PEGA

The choice is yours:

Generative AI and the future of enterprise AI

RESEARCH INSIGHTS

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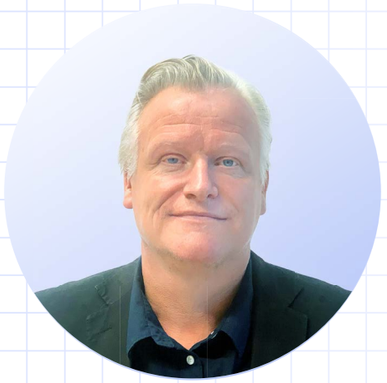

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Lead Scientist and Director AI Lab, Pega

Artificial intelligence (AI) is all over the news. OpenAI, Google, AWS, and other generative AI (gen AI) providers are releasing new models on a weekly basis. New enterprise use cases and success stories are popping up left, right, and center. And as AI enters adolescence, rules are being laid out to control and govern its use. Should we dive in head first, or should we take a more cautious approach? How can we generate value for the business and your customers while maintaining control over AI?

LESSONS FROM THE AI MANIFESTO

In our **AI Manifesto**, we have already laid out guiding principles to cut through the AI hype and help you drive real and responsible business impact. AI without action is just a science experiment, so it's key to practice by building AI into key business processes and customer interactions – always with business outcomes in mind to get you closer to self-optimizing business: the autonomous enterprise.

Which doesn't mean that AI is only useful in fully automated processes. It can also be used in an augmented intelligence context, where it's supporting an agent, case worker, sales rep, other employee, or ultimately, partners and customers.

Lastly, "right-brain" or generative AI is capturing everyone's imagination. For many of us, it marked the first time we could engage directly with AI and explore its potential firsthand. But as consumers, AI has been all around us for more than 25 years – and at least 80 years if we include research labs. Every day when we Google something, listen to AI-generated playlists, or plan a route, we are using AI. Typically, this is "left-brain" AI at work – the AI that interprets data, predicts the future, and makes optimal and rational automated decisions.

WHAT DO DECISION MAKERS THINK ABOUT AI?

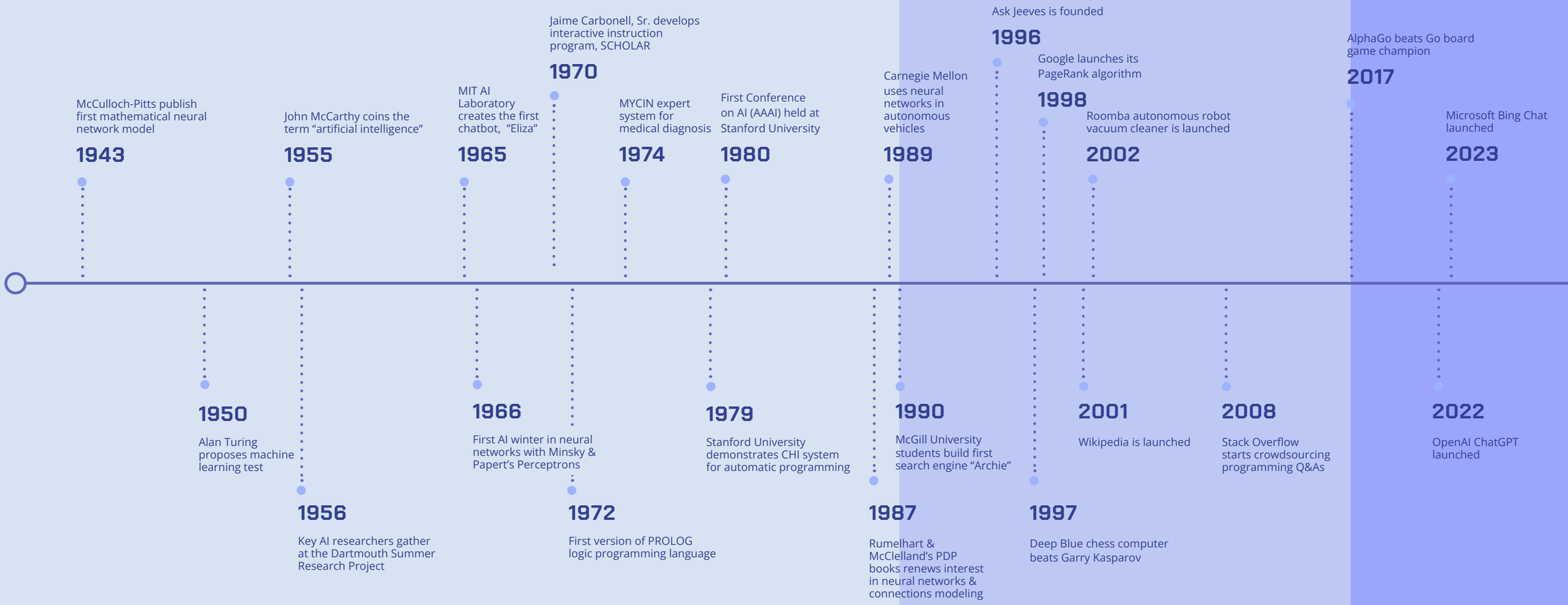
Principles and practical advice are not enough to understand and predict where enterprise AI might go. For that, it is crucial to understand the perceptions, expectations, emotions, and concerns of business decision makers.

That's why we're eager to present the results of our AI research study – conducted by Savanta in collaboration with Pega's AI Lab – which surveyed more than 500 business decision makers at large enterprises worldwide on their understanding and use of AI, as well as the challenges and opportunities they see in successfully implementing the technology. For more on the technical scope and methodology of the study, see the appendix.

So buckle up for a data-rich ride through expectations about where AI is going, investments, and return on AI. You'll discover everything there is to know about your peers' depth of understanding of capabilities and their level of trust in AI, as well as find out what the future demand is for AI skills. We hope you will enjoy it as much as we did, and that it will inspire you to put AI into action.

A few key milestones from 80 years of AI history

It all began with Ada Lovelace back in the 1800s. The world's very first computer programmer, Lovelace predicted the AI future.



