

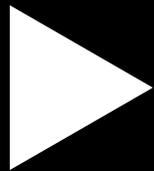


**Strategy**₿

# The State of AI+BI Analytics Global 2025 Survey

Software & Technology in Focus

Start



# Executive Summary

In 2025, software and technology organizations are scaling AI-powered analytics to gain a competitive edge, drive faster decision-making, and empower more employees—not just data teams—with real-time insight. With pressure mounting from economic uncertainty, shifting customer expectations, and compressed innovation cycles, companies are moving from experimentation to execution.

At the core of this transformation is AI+BI—the convergence of artificial intelligence and business intelligence to unlock governed, on-demand answers across every function.

This research brief explores how software and technology firms are deploying AI+BI to:

- Automate workflows for data professionals
- Enable non-technical staff to ask and answer data questions
- Scale adoption beyond the data team—with embedded, self-service tools
- Deliver measurable business outcomes—faster, and at scale



**#1 reported outcome:** Competitive advantage (62%), followed by employee productivity (59%) and customer satisfaction (46%)



**35%** of tech companies are already in production with AI+BI self-service for non-technical users



**42%** plan to provide interactive AI+BI access to at least 31% of their workforce—double the current level



**Top challenges:** Compliance risks (46%), hallucinated answers (49%), and implementation cost (46%)

## What sets leaders apart?

They embed AI+BI into everyday tools and workflows, reducing reliance on dashboards and data teams. They're building semantic foundations, expanding access through natural language, and aligning usability with governance to scale impact—securely, and at speed.

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# Key Takeaways from the 2025 Survey

AI-powered analytics has long been top of mind among tech companies, driven by competitiveness and a wealth of data. This report presents findings from a global survey conducted in the first half of 2025 by an independent research firm commissioned by Strategy, targeting leaders across software and technology companies.

## Competition drives investment

Tech leaders are prioritizing differentiation over efficiency, with 62% citing competitive advantage as the top outcome from AI+BI—more than productivity (59%) or customer satisfaction (46%).



## Adoption is moving on two tracks

AI+BI is being deployed both to automate expert workflows and to empower non-technical staff.

## Impact depends on usability

Despite high adoption rates, only 30% of respondents report significant results. Most describe current outcomes as moderate.



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# What's Driving Adoption

AI-powered analytics is gaining traction across the software and technology sector, with companies at all stages—from startups to global enterprises—moving beyond pilots and into production. While fewer than half of surveyed organizations report full operational maturity, adoption is clearly accelerating.

For software and tech companies, AI-powered analytics is less about experimentation and more about efficiency, speed, and staying ahead. Their top motivation—by a wide margin—is to enhance operational efficiency, cited by 76% of respondents, far above the global average of 56%. Gaining competitive advantage (59%) and improving decision-making (51%) also rank high, though unlike the global trend, decision-making trails efficiency and market edge. Cost reduction comes next at 46%, but again, this ranks lower than in the broader survey, suggesting tech firms are prioritizing performance over pure savings.

## Top Motivators to Adopt AI-powered Analytics

What software and technology companies expect to achieve with AI + BI



Enhance operational efficiency

76%



Gain a competitive advantage

59%



Improve decision-making

51%



Reduce costs

46%



Meet executive mandates

27%

The data shows a clear trend: forward-looking software and technology firms are driving efficiency by scaling adoption across teams.

## Why it Matters

Tech and software firms are setting the pace for AI-powered analytics, prioritizing speed and strategic advantage over cost alone—signaling where the broader market may be headed next.

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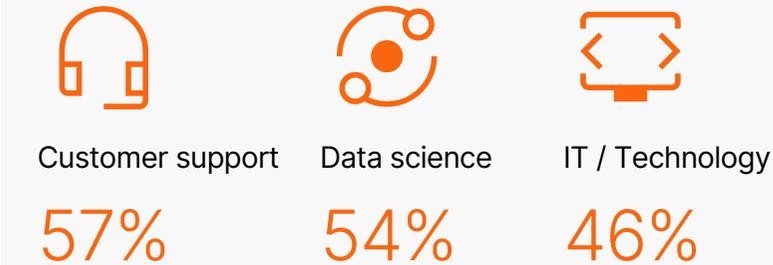
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# Adoption Gains and Maturity Trends

While tech and software companies are advancing in analytics maturity, 49% report only a moderate positive impact from AI-powered analytics, and just 30% have seen significant results. The department that benefits the most from AI-powered analytics is customer support, followed by data science and IT.

