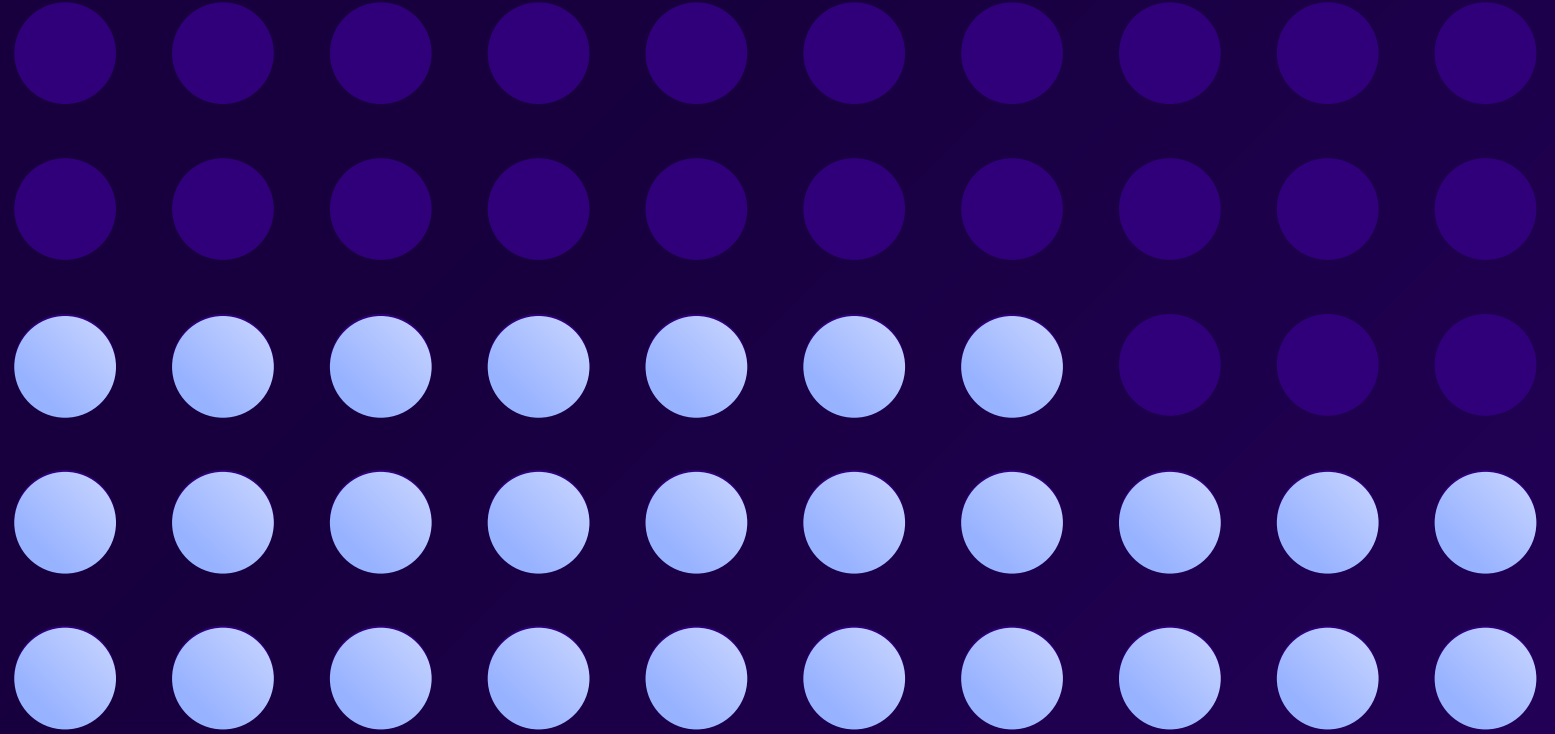




**Where does the region stand  
in AI adoption & deployment?**

55%

of AI use cases are  
stuck at PoC



# If AI works, WHY DOESN'T IT SCALE?

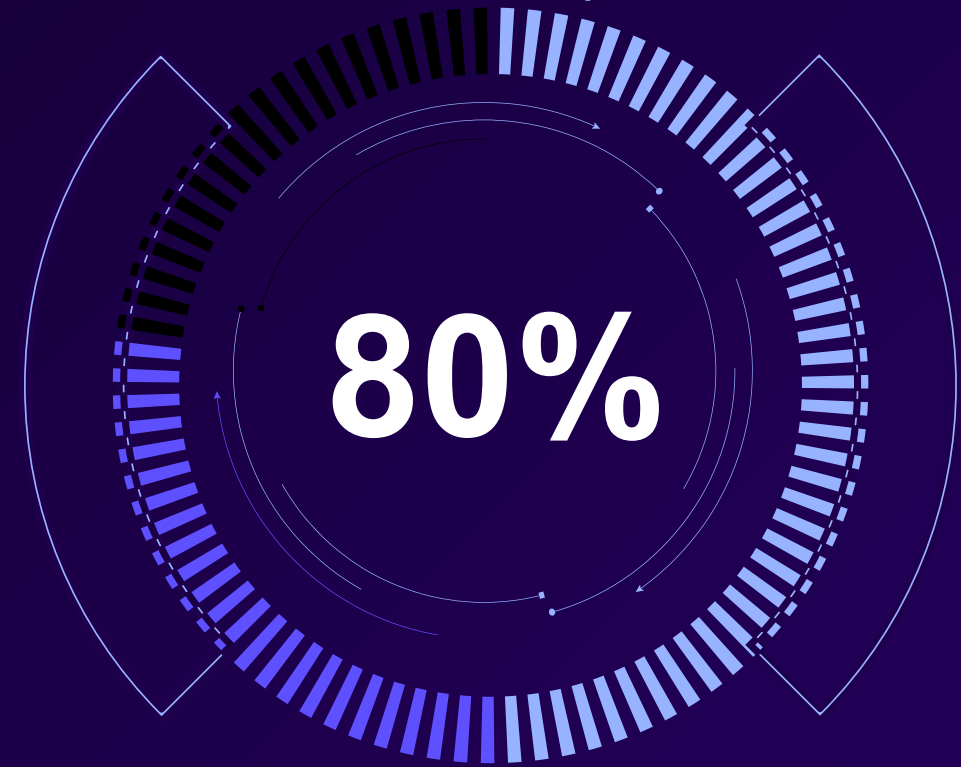
AI is no longer  
