

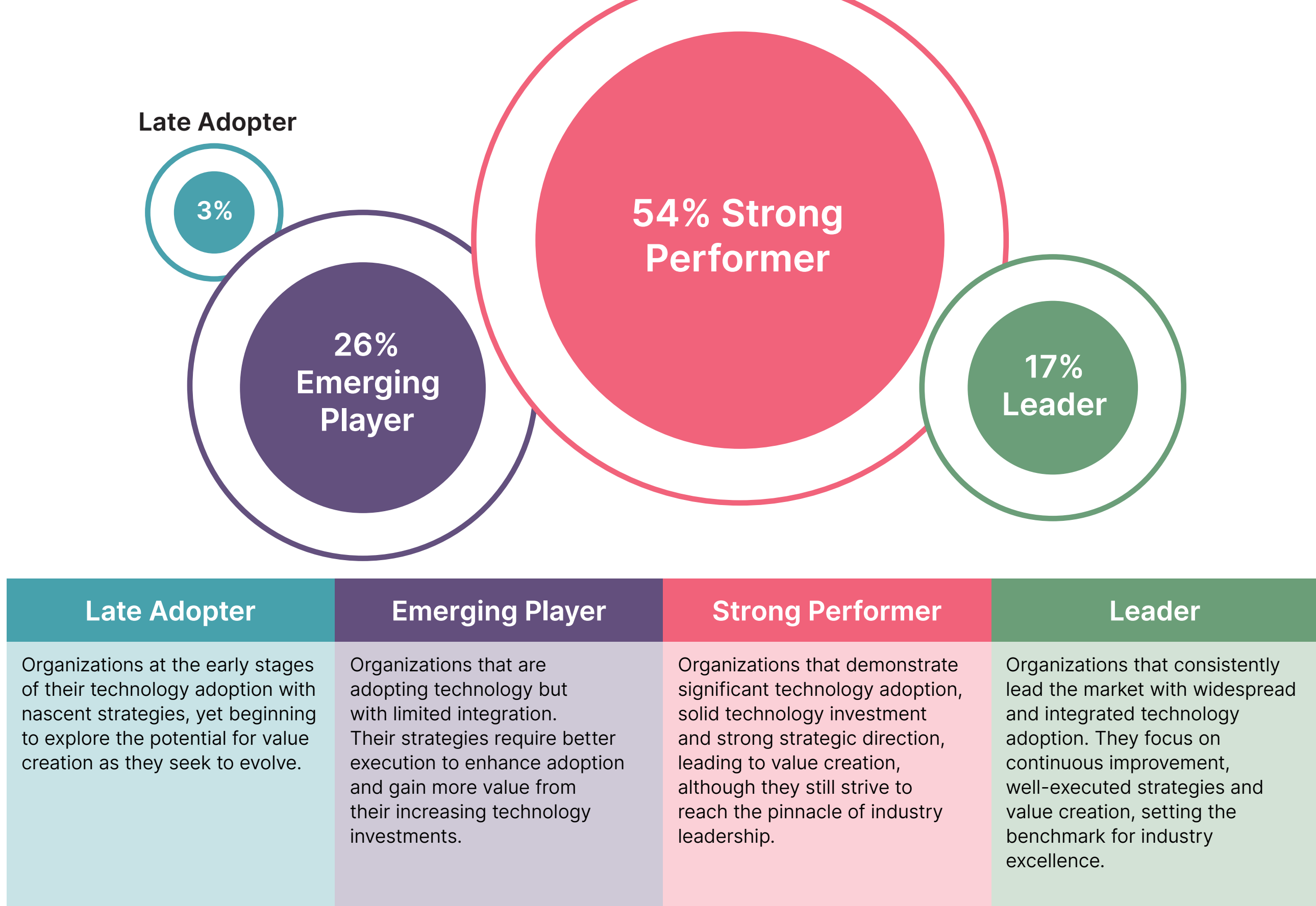
# The state of digital and AI readiness

Benchmarking progress and unlocking value in an age of continuous digital and AI transformation



The Digital and AI Readiness Index assesses and compares the level of technology adoption across different organizations. It asks the question — are you a trailblazer setting the pace, just starting to build the foundations — or somewhere in between?

