InfoBrief, sponsored by NetApp
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Scaling Enterprise AI Responsibly:

The Critical Role of Data Readiness and an Intelligent Data Infrastructure

2025 ENTERPRISE AI MATURITY FINDINGS

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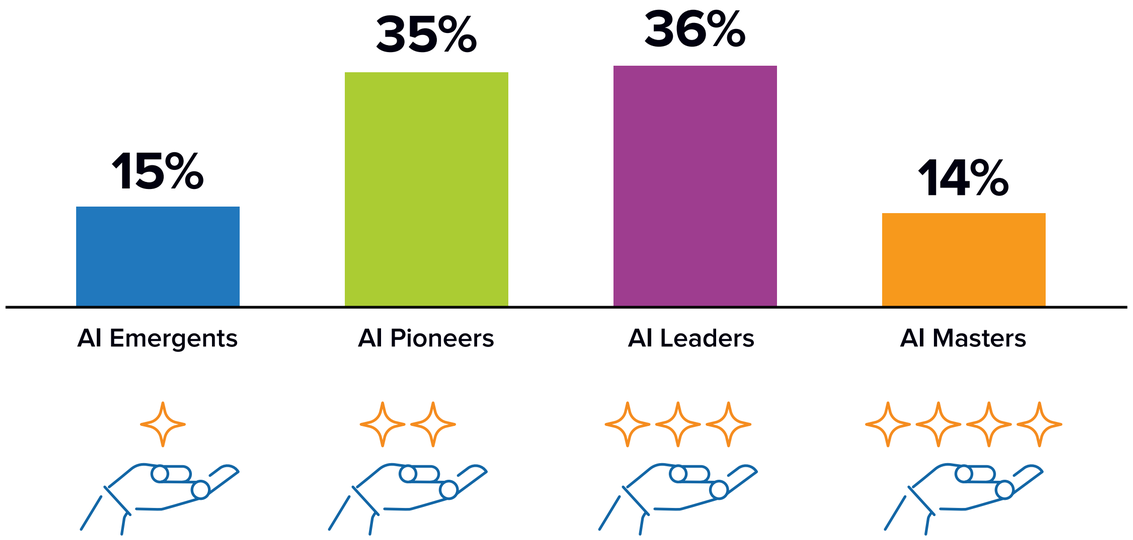
About This Study

To better understand how enterprises are really approaching AI, NetApp commissioned IDC to conduct a multi-year study on AI maturity. This research tracks how organizations are building (or struggling to build) the infrastructure, governance, and operating models needed to scale AI successfully.

In January of 2024 and June 2025 IDC conducted a survey of global decision makers involved in enterprise IT operations, data science, data engineering and software development related to AI initiatives. These interviews revealed in-depth information about the evolving state of AI initiatives including the array of challenges, numerous business benefits, and best practices that leading organizations have taken to achieve success.

In conducting this analysis IDC has developed an AI maturity model where organizations fall into one of four maturity levels based on their current approach to AI in terms of data and storage infrastructure, data policy and governance, resource efficiency focus, and stakeholder enablement and collaboration. These maturity levels are AI Emergents, AI Pioneers, AI Leaders, and AI Masters.

AI Maturity Levels Survey Sample Distribution



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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Enterprise AI Maturity Levels

AI Emergents

15% of Organizations

- At the starting line in their awareness of processes and approaches that are critical to AI success
- Widely disparate data architectures are in use depending on data location and format
- Focusing on an array of storage infrastructure improvements many not directly related to the needs of AI initiatives

AI Pioneers

35% of Organizations

- Beginning to execute processes and approaches that are critical to AI success
- Plans for a more unified data architecture are underway but are in early stages
- Storage infrastructure goals are beginning to become more focused on AI initiatives but with much work to be done on fundamentals

AI Leaders

36% of Organizations

- Midway through implementing many processes and approaches that are critical to AI success
- A unified data architecture vision is in place with significant progress made on consistent enterprise-wide data approaches that effectively manage data in all formats and locations
- Several data governance objectives are met for AI training

AI Masters

13% of Organizations

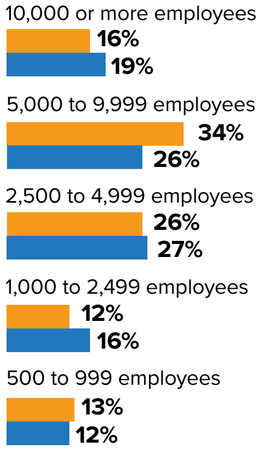
- Employ robust processes and approaches that are critical to AI success
- A nearly cohesive enterprise-wide data architecture is in place that can support a variety of data formats, structures, and access mechanisms
- Data stored and managed in multiple locations
- Storage infrastructure focus is almost exclusively on optimizing data movement and migration between locations optimizing access for AI
- Increased emphasis on agentic AI over GenAI

2025 Survey Firmographics – AI Masters and AI Emergents Profile Comparison

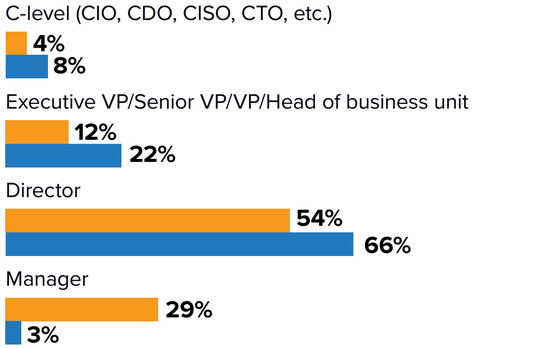
Country

	AI Masters	AI Emergents
Japan	24%	0%
US	18%	50%
Germany	15%	1%
Korea	15%	0%
France	8%	12%
Australia	7%	11%
UAE	5%	0%
Canada	4%	9%
Israel	3%	0%
United Kingdom	1%	16%
New Zealand	1%	2%

Co Size (employees)



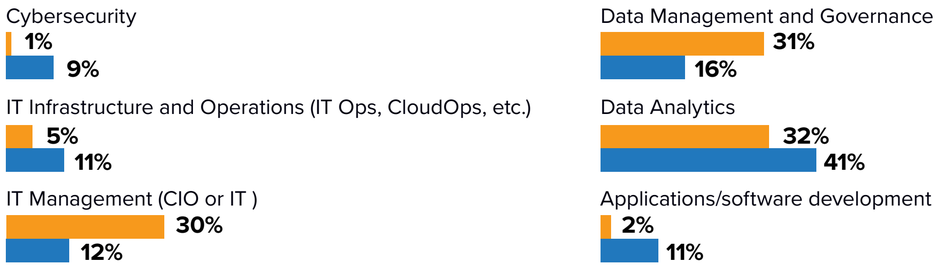
Respondent Seniority



Primary Industry

	AI Masters	AI Emergents
Wholesale distribution	2%	1%
Utilities	0%	2%
Transport - passenger transport	5%	2%
Transport - freight transport and logistics	1%	3%
Telecommunications	1%	3%
Retail trade	5%	4%
Resource industries	6%	1%
Professional services	0%	0%
Oil and Gas	7%	2%
Media and entertainment	15%	2%
Manufacturing - Process	3%	7%
Manufacturing - Discrete	7%	14%
Life sciences	6%	12%
Insurance - Other types of insurance	2%	1%
Insurance - Healthcare insurance/ Payers	0%	2%
Healthcare services providers	5%	15%
Government	15%	12%
Financial Services - securities and investment services	3%	1%
Financial Services - banking and credit institutions	2%	12%
Education	2%	0%
Construction	26%	4%

Respondent Role



Percent of respondents:

AI Masters AI Emergents

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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2025 Enterprise AI Maturity Findings Overview

IDC

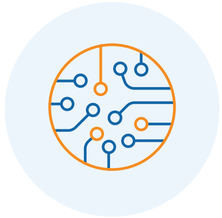
InfoBrief, sponsored by NetApp
October 2025 | IDC #US53841625

Where Are We on the AI Journey?

Enterprise AI has become an organizational imperative for companies of every size, in every geography and industry. Enterprises seek to leverage AI for improved operational efficiency, productivity and customer experience, as well as developing new markets and increasing revenue. But we're not all transforming at the same rate, nor with the same success.

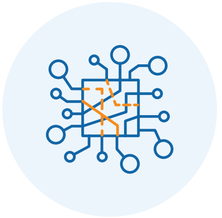
What is Changing?

Our Year 2 study reveals that organizations, especially mature ones, are moving from hype to pragmatism.



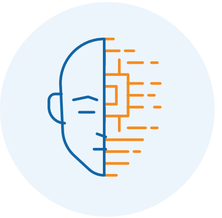
Enterprise AI is not just a technology problem. The most mature enterprises are acting holistically across the organization. They consider data readiness, protection and security while they make impactful infrastructure decisions and investments to support current and next-gen AI.

Cost is more concerning. In 2025, cost of AI initiatives was the only KPI that rose significantly in terms of importance for enterprises' measurement of successful AI transformation.



AI adoption is fragmented across functions, ROI pressures are high, and security and governance are now being prioritized from the start. AI Masters continue to recognize that scaling AI requires deeper investment in data pipelines, automation, security and storage optimization.

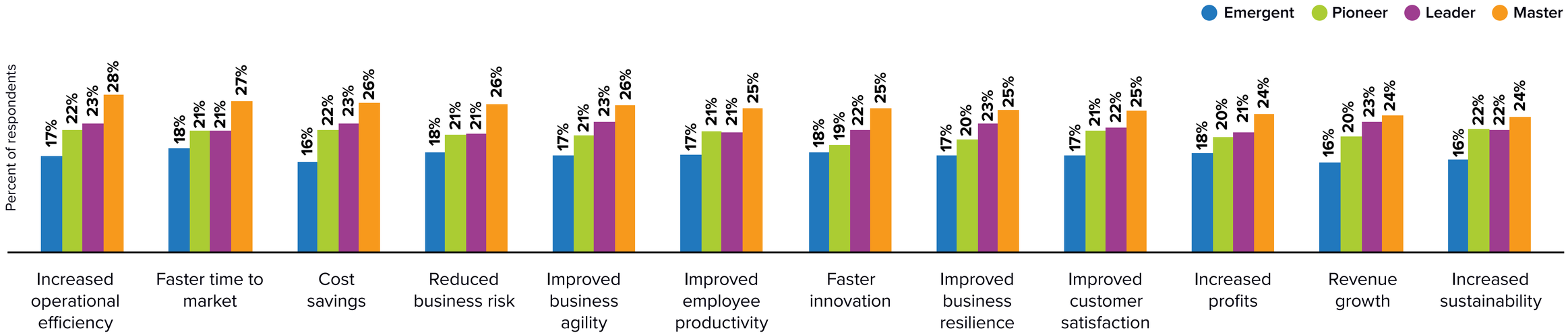
Surprisingly, this year's study highlights that less mature Emergents *believe* they are achieving greater AI success with faster deployments and easier processes compared to their more mature peers, but in reality Emergents have yet to tackle more complex AI initiatives, such as Agentic AI, where efficiency, flexibility, governance and security goals are more challenging but yield greater business outcome benefits.



Progress must be made regardless of maturity level. While essentially all organizations have made investments in AI and are realizing positive business outcomes, there is no finish line - AI Masters need to work just as hard to compete against their peers and remain at the bleeding edge.

AI Masters are achieving greater business improvements compared to less mature peers

QA02. What annual percentage change in the past 12 months did your organization experience in each of the following as a direct consequence of these AI initiatives?



- Masters achieved 24.1% revenue growth vs. 15.8% for Emergents.
- Masters realized 25.4% cost savings vs. 15.9% for Emergents.
- Masters boosted operational efficiency by 27.8% vs. 16.9% for Emergents.
- Masters accelerated time to market by 26.6% vs. 17.9% for Emergents.
- Masters improved business agility by 25.9% vs. 17.1% for Emergents.

Data Preparedness Critical to AI Success

Emergents are more likely to experience every data challenge than Masters.

While data challenges are facing AI practitioners at every stage of maturity, we find a consistent disconnect between the confidence of Emergents in this study with their actual data preparedness challenges.

Compared to Masters, Emergents are:

More likely to include inappropriate data in their AI applications

More likely to have unused or unneeded copies of data

More likely to be unable to put data in context due to a lack of metadata or labelling

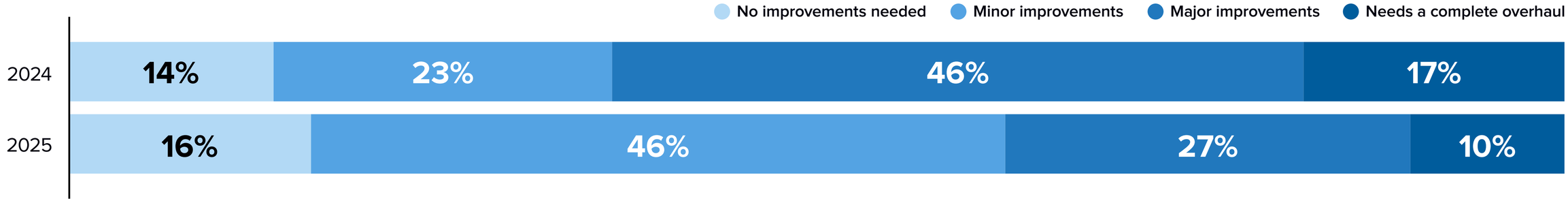
More likely to fail to aggregate multi-format data without extensive transformation effort and cost

More likely to include old and expired data in models

Data Infrastructure and Enterprise AI

84% of firms still report storage is not fully optimized for AI

QF03. How much improvement is needed to ensure that storage is optimized and right sized across the enterprise for use in AI?



Some progress has been made - in 2024, 63% of organizations said their storage needed major improvements or a complete overhaul to support AI versus 37% in 2025.

Masters are far more likely to prioritize advanced capabilities of storage infrastructure:

42% demand “store once, use anywhere” access, vs. 17% of Emergents.

38% emphasize advanced ransomware protection and recovery, vs. 17% of Emergents.

N=1,213; Source: IDC’s Enterprise AI Transformation Study, June 2025; N=1,158, January 2024

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The State of AI

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State of AI Summary

AI Emergents believe:

- They are implementing AI at scale, efficiently, sustainably and responsibly, while experiencing improvements in AI initiative speed. They also believe that technology and processes related to AI initiatives are getting much easier to use. Many also think that key data preparedness concepts such as governance, compliance, security and ROI are considered too much during proof of concept and production phases for AI applications.

