unisys

The AI Equation

2024 AI Business Impact Research

Contents

Foreword

Artificial intelligence is redefining how organizations innovate and compete. This technology amplifies human potential, enabling unprecedented creativity and efficiency across diverse sectors.

New research studies commissioned by Unisys — conducted by Ipsos and PSB Insights — reveal that companies must not only adapt now to avoid being left behind but also must establish a roadmap for their AI strategy or risk facing a challenging future.

While public discourse often centers on AI's societal impact, forward-thinking organizations are already harvesting tangible benefits. They're reaching new levels of productivity, pioneering novel solutions and reshaping entire fields of operation.

The true power of AI lies in its synergy with human expertise. Organizations that skillfully blend AI capabilities with human insight position themselves at the forefront of progress.

As AI evolves, so must organizational strategies. This report illuminates how organizations can harness AI's potential while navigating its complexities, offering a roadmap for thriving in this era of AI innovation.

Business Benefits

AI's profound impact on organizations continues to grow, reshaping how we work and innovate. While AI's potential for positive change is vast, it also presents challenges that demand thoughtful consideration. Some AI-related risks are readily apparent: the spread of misinformation, sophisticated fraud attempts, and the use of AI content to perpetuate biases.

Other challenges are less visible but equally critical. These include maintaining employee satisfaction, retaining talent and ensuring AI enhances rather than hinders productivity. However, with clear potential to drive business growth and efficiency, AI's emergence creates a unique opportunity for organizations that can leverage its power while sidestepping potential pitfalls to set themselves apart from peers.

First, consider the extent to which AI is already embedded in the business world. The vast majority of executives surveyed (93%) believe that AI will be a permanent part of their organization's strategies in the future (**Unisys/PSB Insights AI Study**), and 89% say they expect their company's use of AI to increase in the next year (**Unisys/Ipsos Workplace AI Study**).
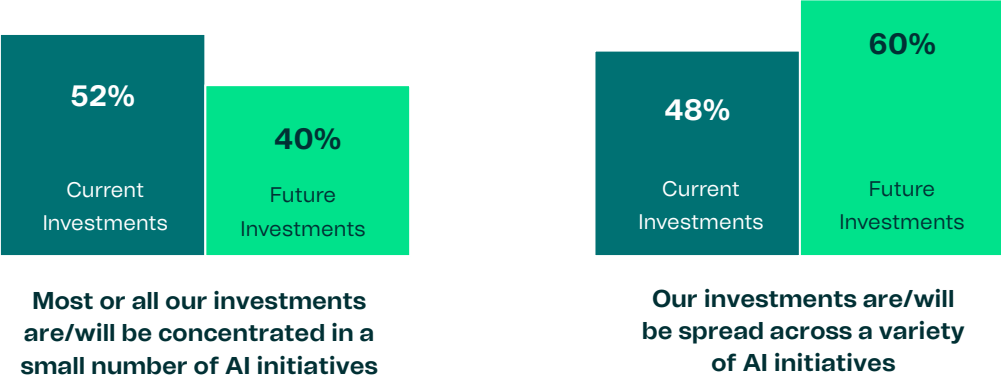
Company's AI Use:
Expected Change in Next 12 Months

4%

7%

89%

■ Increase

■ Stay the same

■ Decrease
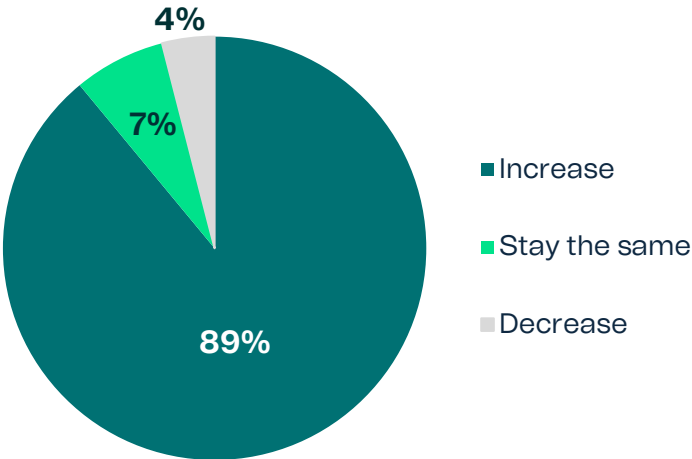
Source: Unisys/Ipsos Workplace AI Study | **Base: Executives n=695**

Additionally, nearly three-quarters of executives surveyed (74%) believe that AI will be a trustworthy source for accurate and reliable information (**Unisys/PSB Insights AI Study**), further highlighting AI's centricity in the workplace. More than half of the executives (60%) anticipate that their organization's investments in AI over the next three years will be spread across a wider variety of AI initiatives, rather than concentrated on a small number of initiatives (**Unisys/PSB Insights AI Study**).

Current vs. Future AI Investment Strategy

52% Current Investments	40% Future Investments		48% Current Investments	60% Future Investments

Most or all our investments are/will be concentrated in a small number of AI initiatives

Our investments are/will be spread across a variety of AI initiatives

Source: Unisys/PSB Insights AI Study | **Base: U.S. Executives n=250**

Executives also agree that not implementing AI can harm business growth. In fact, approximately 73% of executives surveyed believe that not investing in AI now will hinder their ability to be competitive in the future, and almost all (99%) say that adopting AI is a competitive priority (**Unisys/PSB Insights AI Study**). However, only 3 in 10 executives believe that their company's current level of AI adoption sets them ahead of their competitors, and over one-third (34%) say their organization has cut corners to adopt AI quickly (**Unisys/PSB Insights AI Study**). Given AI's prevalence in the corporate world, organizations need to develop strategies to effectively implement the technology while also mitigating its accompanying risks.

