ABBYY

STATE **OF INTELLIGENT AUTOMATION REPORT** | AUGUST 2024

AI Trust Barometer

Introduction

The proliferation of AI use continues to grow ever more prevalent throughout multiple parts of global organizations, but how do business leaders actually feel about it?

ABBYY commissioned research to gauge current levels of trust among global IT leaders and decision-makers in AI, conducted by Opinium Research in June 2024.

As part of the study, ABBYY took the pulse of factors influencing adoption, concerns, and perceptions regarding the implementation of AI technologies.

The sample includes 1,200 IT leaders and decision makers from 20 industries including financial services, IT, healthcare and transportation & logistics across the US, UK, Germany, France, Australia and Singapore.

Table of Contents

ABBYY

ABBYY

Key Findings

FOMO a key driver for AI uptake

63% of global IT leaders worried their company will fall behind if they don't adopt AI

Companies already significantly investing in AI

FOMO has meant AI investment in the last year averaged $650,000 per business in the US

AI investment to rise

96% plan to increase AI investment in the next year. Of these, 40% plan to raise their budget by as much as 30%
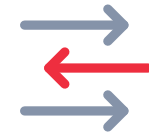
Trust in AI tools is high

84% trust AI tools in general; small language models (SLMs) and purpose-built AI are the most trusted, at 90%

Misuse tops AI concerns

Potential misuse by staff is the biggest concern (35%) when implementing AI, surpassing worries about costs (33%)

Cybersecurity and data breaches key cause of mistrust

Only 14% do not trust AI, with top fear (47%) being cybersecurity and data breaches while 38% are concerned about accuracy in analysis of AI models

High confidence in compliance

91% are confident their company complies with government AI regulation. But only 56% of organizations have their own policies in place

Responsible AI boosts confidence

50% say a responsible AI policy and 48% say software tools for compliance monitoring boost their confidence in AI

Customer expectation driving AI adoption

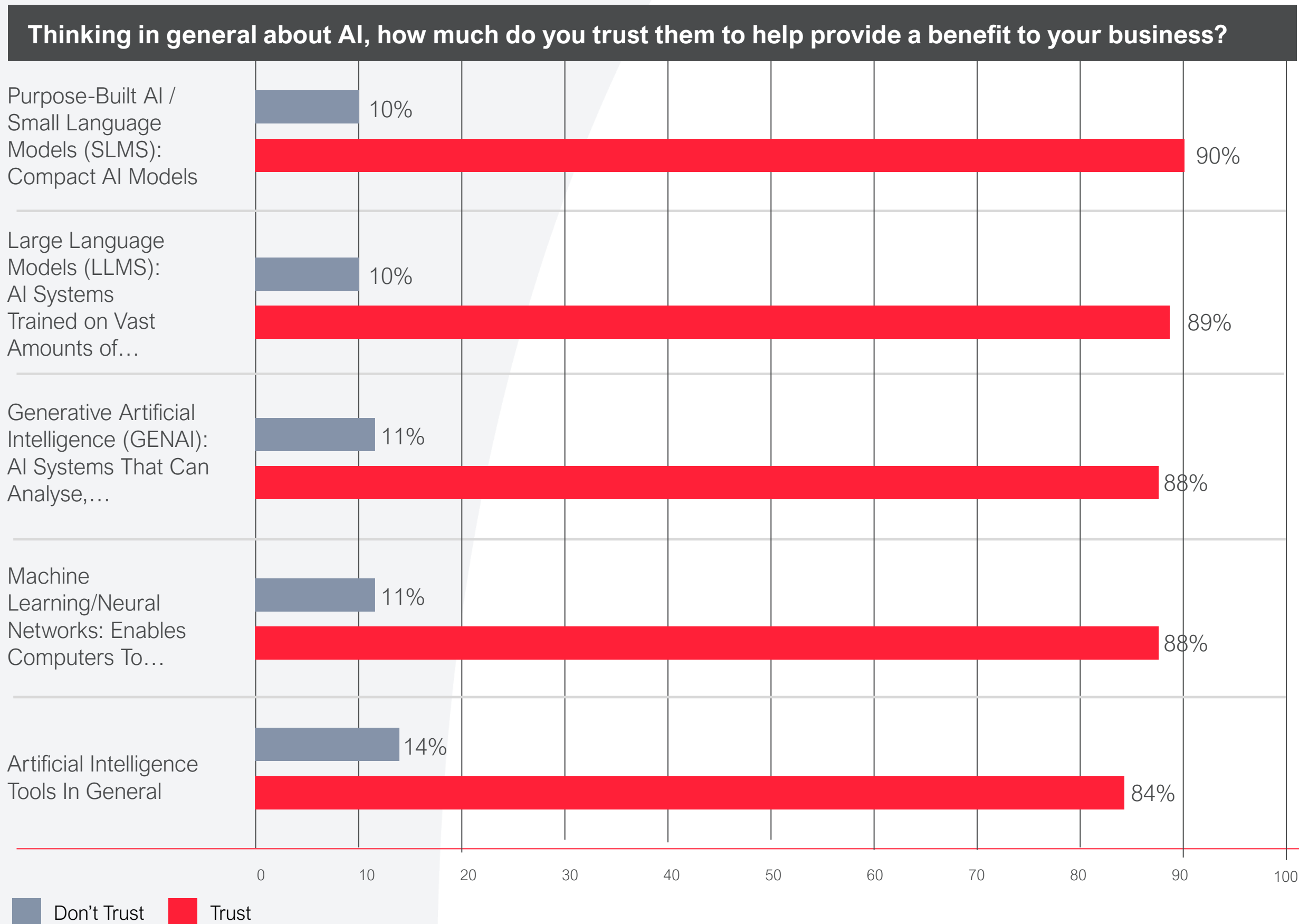55% acknowledged that customer expectation is a key driver for AI adoption

ABBYY

Response Analysis

AI is trusted to benefit organizations

There is a high level of trust in AI tools among IT leaders – particularly in Small Language Models - driven by its potential to significantly benefit businesses through increased efficiency, enhanced decision making or improved customer experience.

Thinking in general about AI, how much do you trust them to help provide a benefit to your business?

Category	Don't Trust	Trust
Purpose-Built AI / Small Language Models (SLMS): Compact AI Models	10%	90%
Large Language Models (LLMS): AI Systems Trained on Vast Amounts of…	10%	89%
Generative Artificial Intelligence (GENAI): AI Systems That Can Analyse,…	11%	88%
Machine Learning/Neural Networks: Enables Computers To…	11%	88%
Artificial Intelligence Tools In General	14%	84%

■ Don't Trust ■ Trust

84% respondents trust AI in general, with trust in Small Language Models (SLMs) the highest when compared with other types of AI, at 90%.

Australia reports the highest trust levels in SLMs (95%), followed by Germany (93%).

However, France displays lower levels of trust compared to other regions, as just 80% of IT leaders trust SLMs, and 84% trust LLMs.

The manufacturing sector exhibits highest trust in SLMs at 92%, closely followed by financial services and IT at 91%.

ABBYY

*GLOBAL RESULTS

Top concerns for organizations distrusting AI

Among those who do not trust AI to provide business benefits, common concerns across all regions include cybersecurity, data breaches, and the reliability and accuracy of the data.

You said you do not completely trust AI to provide a benefit to your business. Why is this?

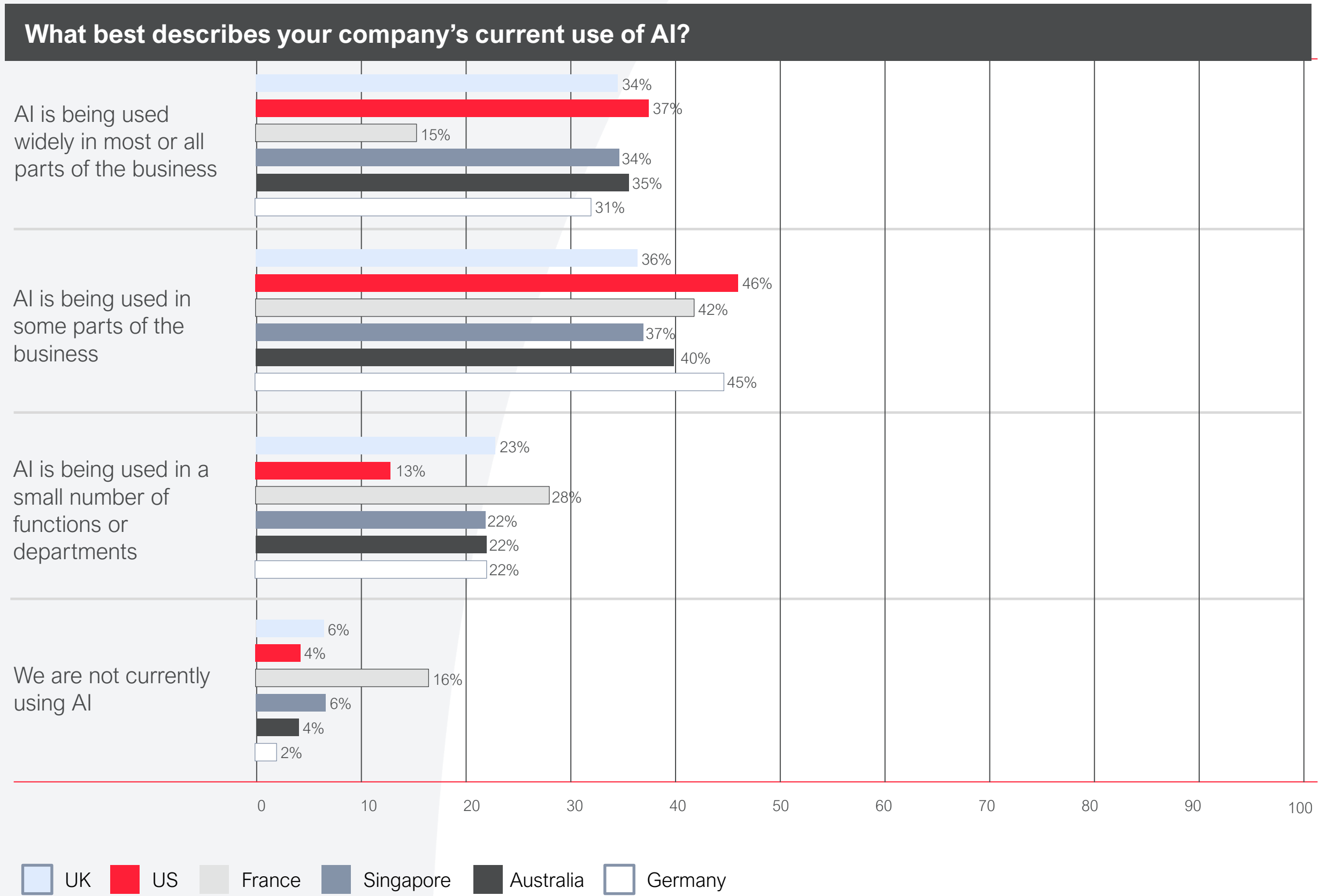| Concern	Percentage
Cybersecurity and Data Breaches	47%
Reliability and Accuracy of Data	46%
Accuracy in Interpretation and Analysis	38%
AI Bias and Fairness	36%
Safeguarding Sensitive Data and Maintaining Data Privacy	36%
Concerns Over Transparency	34%
Compliance with Regulations and Standards	33%
Social Manipulation	30%
Job Losses/Displacement	25%

