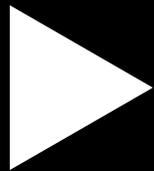# Strategy₿

# The State of AI+BI
## Analytics Global 2025 Survey

Asia-Pacific

Start ▶

# Executive Summary

In Asia Pacific, AI-powered analytics is moving from isolated pilots to production environments with broader workforce reach. Organizations are focusing on both automating expert workflows and expanding access to non-technical users through natural language tools.

Operational efficiency and cost reduction remain top priorities, aligning closely with global trends. Regional leaders stand out by investing early in semantic layers, agent-based automation, and data literacy initiatives.

Key findings:

- Automating workflows for **data experts** is operational in 50% of organizations.
- 35% have adopted **AI-powered self-service** for less technical staff.
- 45% have implemented organization-wide **governance**, based on a semantic layer.
- 60% are advancing from departmental to **cross-departmental AI** data use.

**75%** cite operational efficiency as their top benefit from AI+BI (vs 55.7% globally)

**60%** already have cross-departmental AI+BI adoption (slightly above the global average of 52.3%).

**25%** are using AI agents/bots in production (on par with the global average of 25.5%)

**20%** cite vendor lock-in as a concern (compared to 12% globally).

## What sets leaders apart?

Organizations leading in AI+BI adoption prioritize governance, local infrastructure choices, and early investments in employee upskilling. They also tend to integrate AI agents earlier and make analytics more intuitive for everyday users.

# Key Takeaways

Asia Pacific firms are scaling AI+BI access and automation at a faster pace than many global peers. This accelerations reflects both rising confidence in the technology and a strategic push to make data-driven decision-making part of everyday operations.

## Automation is gaining traction

50% are using AI+BI to automate expert workflows, with another 35% enabling self-service for non-technical staff.



## Access is expanding quickly

55% of organizations want to give 1 in 3 employees AI+BI access within a year, doubling access.

## Focus on data governance

45% of Asia Pacific organizations have implemented enterprise-wide governance—outpacing many global peers.

# AI+BI Maturity

Asia Pacific organizations are maturing rapidly—60% use AI+BI across departments, and 45% have adopted data governance strategies.

Automation for experts and natural language tools for general staff are advancing in parallel.

- 60% use AI+BI with cross-departmental data.
- 45% have implemented enterprise data governance.
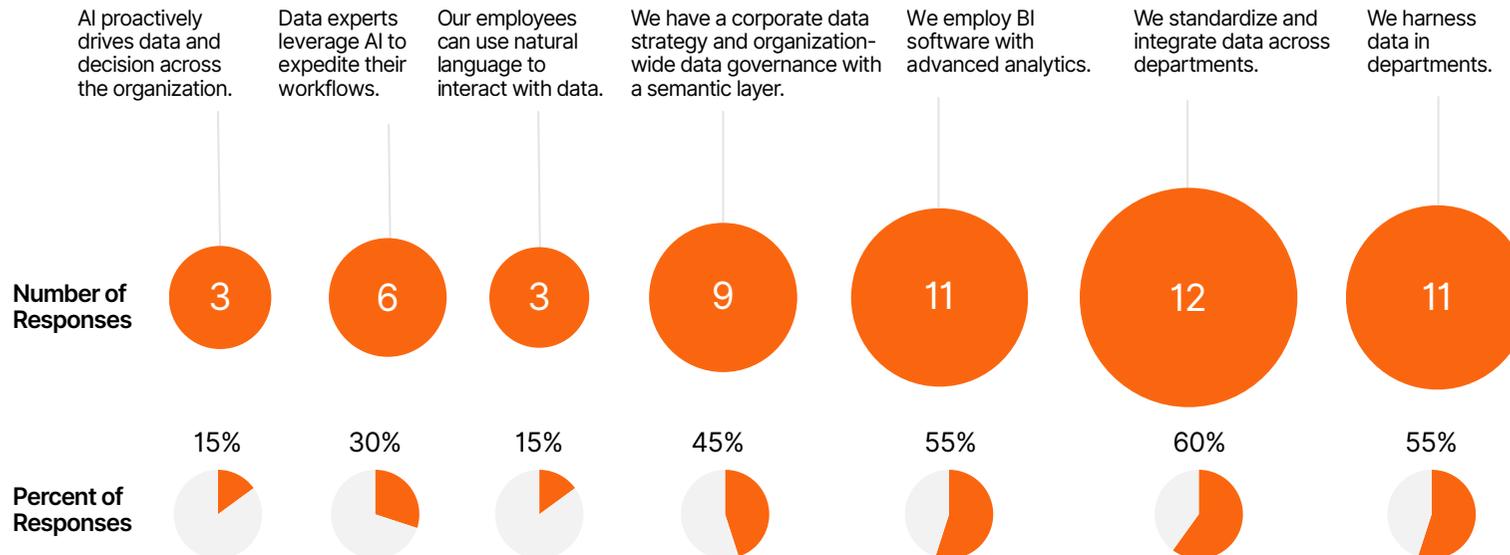- 30% use AI to automate expert workflows.