Organizations That Don't Invest in AI Now Will Discover That They Can No Longer Compete

My Organization Has Had to Cut Corners in Some Areas to Adopt AI Quickly

73% Agree

34% Agree
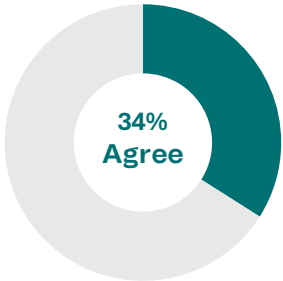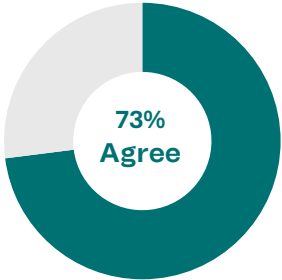
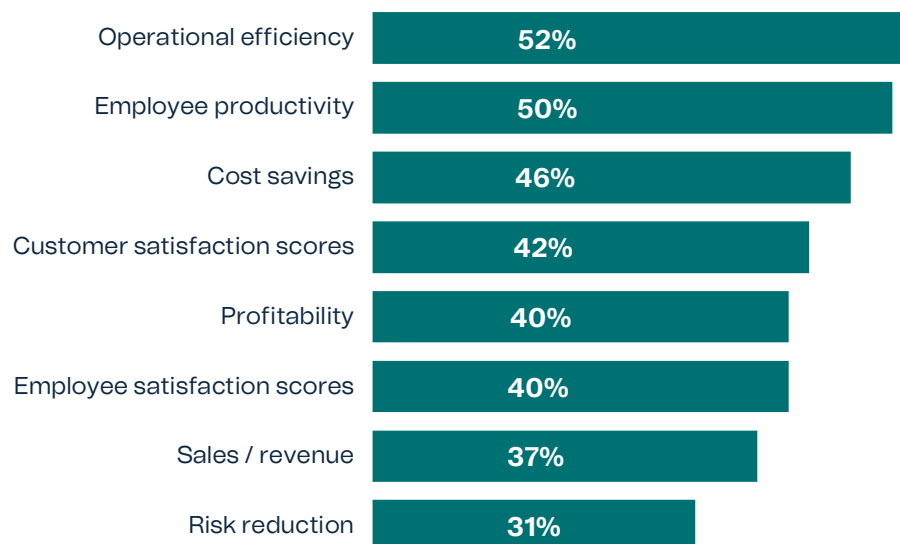Source: Unisys/PSB Insights AI Study | **Base: U.S. Executives n=250**

> "As Executives are seeking insights for ROI on AI investments, they should consider AI is designed to help problem-solve — from mundane tasks to complex challenges. This allows organizations to maximize the impact, especially when there is a targeted business challenge. With the right strategy, use case and focus, organizations that deploy AI will thrive.".
>
> **Brett Barton**
> **Vice President and Global AI Practice Leader at Unisys**

Although it is crucial for organizations to effectively incorporate AI tools and practices in the workplace, no clear consensus exists on how to measure AI's effectiveness (**Unisys/Ipsos Workplace AI Study**). There are several possible barometers, but the top three ways companies are measuring effectiveness are by improvements in the following areas: operational efficiency (52%), employee productivity (50%) and cost savings (46%).
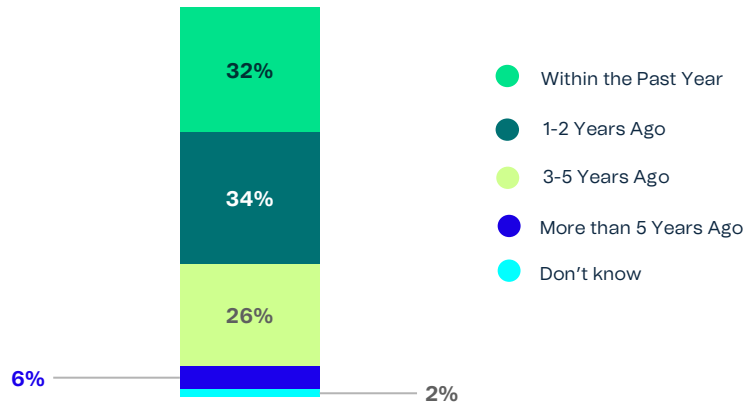
How Companies Measure the Impact of AI

Category	Percentage
Operational efficiency	52%
Employee productivity	50%
Cost savings	46%
Customer satisfaction scores	42%
Profitability	40%
Employee satisfaction scores	40%
Sales / revenue	37%
Risk reduction	31%

Source: Unisys/Ipsos Workplace AI Study **| Base: All whose company uses AI n=1,736**

