

The Path to AI Maturity 2025

An Executive Survey



AI trends in 2025

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Introduction

2024 was a transitional year as organizations paused to reset their AI strategies amidst the continuing rise of ChatGPT, large language models (LLMs) and the power of generative AI alongside shifting expectations around compliance, training data, and deployment. This year, companies have hit the ground running and begun to execute their enterprise gen AI strategies with intent.

For the first time, in The Path to AI Maturity 2025, we gauge progress in AI maturity for both traditional AI and generative AI along a range of parameters, from business strategies and applications most deployed to return on investment (ROI), data types and sources, and beyond. Through side-by-side comparisons, we highlight insights and trends surrounding the unique paths of these technologies, across industries and the broader market.

Organizations are rapidly advancing the maturity of their AI implementations, with more than three-quarters reporting AI now operational, and less than twenty percent only experimenting with it. Generative AI, while there remain more experimenters, is advancing at an even faster pace, with company-wide transformational use (where AI is a part of business DNA) already surpassing traditional AI implementations. This is being driven by consistent midrange investment and a surge on the higher end.

As AI continues to demonstrate its transformational capabilities for organizations across all industries, it is imperative for companies to prioritize building and implementing their AI strategies. Our goal with this research study is to provide insight into the overall AI landscape so that companies looking to deploy the technology can learn from their peers. If you have questions about the research or would like to suggest a topic for consideration in the future, please contact us at info@lxt.ai.

Research overview

The Path to AI Maturity is an annual research study by LXT aimed at understanding the overall AI maturity of mid-to-large organizations located in the United States, along with AI investment levels, key business drivers for AI, the role of training data solutions in AI projects and more. This report is the 4th annual survey commissioned by LXT and represents the views of leaders in 200 enterprise companies. Respondents are senior executives (two-thirds C-suite), the majority of whom are in corporate IT roles and closely involved in their organization's AI initiatives.

The study uses Gartner's AI Maturity Model which characterizes an organization's journey with AI into five levels:

Gartner's AI Maturity Model levels

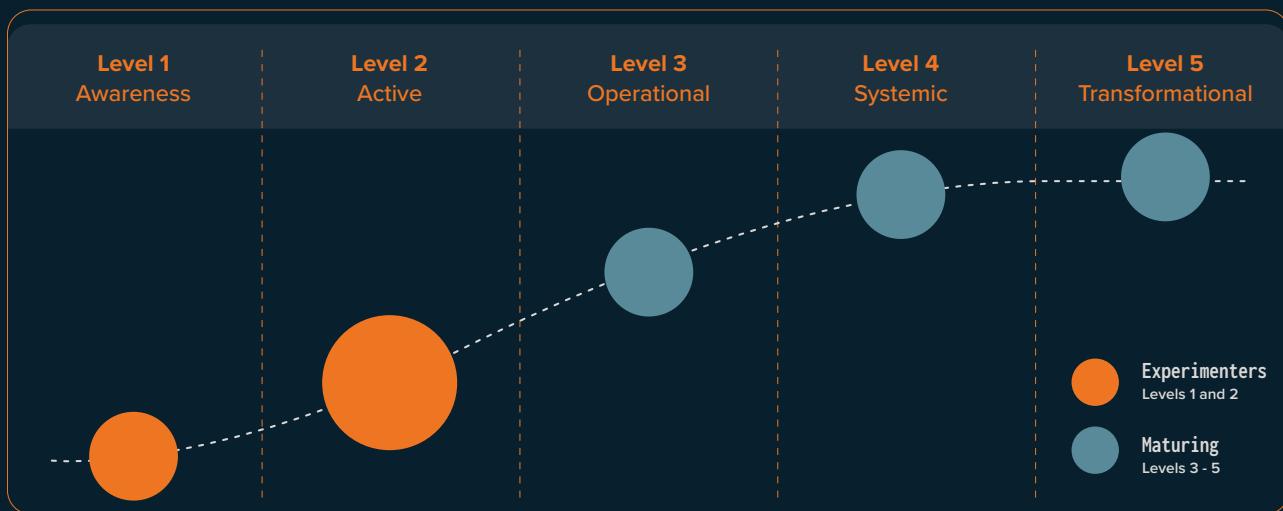
Level 1: Awareness – Early AI interest with risk of overhyping

Level 2: Active – AI experimentation

Level 3: Operational – AI in production, creating value

Level 4: Systemic – AI is used for digital process and chain transformation

Level 5: Transformational – AI is part of business DNA



In this report, companies in the Awareness and Active stages of AI maturity will be referred to as "Experimenters", whereas companies in the Operational, Systemic and Transformational stages will be referred to as "Maturing".

The research findings provide a snapshot of overall AI maturity within mid-to-large US-based organizations. We will look at both traditional AI and generative AI maturity levels.

Main findings

Organizations are rapidly advancing along the AI maturity curve, with 83% reporting Operational AI (traditional), and only 17% still in the experimental stage.

Generative AI is advancing at an even faster pace, with company-wide transformational use (where gen AI is a part of business DNA) already surpassing traditional AI.

AI investment remains measured, but is surging on the higher end, with 7x more organizations investing \$500 million and up. Training data, software and product lead investment categories.

Gen AI is the most widely deployed type of application. Data analysis and cybersecurity top the list of specific use cases, followed by AI agents.

AI is viewed as a strategic growth multiplier rather than just an efficiency and cost reduction driver. Risk management topped the list in 2024, but innovation regains that spot in 2025.

Gen AI jumps to the top in terms of ROI delivery, from near the bottom in 2024.

Demand for AI training data is set to surge - high-quality and accurate data is a top priority, and the need for training data only increases with organizations' AI maturity.

Summary of findings

AI maturity trends

- In just four years, mature AI adoption has more than doubled to 83% from only 40%, while the share of companies only experimenting with AI has plummeted from 60% in 2022 to just 17%.
- Many companies (32%) find themselves at an Operational level, where AI actively supports business functions, while 35% have reached systemic and 16% have reached transformational levels.
- Three-quarters (75%) of organizations already utilize gen AI at an Operational or Systemic level, actively generating business value or transforming processes.
- 19% have reached the transformational stage for gen AI, surpassing traditional AI (16%) at the same stage of maturity.
- Still, 24% of organizations remain in the early phases, with just 3% in the awareness stage and 21% still only experimenting.

AI investment and drivers

- This year, as in 2024, (47% vs. 54%) half of all organizations continue to invest between \$1-50 million.
- But the number of companies investing between \$50 and \$500 million has more than doubled (30% vs. 13%), and those investing more than \$500M is up 7x (7% vs. 1%).

- AI remains relatively accessible to a wide range of organizations: 15% operate with budgets under \$1 million.
- AI investments are back to a primary focus on training data, software, and product development. Investments in hardware, analytics, and talent are also significant.
- Organizations are leveraging AI to fuel innovation (70%), gain a competitive edge (66%), and enhance business agility (59%).
- AI is increasingly seen as a long-term strategic asset, shaping customer experience (56%) and decision-making (52%) rather than just cutting costs.
- Traditional efficiency drivers like cost savings (41%) and supply chain management (37%) rank lower. However, in the evolving economic climate, supply chain management may surge in importance.

• AI applications and ROI

- In just a year, Gen AI has jumped to the highest ROI-generating AI application (65%), surpassing predictive analytics (45%), which previously held the top spot.
- Security, inventory management, and AI agents are also gaining ground.
- Organizations are leveraging gen AI most for data analysis (73%) and cybersecurity/risk detection (71%), followed by AI agents and virtual assistants (60%) that drive automation.
- Content/document analysis (51%), summarization (51%), and image generation/editing (44%) are also widely adopted.



- Among traditional AI, predictive analytics (60%) and conversational AI (56%) also see high adoption, reflecting strong business demand for AI-driven insights and automation
- AI project failures have decreased since 2023, but challenges persist as 39% (2024 and 2025) of initiatives still fall short of expectations, at great cost in both time and dollars..

AI data trends

- 94% of organizations expect their need for training data to increase (up from 60% last year), with nearly a quarter anticipating a significant rise.
- 80% of organizations prioritize high-quality, accurate data to fuel AI performance.
- AI leaders also focus on regulatory compliance (52%) and cost-effective data acquisition (50%).
- As organizations become AI mature, the importance of high-quality training data only grows.
- Demand for domain / subject matter expert data also grows with AI maturity (48% maturing / 36% experimenters).

AI trends by industry

- Across industries, Gen AI is the top ROI generating application (between 80% and 57%)
- Predictive analytics is the second highest ROI generating application across industries, except for Professional Services (Security/fraud) and Retail (Inventory management).

- Failure rates remain high across industries, with nearly half (48%) of AI projects in professional services struggling to meet expectations.
- By contrast, retail has the lowest proportion (34%) of AI projects that failed to meet their goals.
- Interestingly, companies in retail are investing heavily in AI (21% estimated average percentage of budget spent on AI) while professional services are not (7%), indicating that investment may impact success rate.



01 AI maturity trends

Traditional AI maturity is rapidly advancing - 83% of organizations report their companies are at a Maturing stage, more than double (40%) just four years ago

Gartner's AI Maturity Model was used to gain insight into how respondents characterize the sophistication of traditional AI implementations within their organizations. Survey participants were asked to select the level of traditional AI maturity for their organization from one of the five Gartner AI Maturity Model levels.



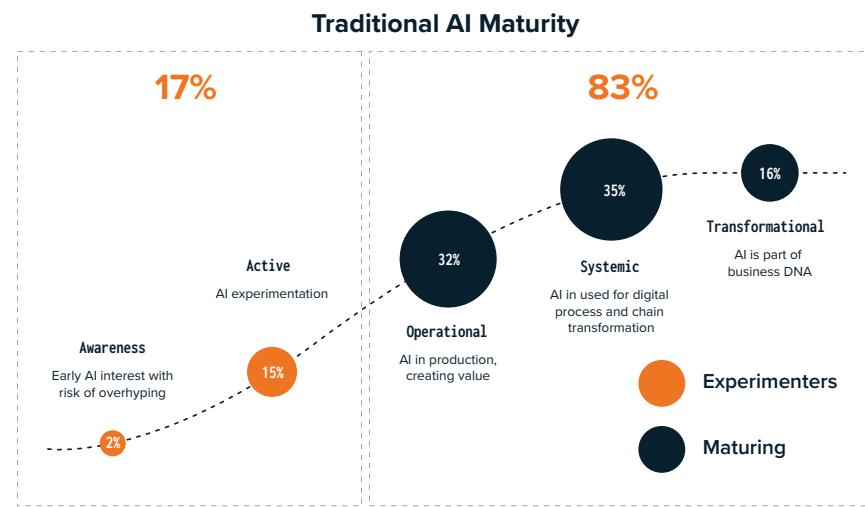
According to the survey results:

83% of mid-to-large US organizations report have reached the higher levels of AI maturity (Maturing):

- 16% - Transformational: AI is part of the business DNA
- 35% - Systemic: AI is used for digital process and chain transformation
- 32% - Operational: AI is in production, creating value

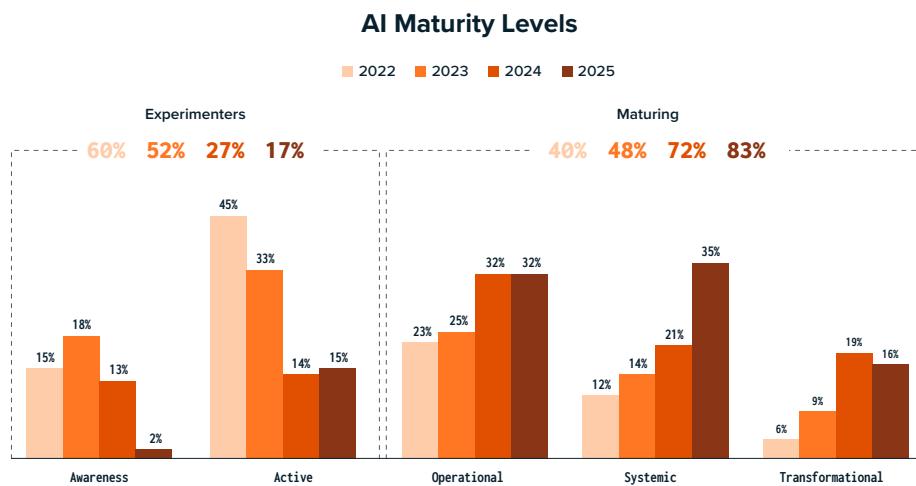
17% of mid-to-large US organizations are still experimenting with AI (Experimenters):

- 2% - Awareness: Early AI interest
- 15% - Active: AI experimentation



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q8. Please think of Traditional AI only (analyzing data, recognizing patterns, and making predictions based on predefined rules and algorithms), excluding Generative AI. Looking at the Gartner AI Maturity diagram below, at what level of AI maturity is your organization today when it comes to Traditional AI?