IDC believes:

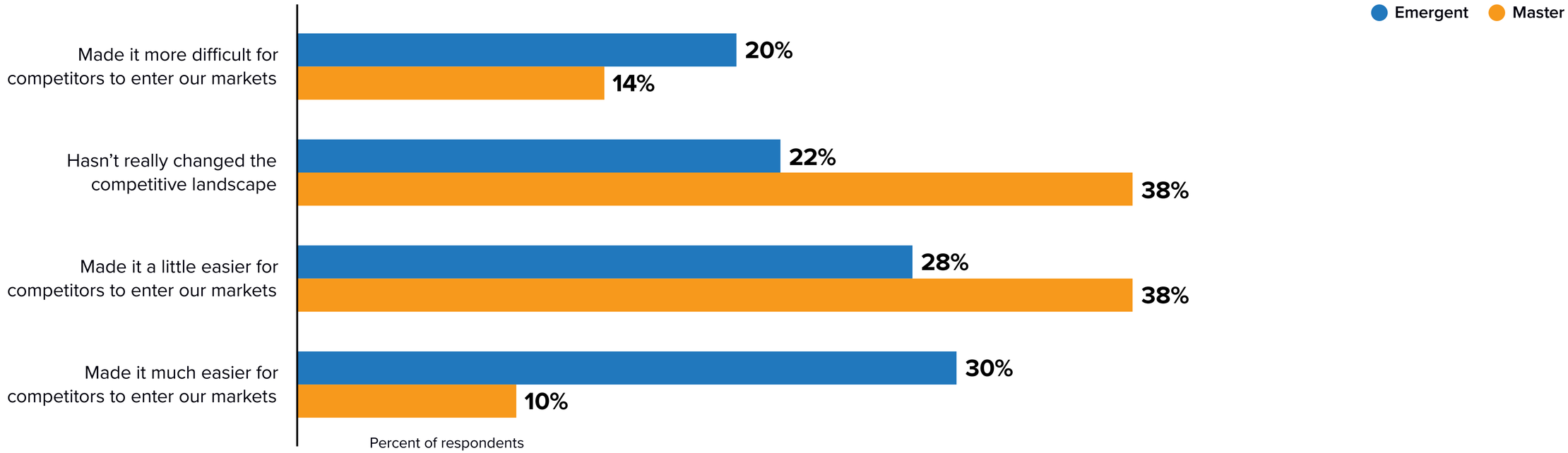
- Emergents do not know what they do not know – they haven't yet learned some lessons the hard way, and are overly optimistic about their initiatives. Masters are experiencing more positive business outcomes due to their AI initiatives because they have a more grounded understanding of the data preparedness and infrastructure decisions necessary to achieve success.

AI Masters know:

- The importance of involving IT infrastructure teams in GenAI initiatives
- They must increase security budgets to support GenAI initiatives
- They need to leverage off the shelf GenAI models and incorporate GenAI in applications
- How critical applying appropriate focus to data governance, IT security and ROI in GenAI initiatives is to success

Masters may have a more realistic viewpoint on the impact of GenAI compared to Emergents

QE09. Has your organization's competitive landscape been impacted by the availability of GenAI over the past year?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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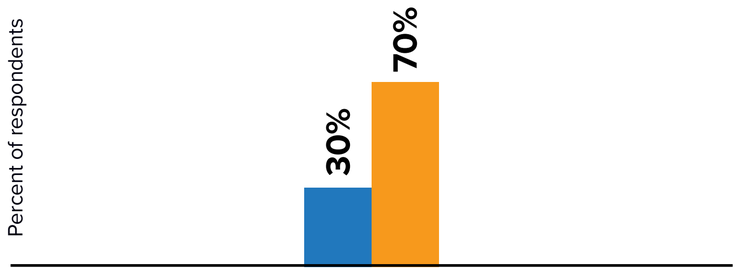
Masters take infrastructure and security more seriously than Emergents

70% **of Masters** involve IT infrastructure at the very start of GenAI POCs, vs. 30% of Emergents.

60% **of Masters** require IT infrastructure approval before any GenAI initiative moves forward, compared to just 25.3% of Emergents.

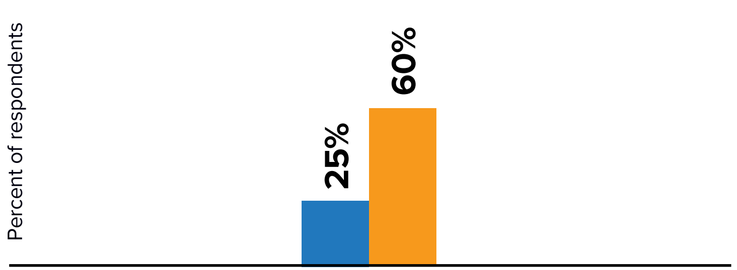
62% **of Masters** increased security budgets for GenAI initiatives, compared to only 16% of Emergents.

QB06. One of the stakeholders in the initial decision on whether to begin a proof of concept GenAI initiative may be the IT Infrastructure team. To what level is the IT Infrastructure team involved in this initial decision?



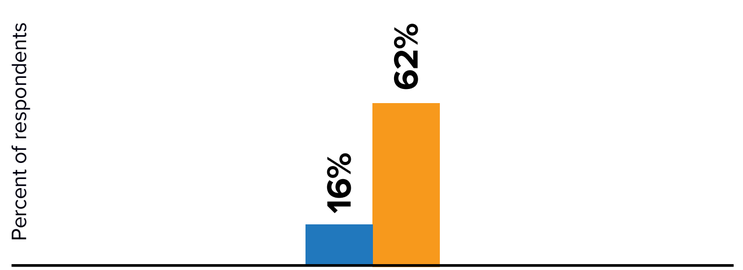
No initiatives move forward without IT Infrastructure approval

QB08. In the final decision on whether to move a specific GenAI initiative from proof of concept to Production, to what level is the IT Infrastructure team involved?



No initiatives move forward without IT Infrastructure approval

QE06. How has your organization's experience in executing GenAI initiatives changed the focus on IT security over the past year?



It has caused our organization to make significant new investments in IT Security

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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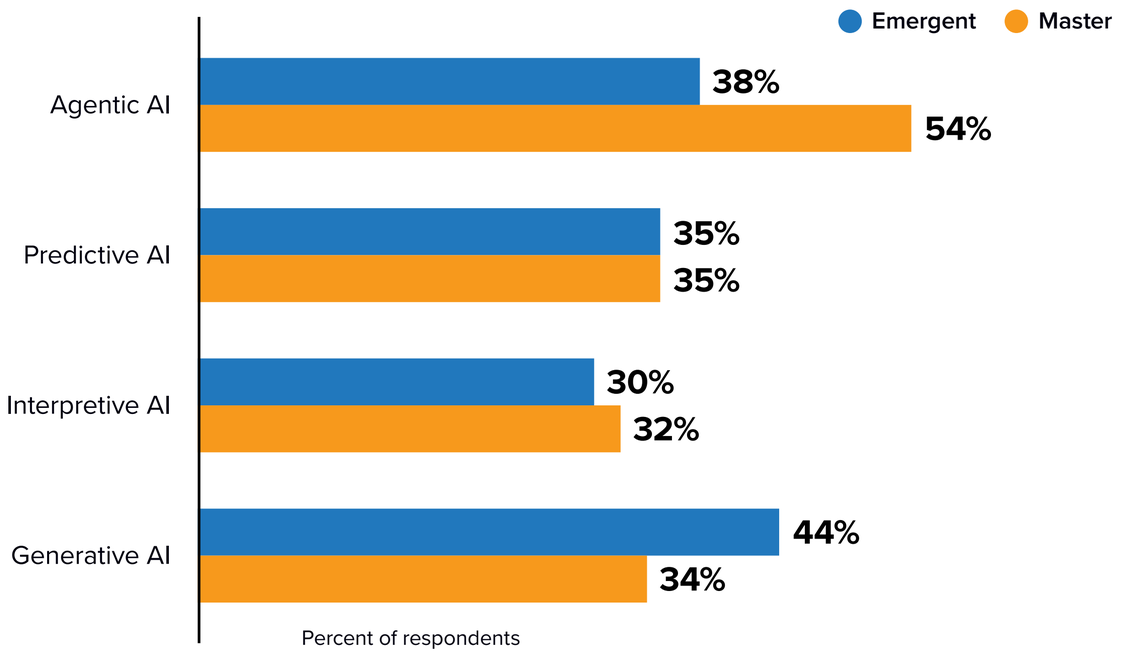
Masters have already found success with traditional and generative AI and are now focusing on Agentic AI, Emergents are still dealing with Gen AI

QB02. What proportion of the significant AI initiatives underway use each of these types of AI?



Agentic AI: artificial intelligence systems that demonstrate a degree of autonomy or self-directed behavior. These systems are designed to act as agents that can make decisions, initiate actions, and adapt to changing environments or tasks without requiring constant human intervention

Predictive AI: analysis of large data sets to identify long term patterns in behavior and detect changes (e.g., digital twins and threat detection)

Interpretive AI: analysis of images or event data streams so people and things can detect, analyze, and act (e.g., machine vision)

Generative AI: create new content/code using previously created content/code (e.g., ChatGPT and developer co-pilots)

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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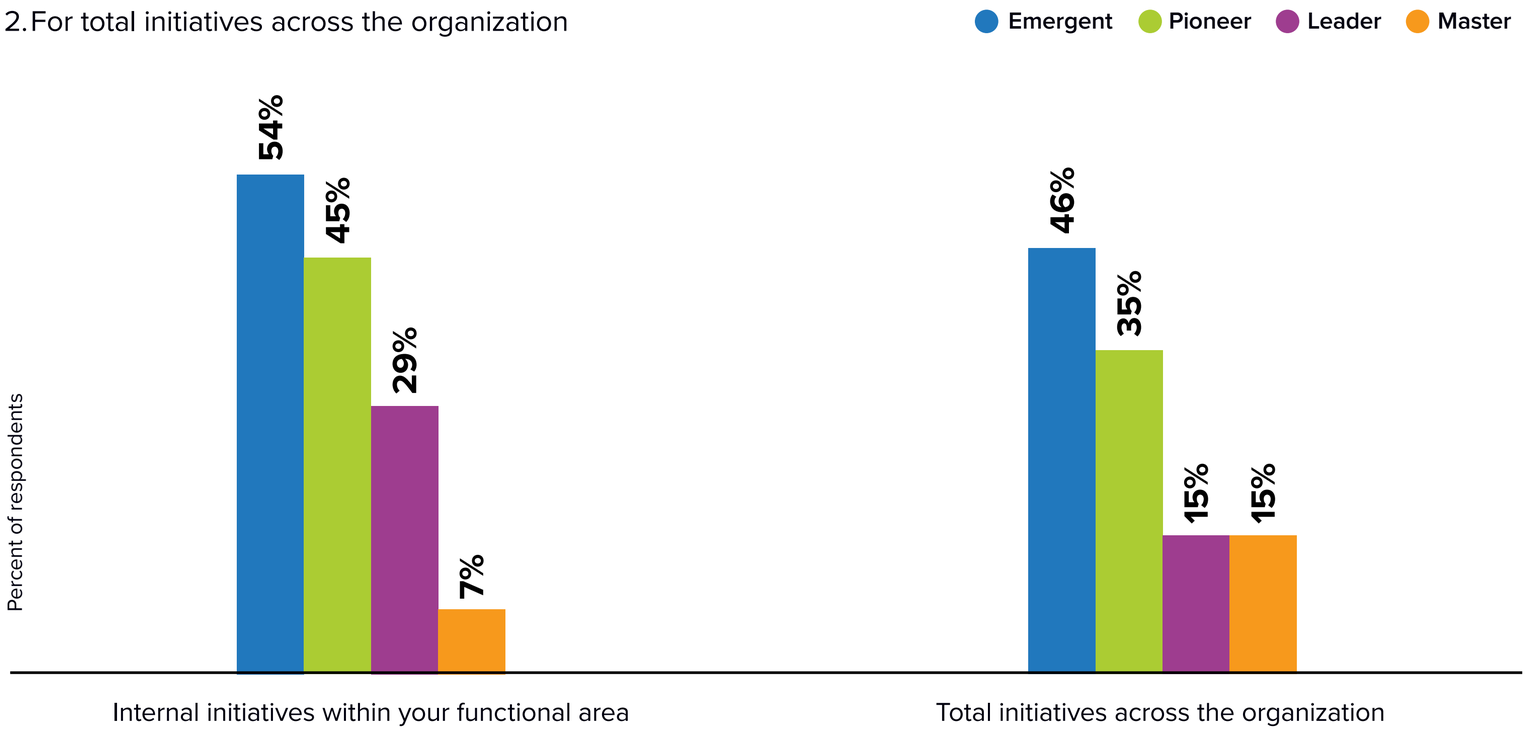
AI Masters consider the bigger picture; less mature organizations are fragmented in their approach

QB01. For what % of new initiatives at your organization is GenAI a required part?

1. For internal initiatives within your functional area
2. For total initiatives across the organization



The more mature the organization, the less likely they were to insist on GenAI being a requirement across new initiatives – this understanding of where and when AI is appropriate is one sign of maturity.

Another is that only AI Masters were more likely to require GenAI across the entire organization, rather than making it a functional area decision. **This holistic approach means that data readiness and infrastructure approaches are more likely to be consistent across initiatives,** setting the groundwork for added value from data or next gen technologies, such as Agentic AI.

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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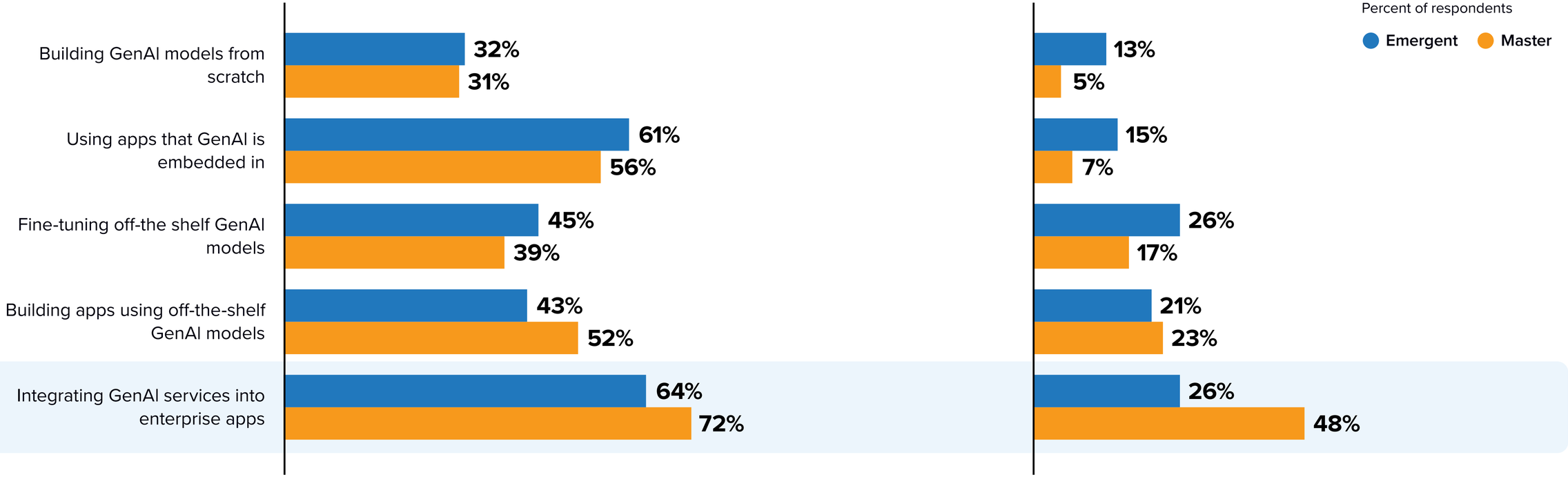
Masters are building more apps using off-the-shelf GenAI models and integrating GenAI services into enterprise apps more than Emergents

QB03. Which of these approaches to incorporating GenAI into initiatives does your organization use?