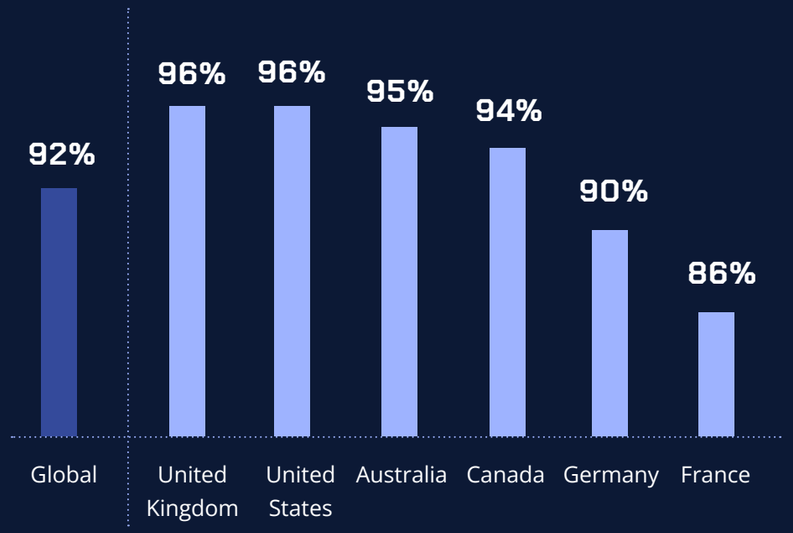
Your AI transformation can't wait

Our survey shows there's a great sense of urgency, appetite, and excitement around AI. Business expectations are high, both in terms of investment, adoption, and return. But is everyone ready?

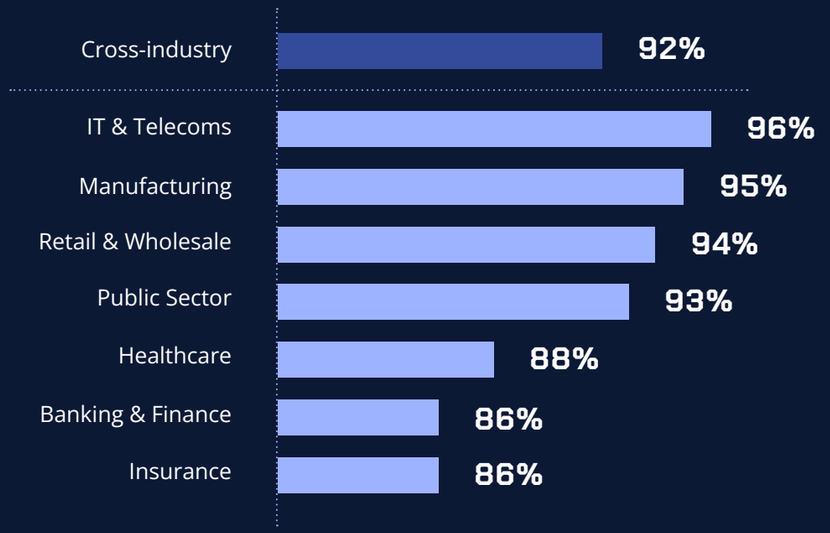
OPTIMISM AROUND ADOPTION, RETURNS, AND TRANSFORMATION

Over nine out of ten respondents (92%) are looking to increase their use of AI in the next five years. Regionally, UK and U.S. respondents are most optimistic (96%), with France trailing the pack at 86%. And when it comes to industry enthusiasm, IT and Telecoms are most optimistic (96%); Banking and Insurance are lagging but still at 86%. The outlook is also consistent up and down the ladder. Expectations are very similar across decision-maker job levels.

Organizations globally are looking to increase use of AI within 5 years



Industry sectors are looking to increase use of AI within 5 years



High expectations for the impact of AI

What do decision makers expect with respect to enterprise transformation and financial impact? 74% say they are either “extremely” confident or “very” confident AI can add truly transformational business value to their organization within the next 5–10 years. And in terms of shorter term, bottom-line impact, 29% expect to be able to directly attribute 11–25% of profit increase to implementations of AI in three years, and 18% believe 26–50% of profits will be attributed to AI in three years!

Even though urgency is high, decision makers are also showing independent initiative. The move toward implementing AI seems to be personally driven rather than imposed by others – like pressure from senior leadership for instance. The respondents report no or low pressure in 40% of cases, moderate pressure in 37% of cases, and high or very high pressure in only 22% of cases.

They are also looking at their partners to take a value-driven approach. Two-thirds expect their vendors to focus on the value that AI can deliver rather than on their products, and 76% state that they are “delighted” (strongly or to a degree) with the wide range of AI solutions available today.

A great sense of urgency, appetite, and excitement around AI among decisionmakers

9 in 10 are increasing use of AI in the next 5 years

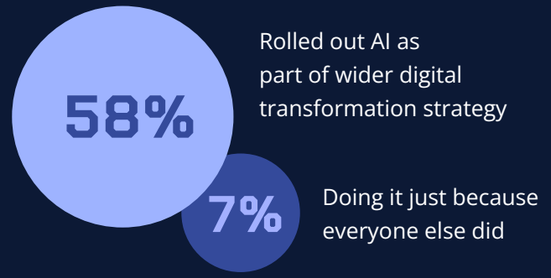
3 in 4 are confident AI can add transformational value in 5 – 10 years

1 in 3 expect to directly attribute profit growth with AI in 3 years

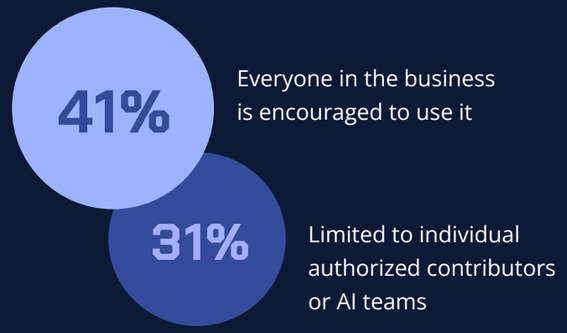
3 in 4 are delighted with the wide range of AI solutions available today

Organizations are taking a strategic view: 58% rolled out AI as part of a wider reaching digital transformation strategy – kudos to the 7% brave enough to admit they were doing it just because everyone else was (see graph). It has also been deployed relatively widely. 41% say everyone in the business is encouraged to use it, whereas 31% say it is limited to individual authorized contributors or AI teams. That said, when asked what percentage of investment was wasted because AI solutions were implemented without proper AI strategy, over half (54%) say that is only the case for 10% or less of budget.

Organizations are taking a strategic view of AI...

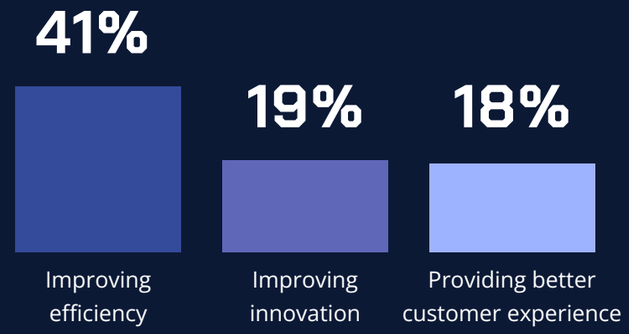


...and they are deploying AI relatively widely



To better understand what is highest on the priority list for decision makers, we asked them for their most important outcome to measure the success of AI initiatives. Improving innovation (19%) or providing a better customer experience (18%) is great, but at the end of the day improving efficiency (41%) is what comes to mind first.

