



TRENDS REPORT

# 5 GenAI Trends for 2025

Beware the AI Agent Reckoning

# From Revolution to Reckoning: The Next Chapter of AI

We're living in the midst of a generative AI revolution.

**81%**

of C-suite executives surveyed have a moderate or high level of trust in the usage of GenAI.<sup>1</sup>

**66%**

of data, analytics, and IT leaders surveyed have invested over \$1M in GenAI in the last 12 months.

But what's next is even more transformative: the rise of AI agents and agentic systems. These intelligent agents are poised to redefine decision-making by going beyond analysis to action.

**According to Gartner®,**

"By 2028, at least 15% of day-to-day decisions will be made autonomously through agentic AI, up from zero percent in 2024."

Gartner, Top Strategic Technology Trends for 2025: Agentic AI<sup>2</sup>

Capable of rapidly analyzing complex datasets, identifying patterns, and autonomously executing tasks, AI agents avoid the bottlenecks of traditional data modeling, drastically reduce time to action, and enable entirely new scales of problem-solving.

These next-generation tools are not just observers — they're doers. The same applies to you and your enterprise in 2025. You can no longer just keep up, you have to innovate. Escape the "commodity trap" and build differentiated AI or risk losing your job ... even if you're the CEO.

According to ChatGPT, the definition of "reckoning" is:

- ◆ **Judgment or Evaluation:** A moment of truth where one is held accountable for their actions, decisions, or inactions.
- ◆ **Settling Accounts:** The act of calculating or reconciling debts or outcomes, either literally (financially) or metaphorically.
- ◆ **Critical Time or Event:** A decisive moment where significant consequences or outcomes are determined.

All of this is true for GenAI, and the five trends outlined in this report are the proof points. The next chapter of AI has begun, are you ready?



Florian Douetteau

Co-Founder and CEO, Dataiku

Trend 1

# GenAI Will Be Commoditized: Leaders Are Building Differentiated AI

88% of Organizations Are Increasing Their GenAI Investment for 2025

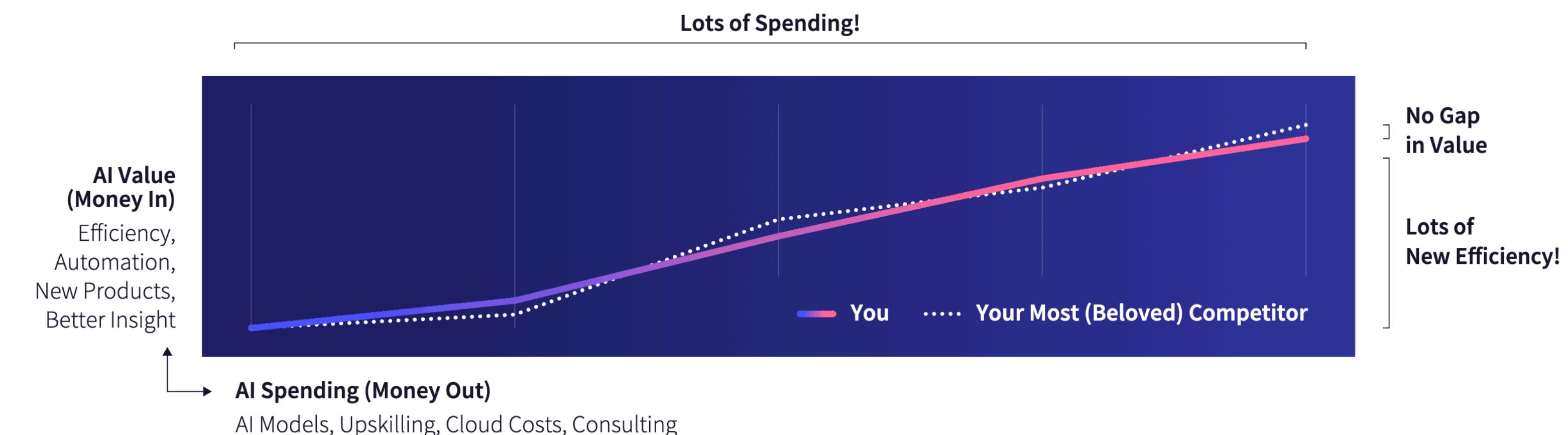
As GenAI tools and, likely in 2025, AI agents become widely available, the barrier to entry for basic AI capabilities will disappear, threatening to level the playing field for undifferentiated solutions.

## A Rapid Investment Surge: Change in GenAI Investment in 2025 vs. 2024

- A. Significantly decrease (more than 25% decrease)
- B. Moderately decrease (10% - 25% decrease)
- C. Slightly decrease (up to 10% decrease)
- D. Stay the same
- E. Slightly increase (up to 10% increase)
- F. Moderately increase (10% - 25% increase)
- G. Significantly increase (more than 25% increase)