In just four years, mature AI adoption has more than doubled from 40% to 83% while the share of companies stuck experimenting with AI has plummeted from 60% in 2022 to just 17% in 2025. Today, many companies (32%) find themselves at an Operational level, where AI actively supports business functions, while 35% are progressing toward Systemic transformation—integrating AI deeper into workflows. Though Transformational AI adoption (where AI is embedded into the core of business operations) remains relatively low at 16%, it has more than doubled since 2022.

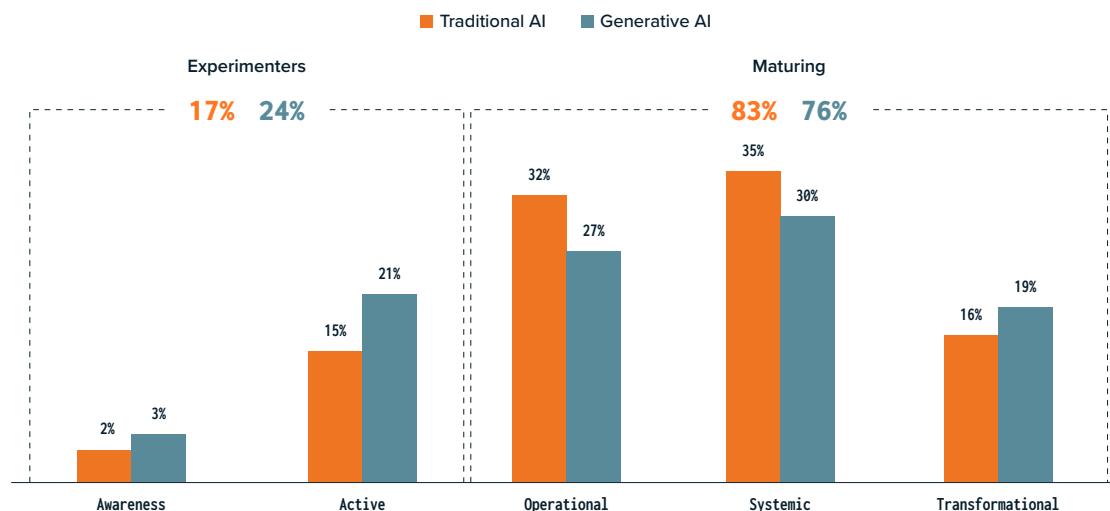


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
[2024] Q3. Looking at the Gartner AI Maturity Model diagram below, at what level of AI maturity is your organization today? n=322; weighted to NAICS US industry split
[2023] Q7. Looking at the Gartner AI Maturity Model diagram below, at what level of AI maturity is your organization today? n=315; weighted to NAICS US industry split
[2022] Q7. Looking at the Gartner AI Maturity Model diagram below, at what level of AI maturity is your organization today? n=200

Generative AI, despite being newer, is advancing at an even faster pace, with 19% of organizations already reporting Transformational implementations

Three-quarters (76%) of organizations already operate at an Operational or Systemic level, actively generating business value or transforming processes. Notably, 19% have reached the Transformational stage, surpassing traditional AI at the same stage of maturity. Still, 24% of organizations remain in the early phases, with just 3% in the awareness stage and 21% still experimenting. The speed of GenAI adoption underscores its disruptive potential, accelerating AI-driven transformation faster than any previous wave of AI innovation.

Gartner AI Maturity Model



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q8. Please think of Traditional AI only (analyzing data, recognizing patterns, and making predictions based on predefined rules and algorithms), excluding Generative AI.

Looking at the Gartner AI Maturity diagram below, at what level of AI maturity is your organization today when it comes to Traditional AI?

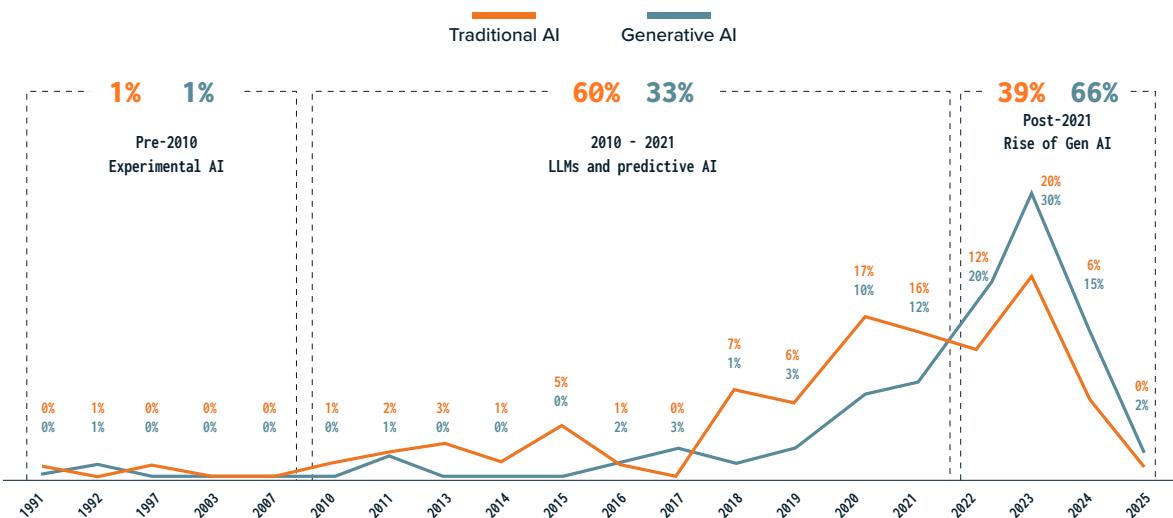
Q9 Now, please think of Generative AI only (creating text, images, video, data or code based on patterns learned from your organization's training data), excluding Traditional AI.

Looking at the Gartner AI Maturity diagram below, at what level of AI maturity is your organization today when it comes to Generative AI?

In the remainder of this report, companies in the Awareness and Active stages of AI maturity will be referred to as “Experimenters”, whereas companies in the Operational, Systemic and Transformational stages will be referred to as “Maturing”.

While traditional AI adoption has been growing steadily, generative AI has seen an explosive rise since its emergence. Organizations are integrating generative AI at a faster rate than traditional AI, with two-thirds of recent AI adoption focused on generative models.

In which year did your organization begin integrating AI technologies into its processes?



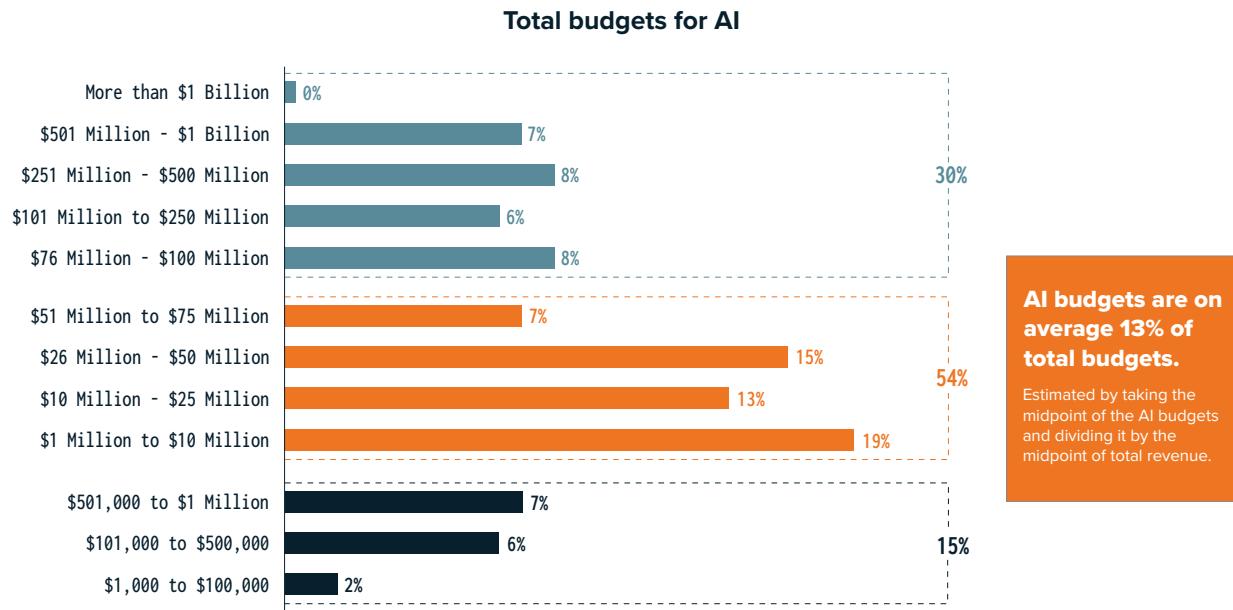
LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q14. In which year did your organization begin integrating AI technologies into its processes?

02 AI investment and drivers

AI investment remains measured, with more than half of organizations investing between \$1 million and \$75 million – An average of 13% of total budgets

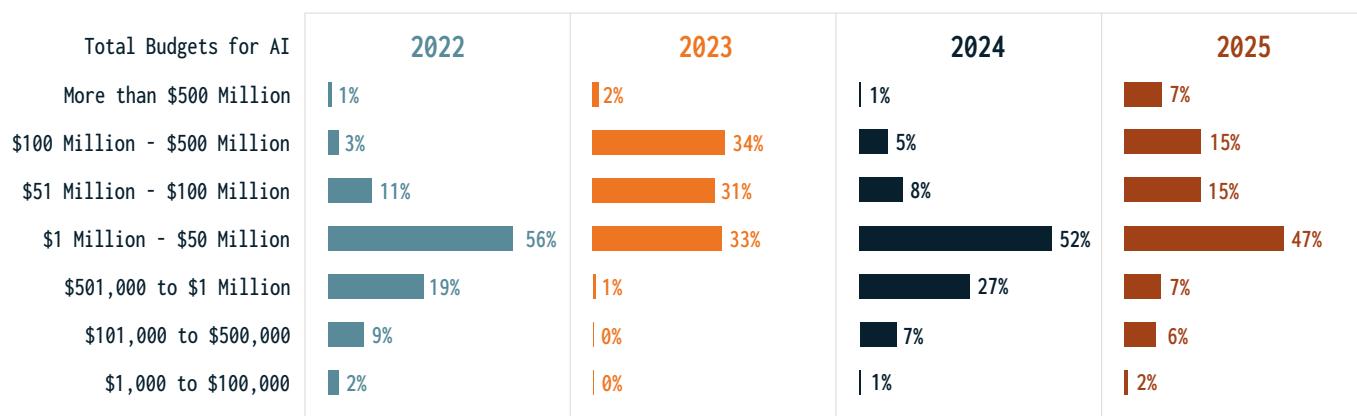
For most organizations, AI spending is a mid-range commitment rather than a billion-dollar bet – 54% invest between \$1 million and \$75 million. Of these, the largest share (19%) falls within the \$1 million to \$10 million range, followed by 15% allocating \$26 million to \$50 million. While 30% of organizations surpass \$75 million in AI spending, billion-dollar investments remain virtually nonexistent. Importantly, AI remains accessible: 15% of companies operate with budgets under \$1 million, proving that meaningful AI deployment is not limited to deep-pocketed enterprises.



