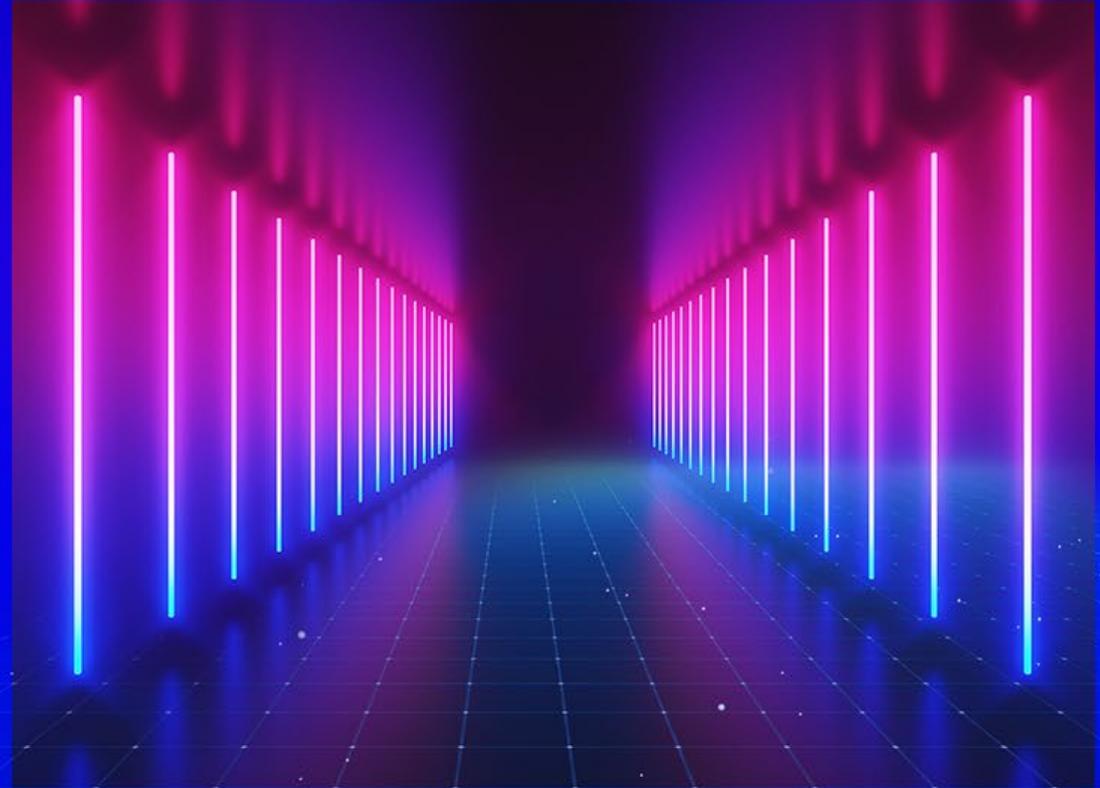




AI Quarterly Pulse Survey TMT Q4 2025

February 2026



AI investment becomes recession-proof



say that AI will continue to be a top investment priority, even if a recession occurs in the **next 12 months.**

TMT respondents plan to invest an average of

\$156 million

in AI over the next 12 months, compared to

\$124 million

among all industries surveyed in the [broader Q4 AI Pulse Survey](#).¹

62%



expect to achieve measurable ROI within the **next 12 months.**

71%



also indicate their **organization will continue to invest in AI regardless** of its ability to measure tangible ROI. This suggests a long-term strategic commitment to **AI beyond immediate returns.**



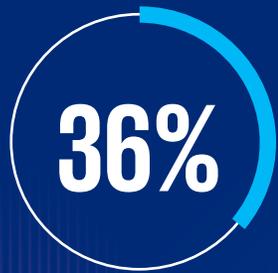
agree that new **AI natives** are already beginning to earn clients and take market share across their industry.



are confident in their organization's current ability to measure the ROI of improved analytics used by their C-suite in business **decision-making**, as it relates to AI integration.

1. Broader findings refers to the KPMG AI Quarterly Pulse Survey Q4 2025 that captures perspectives from 130 U.S.-based C-suite and business leaders representing organizations with annual revenue of \$1 billion or more.

Leaders are professionalizing agents



of **TMT organizations** have deployed agents, - higher than the broader Q4 AI Pulse Survey findings (26%).

Challenges to deploying agents:

62% cited complexity of agentic systems as the top barrier



45% report workforce resistance to change



39% cited lack of organizational infrastructure to support deployment



38% report inconsistent use



Leaders list the following attributes as important when considering the deployment of AI agents:

82%

implementation speed

76%

reliability

72%

significant cost reduction



report **deploying agentic AI** into their risk workflow and technology or IT workflows.

61% report **deploying agentic AI** in operations.

These functions were selected by more than 50% of TMT respondents.

The great skill reset

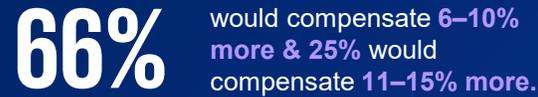


are most focused on finding **adaptability and continuous learning skills** in entry-level employees as a result of AI agents, on par with the broader Q4 AI Pulse Survey findings.



are focused on **role-specific skills and experience**.

Willing to compensate more for AI skills :



In the next 2-3 years,



TMT leaders say AI agents will take lead roles in managing **specific projects with human team members,**

and



say that **humans will primarily** manage and direct AI agents.

On a quarterly basis, corporate boards are covering these topics as they relate to AI:



Half of TMT leaders say



their boards have substantial expertise in AI-related topics.



say that AI agents have changed their approach to **entry-level hiring**.

New roles are emerging, and skills are evolving, the most anticipated emerging roles are:



of TMT leaders say their employees show a small degree of resistance to AI agents.



say employees have adopted agents.



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