QB04. And which of these approaches to incorporating GenAI into initiatives does your organization use most?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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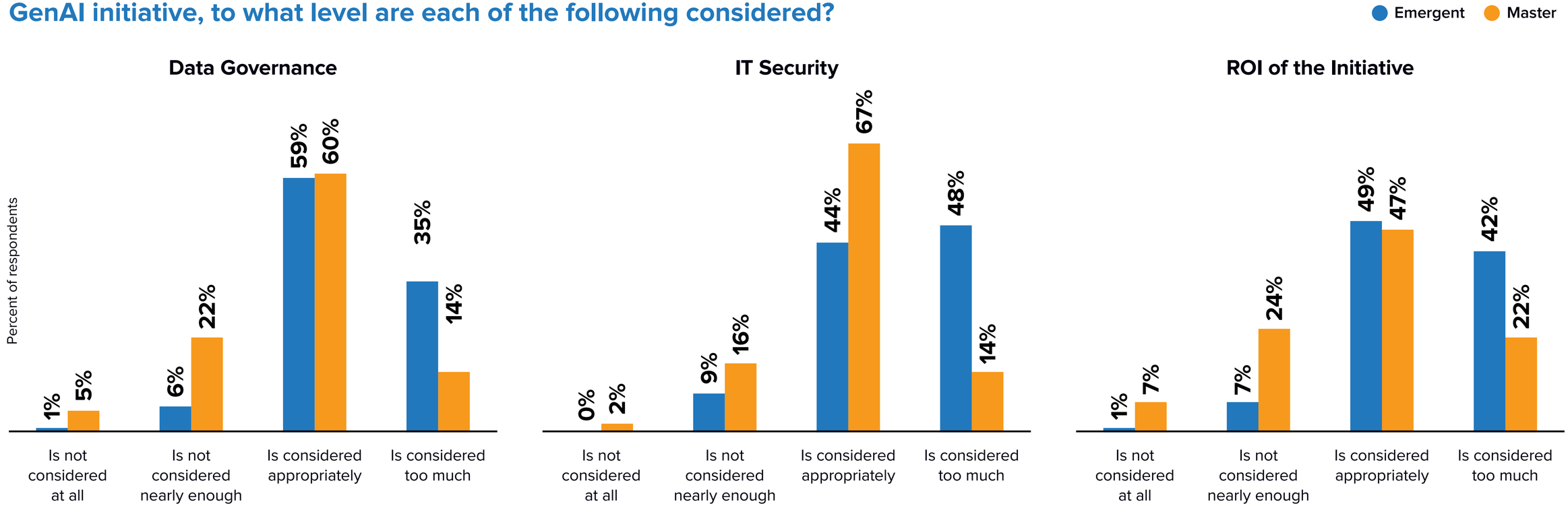
Emergents are over confident. Many believe that data governance, security and ROI are all considered too much before beginning a POC compared to Masters

QB05. In your opinion, in the initial decision on whether to begin a proof of concept GenAI initiative, to what level are each of the following considered?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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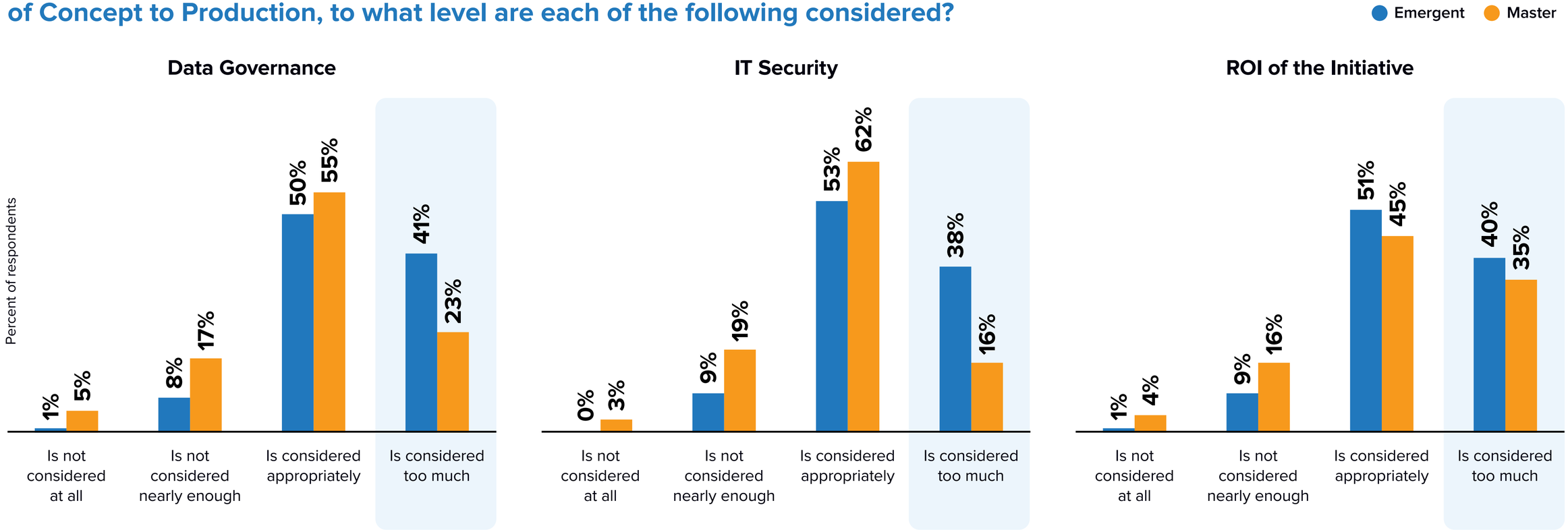
More Emergents believe that data governance, security and ROI are all considered too much in making the final decision to move a GenAI POC to production compared to Masters

QB07. In the final decision on whether to move a specific GenAI initiative from Proof of Concept to Production, to what level are each of the following considered?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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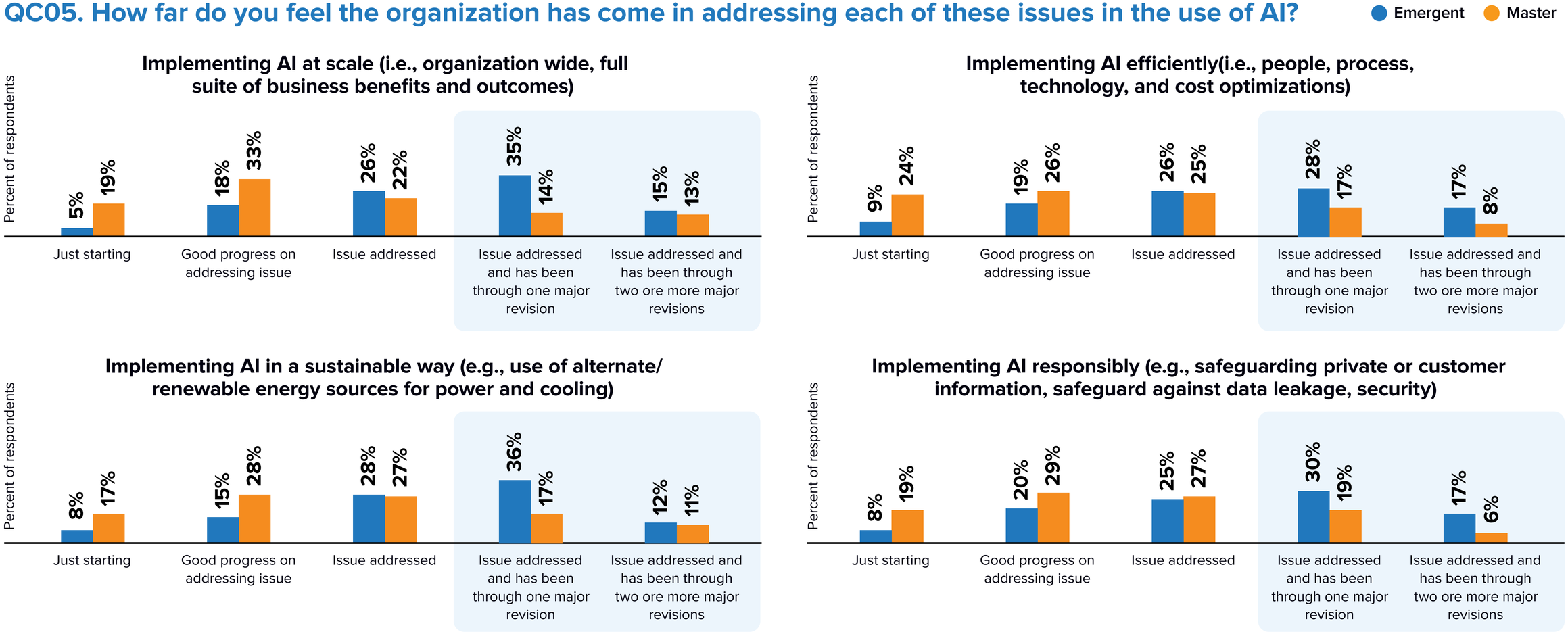
Emergents believe they are further along in implementing AI at scale, efficiently, sustainably, and responsibly compared to Masters

QC05. How far do you feel the organization has come in addressing each of these issues in the use of AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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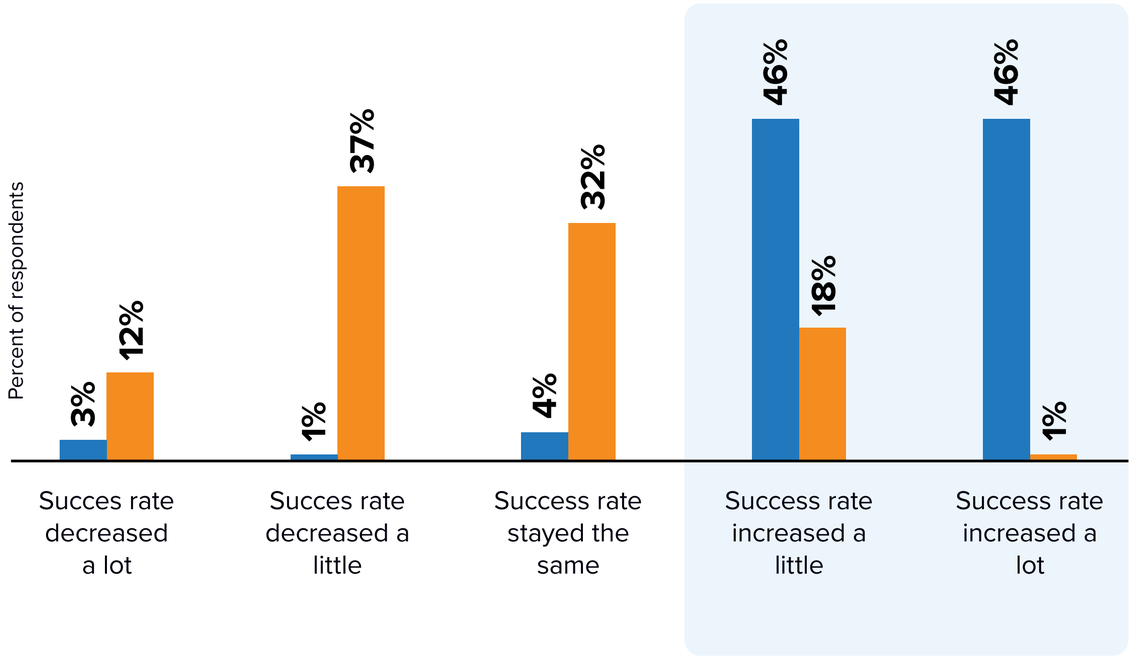
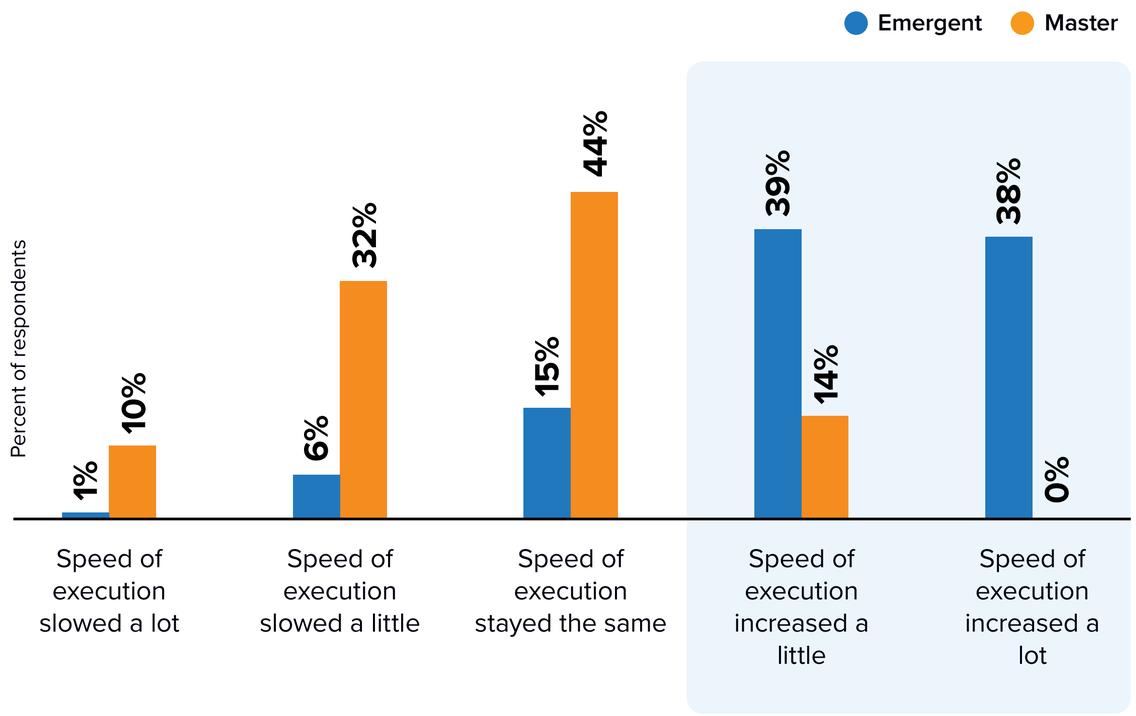
Emergents believe their success rate and speed of execution has improved in the past year, while Masters see success and speed decreasing or remaining the same

QC06. In the past year - how has the success rate to move AI initiatives from Proof of Concept into Production changed?