Among those respondents that don't trust AI, the most common concern is cybersecurity and data breaches (47%), followed by reliability and accuracy of data (46%).

The least significant issue cited was job displacement related to AI, at only 25%.

In Singapore, both cybersecurity and data breaches (41%) and data reliability and accuracy (37%) are chief concerns.

ABBYY

*GLOBAL RESULTS

Current uses for AI in organizations

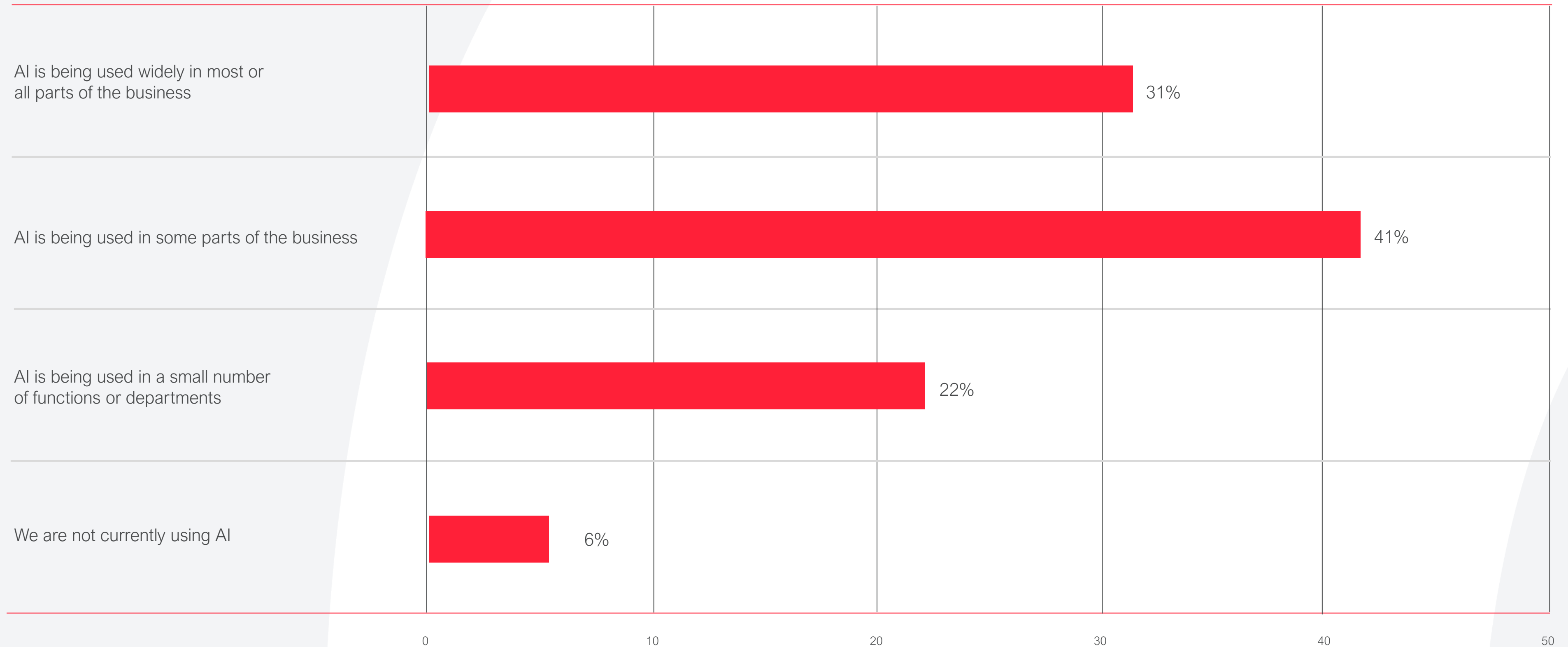AI use is widespread among organizations and industries; however, France reports the lowest use at on 15%.

What best describes your company's current use of AI?

AI is being used widely in most or all parts of the business
- UK: 34%
- US: 37%
- France: 15%
- Singapore: 34%
- Australia: 35%
- Germany: 31%

AI is being used in some parts of the business
- UK: 36%
- US: 46%
- France: 42%
- Singapore: 37%
- Australia: 40%
- Germany: 45%

AI is being used in a small number of functions or departments
- UK: 23%
- US: 13%
- France: 28%
- Singapore: 22%
- Australia: 22%
- Germany: 22%

We are not currently using AI
- UK: 6%
- US: 4%
- France: 16%
- Singapore: 6%
- Australia: 4%
- Germany: 2%

Legend: UK, US, France, Singapore, Australia, Germany

Globally, the vast majority (94%) of respondents use AI in their company.

Across all regions 31% of businesses use AI widely, except in France where only 15% do.

IT is the leading sector for extensive AI use with 39% using AI widely across all parts of their business.
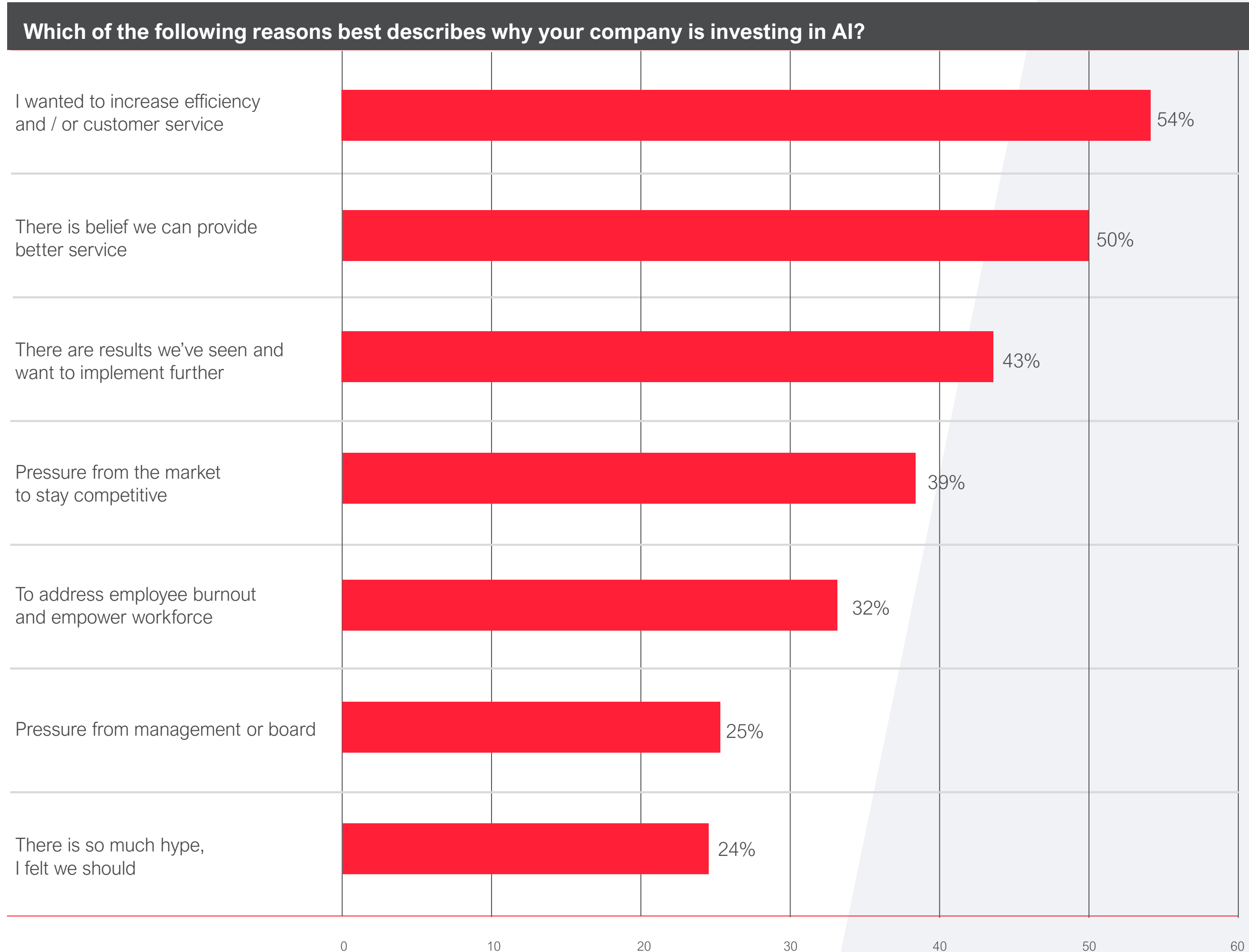
This is closely followed by 35% of financial services businesses using AI widely across all parts of their business.

