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IDC

DATA AND AI IMPACT REPORT:

The Trust Imperative

sas

What People are Saying About The Data and AI Impact Report

"Change is the only constant, and AI is evolving faster than ever, but speed without trust is a risk we can't afford. This report reveals a striking trend: Industries like banking and insurance are seeing both high returns and high volatility – a clear sign of the trust gap. As a passionate leader in trustworthy AI, I see these findings reflected in real business conversations every day. The path forward is clear: Trust and data governance must drive the race."

Preeti Shivpuri
Partner, National Leader Trustworthy AI and Data Risk, Deloitte

"Trying to scale GenAI on weak data foundations is like building a skyscraper on quicksand. This The Data and AI Impact Report by SAS and IDC unpacks important nuances for trust in AI and the impact of AI and offers essential guidance for leaders navigating the fast-moving world of technology."

Derek Yueh
Research Lead, LinkedIn B2B Institute

"Trust is essential to create impact. This report aligns with our own findings on the importance of improving employee trust in AI adoption, and this research will aid organizations in that process."

Roy Ikink
Technology Lead, Accenture the Netherlands

"As an organization deeply committed to leveraging data and AI responsibly, we found Data and AI Impact Report to be a powerful validation of what drives real business value – trust, governance and scalable data foundations. This analysis goes beyond surface-level insights, offering a global and actionable view into how AI maturity correlates with strategic impact. For leaders navigating the shift from experimentation to enterprise transformation, this report is a must-read."

Ryan Bishara
EVP, Revenue & Data Strategy, LAFC and BMO Stadium

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Executive Summary

The success of the data and AI market requires businesses to overcome the trust dilemma.

Why is this so important?

In just the last two years, generative AI has already eclipsed the use of traditional AI. As the market rapidly advances to agentic AI, the impact on decision making will be pervasive, often concealed behind automation and integration.

For the good of society, businesses and employees: Trust in AI is imperative.

In order to achieve trust, the AI industry must increase the success rate of implementations, humans must critically review AI results and leaders must empower the workforce with AI.

We set out to tackle these important topics and other questions in a global survey around the use, impact and trustworthiness of data and AI.

In these pages, you'll learn:

We tend to overly trust more humanlike technology.

In spite of evidence that GenAI can be error-prone, organizations have more faith in this technology than in other types of AI, including machine learning.

Tangible ROI increases with trust.

To realize greater value from AI initiatives, the survey found businesses must focus on governance, explainability and ethical safeguards.

Businesses must move beyond cost cutting.

Saving money is often a top goal when it comes to AI initiatives, but the study showed it delivered the lowest ROI compared to other AI goals. Organizations with more strategic AI initiatives significantly expand market share and improve customer experiences.

Agentic AI requires groundwork.

The study revealed that agentic AI progress will likely stall when faced with nonoptimized cloud data environments, poor data governance or talent shortages.

Quantum AI is quickly becoming a reality.

Quantum applications are currently being explored in logistics, finance, cybersecurity, life sciences, climate modeling and materials science. Although this technology is in an experimental phase, survey respondents shared that the excitement for its potential is very real.

In addition to these findings, you will also learn about the AI Trust Index and the AI Impact Index – two new measurements we are introducing to compare the use and impact of AI across regions and industries.

For AI to reach its next growth phase, it must be grounded in delivering tangible ROI to businesses.

This requires everyone to overcome the trust dilemma.

Bryan Harris
Executive Vice President and Chief Technology Officer, SAS

A Message from the Analyst Team

Chris Marshall

Vice President, Data, Analytics, AI, Sustainability, and Industry Research, IDC

From an academic perspective, the trust dilemma represents one of the most consequential barriers to realizing AI's full potential. Our research shows that while 78% of organizations claim to fully trust AI, only 40% have invested to make systems demonstrably trustworthy through governance, explainability and ethical safeguards. This misalignment leaves much of AI's potential untapped, with ROI lower where there is a lack of trustworthiness. Conceptually, the trust dilemma illustrates the difference between perception and practice: The trust in AI's promise versus the organizational capacity to ensure its reliability. Solving this dilemma is not optional; it is the prerequisite for sustainable impact.

Neil Ward-Dutton

VP AI, Automation, Data & Analytics Europe, IDC

From a global perspective, but grounded in Europe's regulatory maturity, it is clear that AI's success depends less on hype and more on the strength of its underlying data foundations. Our survey shows that weak cloud environments, siloed data and limited governance are consistently holding back the adoption of all types of AI. The most advanced use cases, ranging from fraud detection in banking to personalized health care, only succeed when powered by high-quality, well-governed data. Stronger infrastructure and compliance frameworks improve the trust dilemma, but globally, many organizations must still invest in data strategy before scaling transformative AI.

Dave Schubmehl

Research Vice President,
AI & Automation, IDC

What stands out in this research is how rapidly the center of gravity has shifted from traditional machine learning toward generative and agentic AI. Organizations are no longer experimenting on the edges; they are embedding these technologies into workflows that span customer service, coding and decision support. Yet, the real differentiator is not just adoption but integration: The ability to unify structured and unstructured information, apply governance and embed explainability into automated processes. Companies that align trustworthy AI practices with their automation strategies are seeing the clearest improvements in efficiency and workflow impact, while those that don't risk amplifying inefficiencies at scale.

Kathy Lange

Research Director,
AI Software, IDC

What this research makes clear is that the conversation about AI trust and impact cannot be separated from the AI life cycle itself. From data preparation and labeling to model training, deployment and monitoring, every stage introduces opportunities and risks that directly affect outcomes. Too often, organizations focus on adoption metrics without investing in life cycle automation, governance and continuous oversight – leaving them exposed to bias, drift or compliance failures. The data shows that those building maturity across the full AI pipeline not only solve the trust dilemma, but also realize greater business value. Trustworthy AI is not a final checkpoint; it is embedded in every phase of the life cycle.

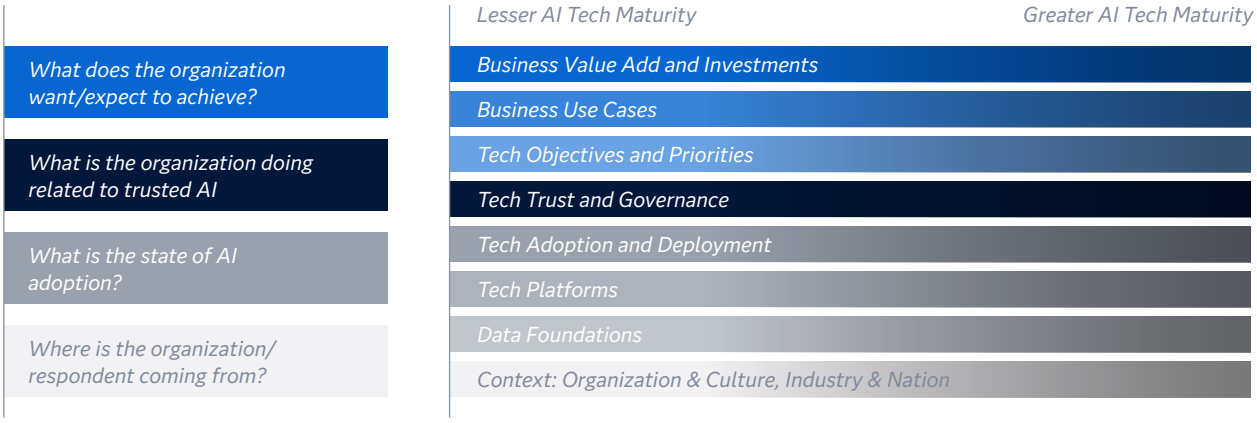
Methodology

This research draws on a global survey of 2,375 respondents conducted across North America, Latin America, Europe, the Middle East and Africa and Asia Pacific. Participants included a balanced mix of IT professionals and line-of-business leaders, offering perspectives from both technology and business functions. The sample covered a wide range of industries, with a particular focus on banking, insurance, life sciences and government, while also including responses from sectors such as manufacturing, retail and telecommunications.

The questionnaire was designed to explore how organizations are approaching AI adoption and how they are embedding trust into their AI initiatives. It examined a broad set of dimensions, including business value, use cases, governance frameworks, deployment practices and data foundations. AI maturity was assessed across a spectrum, from early-stage efforts to advanced implementations, allowing for comparative analysis.

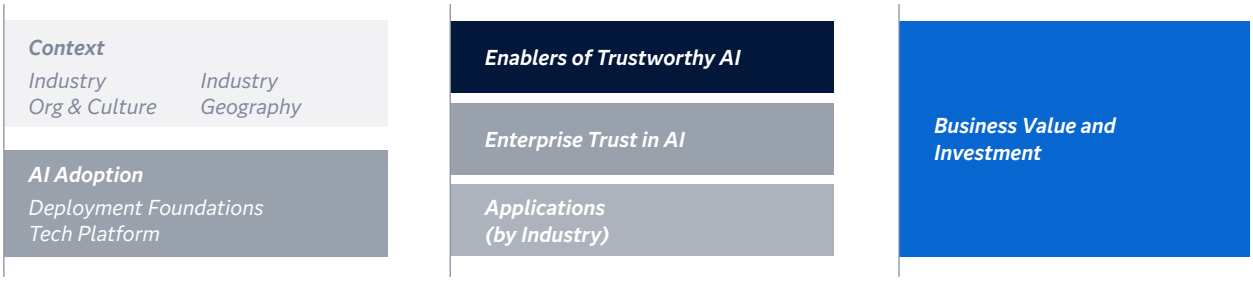
The first graphic on this page outlines the key research questions, showing how AI maturity was evaluated across strategic, technical and organizational layers. The second graphic presents the research framework and shows how the questionnaire was structured around five core themes: Organizational context, AI adoption, enablers of trustworthy AI, enterprise trust in AI and industry-specific applications. Together, these elements provided the foundation for the findings presented in this report.

Research Questions



Research Framework

Survey Sample of 2,375 respondents worldwide across industries



Introduction

Once the domain of rule-based systems and neural networks, the AI market now finds itself energized and redefined by the advent of generative AI. This wave of innovation has not only accelerated the adoption of AI (65% currently using AI, 32% planning to in the next 12 months) but has fundamentally shifted the way businesses and individuals perceive, trust and harness AI capabilities.

GenAI, with its ability to automate knowledge work and tackle complex tasks, has quickly eclipsed traditional AI in both visibility and application (81% vs. 66%). In just a few short years, GenAI has moved from an emerging curiosity to a mainstream essential.

And, of course, the AI landscape continues to evolve beyond GenAI.

Agentic AI (52% current adoption), which can act autonomously and make decisions in dynamic environments, is poised to further expand the boundaries of automation and intelligence. Likewise, quantum AI promises to solve problems previously considered intractable due to computational limitations. While these technologies are still emerging, their potential has captured the imagination of decision makers eager to experiment and innovate (61% seek greater process efficiency, only 32% seek cost savings).

This moment brings with it new requirements and responsibilities. As AI systems become more autonomous and deeply integrated into critical processes, data foundations (16% siloed or ad hoc) also become more important. The quality, diversity and governance of data directly influence AI outcomes, making smart data strategies essential to realizing benefits and mitigating risks.

Central to this new landscape is the question of trust. Two elements are at play:

1. The degree to which users trust AI shaped by factors such as training data, usage patterns and observed results (78% say they have complete trust in AI).
2. The inherent trustworthiness of the technology itself, including capabilities for explainability and transparency, along with strong governance practices (only 40% show advanced or higher levels of AI trustworthiness).