Additionally, over one-third of businesses surveyed (34%) made their last major IT investment three or more years ago; as such, businesses may lack the IT infrastructure required to reap all the benefits AI has to offer (**Unisys/Ipsos Workplace AI Study**). Discrepancies over how to measure AI's effectiveness, along with lagging IT infrastructure, may limit the ROI potential for some companies. Notably, these results were consistent across all of the countries surveyed.
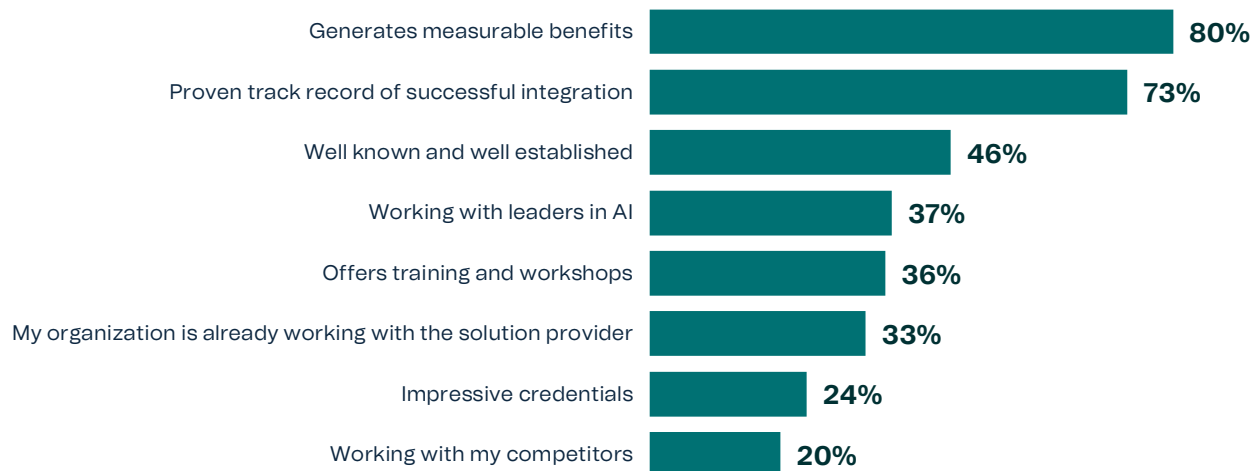
Time Since Last Major IT Investment

- Within the Past Year — 32%
- 1-2 Years Ago — 34%
- 3-5 Years Ago — 26%
- More than 5 Years Ago — 6%
- Don't know — 2%

Source: Unisys/Ipsos Workplace AI Study | **Base: Executives n=695**

Therefore, to fully appreciate the myriad potential benefits AI offers an organization, employers need to make smart choices when investing in technology and AI partners. When considering an AI partner, respondents look for a history of measurable benefits (80%), a proven track record of successful integration (73%) and if vendors are well known and established in their industry (46%) (**Unisys/PSB Insights AI Study**).

Characteristics of a Good AI Partner

Generates measurable benefits	80%
Proven track record of successful integration	73%
Well known and well established	46%
Working with leaders in AI	37%
Offers training and workshops	36%
My organization is already working with the solution provider	33%
Impressive credentials	24%
Working with my competitors	20%

Source: Unisys/PSB Insights AI Study **| Base: U.S. Executives n=250**

Taking these factors and more into account is essential, as poorly managed AI adoption can hamper the ability to drive growth, and likewise, well-managed AI adoption can improve the valuation of the organization. Further complicating these matters is that nearly two-thirds of executives surveyed (64%) feel that most AI partners and solutions available to them are more hype than substance (**Unisys/PSB Insights AI Study**). This highlights a need for AI investments to yield pertinent, clear solutions to workplace problems, making their value more visible to executives and organizations.

Employee Benefits

While AI offerings have the capacity to contribute to bottom-line objectives, its benefits do not end there. AI also holds the potential to create significant improvements in the day-to-day work lives of employees. Among employees surveyed in AI-using companies, 71% report improved job satisfaction due to AI implementation. Looking ahead, an even larger majority, 85%, believe it will positively impact their job satisfaction in the future (**Unisys/Ipsos Workplace AI Study**).

Topping the list of AI's advantages that employees cite is that it alleviates mundane tasks. Eighty-four percent of employees say AI helps them to streamline routine tasks, while 83% say AI has a positive impact on day-to-day productivity (**Unisys/Ipsos Workplace AI Study**).

Impact of AI on Aspects of Working Life
% Very or Somewhat Positive

Aspect	%
Streamlining routine tasks	84%
Day-to-day productivity	83%
Financial analysis (market trends, sales, etc.)	77%
Communication / collaboration	76%
Customer or client satisfaction	75%
Ability to effectively train staff	73%
Strategic decision-making / planning	73%
Job satisfaction	71%
Sales / revenue	71%
Marketing	71%
Evaluating employee performance	64%

Source: Unisys/Ipsos Workplace AI Study **| Base: All whose company uses AI n=1,736**

Beyond easing routine day-to-day tasks and lifting performance on typical business metrics, AI can have an even deeper impact for employees and employers alike. It's hard to recall the last time a new development in the workplace has had the power to facilitate career growth the way AI

is poised to do. It has the potential to accelerate employees' progression in current career paths, and it's perceived as creating entirely new career paths and opportunities. Approximately 4 in 5 employees surveyed (79%) believe that gaining AI skills will enable faster career progression, and nearly half (44%) of those who have saved time by using AI report dedicating their newfound availability to training or professional development (**Unisys/Ipsos Workplace AI Study**).

While respondents were universally positive about the impact of AI on different aspects of their working life, respondents in the UK were generally less positive on across the board, and statistically less positive than respondents from the U.S., Germany and Australia on AI's impact on job satisfaction, sales and marketing.