exploratory

**STRATEGIC  
AMBITION IS SET**



**50%**

Documented AI strategy  
aligned with national  
priorities



**30%**

AI strategy under development

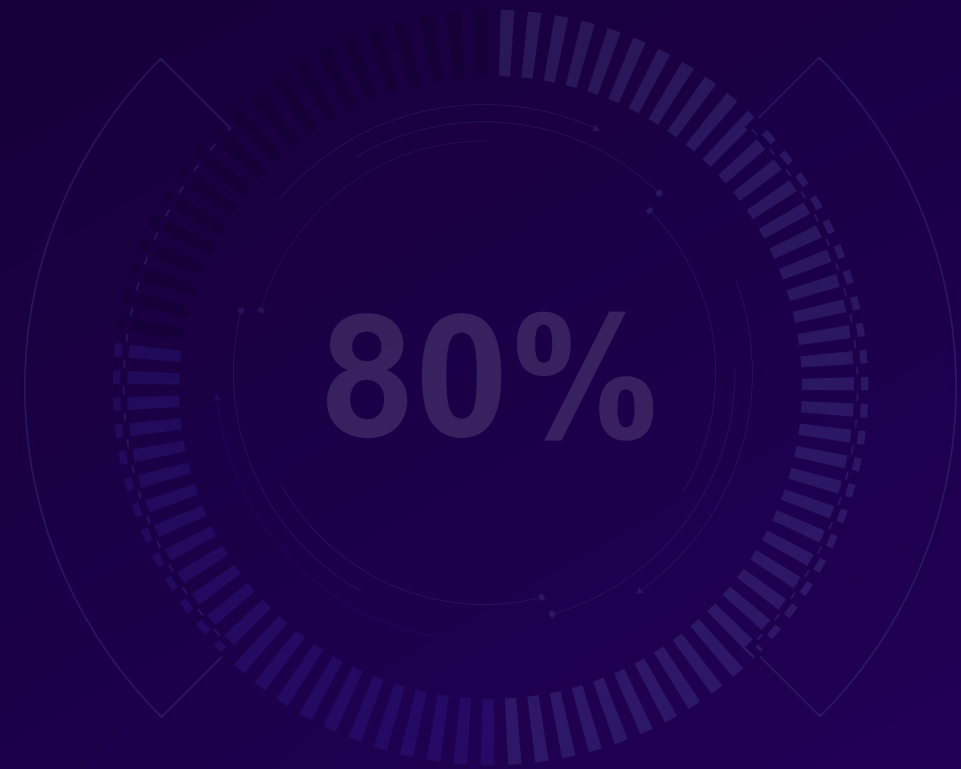
Ambition is ahead of  
operational readiness