## Data Foundation

Without a semantic layer, inconsistent answers persist—ranked as a top challenge. Leaders are investing in robust data foundations to drive trust and scale adoption.

This investment not only improves accuracy but also speeds up decision-making by removing the need for repeated data validation.

## Analytics Maturity Snapshot

APAC leaders advance towards standardized data and advanced analytics



|  | AI proactively drives data and decision across the organization. | Data experts leverage AI to expedite their workflows. | Our employees can use natural language to interact with data. | We have a corporate data strategy and organization-wide data governance with a semantic layer. | We employ BI software with advanced analytics. | We standardize and integrate data across departments. | We harness data in departments. |
|---|---|---|---|---|---|---|---|
| **Number of Responses** | 3 | 6 | 3 | 9 | 11 | 12 | 11 |
| **Percent of Responses** | 15% | 30% | 15% | 45% | 55% | 60% | 55% |

# Motivators & Winners

In Asia Pacific, the top motivation for AI+BI adoption is operational efficiency, followed by cost savings and competitive advantage. This differs slightly from the global ranking, where decision-making leads (56.2%), followed closely by operational efficiency (55.7%) and cost reduction (50.2%).

Improved customer satisfaction and productivity also rank high in the region, reflecting a dual focus on efficiency and experience.

The proportion of organizations citing competitive advantage is notably higher in Asia Pacific (55% vs 42.6% globally).

Such priorities suggest a market intent on both outperforming peers and running leaner operations.

## Why It Matters

Departments benefiting most from AI+BI in Asia Pacific include operations (60%), IT/technology (50%), and finance (45%). This breadth signals cross-functional value and growing reliance on AI-powered insights.

## Top Motivators to Adopt AI-powered Analytics

What APAC companies expect to achieve with AI+BI:

| Operational efficiency | Cost reduction | Customer satisfaction | Employee productivity | Competitive advantage | Higher analytics adoption |
|---|---|---|---|---|---|
| 75% | 65% | 60% | 60% | 55% | 55% |

These drivers reflect both top-down pressure and bottom-up demand for easier, more impactful analytics.
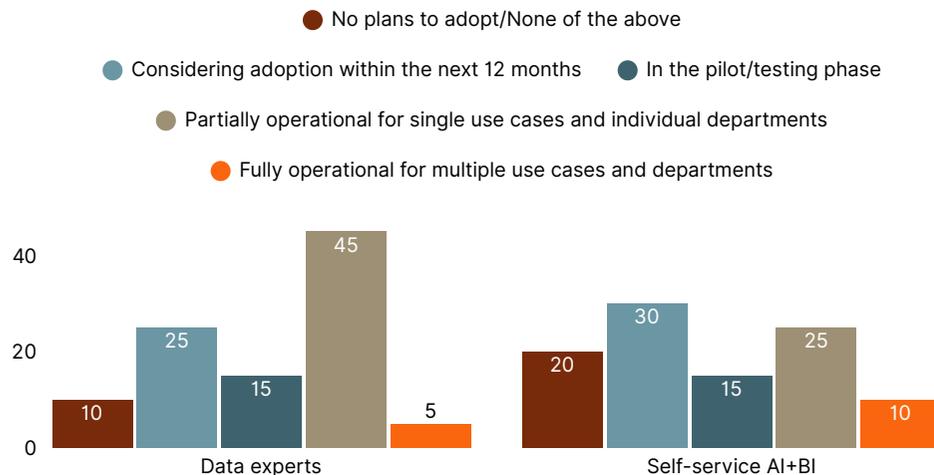
# Automation & Access

Asia Pacific organizations are pursuing a dual-track adoption strategy: automating expert workflows while enabling self-service analytics for general users.