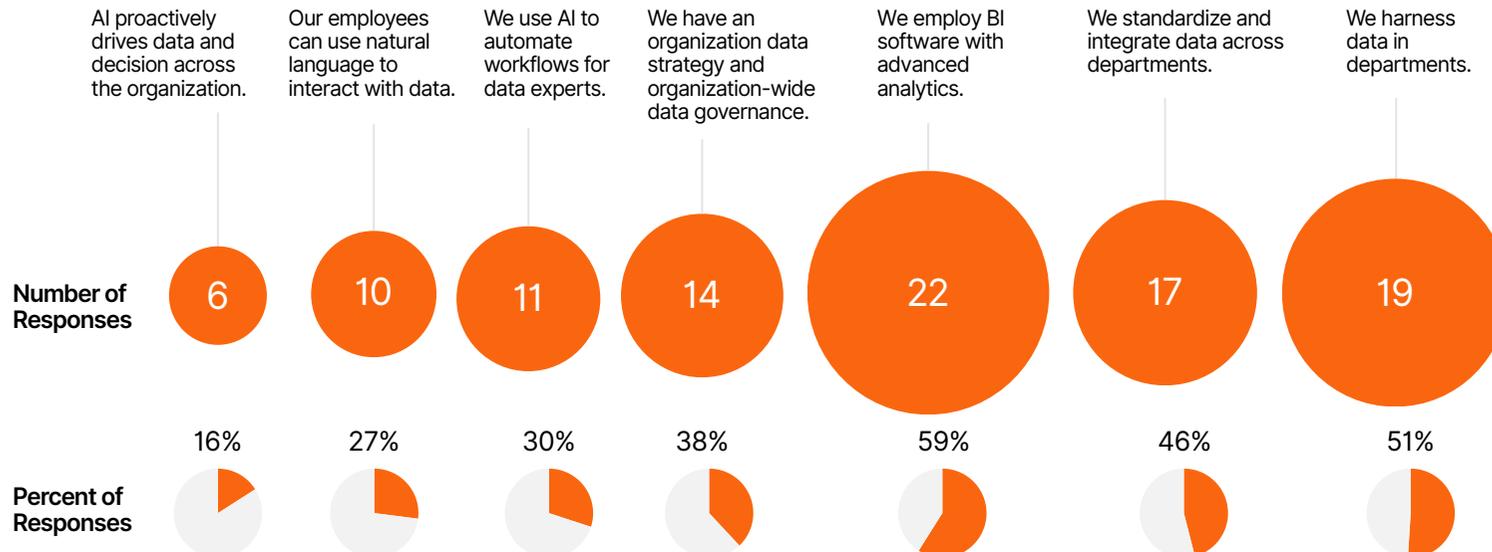
Tech companies lead in advanced analytics adoption but lag in governance (38%), below the overall average of 45%.

## Who benefits from AI-powered analytics



## Analytics Maturity Snapshot

Tech firms lead with advanced analytics use but lag in governance



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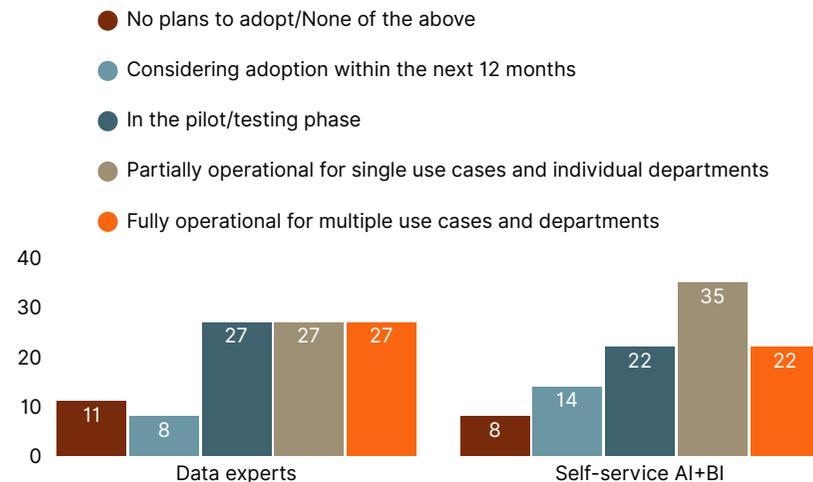
# Automation and Access: Twin Paths to Scale