Impact of AI on Professional Growth

Feel that gaining AI skills will enable faster career progression

| 79% |

Source: Unisys/Ipsos Workplace AI Study **| Base: Total n=2,015**

Have used time saved due to AI for training / professional development

| 44% |
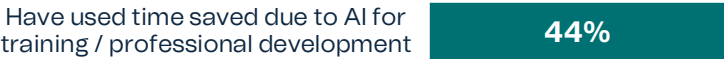
Source: Unisys/Ipsos Workplace AI Study **| Base: All who have saved time using AI n=1,349**

> "AI will make my job a lot easier. AI will save time performing my duties, which will allow more time for career development."
>
> **Verbatim from Unisys/Ipsos Workplace AI Study**
> **US, Financial Services Senior Manager**

Beyond enhancing individual productivity, AI shapes the broader job landscape. A majority of employees surveyed (61%) believe that AI will create new jobs, compared to 39% who believe it will lead to jobs being cut (**Unisys/Ipsos Workplace AI Study**). This optimistic outlook outweighs concerns about AI's workplace risks, highlighting enthusiasm for AI's potential to drive organizational growth and create professional opportunities.
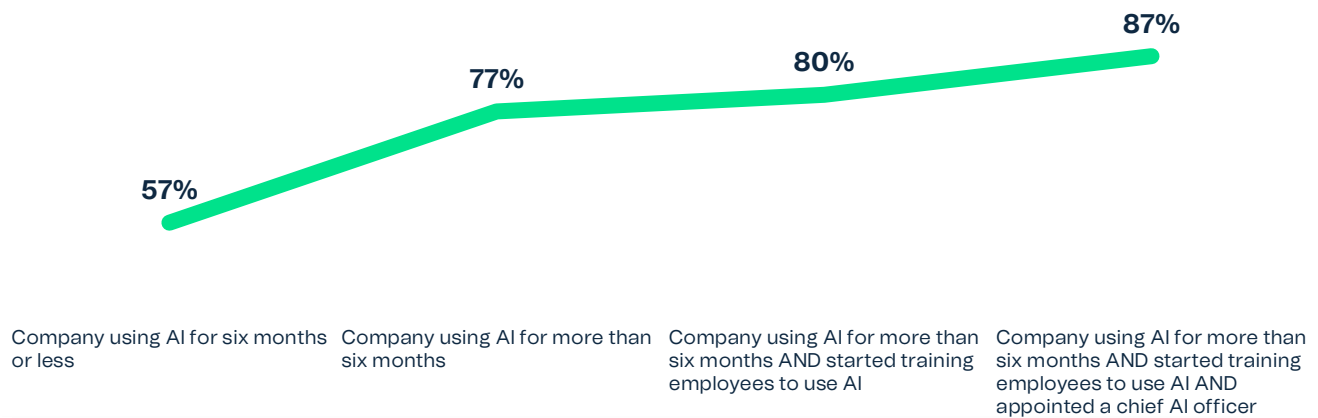
Expected Impact of AI on Job Opportunities

39%
61%
- Create new jobs
- Cut jobs
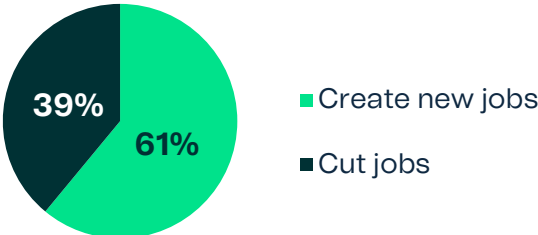
Source: Unisys/Ipsos Workplace AI Study **| Base: Total n=2,015**

So, it's little wonder that people are already realizing AI's potential to enhance workplace experiences. We've noted that 71% of employees at companies that are using AI report workplace AI adoption currently has a positive impact on their job satisfaction (**Unisys/Ipsos Workplace AI Study**). However, the extent of the impact is directly coupled with a company's investments in AI. Organizations that have been using AI longer and have taken concrete steps to incorporate it into their business strategy yield greater job satisfaction among their employees (**Unisys/Ipsos Workplace AI Study**).

Impact of AI on Job Satisfaction
% Very or Somewhat Positive

57%   77%   80%   87%

| Company using AI for six months or less | Company using AI for more than six months | Company using AI for more than six months AND started training employees to use AI | Company using AI for more than six months AND started training employees to use AI AND appointed a chief AI officer |

Source: Unisys/Ipsos Workplace AI Study | **Base: All whose company uses AI n=1,736**

Employers are also seeing benefits from AI's presence in the workplace. Executives surveyed who view themselves as "AI risk-takers" (those who say they are extremely or very willing to take risks when it comes to AI) report their risks are paying off, with 47% saying they find AI extremely valuable. This can be compared to only 10% of executives who view themselves as "AI risk-averse" (those who say they are only somewhat willing or not willing to takes risks when it comes to AI) saying they find AI extremely valuable (**Unisys/PSB Insights AI Study**).

Current Value of AI at Organization
% Extremely Valuable

47%

10%

Risk-Takers   Risk-Averse
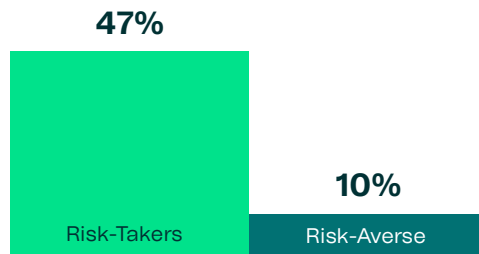
Source: Unisys/PSB Insights AI Study | **Base: U.S. Executives n=250**

AI Readiness

As AI is positioned to be central to the future of the business landscape, successfully integrating it into the workplace is a necessary step for companies to gain a competitive advantage. However, determining just how to strategically harness AI's potential is a more complicated matter. Success requires three key elements: an appreciation of its complexities, commitment to its successful deployment, and a clear understanding of its organizational benefits and how to effectively realize them.