QC07. In the past year - how has the speed of executing AI initiatives from Proof of Concept into Production changed?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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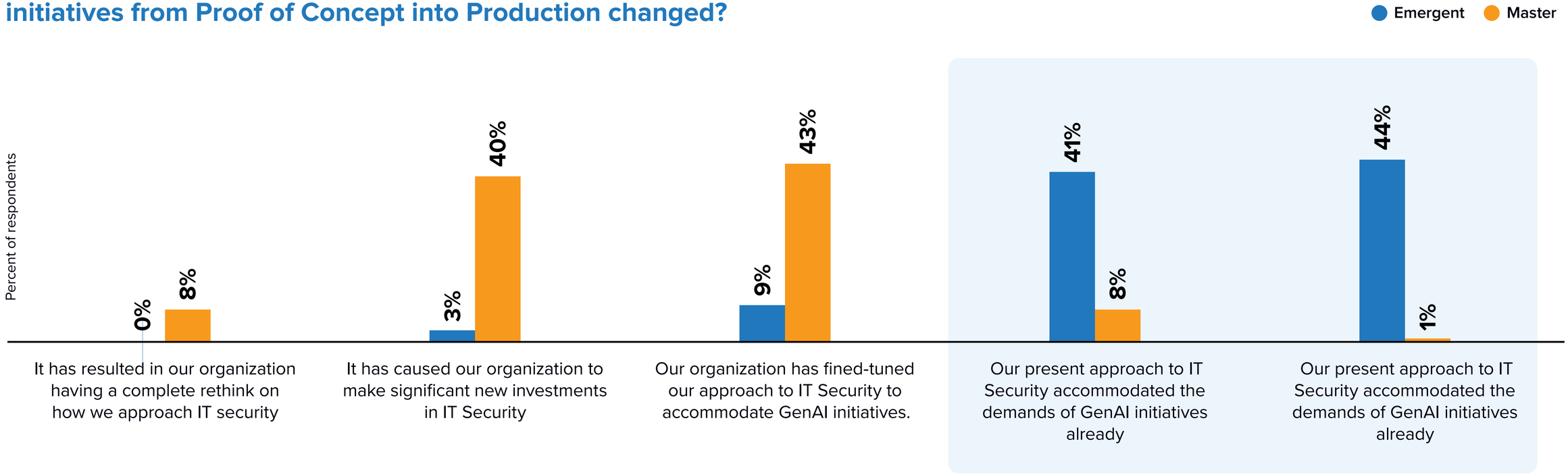
Emergents believe that tech and processes associated with executing AI from POC to production has become easier to use while Masters see tech and processes becoming more difficult to use or about the same

QC08. And in the past year - how has the technology and processes associated with executing AI initiatives from Proof of Concept into Production changed?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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Governance and Security

Governance and Security Summary

AI Emergents believe:

- That they have resolved numerous challenges related to governance and security for their AI initiatives.

IDC believes:

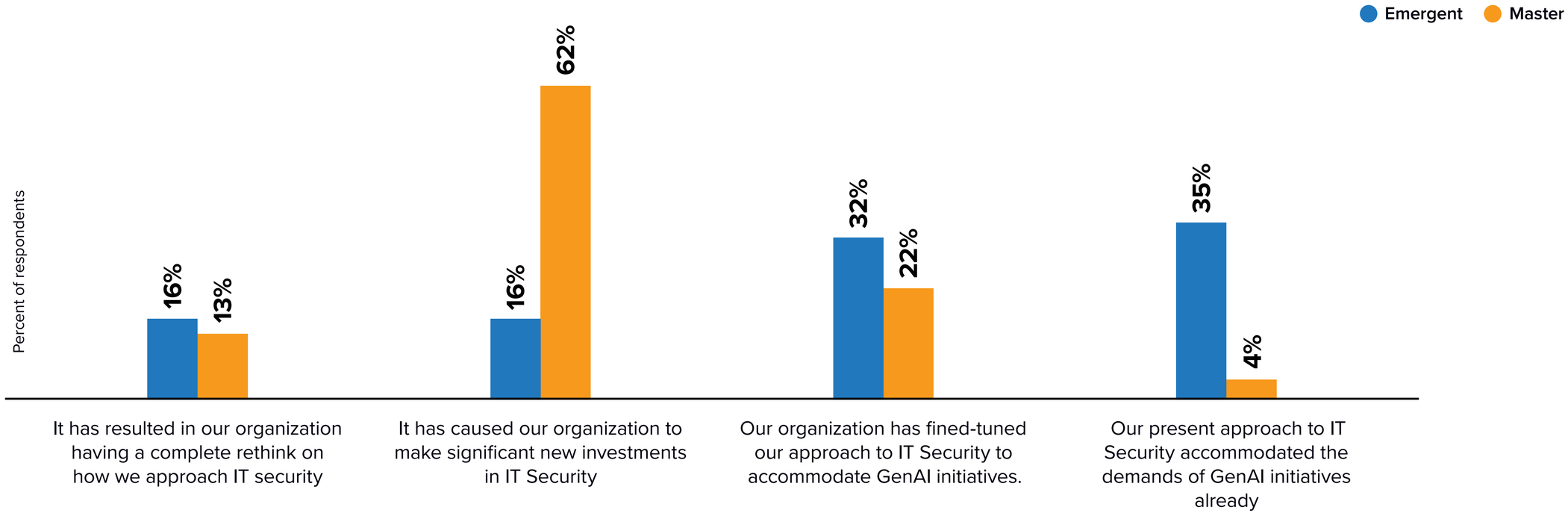
- Emergents don't have the real world operational experience of Masters – they have yet to be tested in ways that will reveal the dangers of ignoring governance, security, and compliance.

AI Masters know:

- That a pragmatic approach is providing significant progress in governance and security, but recognize that many challenges are only somewhat resolved and more work is needed.
- That significant new investments in security compared to their less mature counterparts will pay dividends in their AI initiatives.
- That the evolving regulatory environment has added challenges to executing on GenAI initiatives, and ongoing care must be paid to regulatory compliance.

Masters are leading in data and IT security investments for enterprise AI initiatives compared to Emergents

QE06. How has your organization's experience in executing GenAI initiatives changed the focus on IT security over the past year?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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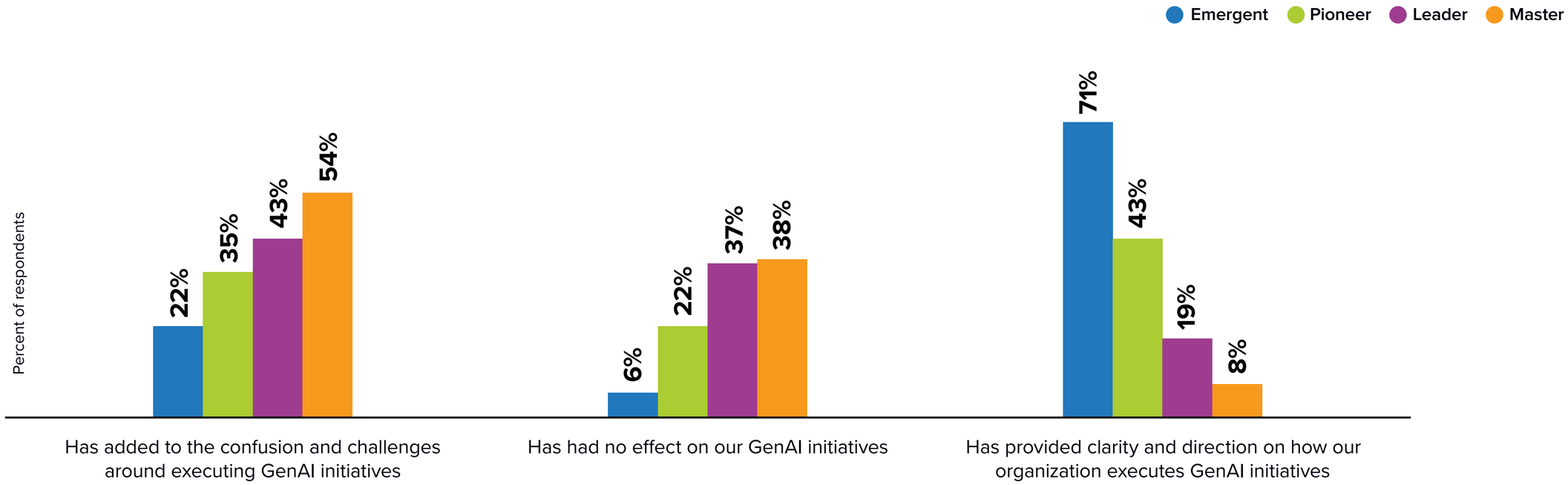
Far more Masters believe that the regulatory environment for AI initiatives has added to the confusion and challenges around executing GenAI initiatives, compared to Emergents

QE05. The regulatory environment for AI initiatives has evolved in the past year across many jurisdictions - including the EU with the EU AI Act. What is the effect of these regulations for executing GenAI initiatives in your organization?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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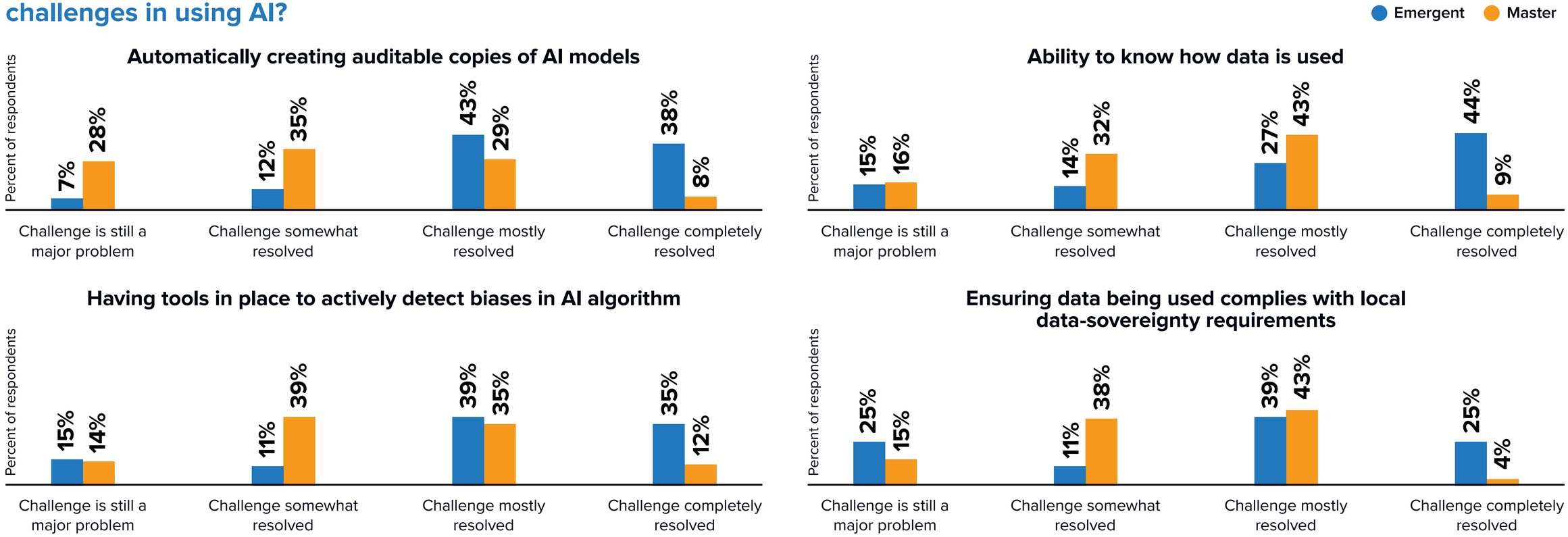
Emergents are over-confident re: data governance. More believe they are further along in addressing governance challenges compared to Masters (1 of 2)

QE02. How far along do you feel the organization has come addressing these governance challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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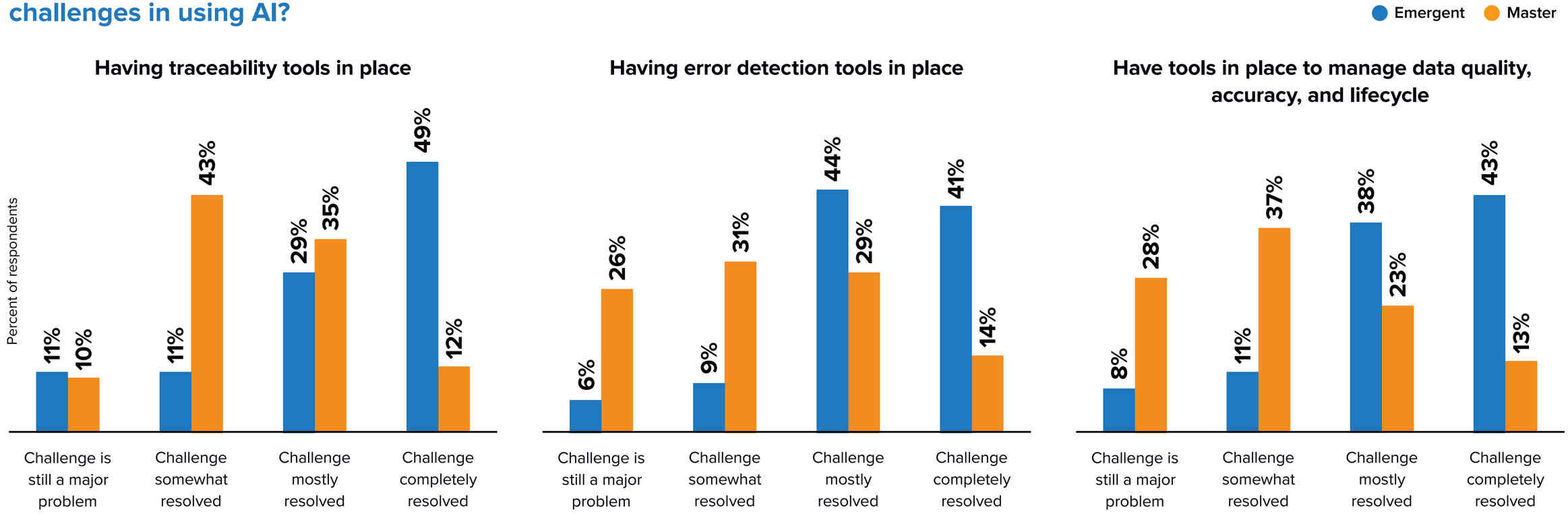
Emergents are over-confident re: data governance. More believe they are further along in addressing governance challenges compared to Masters (2 of 2)