Software and technology companies are deploying AI+BI in two powerful ways: to reduce friction in expert workflows, and to enable faster, smarter decisions by non-technical staff. These dual use cases are evolving in parallel—each unlocking value at a different layer of the organization:

- Automating workflows for **data experts**. These tools eliminate repetitive querying and help expert teams focus on strategic analysis, not data wrangling.
- **Self-service** is becoming an essential layer for frontline decision-making—especially in support, marketing, and customer operations.

## Pilots and adopters

Data experts drive adoption, self-service analytics follows suit (responses in %)



## Use Case 1: Data Experts

AI-powered analytics is helping teams automate processes like ETL, trend modeling, and semantic consolidation. Among surveyed organizations:

- **27%** report being fully operational with these capabilities across multiple departments,
- while another **27%** are partially operational.



## Use Case 2: Self-Service

Natural language queries and AI-generated visualizations are helping less technical employees access data without needing dashboards or custom reports. In 2025:

- **35%** of surveyed tech companies are already in production with this type of AI+BI solution,
- another **22%** report broad, cross-departmental deployment.

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# Bots, Agents, and Real-Time Insights

AI+BI is no longer something employees log into—it's becoming something that finds them. More than 40% of surveyed companies have already deployed AI-powered agents or bots, bringing analytics into the flow of work through automation, contextual prompts, and conversational interfaces.

Another way of bringing insights to where they are needed is embedding AI+BI into familiar applications, helping employees act faster without switching systems or filing data requests.

## AI Agents in Tech

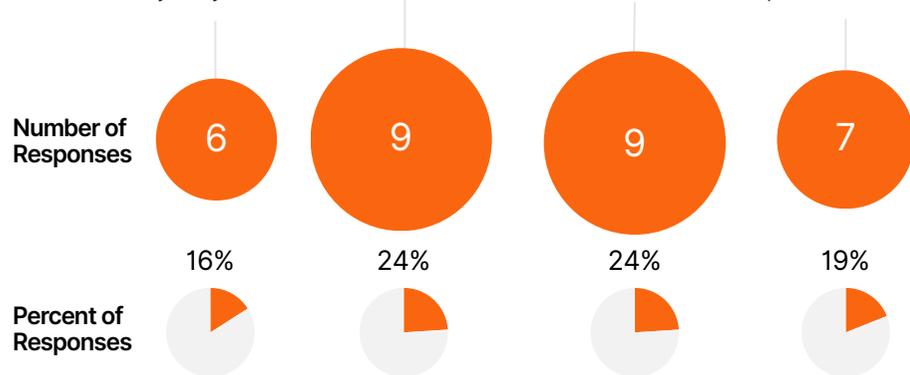
Tech companies lead in proactive agent and bot adoption.

We have multiple different AI agents or bots in production in several different departments or lines of business, and more on the way this year.

We have deployed one or more AI agents or bots for specific business functions.

We are piloting AI agents or bots and plan to move into production this year.

We are evaluating options for AI agents or bots without a clear timetable for production.



This shift marks a fundamental evolution in how analytics is delivered. Rather than asking users to adapt to analytics platforms, organizations are adapting analytics to fit everyday workflows.



## Embedded Is the New Interface

Tech leaders aren't chasing dashboard adoption—they're embedding AI+BI where work happens.

Whether it's through natural language bots, in-app insight cards, or predictive alerts, embedded analytics is helping replace passive reporting with proactive intelligence.