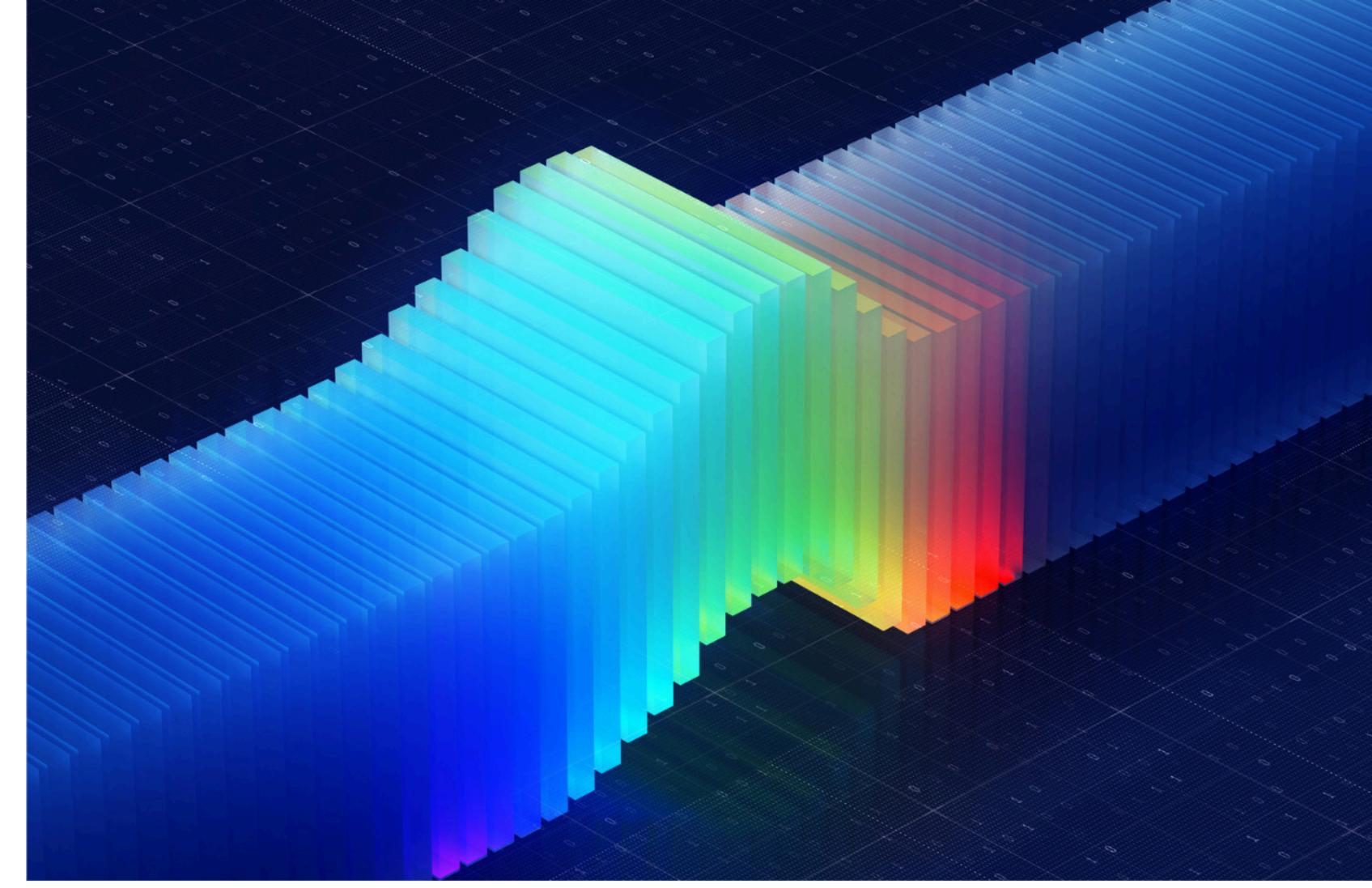


Organizations that rely solely on off-the-shelf GenAI and AI agent tools risk falling into the “commodity trap,” where technology no longer provides a competitive edge, yet significant expenditure continues.

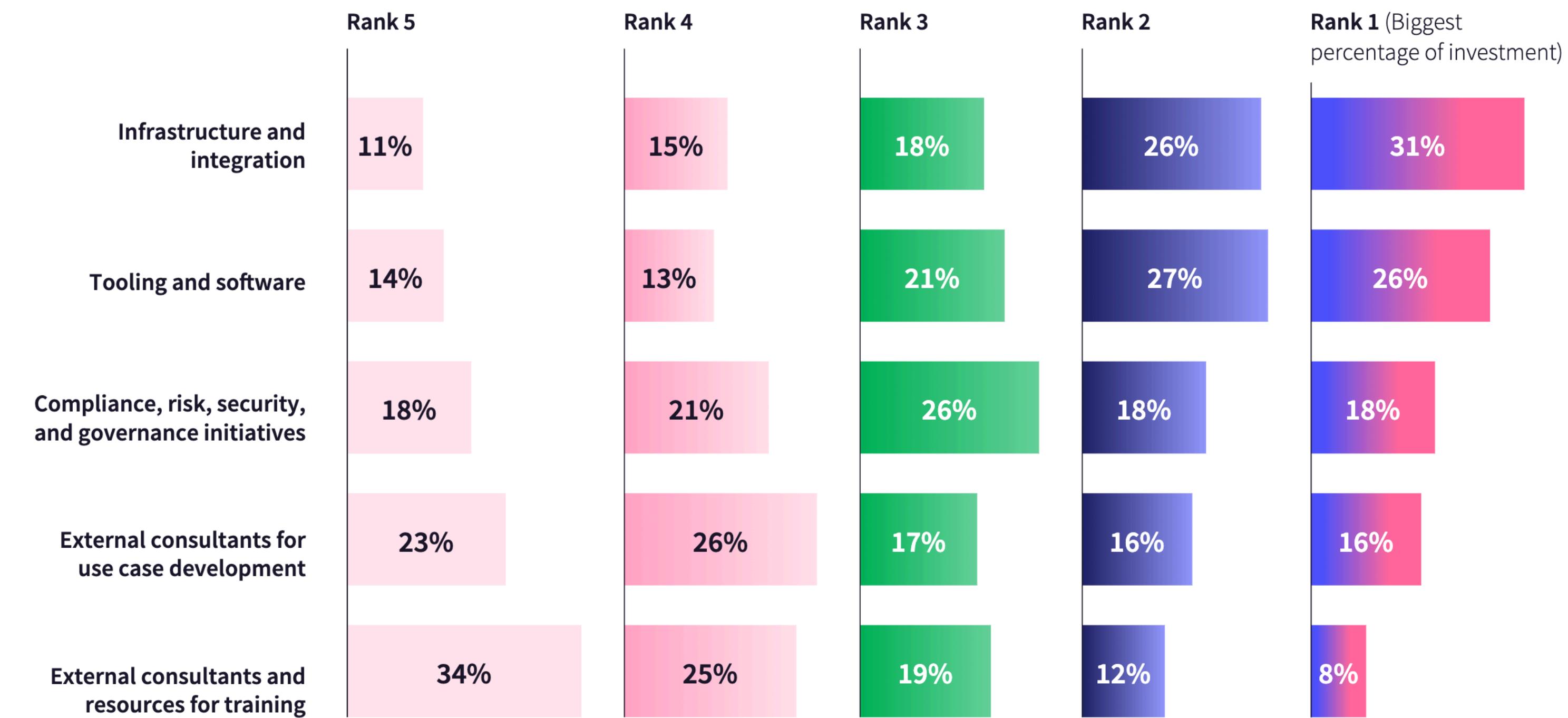


So, how can you avoid the commodity AI trap and build differentiated AI?

- ◆ Focus on innovative, ROI-driven applications that align with unique challenges and opportunities.
- ◆ Move toward AI agents — AI-powered decision systems — that can provide instantaneous, always-available insights.
- ◆ Integrate the proper tooling and software to do so. As you can see below, over a quarter (26%) of data, analytics, and IT executives rank tooling and software as the biggest percentage of their GenAI investments.<sup>3</sup>



## Allocation of GenAI Investments



Dataiku — the Universal AI Platform — integrates data preparation, machine learning (ML), and GenAI capabilities into a single, collaborative platform, helping companies develop advanced use cases that stand out in the market (e.g., combining ML and GenAI techniques).

Dataiku empowers both technical and non-technical users to contribute to AI projects, enabling organizations to develop innovative applications faster and with broader organizational buy-in.

Enterprises will build and differentiate AI, GenAI, and agents in their most strategic functions and Dataiku is the platform to build (and govern) them all.