Risk-takers are leading the way in AI adoption and deriving significantly greater value from it compared to their more cautious counterparts. While 49% of risk-takers surveyed report a higher level of AI adoption than their competitors, only 19% of those who are risk-averse can say the same. Additionally, 36% of risk-takers are focused on long-term impact with their AI strategies compared to only 19% of those who are more cautious. This data underscores the advantage of embracing AI proactively and suggests that organizations willing to take risks are better positioned to leverage AI for substantial lasting benefits.

Some of the biggest challenges companies face when working to implement AI into their workplaces are limited knowledge and resources. Over two-thirds of employees surveyed (69%) say that their companies do not have enough people with the necessary skills and experience to be able to utilize AI effectively; this notion is even more pronounced among executives, with 75% agreeing (**Unisys/Ipsos Workplace AI Study**).
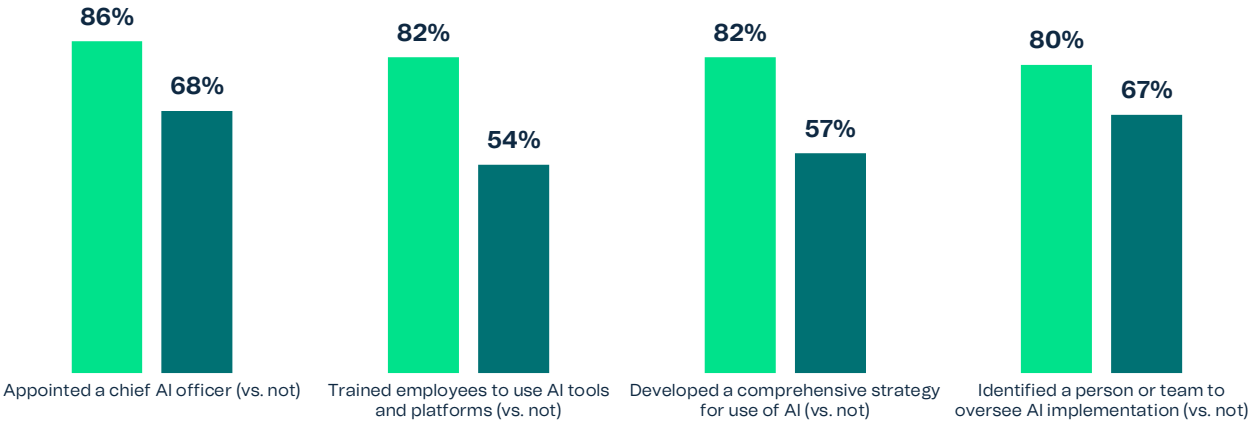
Most Companies Do Not Have Enough Employees with the Necessary Skills and Experience to Be Able to Utilize AI Effectively

31%

69%

■ Agree

■ Disagree
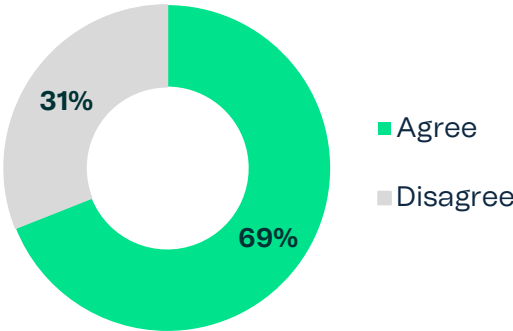
Source: Unisys/Ipsos Workplace AI Study | **Total n=2,015**

Leadership in AI matters. When organizations have a select leader or team in place to guide and champion AI's integration, they drive productivity and efficiency. In fact, 86% of companies surveyed that employ a chief AI officer report significant time savings (**Unisys/Ipsos Workplace AI Study**). Organizations also realized more time saved than other companies by developing a comprehensive AI strategy, providing AI training to employees and appointing someone to oversee AI implementation — underscoring the importance of how AI is integrated into an organization.
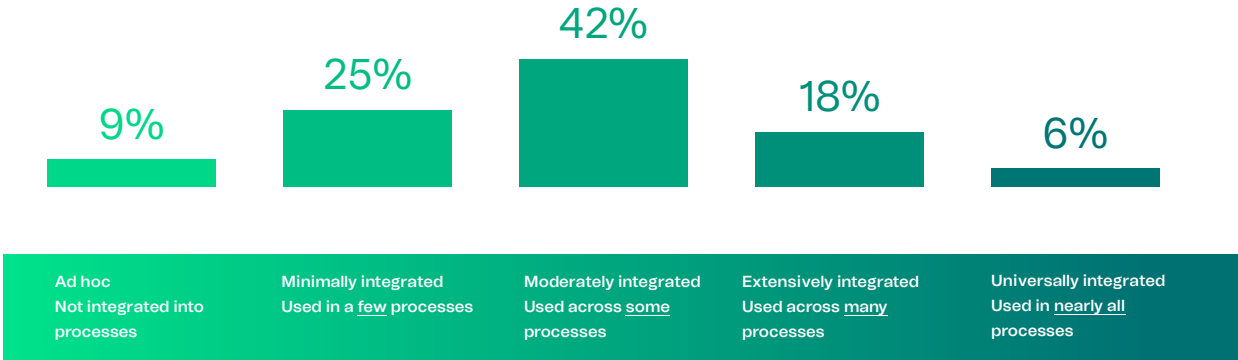
Saved Time by Using AI

86%	82%	82%	80%
68%	54%	57%	67%
Appointed a chief AI officer (vs. not)	Trained employees to use AI tools and platforms (vs. not)	Developed a comprehensive strategy for use of AI (vs. not)	Identified a person or team to oversee AI implementation (vs. not)

Source: Unisys/Ipsos Workplace AI Study | **Base: All whose company uses AI n=1,736**

Despite the benefits reported by companies that have devoted resources to AI implementation, there is some reticence in the business community around adoption, as two-thirds of executives surveyed (67%) say that AI integration in their company is moderate or minimal (**Unisys/PSB Insights AI Study**).