ABBYY

Which of the following best describes your company's current use of AI?

AI is being used widely in most or all parts of the business	31%
AI is being used in some parts of the business	41%
AI is being used in a small number of functions or departments	22%
We are not currently using AI	6%

ABBYY

Reasons for investing in AI

AI is increasingly recognized by IT leaders across the globe as crucial for enhancing organizational efficiency and customer service.

Which of the following reasons best describes why your company is investing in AI?

Reason	Percentage
I wanted to increase efficiency and / or customer service	54%
There is belief we can provide better service	50%
There are results we've seen and want to implement further	43%
Pressure from the market to stay competitive	39%
To address employee burnout and empower workforce	32%
Pressure from management or board	25%
There is so much hype, I felt we should	24%

Over half (54%) of IT leaders view AI as pivotal for enhancing efficiency and customer service within their organizations. Customer service is also the area that AI is currently being used the most, at 49%.
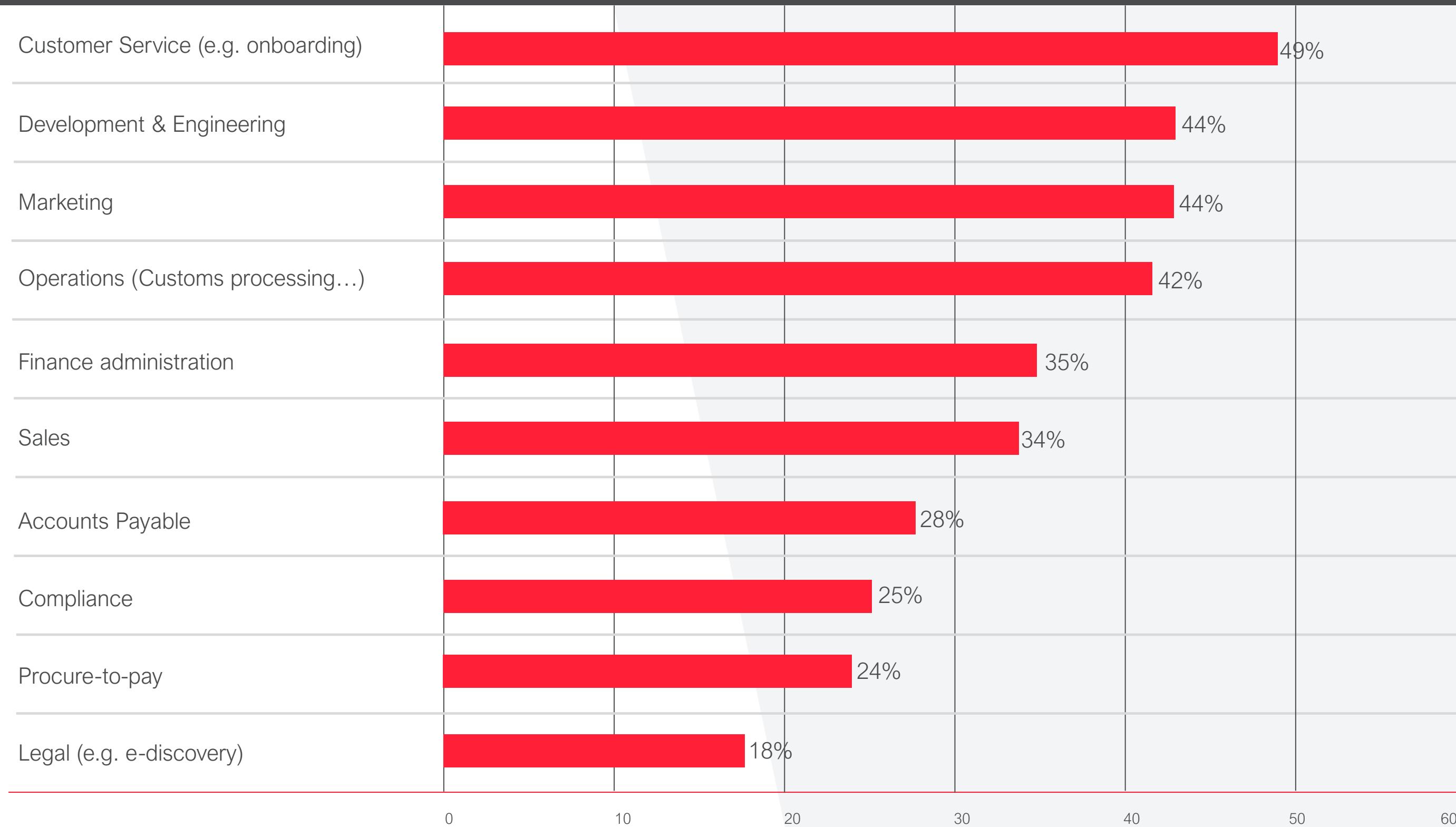
The 'hype' was low on the list of reasons for investing in AI, at 24% globally.

In Australia, 42% of respondents report using AI to address employee burnout, compared with just 26% in France and 24% in Germany.

ABBYY

*GLOBAL RESULTS

AI is used across several departments

Organizations are using AI across their business, from customer service to development and engineering, to marketing, operations, and accounts payable.

Which departments or business functions of your company are currently using AI?

Department	Percentage
Customer Service (e.g. onboarding)	49%
Development & Engineering	44%
Marketing	44%
Operations (Customs processing…)	42%
Finance administration	35%
Sales	34%
Accounts Payable	28%
Compliance	25%
Procure-to-pay	24%
Legal (e.g. e-discovery)	18%

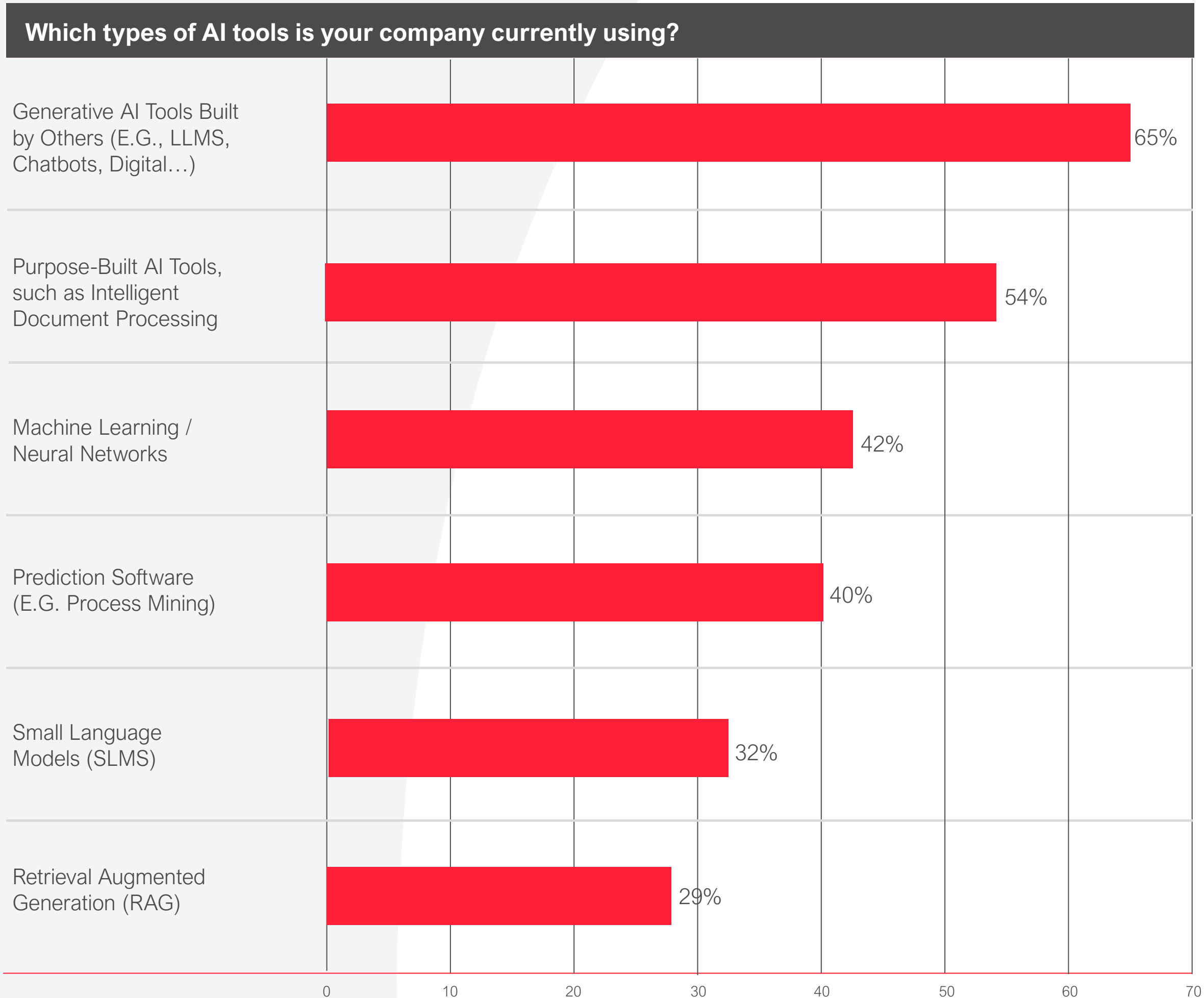**Almost half (49%) of global respondents use AI in their customer service function.**

In the UK, 56% of respondents use AI for customer service, the highest proportion, followed by the US at 54%.