As the AI market matures, organizations must address both dimensions of trust to drive adoption and unlock the full transformative potential of artificial intelligence.

This report goes beyond tracking change: It introduces the key metrics that define AI's progress, uncovers the forces reshaping the market and highlights how trust is emerging as the foundation for impact. By examining enabling technologies, implementation strategies and evolving standards of responsibility, it provides a guide not just to where AI stands today, but to where it must go to deliver lasting value.

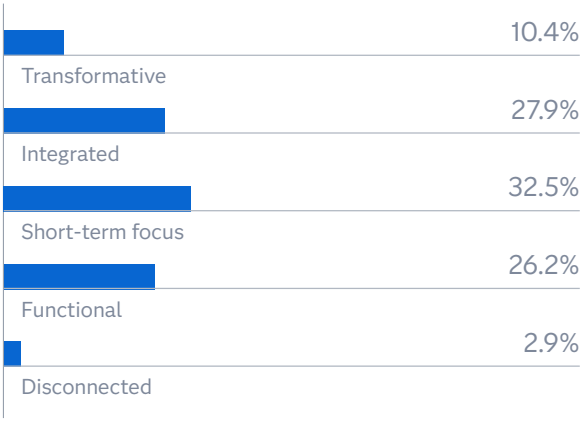
> "AI should give clear justifications for its choices, because ethical and long-term AI adoption is fueled by trust."
>
> Survey respondent,
> asked about trustworthy AI and why it matters

The Global State of Data and AI

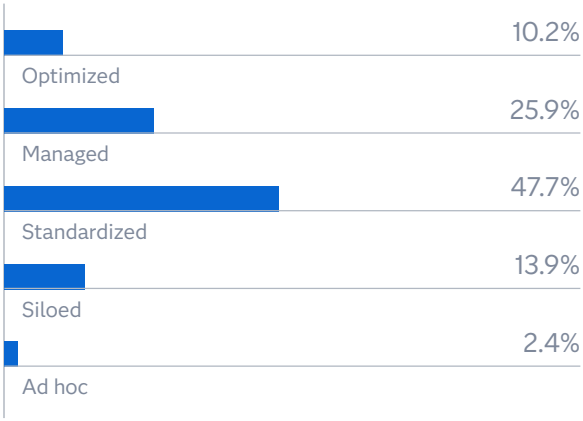
AI TECHNOLOGIES USED

Percent of Respondents

CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



Current status of AI

Disconnected. AI initiatives are tactical and disconnected from organizational strategy.

Functional. AI initiatives are initiated at the function or line of business (LOB) level, with some connection to organizational strategy.

Short-term focus. AI initiatives are organization-oriented but typically have a short-term focus.

Integrated. Integrated, continuous organization-wide AI innovation is in place with operations and customer/service experiences.

Transformative. There is a longer-term investment plan in place, and the organizational strategy is to use governed AI to transform markets and customers by creating new business models and product/service experiences.

Current status of data infrastructure

Ad hoc. Data architecture is unstructured and lacks formal processes or governance. Data is siloed and inconsistently managed and decisions are reactive.

Siloed. Basic frameworks and processes begin to emerge, but they remain fragmented with gaps in consistency and governance.

Standardized. Clear governance procedures, standards and operating models are established, but compliance is incomplete.

Managed. Data architecture processes are integrated across the organization, with iterative updates reflecting business needs.

Optimized. Data architecture is fully optimized and continuously improved using metrics like KPIs.

Core Metrics of this Research

To understand how organizations approach and benefit from AI, this report introduces three core metrics. The **Trustworthy AI Index** captures the strength of practices that ensure AI systems are built responsibly and deserving of trust. The **Impact Index** measures the tangible business value organizations derive from AI investments. Finally, the concept of the **trust dilemma** highlights where trust and trustworthiness fall out of alignment, exposing either underutilized potential or elevated risk. Together, these measures provide a comprehensive view of how AI is governed, how it delivers impact and where organizations must act to align trust with outcomes.

The Trustworthy AI Index

The Trustworthy AI Index measures how far organizations have invested in practices, technologies and governance frameworks that make AI systems reliable, ethical, transparent and worthy of trust. This includes data governance, responsible AI, compliance, explainability and risk management.

The Impact Index

The Impact Index is a quantitative measure that captures the realized business value and outcomes from AI investments. It aggregates factors such as productivity, innovation, customer experience, operational efficiency and financial returns. A higher score indicates greater tangible benefits from AI.

The interplay of trustworthiness and impact

The table shows how countries cluster differently across trustworthiness and impact. Ireland and Australia and New Zealand combine high trustworthiness with strong impact, proving the value of governance and responsible AI. Others achieve high impact but with weaker foundations, gaining short-term benefits while risking long-term setbacks. Meanwhile, some invest in trustworthiness but fail to translate it into impact, underutilizing their capabilities. These patterns highlight the need to align trust in AI with actual trustworthiness to realize sustainable benefits.

COUNTRY	TRUSTWORHTY AI	IMPACT
Australia & New Zealand	3.01	3.53
Benelux	2.86	2.9
Brazil	3.35	2.84
Canada	3.52	3.01
China	2.67	2.51
France	3.35	3.35
Germany	2.88	2.8
India	2.96	3.33
Ireland	3.26	4.06
Italy	2.73	3.01
Japan	2.92	3.01
Mexico	3.55	3.36
Nordics	2.72	2.64
Poland	2.76	2.9
Saudi Arabia	2.86	2.84
South Africa	2.72	3.24
South Korea	2.82	2.64
Spain	3	3.44
Thailand, Malaysia & Singapore	2.93	3.3
Turkey	3.76	3.3
UAE	2.28	2.6
UK	3.1	2.93
US	3.12	3.1

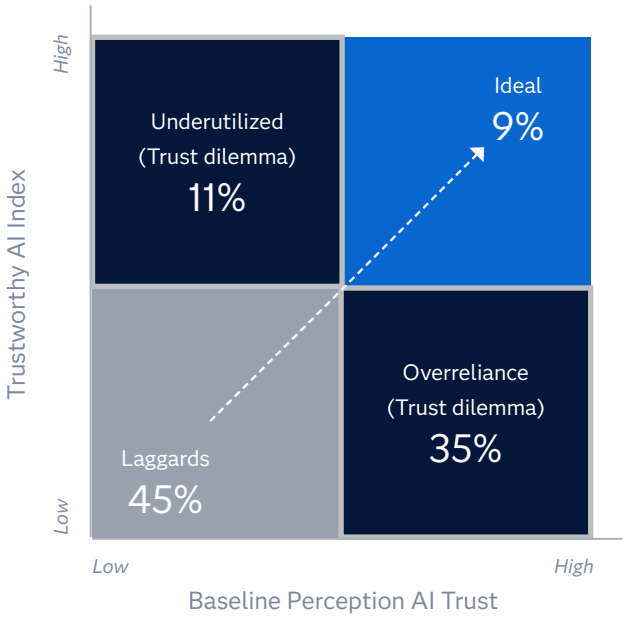
The chart on this page presents a cross-country view of AI trustworthiness and the self-reported impact organizations are achieving. Both are measured on a scale of 0-5, with 5 being the best.

The Trust Dilemma

The chart below plots the relationship between the perceived trust in AI systems and their actual trustworthiness, illustrating the “trust dilemma.” This misalignment, evident across all regions, represents a critical barrier to effective AI adoption. Most organizations experience this misalignment, with relatively few achieving the ideal balance. Two risks emerge: underutilization of reliable systems when trust remains low and overreliance on unproven systems when confidence is disproportionately high. The challenge is particularly acute for generative AI, where rapid enthusiasm has outpaced governance and data quality.

GLOBAL TRUST DILEMMA

The matrix presents clear categories, but both trust in AI and its trustworthiness lie on a continuum. While the report uses a 2x2 framework, readers should keep in mind that shifts between levels are gradual, not binary.



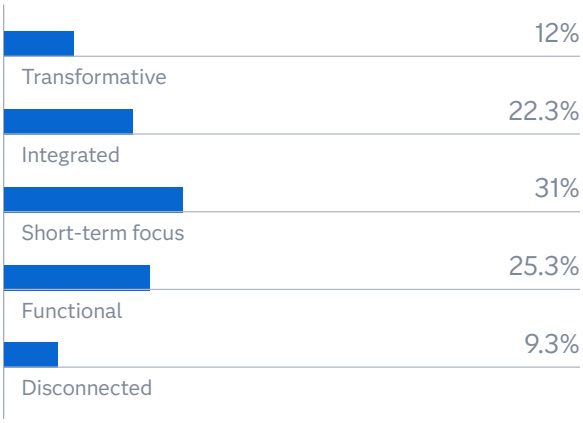
The trust dilemma is a persistent global issue, affecting nearly half of organizations worldwide (46%). It is slightly more pronounced in Asia Pacific and North America, where 47% of organizations face misalignment between trust in AI and actual system trustworthiness. META (Middle East, Turkey and Africa) and Latin America perform slightly better at 45%, though the dissonance remains significant. Even in Europe, where regulatory oversight is stronger, 46% of organizations still fall into this dilemma. Solving it will require sustained investment in governance frameworks, the development of skilled talent and robust infrastructure to ensure that organizational confidence in AI technologies is firmly grounded in demonstrable reliability and integrity. Ultimately, solving this trust dilemma is essential if organizations are to unlock the full impact and value of AI.

The State of Data and AI In META

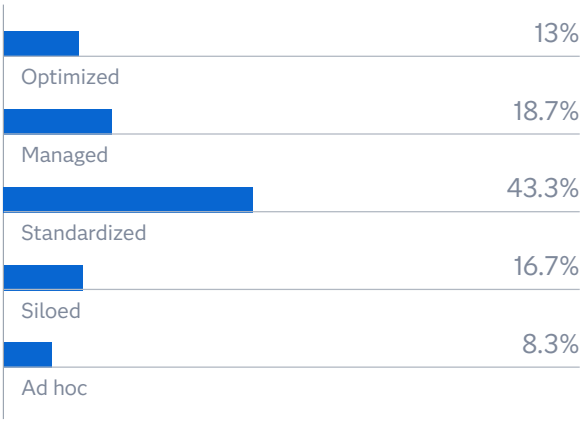
AI TECHNOLOGIES USED

Percent of Respondents

CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



Overall, organizations in the Middle East, Turkey and Africa region are significantly less likely than average to report that they are using GenAI (72.1% vs. a global result of 81.4%) and traditional AI technologies (58.2% vs. 65.8%).

The META region combines Middle Eastern countries – where governments often shape demand through significant financial resources and strong influence over private sectors – and African countries, where governments exert less influence over less developed economies. In some countries, regulation is relatively light-touch, but there is real diversity here. This divergence shapes AI adoption unevenly, with faster top-down progress in parts of the Middle East and more fragmented, market-driven advances across much of Africa.

When it comes to AI maturity, there is more diversity among organizations in the META region than the global average: 12% report they are at the "transformative" stage, where organizations are directing AI investment strategically to shape new business models, products and services (compared to a global average of 10.4%). At the same time, 9.3% report they are at the "disconnected" stage, where AI initiatives are initiated at the function or line of business level, with no connection to organization strategy (compared to a global average of 2.9%).

Looking at data infrastructure maturity, we also see organizations in the META region both ahead and behind the overall global picture: Of META organizations, 13% report they are at the highest "optimized" level of maturity (compared to a global average of 10.2%). At the same time, 16.7% of organizations report they are at the "siloed" level of maturity, where basic frameworks and processes are emerging, but they remain fragmented with gaps in consistency and governance (compared to a global average of 13.9%).