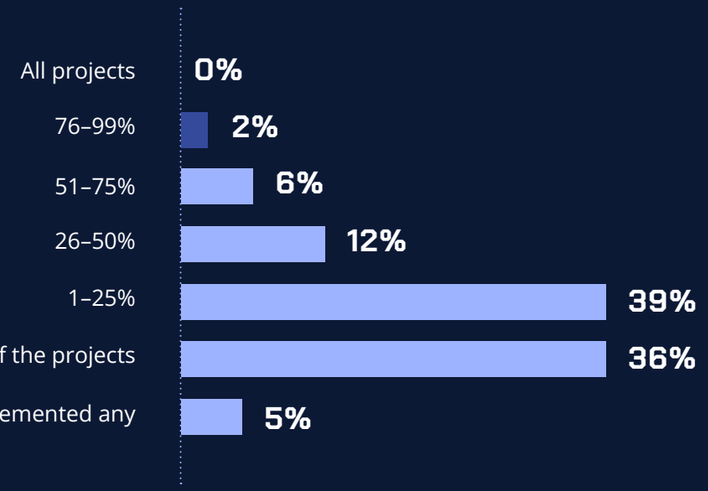
Most important outcome measures of success for AI initiatives



IT'S NOT ALL SUNSHINE AND ROSES

So expectations are high, but it has also been a rocky ride so far for some. This is a sign that businesses need to get more experience with AI projects under their belt, with a sharp focus on actionability and business outcomes. Close to a third (36%) say no AI projects have failed, but 39% state that 1–25% of projects have, and 8% claim over half have failed (see appendix). And almost half (43%) of respondents are worried that their competitors are using AI better.

Have you had any failed AI projects? If so, how many?



DOES BUSINESS REALLY UNDERSTAND AI?

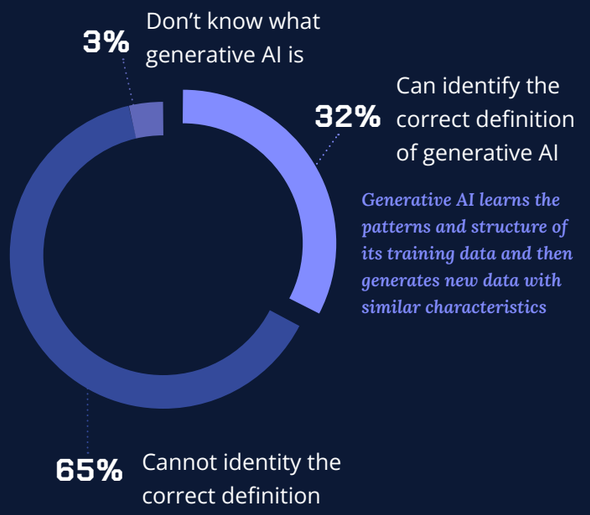
Are these failures caused by a major lack of understanding in the business on what AI is and how it can be used? At first sight, it isn't. Just two in ten (20%) respondents say the existing level of AI skills and experience within their organization is weak, and only 28% see lack of AI skills as a barrier to more AI use within their business.

But the survey results may be deceptive here, so we asked some control questions to see whether a version of the Kruger-Dunning effect, in which non-experts overestimate their understanding, might be at play. We learned that things aren't what they seem – we overestimate our understanding of AI.

Of the respondents, 93% say they have a good understanding of AI and how it works. Yet two-thirds (65%) cannot correctly identify the definition of generative AI amongst a list of otherwise false definitions – despite only 3% saying they don't know what gen AI is.

Most don't fully understand what generative AI is

Which of the following best describes the most important outcome?

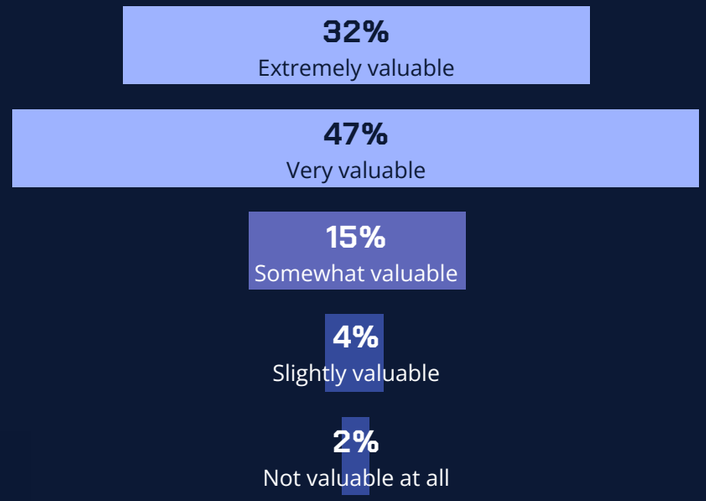


More than two-thirds (72%) of respondents think AI has only been in general business use for 1–5 years. Just 7% say it's been in use for more than 10 years, whereas the vast majority of organizations have been using at least non-generative forms of AI in some areas for a long time.

Yet organizations fortunately do recognize that for new employees it is important to have AI skills and experience – rating it an average 4 on a scale of 1 to 5 (see figure). The existing workforce is also not forgotten. When asked whether staff is trained on using AI for their role, ethical perspectives, organizational strategy, and finding the best use cases (multiple choices can apply), between 48–56% say yes. Only 5% say they do not offer any training.

In hiring new employees, AI skills and experience is important

(on a scale of 1 – 5, with 4 being very valuable)



Navigating the north star of business: AI and the autonomous enterprise

Understanding the main expectations and challenges, the next question becomes: Where is enterprise AI heading? As many have said, predictions are hard, especially about the future. But our focus needs to shift from asking where enterprise AI could go, to asking where it should go. At the end of the day, it is a means to an end – so we should ask what transformative new outcomes and business models it can unlock, or what the north star for a business should look like in the first place.

