

SURVEY

"Technology & Beyond: The impact of AI"



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The sample companies contribute almost 70% of GDP.

Methodology

- Quantitative research in the form of telephone interviews (CATI)
- Fieldwork was completed between 10.07.2024 and 28.08.2024

Sample



Turnover

Private sector organizations (excluding Finance) with turnover of 5+mil. € in Greece



Total sample size

n=400



Eligible respondents

GMs, CIOs, CTOs, CDOs, CISOs, IT managers, Computerization officer etc



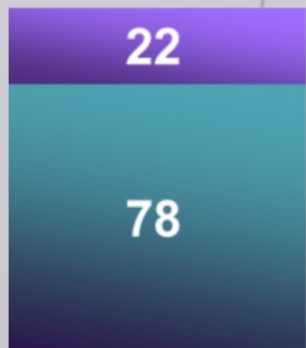
Sampling from the ICAP market directory

Inclusive sampling design

KANTAR

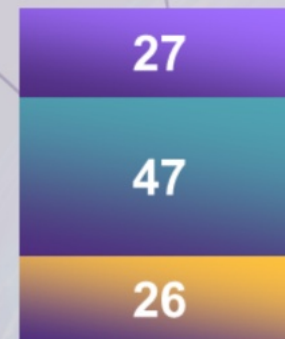


Turnover



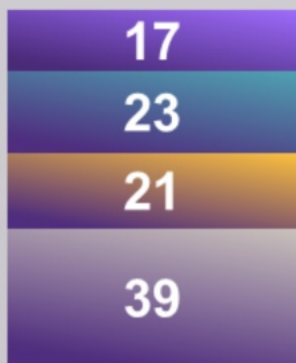
- €25+ mil
- €5 - €24.9 mil

Sector

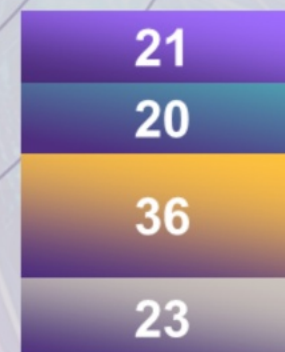


- Services
- Trade
- Industry/Manufacturing

Inclusive sampling design (%)



- 250+
- 100-249
- 50-99
- Up to 49



- 2000+
- 1990-1999
- Up to 1989
- DK/DA



Number of employees

Establishment year

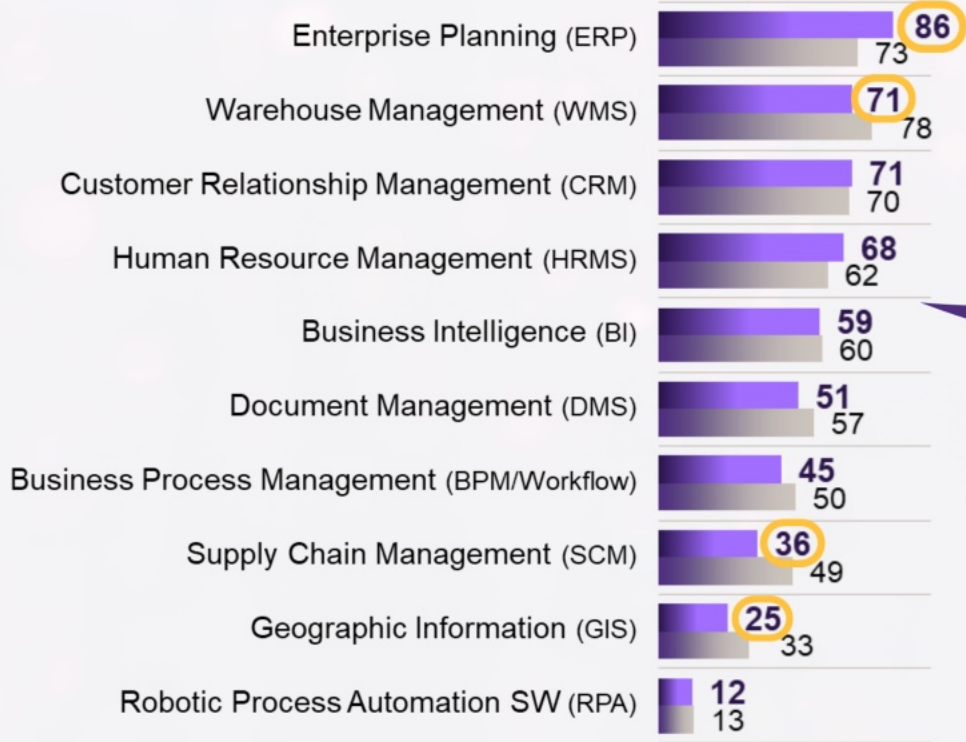


Information Systems

High usage, but medium utilization

Business information systems | Currently used (%)

Total (n=400)

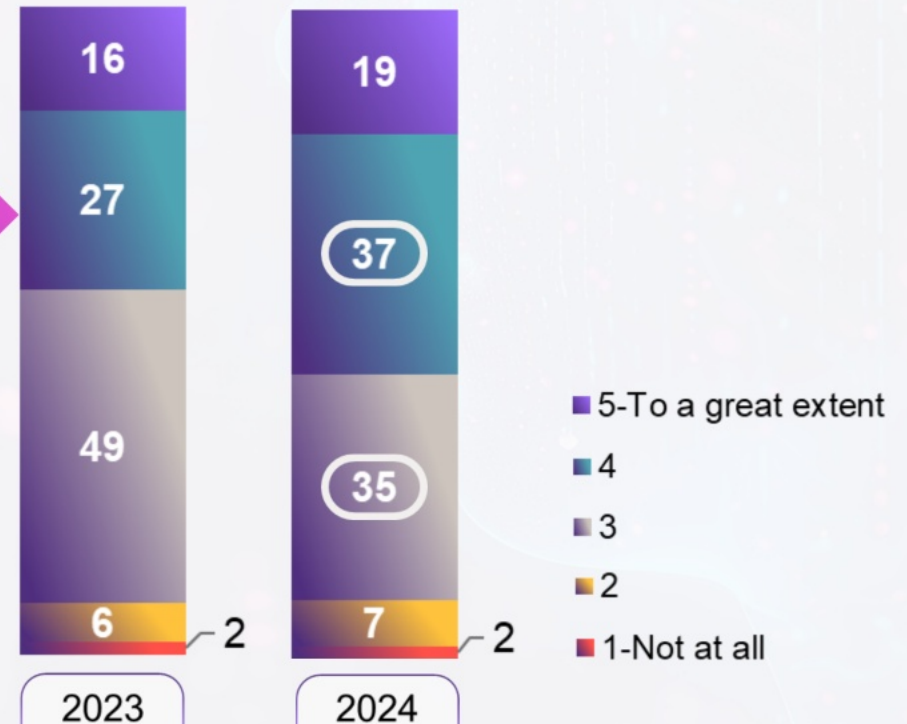


■ 2024 ■ 2023

But

Application of digital technologies and process automation (%)