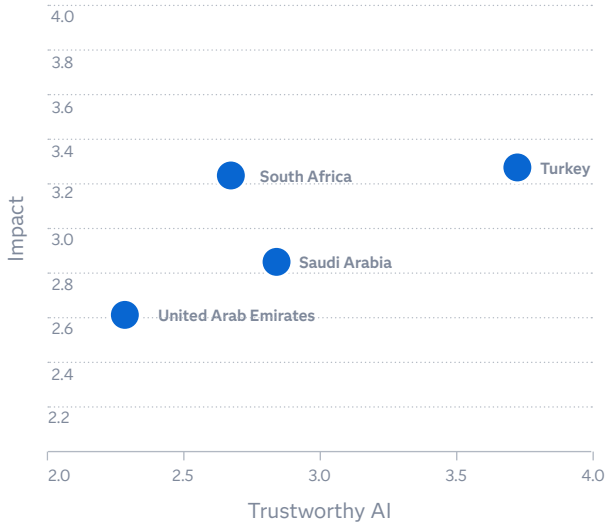
META – Key Findings

A strong link between trustworthy AI and AI impact, though with significant country variations

Across the META region, there is significant variation between countries in terms of the extent of actions that organizations take to deliver trustworthy AI. We find similar differences in the level of business impact that they receive from AI implementation.

As you can see from the chart, Turkey delivers the strongest return from AI and invests the most in creating trustworthy AI. In contrast, organizations from the UAE deliver less business impact from AI and do less to create trustworthy AI.

Crucially, though, wherever individual countries are positioned on this chart, there is a clear correlation in the META region between actions taken to deliver trustworthy AI and the extent of business impact from AI. Organizations that work harder to deliver trustworthy AI get better results.



Data maturity drives AI success in META

Organizations across the META region are clear that the biggest challenges they experience in implementing AI relate to a lack of data centralization and optimization (50.5%) and a lack of effective data governance (cited by 44.7%). However, both challenges are less of an issue for organizations experiencing greater business impact from AI.

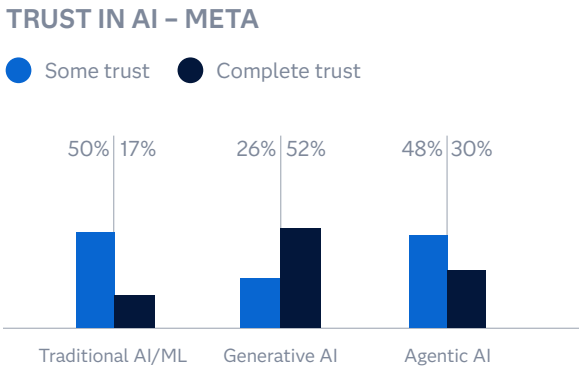
As the chart here shows, data-related challenges must nevertheless be addressed head-on – there is a strong link between AI adoption and data maturity. Organizations that report they are currently using AI are significantly more likely to have a higher level of data maturity. The lowest levels of data maturity are more likely to be found, proportionally, among organizations still only considering or planning AI adoption.

DATA MATURITY VS. AI ADOPTION

Data Maturity	Considering AI	Planning to use AI	Currently using AI
Ad hoc	0	2	5
Siloed	6	38	49
Standardized	20	177	293
Managed	0	61	173
Optimized	2	8	91

META – Key Findings

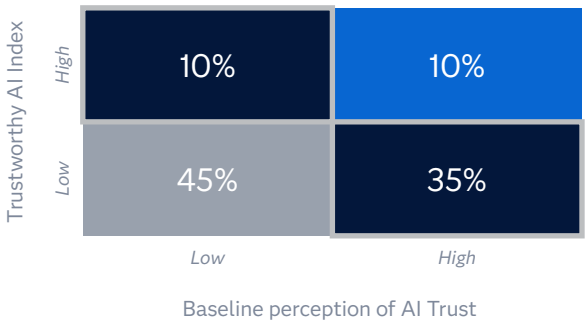
GenAI is significantly more trusted than traditional AI/ML in META



META's top 5 priorities for managing and operationalizing AI projects

01	Build an AI technology architecture	53.4%
02	Support AI training and reskilling	47.1%
03	Create an AI strategy and roadmap	37.5%
04	Develop a data architecture that supports AI	37%
05	Build and run a data science and AI team	34.1%

35% of META organizations are in an "AI trust danger zone," only 10% are aligned



As is the case worldwide, organizations from the META region are more likely to say that they have complete trust in GenAI than in any other type of AI technology – despite generative AI's innate trust-related weaknesses. META organizations are also more likely than the global average to declare they have complete trust in either traditional AI/ML or in GenAI.

In the META region, 10% of organizations are positively aligned with AI trust. In other words, they demonstrate both a high focus on delivering trustworthy AI through specific actions (represented by our Trustworthy AI Index) and a high level of innate trust in the AI being implemented.

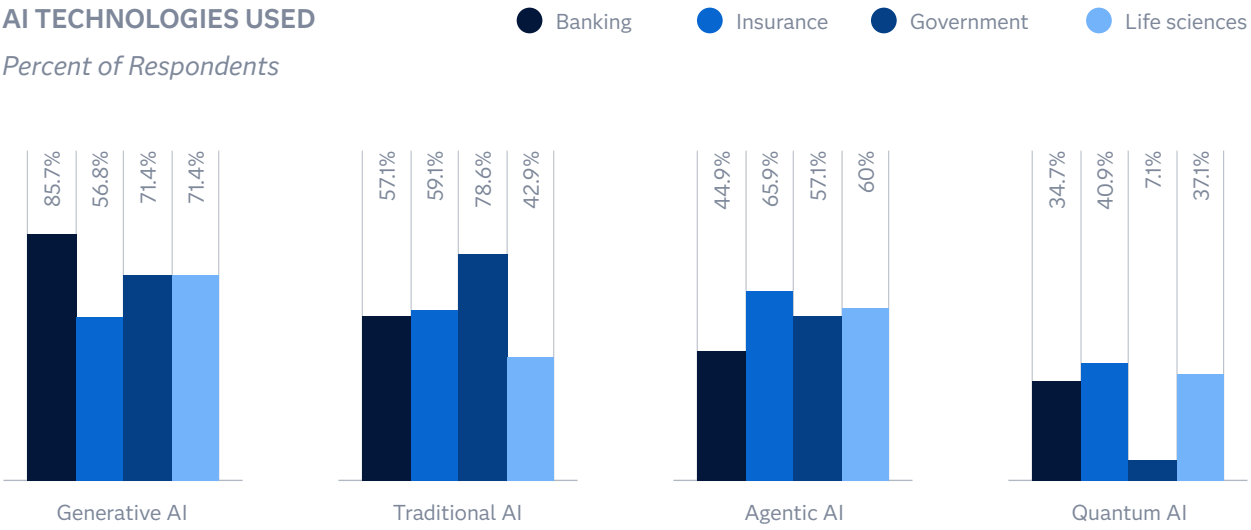
Meanwhile, 35% are in a "danger zone" where organizations exhibit a high level of innate trust in GenAI that is not matched by an equivalent level of investment in concrete activities to deliver trustworthy AI.

In this context, META's top priorities for managing and operationalizing AI projects are to be expected. Actions related to architecture and skills dominate. Meanwhile, actions relating to compliance, security, trust and risk mitigation fall well outside the top five, with only around 10% citing this topic as a priority.

META Industry Overview

AI TECHNOLOGIES USED

Percent of Respondents



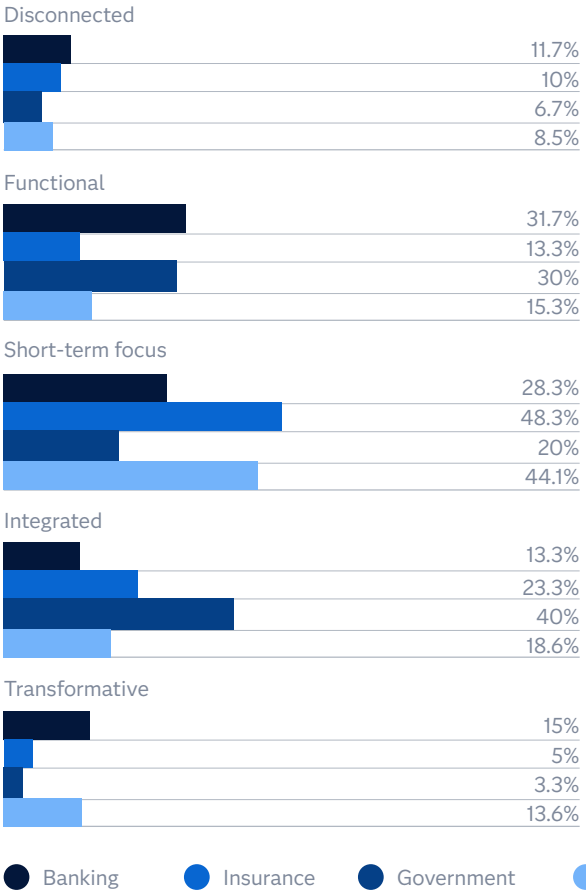
Across the Middle East, Turkey and Africa (META) region, which here includes Saudi Arabia, the UAE, Turkey and South Africa, organizations in banking, insurance, government and life sciences are rapidly advancing their AI agendas. There is strong adoption of a wide range of AI technologies, particularly generative and agentic AI. Banking leads the way in generative AI usage, with 85.7% of organizations leveraging it to improve customer engagement, automate processes and personalize services. Government institutions show the highest adoption of traditional AI, at 78.6%, suggesting they are using more mature AI models for decision support, citizen services and policy implementation. Meanwhile, agentic AI is seeing the strongest uptake in insurance and life sciences, where over 60% of organizations are already using autonomous or semi-autonomous systems to assist with complex decision-making and process automation.

Despite this broad adoption, AI maturity levels suggest that many of these efforts remain early-stage or fragmented. Government is the most advanced overall, with 40% of entities reporting an "integrated" stage of AI use. However, only 3.3% are operating at a "transformative" level, where AI is embedded deeply across the organization. Banking has the highest share of organizations at the "transformative" stage, at 15%, but also shows a large proportion of institutions still at "functional" or "disconnected" stages. This reflects uneven implementation across the sector. Insurance and life sciences are heavily skewed toward short-term or pilot-focused activity. Nearly half of insurance organizations, and over 44% of life sciences organizations, report operating with a short-term focus rather than a fully integrated AI strategy. This points to growing interest and experimentation, but not yet full maturity.