PEGA'S VISION FOR THE FUTURE ENTERPRISE

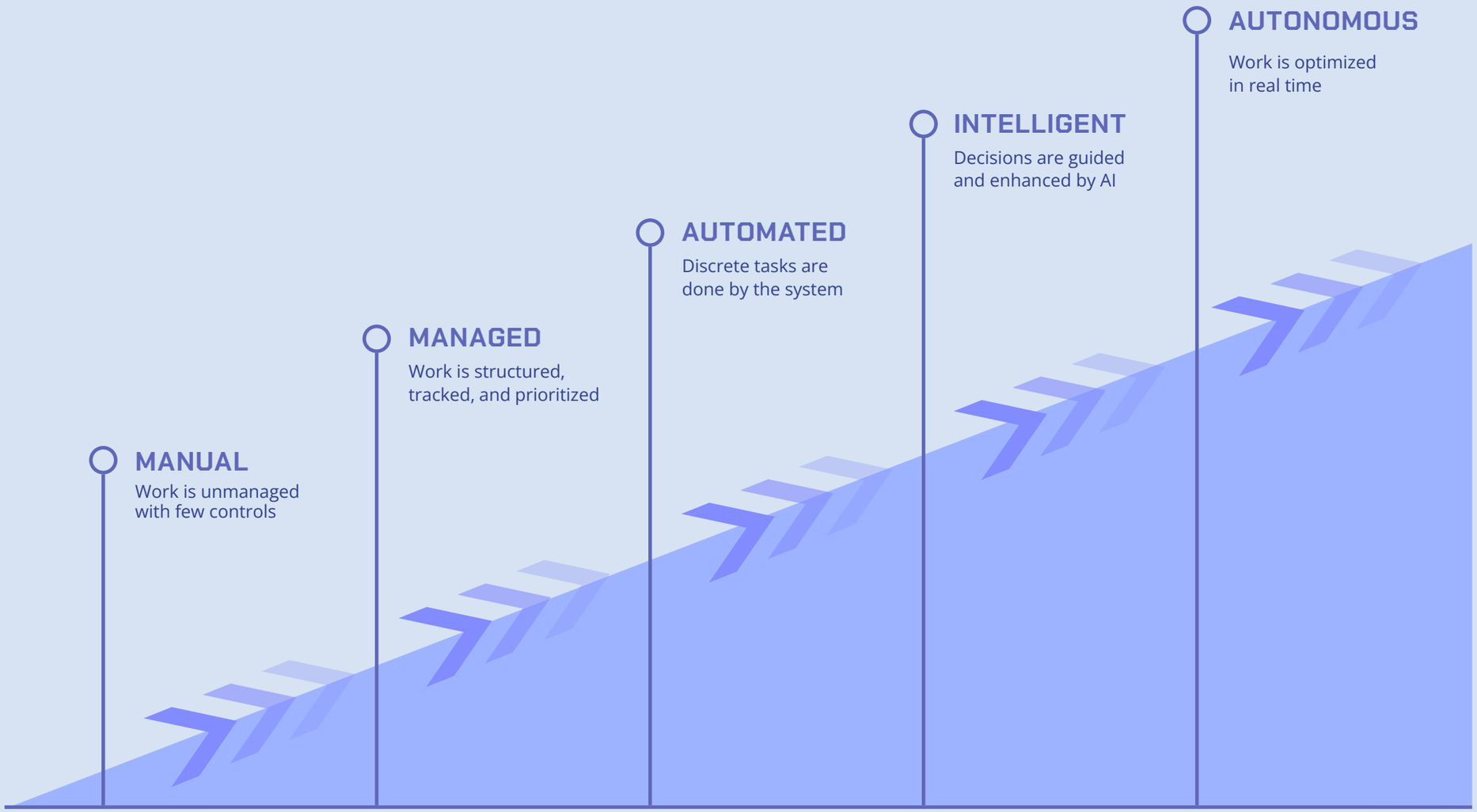
Pega's vision for the future of business is the **autonomous enterprise**. It was triggered from a simple idea that if we can have autonomous cars, vacuum robots, and distribution centers, why can't we have autonomous enterprises? Self-optimizing organizations that work toward goals, set by the business and under full human control.

And similarly, just like we cannot imagine autonomous cars without AI, it is essential for autonomous enterprises as well. It requires closed loop, "cybernetic" AI that executes in real time, proposes actions to take, takes those actions, and immediately learns from feedback.

THE WINDING PATH TOWARD AUTONOMY

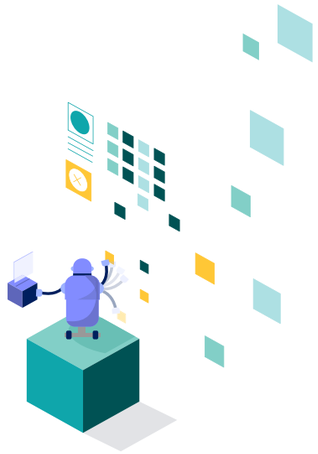
There is a path toward autonomy that moves from manual, automated, intelligent business to autonomous business. Organizations should create a roadmap to build self-optimizing autonomy into their key workflows and customer interactions, so that AI becomes autonomous intelligence as well.

The evolution of the autonomous enterprise



Most organizations are already on the brink of the automated and intelligent enterprise

The good news is most organizations are already on the brink of becoming automated and intelligent enterprises. In a separate 2022 study we conducted on the autonomous enterprise, 400 enterprise decisionmakers described their organizations as being solidly on the simple or intelligent automation path to becoming more autonomous (65%) – with some already into AI-guided directional assistance (20%).



FINDING THE SWEET SPOT FOR USING AI

Going back to the survey, which AI-generated business outcomes do interviewees believe are currently achievable? Decision makers clearly see opportunity across the board, all the way from personalizing customer engagement to providing more proactive service and streamlining operations.

In the end, all functional areas and outcomes should be influenced by the autonomous enterprise strategy. There are unlimited possibilities for where businesses touch their customers – from marketing to customer experience all the way through to operations.

TRANSFORMING THE CUSTOMER EXPERIENCE WITH AI

Enterprises understand that scaling to meet customer demands would be nearly impossible without artificial intelligence. Customer expectations now include both relevant, personalized interactions and a demonstrated respect for consumer privacy. Given that personalization is critical in driving successful marketing outcomes, it is imperative for marketers to get that balance right.

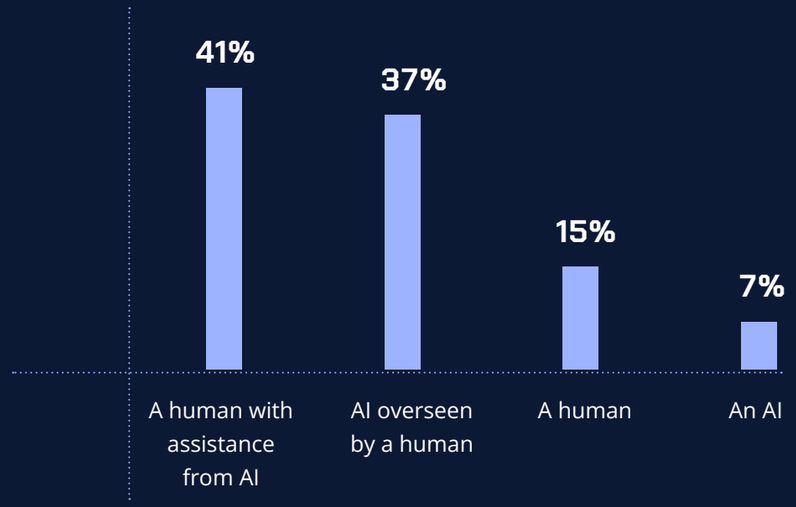
To do so, leaders will need to better understand what's possible in their functional areas. But there is a knowledge gap between marketing leadership and which outcomes can and should be influenced by AI. For example, 93% of business leaders surveyed claim to have a good understanding of AI and its workings. Despite this confidence, only 5% of those surveyed correctly recognize that AI can produce business outcomes outlined in a list full of potential benefits, with just 30% aware of AI's potential to boost marketing click-through rates and 32% understanding its role in providing better customer insights.