QE02. How far along do you feel the organization has come addressing these governance challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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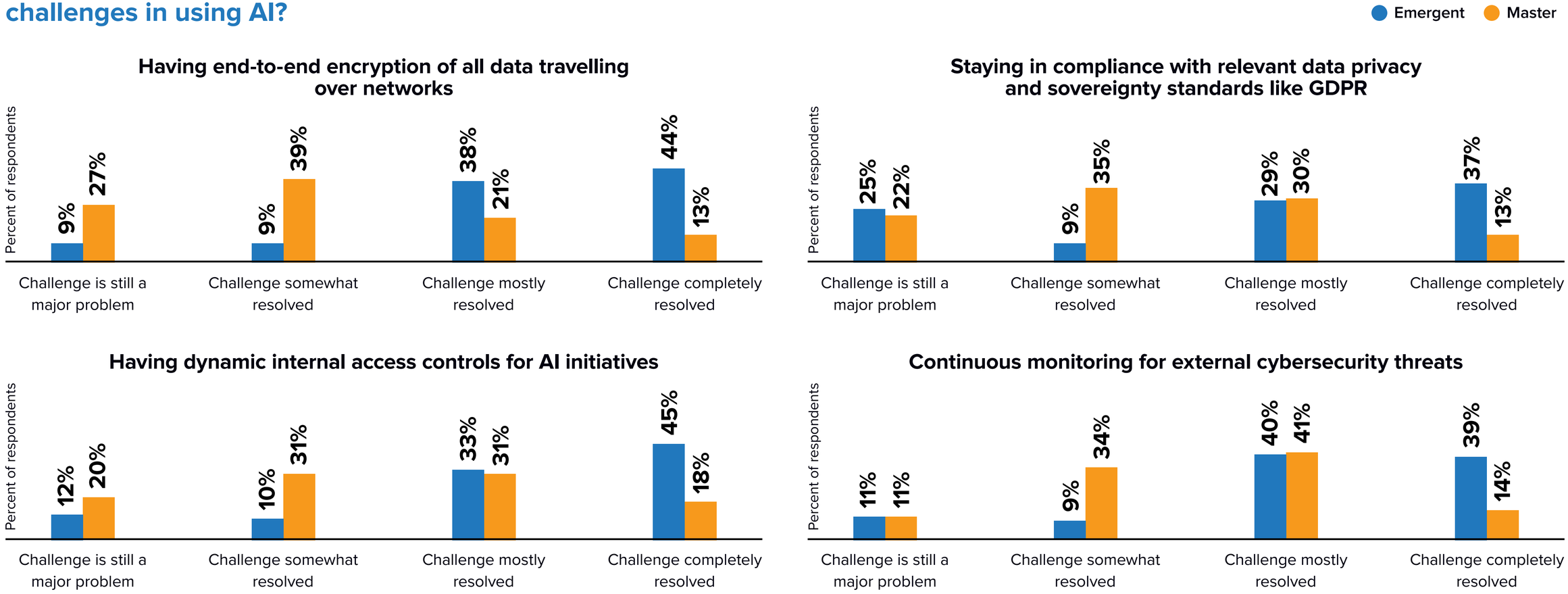
Emergents believe they have resolved different challenges related to data security and privacy more than Masters (1 of 2)

QE04. How far do you feel the organization has come addressing these data security and privacy challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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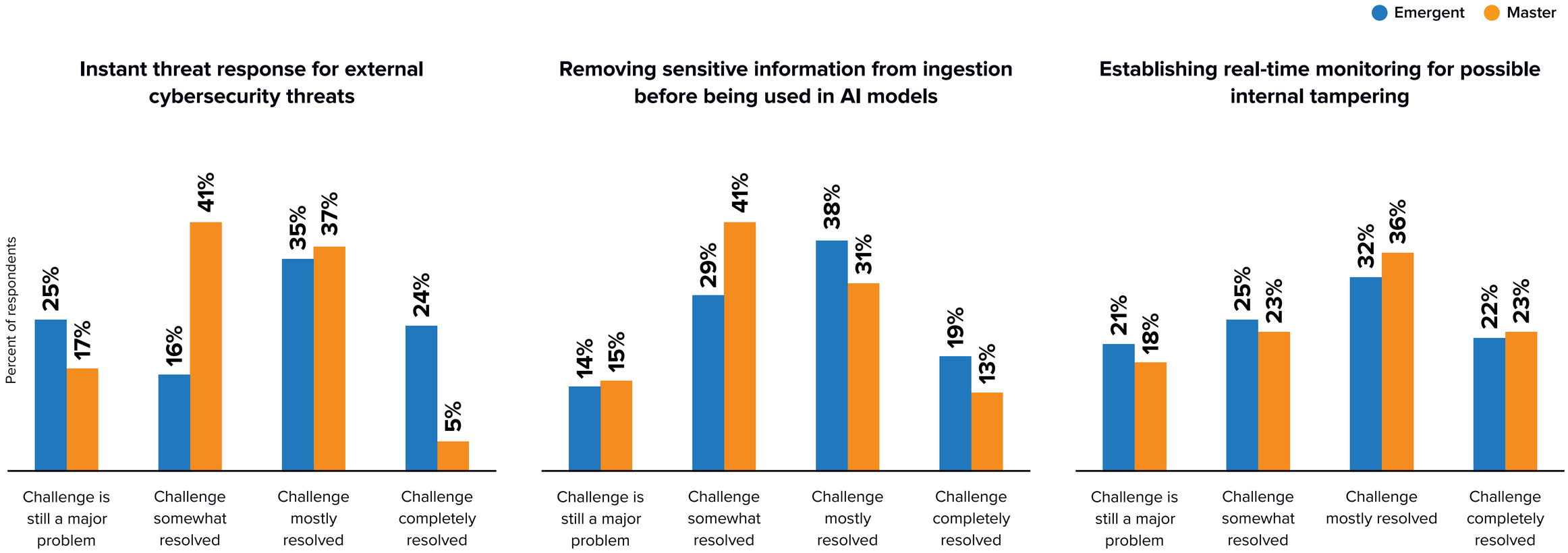
Masters believe they have resolved several challenges related to data security and privacy more than Emergents (2 of 2)

QE04. How far do you feel the organization has come addressing these data security and privacy challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

Flexibility

Flexibility Summary

AI Emergents believe:

- They need to make more progress on a wide array of capabilities to make storage infrastructure AI-ready.

IDC believes:

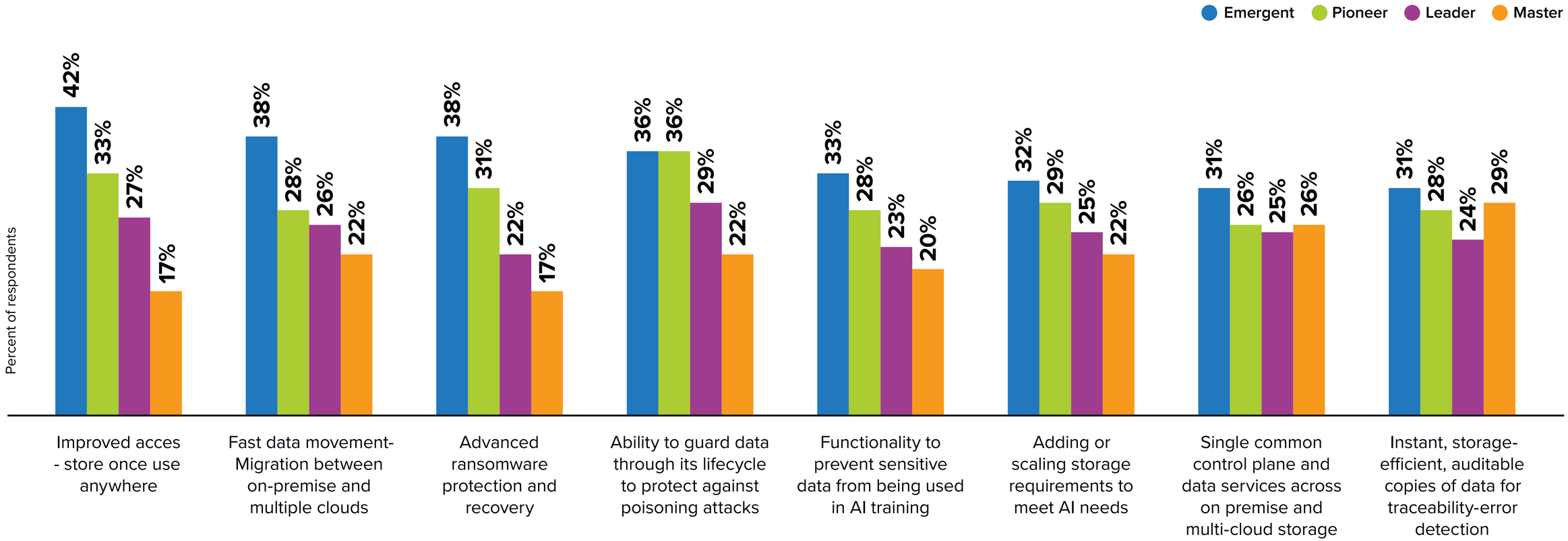
- Emergents have a more realistic view of their technology capabilities than their data preparedness, which should be expected in an organization new to enterprise AI initiatives.

AI Masters know:

- That they still need improvement on an array of infrastructure and processes to address enterprise AI initiatives.
- Combining internal and external resource for GenAI foundation model training and tuning gives them access to best of breed technology as well as skilled resources.
- That their flexible and adaptive approach can give them higher confidence in executing any enterprise AI initiatives.

Masters have made more progress making their storage infrastructure AI-ready compared to Emergents

QD09. What capabilities need to improve to make your organization's storage infrastructure AI-ready?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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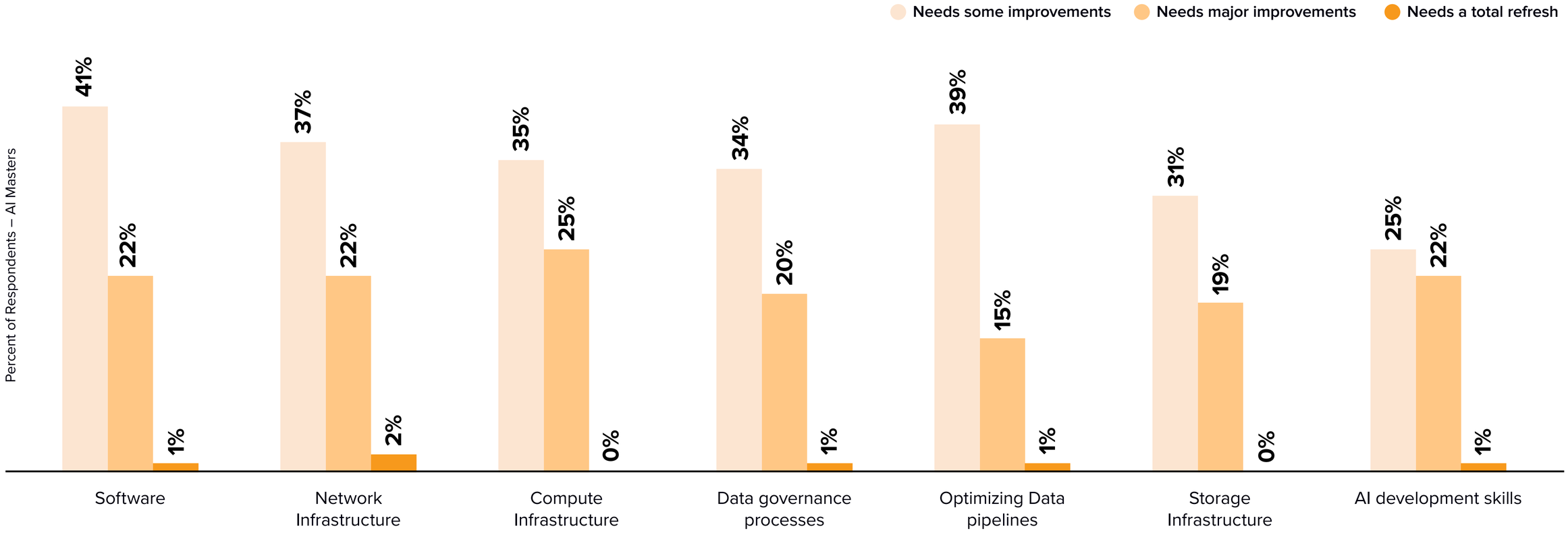
Masters recognize that more improvement is needed to develop and implement GenAI

QD12. Over the next year, how much improvement is needed in each of these areas for developing and implementing GenAI initiatives? [Results for AI Masters]



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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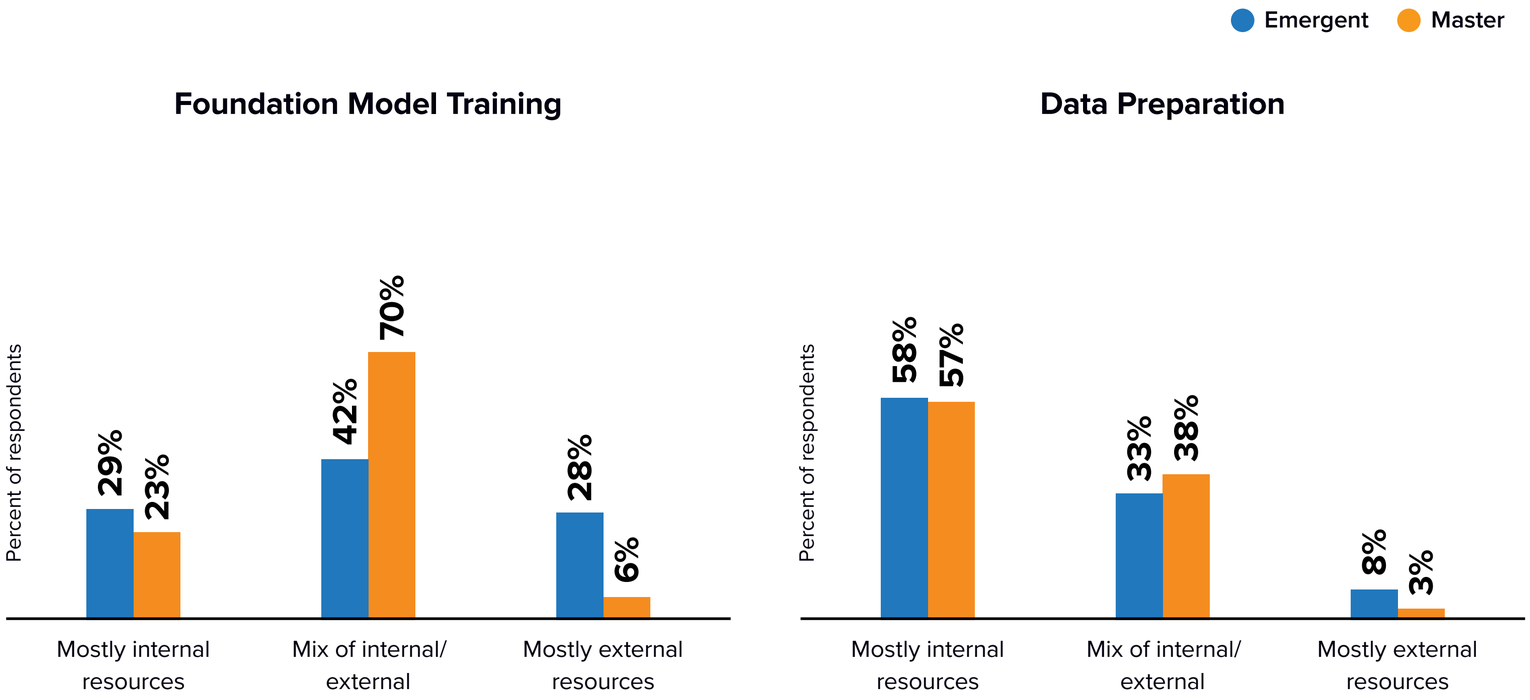
Masters combine internal and external resources when developing and implementing foundation model training related to GenAI initiatives more often than Emergents (1 of 3)

QD10. How do you primarily resource each of the following steps in your overall approach to developing and implementing GenAI initiatives? (Responses)



In this question respondents interpreted the scope of "resources" based on their own experiences which can include any or all of the following elements: compute, storage, networking, data, software, services and staffing.