This balanced approach mirrors global trends, though APAC adoption of expert automation is slightly ahead.

- **Automation streamlines repetitive work**, allowing data teams to shift focus from dashboard creation to high-value analysis.
- **Self-service tools let business users ask questions directly,** using natural language and auto-generated visuals to explore insights on demand.

## Pilots and adopters

Automating experts workloads leads in Asia Pacific
(responses in %)

- ● No plans to adopt/None of the above
- ● Considering adoption within the next 12 months
- ● In the pilot/testing phase
- ● Partially operational for single use cases and individual departments
- ● Fully operational for multiple use cases and departments

## Use Case 1: Data Experts

For technical teams, AI+BI helps eliminate manual steps in the analytics pipeline—from data prep and wrangling to dashboard delivery. In 2025:

- **50%** of firms are already using AI+BI to automate tasks for data teams,
- while another **15%** are piloting AI+BI to automate data expert workflows.

## Use Case 2: Self-Service

By enabling natural language queries and guided visualizations, AI-powered analytics empowers frontline users to explore data without needing SQL or training.

- **35%** of firms provide frontline teams with tools to ask questions in plain language,
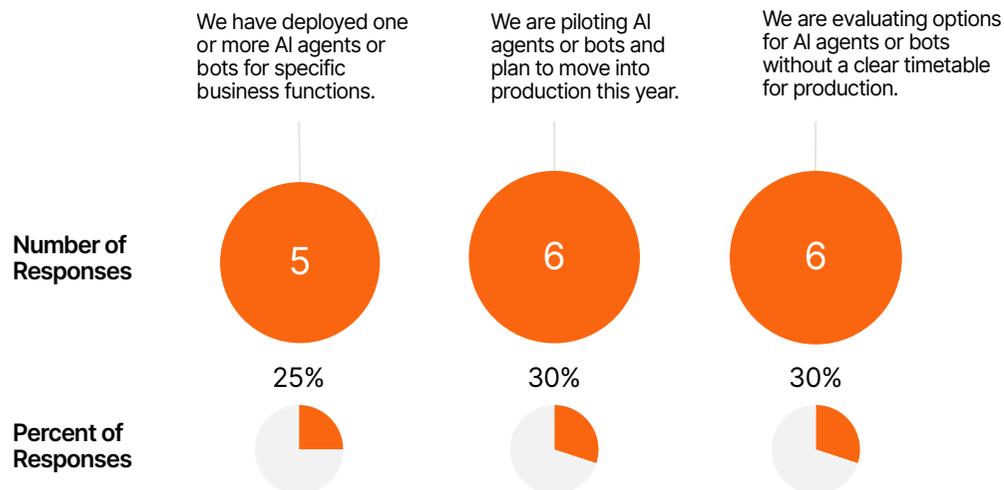- **10%** are fully operational across multiple use cases and departments.

# Agents & Bots

AI agents and bots are gaining traction as an accessible way to extend analytics across business functions. In Asia Pacific, 25% of organizations have deployed at least one agent or bot, and none have reached the fully scaled stage (vs 10.2% globally).

Most deployments target specific functions, such as customer support or finance, where faster access to insights delivers immediate ROI. Uptake is being slowed by mid-size organizations' caution and the need for stronger governance.

## AI Agents in Use

APAC organizations are mostly at the evaluation and piloting stage

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.

**Number of Responses**

| 5 | 6 | 6 |

| 25% | 30% | 30% |

**Percent of Responses**

As AI+BI tools mature, early adopters are already exploring how multiple agents can work together to support complex, cross-departmental decision-making.

## Embedded Insights

Some organizations use embedded analytics to deliver AI-powered insights directly into the tools employees already use, such as Microsoft 365—reducing friction and boosting adoption. Others integrate analytics into CRM systems, ERP platforms, or industry-specific software so that contextual data is available at the exact moment it's needed.