**of organizations have  
an AI operating model  
or governance**

**50%**

Documented AI strategy aligned  
with national priorities



**30%**

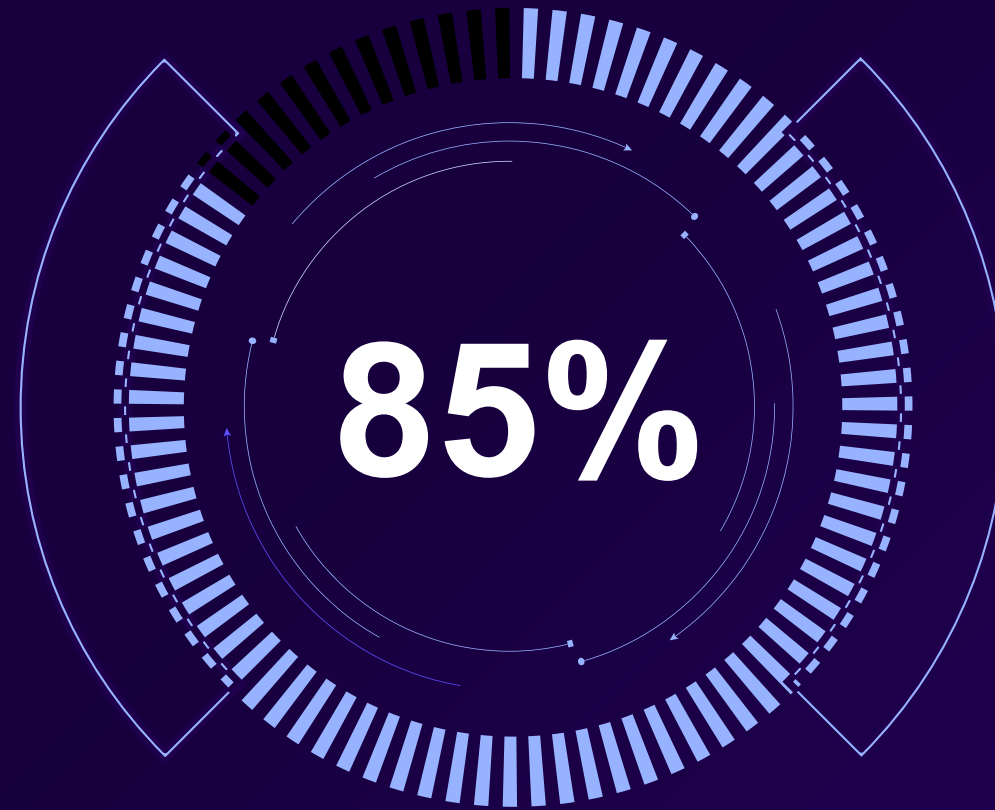