Trend 2

# You WILL Be Forced to Quantify the ROI From GenAI

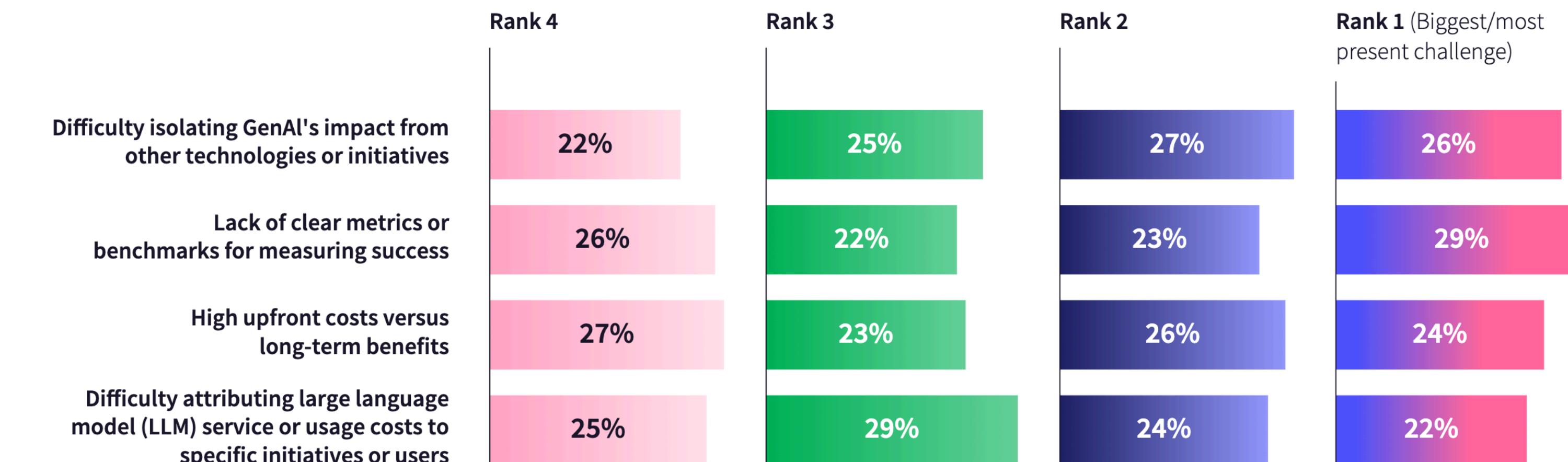
85% of Data, Analytics, & IT  
Leaders Are Under C-Suite  
Pressure to Do So

72%

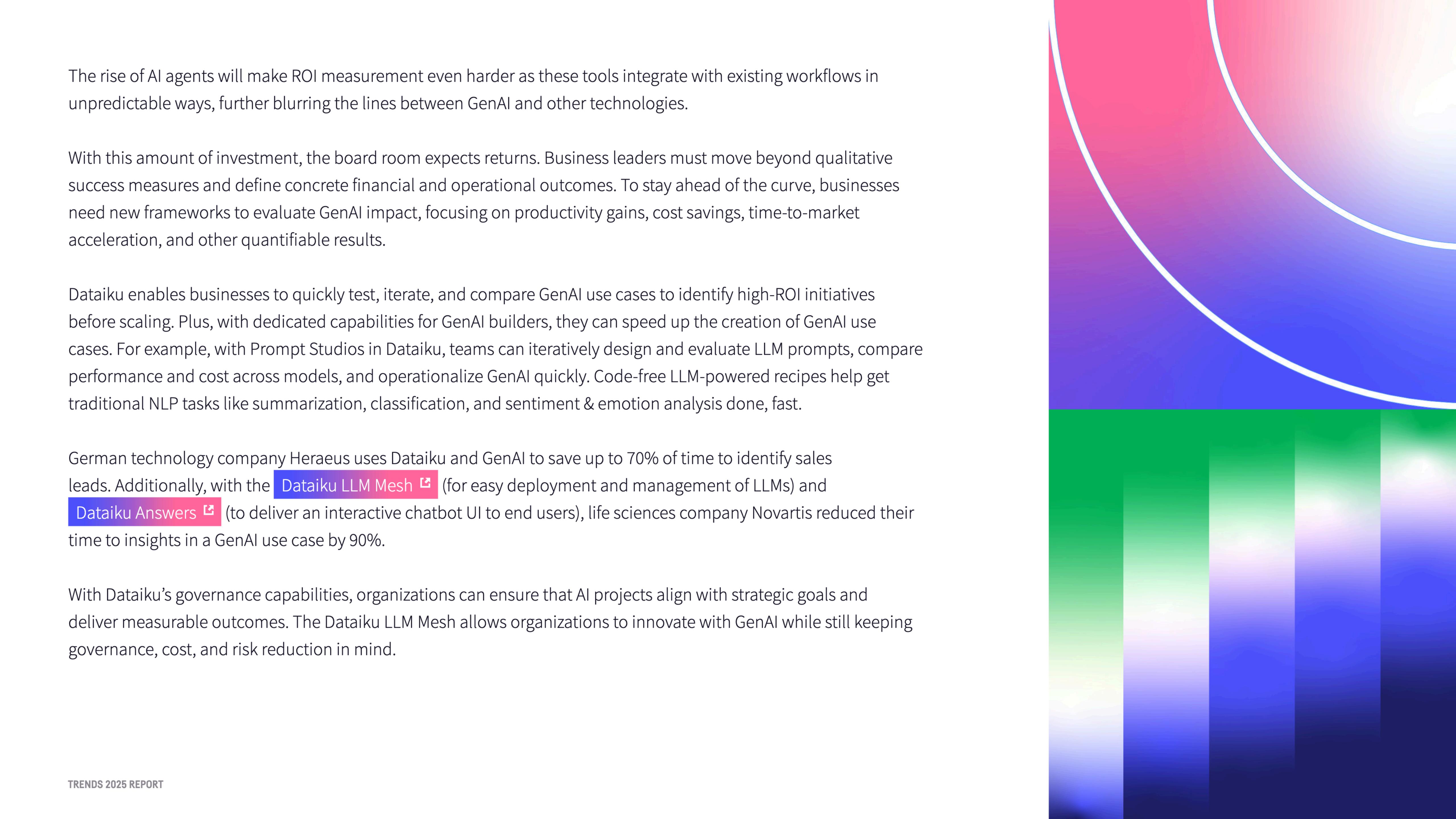
of data, analytics, and IT executives report positive ROI from the GenAI projects they have in production.

However, when asked about how they are measuring the success and ROI of GenAI initiatives, it's a little bit of a mixed bag: 37% said it's mostly qualitatively and 59% said mostly quantitatively. Top challenges include difficulty isolating GenAI's impact from other tech or initiatives and a lack of clear metrics or benchmarks for measuring success.

## Challenges Faced When Quantifying ROI of GenAI



All of this is to say: It's difficult to quantify results now — and it's not going to get easier with the rise of AI agents, which are inherently more complex.



The rise of AI agents will make ROI measurement even harder as these tools integrate with existing workflows in unpredictable ways, further blurring the lines between GenAI and other technologies.

With this amount of investment, the board room expects returns. Business leaders must move beyond qualitative success measures and define concrete financial and operational outcomes. To stay ahead of the curve, businesses need new frameworks to evaluate GenAI impact, focusing on productivity gains, cost savings, time-to-market acceleration, and other quantifiable results.