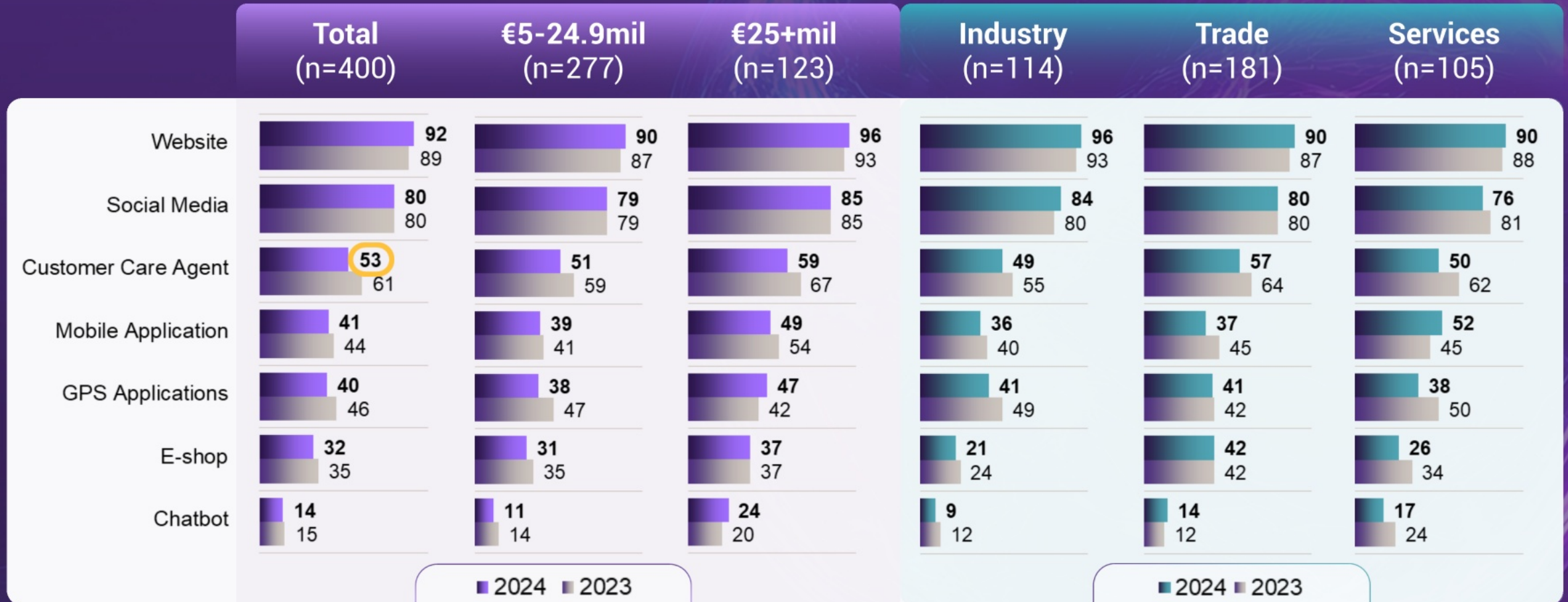
Total (n=400)



Digital Channels

From Promotion to Transaction

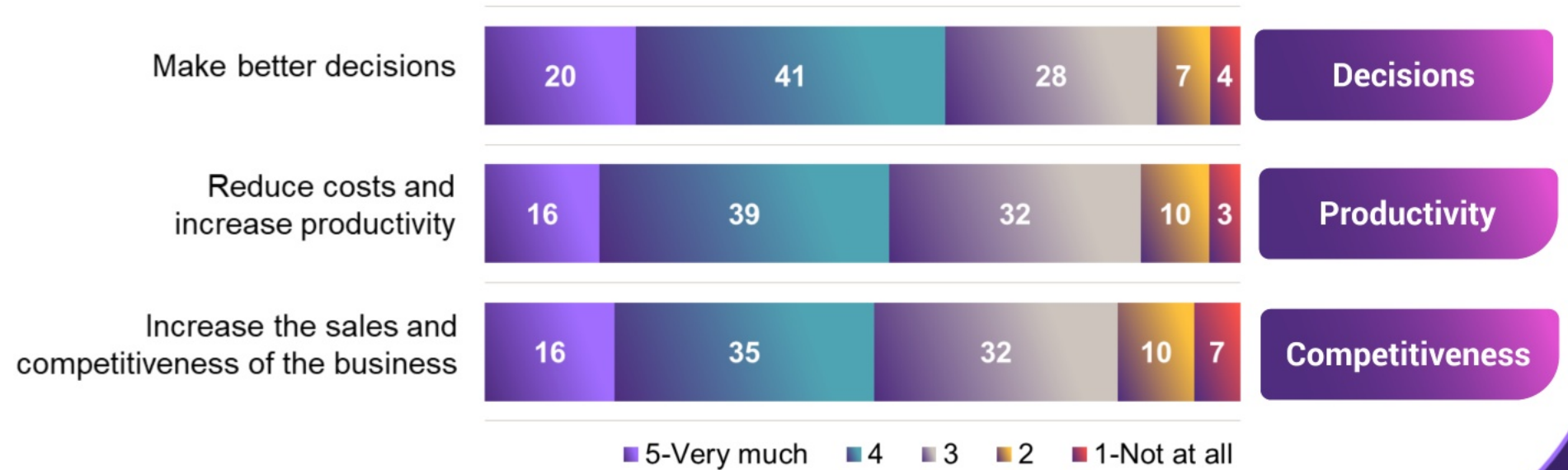
Digital channels used (%)