AI is also being utilized in development and engineering departments, with 44% of respondents globally indicating its use. The US is the top region for AI use in this function, at 57%.

Globally, marketing (44%) and operations (42%) are the next most common departments utilizing AI.

ABBYY

*GLOBAL RESULTS

Organizations are using several types of AI tools

Generative AI is used most widely across the globe, while use of small language models (SLMs) and retrieval-augmented generation (RAG) is emerging.

Which types of AI tools is your company currently using?

Type	Percentage
Generative AI Tools Built by Others (E.G., LLMS, Chatbots, Digital…)	65%
Purpose-Built AI Tools, such as Intelligent Document Processing	54%
Machine Learning / Neural Networks	42%
Prediction Software (E.G. Process Mining)	40%
Small Language Models (SLMS)	32%
Retrieval Augmented Generation (RAG)	29%

Globally, 65% respondents use generative AI tools built by others (e.g., LLMs, chatbots, digital assistants, ChatGPT). This is led in the UK at 77%, while Singapore lags at 51%.
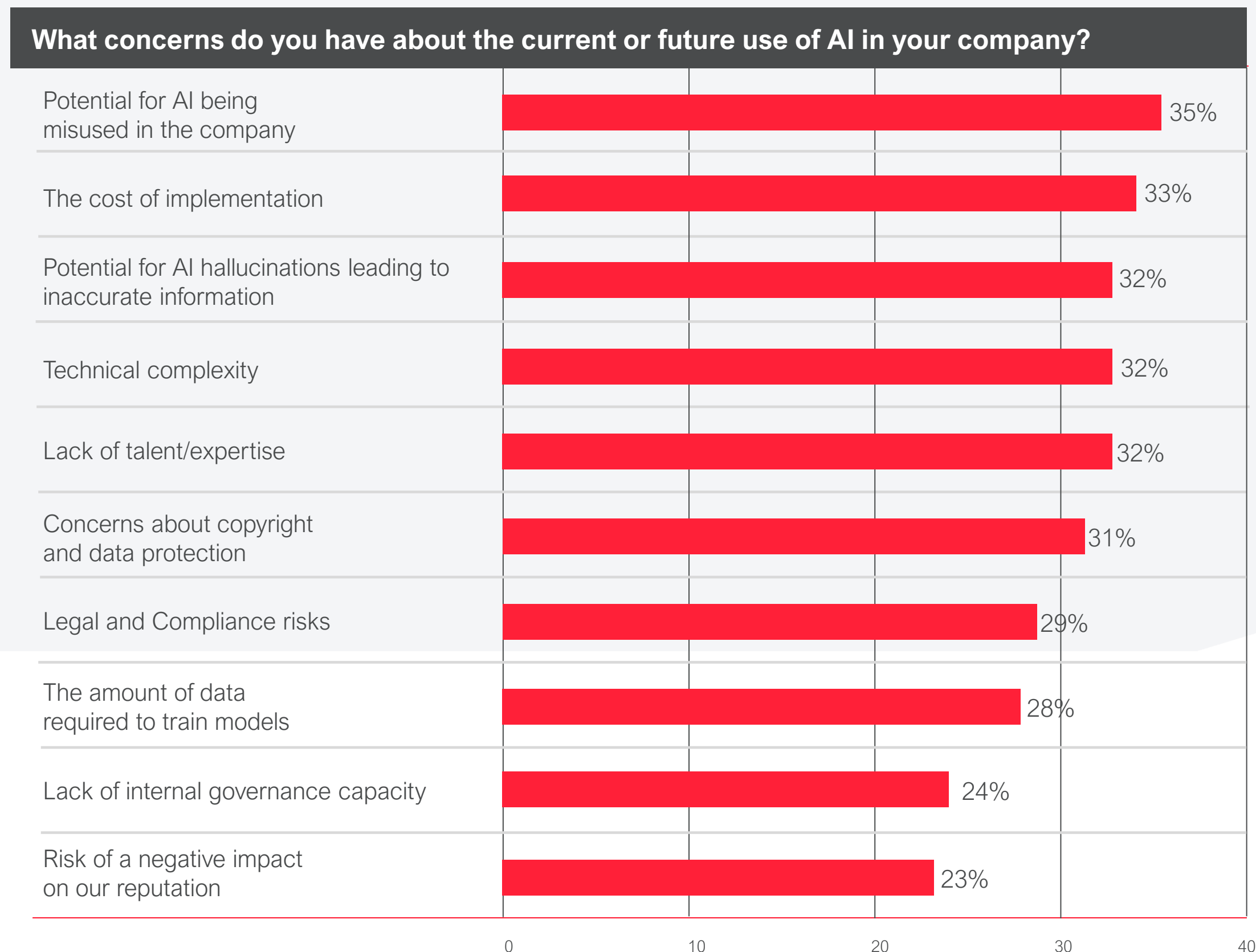
Globally, more than half (54%) of respondents use purpose-built AI tools such as Intelligent Document Processing (IDP). The US has the highest adoption rate (63%), followed by Germany (58%).

SLMs are most used in the US (39%) and Singapore (37%), and least in France (27%).

However, RAG is most used in Singapore (41%) and Australia (38%) with limited use by respondents in France (17%) and Germany (19%).

ABBYY

*GLOBAL RESULTS

There are varied concerns about the current and future use of AI

Rather than a lack of trust in the technology, the primary concern for IT leaders implementing AI was potential misuse by staff.

What concerns do you have about the current or future use of AI in your company?

Concern	Percentage
Potential for AI being misused in the company	35%
The cost of implementation	33%
Potential for AI hallucinations leading to inaccurate information	32%
Technical complexity	32%
Lack of talent/expertise	32%
Concerns about copyright and data protection	31%
Legal and Compliance risks	29%
The amount of data required to train models	28%
Lack of internal governance capacity	24%
Risk of a negative impact on our reputation	23%

More than a third (35%) of IT leaders are concerned about staff misusing AI.

This surpasses concerns about implementation costs (33%), AI hallucinations and lack of expertise (both 32%), and compliance risks (29%).