Dataiku enables businesses to quickly test, iterate, and compare GenAI use cases to identify high-ROI initiatives before scaling. Plus, with dedicated capabilities for GenAI builders, they can speed up the creation of GenAI use cases. For example, with Prompt Studios in Dataiku, teams can iteratively design and evaluate LLM prompts, compare performance and cost across models, and operationalize GenAI quickly. Code-free LLM-powered recipes help get traditional NLP tasks like summarization, classification, and sentiment & emotion analysis done, fast.

German technology company Heraeus uses Dataiku and GenAI to save up to 70% of time to identify sales leads. Additionally, with the [Dataiku LLM Mesh](#) (for easy deployment and management of LLMs) and [Dataiku Answers](#) (to deliver an interactive chatbot UI to end users), life sciences company Novartis reduced their time to insights in a GenAI use case by 90%.

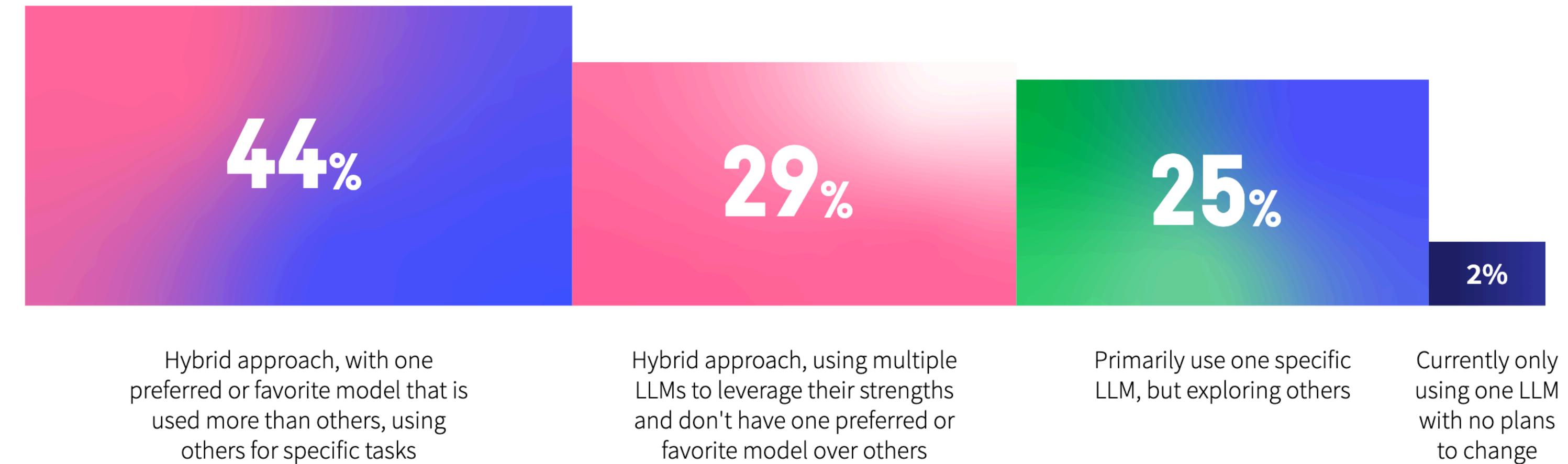
With Dataiku's governance capabilities, organizations can ensure that AI projects align with strategic goals and deliver measurable outcomes. The Dataiku LLM Mesh allows organizations to innovate with GenAI while still keeping governance, cost, and risk reduction in mind.

# The LLM Mess Is Already Here (& the AI Agent Free-for-All Is Coming)

73% of Organizations Are  
Taking a Hybrid LLM Approach

AI agents — powered by LLMs — are set to flood enterprise environments, creating a “free-for-all” of competing models, use cases, and unstructured workflows that require careful management.

## Organizations Taking a Multi-LLM Approach vs. Only Using One Specific Technology



Of the data, analytics, and IT executives whose organizations are taking a multi-LLM approach



The complexity of managing multiple LLMs and AI agents will lead to a chaotic operational environment unless companies adopt strategies for consolidating and streamlining AI workloads.

## Main Reasons for Taking a Multi-LLM Strategy



To survive and thrive in this new world, organizations must have a clear strategy and governance for managing multiple LLMs and AI agents.

**79%** of data, analytics, and IT executives are using a secure gateway for LLM access



The Dataiku LLM Mesh — the most comprehensive and agnostic LLM gateway offering on the market — enables businesses to manage multiple LLMs and choose the right models for the right tasks while maintaining security and flexibility.

With Dataiku, businesses future-proof their AI strategies by easily integrating new models and agents as they emerge, ensuring long-term scalability and success. Organizations can also centralize all data work (from self-service analytics to ML and GenAI projects), facilitating collaboration between teams and avoiding the chaos of disjointed AI efforts.

#### Trend 4

# Without Solid Governance, the Risk of Chaos Outweighs Any Reward

75% of C-Suite Execs Worry About Data Privacy Breaches, Yet 81% Have a Moderate or High Level of Trust in the Usage of GenAI

GenAI has ushered in a new era of concern about all-things governance.

**28%**

of data, analytics, and IT executives ranked ensuring data security, privacy, and compliance as their biggest and most present technical challenge with GenAI.

**63%**

of C-suite executives are very or most concerned with compliance with regulations and legal liabilities when it comes to risks of widespread GenAI adoption.

**75%**

of C-suite executives are very or most concerned with data privacy and security breaches when it comes to risks of widespread GenAI adoption.

**36%**

of C-suite executives still believe the benefits to widespread GenAI adoption outweigh the risks, despite the other stats.

As AI adoption skyrockets, the absence of clear governance frameworks leaves businesses vulnerable to a wide range of risks — ranging from data privacy breaches and bias in AI models to compliance failures and operational chaos.

Without solid governance, AI's promise of efficiency and innovation can quickly turn into a source of disruption.

#### Level of Trust Regarding Organization's Usage of GenAI

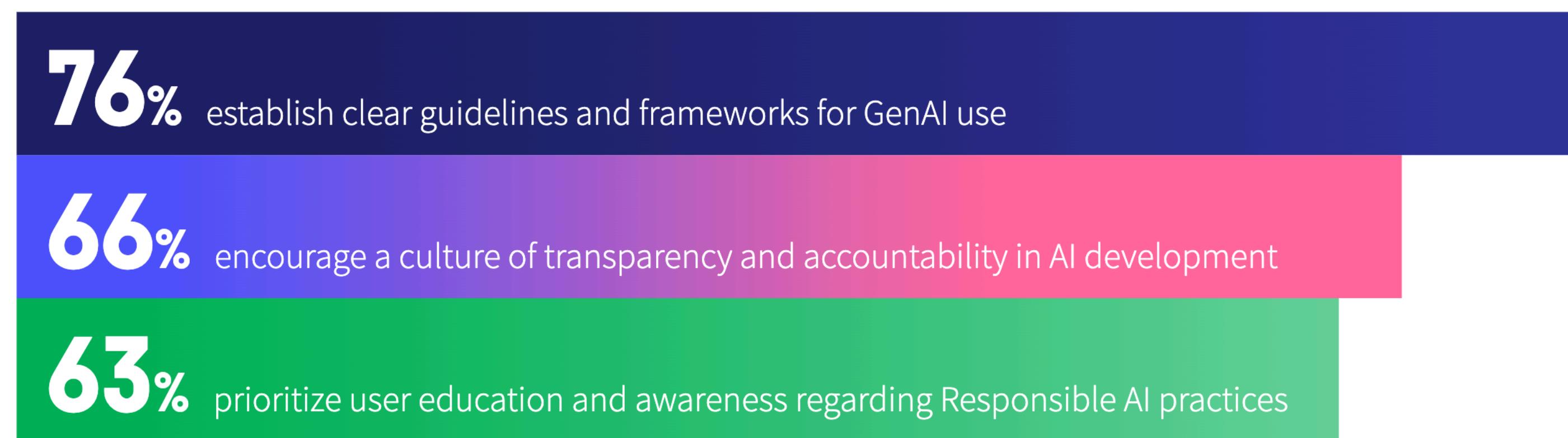
- A. Unsure (still evaluating the reliability of GenAI in our context)
- B. Minimal trust (concerns about bias and inaccuracies limit our use)
- C. Low trust (we use GenAI cautiously)
- D. Moderate trust (we believe GenAI is useful, but we also believe in frequently verifying its outputs)
- E. High level of trust (we feel comfortable relying on GenAI for critical decisions)