Therefore, only 1 in 2 report business benefits from IT

7%
with all
full-scale
benefits

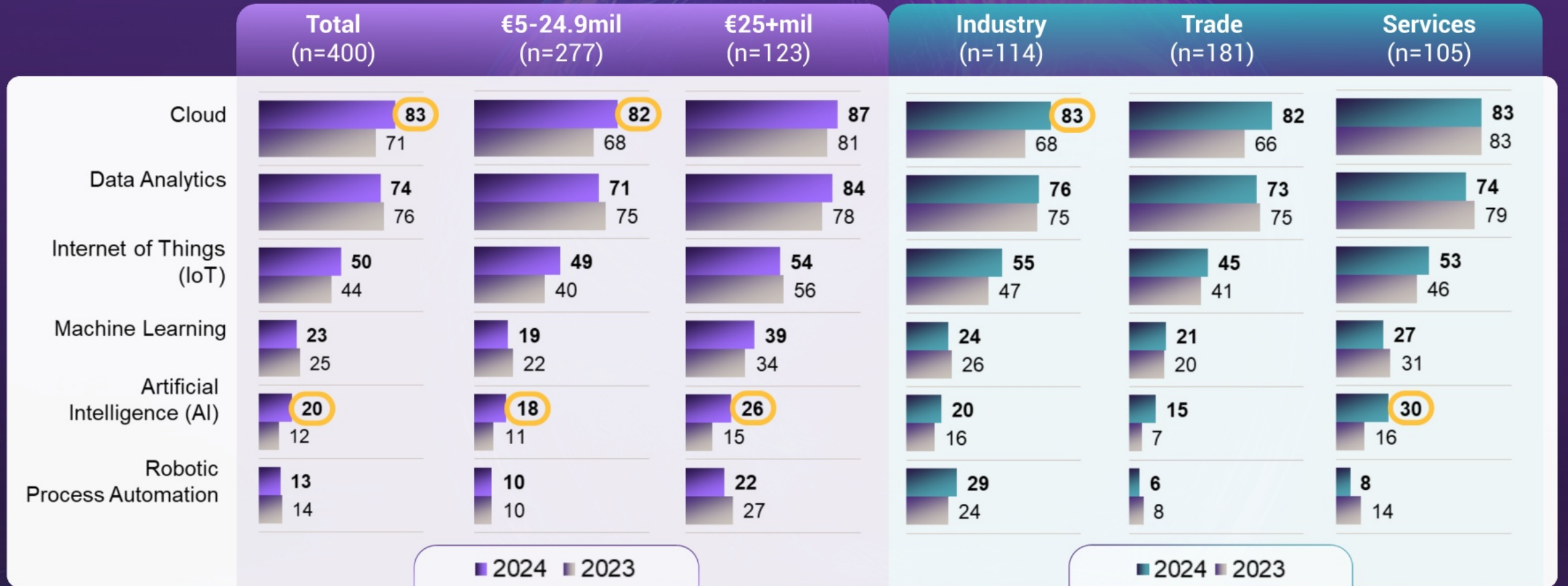
Benefits of digital technology (%)



Cutting Edge Information Technologies

Reasonably high involvement, but mainly Experimentation or Exploitation

Utilized cutting edge technologies (%)



Data Analytics

Business collect a moderate level of big data and mainly well defined customer data from internal information systems

Big data collection from different sources (%)

Total (n=400)

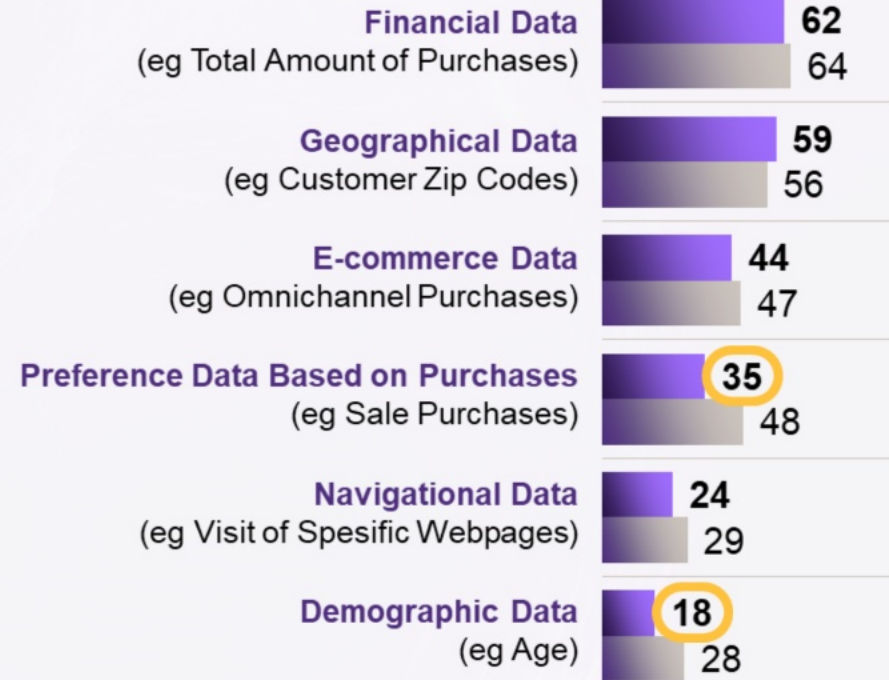


- 5-To a great extent
- 4
- 3
- 2
- 1-Not at all

2024

Customer data collected (%)

Total (n=400)



