and ways of working are changing as a result.

## What stage of adoption are companies at?



20% of businesses are in the most advanced Transformation stage of DI maturity. Most are in the Optimization stage.

## Which are the businesses winning the race to Decision Intelligence maturity?

- Have 1000 - 2499 staff
- Are in tech, finance or manufacturing
- Have a decentralized approach to data, with data practitioners embedded in commercial teams.
- Communicate AI projects success (and failures) throughout the organization
- Workforce supportive of AI



Findings from two surveys, one of 3000 decision makers and one of 3000 junior staff members (middle management down) from organizations with more than 100 employees, based across the US, UK and India. Surveys were conducted by Opinium between July and August 2022.

[Find out more](#)