**The result:** faster decisions, wider adoption, and less friction across functions.

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# Beyond the Data Team

To realize the full value of AI+BI, companies must go beyond technical teams and bring analytics into the hands of product managers, marketers, support agents, and frontline staff. But today, fewer than 10% of employees in most organizations regularly use BI tools more advanced than spreadsheets. That's about to change.

Tech leaders pursuing this vision are also investing in:

- AI+BI literacy training to boost confidence in using analytics
- Change management programs to reduce resistance
- Embedded workflows that surface answers in tools people already rely on

## Anticipated Wins

Top expected outcomes from AI-powered analytics in tech



Competitive advantage

62%



Employee productivity

59%



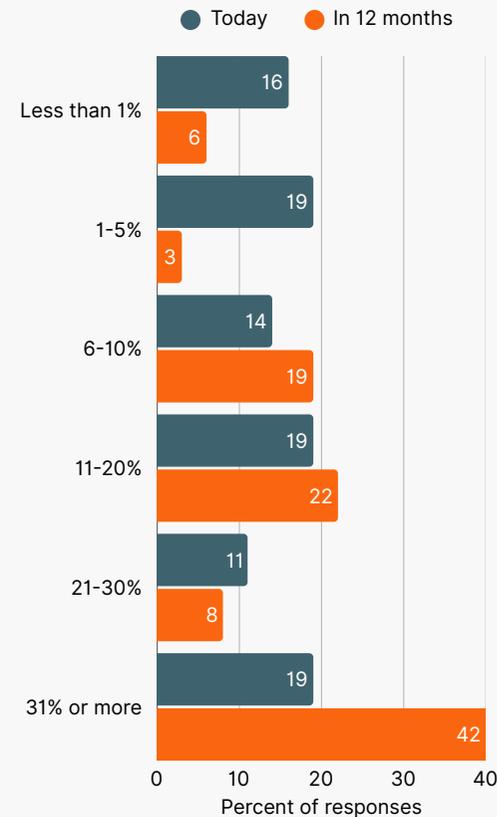
Customer satisfaction

46%

These strategies point toward a broader transformation: one where data isn't just centralized or visualized, but democratized—reaching employees at the moment of need, in the format that fits their role.

## Expansion in Progress

Tech companies plan to double access to AI+BI in the next 12 months.



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# What's Holding Back Scale

As AI-powered analytics moves from proof-of-concept to production, software and tech firms are confronting a familiar set of scaling challenges—many rooted not in the technology itself, but in the systems and structures that surround it.



## Compliance

Data privacy, regulatory pressure, and AI bias are a major risk for **46%** of tech firms, especially for those operating across jurisdictions or handling sensitive customer data.



## Cost concerns

**46%** of tech firms cite rising costs and unclear ROIs as a key challenge, highlighting the complexities of scaling from departmental tools to enterprise-wide solutions.



## Integration

More than a third (**37%**) of respondents cite difficulties embedding AI+BI into existing applications and workflows.

The challenge isn't just adoption—it's trust. Without governance, explainability, and usability, even the most advanced AI-powered tools can stall before delivering value.



## Operational Hurdles

When asked about technical and operational points of friction:

**49%**

of respondents reported **inconsistent or hallucinated answers**, stemming from a lack of a semantic layer or poor metadata governance

**27%**

noted **limited workload management** as well as the **absence of internal AI+BI centers of excellence**.

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# Epicor: AI-Powered Maintenance and Market Insight

ERP software provider Epicor, with more than \$1 billion in ARR, is using AI+BI to bring predictive intelligence to industries like manufacturing, retail, and automotive service.

## AI-Powered Use Cases



### AI+BI Agents

Through its Grow Data Platform and vertical-focused AI+BI agents, Epicor helps clients forecast demand, optimize inventory, and improve customer service.



### Embedded Insights

Strategy HyperIntelligence, embedded into Epicor's Predictive Maintenance Assistant (PMA), delivers repair forecasts and vehicle part replacement predictions directly into the user's workflow.



### Real-time Indices

Dynamic market indices, product catalog gap analyses, and predictive "repair baskets" that bundle adjacent parts and services based on historical behavior.

By embedding AI+BI into client-facing tools, Epicor is not only improving uptime and service—but also turning analytics into a competitive feature of its enterprise software suite.