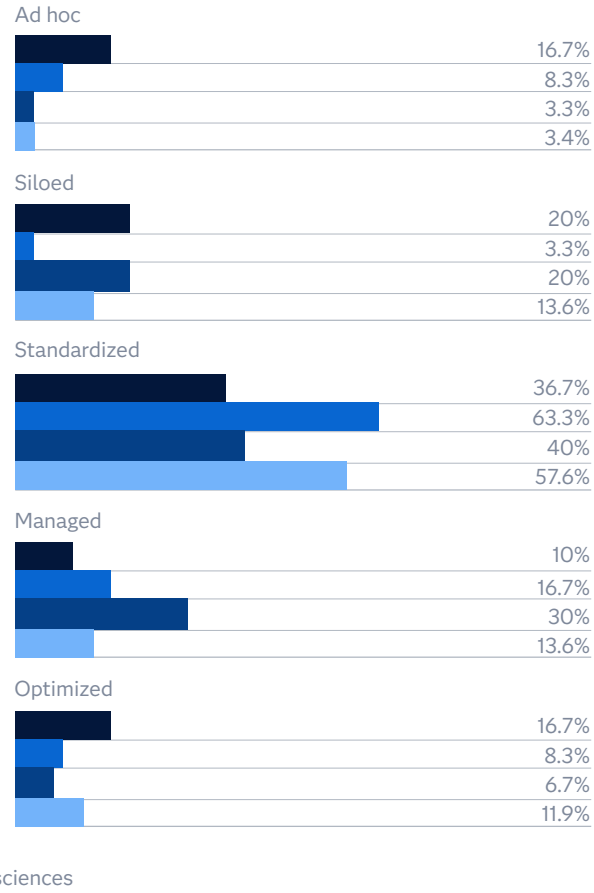
The state of data infrastructure helps explain this gap between ambition and execution. AI maturity is strongly correlated with how well data environments are structured, governed and optimized. Government organizations have a relatively strong foundation, with 70% of institutions operating at "standardized" or "managed" data levels and very few still in "ad hoc" stages. This positions the public sector to expand its AI footprint in a stable and sustainable way. Insurance also stands out for its progress, with 63.3% of organizations reporting standardized data environments. However, relatively few have reached the "managed" or "optimized" stages needed to support large-scale AI deployments. Life sciences and banking reveal more fragmented landscapes. While over half

META Industry Overview

CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



of life sciences organizations report standardized data, few have advanced beyond that. Banking shows a wide spread, with nearly 37% at the "standardized" level, but another 36.7% spread across ad hoc and siloed environments. This unevenness limits consistency in AI adoption and scalability across the sector.

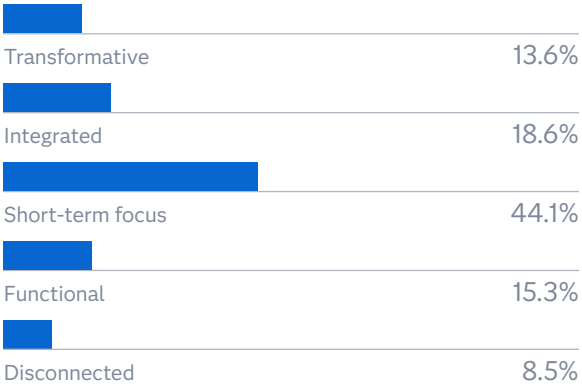
Taken together, the data tells a clear story. Organizations in the META region are highly motivated to adopt AI and are actively embracing new technologies. However, there is a significant gap between the desire to innovate and the ability to execute at scale. The most advanced sectors in terms of data infrastructure, such as government and insurance, are also those that show the greatest potential to move AI from experimentation to real impact. Banking and life sciences, while ambitious, will need to focus on building stronger internal capabilities and more consistent data foundations in order to achieve broader transformation.

Looking ahead, success will depend on more than just AI tool adoption. It will require investment in the less visible, but critical layers of infrastructure, governance and talent. Organizations that can align their technology ambitions with operational readiness will be best positioned to turn AI into a source of long-term strategic value. Those that do not may find themselves limited to isolated use cases without the ability to scale, govern or sustain their efforts.

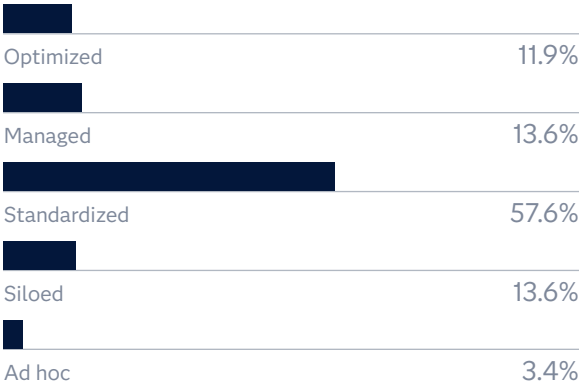
META – Life Sciences

Limited AI and data infrastructure maturity affect the types and potential ROI of AI projects

AI MATURITY



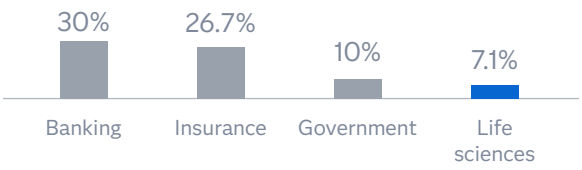
DATA INFRASTRUCTURE MATURITY



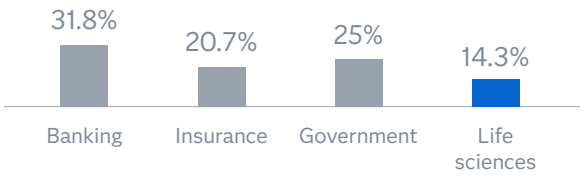
The META life sciences industry is emphasizing short-term AI initiatives, suggesting limited strategic deployment of AI across the sector. Most organizations have a standardized data infrastructure, which provides a consistent foundation but lacks the flexibility and sophistication needed for advanced AI applications. This maturity gap between AI strategy and data infrastructure indicates that while the groundwork for AI is being laid, many organizations are not yet positioned to fully capitalize on its transformative potential.

Life sciences' slow pace in trustworthy AI adoption across META industries

OVERALL TRUSTWORTHY AI: TRANSFORMATIONAL STATUS



TRUSTWORTHY AI INVESTMENT FOR AGENTIC AI: SIGNIFICANTLY INCREASING



Life sciences show the lowest engagement in trustworthy AI across the META region, with just 7.1% reaching transformational status and 14.3% investing in agentic AI – far behind banking, insurance and government. This contrast highlights a significant gap in AI prioritization, suggesting that life sciences may face challenges in scaling AI-driven innovation compared to other sectors.

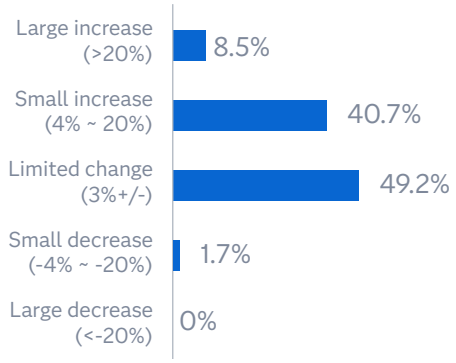
META – Life Sciences

Limited AI investment will restrain Latin American efforts to compete effectively

TOP 5 CHALLENGES

01	Data foundation not centralized / optimized	62.9%
02	Lack of executive support	51.4%
03	Lack of data governance	42.9%
04	Lack of specialized tech personnel	34.3%
05	Lack of skilled employees	31.4%

EXPECTED AI INVESTMENT GROWTH



TOP 5 IMPLEMENTATION PRIORITIES

01	Build an AI technology architecture	56.8%
02	Create AI strategy and roadmap	50%
03	Support AI training and reskilling	50%
04	Build and run a data science and AI team	43.2%
05	Develop data architecture that supports AI	29.5%

HOW LEADERS SEE AI BUSINESS VALUE

01	Process efficiency / effectiveness	52.5%
02	Personal Productivity	50.8%
03	Decision making	47.5%

The META region's life sciences industry is actively engaging with AI, but remains at an early stage of maturity, with structural, organizational and leadership challenges slowing progress. The most cited barrier is the lack of a centralized or optimized data infrastructure (62.9%), followed by insufficient executive support (51.4%) – a challenge unique to this region compared with others. Weak data governance (42.9%) and persistent talent shortages, both in specialized tech roles (34.3%) and broader skillsets (31.4%), further reinforce META's position as an emerging region for AI in life sciences rather than one that has fully arrived.

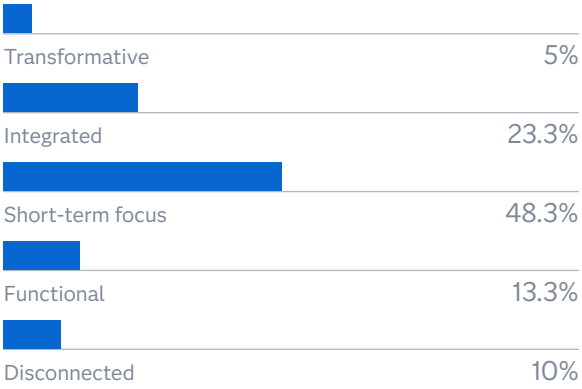
Investment expectations reflect cautious growth: 40.7% anticipate small increases in AI funding, nearly half (49.2%) expect little change, and only 8.5% foresee significant increases. To address current limitations, organizations are prioritizing AI technology architecture (56.8%), strategic planning (50%) and workforce reskilling (50%). Building data science teams and supportive data architectures also feature prominently, suggesting a balanced approach between technical foundations and human resource development.

Leaders see AI's greatest business value in process efficiency (52.5%), productivity gains (50.8%) and improved decision-making (47.5%). Yet, without stronger executive sponsorship and greater investment momentum, progress will remain incremental. The META life sciences industry stands at a point of emerging maturity, with clear engagement and ambition, but still requires leadership alignment and infrastructural modernization to accelerate transformation.

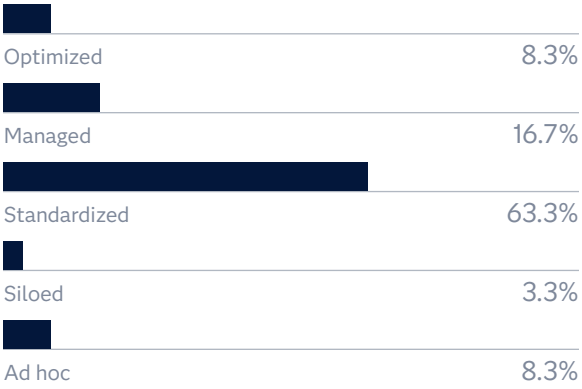
META – Insurance

AI efforts are improving in the META Insurance Industry as data infrastructure improves

AI MATURITY



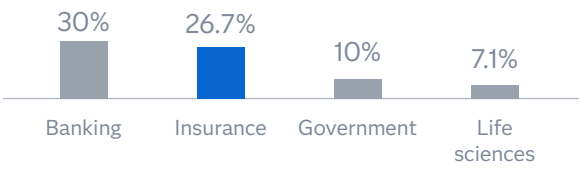
DATA INFRASTRUCTURE MATURITY



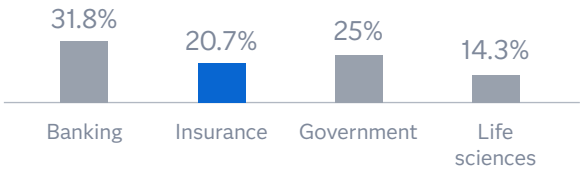
The META insurance industry shows a strong short-term focus on AI maturity (48.3%), suggesting that many organizations are still exploring tactical rather than strategic applications of AI. Meanwhile, with 63.3% of organizations having a standardized data infrastructure, there is a solid foundation in place, but limited optimization may hinder the ability to scale and fully integrate advanced AI solutions.

Insurance ranks second in overall trustworthy AI transformational status but lags with agentic AI

OVERALL TRUSTWORTHY AI: TRANSFORMATIONAL STATUS



TRUSTWORTHY AI INVESTMENT FOR AGENTIC AI: SIGNIFICANTLY INCREASING



Insurance ranks second in overall trustworthy AI transformational status (26.7%) within the META region, ahead of government and life sciences, but trailing banking. However, its investment in trustworthy agentic AI (20.7%) is lower than both banking and government, suggesting a more cautious approach to scaling advanced AI capabilities.