Half of organizations invest \$1-50 million, but investment is surging at the high end

2024 was a transitional year as organizations paused to reset their AI strategies amid the rise of generative AI and shifting expectations around compliance, training data, and deployment. This year, as in 2024, (47% vs. 54%) half of all organizations continue to invest between \$1-50 million. But in 2025, the number of companies investing between \$50 and \$500 million has more than doubled (30% vs. 13%), and those investing more than \$500M is up 7x (7% vs. 1%).

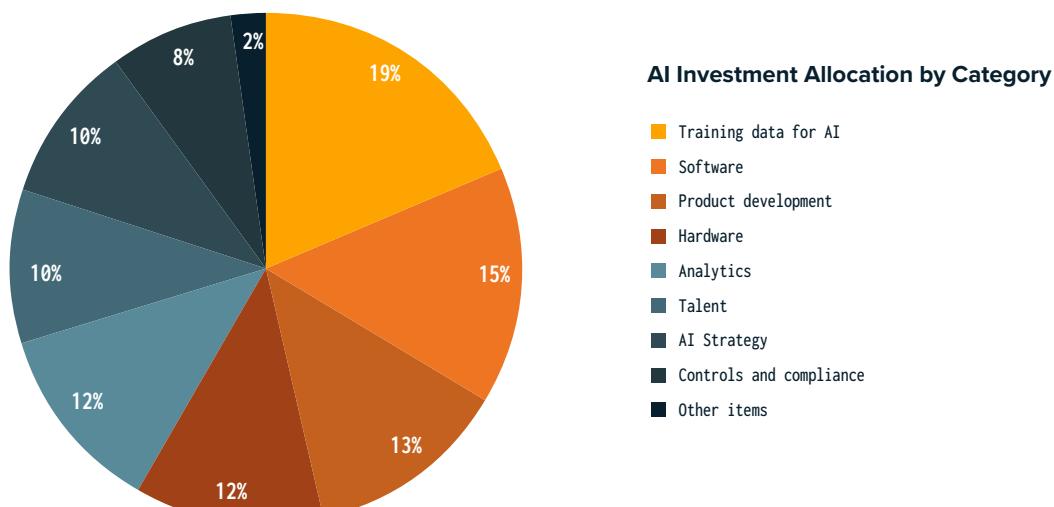
Total budgets for AI



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q1. In which range is your organization's total budget for AI approximately?

In 2025, AI investments are back to a primary focus on training data, software, and product development

Organizations are allocating the largest share of AI budgets to training data, software, and product development. Investments in hardware, analytics, talent, strategy, controls and compliance are also significant.

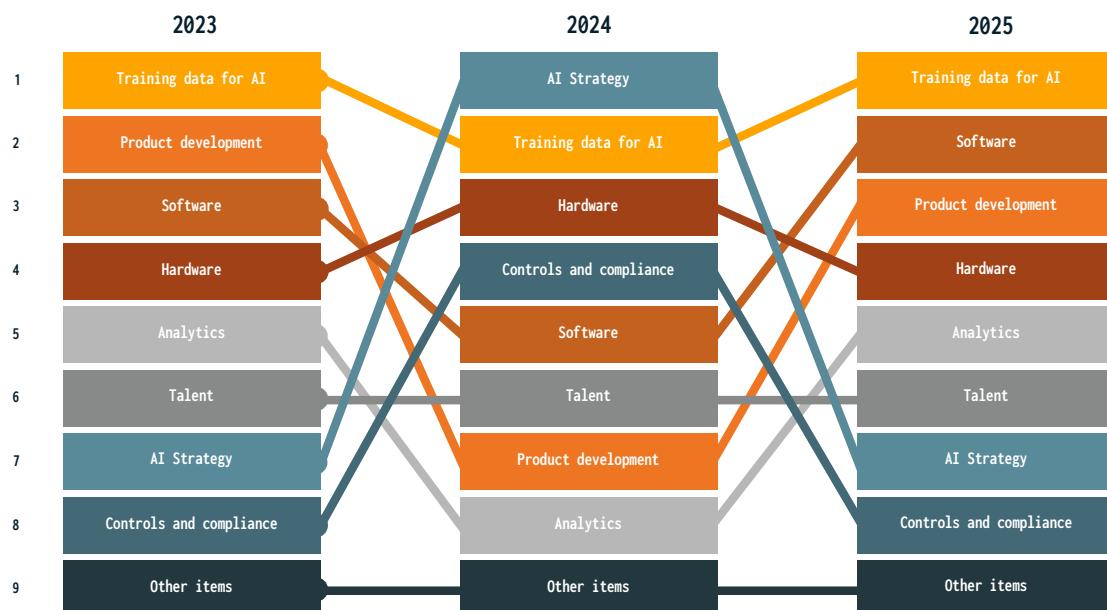


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q2. What percentage of your AI investment is dedicated to each of the following?

2024 was a transitional year, impacted by the rise of generative AI

Last year, with the rise of generative AI, organizations paused to reset their AI strategies amid shifting expectations around compliance and hardware requirements.

AI Investment Allocation by Category



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q2. What percentage of your AI investment is dedicated to each of the following?

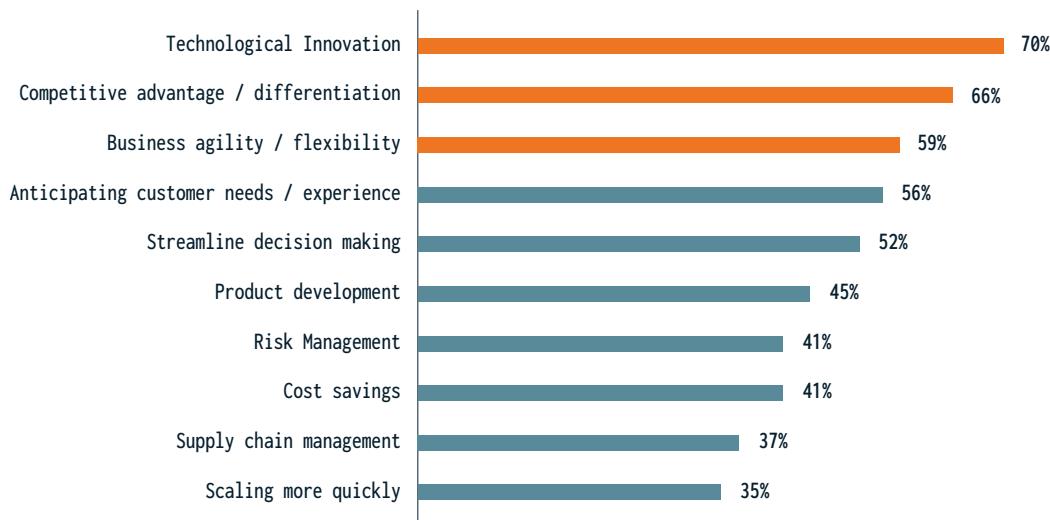
[2024] Q7. What percentage of your AI investment is dedicated to each of the following?

[2023] Q7. What percentage of your AI investment is dedicated to each of the following?

In 2025, AI is becoming a strategic powerhouse to drive transformational change

Organizations are leveraging AI not just for efficiency but to fuel innovation (70%), gain a competitive edge (66%), and enhance business agility (59%). AI is increasingly seen as a long-term strategic asset, shaping customer experience (56%) and decision-making (52%) rather than just cutting costs. Notably, traditional efficiency drivers like cost savings (41%) and supply chain management (37%) rank lower, reinforcing that AI adoption is being driven more by transformation and growth than by pure efficiency gains.

Key business drivers of AI strategies

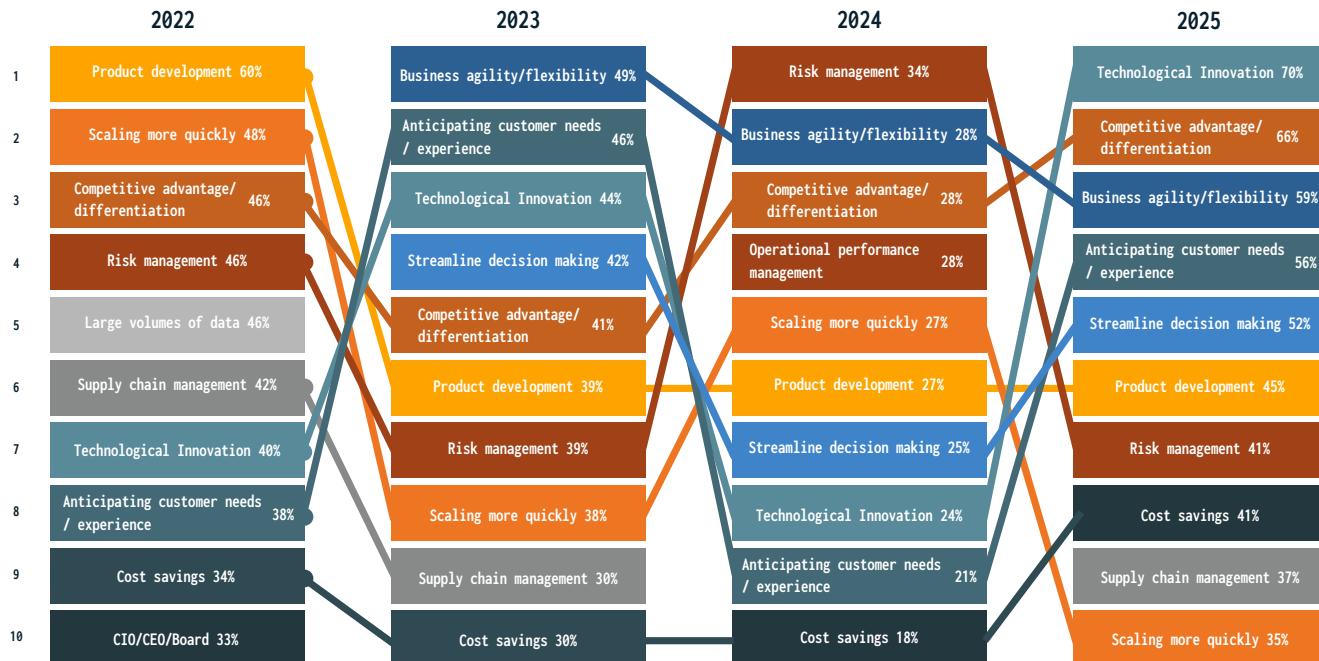


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q3. What are the key business drivers of your organization's AI strategy?