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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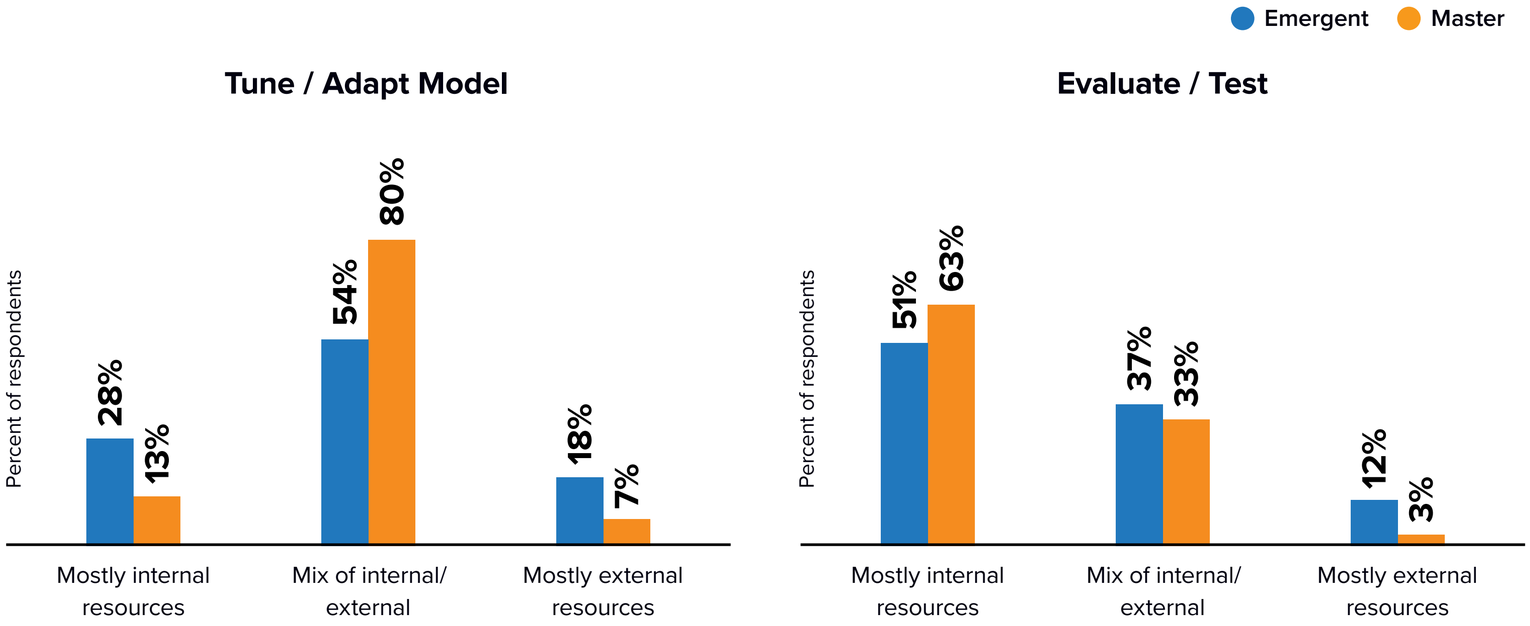
Masters combine internal and external resources when tuning / adapting models related to GenAI initiatives more frequently than Emergents, and use internal resources for evaluation and test more frequently than Emergents (2 of 3)

QD10. How do you primarily resource each of the following steps in your overall approach to developing and implementing GenAI initiatives?



In this question respondents interpreted the scope of "resources" based on their own experiences which can include any or all of the following elements: compute, storage, networking, data, software, services and staffing.

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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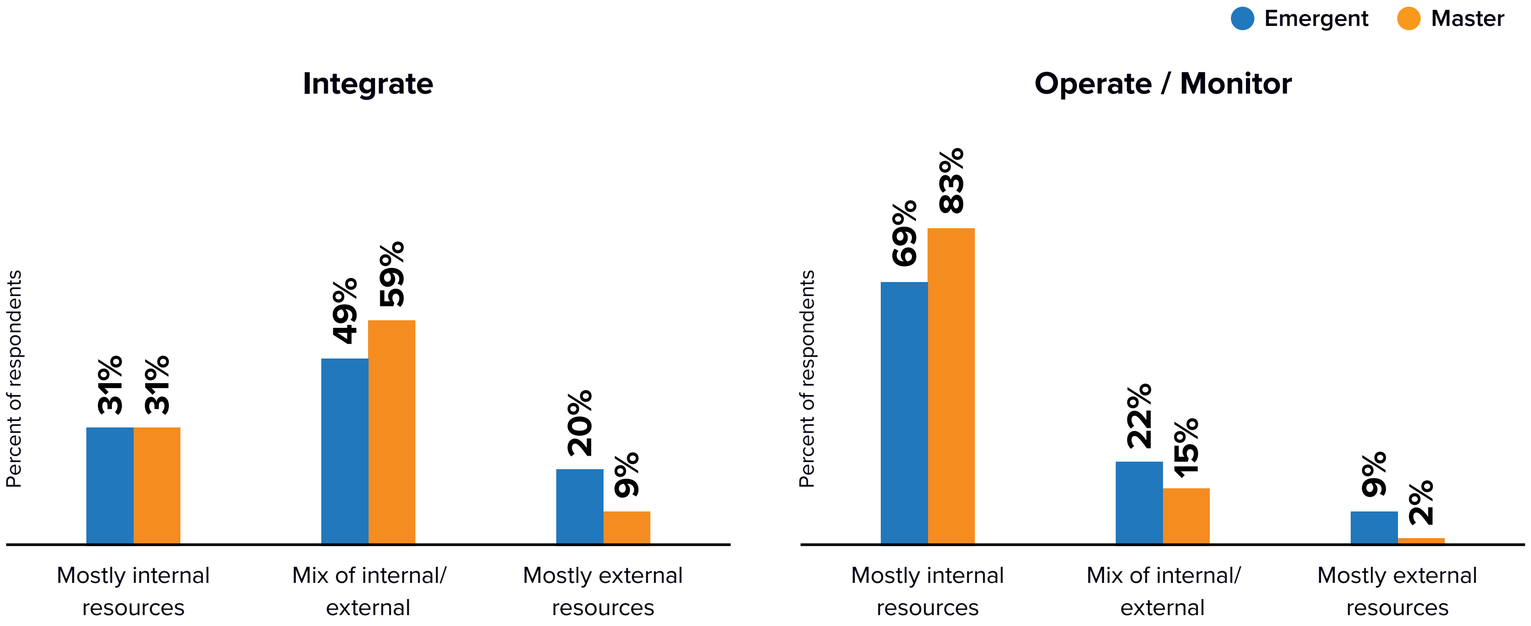
Masters use a mix of internal and external resources when integrating GenAI initiatives compared to Emergents, and use internal resources for operate / monitor more frequently than Emergents (3 of 3)

QD10. How do you primarily resource each of the following steps in your overall approach to developing and implementing GenAI initiatives?



In this question respondents interpreted the scope of "resources" based on their own experiences which can include any or all of the following elements: compute, storage, networking, data, software, services and staffing.

N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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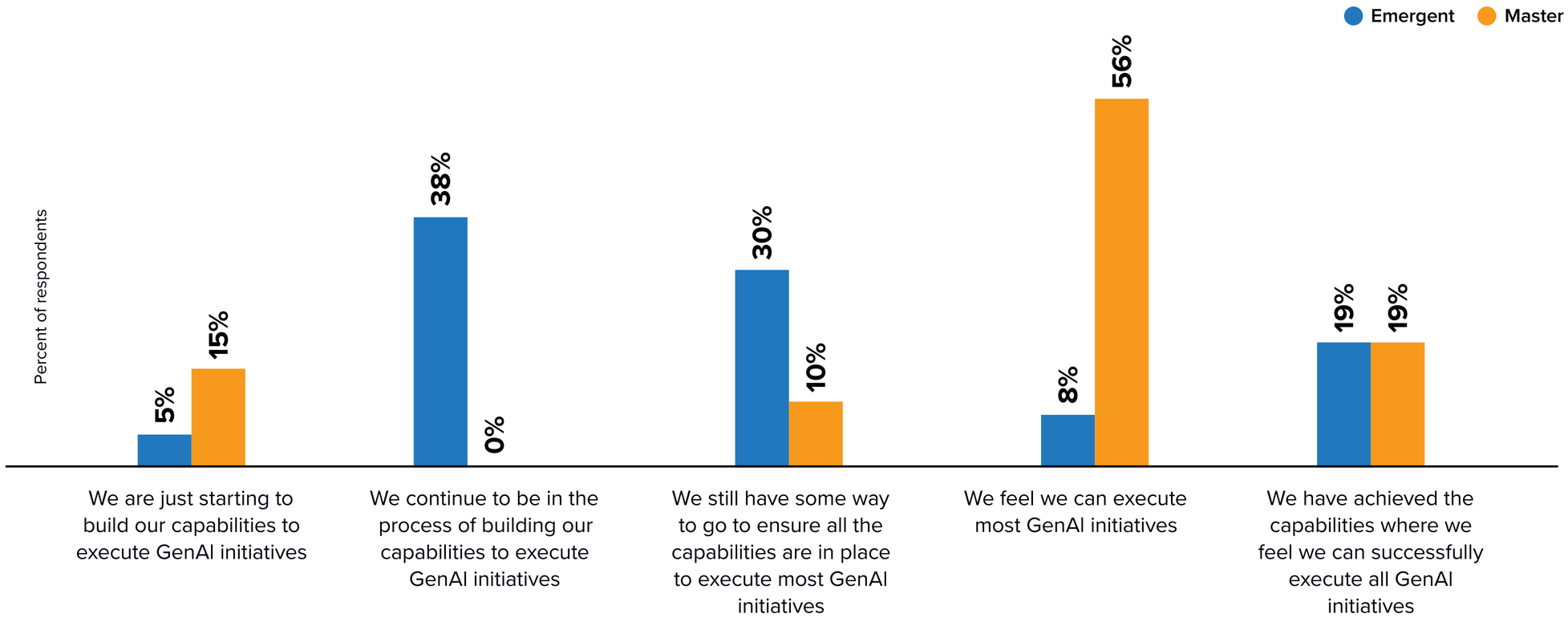
Masters have made more progress in their GenAI initiatives in the past year compared to Emergents

QD11. And over the past year - how has your organization's readiness to successfully execute GenAI initiatives changed?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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Efficiency

Efficiency Summary

AI Emergents believe:

- They continue to have numerous challenges in managing data used in AI modeling, but their organizations are far along in addressing efficiency challenges and right sizing storage for AI initiatives.

IDC believes:

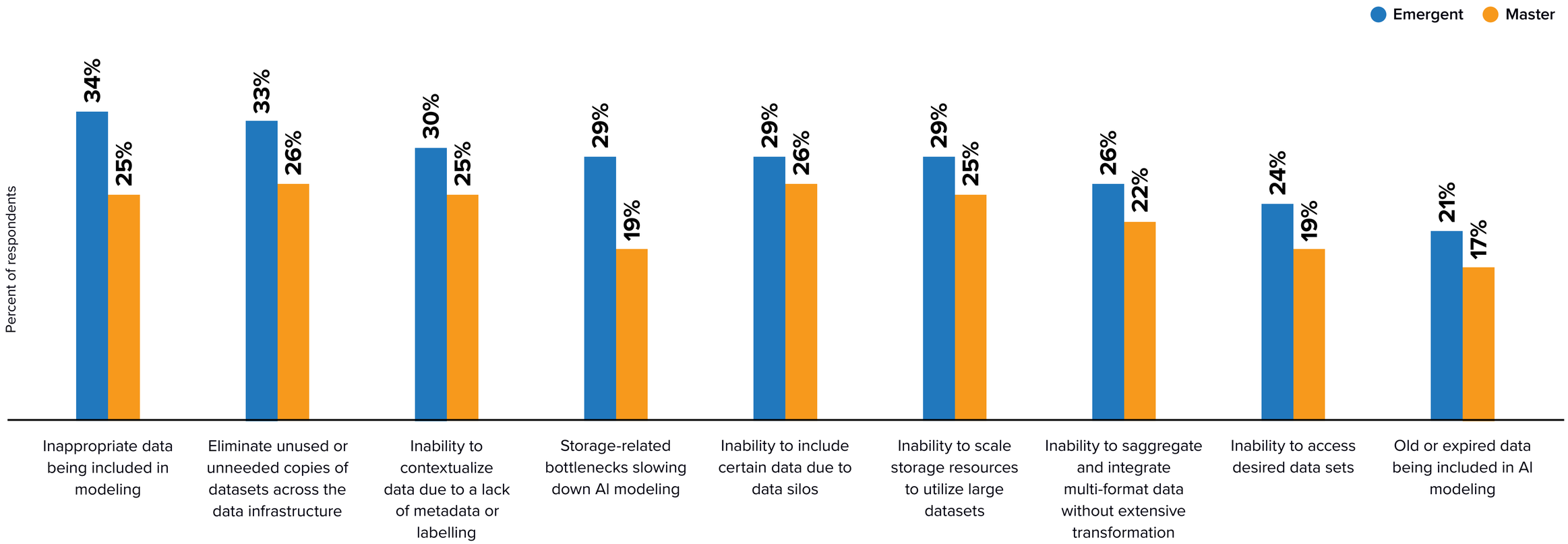
- Emergents understand that they are having a variety of issues due to both data preparedness and technology selection but cautions organizations that have had some rapid success with enterprise AI to avoid overconfidence in their progress; the “low hanging fruit” of enterprise AI won’t necessarily prepare companies for more complex, high ROI initiatives such as Agentic AI. Data preparedness issues in particular tend to multiply exponentially due to network effects as multiple systems rely on the same data.

AI Masters know:

- Their efforts, and in some cases the highly regulated nature of their business, has led to fewer challenges in managing data used in AI modeling.
- That more work is needed to address efficiency challenges and to optimize and right size storage for AI initiatives.