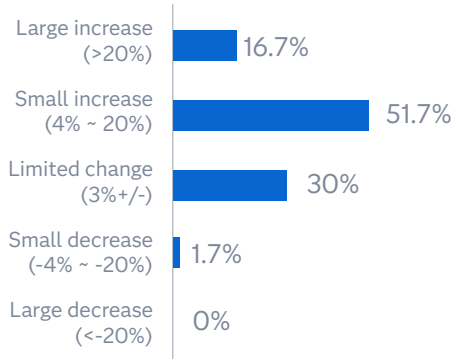
META – Insurance

Strong investment in AI in META's insurance industry, but limited results to date

TOP 5 CHALLENGES

01	Data foundation not centralized / optimized	52.3%
02	Lack of data governance	40.9%
03	Lack of skilled employees	43.2%
04	Lack of executive support	43.2%
05	Lack of specialized tech personnel	36.4%

EXPECTED AI INVESTMENT GROWTH



TOP 5 IMPLEMENTATION PRIORITIES

01	Build an AI technology architecture	56.8%
02	Create AI strategy and roadmap	50%
03	Support AI training and reskilling	50%
04	Develop data architecture that supports AI	43.2%
05	Customize GenAI models	29.5%

HOW LEADERS SEE AI BUSINESS VALUE

01	Product / service innovation	53.3%
02	Process efficiency / effectiveness	50%
03	Personal productivity	48.3%

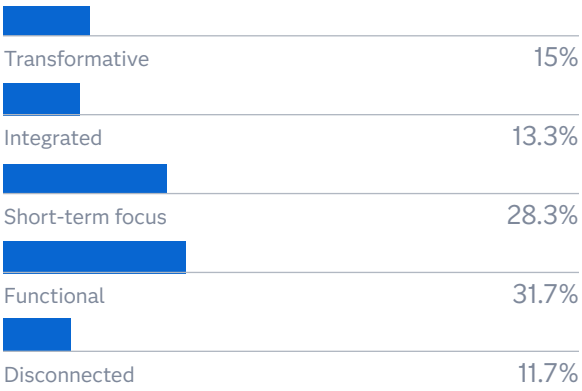
The META region's insurance industry is actively pursuing AI adoption, but faces notable challenges related to talent and infrastructure. Over half of organizations report a lack of centralized data foundations (52.3%) as a major barrier, alongside issues with skilled employees (43.2%), executive support (43.2%) and data governance (40.9%). Concerns about specialized tech personnel (36.4%) are present but less dominant, suggesting that human capital and data readiness are more pressing. Despite these challenges, the investment outlook is optimistic: 51.7% expect small increases in AI funding and 16.7% anticipate large increases, with very few expecting any decline. This reflects growing confidence in AI's potential to transform operations and offerings.

To address these barriers, organizations are prioritizing the development of AI technology architecture (56.8%), building an AI roadmap (50%) and supporting AI training and reskilling (50%). Data architecture development and GenAI model customization are also key focus areas, indicating a balanced approach to technical and human resource readiness. Leaders see AI's greatest business value in product and service innovation (53.3%), followed by process efficiency (50%) and personal productivity (48.3%). Key takeaways include the urgent need to invest in talent development and data governance, the strategic importance of building robust AI infrastructure and a clear recognition of AI's role in driving innovation and operational performance across the META region's insurance sector.

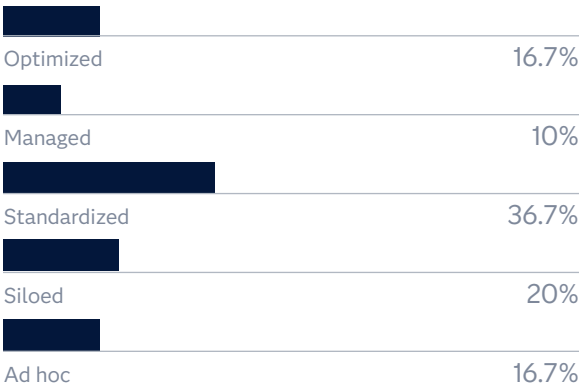
META – Banking

Data infrastructure issues seem to be holding back AI efforts within the META banking industry

AI MATURITY



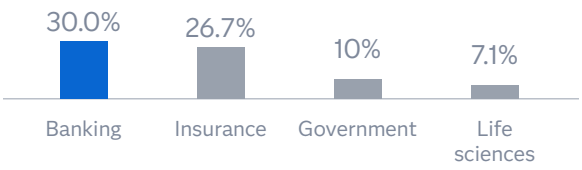
DATA INFRASTRUCTURE MATURITY



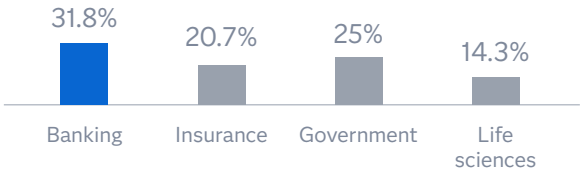
The META banking industry shows a strong operational focus in AI maturity, with 31.7% of organizations at the "functional" level and only 15% achieving transformative use, indicating limited strategic integration of AI across business units. Meanwhile, 36.7% of organizations have a standardized data infrastructure, but with a combined 36.7% still in "siloed" or "ad hoc" stages, many banks may struggle to scale AI effectively due to fragmented or underdeveloped data systems.

Banking leads the trust race in META agentic AI investments

OVERALL TRUSTWORTHY AI: TRANSFORMATIONAL STATUS



TRUSTWORTHY AI INVESTMENT FOR AGENTIC AI: SIGNIFICANTLY INCREASING



Within the META region, the banking industry stands out with the highest levels of trustworthy AI transformational status (30%) and investment growth in trustworthiness of agentic AI (31.8%), indicating a strong commitment to advanced and responsible AI adoption. In contrast, all other sectors lag behind banking, showing lower trustworthiness efforts overall and less investment increase, suggesting slower progress and lower prioritization of agentic AI capabilities. This positions the sector not only as a regional leader but also as a potential benchmark for how regulated industries can balance innovation with trust.

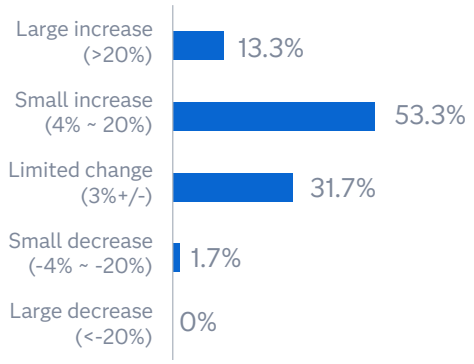
META – Banking

AI efforts in banking in the META region are being actively pursued, but significant challenges remain

TOP 5 CHALLENGES

01	Lack of specialized tech personnel	49.0%
02	Lack of skilled employees	42.9%
03	Lack of data governance	42.9%
04	Data foundation not centralized / optimized	40.8%
05	Cost for AI development and deployment	28.6%

EXPECTED AI INVESTMENT GROWTH



TOP 5 IMPLEMENTATION PRIORITIES

01	Build an AI technology architecture	59.2%
02	Build and run a data science and AI team	38.8%
03	Develop data architecture that supports AI	38.8%
04	Develop and tune AI models	34.7%
05	Support AI training and reskilling	32.7%

HOW LEADERS SEE AI BUSINESS VALUE

01	Product / service innovation	65.0%
02	Process efficiency / effectiveness	55%
03	Decision making	53.3%

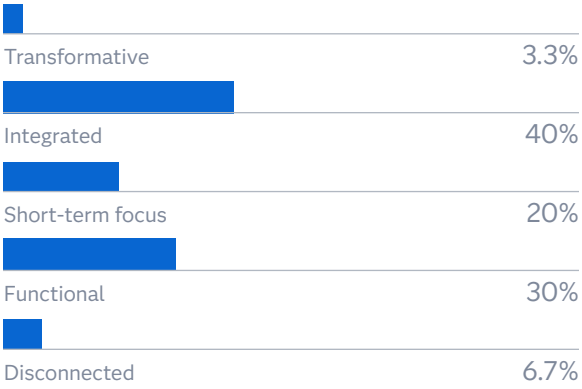
The META region's banking industry is actively pursuing AI adoption but faces persistent foundational and workforce-related challenges. The most cited barriers include a lack of specialized tech personnel (49%), skilled employees (42.9%) and weak data governance (42.9%), alongside issues with siloed data foundations (40.8%) and development costs (28.6%). Despite these hurdles, investment sentiment is largely positive, with 53.3% expecting small increases and 13.3% anticipating large growth in AI funding. This optimism reflects growing confidence in AI's potential to drive innovation and operational improvements across the banking sector.

To overcome these challenges, banks in the region are prioritizing the development of AI technology architecture (59.2%), building data science teams (38.8%) and creating supportive data infrastructure (38.8%). Leaders see AI's greatest business value in product and service innovation (65%), process efficiency (55%) and improved decision-making (53.3%). Recommendations include accelerating workforce development through targeted training and reskilling programs, strengthening data governance frameworks and investing in scalable AI infrastructure.

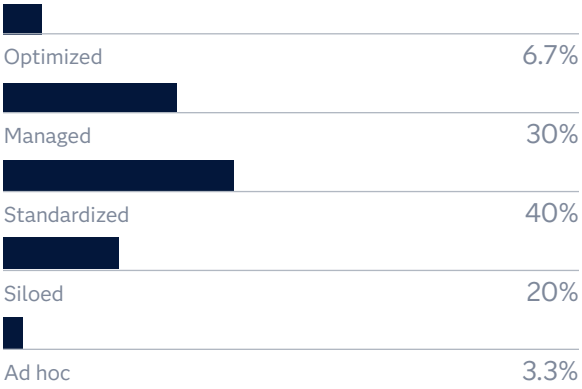
META – Government

Data Infrastructure and AI are advancing in the META government sector, but still have room to improve

AI MATURITY



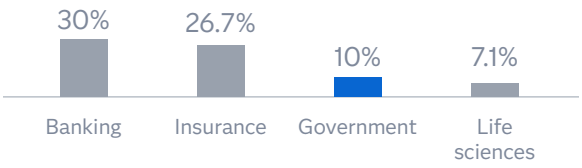
DATA INFRASTRUCTURE MATURITY



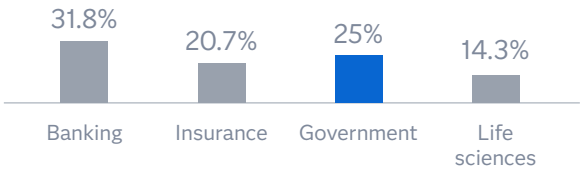
META government agencies show moderate AI maturity, with 40% at the “integrated” level and 30% the “functional” stage, indicating that many are embedding AI into operations, but few (3.3%) have reached transformative use. Similarly, while 40% have standardized data infrastructure and 30% have managed systems, only 6.7% are at the “optimized” level – suggesting that limited data agility may constrain the full potential of AI in driving innovation and public service efficiency.

Issues with trust in AI overall, but agentic AI shows promise

OVERALL TRUSTWORTHY AI: TRANSFORMATIONAL STATUS



TRUSTWORTHY AI INVESTMENT FOR AGENTIC AI: SIGNIFICANTLY INCREASING



META Government agencies lag behind banking and insurance in overall trustworthy AI transformational status (10% vs. 30% and 26.7%, respectively), indicating slower progress in embedding AI responsibly across operations. However, government ranks second in significantly increasing investment in agentic AI (25%), surpassing life sciences and insurance, suggesting a strong forward-looking commitment to enhancing autonomous AI capabilities despite current maturity gaps.