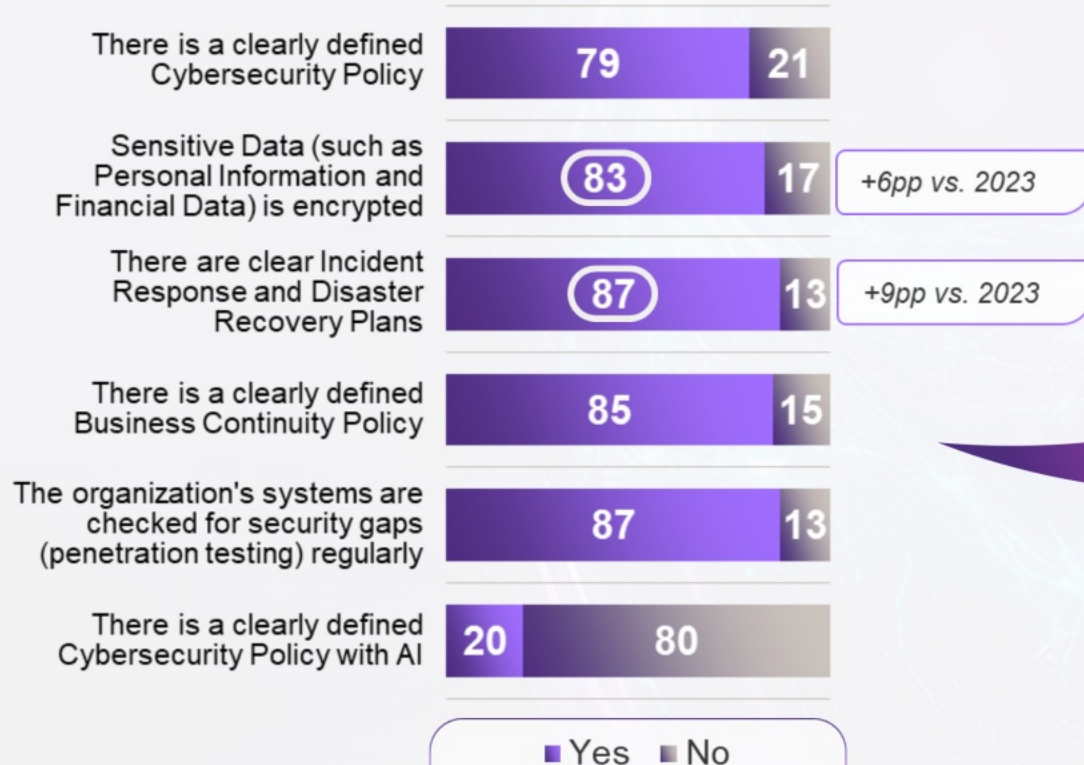
2024 2023

CyberSecurity

Increased application of safety practices, but not a universal business practice

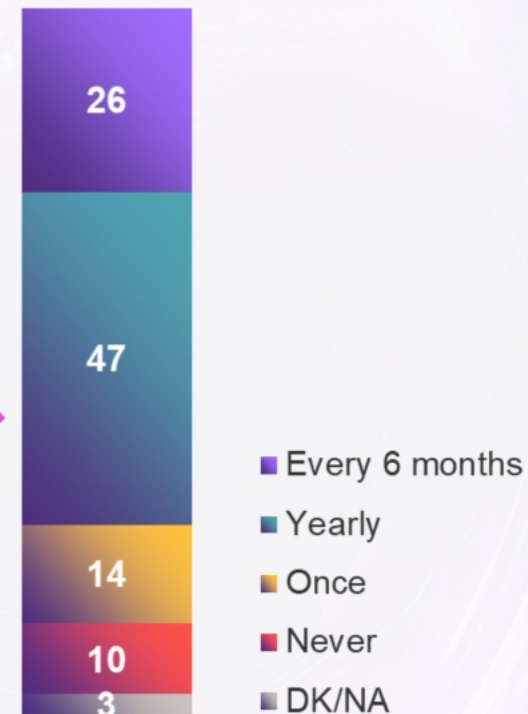
Safety practices (%)

Total (n=400)



Frequency of employees training in IT practices (%)

Total (n=400)

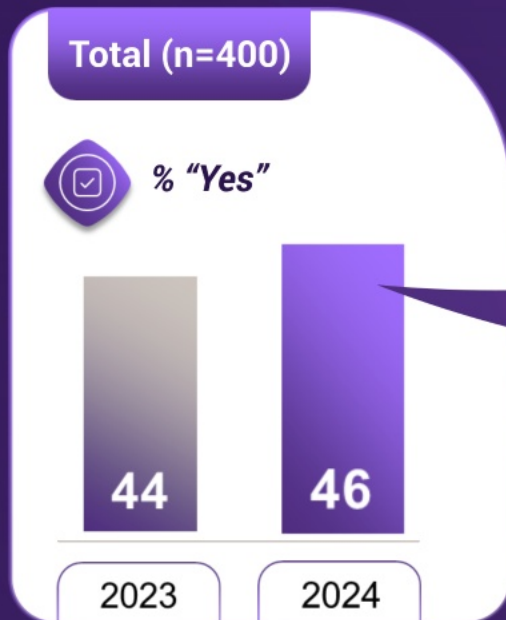


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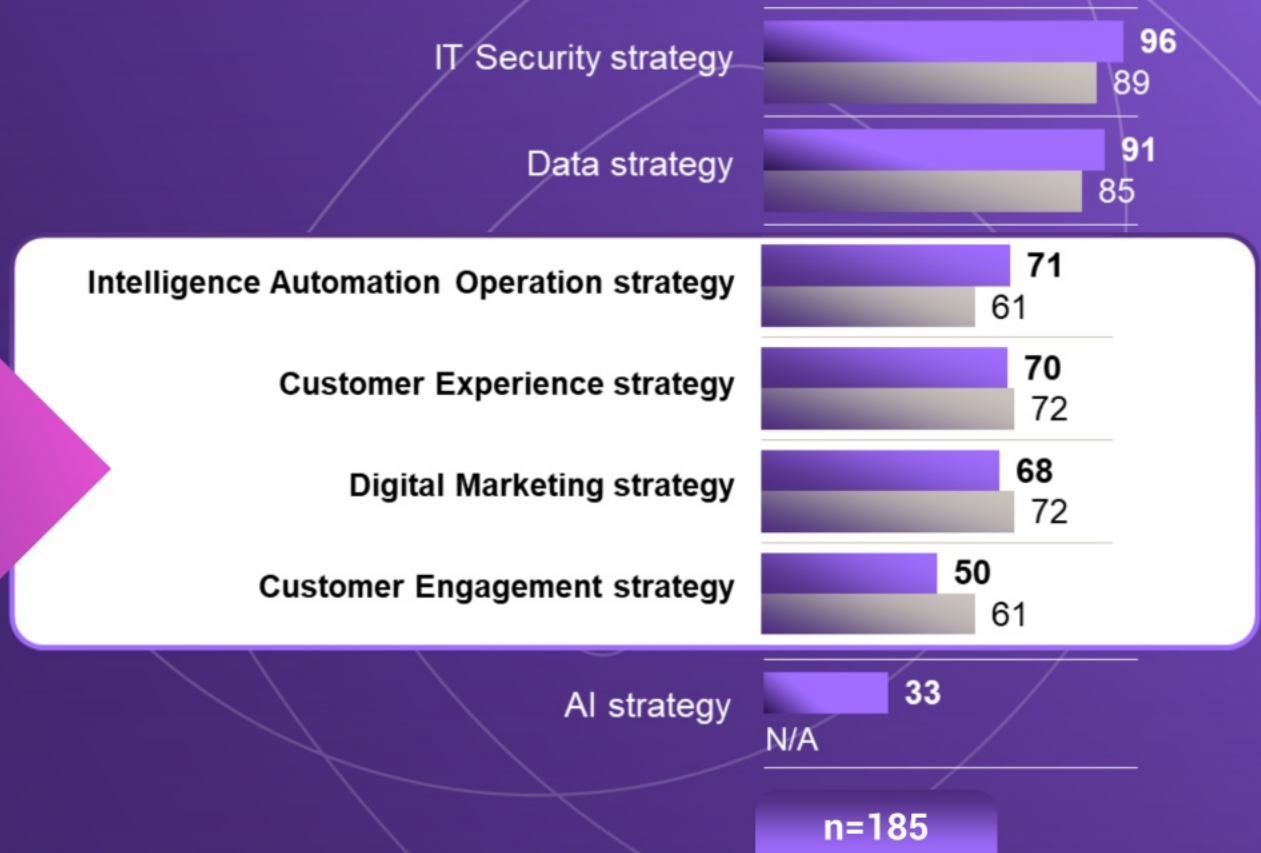
1 in 2 enterprises with a Digital Transformation strategy, but limited Business Transformation orientation (only 1 in 3)