AI strategy under  
development

AI has already moved from

**AMBITION**

to

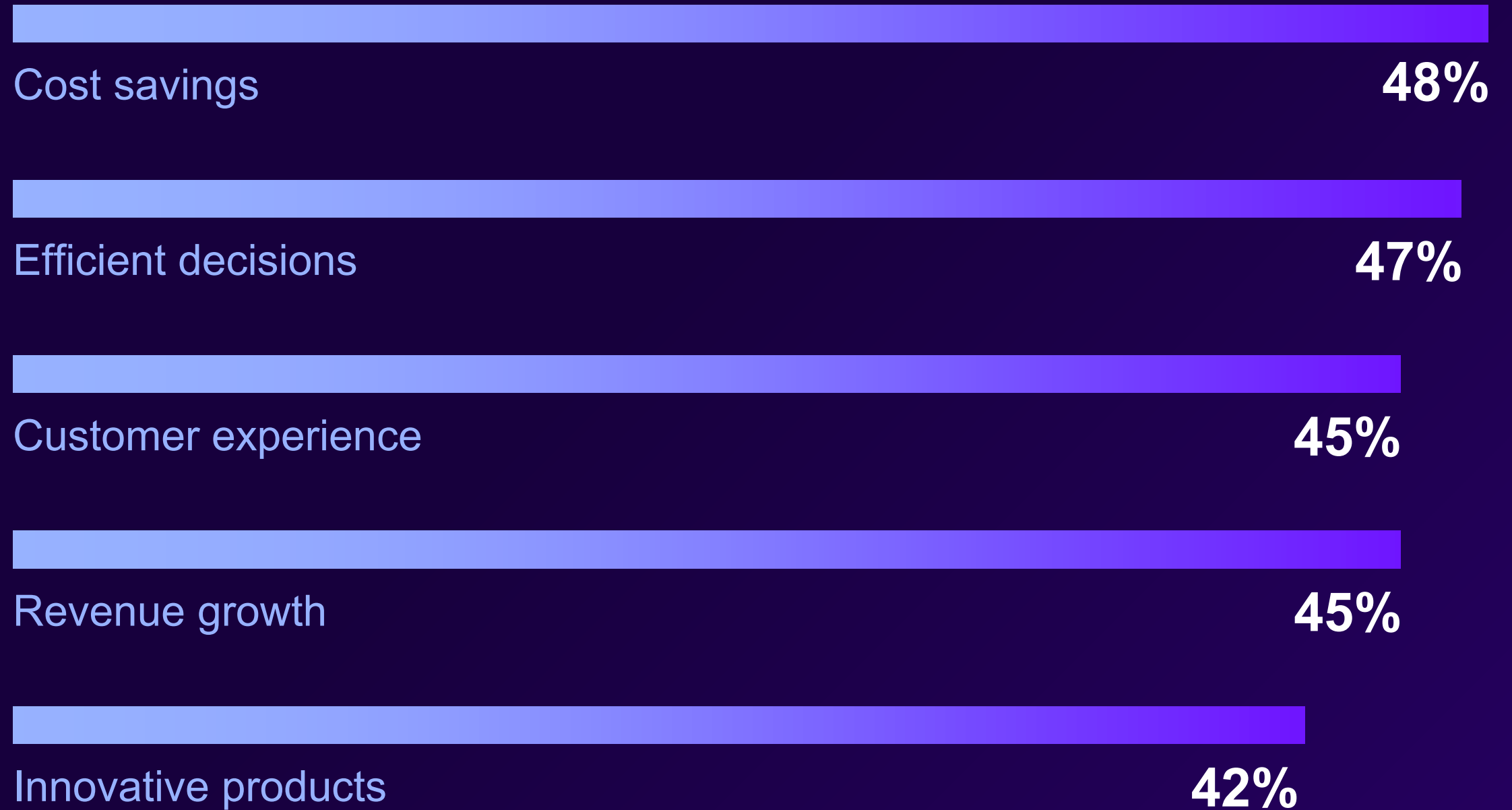
**SUSTAINED  
INVESTMENT**



expect AI budgets to  
increase in 2026