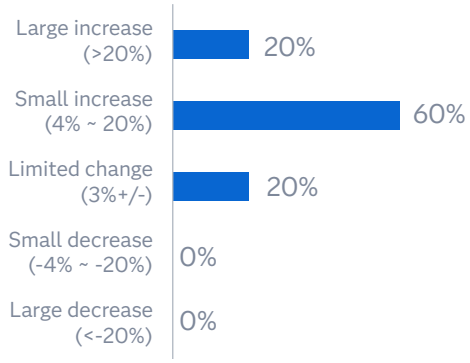
META – Government

Government agencies in the META region are increasingly recognizing the strategic importance of AI

TOP 5 CHALLENGES

01	Data foundation not centralized / optimized	78.6%
02	Lack of data governance	57.1%
03	Lack of skilled employees	42.9%
04	Lack of executive support	35.7%
05	Lack of specialized tech personnel	28.6%

EXPECTED AI INVESTMENT GROWTH



TOP 5 IMPLEMENTATION PRIORITIES

01	Support AI training and reskilling	57.1%
02	Develop data architecture that supports AI	50%
03	Build and run a data science and AI team	35.7%
04	Create AI strategy and roadmap	35.7%
05	Develop responsible AI policy	35.7%

HOW LEADERS SEE AI BUSINESS VALUE

01	Process efficiency / effectiveness	66.7%
02	Personal productivity	53.3%
03	Decision making	46.7%

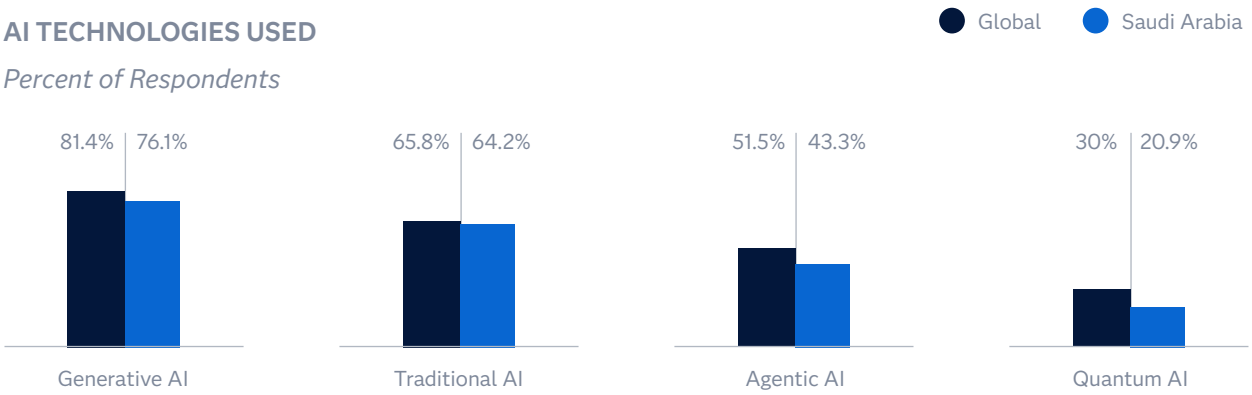
Government agencies in the META region are increasingly recognizing the strategic importance of AI, with 80% expecting investment growth and 20% anticipating large increases. However, foundational challenges persist, particularly around data infrastructure: Nearly 80% of respondents report siloed or unoptimized data foundations (78.6%), and 57.1% cite a lack of data governance. Talent shortages also remain a concern, with 42.9% noting a lack of skilled employees and 28.6% pointing to gaps in specialized tech personnel. Additionally, 35.7% of respondents highlight a lack of executive support, which may hinder strategic alignment and long-term planning for AI initiatives.

To address these challenges, META government agencies are prioritizing AI training and reskilling (57.1%), developing supportive data architecture (50%) and forming dedicated data science teams (35.7%). Strategic planning and responsible AI policy development are also key focus areas, reflecting a maturing approach to governance and deployment. Leaders see AI's business value primarily in improving process efficiency (66.7%), enhancing personal productivity (53.3%) and supporting better decision making (46.7%). While investment momentum is strong, success will depend on resolving data and talent gaps, fostering executive buy-in and aligning AI initiatives with clear strategic goals.

The State of Data And AI in Saudi Arabia

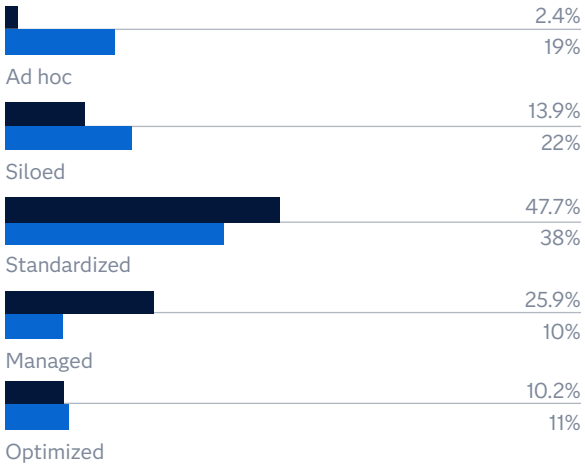
AI TECHNOLOGIES USED

Percent of Respondents



CURRENT STATUS OF AI

CURRENT STATUS OF DATA INFRASTRUCTURE



Like many other GCC states, Saudi Arabia is a country with a highly active government and a strategic desire to create a future-facing economy – and AI is seen as a vehicle for transformation. From an AI adoption perspective, Saudi Arabia is almost completely aligned with the global average.

Looking at AI maturity, we see a reflection of Saudi Arabia's situation: the share of organizations at the most mature "transformative" stage (10%) almost completely matches the 10.4% global average – but at the same time, shares of organizations in Saudi Arabia at the "integrated" (15%) and "short-term focus" stages (27%) are lower than the global averages (27.9% and 32.5% respectively). It's a similar story regarding data infrastructure maturity, with a slightly higher share of Saudi Arabian organizations in our survey at the highest "optimized" level of maturity than the global average (11% compared to 10.2%), but a lower share at the "standardized" level of maturity (38% vs 47.7% globally) and a significantly higher share at the "ad hoc" (19% compared to 2.4%) and "siloed" levels of maturity (22% vs 13.9%).

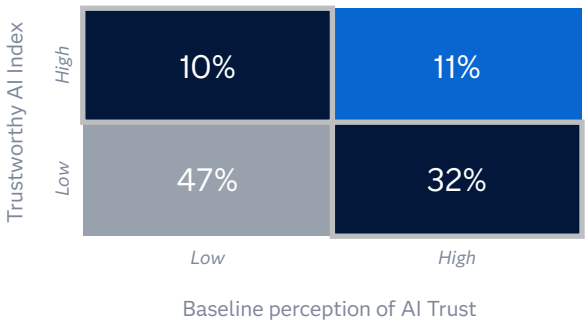
Saudi Arabia – Key findings

Saudi Arabian organizations exhibit comparatively strong levels of AI trust alignment

Saudi Arabia may be marginally behind the global average in AI adoption, but respondents show that trust is being taken seriously among those adopting. 11% of organizations in Saudi Arabia report a significant positive degree of alignment between how much they trust AI and the actions they are taking to implement trustworthy AI, which is significantly above the global average.

32% of organizations in Saudi Arabia are in the "danger zone" – significantly lower than the global average (35%). These organizations say that they have complete trust in AI, but they don't underpin that level of trust with a corresponding degree of investment in delivering trustworthy AI.

SAUDI ARABIAN TRUST DILEMMA



Outsized challenges relating to lack of skilled employees, lack of executive support

Respondents in Saudi Arabia cite data governance and a lack of data centralization and optimization as AI implementation challenges, but they do so less often than the global average. Though Saudi Arabian respondents are less likely than average to cite a lack of specialized skilled resources for AI as a challenge, they are significantly more likely than average to be concerned by a lack of AI skills in the general population of employees.

TOP 5 CHALLENGES

01	Lack of skilled employees	+12.6%
02	Data foundation not centralized / optimized	+0.1%
03	Lack of data governance	-5.1%
04	Lack of specialized tech personnel	-9.4%
05	Lack executive support	+4.6%

Saudi Arabia – Key findings

Challenges relating to employee skills are being addressed through regulation

Saudi Arabian organizations' responses show that, in line with respondents' views that lack of access to skilled employees is a key AI challenge, regulations are compelling organizations in the country to train employees in AI literacy. This stands out as mattering far more to Saudi Arabian respondents than other potential impacts of data or AI regulation and policy.

REGULATION IMPACT

Regulations require employee training / literacy programs	+13.5%
Regulations limit transferring data across organizational / national boundaries	-11.6%

POLICY IMPACT

Policies dictate that services must be delivered from our country / region	-16.5%
Policies dictate that data must stay in our country / region	-8.5%

Saudia Arabia is less troubled by data access or IP risk than most, but accuracy and reliability are major concerns

When it comes to specific concerns relating to tackling AI trust issues, Saudi Arabian respondents are significantly less likely than the global average to be concerned about protecting against IP risks (-7.3%). However, respondents are significantly more likely to be concerned about maximizing AI accuracy and reliability – something that makes sense for countries where native languages are usually poorly supported by today's global GenAI model providers.

Saudi Arabian respondents are much less likely than average to be concerned about data access challenges (-19.2%), but data quality stands out as a challenge (cited 7.4% more than average) in the country.

AI TRUST PRIORITIES

Intellectual property risks	-7.3%
Accuracy and reliability	+20.8%

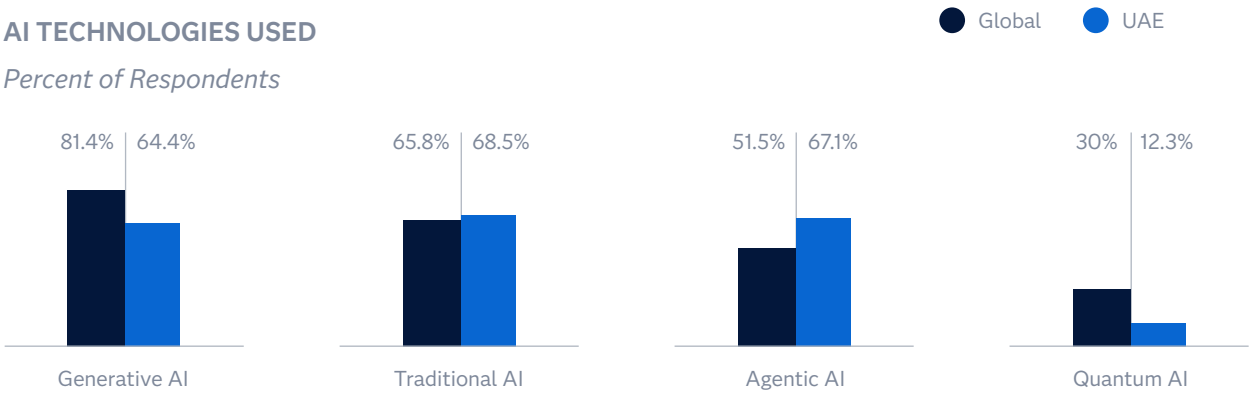
DATA READINESS CHALLENGES

Data quality	+7.4%
Difficulty in accessing relevant data sources	-19.2%

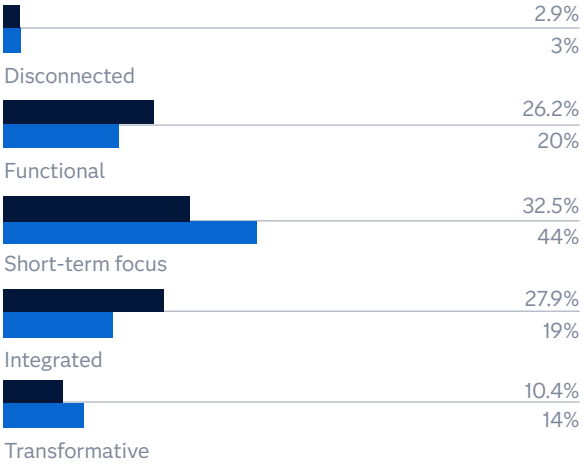
The State of Data And AI in United Arab Emirates