In APAC, embedded deployments often support distributed workforces and remote teams, where ease of access can be the deciding factor in whether AI tools become a daily habit.

# Scaling Plans

Asia Pacific organizations are preparing to more than double AI+BI workforce access in the next 12 months.

This ambition reflects a shift from selective deployments toward democratizing data use across entire organizations.

- **Today:** 25% provide access to at least 31% of employees (globally: 8.1%).
- **Next 12 Months:** 55% aim to reach that level (above the global average of 24.3%).

## Anticipated Wins

Top expected outcomes from AI-powered analytics in APAC:
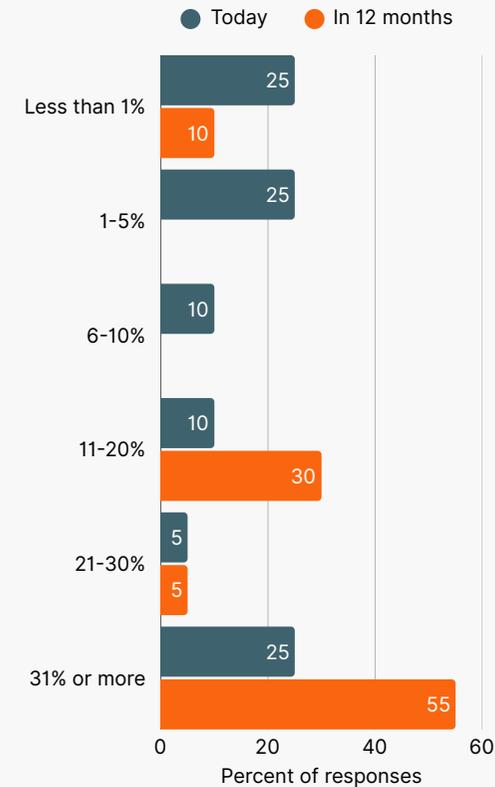
| Operational efficiency | Cost savings | Competitive advantage |
|---|---|---|
| 75% | 60% | 60% |

By expanding access to more employees, leaders aim to embed analytics into day-to-day decision-making, while maintaining compliance, making it a natural part of the operational rhythm rather than a specialist activity.

## Anticipated Expansion

APAC firms are democratizing access for a higher % of their workforces to ask data questions and auto-create data charts.

**Today ● In 12 months ●**

| Category | Today | In 12 months |
|---|---|---|
| Less than 1% | 25 | 10 |
| 1-5% | 25 | |
| 6-10% | 10 | |
| 11-20% | 10 | 30 |
| 21-30% | 5 | 5 |
| 31% or more | 25 | 55 |

Percent of responses

# Challenges

Despite rapid adoption, Asia Pacific organizations face hurdles similar to those in other regions, with cost and compliance topping the list. Concerns about inaccurate or inconsistent AI answers remain significant, threatening user trust and slowing deployment.

## Cost Concerns

**75%** report cost challenges, including high implementation expenses and unclear ROI (far above the global figure of 49% expressing similar concerns)

## Compliance and Regulation

**55%** cite regulatory risk, model bias, and data privacy concerns as major barriers (on par with the global average of 52%).

## Inaccurate Answers

**45%** report incorrect or inconsistent answers, including AI hallucinations, as a major issue (a result similar to the global average of 43.4%).

Addressing these issues will require stronger governance and better semantic data layers.

## Operational Hurdles

When asked about technical and operational points of friction:

### 40%

cite integration gaps between AI+BI and existing systems, which slow deployment and limit impact.

### 30%

of respondents reported a lack of an internal AI+BI center of excellence, citing competing resource priorities.

# Hilton: Unifying Data to Elevate Guest Experiences Worldwide

Hilton is a global hospitality leader serving millions of guests annually at over 8,500 properties worldwide. They are renowned for offering innovative, customer-centric experiences across their property portfolio that build brand loyalty.

## Challenge & Solution

Hilton consolidated data across dozens of sources and legacy reporting systems to help team members consistently deliver exceptional guest experiences around the globe. Hilton partnered with Strategy to democratize access to customer preferences and critical insights across corporate, property, and global teams, and remove roadblocks caused by data siloes—accelerating decisions that address customer needs in real-time. Hilton implemented the Hilton Reporting Hub to enable:

- A single, governed source of truth for enterprise-wide reporting.
- Custom dashboards and performance-optimized analytics for all user levels.
- Real-time insight delivery for faster operational and strategic decisions.
- Data democratization to empower business users with self-service access.

