

North America

CIO Playbook 2025: It's Time for Al-nomics

Al is set to reach mainstream adoption this year

In 2025, AI adoption and budgets are expected to surge, driving advancements in data management, security and privacy, and strategic technology partnerships. However, AI success will hinge on organizations overcoming key challenges, such as bridging the internal skill gaps, proving ROI, managing financial risks, and ensuring data quality.

Most businesses in the early stages of their full AI deployments

3%

Al is adopted enterprise-wide

Al projects are in the early / pilot stages

Evaluating / Planning to adopt soon

Source: IDC CIO Playbook 2025 Survey, commissioned by Lenovo, n=900

Al adoption in 2025

In 2025, AI budgets are expected to nearly triple compared to the previous year, comprising nearly 20% of total IT budgets.



Al trends for 2025

59%

38%



58% of organizations in the US and Canada prefer using **on-premises and/or**



Top Areas for AI Investments in 2025 Next 12 Months

Significant AI investment will be directed towards security and privacy, IT consulting/ services, and AI model management in 2025.



Implementing AI in 2025



38% of US and Canadian organizations are expected to focus on implementing **GenAI** use cases, a significant increase from 12% in 2024.



Top Challenges Preventing Al Adoption Amongst Non-Adopters

Inadequate AI skills and financial risk concerns & **uncertain ROI** are the main deterrents to AI adoption in the US and Canada.



Lacking

in-house AI

expertise



Concerned about financial risks and uncertain AI ROI



Our data is insufficient or disorganized for Al

hybrid infrastructure to

deploy AI workloads.



42% of organizations believe AI-powered devices **enhance employee productivity and experience,** with a significant majority

either already piloting or planning adoption.



41% of organizations plan to use AI professional services to **bridge internal skills gaps** through strategic partnerships.



Data quality issues are the **#1 inhibitor** causing AI projects to fall short of expectations.



32% of organizations highlighted that they will be developing **data management capabilities** in the next 12 months.

Message from the Sponsor



Everything you need to succeed with AI

Bring AI to your data with a hybrid approach across personal, enterprise, and public domains.

Learn more by clicking here or scanning the QR



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