Risk management topped the list last year, but innovation regains that spot in 2025

Last year, the lead business driver was risk management as generative AI came under the microscope. At the same time, scaling more quickly took on more importance, as organizations sought to implement the new technology. This year, technological innovation and competitive advantage regain their importance as key drivers.

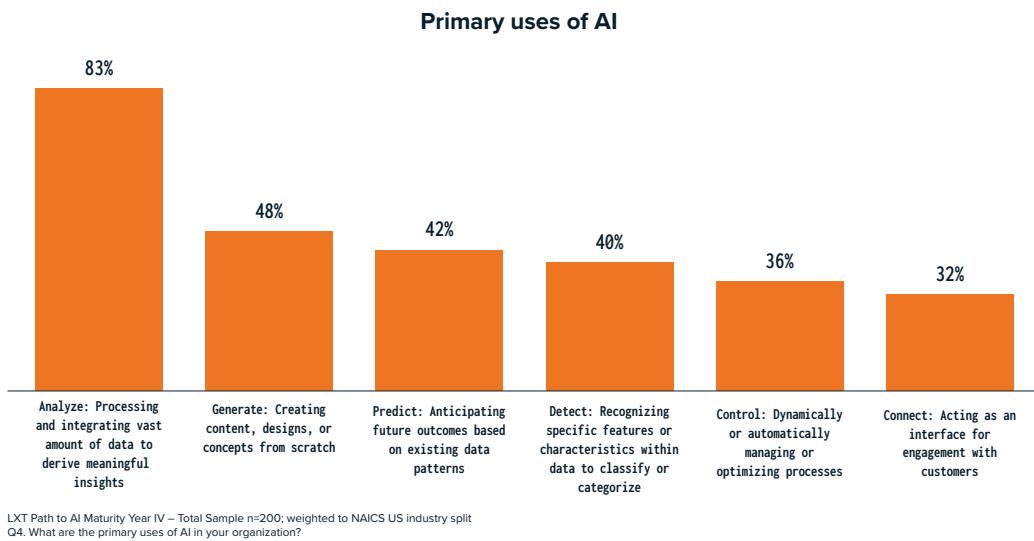
Key business drivers of AI strategies



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q3. What are the key business drivers of your organization's AI strategy?
[2024] Q2. What are the key drivers of your organization's AI strategy? n=322; weighted to NAICS US industry split
[2023] Q2. What are the key business drivers of your organization's AI strategy? n=315; weighted to NAICS US industry split
[2022] Q3. What are the key business drivers of your organization's AI strategy? n=200

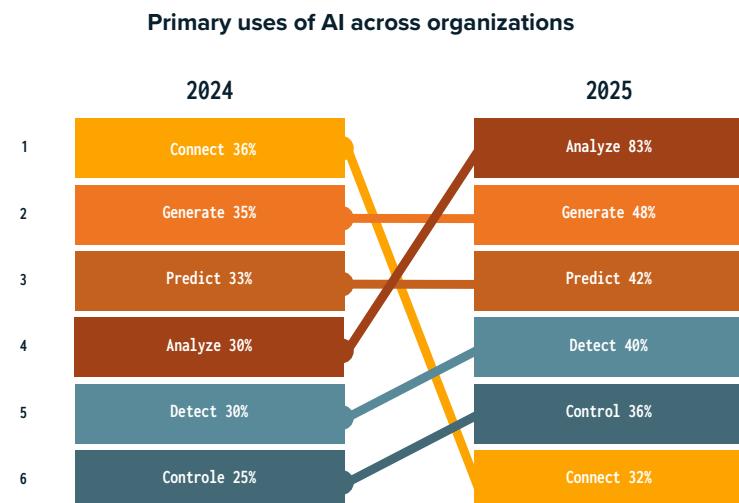
AI is primarily used for analysis, while generation and prediction are secondary

Processing and analyzing large datasets is the leading application of AI, with 83% of organizations using it to derive meaningful insights. Content creation (48%) and predictive modeling (42%) are also widely adopted, along with detection (40%) and process control (36%). However, organizations are less willing to let AI interact directly with customers, with just 32% deploying customer-facing AI-powered interfaces, signaling slower adoption for direct automation and engagement.



AI priorities shift toward data analysis in 2025

In just one year, AI's primary role in organizations has shifted from enabling connections to driving deep analysis – signaling a rapid evolution in expectations and applications

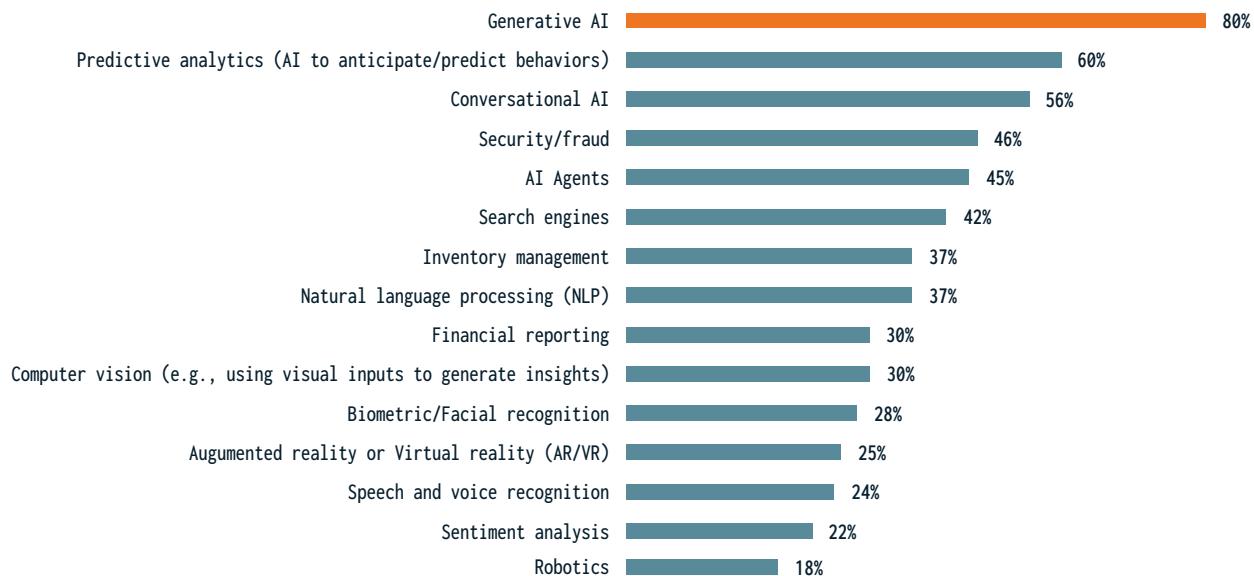


03 AI applications and ROI

Generative AI leads AI deployments, followed by predictive and conversational AI

Generative AI is the most widely deployed AI application in 2025, significantly outpacing other types. Predictive analytics and conversational AI also see high adoption, reflecting strong business demand for AI-driven insights and automation. While security and fraud detection (46%), AI agents (45%), and search engines (42%) are gaining traction, applications such as inventory management (37%), NLP (37%), and financial reporting (30%) remain secondary.

Types of AI or machine learning applications deployed



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q5. What type of AI or machine learning applications is your organization deploying?

Conversational AI evolves into dominant generative AI technology

The AI application landscape has shifted dramatically. In 2022, AI was dominated by limited, rule-based conversational interfaces, computer vision, and robotics. By 2025, powerful conversational applications have transformed into powerful gen AI applications, with 80% of organizations deploying it—more than any other AI type across the four-year period.



Types of AI or machine learning applications deployed



LXT Path to AI Maturity Year IV - Total Sample n=200; weighted to NAICS US industry split

Q5. What type of AI or machine learning applications is your organization deploying?

[2024] Q8. What type of AI or machine learning applications is your organization deploying? n=322; weighted to NAICS US industry split

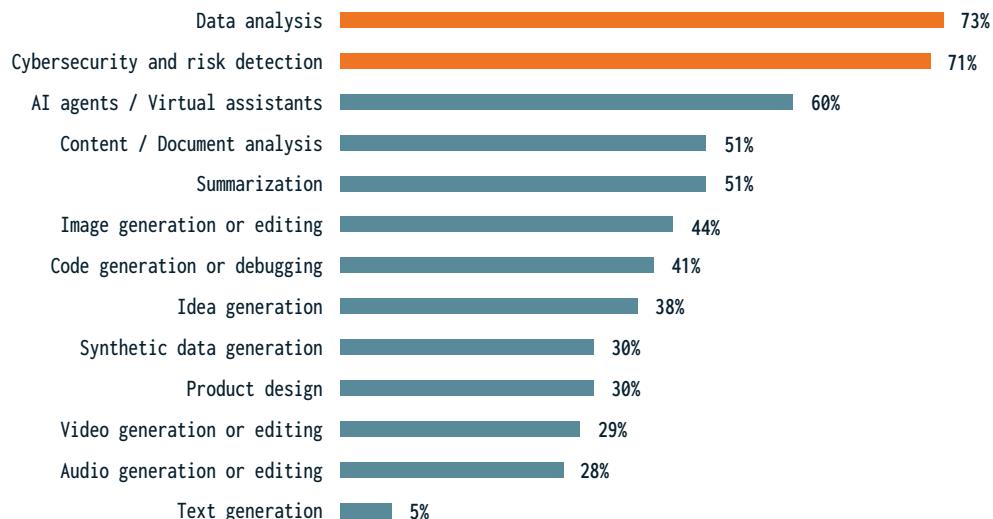
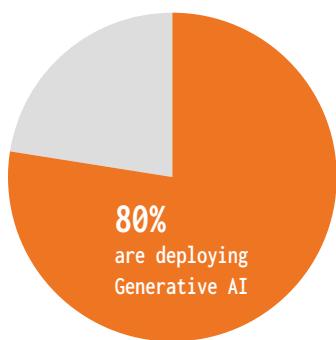
[2023] Q1. What type of AI or machine learning applications is your organization deploying? n=315; weighted to NAICS US industry split

[2022] Q2. What type of AI or machine learning applications is your organization deploying? n=200

Top gen AI applications include data analysis and cybersecurity, followed by AI agents

80% of organizations have deployed generative AI, and the most common applications prioritize insights generation and security enhancement, including data analysis (73%), cybersecurity/risk detection (71%), and AI agents/virtual assistants (60%) that drive automation. Content/document analysis (51%) and summarization (51%) are also widely adopted.

Types of Gen AI or machine learning applications implemented company-wide



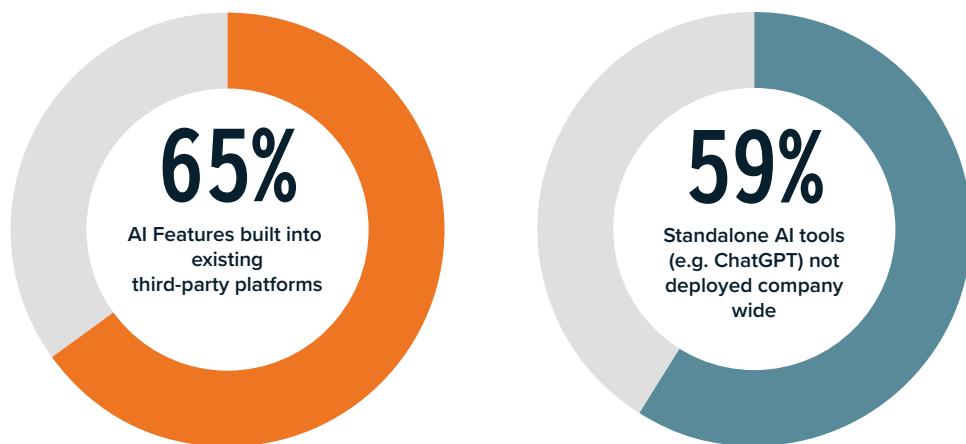
LXT Path to AI Maturity Year IV - Asked to organizations deploying Generative AI n=162; weighted to NAICS US industry split.