> "
> *Strategy was foundational in our ability to democratize our data and give our business users the ability to understand how we're performing.*
>
> **Becky Polebaum**
> Vice President of Enterprise & Customer Analytics, Hilton
> Find out more >>

## Impact

**Faster Decisions**
Accelerated onsite services and operational adjustments based on real-time insights.

**Consistent Insights**
Eliminated redundant systems to ensure accurate, governed reporting worldwide.

**Enhanced Guest Experiences**
Personalized stay offerings like preferred room selection, and rapid response times to deliver custom services during crises.

## 20K

hotel room nights donated to families impacted by the 2025 LA wildfires—coordinated using real-time insights from the Hilton Reporting Hub

# Pfizer: Empowering a SMART Global Workforce

Pfizer is a leading global biopharmaceutical company, operating 37 manufacturing sites and a distribution network spanning approximately 200 countries, serving millions of patients worldwide.

## Challenge & Solution

Pfizer set out to unify its analytics processes and reporting tools into a single, governed solution accessible to every market. By standardizing KPIs, streamlining reporting, and aligning definitions, the company aimed to accelerate decision-making and improve consistency.

Partnering with Strategy, Pfizer:

- Built SMART International, a unified analytics product delivering real-time, governed insights tens of thousands field representatives.
- Standardized KPI definitions and measurement processes globally, enabling consistent performance tracking.
- Automated reporting and embedded self-service analytics, reducing manual effort and accelerating decision-making.

## Impact

**Global Consistency**
SMART apps and HyperIntelligence deliver uniform KPIs worldwide.

**Faster Decisions**
AI-powered insights speed actions across teams and markets.

**Scalable Reach**
Deployed across 27 markets and 6 business units, serving tens of thousands of employees.

> *The value behind the Strategy platform is that it's all based on a governed semantic layer. It allows us to scale global reporting solutions across 27 markets, 6 business units, and thousands of customer-facing colleagues worldwide.*
>
> **Joseph Simrany,** Director of Integrated Insights and Strategy, Pfizer
> Find out more >>

# Conclusion

Asia Pacific's AI+BI adoption trajectory shows a region eager to scale—balancing efficiency gains with a drive for competitive advantage. Leaders are setting themselves apart through strategic investments in governance, usability, and cross-functional adoption.

What distinguishes the leaders:

- Deploying AI agents and self-service analytics in parallel to serve both experts and non-technical staff.
- Investing early in semantic layers to ensure consistent, trustworthy insights.
- Embedding AI-powered analytics into everyday workflows to boost adoption.
- Building AI+data literacy programs that enable sustainable, long-term value.

" *AI+BI is no longer an innovation experiment.*
*It's a core business capability.*

## What to Expect Next

As adoption matures, organizations will focus on:

- Scaling access to frontline workers.
- Strengthening compliance frameworks to meet evolving regulations.
- Integrating AI+BI seamlessly across multi-cloud environments.
- Moving from departmental use cases to fully enterprise-wide intelligence.

In APAC, the race is on: AI-powered analytics has shifted from advantage to expectation.

# Research Methodology

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

- **Survey size**: 235 organizations worldwide across 38 countries
- **Asia Pacific segment**: 20 organizations, making up 15% of the global sample
- **Industry coverage**: 5 Consulting firms, 3 Tech firms, 2 Software firms, and 1 firm each in Accounting, Banking, Communications & Media, Energy & Utilities, Food & Beverage, Healthcare, Manufacturing, Pharmaceuticals, Retail and Shipping
- **Geographic coverage**: Australia, India, Indonesia, Pakistan, Singapore, Thailand
- **Organization size**: From under 500 to over 20,000 employees
- **Roles surveyed:** Data leaders, BI practitioners, and senior business stakeholders

Each respondent answered on behalf of their organization. Responses were anonymized and analyzed to uncover adoption trends, motivators, outcomes, and obstacles.

## 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*

**Strategy₿**