The healthcare sector was the most concerned about staff misuse, at 48%.
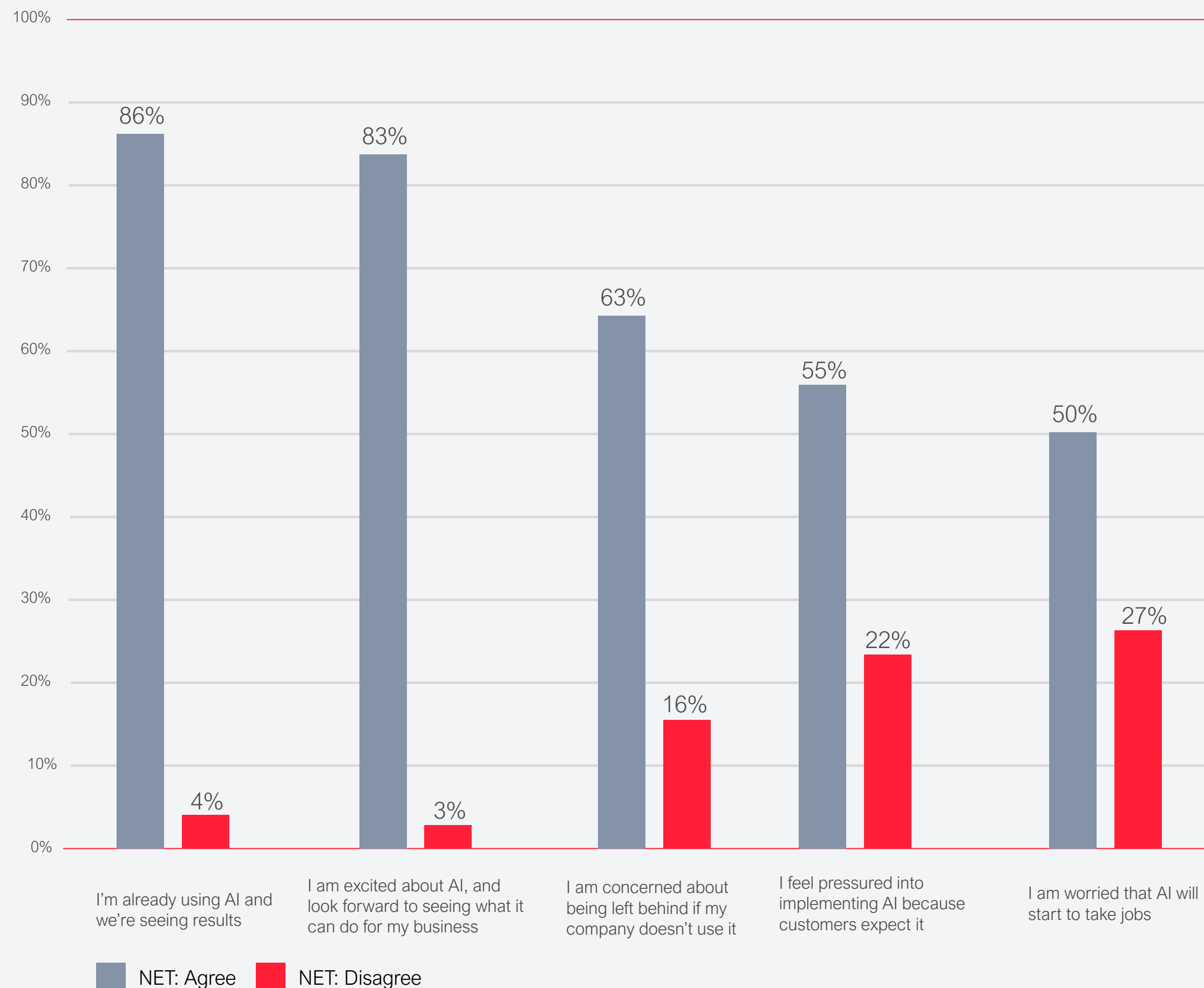
The countries most concerned about employees misusing AI are US, France, and Germany, with 38% of respondents agreeing at each.

The lack of internal governance capacity was most concerning to respondents in the US and Australia (30% each), but is less of a concern in France at 16%.

ABBYY

There is general excitement about what AI will do

Companies are already seeing positive results brought on by AI use, but implementation results vary from FOMO (concerns of being left behind).

To what extent do you agree or disagree with the following statements?

Chart data:

Statement	NET: Agree	NET: Disagree
I'm already using AI and we're seeing results	86%	4%
I am excited about AI, and look forward to seeing what it can do for my business	83%	3%
I am concerned about being left behind if my company doesn't use it	63%	16%
I feel pressured into implementing AI because customers expect it	55%	22%
I am worried that AI will start to take jobs	50%	27%

■ NET: Agree ■ NET: Disagree

*GLOBAL RESULTS

Over 8 in 10 (83%) respondents expressed excitement about the benefits AI could bring to their companies.

The majority (86%) of those already using AI said they are seeing results, rising to 92% among respondents in the US.

Financial services, healthcare, IT, manufacturing and transport and logistics are the sectors already seeing results from AI use.

However, 63% are concerned about being left behind if their company did not adopt AI. This was even more pronounced in Australia (73%).

Over half (55%) of the respondents feel pressured to adopt AI due to customer expectation. This was particularly significant in Australia (68%) and Singapore (63%).

ABBYY

Majority adhere to government regulations around the use of AI

IT leaders are confident their companies are following government AI regulations and reflect a proactive approach to AI governance.

How confident do you feel your company is following all government regulations around the use of AI tools?

8%

91%

■ NET: Confident   ■ NET: Not Confident
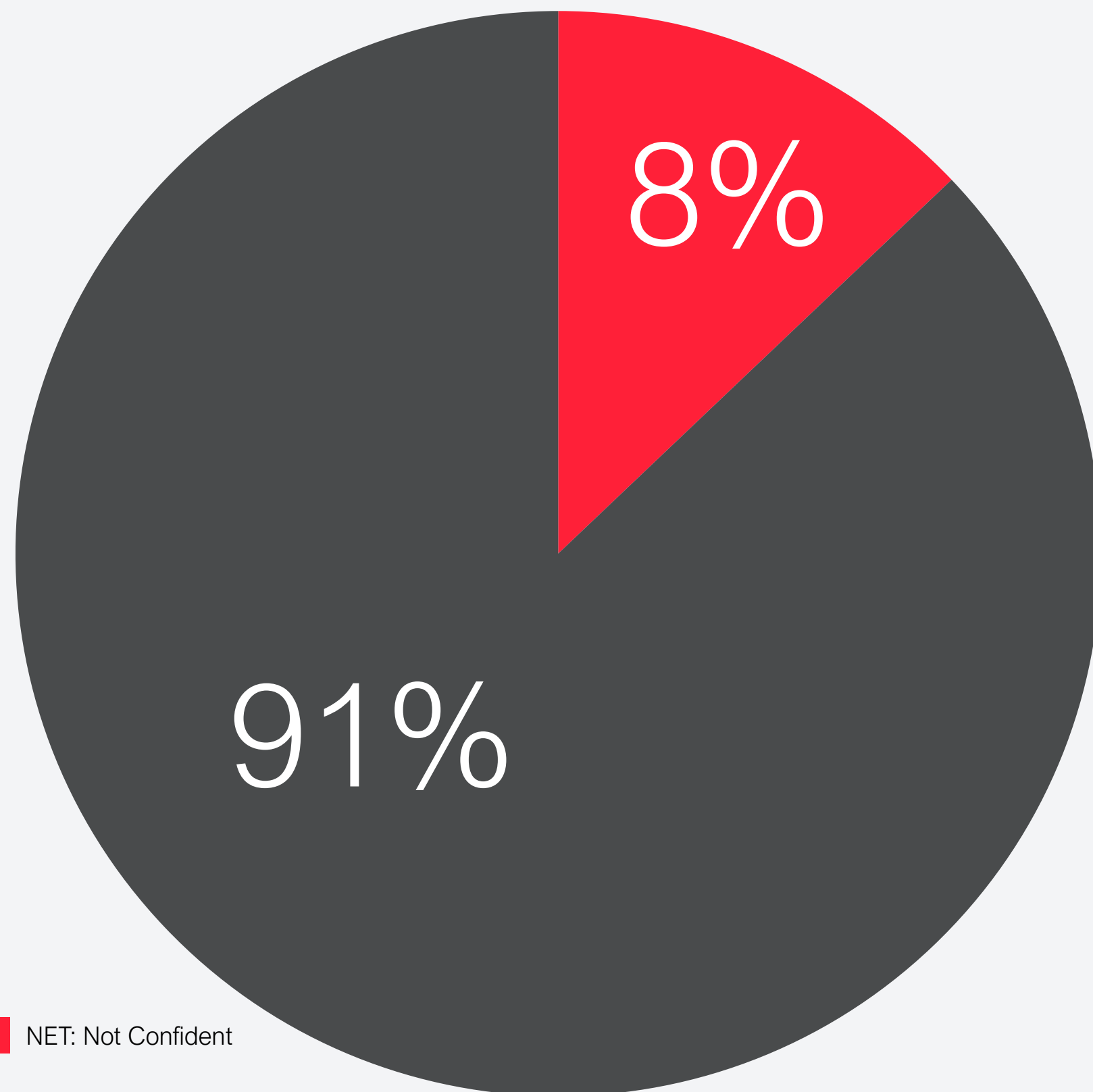
An overwhelming majority (91%) say they feel confident their company is following all government regulations around the use of AI.

Singapore and the US reflect the highest confidence, at 97% and 96% respectively. Confidence in following regulations dipped to 81% in France.

The financial services and healthcare sector feel the most confident thet their company is regulating AI, both at 95%.

ABBYY

*GLOBAL RESULTS

Companies are proactive with the responsible use of AI

Responsible use of AI is important to the majority of companies, with IT leaders taking steps to ensure there are policies in place to regulate AI .

What steps is your company taking to ensure AI is being used responsibly?

Category	Value
We have policies in place that our product, security, and/or compliance teams adhere to	56%
I am educating myself and my team about the guidelines	43%
We are seeking guidance from a third party (consultant, non-profit organisation or industry association)	43%
Our company plans to implement policies soon	36%
N/A. We aren't taking any steps.	1%

More than half (56%) of respondents have their own AI policies in place.

43% of respondents are actively educating themselves and their teams about new guidelines.

43% are seeking guidance from third parties such as consultants, NFPs, or industry associations. This rises to over 50% in the US and Australia.

The countries with the highest levels of company policies in place are US (64%), UK (60%), Australia (59%).

Only 36% are still in the planning stage of setting responsible AI policies.

ABBYY

*GLOBAL RESULTS

Responsible AI use is a confidence booster

IT leaders would feel more confident in AI if steps are taken to guarantee responsible use of AI within their organization.

What would make you feel more confident about the use of AI in your company?

Knowing my company has a responsible AI policy — 50%

Having knowledge of which AI regulations the company needs to comply with — 49%

Having software tools that ensure our processes can detect and monitor AI compliance — 48%

Knowing my company proactively adheres to AI regulations — 48%

(chart x-axis: 0, 10, 20, 30, 40, 50, 60)

Half (50%) of respondents would feel more confident in AI knowing their company had a responsible policy.

For 49% of respondents, more clarity on AI regulations with would significantly boost their confidence.