Q6. What type of generative AI applications is your organization currently implementing company-wide?

Employees are independently adopting AI solutions

AI adoption is widespread across organizations, with both built-in AI features and standalone tools seeing significant usage. AI is becoming an integral part of individual workflows, with 65% using AI features embedded in third-party platforms and 59% independently leveraging standalone AI tools like ChatGPT, despite these not being formally deployed company wide.

What percentage of your workforce actively uses the following

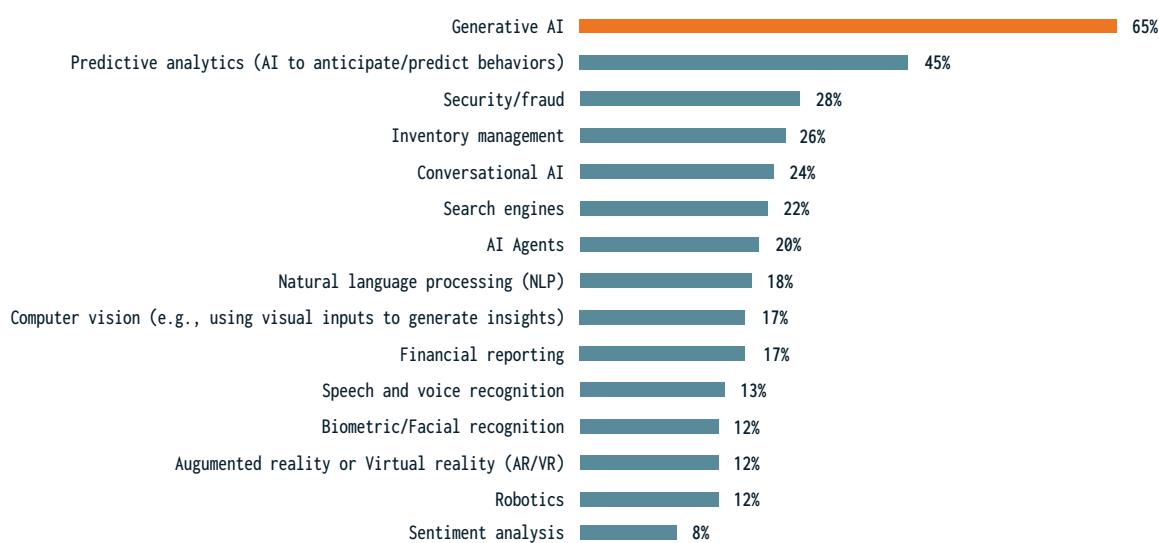


LXT Path to AI Maturity Year IV - Total Sample n=200; weighted to NAICS US industry split
Q10. What percentage of your workforce actively uses the following Traditional or Generative AI features/tools to do their job? Please make your best estimate between 0 - 100%

Generative AI surges to deliver the highest ROI

Generative models are driving the most value in AI deployments, with predictive analytics (AI to anticipate/predict behaviors) strongly in the secondary position. From there, the distribution is more incremental, from security/fraud to natural language processing (NLP) and robotics.

Which AI or machine learning application have generated the highest ROI in your organization?



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q12. Which AI or machine learning applications have generated the highest ROI in your organization?

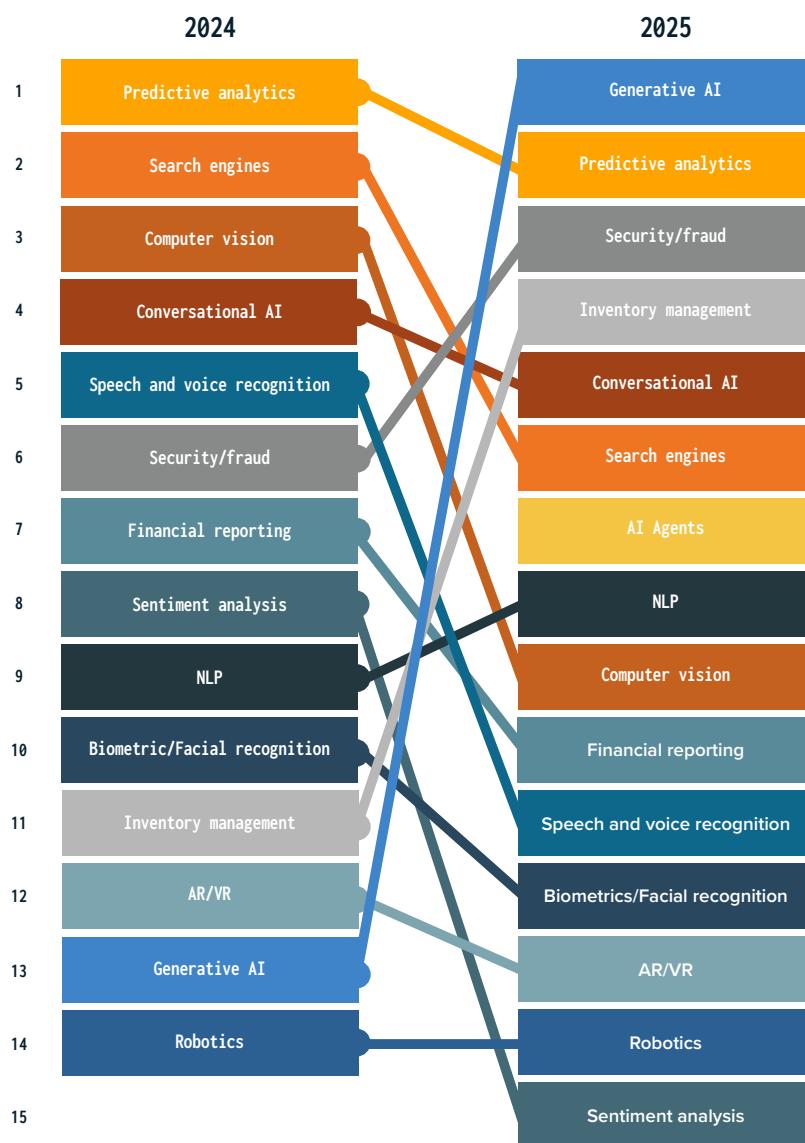


In just a year, Gen AI has jumped from near the bottom to the highest ROI-generating AI application (65%), surpassing predictive analytics (45%), which previously held the top spot. AI's role in risk mitigation is also expanding, with security and fraud detection jumping from #6 to #3 (28%), reflecting the growing importance of AI in safeguarding business operations. Inventory management has also significantly jumped in ROI delivery from #11 to #4 (26%).

AI adoption is accelerating, but execution challenges persist—39% of projects still fail

Despite widespread AI investment, 2 in 5 AI projects fail to meet their goals, underscoring ongoing hurdles with data quality, model reliability, and seamless integration. That said, failure rates have dropped since 2023 (46%) to 39% over the past two years. Mature organizations also have lower failure rate (28.9% vs. 43.4%).

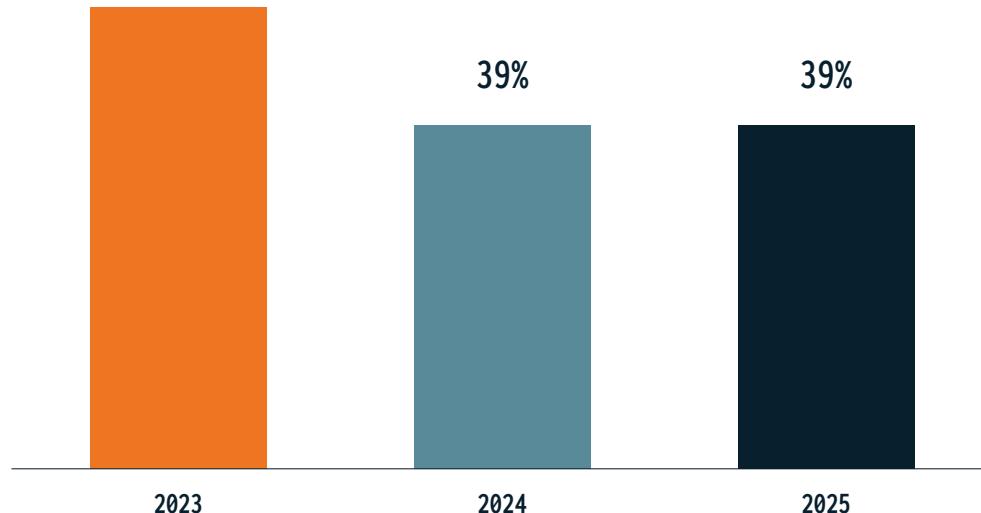
Which AI or machine learning applications have generated the highest ROI in your organization?



LXT Path to AI Maturity Year IV - Total Sample n=200; weighted to NAICS US industry split
Q12. Which AI or machine learning applications have generated the highest ROI in your organization?
[2024] Which AI or machine learning applications have generated the highest ROI in your organization
n=322; weighted to NAICS US industry split

What proportion of your organization's AI projects have failed to meet their goals?

46%



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q13. What proportion of your organization's AI projects have failed to meet their goals? (Average)
[2024] Q16. What proportion of your organization's AI projects have failed to meet their goals? (Average) n=322;
weighted to NAICS US industry split
[2023] Q10. What proportion of your organization's AI projects have failed to meet their goals? (Average) n= 315;
weighted to NAICS US industry split

AI Maturity Matters

Mature organizations report a lower proportion of failed AI projects than Experimenters (38.9% vs 43.4%)

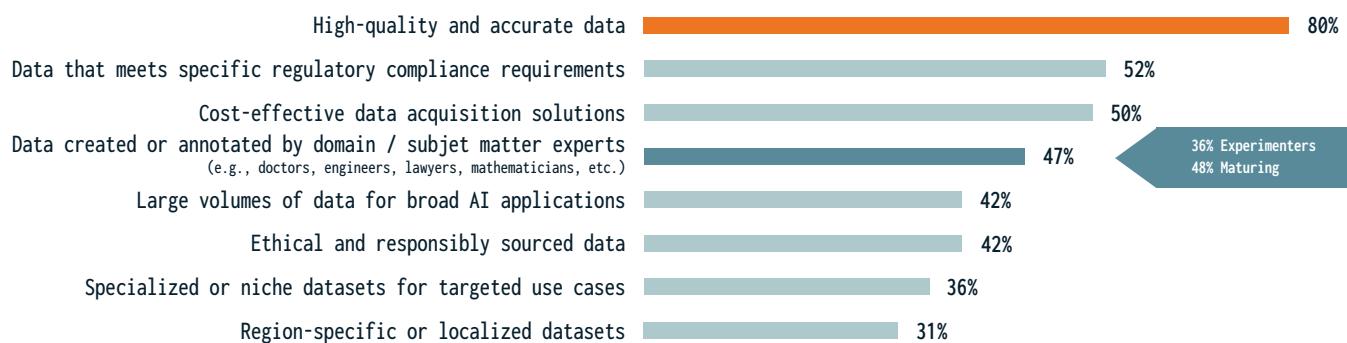


04 AI data trends

High-quality data is the top priority, and mature organizations seek domain expertise

When asked about their needs in terms of training data for AI, organizations emphasize high-quality and accurate data (80%), data that meets specific regulatory compliance requirements, and cost-effective data acquisition to fuel AI models (50%). Maturing organizations are more focused than Experimenters on data created by domain or subject matter experts (48% vs. 36%).