Current AI Integration

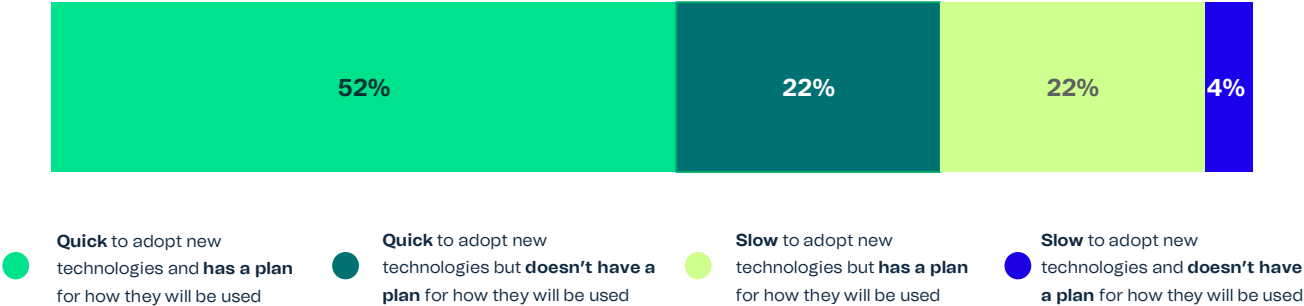| 9%	25%	42%	18%	6%
Ad hoc Not integrated into processes	Minimally integrated Used in a few processes	Moderately integrated Used across some processes	Extensively integrated Used across many processes	Universally integrated Used in nearly all processes

Source: Unisys/PSB Insights AI Study | **Base: U.S. Executives n=250**

Part of that reluctance may stem from the fact that relatively few businesses are effectively capitalizing on the technology. In fact, most executives surveyed (54%) feel that their company's current level of AI integration puts them on par with their competitors, while only 30% feel that it gives them a competitive advantage (**Unisys/PSB Insights AI Study**). Developing a chief AI officer role can help position organizations to gain that competitive advantage that's crucial to business success.

Hesitancy around AI adoption or ineffective integration of the burgeoning technology can negatively impact employee perceptions. Nearly one-third of employees surveyed report neutral or negative feelings about the extent to which their company uses AI platforms and tools (**Unisys/Ipsos Workplace AI Study**). Additionally, more than half (52%) describe their organization as being quick to adopt new technologies and having a plan in place for their integration, while 22% say their company is quick to adopt but does not have a plan in place for integration. Over one-quarter (26%) say their company is slow to adopt new technology regardless of having an integration plan in place (**Unisys/Ipsos Workplace AI Study**).
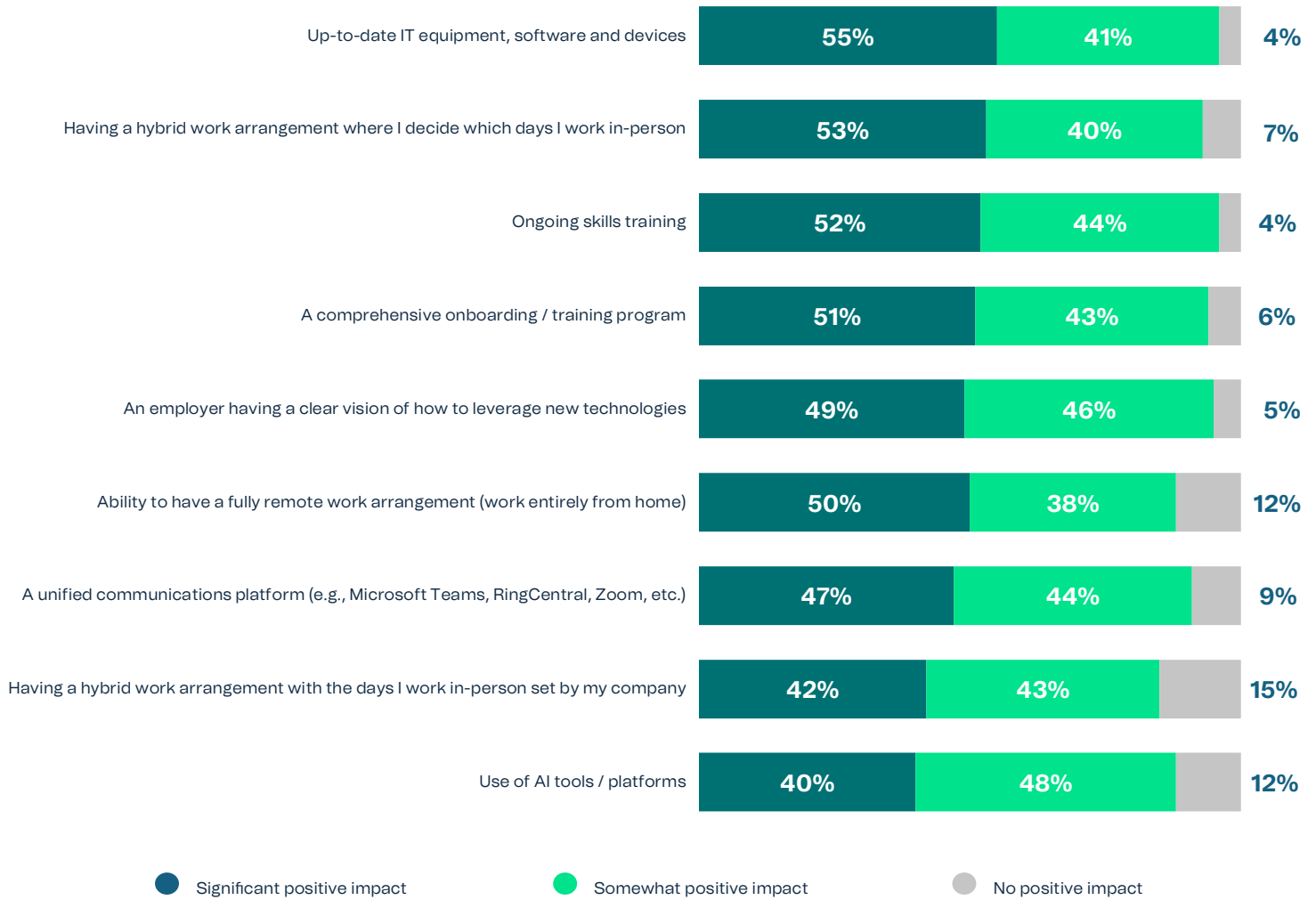
Company Adoption of New Technologies