Digital Transformation strategy (%)

> "Do you have a clearly defined Digital Transformation strategy?"

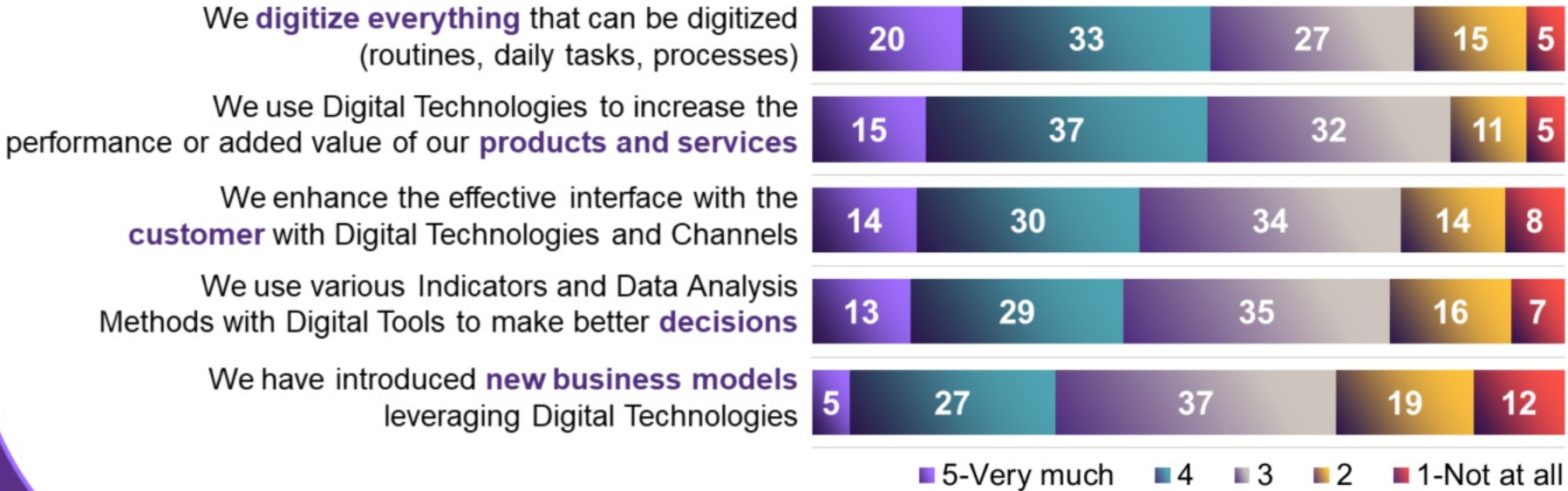


What?



Only 1 in 5 enterprises have an integrated Digital Transformation strategy with strategic business benefits

Evaluation of Digital Transformation (%)



2%

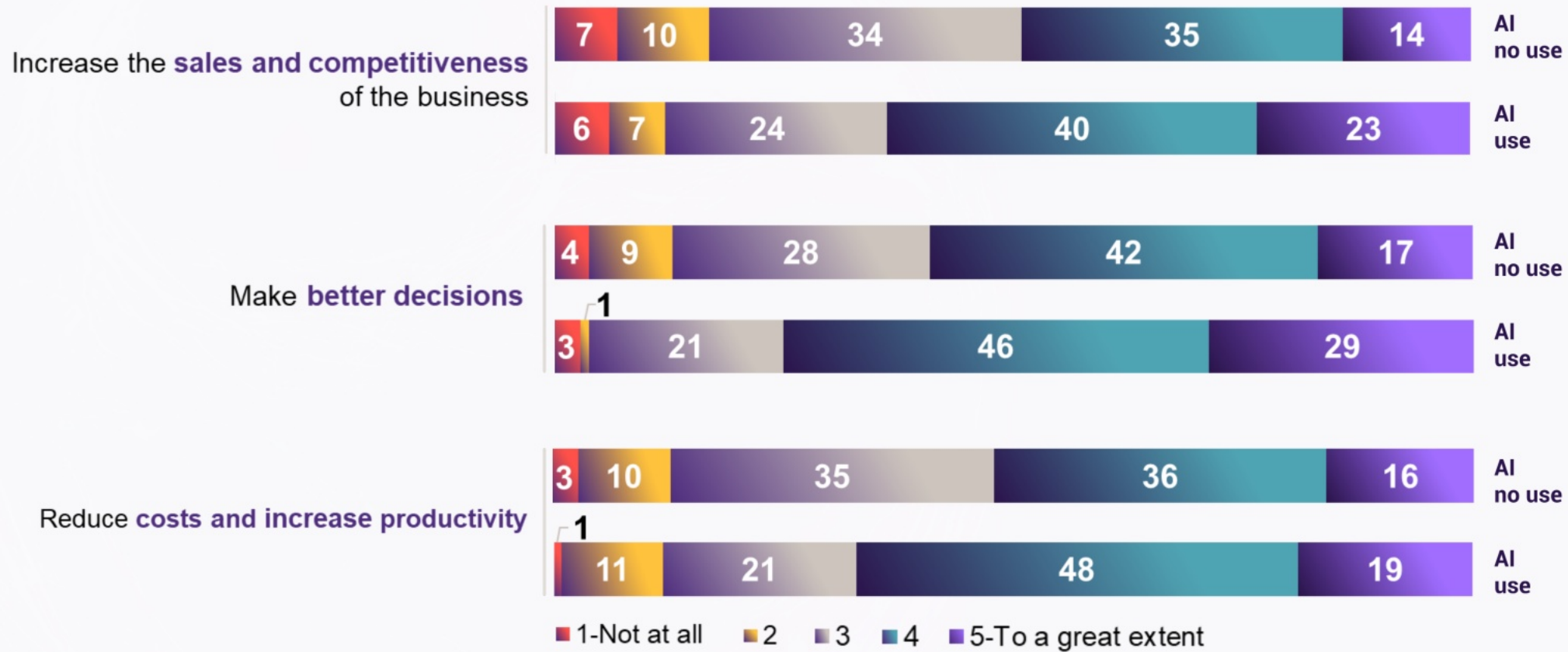
at full-scale Business Transformation with IT

