

## Foreword

# AI's Disruptive Impact: Challenges and Opportunities for Tech Industry

**Artificial intelligence (AI) is one of the most disruptive technologies in decades, placing significant pressure on tech companies to prove its value. KPMG survey findings show that 88% of tech executives view AI as a competitive edge, but 62% face shareholder pressure for immediate ROI, and 44% lack tools to measure it accurately. Data and privacy concerns further complicate AI integration. KPMG suggests expanding ROI definitions to capture AI's full value, including delivery quality, product development speed, and customer experience. Balancing immediate returns with long-term goals is crucial for tech leaders.**

AI is one of the most disruptive technologies in decades, and the pressure is heating up on tech companies to demonstrate its value. KPMG survey findings indicate that technology companies are at a crucial point in their AI journeys. While 88% of tech executives view AI adoption as a means to gaining a competitive edge, 62% experience pressure from shareholders to demonstrate immediate ROI on AI investments. Additionally, 44% of these leaders report that their organizations lack the necessary tools or metrics to measure ROI accurately.

Further, while there is significant excitement across the sector about GenAI's abilities to improve operational efficiencies, there are still major data and privacy

concerns to address. More than one-third of tech organizations identify data and privacy concerns as the significant challenges to integrating AI into their operations.

At KPMG, it is suggested that organizations expand the definition of ROI to capture the full value of their investments. While metrics like productivity and revenue growth are important, they do not paint the full picture. Effective programs should also evaluate improvements in delivery quality, speed of product development, and customer experience. Technology leaders will need to balance quick wins and productivity gains with long-term transformational opportunities.



Unrealistic pressure to deliver ROI on AI investments won't yield immediate results. In fact, it could hinder long-term progress. **”**

**Mark Gibson**

KPMG Global & U.S. Technology, Media & Telecommunications Leader

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Value is going to look different across different tech companies. Defining what's valuable to an organization and establishing clear metrics to demonstrate that value to its people, boards, and shareholders is critical. **”**

**Chad Seiler**

KPMG U.S. Technology, Media & Telecommunications Consulting Leader  
Chad Seiler

As technology companies navigate the disruptive AI landscape, the challenge of demonstrating immediate ROI under shareholder scrutiny is significant. KPMG advocates for a broader ROI perspective, encompassing productivity, service quality, product development, and customer experience.

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Leveraging insights from this report, KPMG can help our clients to navigate AI's transformative impact effectively. Expanding ROI definitions to encompass delivery quality, product development speed, and customer experience will help balance immediate returns with long-term goals. Please contact [Mark](#) or [Chad](#) to discuss how we can support your AI journey.

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