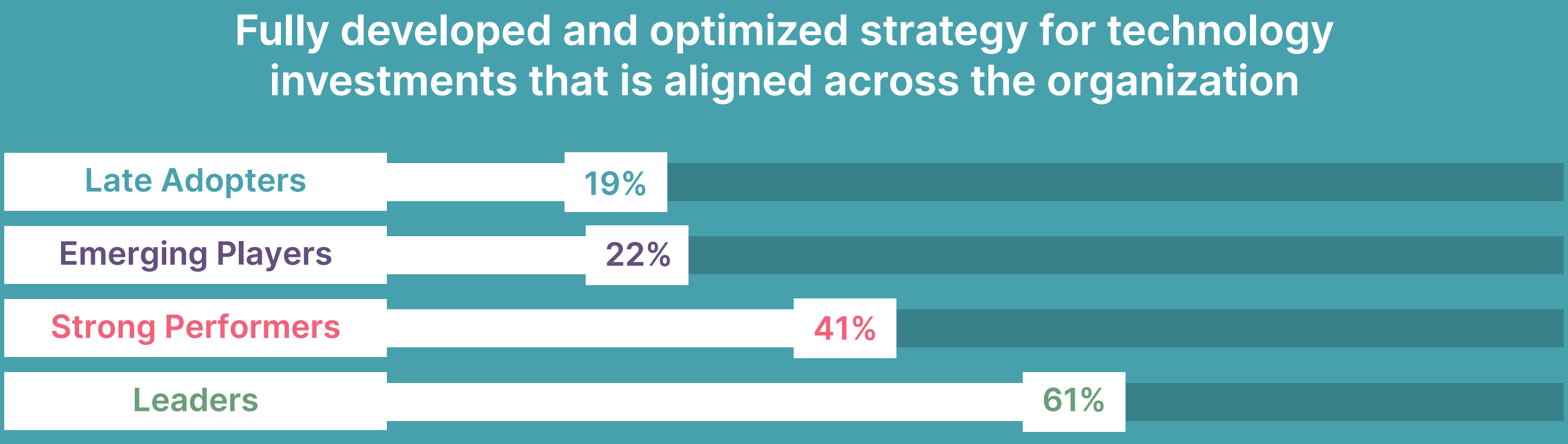
The Index reveals that only 17% of organizations are truly Leaders:



A well-defined, improvement-driven strategy enables organizations to maximize the value of their technology investments and unlock the full potential of digital and AI readiness.

## Execute a fully aligned and integrated business-technology strategy

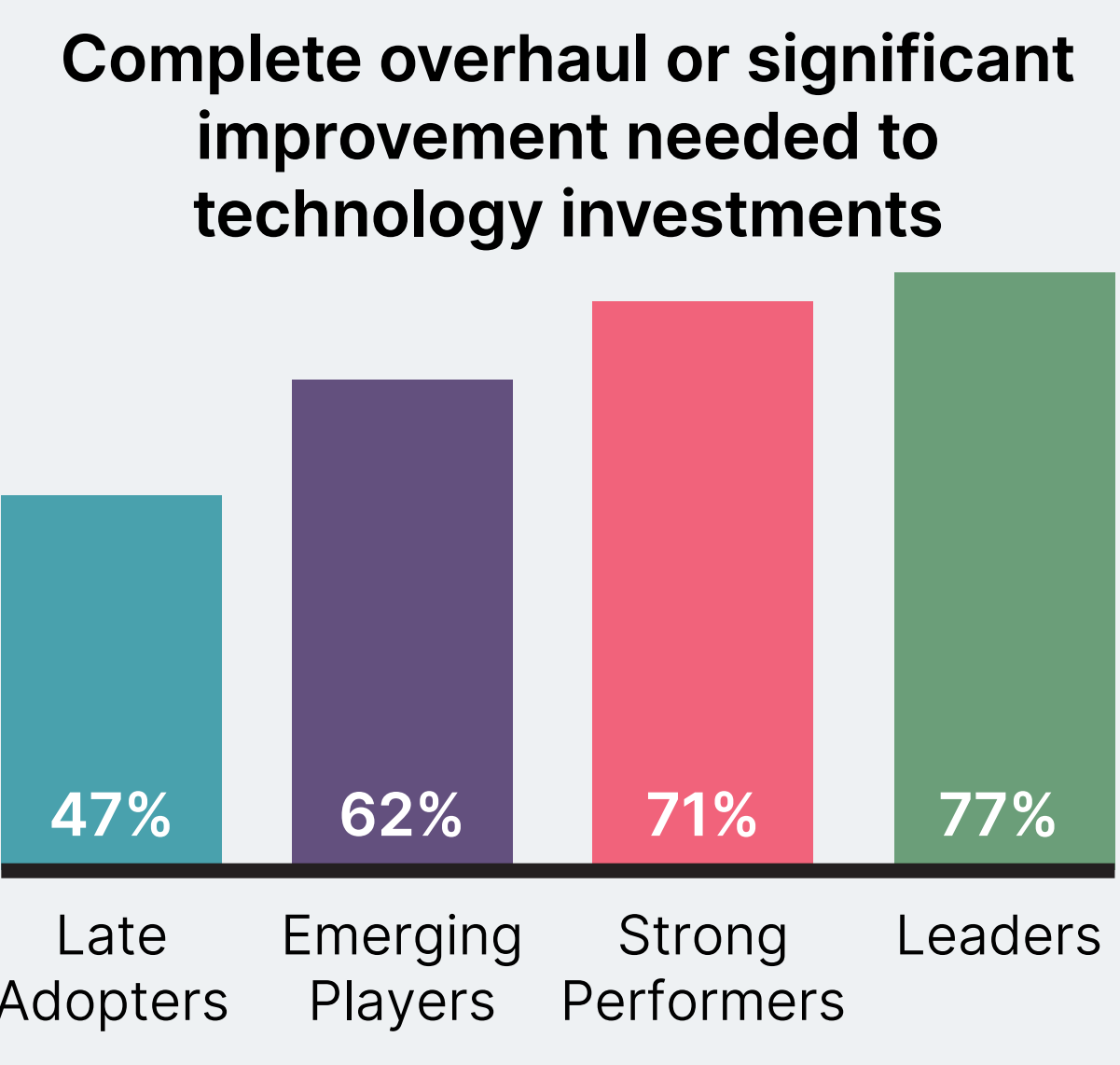
Having a strategy is one thing, but cohesive, aligned execution is where real gains are made. Leaders are most likely to have a fully developed, aligned strategy across the organization.