Emergents are facing more challenges in managing data used in AI modeling than Masters

QF01. In the past year, which of these issues has your organization experienced in managing the data used in AI modeling?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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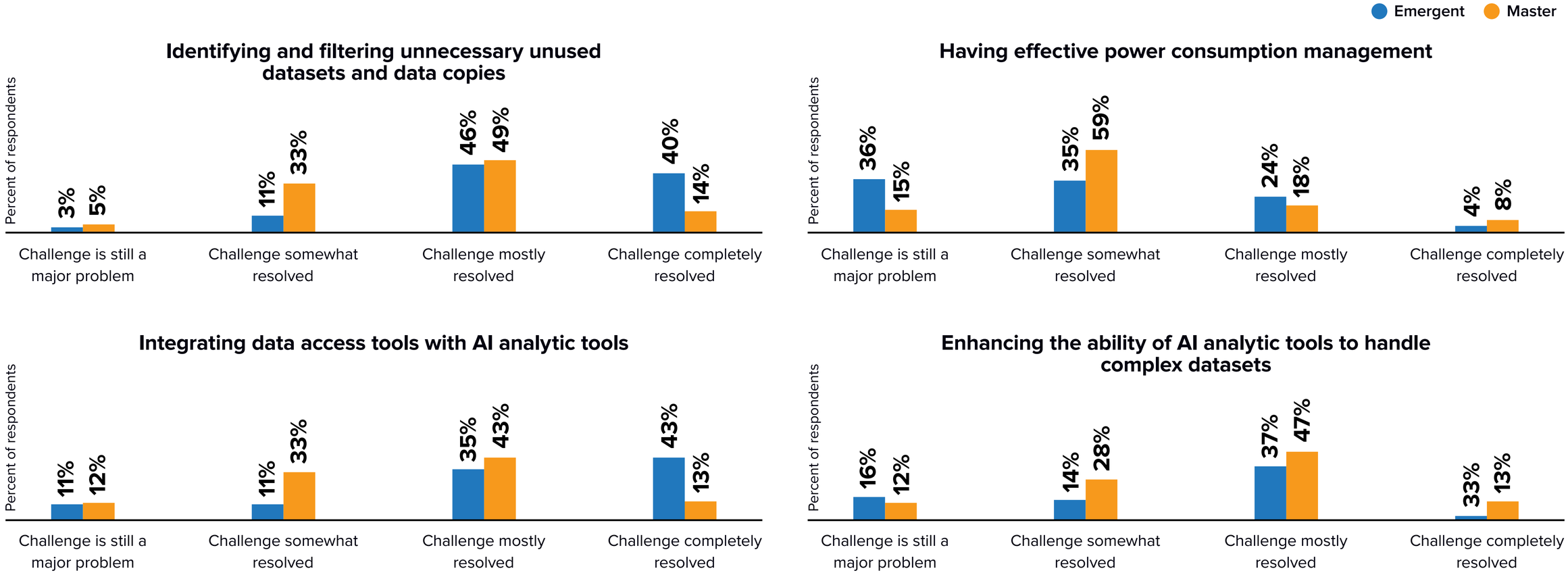
More Emergents believe their organization has solved efficiency challenges compared to Masters (1 of 2)

QF02. How far along do you feel your organization has come addressing these efficiency challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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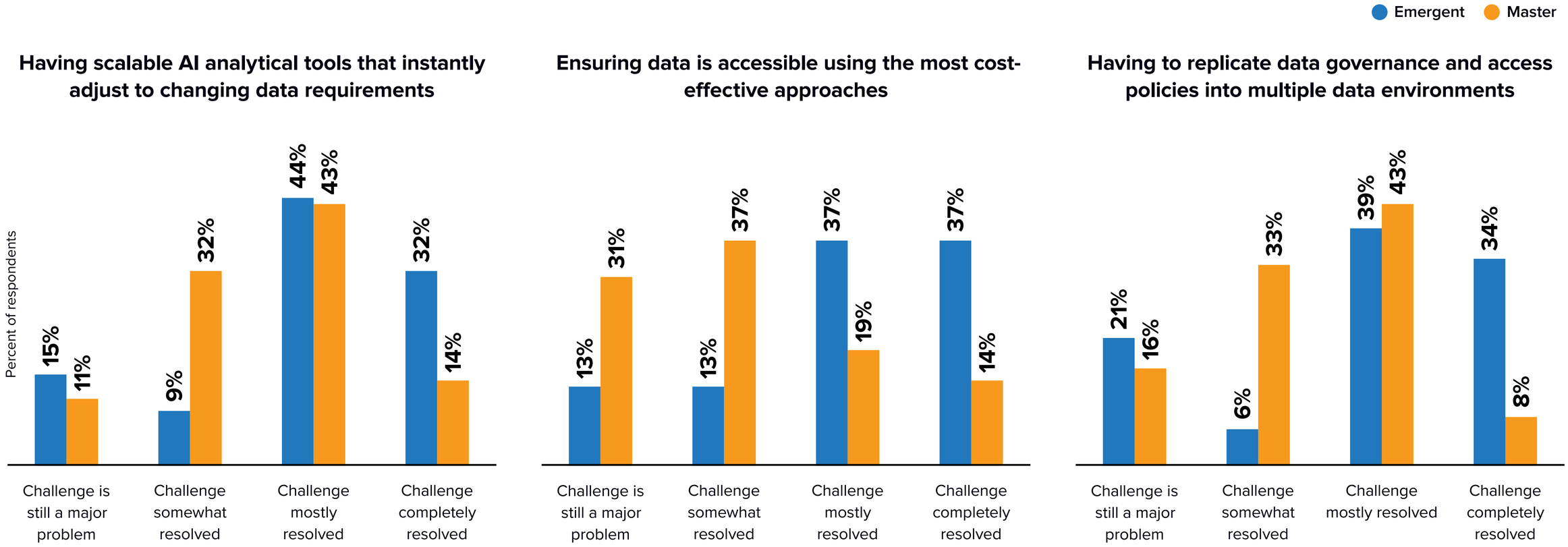
More Emergents believe their organization has solved efficiency challenges compared to Masters (2 of 2)

QF02. How far along do you feel your organization has come addressing these efficiency challenges in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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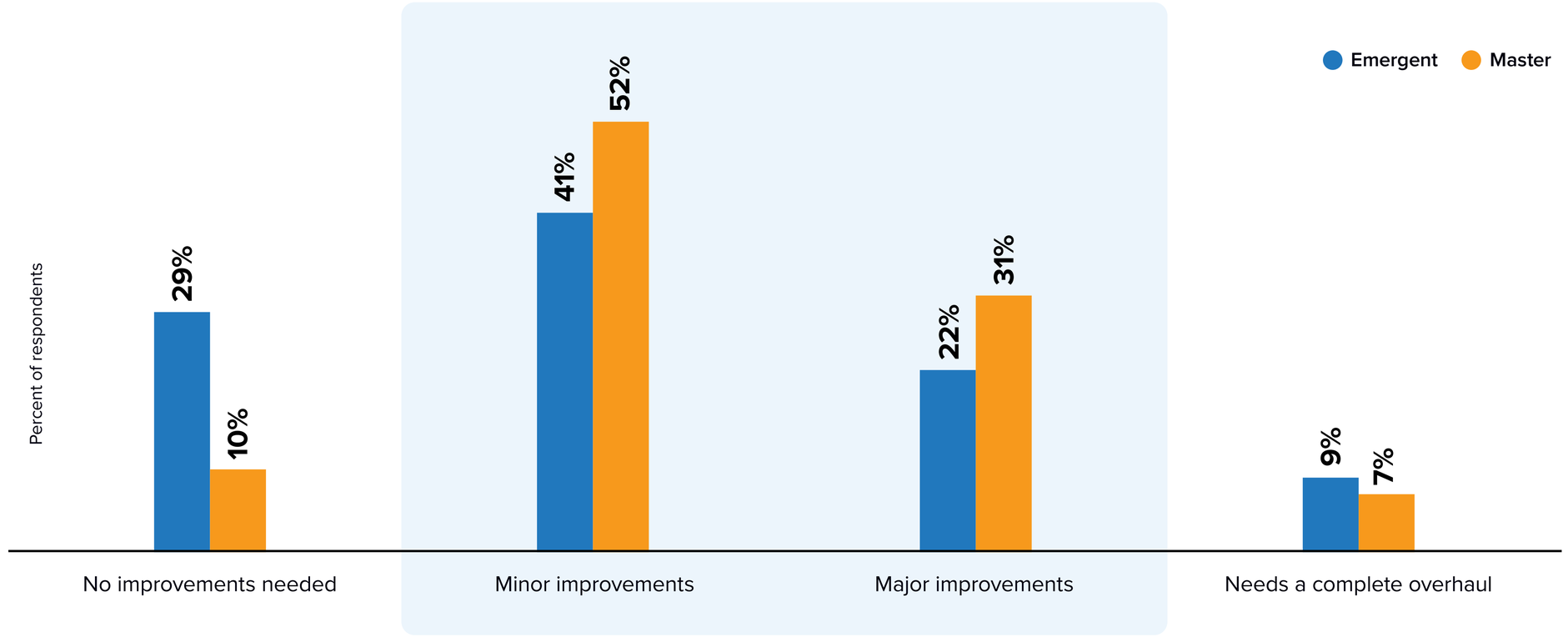
Masters realize that more improvements are needed to ensure that storage is optimized and right sized across the enterprise for use in AI compared to Emergents

QF03. How much improvement is needed to ensure that storage is optimized and right sized across the enterprise for use in AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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Productivity

Productivity Summary

AI Emergents believe:

- Fewer improvements are needed to maximize productivity of data scientists and engineers or to leverage data for applications with embedded AI.
- That they have made more progress in the past year than more mature organizations.

IDC believes:

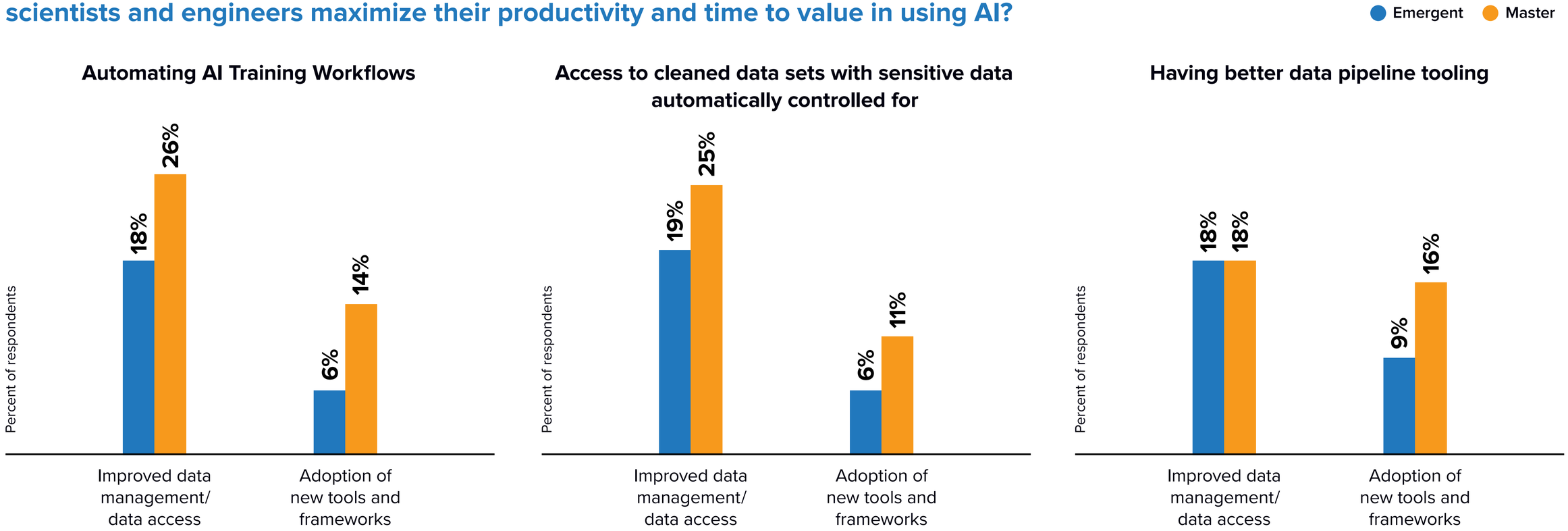
- Experiencing success at scale in enterprise AI initiatives, especially in more complex initiatives such as Agentic AI with interconnected and integrated workflows, will require a host of data preparedness and technology capabilities. Early success in the AI adoption curve will translate to positive future outcomes when a holistic approach to both data and data infrastructure is taken.

AI Masters know:

- That more improvements are needed to maximize productivity of data scientists and data engineers.
- That more improvements are needed to leverage data for applications with embedded AI.

More Masters believe that major improvements are needed ensure that data scientists and engineers maximize their productivity and time to value in using AI compared to Emergents

QG03. How much improvement is needed in each of these areas to ensure that data scientists and engineers maximize their productivity and time to value in using AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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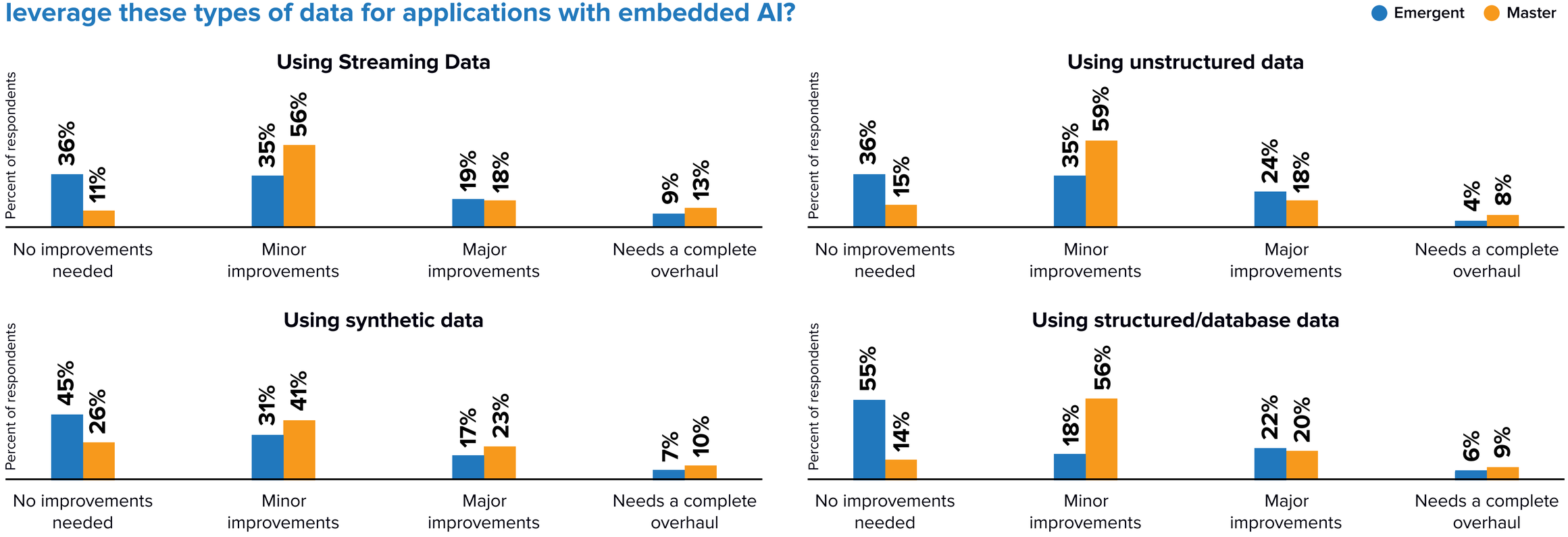
Masters believe that more improvements are needed to effectively leverage data for applications with embedded AI compared to Emergents (1 of 2)