48% of respondents value having software tools such as process mining to detect and monitor AI compliance within their processes; rising to 60% in the US.

Large companies (those with 2,500+ employees) valued having software tools for AI compliance the most, at 52%.

ABBYY

Future plans for AI are not clear for most

There is a strong intent across the regions to integrate purpose-built AI into organizational operational strategies, but guidance from technology partners is needed.

Which of the following best describes your company's future plans for using AI?

We have a clear and well-developed plan for the use of LLM / Gen AI	18%
We have a plan for using LLM /Gen AI but the details need to be worked out	23%
We have a clear and well-developed plan for the use of purpose-built AI	25%
We have a plan for purpose-built AI but the details need to be worked out	22%
We have an ambition but it is not developed	9%
We do not have a plan for using AI	3%

x-axis: 0, 10, 20, 30, 40, 50, 60

Only 25% of respondents have a well-developed plan for using purpose-built AI as part of their operational strategies.

Another 22% stated they have a plan for purpose-built AI, but don't have specific details yet. This rises to 23% for LLMs.

18% of respondents reported that they have a clear plan for the use of LLMs / Generative AI.

3% of respondents globally say they don't have a clear plan for AI at all. This is lowest in Singapore, at just 1%

ABBYY

Expected increase in AI usage

A large majority of respondents have already experienced positive outcomes from their AI implementation, and plan to expand

In the next 12 months, do you expect your company's use of AI tools to increase or decrease?

3%

88%
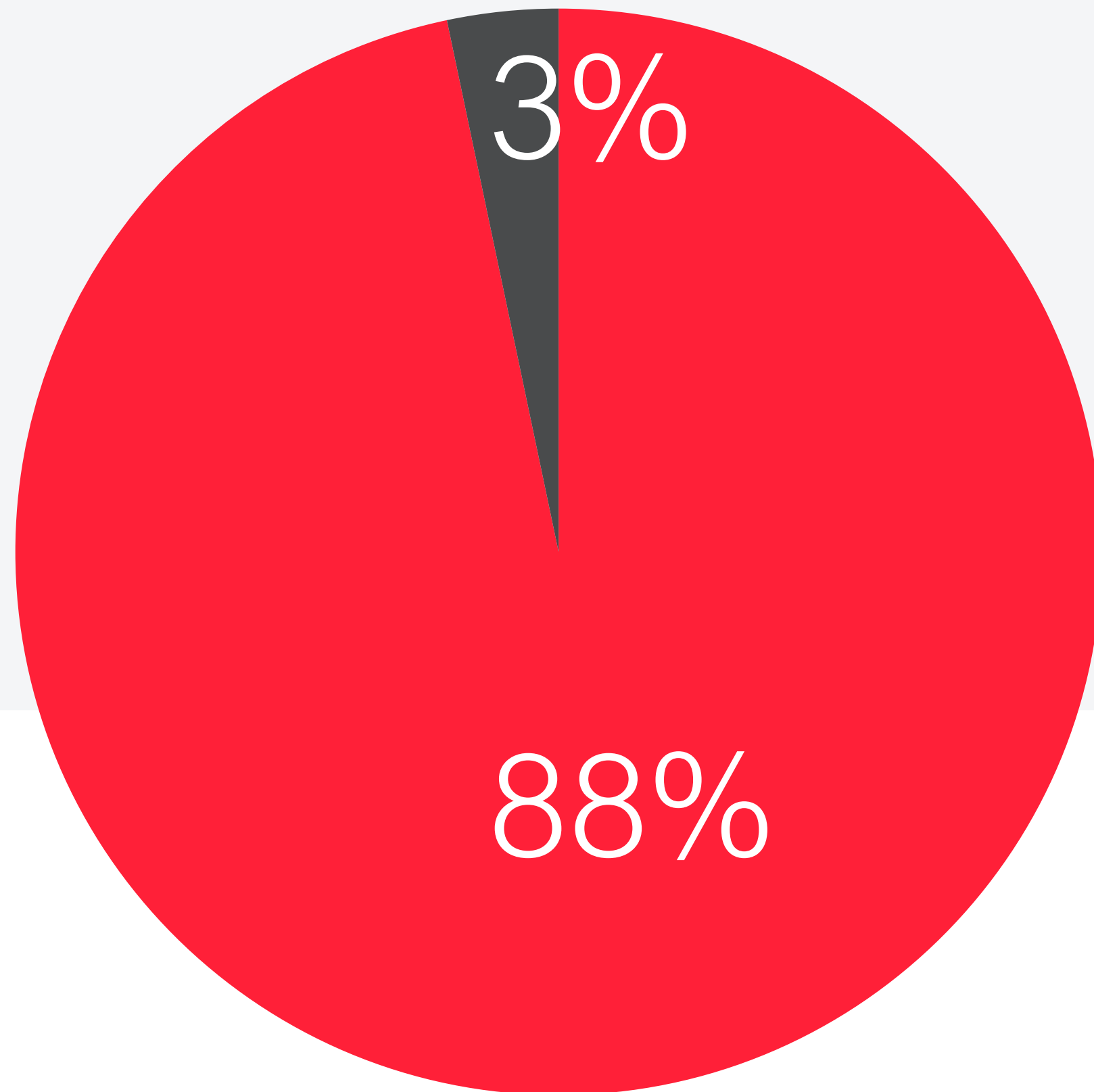
■ Decrease ■ Increase

88% of respondents globally plan to expand AI usage across their organizations.

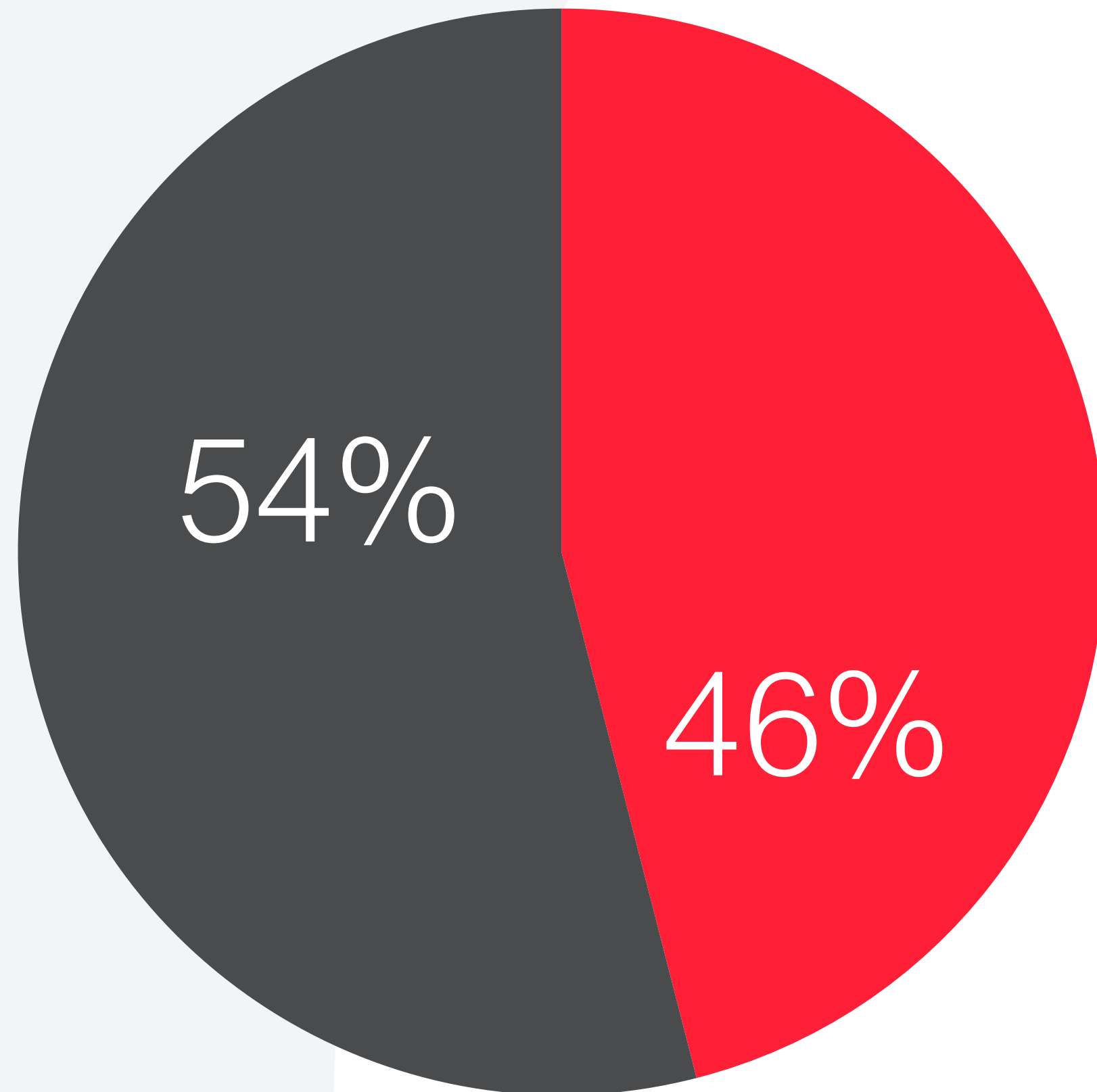**Of these, 38% said they expect to increase AI adoption by a lot, while 49% said they expect to increase it somewhat.**

Taking the lead is the UK, where 93% of respondents plan to increase AI adoption, closely followed by Australia at 90%, and the US at 89%.