We overestimate our understanding of AI

93% of business leaders claim to have a good understanding of AI and its workings.

5% can correctly recognize the business outcomes that AI can produce.

Who would you most likely trust to know, understand, and help you build a better relationship with customers?



Operationalizing customer insights into action is the bedrock of delivering value through personalized customer experiences. Creating truly personalized experiences in this high-stakes environment is challenging but achievable, especially with the right tools and culture. Half of respondents do think that determining the best message or recommendation to serve to a customer, by crunching through hundreds of data points in real time, is something that AI can do today – the highest ranking feature mentioned. It is very important though that this is aligned with the brand. And half of respondents (48%) are concerned that brand reputation depends on AI's ability to do its job, and only 30% believe it is possible to increase click through rates by 600%.

What marketers say to their customers is just as important as where they say it and when. That's why AI will be required to read and understand consumer behavior, create more robust customer profiles, and then activate those insights across channels almost immediately so organizations can move as rapidly and accurately through our complex digital ecosystem as their customers do.

Humans alone are not able to run the sheer volume of marketing programs required to meet customer demands. Scaling personalization into customer engagements will only be possible with AI-powered analysis and decisioning guiding marketers on the types of conversations they should be having with their customers, and when and where they should have them.

PROACTIVE CUSTOMER SERVICE

As can be seen in the graph to the left, respondents see varied opportunities for using AI in a customer service context, from analyzing and responding to speech in real time to triaging issues to the right agent and optimizing service journeys.

A more fundamental question in customer service, or in customer relationships more holistically, is who the interviewees would be most likely to trust to know, understand, and help you build a better relationship with customers. It is no surprise that respondents trust humans (15%) more than an AI (7%). But what is really interesting is that they trust AI overseen by a human (37%) or humans with assistance from an AI (41%) even more! Apparently, the future lies in the union of humans and AI.

Trust in AI and other obstacles to overcome

Concerns around AI, and whether it can ever be truly trusted are nothing new. We're used to seeing people worry that it could interfere with their lives, go rogue, or operate in ways which are, at best, unhelpful, or worse, nefarious. That's been proved out in our study, where we found that respondents seem conflicted on whether or not to trust the technology.

The overwhelming majority (77%) indicated some type of concern with AI. Of these, half (51%) said they still have concerns over AI's lack of transparency and lack of bias, while 42% said that they were worried AI was going to take their jobs – and 12% strongly agreed that they were concerned that AI-powered robots will enslave humanity!

Obviously, a lack of trust amongst management and employees could be an obstacle to overcome. Two in ten respondents say that a lack of trust in AI is a barrier for others in the organization to further adoption of the technology within the business. That may, on the surface, seem like a small percentage, but when you consider that 85% of businesses spend up to half their annual IT budget on AI solutions, it's not insignificant. The top concerns though are security and privacy, potential job losses, and lack of experience in how to use AI. Another fifth believes there is no trust issues or obstacle to using AI as a trusted partner at all.

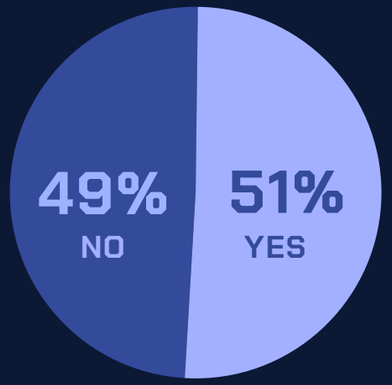
The best way to address the issue is to ensure that robust systems and safeguards are put in place around AI to ensure that those using it can build a level of trust. Make sure that at every stage, everything AI does is transparent and explainable, with a human present to oversee and, if necessary, intervene to make sure it provides the best possible results.

Building trust in AI isn't something that'll happen overnight – but AI isn't going to be going away any time soon, and it won't be long before those who are able to harness its power efficiently and effectively leave those who can't – or won't – trailing in their wake.

Lack of transparency is an issue

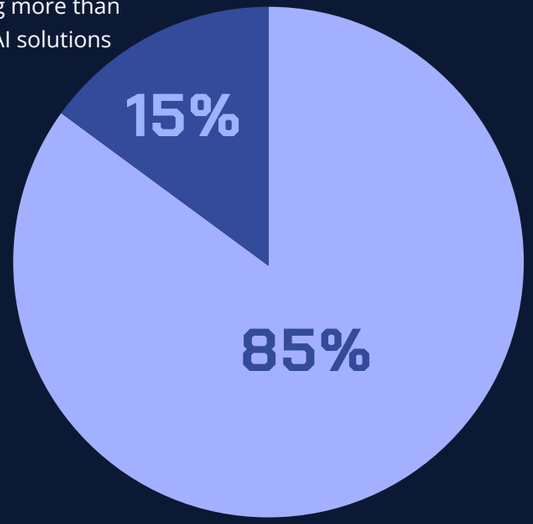
Trust in AI remains a hurdle for some organizations, which is significant when considering annual IT spend on AI solutions.

Are you concerned over AI's lack of transparency and bias?



...and

How much of your total IT spend is going into AI products?



How to get there with left-brain and right-brain AI

All AI is created equally, right? Wrong! It's a common misconception that today's AI-harnessing organizations are those using cutting edge gen AI tools that allow them to manipulate text and images in ways that we've all seen dominating the headlines in recent times. The truth is very different. And the chances are, that whether you are a C-level executive, a business decision maker, or even a consumer, you've been using or interacting with AI on some level for many years now. Generative AI may have stolen the headlines as of late, but different types of artificial intelligence have been driving a range of outcomes for businesses for many years.