AI-adopting enterprises report higher benefits from IT

Benefits of digital technology (%)

Companies that do not use AI (n=320)

Companies that use AI (n=80)

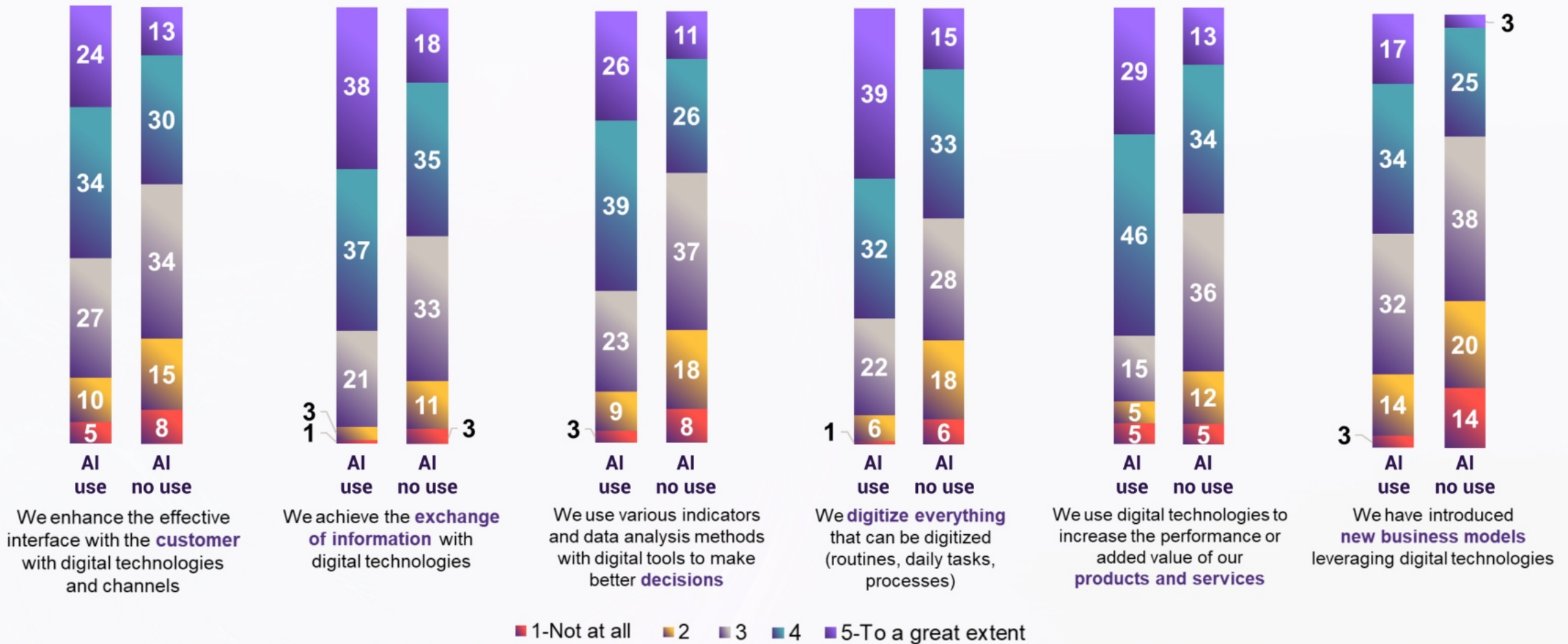


AI-adopting enterprises are ahead on Digital Transformation

Evaluation of Digital Transformation (%)