AI is an

**ENTERPRISE-WIDE  
GROWTH ENGINE**

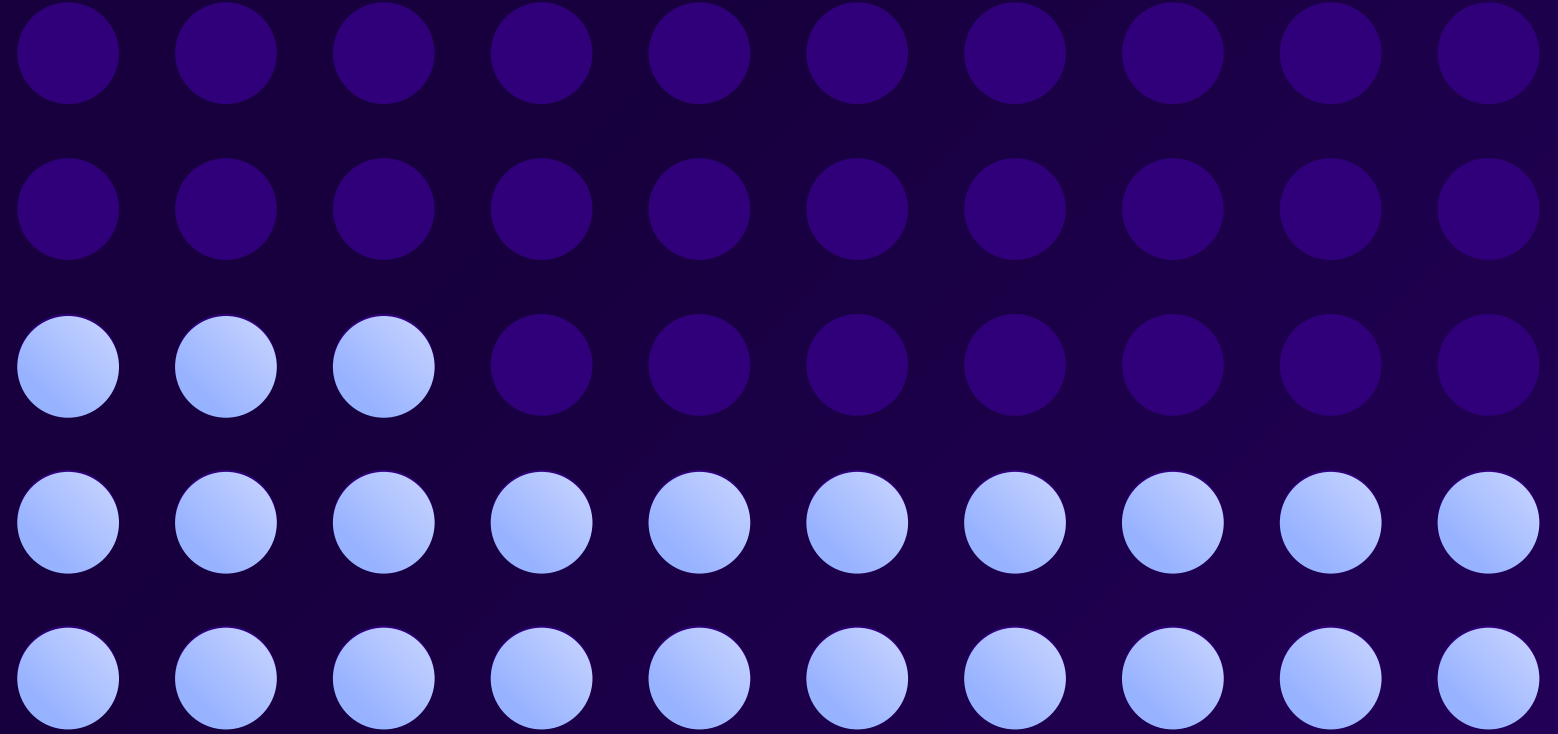


If the ambition is strong,  
**WHAT BARRIERS**  
are stopping  
**AI FROM SCALING UP?**