Governance is becoming more important than it's ever been.

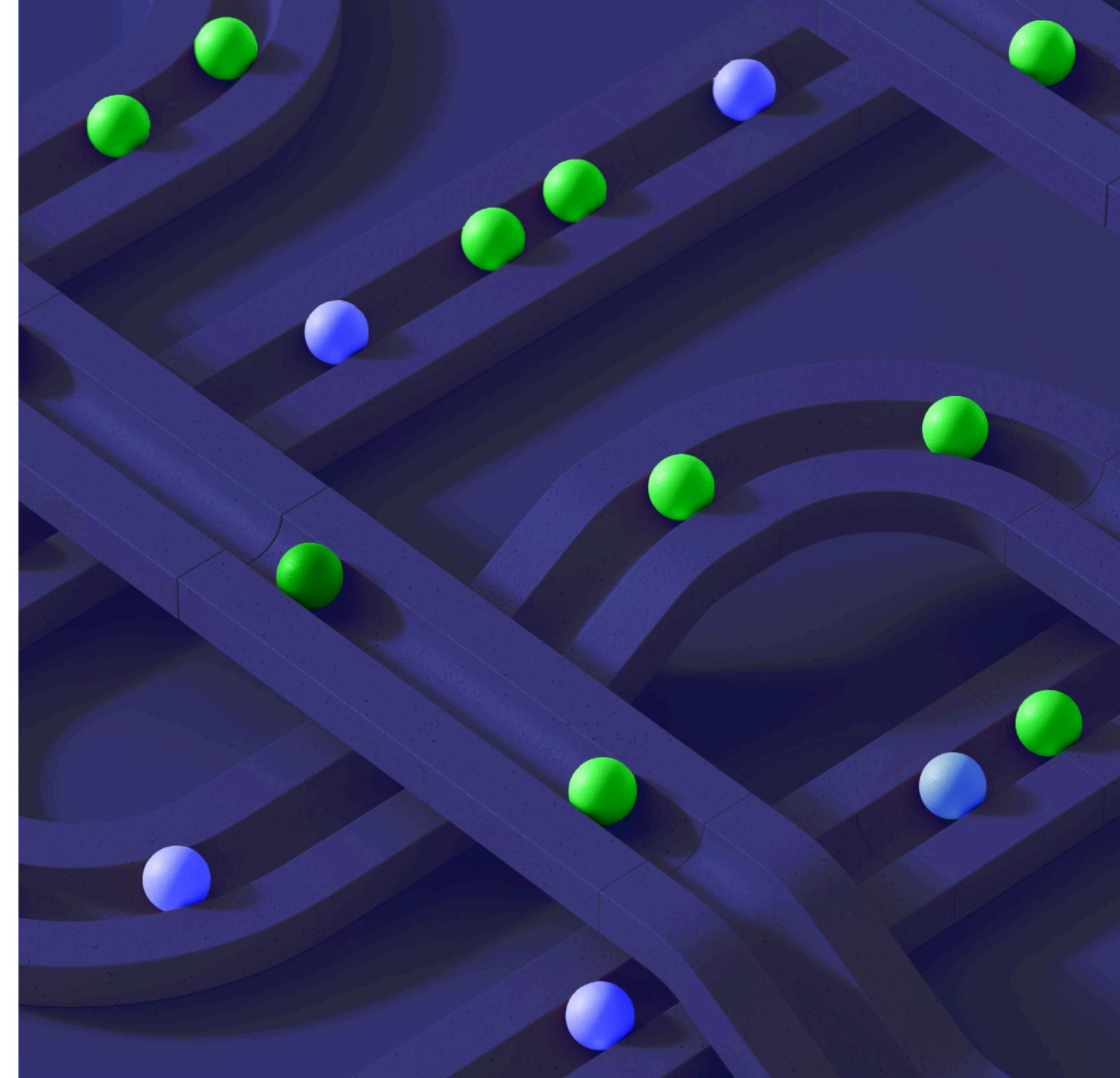
AI agents are only going to make it more complex to govern analytics and AI projects if organizations don't already have strong governance in place. How much will AI agents test the limit of governance frameworks? Only time will tell.

When C-suite executives were asked how they balance innovation with responsible GenAI:



Of the data, analytics, and IT executives who use only one LLM<sup>5</sup>, the main factor that influenced their decision is security or compliance considerations with introducing additional LLMs (22%).

Dataiku provides integrated governance features that ensure transparency, accountability, and compliance at every stage of the AI project lifecycle. Plus, the Dataiku LLM Mesh helps mitigate the aforementioned security and compliance considerations. For example, it can evaluate requests and responses for sensitive information, such as detecting personally identifiable information (PII), toxic content, or forbidden terms, and then takes appropriate action from there.



# Those Resisting Change Are the First Ones Losing Their Job to AI

93% of C-Suite Execs Think It's Very or Critically Important for Employees to Understand, Work With, and Generate Insights From Data

GenAI will drive transformational change in ways of working, both for individuals as well as the ways teams work together.

The push for change needs to come from the top, or the top is also at risk. Interestingly, nearly half (47%) of C-suite executives surveyed (including CEOs!) believe GenAI will have more impact on operational efficiency than breakthrough innovation, which may indicate that the C-suite may be thinking too narrowly about use cases and the overall potential of GenAI.