| 52% | 22% | 22% | 4% |

● **Quick** to adopt new technologies and **has a plan** for how they will be used

● **Quick** to adopt new technologies but **doesn't have a plan** for how they will be used

● **Slow** to adopt new technologies but **has a plan** for how they will be used

● **Slow** to adopt new technologies and **doesn't have a plan** for how they will be used

Source: Unisys/Ipsos Workplace AI Study | **Base: Total n=2,015**

Additionally, gaps in tech tools and collaborative resources can have an impact on attracting new talent. More than half of employees surveyed say that a potential employer having more up-to-date technology than their current company, as well as a clear vision for how to leverage new technologies, would play a significantly positive role in their decision to accept a position at that company (**Unisys/Ipsos Workplace AI Study**).

How Much of a Positive Impact Would These Have on a Decision to Accept a New Position at Another Company?

	Significant positive impact	Somewhat positive impact	No positive impact
Up-to-date IT equipment, software and devices	55%	41%	4%
Having a hybrid work arrangement where I decide which days I work in-person	53%	40%	7%
Ongoing skills training	52%	44%	4%
A comprehensive onboarding / training program	51%	43%	6%
An employer having a clear vision of how to leverage new technologies	49%	46%	5%
Ability to have a fully remote work arrangement (work entirely from home)	50%	38%	12%
A unified communications platform (e.g., Microsoft Teams, RingCentral, Zoom, etc.)	47%	44%	9%
Having a hybrid work arrangement with the days I work in-person set by my company	42%	43%	15%
Use of AI tools / platforms	40%	48%	12%

● Significant positive impact   ● Somewhat positive impact   ● No positive impact

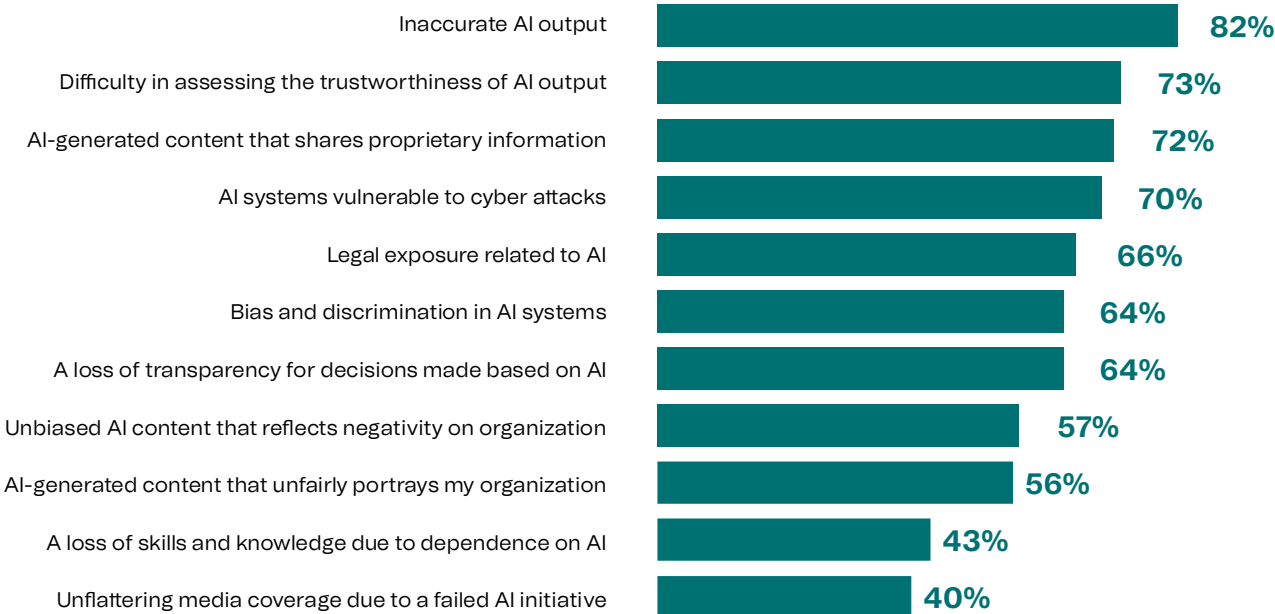Source: Unisys/Ipsos Workplace AI Study | **Base: Total n=2,015**

AI's Risks and Rewards

AI opens new horizons for organizational innovation. Many organizations already reap its rewards, experiencing heightened productivity, expanded job roles and enhanced operational efficiency. These early adopters showcase AI's power to elevate workplace capabilities. However, AI implementation demands careful consideration. Organizations that skillfully navigate AI's complexities while mitigating potential risks position themselves for sustainable success in this evolving landscape.

