

It's time for AI-nomics

Key insights from the CIO Playbook 2025 research for Europe and the Middle East



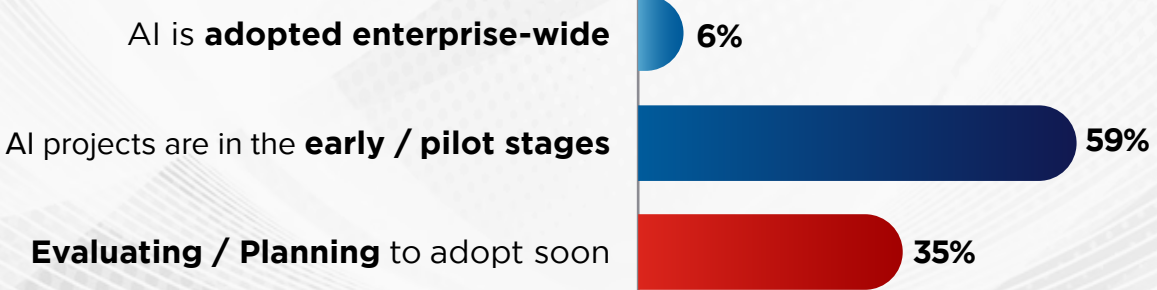
AI is set to reach mainstream adoption this year

As EMEA organizations transition from piloting to scaling AI applications, CIOs are prioritizing investments that drive efficiency, innovation, and compliance.

Delivering measurable outcomes remains a key focus, but challenges such as data quality issues, governance complexities, and skills shortages persist. Scalable and secure hybrid infrastructure is crucial to balance performance, regulatory compliance, and data sovereignty.

Partnerships with external providers are also key to bridging internal capability gaps and accelerating AI adoption.

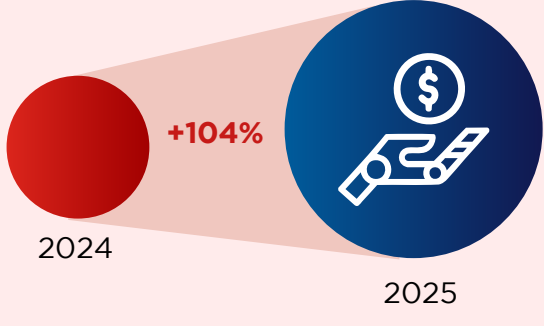
Most businesses in the early stages of their AI deployments



Source: IDC CIO Playbook 2025 Survey, commissioned by Lenovo, n=620

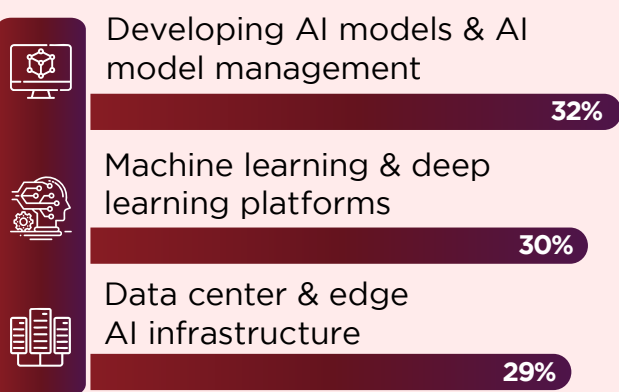
AI adoption in 2025

In 2025, EMEA AI spending is expected to double compared to the previous year. AI spending will comprise 20% of total IT budgets underscoring the importance placed on AI technologies and their role for organizations' growth.

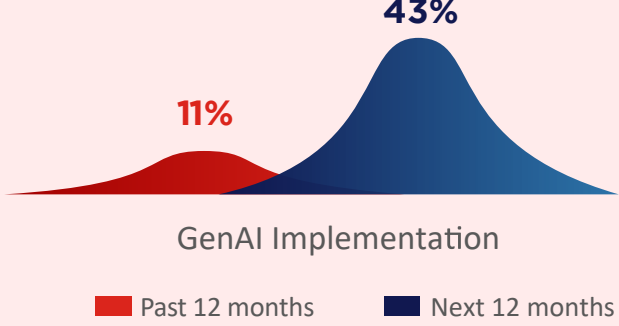


Development and management of AI models, along with platform development and infrastructure, will be the top AI areas of investment highlighting the need for a comprehensive approach that integrates infrastructure, data, and tools to build a strong AI foundation.

Top Areas for AI Investments Next 12 Months

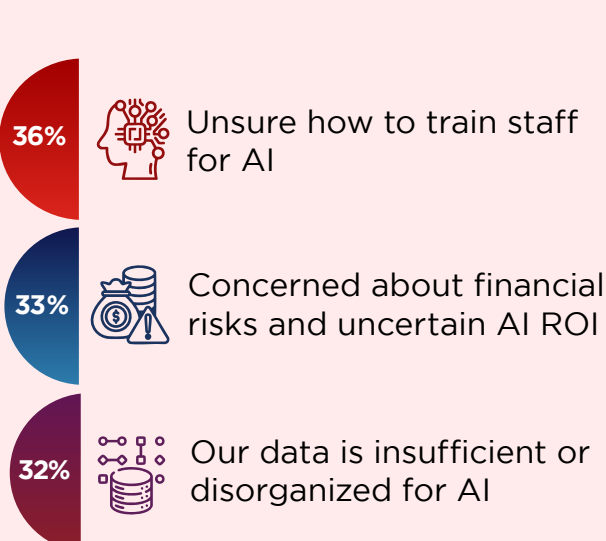


43% of EMEA organizations are expected to focus on implementing **GenAI use cases**, a significant increase from 11% in 2024. This rise underscores the growing confidence in GenAI's transformative potential.



Overcoming the AI skills gap and addressing ROI challenges will be critical in 2025, as financial risks and uncertain returns remain top barriers to adoption in the region. Strong data governance will be essential for compliant, value-driven AI.

Top Challenges Preventing AI Adoption Amongst Non-Adopters



AI trends for 2025



65% of organizations prefer using **on-premises** and/or **hybrid infrastructure/deployments** for AI workloads.



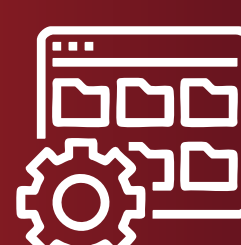
43% of organizations believe **AI-powered devices enhance employee productivity and experience**, with a significant majority either already piloting or planning adoption.



53% of organizations plan to use AI professional services to **bridge internal skills gaps** through strategic partnerships.



Data quality issues are the **#2 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](#)