What are your organization's needs in terms of training data for AI?



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q15. What are your organization's needs in terms of training data for AI?

AI maturity increases the need for high-quality training data

The further organizations progress along the AI maturity curve, the more likely they are to report the need for high-quality and accurate training data. Rather than tapering off, the demand for accurate, reliable data intensifies at each stage of maturity.

Organization needs in terms of high-quality and accurate data

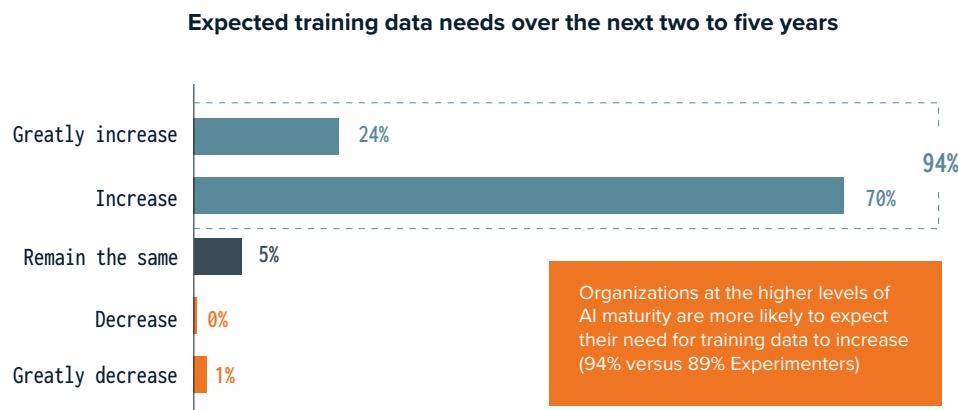
	Traditional AI Maturity	Generative AI Maturity
Transformational	87%	87%
Systemic	88%	83%
Operational	74%	78%
Active + Awareness	66%	74%

LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q15. What are your organization's needs in terms of training data for AI?



Demand for AI training data is increasing, particularly amongst Maturing companies

When asked if they expect their needs for training data to increase, decrease or stay the same, 94% of organizations reported that they expect their need for training data to increase, with nearly a quarter anticipating a significant rise. Maturing companies (95%) are more likely to expect their need for training data to increase than Experimenters (89%).



*totals may not add up due to rounding.

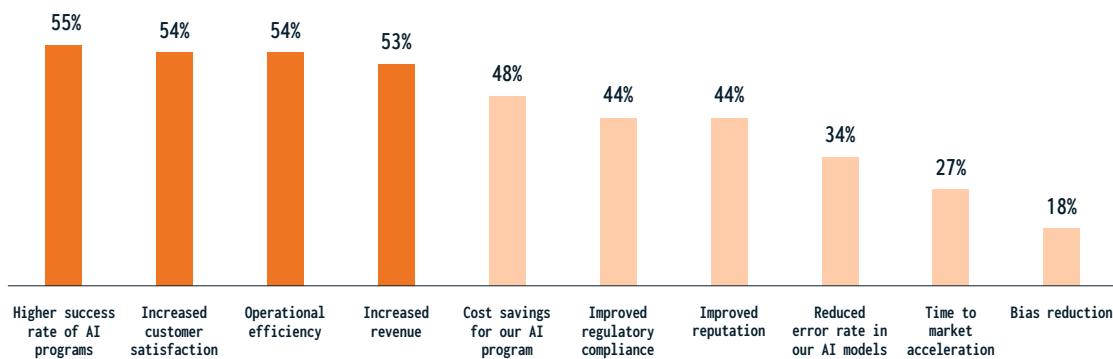
LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q16. Do you expect your organization's needs for training data to increase, decrease, or remain the same in the next two to five years? t

High-quality training data drives AI success and business growth

When asked about the ROI for investing in high-quality training data, respondents cited higher AI success rates (55%), increased customer satisfaction (54%), operational efficiency (54%), and revenue growth (53%). Beyond performance, organizations also reported cost savings, improved regulatory compliance, and enhanced reputation, among others.

What is the ROI for investing in high-quality training data for AI?



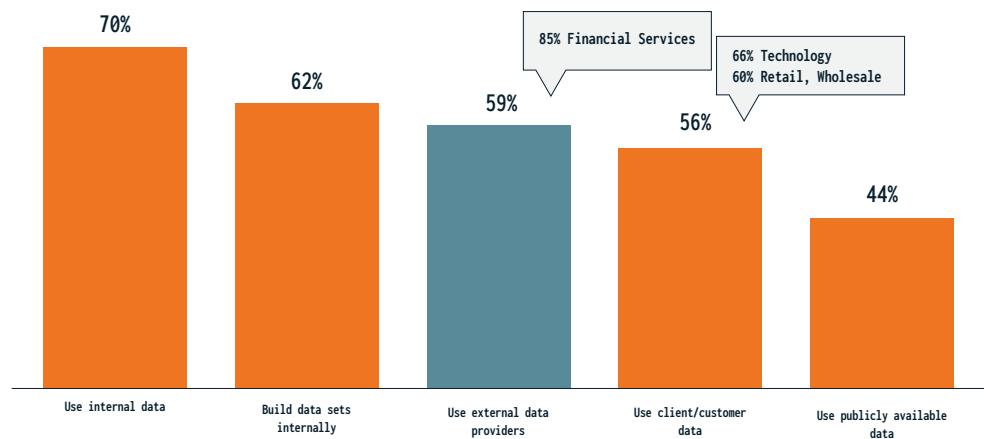
LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q17. What is the ROI for investing in high-quality training data for AI?

Organizations balance internal data with external third-party data sources

For both traditional and generative AI solutions to be accurate, efficient and diverse, it is critical for organizations to have a thorough training data strategy. Organizations report using internal data (70%) and external data providers (59%) as key sources, in addition to client / customer data and publicly available information.

How does your organization source training data for AI?

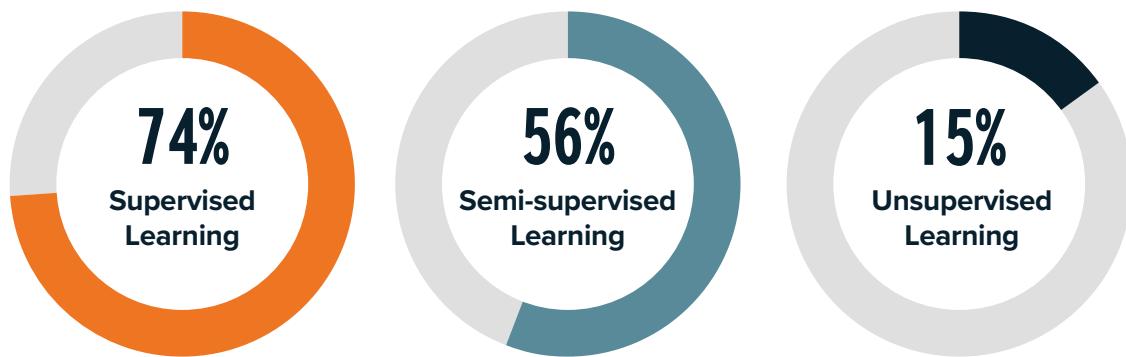


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q21. How does your organization source training data for AI?

Supervised learning is the dominant approach in AI model training

The percentage of respondents that report the use of supervised learning increased to 74% in 2025 from 58% in 2024. Semi-supervised learning (56%) is also widely used. Only 15% of organizations utilize unsupervised learning.

What type of learning do you use for your AI models?



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q18. What types of machine learning do you use for your AI models?

Organizations grow use of annotated and synthetic data

Annotated (human labeled or tagged) data continues to be the most widely used data type for training AI models, with 79% of organizations reporting its use. Synthetic (computer-generated) data has also increased with 65% adoption. Meanwhile, un-annotated data has declined significantly to 26%.

Types of data used to train machine learning models



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

Q19. Please describe the data types your organization uses to train your machine learning models.

[2024] Q12. Please describe the types of data that your organization currently uses to train your machine learning models. n=322; weighted to NAICS US industry split

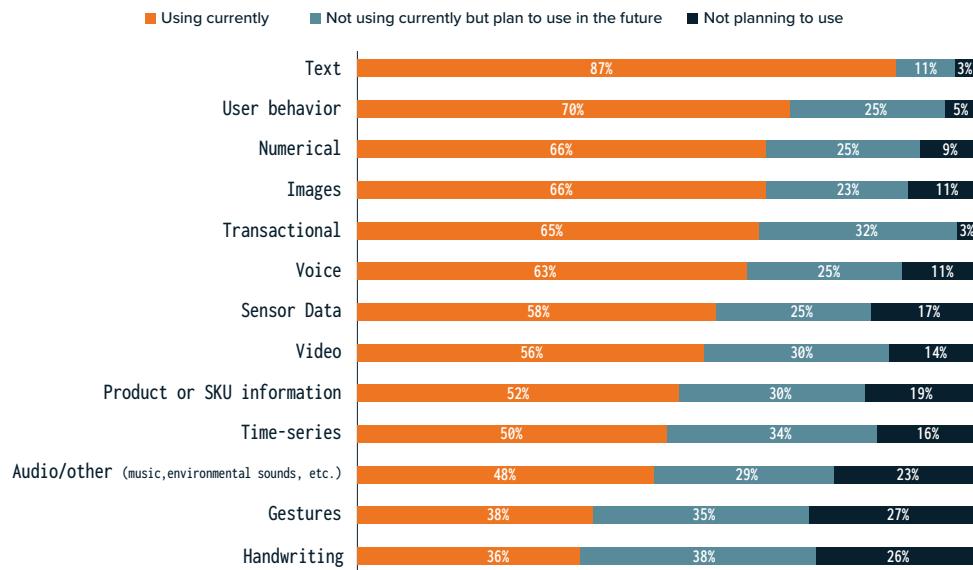
[2023] Q16. Please describe the types of data that your organization currently uses to train your machine learning models. n=315; weighted to NAICS US industry split

[2022] Q8. Please describe the types of data that your organization currently uses to train your machine learning models. n= 200

AI data strategies are evolving, incorporating more diverse and complex data types

While text and structured data have long been dominant, organizations are increasingly planning to leverage handwriting (38%), gestures (35%), and time-series data (34%) in the future to capture richer, behavioral insights. This shift points to a growing demand for AI models that can interpret real-world, dynamic data beyond structured datasets.

What data types do you use currently? And what data types do you expect to use in the future?