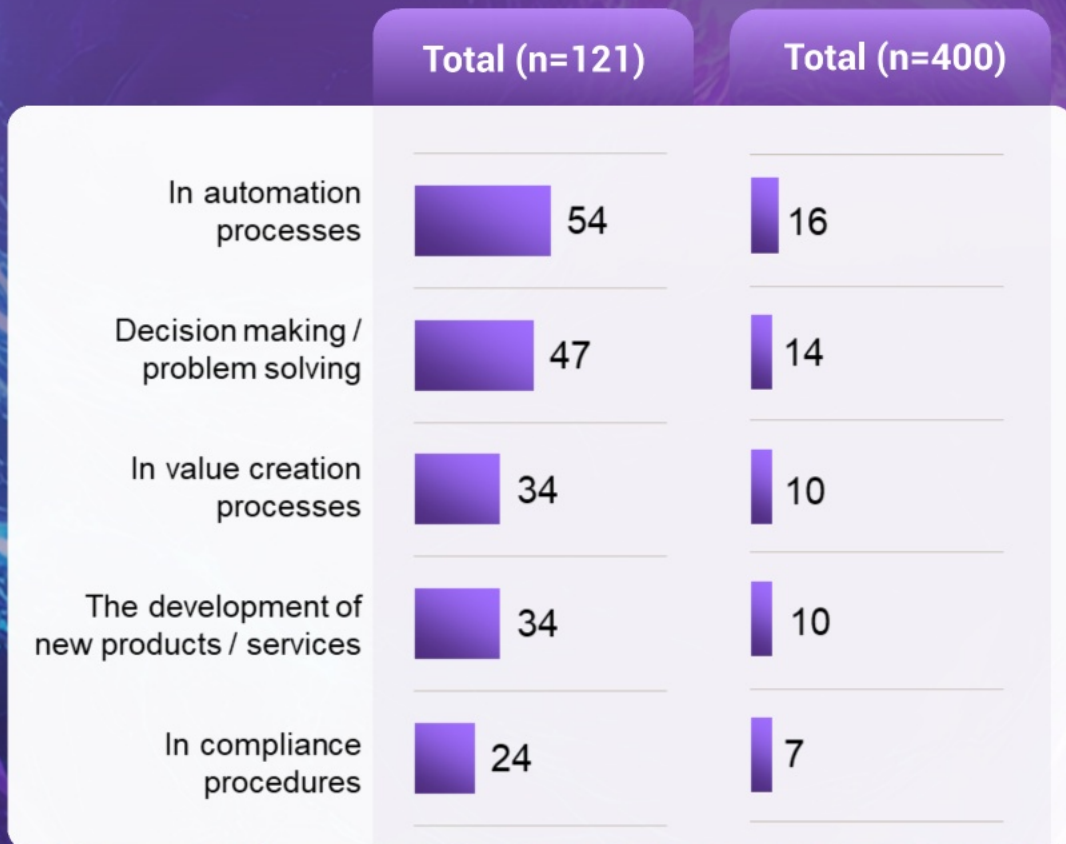
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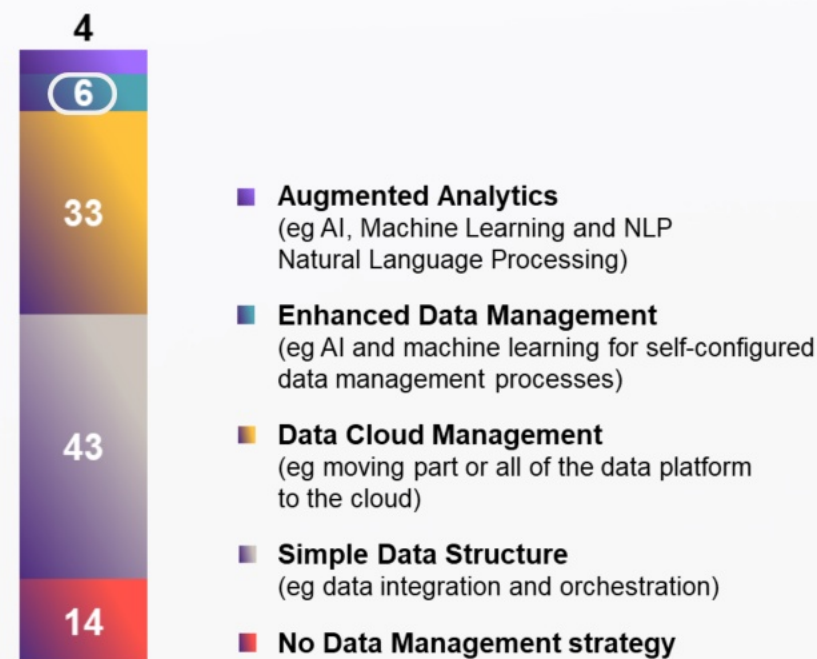
30% have an AI usage plan → 10% have a Data Management Infrastructure for fruitful AI Implementation

AI usage plans (%)



Data management strategies to collect and store data (%)

Total (n=400)



Overcoming the Artificial Intelligence Bottleneck

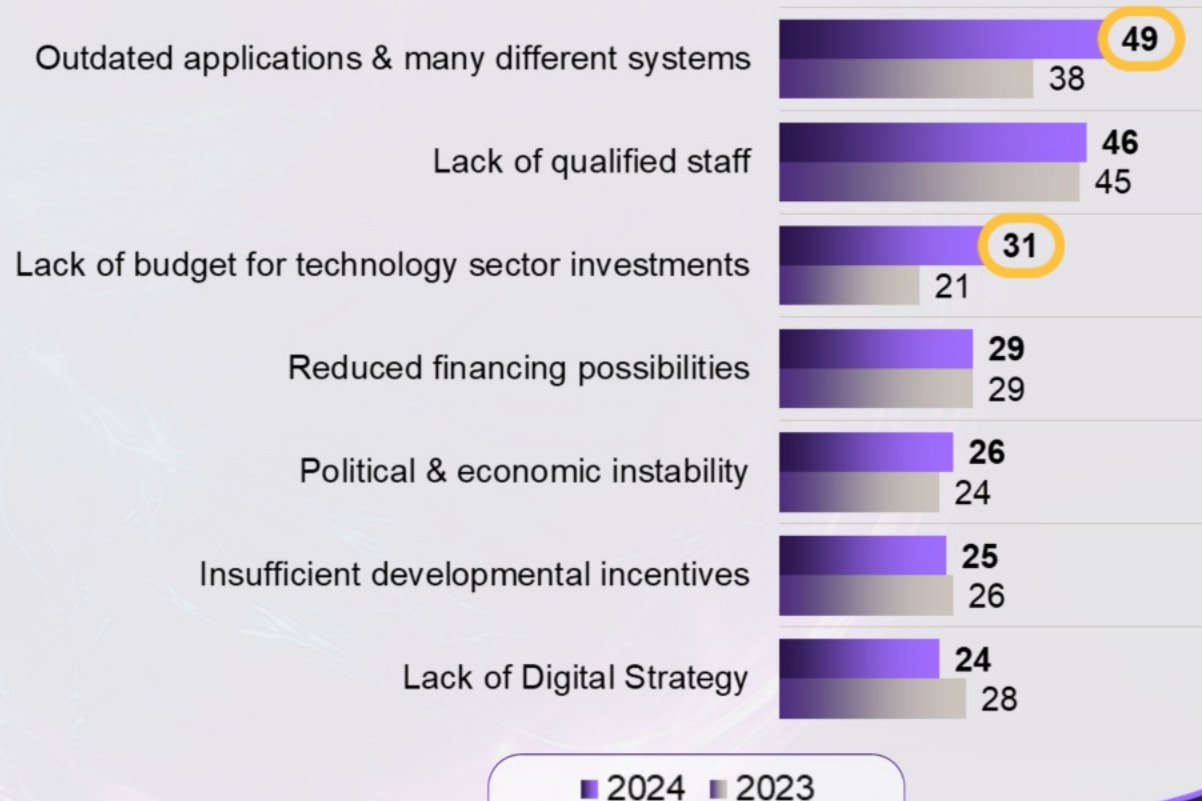


Biggest Digital Transformation Challenges

Technological Debt, Skills, Financing

Biggest digital transformation challenges (%)

Total (n=400)



Discrepancy between high needs of IT investments Vs low budgets and management accountability

Departments estimated to require technological investments (next 3 years) (%)

Total (n=400)