The sectors leading with plans to expand AI adoption are financial services (91%) and retail and e-commerce (94%).

ABBYY

*GLOBAL RESULTS

Substantial investment in AI in the past year

Average investment into AI in the last year was highest in Singapore and Australia, with the UK and US lagging.

How much do you estimate your company has invested in AI tools in the past 12 months?

54%

46%

Australia and Singapore charged ahead with AI investment, with the average investment at $1.1 million and $1.3 million respectively in the past 12 months.

Average investment in AI was next highest in France and Germany, at approximately $922,000.

In France and Germany, financial services, IT and transport and logistics represented the sectors with the highest investment.

Meanwhile, in the UK the average investment in AI was just $733,000 and the US average investment was $650,000.

■ More than %501,000 - $1m   ■ Less than $301,000 – 500,000

ABBYY

Investment in AI will increase in 2025

Businesses expect to significantly increase their investment in AI over the next 12 months, reflecting proactivity among businesses to harness technological advancements for sustainable growth.

Do you expect your company will increase its investment in AI tools over the next twelve months?

Category	Value
Yes, Increase by more than 50%	4%
Yes, Increase by 31-50%	8%
Yes, Increase by 21-30%	18%
Yes, Increase by 16-20%	19%
Yes, Increase by 11-15%	22%
Yes, Increase by 6-10%	20%
Yes, increase by less than 5%	5%
No, It will stay the same or decrease	2%

(Chart x-axis scale: 0, 10, 20, 30, 40)
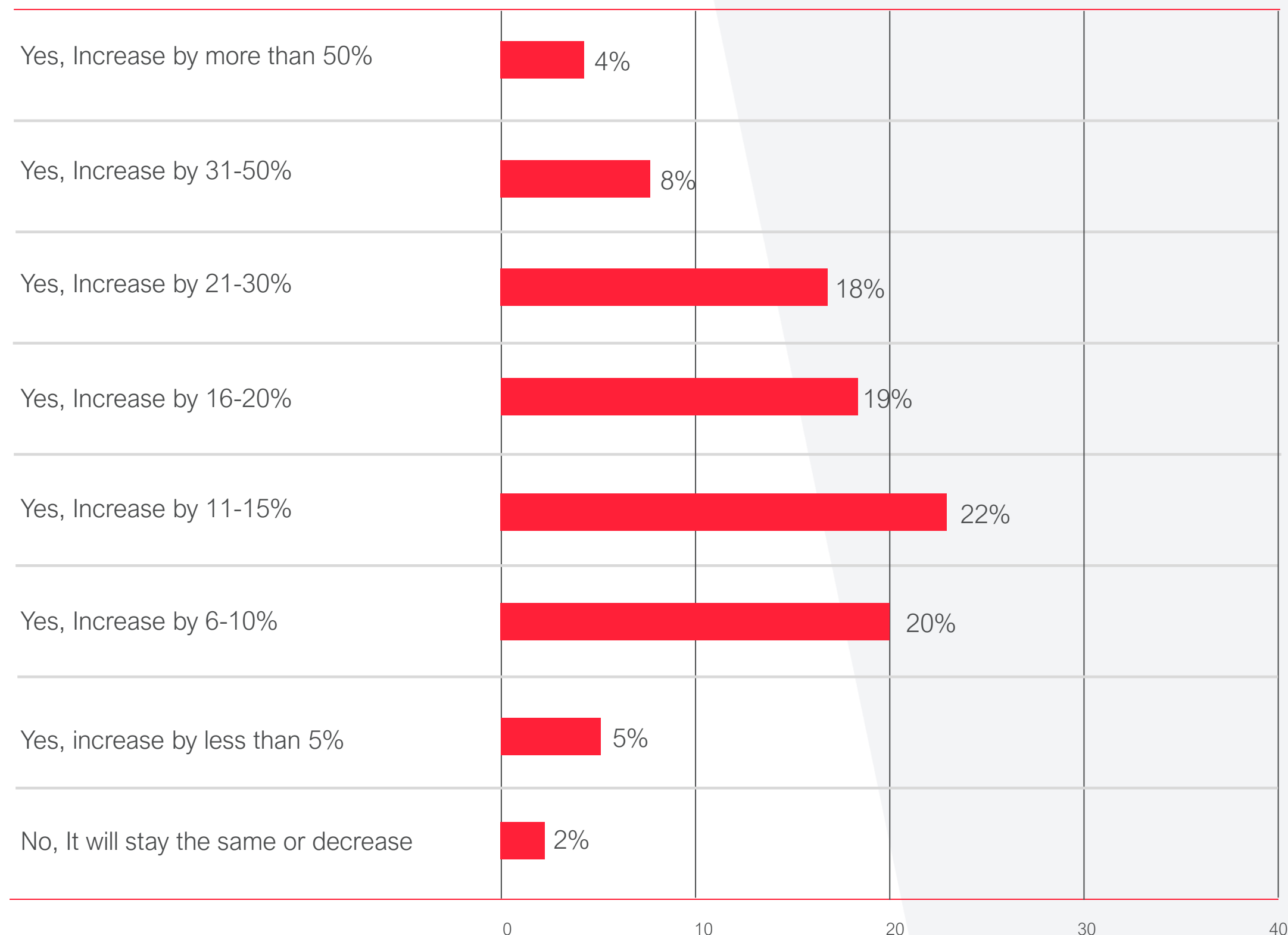
Almost all, 96%, of respondents expect to boost their investment in AI in the coming year, with 22% of these anticipating an increase of 11-15% .

