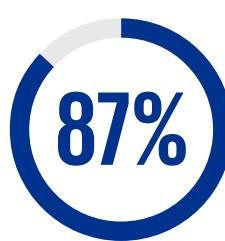


US Insights: At a glance

AI use is widespread in the US technology sector



say AI is fundamentally reshaping their business

US tech executives have high expectations



believe that organizations that **embrace AI** will develop a **competitive edge** over those who do not



expect a moderate to very high ROI from AI investments

But the pressure is on to prove ROI



face significant pressure from shareholders to show immediate ROI on AI investment

AI spending in US tech organizations will likely increase significantly

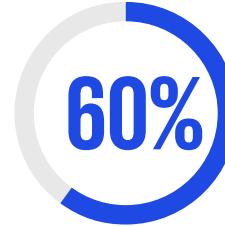


plan to increase the percentage of global budget spent on AI

Of which
70% say up to 20 percent

and
30% say 20 percent plus

AI goals are clear for the US sector



are seeking to reduce costs



are seeking to improve data management

The initial benefits



have achieved cost savings



have experienced revenue growth



have experienced a high revenue contribution from AI