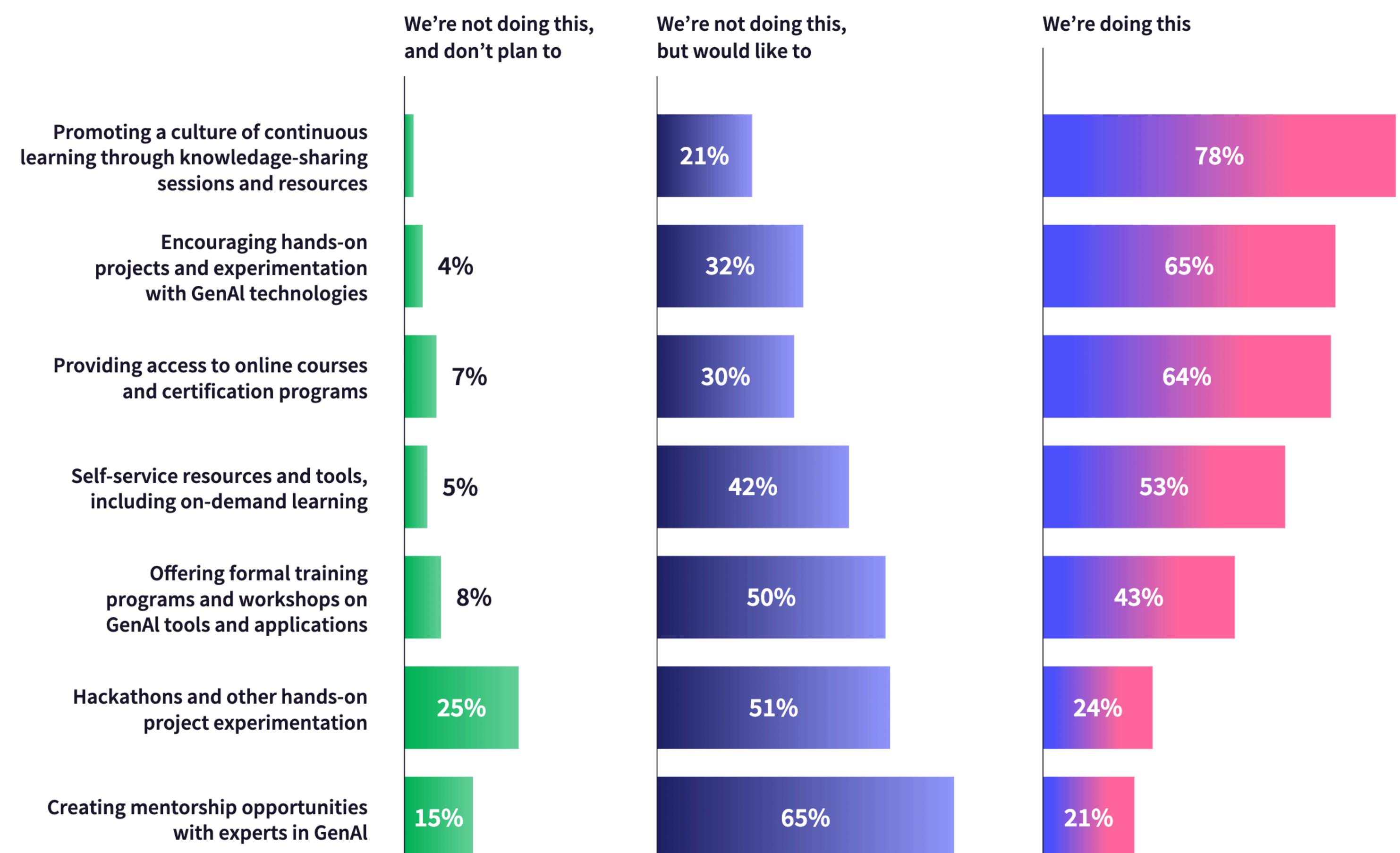
“The playbook for success is still being written, but best practices are already emerging to mitigate the biggest risks that AI can present. CEOs have a responsibility to their companies — and themselves — to get off the sidelines and make it happen. And if they don’t, they might just make history as one of the first to lose their job to AI.”

Florian Douetteau, Co-Founder and CEO, Dataiku in Nasdaq ↗

The rise of systemic AI demands not just innovation but operational alignment across silos. Organizations need to move beyond a use-case-by-use-case mentality towards systemic AI in order to be on the same page when it comes to understanding and consuming data, particularly in the context of GenAI.

The shift towards AI-driven workflows is not just about automating tasks — it's about reshaping entire industries. Organizations are increasingly looking for AI-literate employees who can drive the AI agenda forward. Employees who fail to acquire these skills will face diminishing opportunities as AI becomes integral to business success.

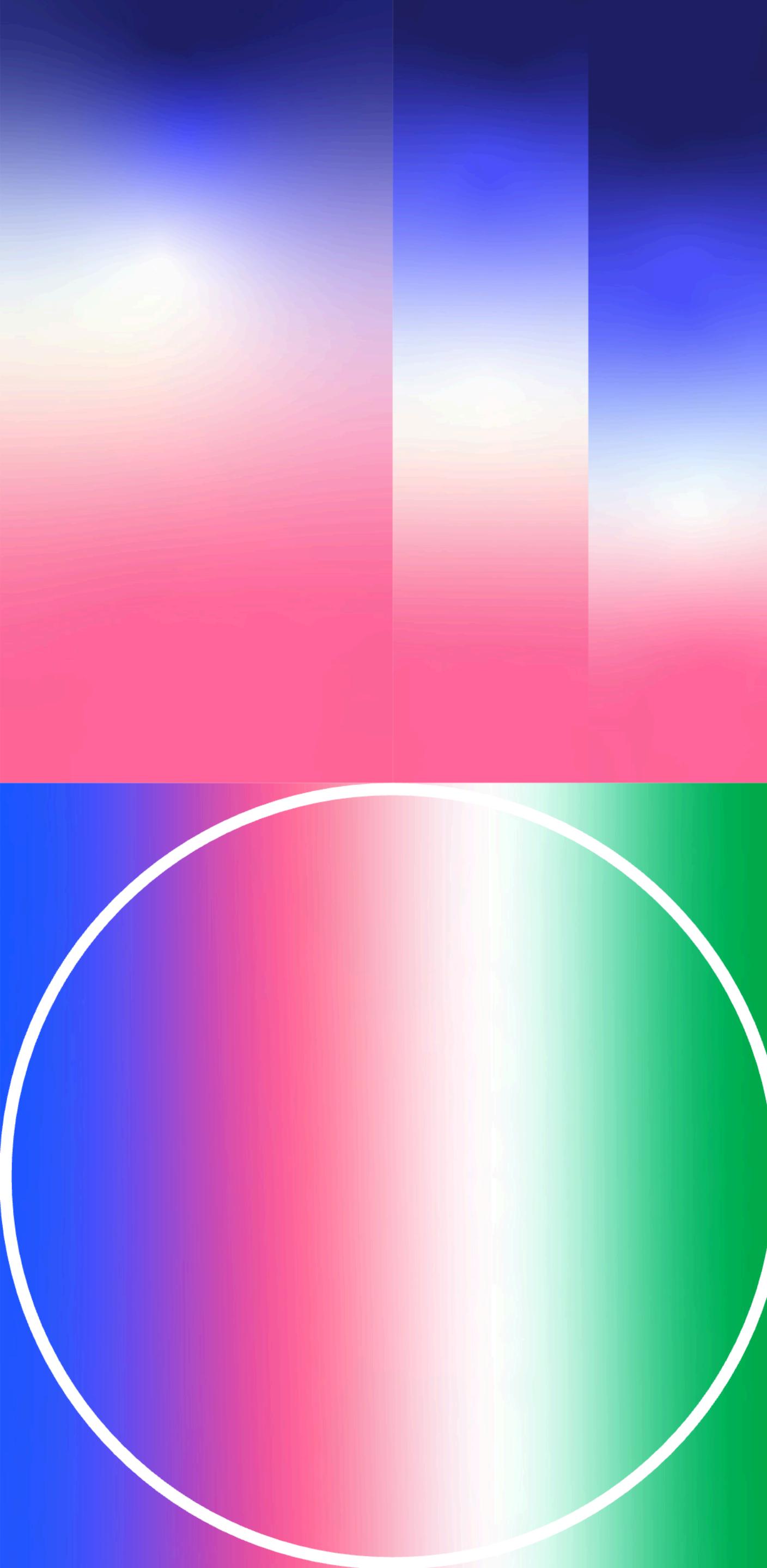
## Plans to Upskill the Workforce to Work Effectively With GenAI Technologies