AI TECHNOLOGIES USED

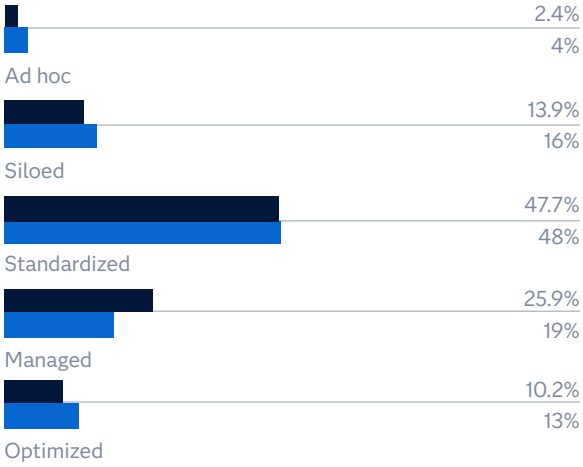
Percent of Respondents



CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



Like many other GCC states, the United Arab Emirates (UAE) has a highly active government and wants to create a future-facing economy. AI is seen as a vehicle for that transformation. From an AI adoption perspective, the UAE is behind the global average for generative AI, but ahead of the global average for adoption of both traditional AI (machine learning) and agentic AI.

When looking at AI maturity, we see a reflection of UAE's strategic focus: the share of organizations at the most mature "transformative" stage (14%) is greater than the 10.4% global average – but at the same time, the share of organizations in the UAE at the "short-term focus" stage (44%) is significantly higher than the global average (32.5%). Data infrastructure maturity shows a similar pattern: a higher share of UAE organizations are at the highest "optimized" level of maturity than the global average (13% compared with 10.2%), but at the same time, a higher share of UAE respondents are at the "siloed" level of maturity than average (16% vs 13.9%).

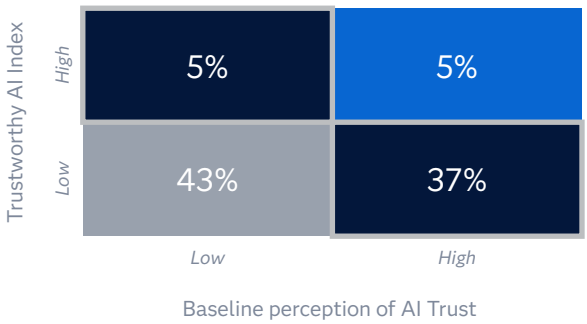
UAE – Key findings

UAE organizations exhibit comparatively weak levels of AI trust alignment

While the UAE is roughly in line with the global average in AI adoption, our survey indicates that AI trust is taken significantly less seriously here than in many countries. Just 5% of organizations in the UAE report a significant positive degree of alignment between their trust in AI and the actions they are taking to implement trustworthy AI – significantly below the global average (9%).

More than a third (37%) of organizations in the UAE are in the trustworthy AI "danger zone" – higher than the global average (35%). These organizations say that they have high levels of trust in AI, but they don't follow suit with a corresponding degree of investment in delivering trustworthy AI.

UAE TRUST DILEMMA



Outsized challenges relating to a lack of skilled employees, a lack of executive support

Respondents in the UAE cite a similar blend of AI implementation challenges to those exhibited by many other countries – relating to data foundations and access to skills – but it is notable that for each of the top five challenges cited by UAE respondents, more respondents rate the concern as important than the global average.

TOP 5 CHALLENGES

01	Data foundation not centralized / optimized	+9.7%
02	Lack of data governance	+5.4%
03	Lack of skilled employees	+5.8%
04	Lack of specialized tech personnel	+1.8%
05	Lack executive support	+13.1%

UAE – Key findings

Data regulations have a strong influence, but without a specific focus on privacy

Survey responses from the UAE show that organizations are particularly regulated in terms of data sharing but not overburdened with regulatory restrictions relating to data privacy.

At the same time, organizations are more likely than the global average to say that they have policies in place to dictate that service providers must be based locally (+8.1%) and marginally more likely to have policies in place regarding data residency (+2.5%).

REGULATION IMPACT

Regulations limit how we can use data	+8.8%
Regulations require us to protect data privacy	-8.8%

POLICY IMPACT

Policies dictate that providers must be based in our country / region	+8.1%
Policies dictate that data must stay in our country / region	+2.5%

Balancing innovation and risk

When it comes to specific concerns relating to tackling AI trust issues, UAE respondents are significantly more likely than the global average to be concerned about protecting against IP risks and more likely to be concerned about ensuring AI transparency and explainability.

Looking at data readiness challenges, it's clear that these are a major concern: UAE respondents are hugely more likely to cite issues with assuring data privacy and compliance (+24.3%), as well as assuring data quality.

AI TRUST PRIORITIES

Intellectual property risks	+10.7%
Transparency and explainability	+6.1%

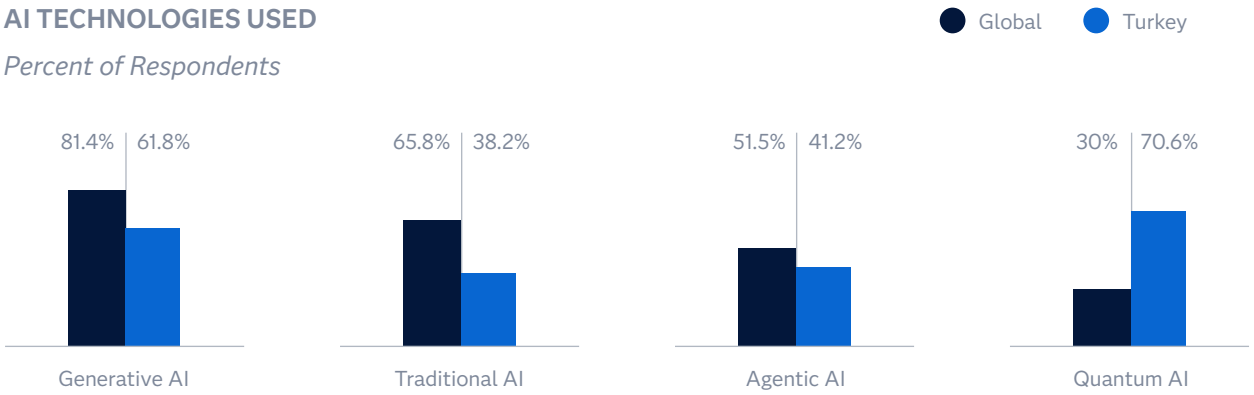
DATA READINESS CHALLENGES

Data privacy and compliance challenges	+24.3%
Data quality	+14.9%

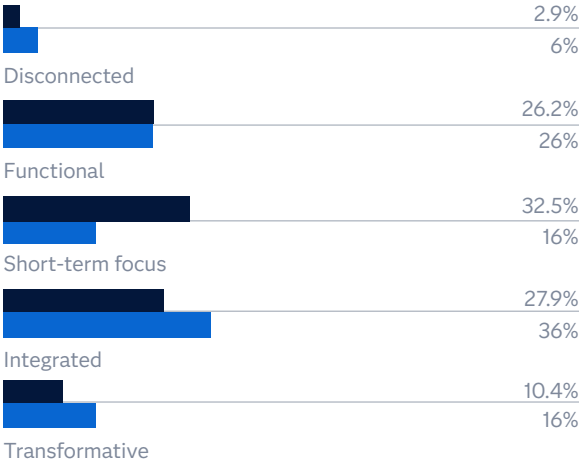
The State of Data And AI in Turkey

AI TECHNOLOGIES USED

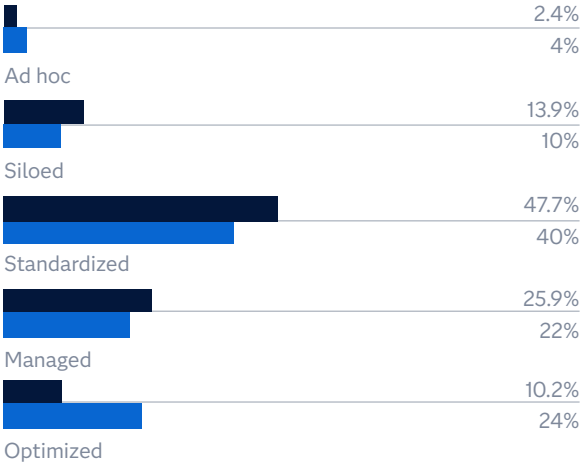
Percent of Respondents



CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



Turkey presents a unique situation in AI: Despite very high maturity in both data infrastructure and AI capabilities, overall adoption of AI technologies remains relatively low, with the notable exception of quantum AI. This paradox may reflect a deliberate strategy of deploying AI only once foundational elements are firmly in place, ensuring long-term scalability and reliability. At the same time, adoption may be slowed by persistent shortages of skilled professionals and the cautious pace of sectoral demand, particularly in industries prioritizing efficiency gains over frontier innovation. Regulatory uncertainty and the need to demonstrate clear returns on investment may further temper adoption, while limited access to global AI ecosystems could slow the diffusion of cutting-edge technologies. In effect, Turkey appears to be building strong readiness first, creating the conditions for accelerated adoption once confidence in governance, talent and ROI converges.

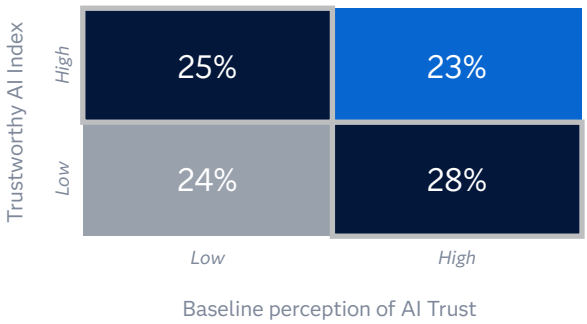
Turkey – Key findings

Trust and trustworthiness: Turkey shining

Turkish companies have extremely positive results overall when talking about delivering highly trustworthy AI outcomes, with 48% being in the “high trustworthiness” category compared to just 20% globally. At the same time, they are more likely than the European average to declare they have high trust in AI (51% vs 44%). The situation might be considered near optimal, with just 28% of organizations falling in the ”danger zone” of high trust in AI without sufficient investment in trustworthy AI.

Although overall adoption of AI technologies remains limited, the organizations that have adopted AI demonstrate very high maturity levels; this maturity underpins their ability to deliver highly trustworthy AI.

TURKEY TRUST DILEMMA



Fewer technical challenges, but a need for employees and support

Turkey’s highly mature landscape is also clear when looking at its major challenges: rather than primarily being technical, they are skewed towards organizational; the most-reported issues are a lack of AI-skilled employees and a lack of executive support.

More technical obstacles, such as those related to data governance and data management, are present, but at a lower rate than in other countries, possibly due in part to a less stringent regulatory framework.

With high maturity levels in AI and data and a much higher trustworthiness score compared to their peers, Turkish organizations are focused on organizational challenges rather than more technical ones. These challenges may also explain the somewhat low adoption levels of AI technologies as a whole.