[Find out more >>](#)



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# Cisco: Embedding AI in Financial Analytics

Cisco is a global technology leader powering secure connectivity and collaboration—including through its flagship platform, Webex.

## Challenge & Solution

Cisco's finance teams needed faster access to trusted data to keep pace with decision-making. Traditional dashboards weren't cutting it—insights were slow to find, and executives had to rely on analysts for answers.

Cisco shook up the analytics model by embedding Strategy AI right into Webex, enabling leaders to ask natural-language questions and get real-time, contextual financial insights—right in the flow of work.

With Strategy and Webex, Cisco:

- Integrated Strategy AI into Webex using REST APIs and SDKs
- Built a conversational assistant (CFA AI) for on-demand financial insight
- Used semantic graph tech to turn simple prompts into precise metrics
- Delivered narrative-rich answers with contextual breakdowns instantly

“*Our leaders don't need to dig through dashboards anymore. They just ask a question—and Strategy and Webex give them a real-time, explainable answer.*”

**Dhananjaya Gondhichatnahalli**

Technical Leader, Finance IT  
Cisco

[Find out more >>](#)

## Impact

### Immediate Insights:

Users access metrics like revenue or bookings instantly—just by sending a chat message.

### Faster Decisions:

Natural-language prompts yield reliable financial answers in seconds.

### Embedded Intelligence:

AI-generated narratives explain what data means and why it matters.

1000+

of financial users already using AI embedded in Webex for real-time, conversational access to trusted financial insights.

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# Conclusion

Software and technology organizations are ahead of the curve when it comes to deploying AI-powered analytics—but the next challenge is scale. As the survey reveals, adoption is no longer the primary hurdle. The real test lies in turning that adoption into consistent, explainable, and trusted outcomes across the organization.

Leaders are embedding AI+BI into real workflows—automating expert tasks, enabling non-technical staff, and delivering insights at the speed of need. Yet even among forward-looking companies, the gap between usage and impact remains wide. Only 30% report significant business benefits from current deployments, while nearly half cite moderate gains, often due to inconsistent outputs or lack of access.

The way forward will depend on more than platforms. It will require **governed semantic layers**, **embedded delivery models**, and **literacy programs** that empower people to act confidently on what they see.

## What to Expect Next

As tech and software leaders continue to seek competitive advantage, we expect to see:

- Wider deployment of **embedded AI agents** and real-time insight cards across business software
- Greater investment in **self-service and natural language tools** that reduce reliance on dashboards
- Rising expectations for **explainability**, especially in customer-facing and regulated environments
- Stronger demand for **data governance** and platform interoperability as companies scale across clouds

For tech companies, AI+BI is no longer about experimenting with intelligence. It's about operationalizing it—securely, at scale, and across every team.

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# Research Methodology

This report is based on the 1H 2025 global survey on AI-powered analytics, conducted by an independent research firm, Dúnedain Research.

- **Survey size:** 235 organizations worldwide across 38 countries
- **Software & Technology segment:** 37 organizations
- **Geographic coverage:** United States, United Kingdom, Germany, France, India, Australia, Mexico, Brazil, Canada, and others
- **Company size:** From under 500 to over 20,000 employees
- **Roles surveyed:** Data leaders, analytics practitioners, BI architects, and business transformation leaders

Each respondent answered on behalf of their organization. Responses were anonymized and analyzed by industry segment to uncover adoption trends, motivators, outcomes, and obstacles unique to software and technology firms.

## About the Authors

This report was authored by the research team at Dúnedain Research, specialists in enterprise analytics, AI adoption, and data strategy. The lead analyst, Brett Sheppard, has over two decades of experience in business intelligence—including roles as a Gartner analyst and U.S. military data engineer. The team's work has appeared in publications by Gartner, GigaOM, and O'Reilly, and has been cited by outlets such as Businessweek, Wired, and Computerworld. Their mission is to provide actionable, data-driven insight to help organizations navigate the evolving analytics landscape.

Explore more insights from the Global Survey, including regional findings and industry-specific reports, at: [strategysoftware.com/survey](https://strategysoftware.com/survey).



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