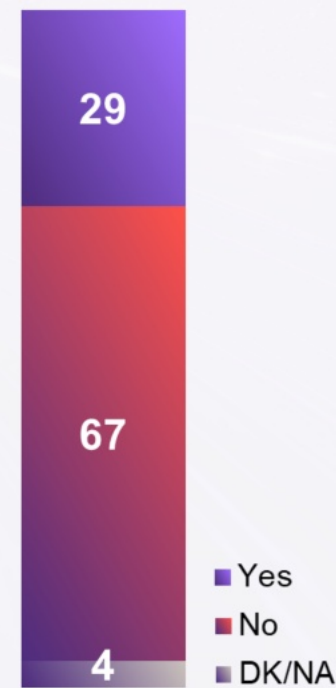
But

Estimated future investment (next 3 years) (%)



Usage of Technology Investment KPIs (%)

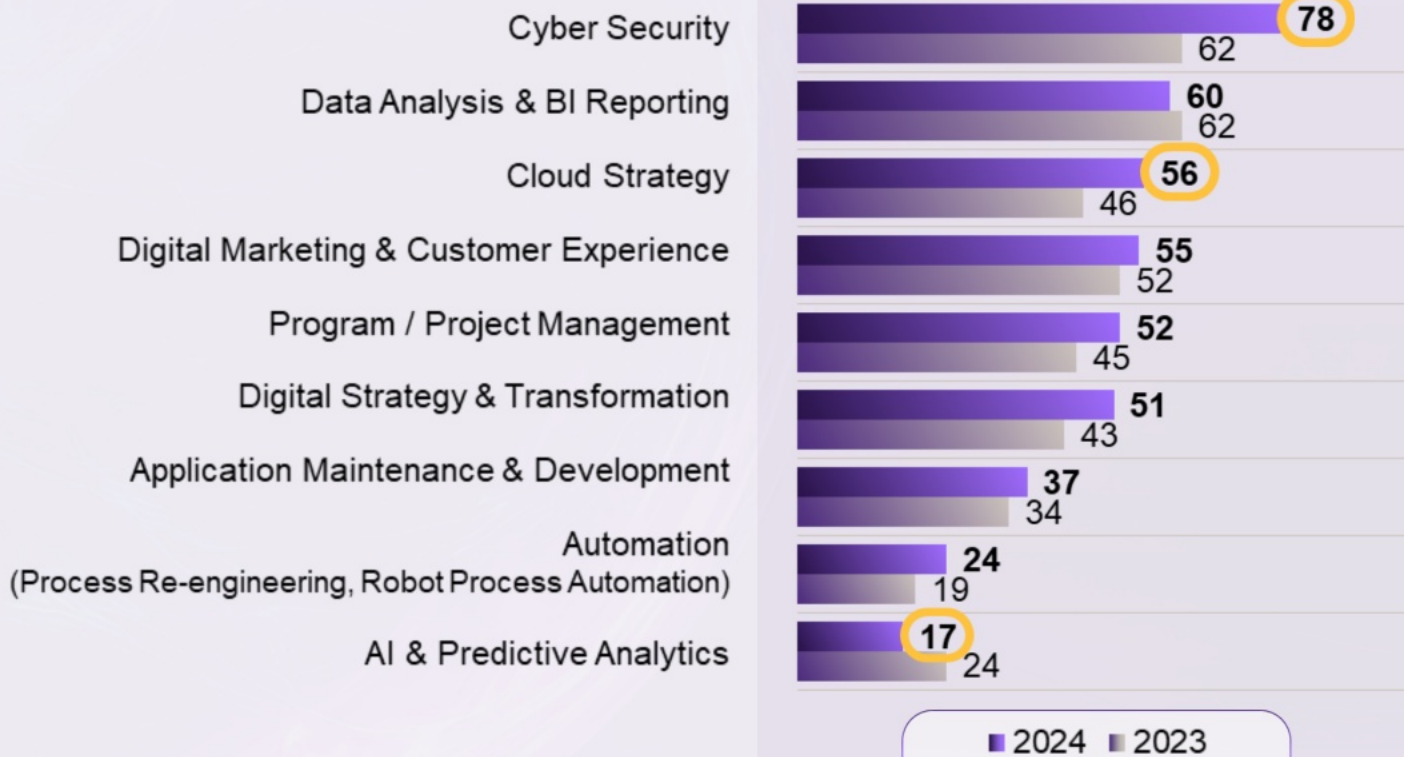
Total (n=400)



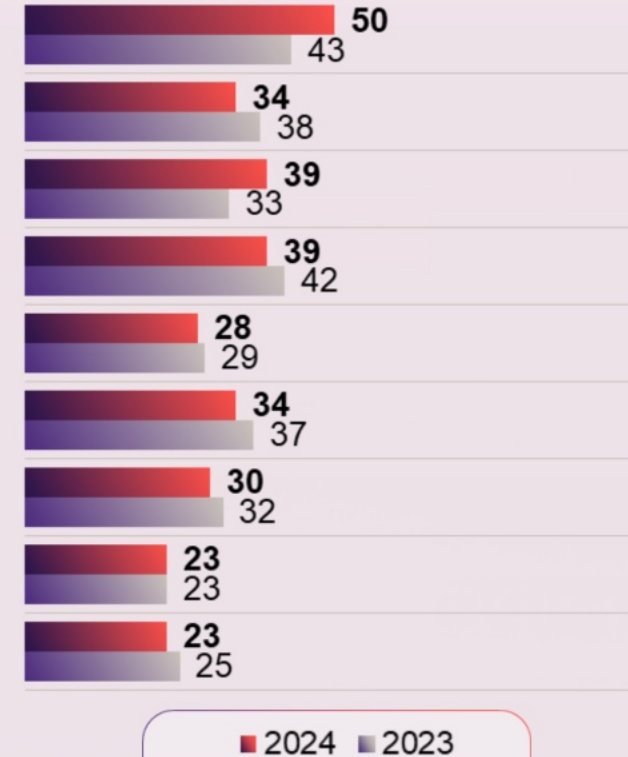
Seek outsourcing assistance in technical and business matters

Digital resources and skills allocation (%)

Currently have digital resources and skills allocated



Areas intended to seek help for, from outside sources (next 12 months)



Technology and Beyond

Top Management Priorities



Information Systems

Focus on utilization



Digital Channels

Transactions than promotions



Cybersecurity

A wide-enterprise approach



Data Analytics

From effectiveness to revenue generation



Artificial Intelligence

From experimentation through automation to value creation



Digital Transformation

Focus on business transformation



IT Investments

High priority and accountability



Digital Resources

Seek outside assistance



“The best way to predict the future is to **invent it.**”

Alan Kay



FUTURE
UNFOLD

 Grant Thornton