TOP 5 CHALLENGES

01	Lack of employees with AI skills	+7,5%
02	Lack of executive support	+13%
03	Lack of data governance	-5,5%
04	Data foundation not centralized / optimized	-11%
05	Lack of skilled AI personnel	-5,4%

Turkey – Key findings

Navigating regulation and policy tradeoffs in Turkey's AI landscape

Turkish organizations face a distinctive regulatory and policy landscape that shapes their AI adoption trajectory. Compared with the global average, they are significantly more constrained by regulations restricting specific AI use cases (+19%) and by internal requirements for provider compliance (+8%). At the same time, they experience fewer barriers in areas that typically limit data flow elsewhere: Restrictions on data sharing with external partners (-10%) and requirements to keep data within national borders (-13%) are reported less frequently. This suggests that while Turkish organizations operate under tighter controls on how AI can be applied, they benefit from relatively greater flexibility in data mobility, which may enable more collaborative and cross-border innovation once regulatory clarity around use cases is achieved.

REGULATION IMPACT

Regulations restrict specific AI use cases	+19%
Regulations restricts sharing data with external partners	-10%

POLICY IMPACT

Policies dictate that providers must show compliance with organization's polcies	+8%
Policies dictate that data must stay in our country / region	-13%

Ethical and "soft" concerns shape trust priorities and data challenges

For Turkish organizations, building trust in AI is strongly tied to concerns around data governance and responsible use. Compared with the global average, they place significantly higher emphasis on data privacy and compliance challenges (+24%), alongside transparency and explainability (+11%) and ethical use, bias and fairness (+8%). Interestingly, accessing relevant data sources is less of a challenge (-11%), suggesting that while data availability is comparatively strong, confidence in managing and governing that data remains the critical barrier to advancing trustworthy AI.

AI TRUST PRIORITIES

Ethical use, bias and fairness	+8%
Transparency and explainability	+11%

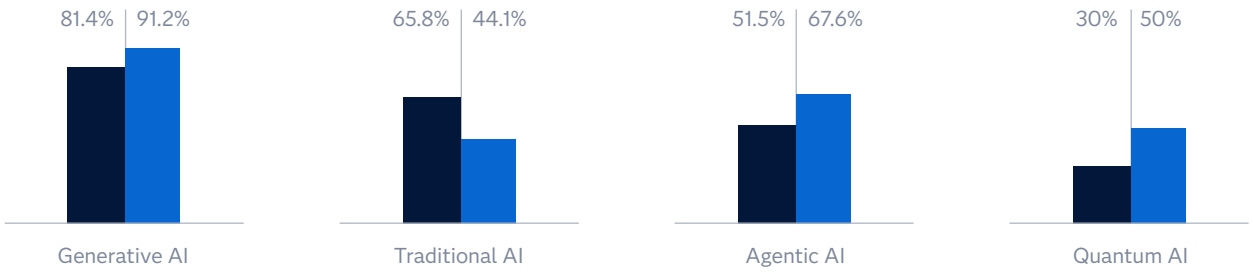
DATA READINESS CHALLENGES

Data privacy and compliance challenges	+24%
Accessing relevant data sources	-11%

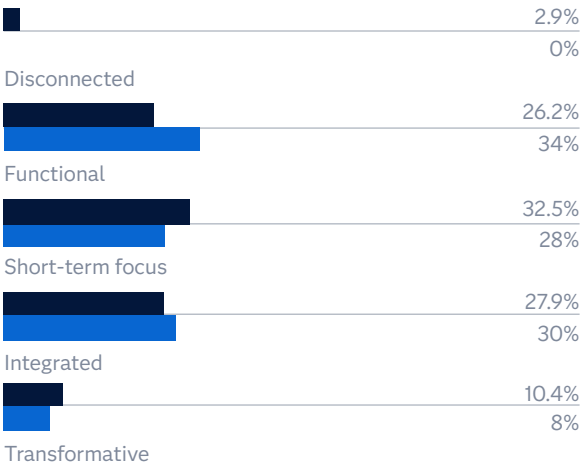
The State of Data And AI in South Africa

AI TECHNOLOGIES USED

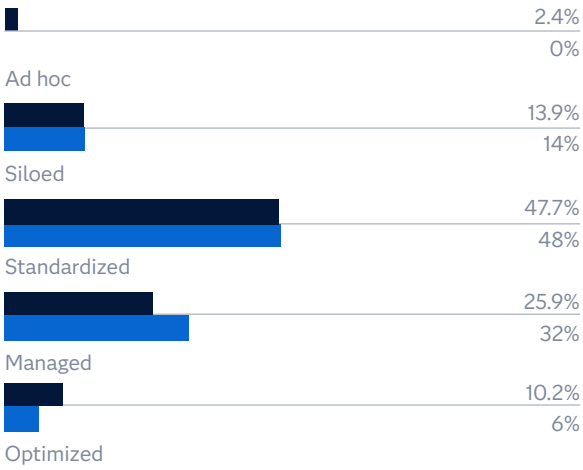
Percent of Respondents



CURRENT STATUS OF AI



CURRENT STATUS OF DATA INFRASTRUCTURE



South African survey respondents clearly highlight that while the country might have a relatively modest history of adopting AI, it is aggressively moving ahead. Adoption of traditional AI (machine learning) is significantly behind the global average, but South Africa is significantly ahead of the global average in adoption of GenAI, agentic AI and quantum AI adoption.

Looking at AI maturity, South Africa is broadly in line with the global average: marginally fewer organizations are at the most mature “transformative” stage than average (8% against 10.4% globally), but a slightly larger share than average are at the “integrated” stage of AI maturity (30% vs 27.9% globally). It’s a similar story regarding data infrastructure maturity, with a smaller share of South African organizations at the highest “optimized” level of maturity than the global average (6% vs 10.2% globally), but 32% at the “managed” level vs 25.9% globally.

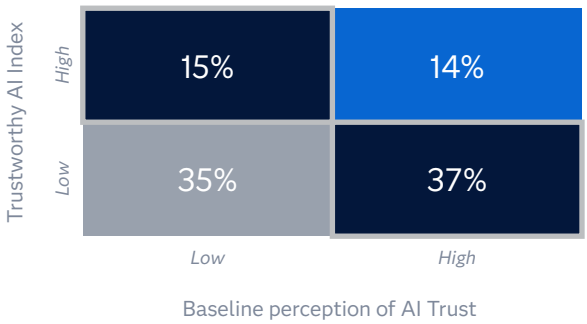
South Africa – Key findings

Significant challenges with the AI trust dilemma, and many are in the "danger zone"

South Africa is significantly ahead of the global average in AI adoption specifically, but our survey indicates that AI trust is taken significantly less seriously here than in many countries. Around 14% of organizations in South Africa report a significant positive degree of alignment between how they trust AI and the actions they are taking to implement trustworthy AI, which is above the global average (9%); however, 51% of respondents have some degree of "trust dilemma."

More than a third (37%) of organizations in South Africa are in the "danger zone" – slightly above the global average (35%). These organizations say that they have complete trust in AI – but at the same time, they don't underpin that level of trust with a corresponding degree of investment in delivering trustworthy AI.

SOUTH AFRICA TRUST DILEMMA



Outsized challenges relating to AI governance, data governance

Respondents in South Africa cite a similar blend of AI implementation challenges to that exhibited by many other countries – relating to data foundations and access to skills. For four of the top five challenges cited by South African respondents, more respondents rate the concern as important than the global average.

This is particularly true for challenges relating to AI governance (+11.7%) and data governance (+9%).

TOP 5 CHALLENGES

01	Lack of data governance	+9%
02	Lack of specialized tech personnel	+6.4%
03	Data foundation not centralized / optimized	-2.1%
04	Lack of AI governance and risk management	+11.7%
05	Lack of clear evaluation criteria for AI solutions	+3.3%

South Africa – Key findings

A mixed picture relating to the impact of regulation and company policies

South Africa currently has no AI-specific regulation, but it has well-established data regulation (the Protection of Personal Information Act, or POPIA). South African respondents are particularly likely to highlight issues relating to data movement across borders, but they are less likely than average to feel constrained by regulations dictating if or how AI is used to drive automated decision-making.

South African organizations appear to feel the impact of policies to encourage the delivery of services from the region, even when the companies that are providing services do not have to be based locally.

REGULATION IMPACT

Regulations limit transferring data across national / organizational boundaries	+4.4%
Regulations limit use of AI for automated decision-making	-7.4%

POLICY IMPACT

Policies dictate that services must be delivered from our country / region	+8.5%
Policies dictate that providers must be based in our country / region	-3.9%

Ethics and data privacy shape trust priorities; organizations particularly concerned about revenue risks

South African organizations' priorities regarding the creation of trusted AI focus particularly on assuring ethical use, bias and fairness of AI systems – this is cited significantly more often than average. By contrast, organizations are less likely than average to cite dealing with data privacy and security issues as priorities.

Specifically concerning the risks that organizations want to try to mitigate with responsible AI, South African organizations are particularly interested in protecting against revenue loss – and, in contrast, particularly uninterested in criminal liability or regulatory risk.

AI TRUST PRIORITIES

Ethical use, bias and fairness	+5.8%
Data privacy and security	-5.8%

DATA READINESS CHALLENGES

Revenue loss	+15.3%
Criminal liability / regulatory risk	-21.7%

Glossary of Important Terms

AI governance	*The framework of policies, processes and controls that guide the responsible development, deployment and oversight of AI systems, ensuring they are ethical, transparent, trustworthy and aligned with organizational and regulatory standards.*
Agentic AI	*A class of artificial intelligence systems composed of autonomous, goal-driven agents that collaborate through orchestration layers to perform complex tasks with minimal human supervision, leveraging memory, reasoning and dynamic tool use to adapt and act independently.*
AI Impact Index	*A quantitative benchmark that reflects the realized business value of AI by aggregating outcomes such as productivity, innovation, customer experience, operational efficiency and financial returns to show how effectively AI supports strategic and operational goals.*
AI maturity	*The degree to which an organization has embedded AI into its strategy, operations and culture. Maturity ranges from early experimentation to transformation.*
Data infrastructure maturity	*The degree to which an organization's data architecture is structured, governed and integrated, ranging from ad hoc and siloed practices to fully optimized, continuously improving systems.*
Generative AI	*A branch of artificial intelligence that creates original content, such as text, images, audio or code, by using models trained on existing data to respond to prompts with new outputs.*
Responsible AI	*A set of practices and technologies designed to ensure AI is ethical, transparent and aligned with societal and organizational values.*
Traditional (predictive) AI	*A form of artificial intelligence that uses rule-based or statistical models to perform narrowly defined tasks, such as prediction, classification or optimization, within structured environments – relying on human-defined inputs and outputs rather than generating new content.*
Trust dilemma	*The misalignment between perceived trust in AI and its actual trustworthiness. This can lead to underuse of reliable systems or overreliance on unproven ones.*
Trust in AI	*A subjective willingness to rely on AI, shaped by user experience, perception and organizational context. Trust may exist even when the system lacks trustworthy foundations.*
Trustworthy AI	*An objective measure of an AI system's reliability, integrity and transparency. It reflects whether the technology is built and governed in ways that justify trust and minimize risk.*
Trustworthy AI Index	*A measure of how extensively an organization has adopted practices, technologies and governance frameworks to ensure its AI systems are ethical, transparent, reliable and aligned with societal and regulatory expectations.*
Quantum AI	*The fusion of quantum computing and artificial intelligence that leverages quantum phenomena, such as superposition and entanglement, to accelerate learning, optimization and simulation in high-dimensional systems.*

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