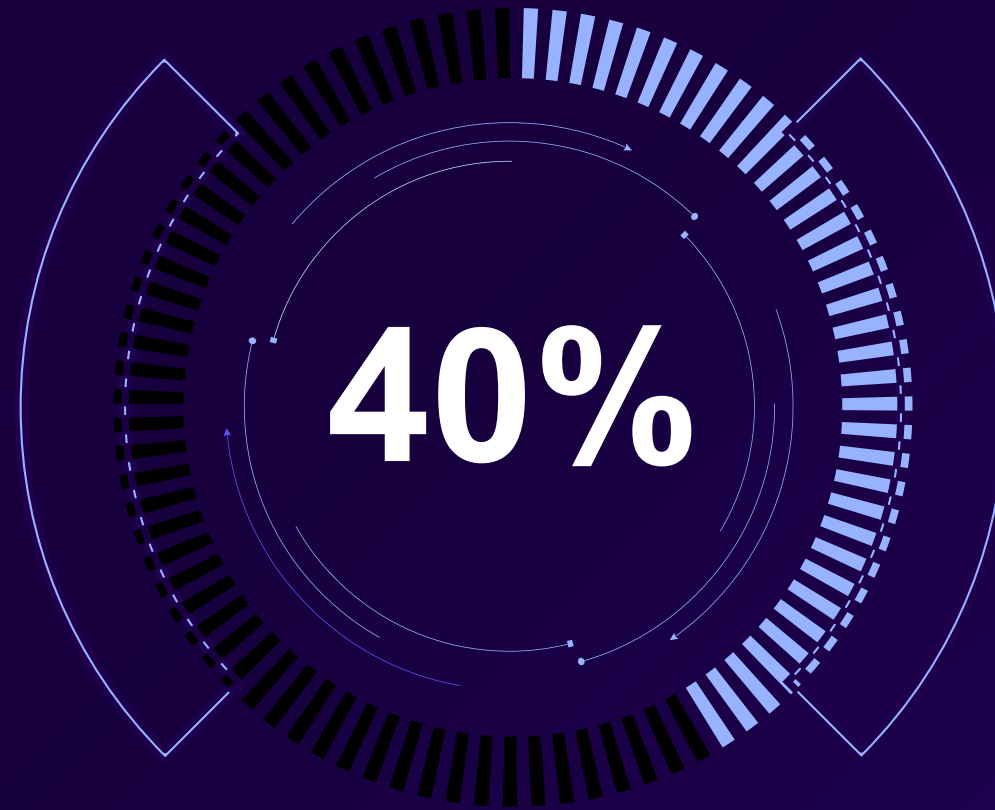
# AI struggles when **DATA STRATEGY IS MISSING**

**FRAGMENTED  
INCONSISTENT  
INACCESSIBLE**

45%



data quality is the main barrier



siloes ownership  
is a barrier

**The challenge is not building models,  
but  
embedding AI into  
BUSINESS PROCESSES**



40%

talent gap is a  
barrier

# BOTTLENECKS PREVENTING SCALE UP

**Organizations are  
stuck in PoC**

**Ambition is ahead of  
operational  
readiness**

**Focus is on cost  
saving, efficiency &  
customer experience**



**Are we doing  
enough to  
make AI work in our  
organizations?**

Roland  
Berger



For deeper  
insights into where  
organizations stand and  
the barriers,  
they face... stay tuned!

Sign up to get  
the full report