When C-suite executives were asked about their plans to upskill their workforce to work effectively with GenAI technologies and improve GenAI literacy, the top response of what organizations are already doing is promoting a culture of continuous learning through knowledge-sharing sessions and resources (78%). Organizations have room to grow when it comes to hackathons and hands-on project experimentation and creating mentorship opportunities with experts in AI, as the least amount of respondents are actively doing this today, but would like to.

Dataiku is committed to democratizing AI and helping organizations upskill their teams through the hands-on learning and experimentation mentioned above. With Dataiku, employees at every level can gain the knowledge and confidence to work with AI, rather than be displaced by it.

Dataiku enables employees to develop AI skills that will be critical for future career growth. By aligning AI initiatives with business needs, Dataiku helps organizations create a workforce that is not only AI-ready but positioned for success in an AI-driven future.



# Seizing the GenAI Moment

The GenAI revolution is no longer on the horizon — it's here, reshaping enterprises at every level. With investments soaring, governance frameworks tightening, and AI agents poised to transform decision-making, the age of systemic AI has begun.

Yet this new frontier (yes, AI agents represent the “next frontier of AI,” per McKinsey)<sup>6</sup> is not without challenges. From avoiding the commodity trap to quantifying ROI and governance complexity, leaders face a reckoning that demands bold action and strategic foresight.

The five trends outlined in this report highlight the opportunities — and the stakes. GenAI isn’t just another technological wave, it’s the foundation for the next chapter of enterprise transformation. The question isn’t if your organization will embrace this shift — it’s how effectively and urgently you’ll act to differentiate, innovate, and lead.

The cost of hesitation is steep. Markets are moving at unprecedented speed, and early adopters are already shaping the competitive landscape. Waiting risks losing ground to more agile competitors and missing out on the transformational benefits of GenAI. Now is the time to lean in, experiment, and build the organizational muscle needed to succeed in this new era. Success in the GenAI age belongs to those who act decisively today.

# Endnotes

1. See “About the Surveys” section for the research background on the data points mentioned here from both surveys, the C-suite survey and data, analytics, and IT executives survey.
2. Gartner - Top Strategic Technology Trends for 2025: Agentic AI, 21 October 2024. Tom Coshow, Arnold Gao, et al. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
3. Answered by a subset of respondents, in this case n=394.
4. Answered by a subset of respondents, in this case n=291.
5. Answered by a subset of respondents, in this case n=109.
6. McKinsey, AI Agents Are the Next Frontier and Will Change Our Working Lives Forever [link](#)

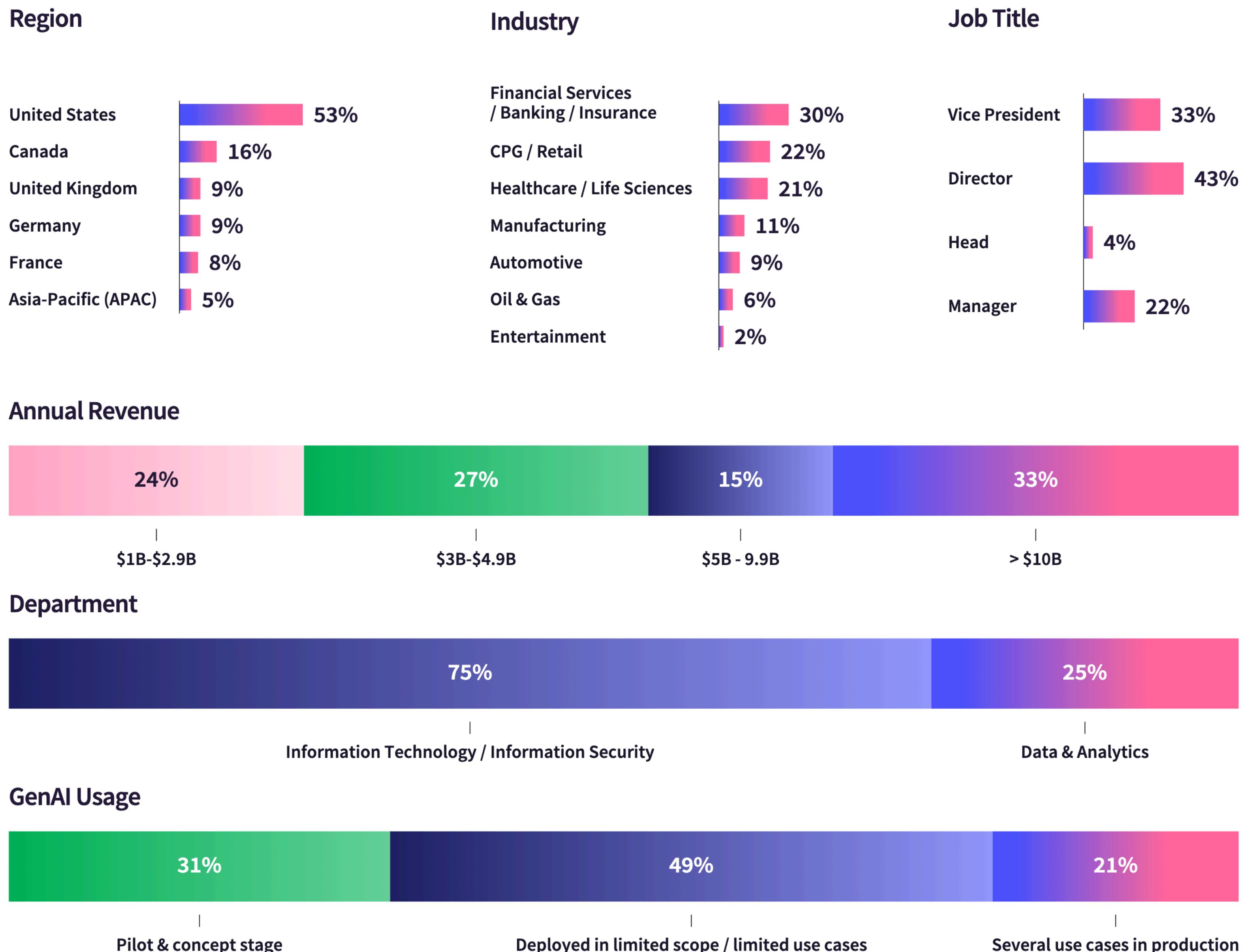
# Survey 1: Data, Analytics, & IT Executives

**Length of Interview (LOI):** ~6 minutes

**Fielding:** October 23 to November 1, 2024

**Total Sample:** N=400

- ◆ Data has been reported among total respondents unless otherwise noted.
- ◆ Small base sizes (n<30) are noted with an asterisk (\*).