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split

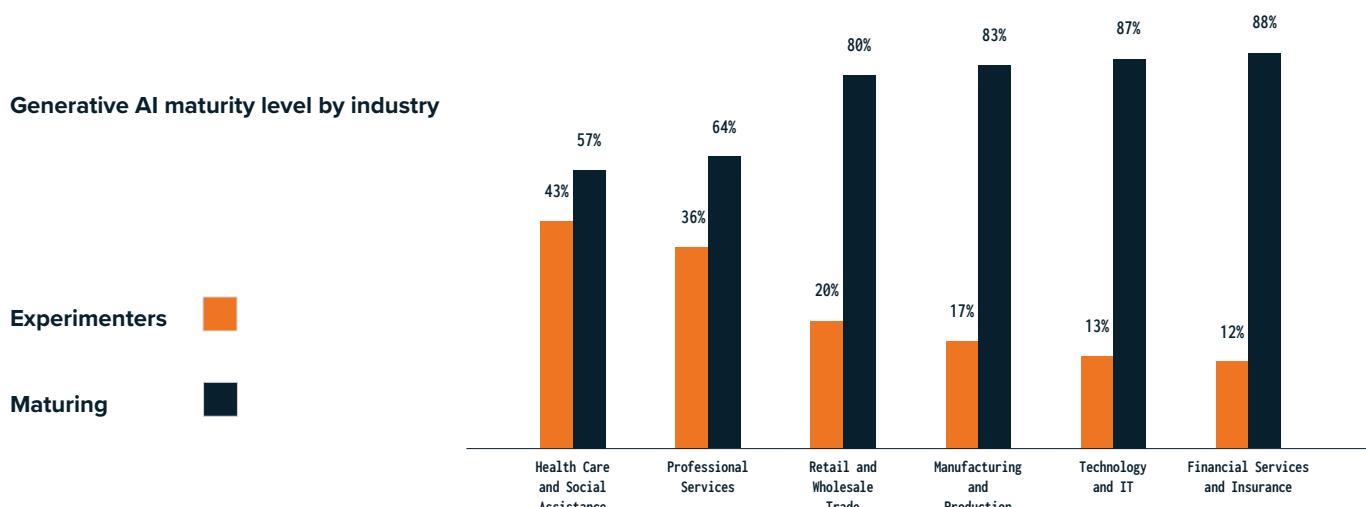
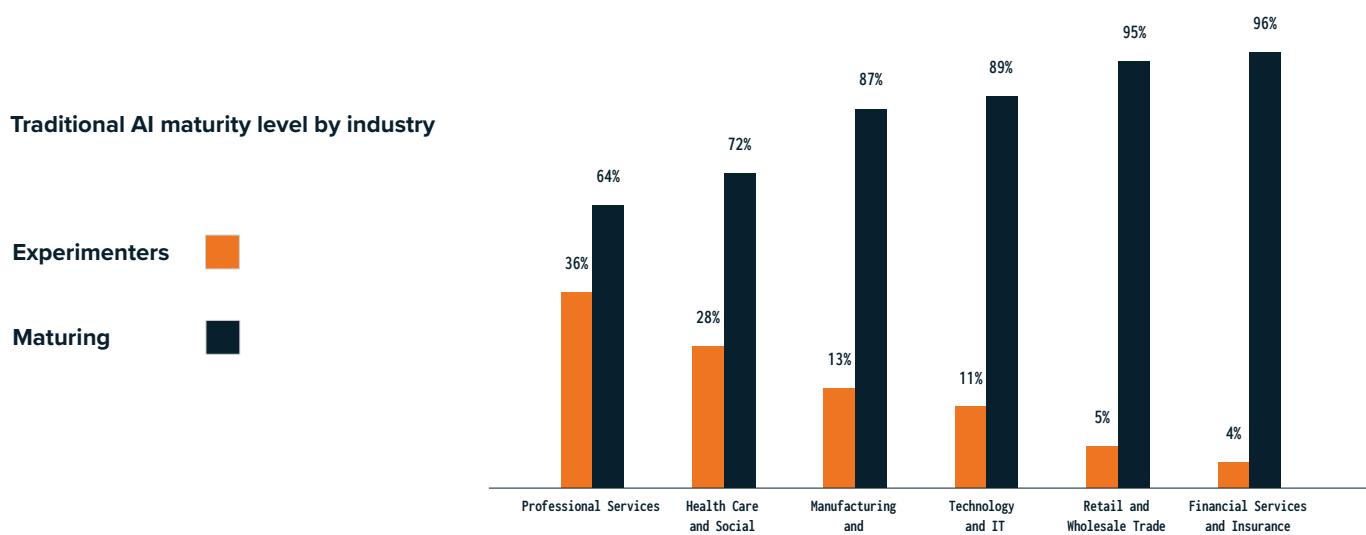
Q20. What data types does your organization use currently for its AI models? And what data types do you expect to use in the future?

05 AI trends by industry

Survey respondents represent the views of organizations across a range of industries, including financial services, healthcare, manufacturing, retail, technology and more. Following are some of the key findings by industry segment.

Organizations in the retail industry are ahead in their traditional AI journeys, while technology leads in gen AI maturity, along with financial services in both

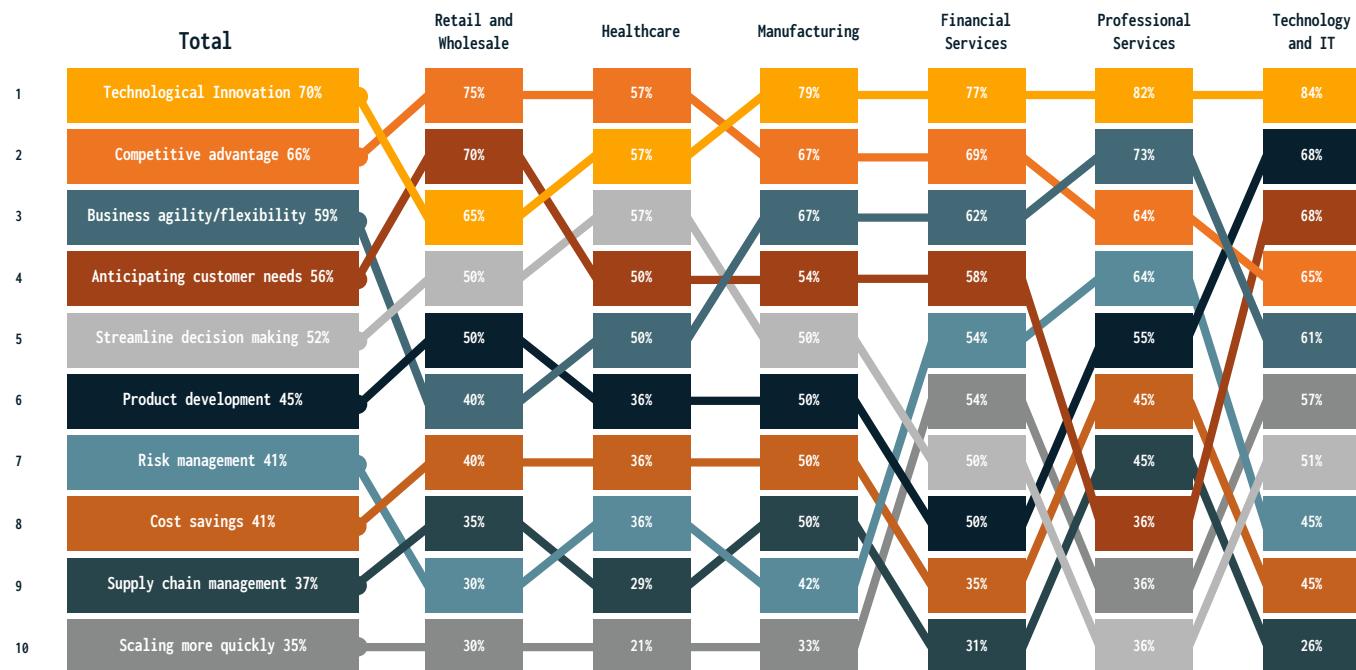
According to their own assessment of where their company sits on the Gartner AI Maturity Model, the retail and financial services industries are the furthest along in their traditional AI journeys, while technology and financial services lead in gen AI maturity. Healthcare and professional services industries lag in both areas.



Technological innovation replaces risk management as the top business driver

Following a transitional year where organizations dealt with data and compliance questions surrounding new generative AI technologies, technological innovation was the primary business driver for most industries, alongside competitive advantage for the retail and healthcare industries. Business agility was the third most cited driver, while risk management fell to the seventh most important business driver for AI solutions.

Key business drivers by industry



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split Q3. What are the key business drivers of your organization's AI strategy?

Gen AI and predictive analytics are the top ROI generating applications by industry, except for professional services (security/fraud) and retail (inventory management)

Generative AI (65%) was cited as the AI application type to generate the highest ROI in respondents' organizations across industries, with predictive analytics (45%) as the second most impactful from an ROI perspective. However, professional services cited security/fraud as the second most important, and retail cited inventory management.

Top ROI generating AI applications by industry

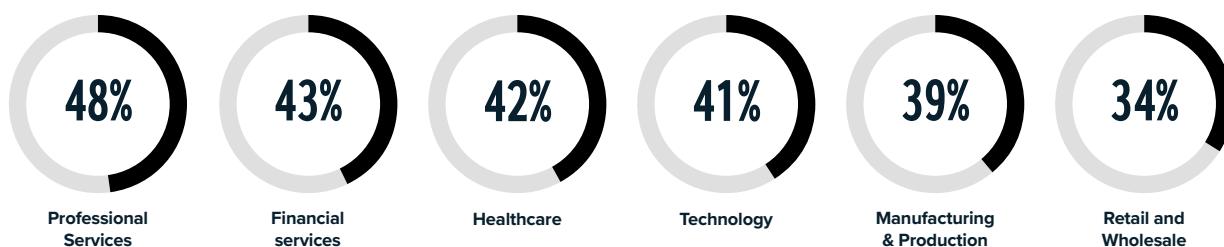


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q12. Which AI or machine learning applications have generated the highest ROI in your organization?
[2024] Which AI or machine learning applications have generated the highest ROI in your organization n=322; weighted to NAICS US industry split

The retail industry has the lowest AI project failure rate (and highest AI investment)

AI project failure rates vary widely by industry, with the highest failure rates being reported in professional services (48%) by a significant margin. The retail (34%) industry reports the lowest failure rate by the same margin (5%), a finding that is particularly significant in that retail also reports the heaviest investment in AI, with 21% of their budgets allocated. Similarly, professional services reported the leanest investment in AI, with only 7% of budgets earmarked for AI.

What proportion of your organization's AI projects have failed to meet their goals?