For large companies (1,000 or more employees), the expected investment rises to 25%.
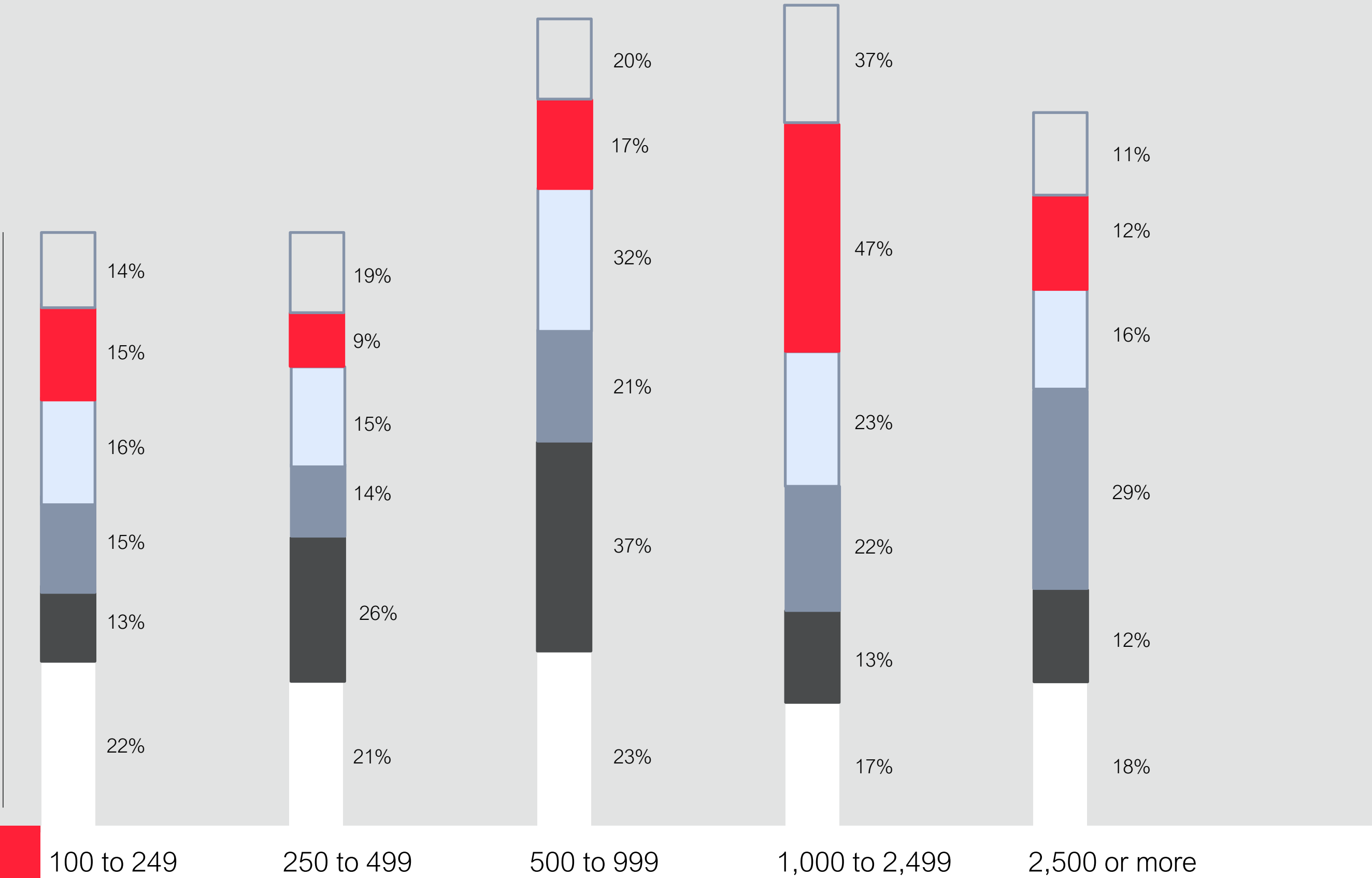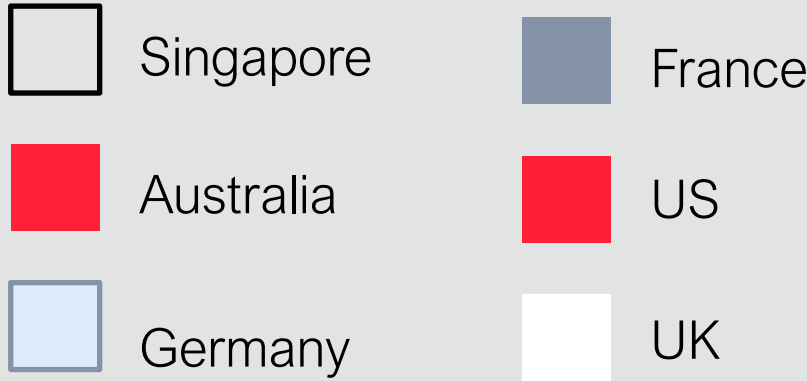
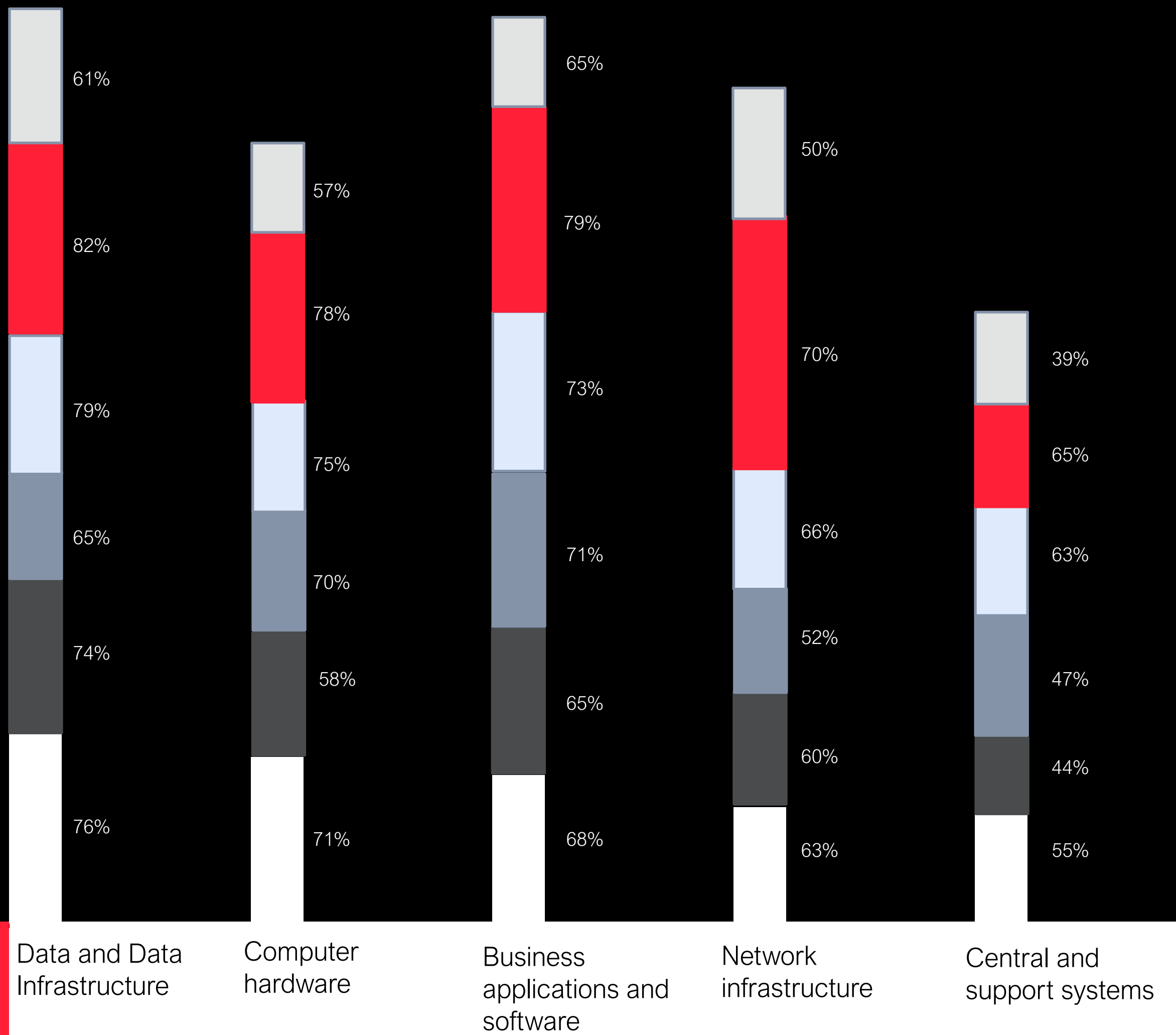**Even larger companies with over 2,500 employees plan to increase AI investment by 31-50%.**
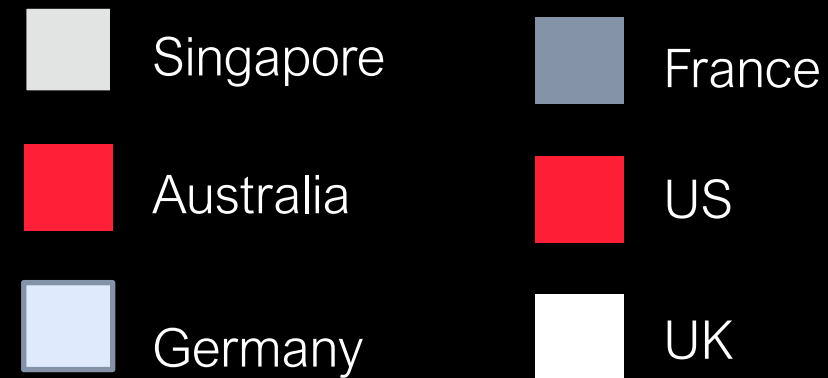
ABBYY

*GLOBAL RESULTS

ABBYY

Overview of global respondents

How many members of staff approximately [full time equivalents] does your business currently employ?

Legend:
- Singapore
- Australia
- Germany
- France
- US
- UK

100 to 249
- 14%
- 15%
- 16%
- 15%
- 13%
- 22%

250 to 499
- 19%
- 9%
- 15%
- 14%
- 26%
- 21%

500 to 999
- 20%
- 17%
- 32%
- 21%
- 37%
- 23%

1,000 to 2,499
- 37%
- 47%
- 23%
- 22%
- 13%
- 17%

2,500 or more
- 11%
- 12%
- 16%
- 29%
- 12%
- 18%

ABBYY

1,200 IT Leaders Work in a Variety of Sectors

Legend:
- Singapore
- Australia
- Germany
- France
- US
- UK

Data and Data Infrastructure
- 61% (Singapore)
- 82% (Australia)
- 79% (Germany)
- 65% (France)
- 74% (US)
- 76% (UK)

Computer hardware
- 57% (Singapore)
- 78% (Australia)
- 75% (Germany)
- 70% (France)
- 58% (US)
- 71% (UK)

Business applications and software
- 65% (Singapore)
- 79% (Australia)
- 73% (Germany)
- 71% (France)
- 65% (US)
- 68% (UK)

Network infrastructure
- 50% (Singapore)
- 70% (Australia)
- 66% (Germany)
- 52% (France)
- 60% (US)
- 63% (UK)

Central and support systems
- 39% (Singapore)
- 65% (Australia)
- 63% (Germany)
- 47% (France)
- 44% (US)
- 55% (UK)

ABBYY

About ABBYY

ABBYY puts your information to work with purpose-built AI. We combine innovation and experience to transform data from business-critical documents into intelligent actionable outcomes in over 200 languages in real time.

We are trusted by more than 10,000 companies globally, including many of the Fortune 500, to drive significant impact where it matters most: accelerate the customer experience, operational excellence, and competitive advantage. ABBYY is a global company with headquarters in Milpitas, CA and offices in 13 countries, and is the Official Intelligent Automation Partner of Arsenal Women Football Club.

ABBYY

ABBYY Vantage

ABBYY Vantage is a comprehensive platform that applies AI to understand your documents in a fast and simple way. Vantage makes today's digital worker and processes smarter by delivering skills that read, understand, and extract insights from documents, helping enterprises accelerate digital transformation.

ABBYY Marketplace

The ABBYY Marketplace provides a rich collection of document skills, connectors, and assets, which enhance and extend the ABBYY Vantage platform and accelerate the digital transformation and automation initiatives of enterprises of any size, industry, and geography. Skills developed both by ABBYY and by the ABBYY partner network cover various document types, use cases, and languages and can be either fully trained and ready to go, or a framework, providing the basis for customers to adjust to specific requirements and train their own document skills.

ABBYY Timeline

ABBYY Timeline features advanced process mining and task mining technology using the latest artificial intelligence (AI). It enables businesses to automatically build an interactive digital twin of their processes, analyze them in real time to identify bottlenecks, and predict future outcomes to facilitate decision-making of technology investments.

ABBYY

ABBYY

For more information,
visit www.ABBYY.com/contact-us and follow
us on LinkedIn, Twitter, and Facebook.