## Focus on continuous improvement

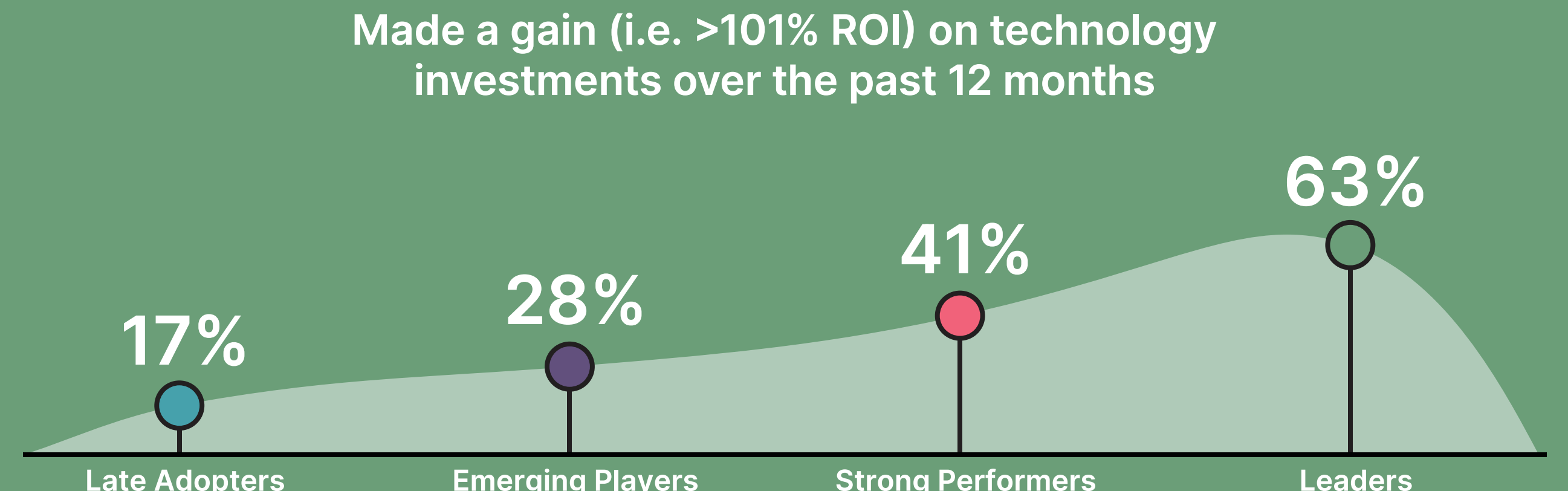


Technology transformation is never truly “done” — a fact acknowledged by Strong Performers and even more so by Leaders.



## Be a technology leader in order to unlock greater returns

Leaders are more than three times as likely to see a positive return on their investments compared to Late Adopters – the greatest returns come from a strategy that aligns investment with continuous improvement.



## Take one step forward: A realistic self-perception

The research highlights a gap between perceived and actual digital and AI maturity, with 46% perceiving their organization’s readiness differently to what the Index suggests.



## Four killer questions to consider

1. Is your business-technology strategy fully aligned?
2. Are you continually investing in and improving your technology ecosystem?
3. Can you quantify and validate the returns on your technology investments?
4. Do you know your digital and AI readiness perception against the market?

If you answered ‘no’ to any of these questions, we can help you build a roadmap that aligns technology with your business goals and unlocks your full potential in a digital landscape driven by AI.

Read our [eBook](#) to discover how leading organizations are navigating today’s fast-evolving digital and AI landscape.



Thoughtworks commissioned independent market research agency Vanson Bourne to conduct this research. The global study surveyed 1,000 senior decision makers in each of the following countries; US (300), UK (175), Singapore (175), Germany (175) and Australia (175). Their organization had an annual global revenue between \$500 million to over \$50 billion and an average annual IT budget of \$390 million. They were from a range of public and private sectors.