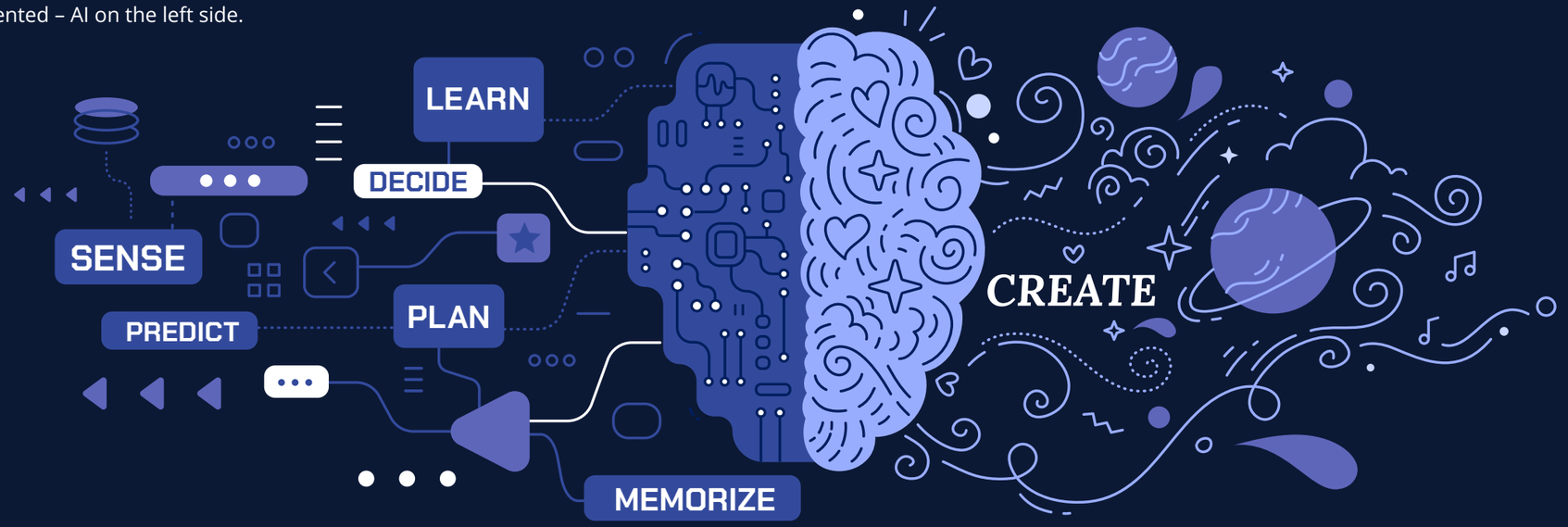
So what are the main types of AI? The best way of thinking about it is through the lens of the human brain, which is split into two sides: the right side and the left side. The right side is more creative and imaginative, whereas the left side is more rational and analytical.

And as humans, we use these different parts of our brains to govern our everyday behaviors. In much the same way, AI tools have a similar split. For example, we have creative – or generative – AI on the right side, and more analytical – decisioning oriented – AI on the left side.

In humans, both hemispheres are connected and work in tandem. Likewise, in enterprise AI, the best results are achieved by using both left-brain and right-brain AI in a symbiotic manner, for both tactical and operational uses, but also for more strategic and transformative purposes.

Mapping the AI landscape

Left brain and right brain
AI working together



How organizations are using AI in their business

LEFT-BRAIN AI EXPLAINED

Examples of left-brain AI include predictive analytics and decision management tools. These can help businesses, for example, analyze a customer's preferences to suggest a next best action that will enhance their engagement – leading to better overall customer experience. It can also take current and historical data to derive predictions around unknowns, such as future trends and events through a combination of data mining, modeling, and machine learning.

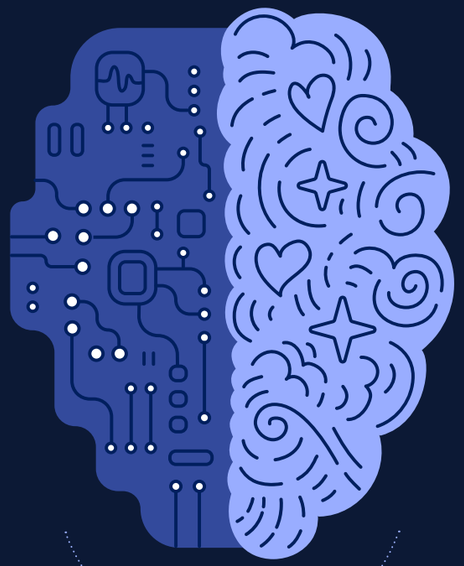
Our study found that, although these tools have been in use for far longer by businesses, less than a third (31%) predominantly use rational, left-brain AI decisioning solutions. Of those, 57% say they use predictive analytics, while 42% say they use decision management tools to drive automated decisions.

31%

LEFT-BRAIN DECISIONING AI

Predictive analytics

Decision management tools



43%

RIGHT-BRAIN GENERATIVE AI

Productivity tool

Content creation tool

Creative innovation partner

Code generation tool

26%

OMNI-BRAIN AI

RIGHT-BRAIN AI EXPLAINED

Put simply, right-brain AI consists of the generative AI tools that you've seen and heard so much about in the last 12–18 months. It can plug into existing large language models (LLM) and users can employ it to create written or visual content using prompts that help them manipulate and refine what they are working with until it meets their specifications. It can also be employed in chatbots, to give a more "authentic" human-sounding voice to automated customer service agents.

Our study found that right-brain generative AI is the most used form of artificial intelligence within enterprises today, despite (and maybe even because of) its relative newness. 43% of business decision makers say they predominantly use generative AI tools, with 61% saying they use it for creating AI-generated content, 54% using it to curate large stores of information, and 51% using it in conversational chatbots. When quizzed more from a business goal perspective, generative AI users apply it primarily as a productivity tool (52%), a tool to create content (41%), a more creative partner for innovation (40%), or a tool for code generation (23%).

OMNI-BRAIN AI EXPLAINED

It is interesting to note that although there's an established spectrum of AI solutions, these tools don't exist in a vacuum. The experience users have with one AI tool can – and does – inform their attitudes toward others. Generative AI is the new, shiny technology that everyone wants to play with – and our research bears that out.

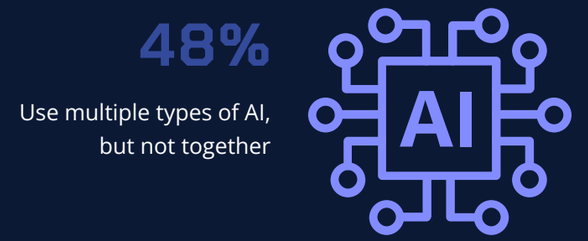
But it also shows that the knock-on effect of this is that it is opening people's eyes to the overall value that AI can add within the organization. 95% of respondents said that the increased prevalence of generative AI was directly responsible for their adoption of other AI tools – with a quarter (26%) saying it played a strong role, and one third saying it played a major role in that decision. Perhaps with this increased adoption, we could start to see greater balance in how these tools are used – and maybe even greater trust could develop as a result?