QG04. How much improvement is needed to ensure that developers can effectively leverage these types of data for applications with embedded AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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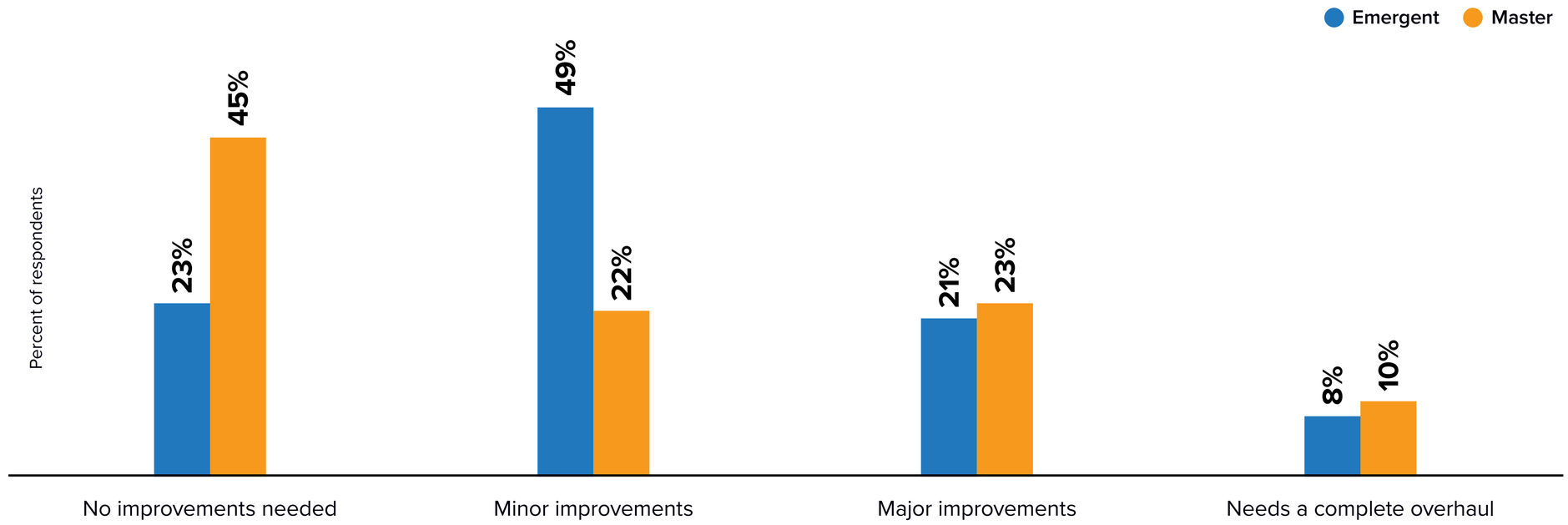
Masters believe that more improvements are needed to effectively leverage data for applications with embedded AI compared to Emergents (2 of 2)

QG04. How much improvement is needed to ensure that developers can effectively leverage these types of data for applications with embedded AI?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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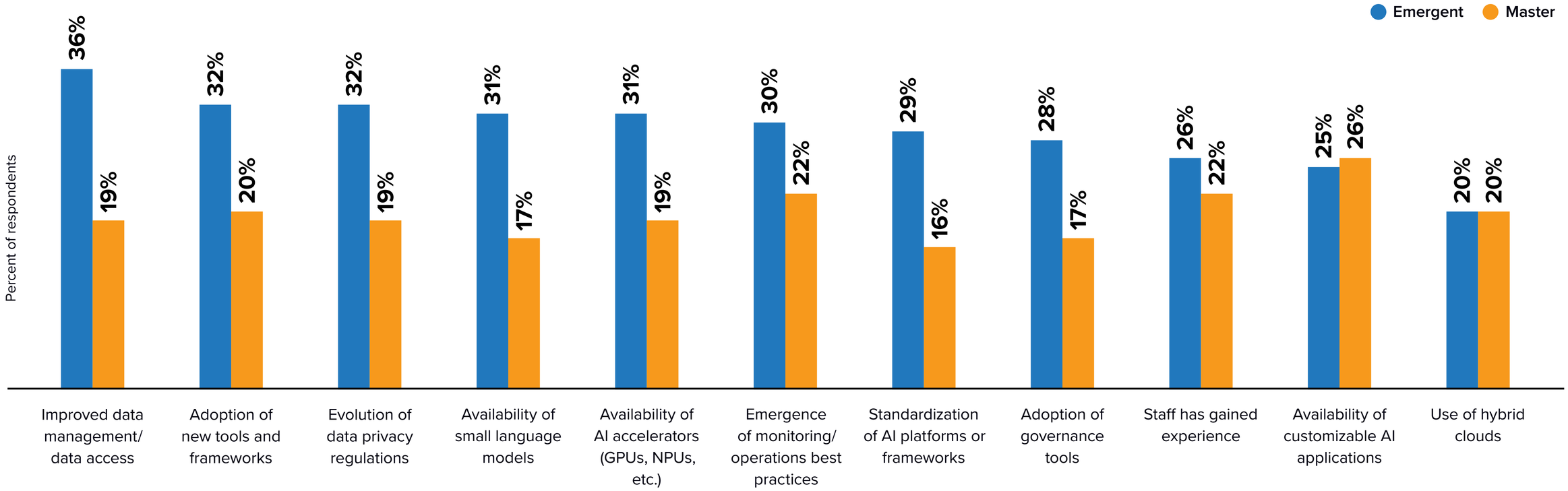
Emergents report greater improvements in processes and technology in the past year compared to Masters

QC09. What changes in processes and technology in the past year have had the greatest impact on making AI projects more effective and easier to execute?



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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Key Takeaways

1

Enterprises are making progress with AI governance but challenges remain, particularly with data quality-lifecycle management and maintaining auditable copies.

2

Persistent data security/privacy challenges for the most AI-mature enterprises are end to end encryption and instant cyberthreat response. Compliance with data privacy and sovereignty regulations is also a top problem causing both confusion and execution challenges.

3

GenAI is prompting enterprises to prioritize security, rethink their approaches, and make new security investments.

4

AI Masters are ahead of the curve on Agentic AI, because of the investments they've made in data readiness, security and infrastructure, as well as lessons learned from previous AI initiatives.

5

Enterprises are primarily integrating GenAI by leveraging existing infrastructure. While satisfaction with that infrastructure has improved, 84% of firms still report that storage is not fully optimized for AI.

6

Organizations that haven't reached the Master level of maturity are adopting GenAI more readily within functional areas than across the entire organization, suggesting a fragmented approach. This approach will not serve Agentic AI initiatives well, as the dependencies between systems require a more holistic approach to both data readiness and infrastructure.

7

While a greater number of respondents in 2025 feel they have closed the AI skills gap, automated training workflows, automated data set governance and better pipeline tooling offer the opportunity for data team productivity gains.

About the IDC Analysts

Ashish Nadkarni
Group Vice President,
Infrastructure Systems, Platforms
and Technologies Group, IDC

Ashish Nadkarni is group vice president within IDC's Worldwide Infrastructure Practice. He leads a team of analysts who engage in delivering qualitative and quantitative research on computing, storage, and data management infrastructure platforms and technologies via syndicated research programs (subscription services), data products (IDC Trackers), and custom engagements. Ashish's vision for his team is to take a holistic, forwarding-looking, and long-term view on emerging and established infrastructure-related areas in the datacenter, in the cloud, and at the edge. His core research starts with an objective assessment of heterogeneous, accelerated, fog, edge, and quantum computing architectures; silicon, memory, and data persistence technologies; composable and disaggregated systems; rackscale design; software-defined infrastructure; modern operating system environments; and physical, virtual, and cloud computing software. It is complemented by research on current and next-gen applications and workloads, vertical and industry-specific use cases, emerging storage and server form factors and deployment models, and upcoming IT vendors. Ashish also takes a keen interest in tracking the ongoing influence of open and open-source communities such as OpenStack and Open Compute Project on infrastructure.

More about Ashish Nadkarni

Dave Pearson
Research Vice President,
Storage and Converged Systems,
Worldwide Infrastructure Research, IDC

Dave Pearson is research vice president for the Storage and Converged Systems practice within IDC's worldwide infrastructure research organization. He also oversees IDC Canada's Infrastructure Solutions research practice. Dave manages a team of analysts that cover both research domains. On the worldwide infrastructure research side, he and his team are responsible for IDC's storage, integrated, hyperconverged, and composable systems and platforms. This includes storage for performance-intensive use cases such as high-performance computing, artificial intelligence, and analytics. It also includes cloud-enabled infrastructure and infrastructure used for cloud deployments. On the Canadian side, he and his team are responsible for research on computing, storage, networking, and security, as well as contributing to edge, cloud, cognitive, and infrastructure software research.

More about Dave Pearson

Message From the Sponsor

NetApp

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Respondent Firmographics

2025 Survey Firmographics, n=1,213

Country


US 33%


United Kingdom 8%


UAE 6%


New Zealand 2%


Korea 8%


Japan 8%


Israel 3%

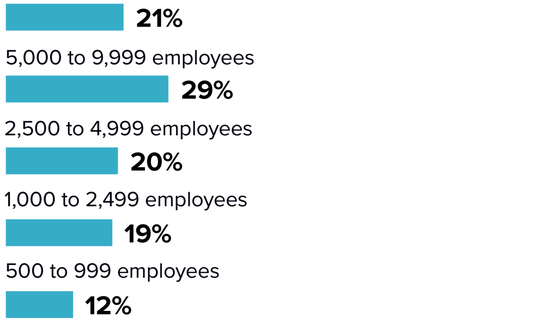

Germany 8%


France 8%

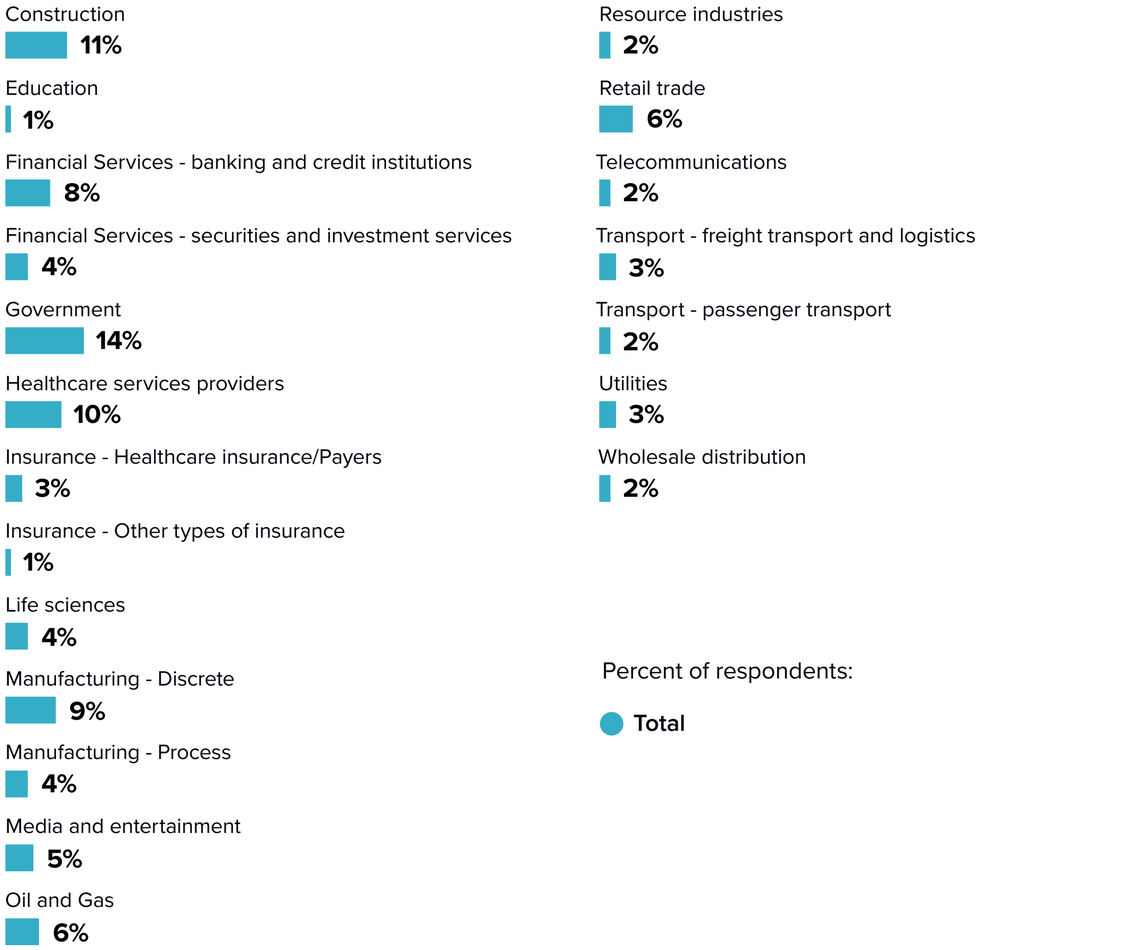

Canada 8%


Australia 7%

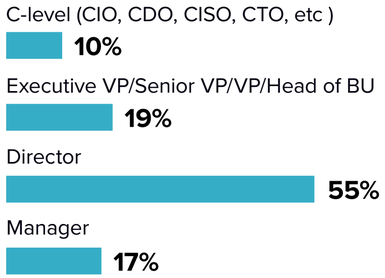
Co Size (employees)



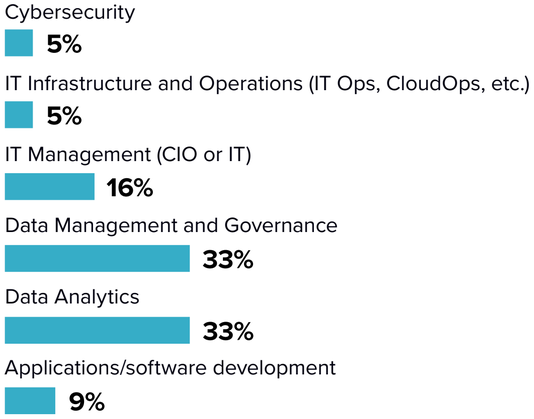
Primary Industry



Respondent Seniority



Respondent Role



N=1,213; Source: IDC's Enterprise AI Transformation Study, June 2025

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About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets.

With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight help IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

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