AI's potential is undeniable; nearly two-thirds (62%) of executives surveyed believe that AI will ultimately be a more impactful innovation than the internet (**Unisys/PSB Insights AI Study**). While executives remain optimistic about AI's promise, they also harbor concerns around potential risks, including inaccurate AI output (82%), difficulty assessing the trustworthiness of AI output (73%), the possibility that AI-generated content can inadvertently share proprietary information (72%) and a concern that AI usage can open a company up to cyber attacks (70%) (**Unisys/PSB Insights AI Study**) or create new security risks that did not previously exist (**Unisys/Ipsos Workplace AI Study**).

High/Moderate Risk Concerns

Concern	Percentage
Inaccurate AI output	82%
Difficulty in assessing the trustworthiness of AI output	73%
AI-generated content that shares proprietary information	72%
AI systems vulnerable to cyber attacks	70%
Legal exposure related to AI	66%
Bias and discrimination in AI systems	64%
A loss of transparency for decisions made based on AI	64%
Unbiased AI content that reflects negativity on organization	57%
AI-generated content that unfairly portrays my organization	56%
A loss of skills and knowledge due to dependence on AI	43%
Unflattering media coverage due to a failed AI initiative	40%

Source: Unisys/PSB Insights AI Study **| Base: U.S. Executives n=250**

> **"**Similar to the Industrial Revolution, the full extent of AI's impact is unknown, but businesses must stay flexible and prepared for the changes ahead."
>
> **Verbatim from Unisys/Ipsos Workplace AI Study**
> **UK, Tech Industry Worker**

Organizations must implement safeguards to address these potential risks. Many are already taking steps to protect themselves from AI-related challenges. Over half of organizations surveyed (58%) are implementing training courses for staff on AI usage (**Unisys/Ipsos Workplace AI Study**), which also creates a demand for new tech training positions. Fifty-five percent of organizations have established guidelines for external use of AI (**Unisys/PSB Insights AI Study**). In addition, 53% of organizations have increased the monitoring and oversight of AI-related activities (**Unisys/PSB Insights AI Study**).

While the future of AI brims with remarkable promise, its evolving complexity presents ongoing challenges. The rapid pace of AI advancement demands agile, forward-thinking strategies to address both current and unforeseen risks.

> **"**Technology continues to be the superpower for employees, boosting their productivity as an integrated part of the digital workplace. With AI, companies are seeing it lighten the tedious task load and free employees to engage in more creative and critical thinking activities, ultimately paving the way for career advancement."
>
> **Patrycja Sobera**
> **Senior Vice President and General Manager, Digital Workplace Solutions**

Conclusion

Organizations that blend technological implementation with human-focused strategies achieve the strongest AI outcomes, particularly when guided by dedicated AI leadership. Comprehensive employee training and development – not just technological investment — drives success.

Early, strategic AI adopters gain significant competitive advantages, yet thoughtful implementation matters more than speed. Organizations rushing to adopt AI without proper frameworks risk undermining potential benefits.

Employee sentiment challenges prevailing AI narratives: rather than fearing job displacement, workers in organizations with clear AI strategies report increased job satisfaction and career growth opportunities.

A critical talent gap exists, with most organizations lacking sufficient AI expertise. Those investing in AI skill development and establishing clear governance frameworks position themselves ahead of competitors focused solely on technological implementation.

Organizations now have an unprecedented opportunity to redefine excellence. Those who act decisively while maintaining this balanced approach will set new benchmarks for achievement in our AI-enhanced era.

About the Research

To better understand how businesses are adapting to and leveraging AI's power, Unisys conducted two complementary studies.

The first — the Unisys/Ipsos Workplace AI Study — explored a broad series of topics and issues facing companies in the U.S. (n=1,006), U.K. (n=376), Germany (n=380) and Australia (n=253). Participants ranged from managers and below (n=1,320) to C-suite executives (n=695). All respondents worked for companies with at least $500 million in annual revenue ($250 million in Australia). Quotas were applied to ensure representation among a wide range of industries, titles, and roles. Data collection occurred between March and May 2024.

The second study — the Unisys/PSB Insights AI Study — aimed to more fully understand AI issues uncovered in the first research effort. 250 U.S. business executives were surveyed. Respondents had IT decision-making responsibilities, and all participants worked for companies with at least $100 million in annual revenue. Data collection occurred between May and June 2024.

The findings from each are representative of these respondents only. Both studies utilized an online survey methodology.

About Unisys

Unisys is a global technology solutions company that powers breakthroughs for the world's leading organizations. Our solutions — cloud, AI, digital workplace, logistics and enterprise computing — help our clients challenge the status quo and unlock their full potential. To learn how we have been helping clients push what's possible for more than 150 years, visit unisys.com.

unisys

unisys.com

When using information from this report, please cite:
"The AI Equation: 2024 AI Business Impact Research, Unisys Corporation."