Interestingly, almost half of the AI users (48%) state that their organizations use multiple types of AI (for example, generative and non-generative) but not together, while a third (34%) does use them together. One-fifth (18%) uses only one type of AI. This could be interpreted as organizations are on the journey toward using both left-brain and right-brain AI, together.

Such symbiotic use can also unlock use cases that go beyond gimmicks; go beyond small impact, tactical use cases; go beyond operational use cases (tasks like "just" summarizing a case); and truly move into more transformational use. Examples are using generative AI to design new best practice business processes that include AI-driven decisions (Pega Blueprint™ meets Pega Process AI™) or maximizing and balancing strategic business goals fueled by creative propositions (Pega Customer Decision Hub™ strategy optimization fueled by NBA Blueprint and intelligent NBA content generation).

On the journey to using left-brain and right-brain AI together

(% RESPONDENTS)



The AI choice is yours: More of the same, faster, or real transformation

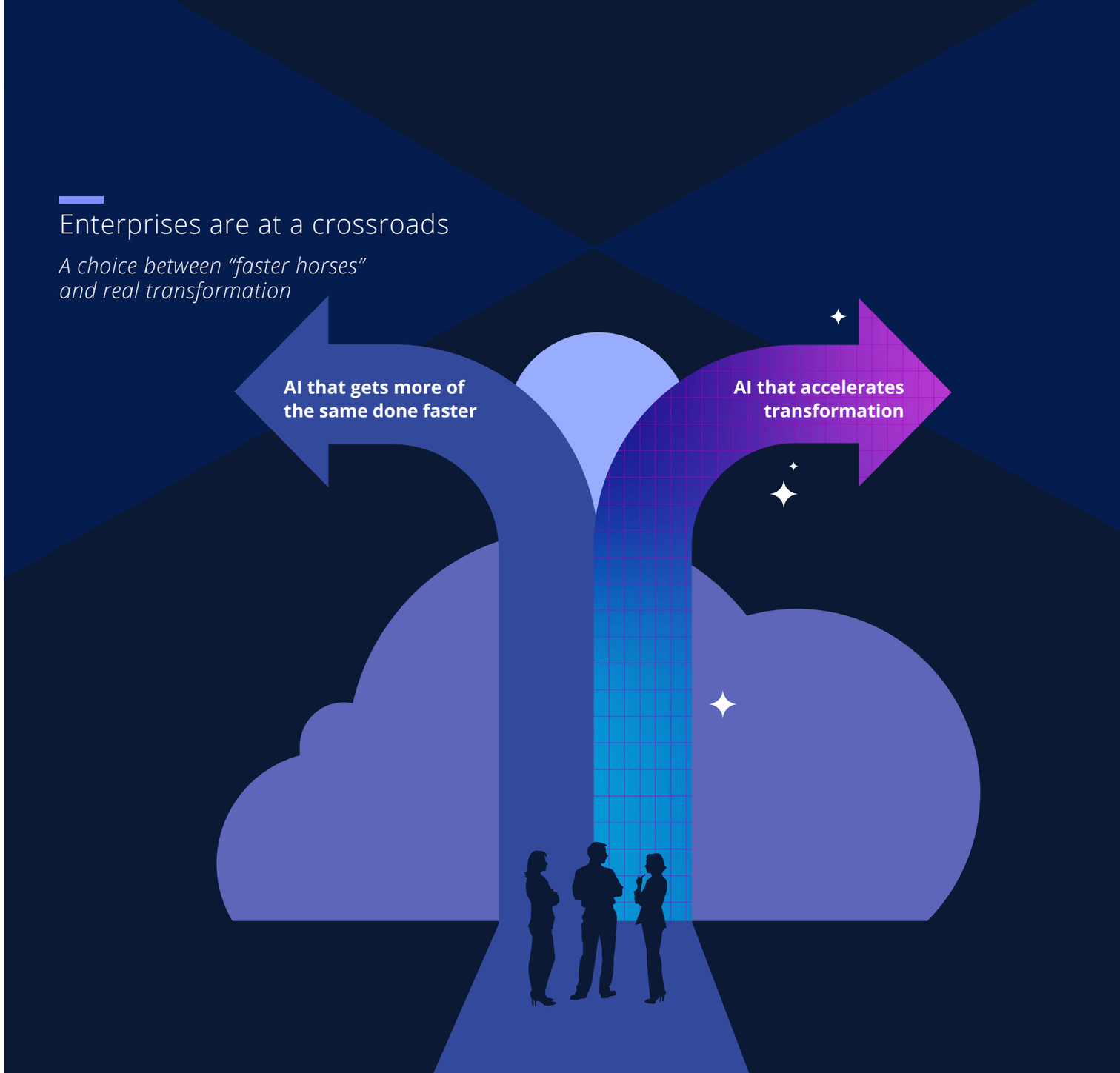
As we continue to grapple with the transformative potential of AI, we'll see crucial differences emerge between those who merely adopt AI to amplify their current capabilities and those who strategically integrate AI into the very fabric of their operations to redefine their current operating model.

Laggards in this race will be characterized by a superficial approach to AI adoption. These organizations will leverage gen AI to churn out more code and more applications – driven by the misguided idea that simply doing more equates to progress. This approach will lead to a proliferation of solutions that address the "how" without ever considering the "why." In a few years, these organizations may find themselves overwhelmed by an avalanche of applications that lack strategic alignment and fail to ever deliver true value.

On the other hand, leaders will adopt a fundamentally different approach. Rather than focusing on mere volume, they'll harness AI to do things differently.

These forward-thinking organizations will prioritize building applications where automation handles routine and repetitive tasks, freeing up their human talent to focus on higher-value functions, such as decision-making, innovation, and connecting with customers. By embedding AI into the core of their operations, they will create autonomous enterprises where AI and human intelligence work in tandem to drive efficiency, agility, and growth.

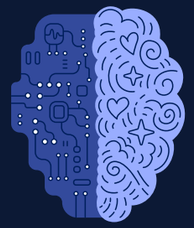
It's our stance that the gap between these laggards and leaders will continue to widen. Leaders will increasingly adopt AI-driven solutions that enable real-time data analysis, predictive analytics, and intelligent automation. They'll use these capabilities to anticipate shifting trends, optimize their supply chains, enhance customer experiences, and innovate within their product offerings. As AI technologies evolve, these enterprises will continuously refine their strategies, ensuring they remain at the forefront of the AI revolution.