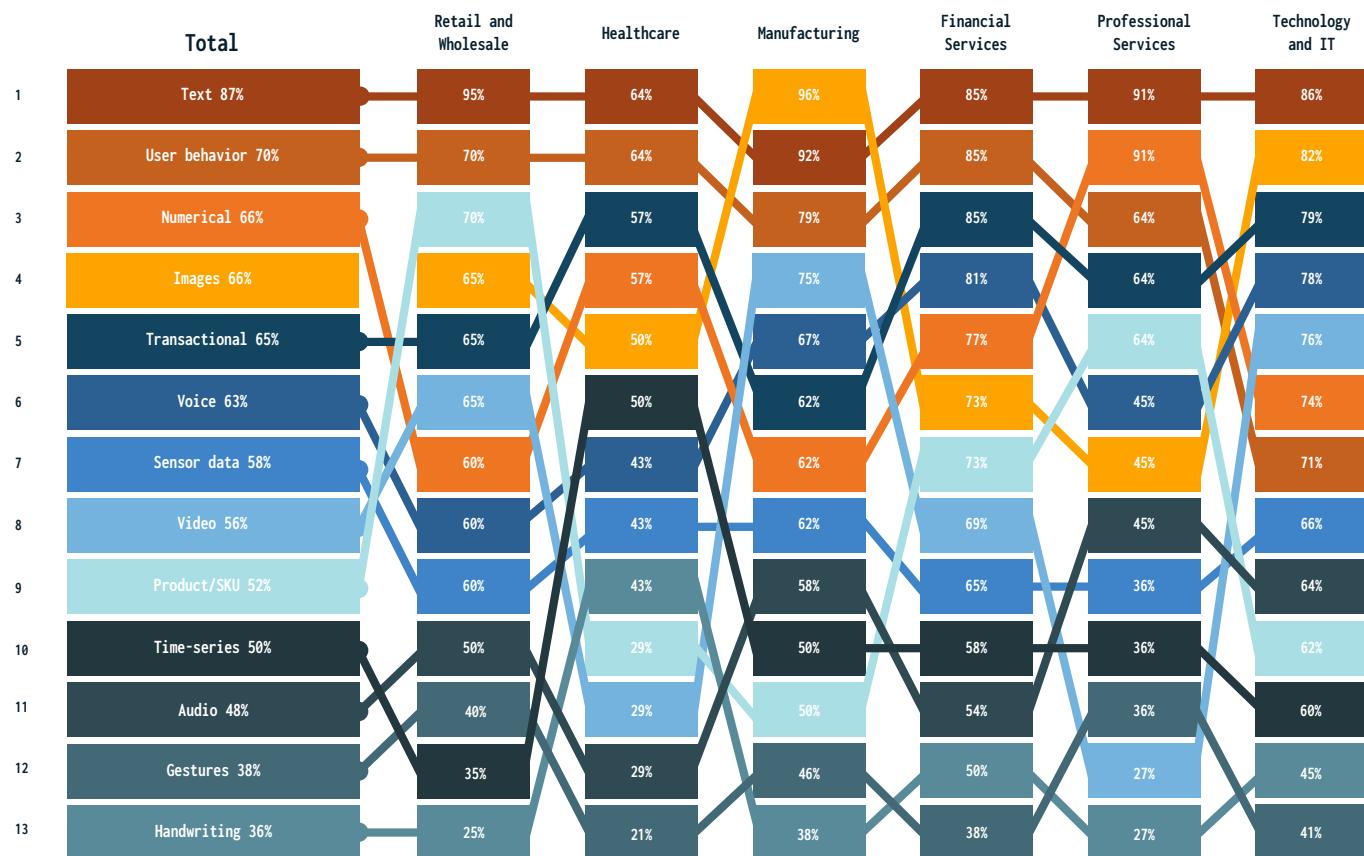


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q13. What proportion of your organization's AI projects have failed to meet their goals? (Average)

The types of data being used for AI varies across industries

Text (87%) is the most used data type across all industries except for manufacturing, where images (96%) are the most used. User behavior (70%) is the second most cited data type across industries, except for professional services (numerical / 91%) and technology (images / 82%).

Data types currently used by industry

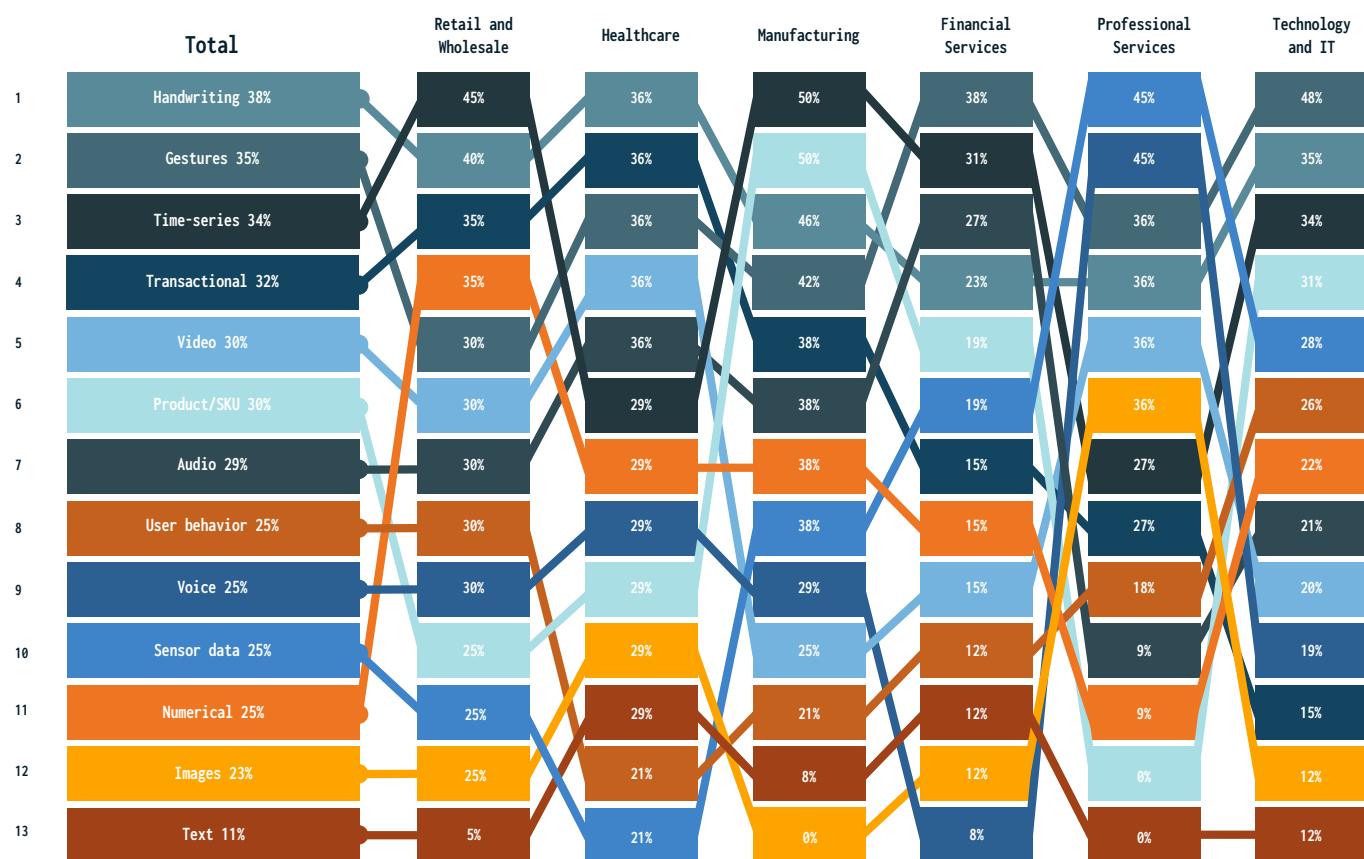


LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q20. What data types does your organization use currently for its AI models? And what data types do you expect to use in the future?

The types of data planned for future use for AI also vary widely by industry

When respondents were asked about the types of data they plan to use in the future, once again we saw quite a variance across industries. There were no large trends this year across industries, though it looks like gesture data is being considered by the technology and retail industries, and sensor data is under consideration by the healthcare and professional services industries..

Data types planned to use by industry



LXT Path to AI Maturity Year IV – Total Sample n=200; weighted to NAICS US industry split
Q20. What data types does your organization use currently for its AI models? And what data types do you expect to use in the future?



Conclusion

2025 has been a year of rapid advancement, as organizations begin to execute on their AI strategy across both more traditional and innovative generative AI approaches.

Our research shows that respondents believe their organizations are well on the way to AI maturity, with 83% of respondents reporting traditional AI implementations in the Operational stage and only 17% still in an experimental stage. For generative AI, three-quarters of organizations already utilize AI at an Operational or Systemic level, actively generating business value or transforming processes. Notably, nearly twenty percent have reached the Transformational stage, surpassing traditional AI. The technology is now viewed as a strategic growth multiplier rather than just an efficiency and cost reduction driver.

This year, as in 2024, half of all organizations report AI investment of between \$1-50 million. But in 2025, the number of companies investing between \$50 and \$500 million has more than doubled, and those investing more than \$500M is up significantly. AI investments are back to a primary focus on training data, software, and product development. Investments in hardware, analytics, and talent are also significant.

80% of organizations prioritize high-quality, accurate data to fuel AI performance, along with regulatory compliance and cost-effective data acquisition. As organizations become AI mature, the importance of high-quality training data only grows.

The artificial intelligence industry is evolving quickly, and we hope this report continues to be a resource for companies looking to gain unique insights and a competitive advantage in how to leverage and successfully deploy this exciting and truly transformative technology.

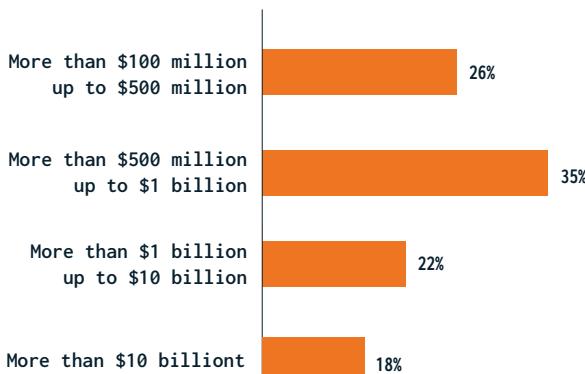
Behind the research

LXT commissioned a study on the state of AI training data among 200 senior decision-makers (two-thirds C-suite) with verified relevant AI experience at US firms with annual revenue of more than \$100 Million and over 500 employees. The sample is primarily composed of corporate IT leaders such as CIOs, CTOs, and IT Directors who play a key role in defining AI strategies.

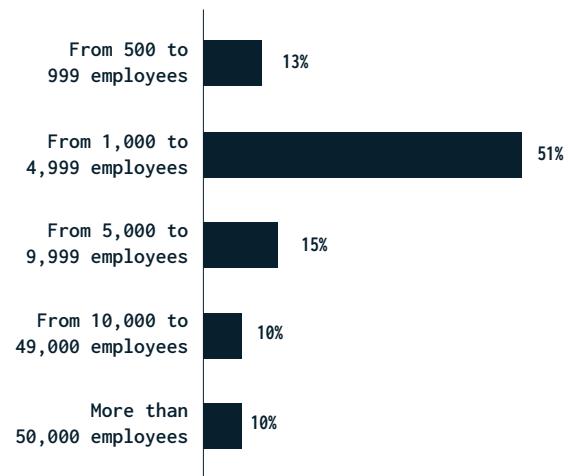
The research was conducted in February and March 2025 by Reputation Leaders, an independent research firm. Interviews were conducted in the US by online survey. The survey results were weighted by sector to reflect the US industry distribution in the North American Industry Classification System (NAICS).

For questions about the research findings, please reach out to us at info@lxt.ai.

Approximately how much is your company's annual revenue worldwide?



Approximately how many employees does your organization have globally?



Number of survey respondents by industry	Financial Services [Financial Services (banking, investing) + insurance/Re-insurance]	26
	Healthcare [Healthcare + social assistance]	14
	Manufacturing [Manufacturing + Production]	24
	Professional Services [Professional Services, Scientific, and Technical Services]	11
	Retail and Wholesale [Retail Trade Including E-commerce + Wholesale Trade]	20
	Tech [Technology and IT]	80

About LXT

LXT is a provider of industry-leading AI data solutions to power innovation for top 10 global technology companies and Fortune 100 organizations. The company's generative AI solutions include model fine tuning, reinforcement learning with human feedback (RLHF), data collection and prompt rating, ranking and response creation, among others. With a global crowd of more than 7 million contributors and domain experts,

LXT delivers data across multiple modalities with the speed, scale and agility required by the enterprise. The company's global expertise spans more than 145 countries and over 1,000 language locales. Founded in 2005, LXT is headquartered in Toronto with a presence in the US, UK, Egypt, India, Germany, Romania, Turkey and Australia.

The company serves customers in North America, Europe, Asia Pacific and the Middle East.

Learn more at lxt.ai.