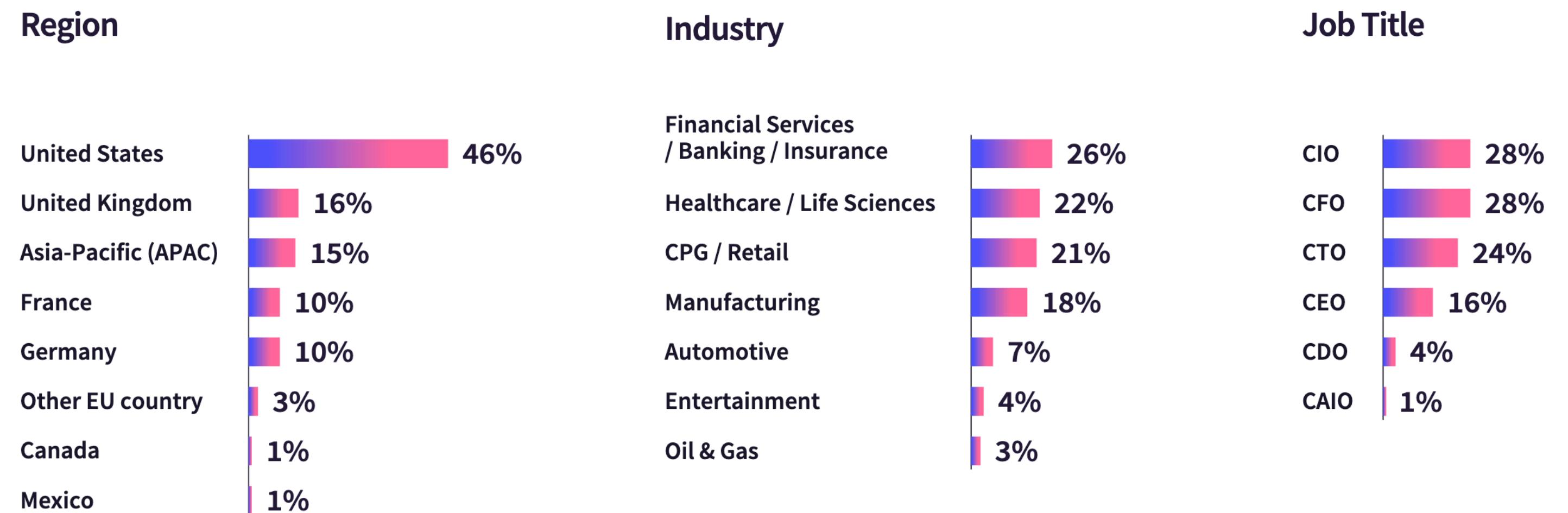


# Survey 2: C-Suite Executives

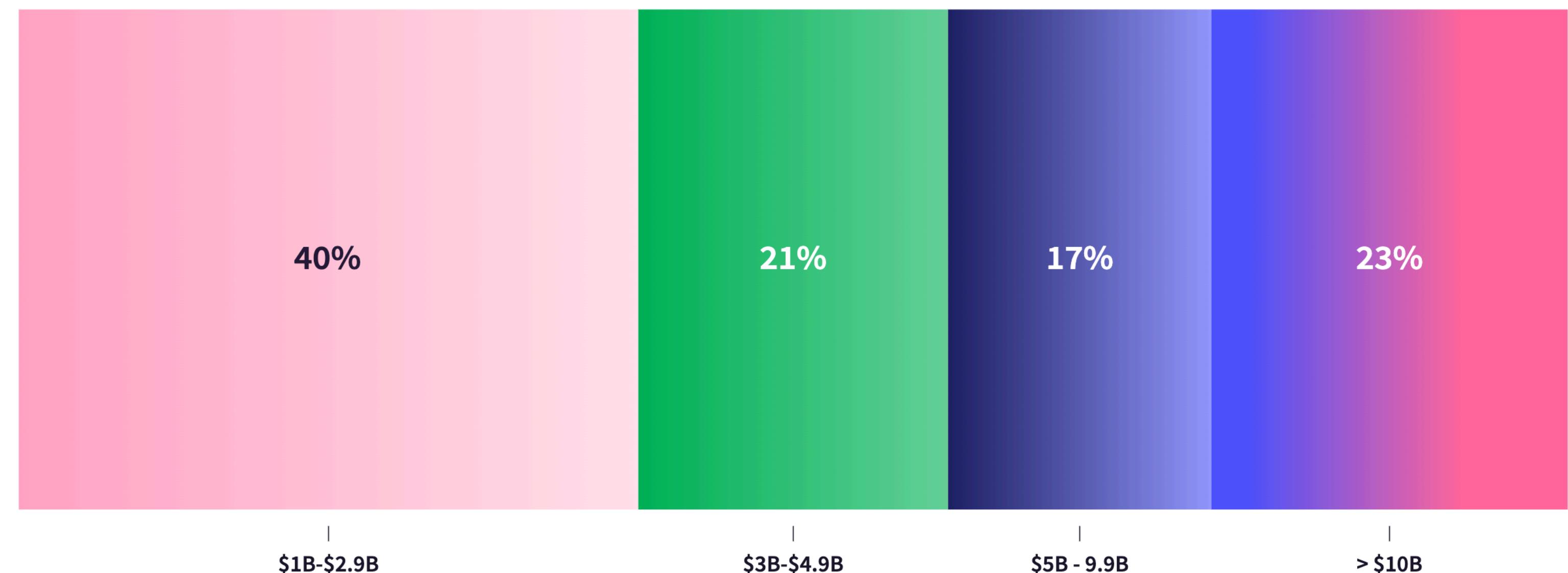
**Length of Interview (LOI):** ~5 minutes

**Fielding:** October 24 to November 7, 2024

**Total Sample:** N=200



## Annual Revenue





## Dataiku: The Universal AI Platform

Dataiku is the only platform on the market that unifies all your data work. From streamlining analytics to building machine learning models, generative AI applications to AI agents — do it all with Dataiku:

- ◆ Connect to existing infrastructure and integrate with all the latest and greatest technology so you can experiment and switch underlying architectures with ease.
- ◆ Support everyone (from data to domain experts) in working with data, meeting them where they are with no, low, and full-code features.
- ◆ Underpin all processes with the governance and right level of oversight required to leverage AI at scale and make informed decisions about risks and resources.

To learn more, [follow Dataiku on LinkedIn](#)