Spotlight on three enterprise usages of AI

AI decisioning, akin to the left side of the human brain, is rational and analytical. This type of AI leverages machine learning and statistical analysis to make predictions and improve decisions, such as recommending the next best action to a customer or predicting process that may miss a deadline.

AI productivity tools apply generative AI – right-brained AI. AI augment and guide people, assisting them throughout their work. It delivers knowledge and automates manual tasks – like finding the right information, creating summaries, writing emails, and coding more effectively – to drive near-term productivity improvements.



Transformational AI is where the real revolution begins. Here, AI is woven throughout an organization to accelerate transformation and drive continuous, self-optimizing innovation. AI in conjunction with automation, orchestration, data integration, process mining, and more continuously improves and redesigns processes across the organization, fundamentally rethinking systems and reimagining how the enterprise operates and engages with customers.

Conclusion and future outlook

So we trust we have provided you with the validation and inspiration to confidently start, continue, or expand your AI journey – with both insights on executive decision maker perceptions and expectations on AI, as well as some forward-looking thoughts and experience from our end.

To peek a bit into the future, we could ask ourselves the question: What would this survey look like two years from now? That's eons away in AI timelines.

We will do our bit if you do yours. We will expand and unify our left-brain and right-brain approaches, from generative AI-driven transformation of productivity to closing the sense-decide-act loop from Pega Blueprint to process mining, decisioning, and online learning. We will also make AI itself more autonomous by letting generative AI out of its cage, giving it tools, and using its creative power to create and execute plans and process on the fly. That's on the product and R&D side of the house. But as the interviewees suggested we will remain laser-focused on creating and delivering value, avoiding AI gimmicks – all while facilitating everyday tactical use cases, really enabling the strategic and transformational use of AI. We won't lose sight of ethical principles and ensure we deliver trustworthy AI capabilities that benefit both customers and enterprises.

Which brings us to our final question: Will you do your part? Let's deliver on the optimistic expectations that decision makers and execs have shared with us in this survey.

Because with AI, nothing is impossible.

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Appendix: Technical survey details

In Q2 2024, Pega worked alongside Savanta to survey 521 business decision makers worldwide on their views, understanding, and plans for implementing AI solutions, as well as the challenges and opportunities they see in the technology.

SCOPE

The results included respondents from North America, the United Kingdom, France, Australia, and Germany [figure], job level Director/ Sr Management or up [figure], for organizations with revenues of 500 million USD or more [figure].

COUNTRY.

In which country do you live?

ALL RESPONDENTS, N = 521

United Kingdom	19%
United States of America	13%
Canada	7%
Germany	19%
France	20%
Australia	21%

JOB LEVEL.

Which of the following best describes your job level within your organization?

ALL RESPONDENTS, N = 521

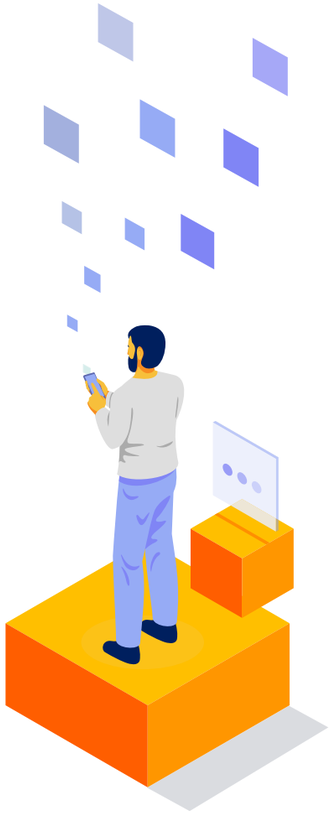
Owner	16%
Board member/C-Suite	23%
Managing Director	20%
Director/Senior management	41%

TURNOVER.

Approximately, what is your organization's global turnover for the last 12 months?

ALL RESPONDENTS, N = 521

Between USD$500M to USD$799.9M	17%
Between USD$800M to $999.9M	32%
USD$1B or more	51%



1. AI BUSINESS OUTCOMES.

Which of the following AI-generated business outcomes would you say are possible to achieve through the use of AI today?

ALL RESPONDENTS, N = 521

50% **Data crunching:** Read through hundreds of potential messages in real time, picking the one with the highest customer propensity

48% **Efficiency triage:** Identify work streams in order of importance and dynamically allocating them to those workers with enough capacity

46% **Listen to your customers – don't just hear from them:** Use what your customers are telling you to automatically and accurately populate digital forms like addresses and telephone numbers in contact centers

42% **Designing your customer's journey:** Analyze a customer's typical path through your organization and recommend journey logic and prioritization

37% **Know your customers better than they know themselves:** Make customers offers they may not have realized themselves that they are interested in

37% **A speedy software engineer:** Generate a complete end-to-end application design process for anyone in the organization to use

35% **Strategic thinking:** Make recommendations on business strategy to organizations' C-level

32% **Get inside your customers' heads:** Gain better insight into your customers, their everyday behaviors, and preferences

30% **Get your marketing materials read:** Increase click through rates by up to 600%

2% **I don't think any of these are possible**

5% **I think all of these are possible**

2. CONCERNS AROUND AI.

How much do you agree or disagree with the following statements?

ALL RESPONDENTS, N = 521

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	NET: Agree	NET: Disagree
I have concerns about AI's ability to act transparently and without bias	18%	33%	21%	19%	9%	0%	51%	28%
I am concerned with resting the success or failure of our brand reputation on AI's ability to do its job	16%	30%	22%	21%	10%	1%	47%	31%
I am concerned our competitors are using AI better than my organization, and we're running the risk of falling behind	12%	31%	21%	25%	11%	1%	43%	35%
I am concerned that AI will eventually replace the majority of human workers	12%	30%	20%	22%	17%	*%	41%	39%
I am concerned about the potential enslavement of humanity by AI-powered robots	12%	27%	17%	20%	23%	*%	40%	43%
We're not concerned about AI at all	9%	24%	22%	25%	20%	*%	32%	45%

3. BARRIERS TO AI ADOPTION.

What would stop those within your organization from viewing AI as a trusted partner in your innovation process?

ALL RESPONDENTS, N = 521

45% People are concerned about security and privacy when using AI

38% People are concerned AI could take their job

31% Inexperience/don't know how to use AI

26% People don't believe AI is capable enough

18% There is no trust in AI

19% Nothing – people in our organization trust AI

Pega provides a powerful platform that empowers the world's leading organizations to unlock business-transforming outcomes with real-time optimization. Clients use our enterprise AI decisioning and workflow automation to solve their most pressing business challenges – from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help enterprises meet today's customer demands while continuously transforming for tomorrow. For more information on how Pegasystems (NASDAQ: PEGA) empowers the world's leading enterprise to Build for Change®, visit pega.com.