

2025: AI'S MAKE OR BREAK MOMENT

2025 will be a make or break year for AI to achieve world changing outcomes – in some cases for better, in some for worse. The NetApp 2024 Data Complexity Report offers insights to help businesses leverage AI's potential, while navigating the complexities and risks that accompany this transformative technology.

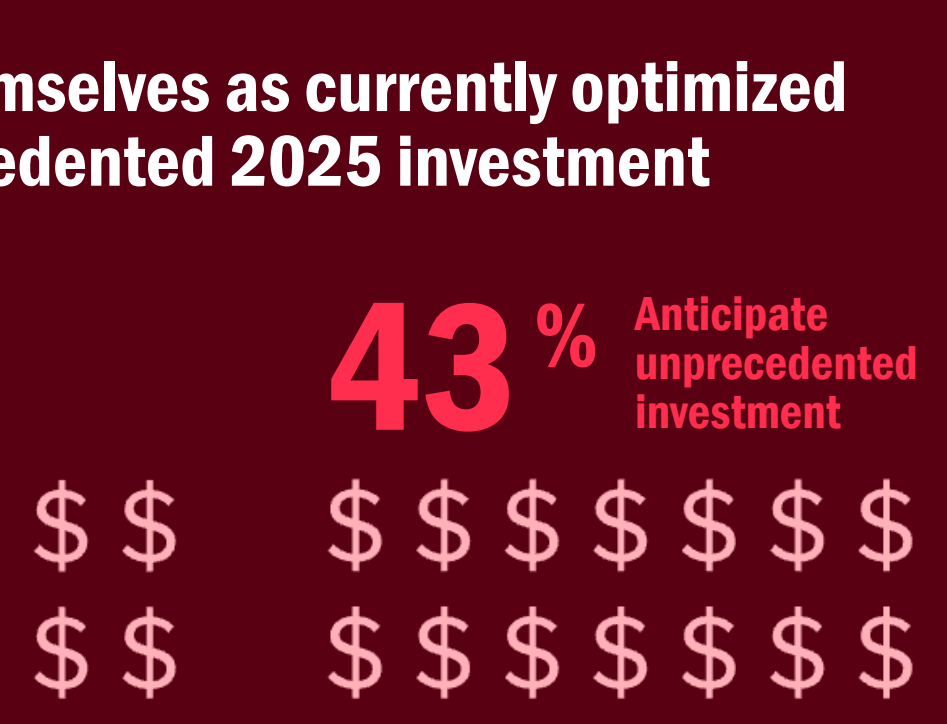
AI INVESTMENT: WILL AI BREAK THE BANK?

2025 will require unprecedented investment in AI and data management

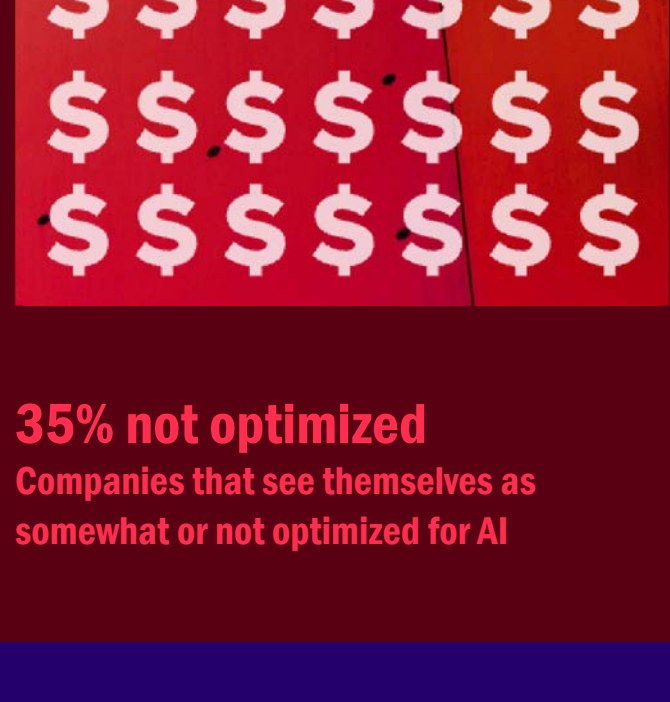
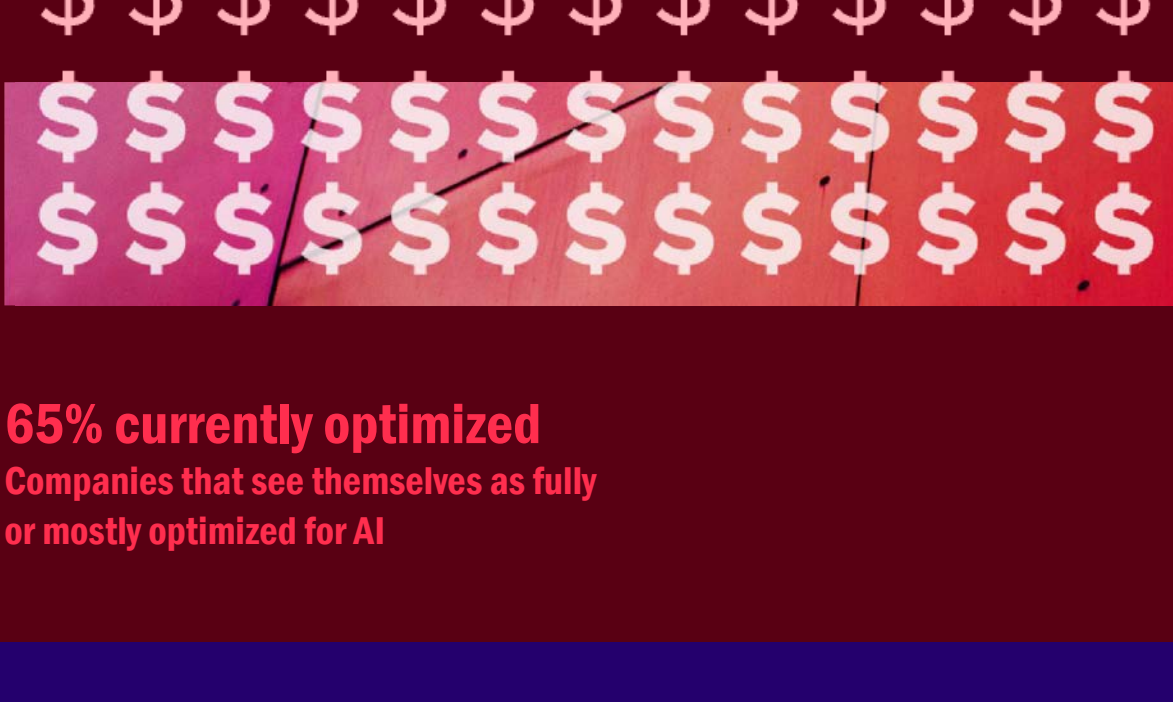


40% of global tech executives believe that **unprecedented** investment in AI and data management will be required for their companies in 2025

2/3 companies across the globe say their data is fully or mostly optimized for AI



Even companies that see themselves as currently optimized for AI anticipate unprecedented 2025 investment



65% currently optimized

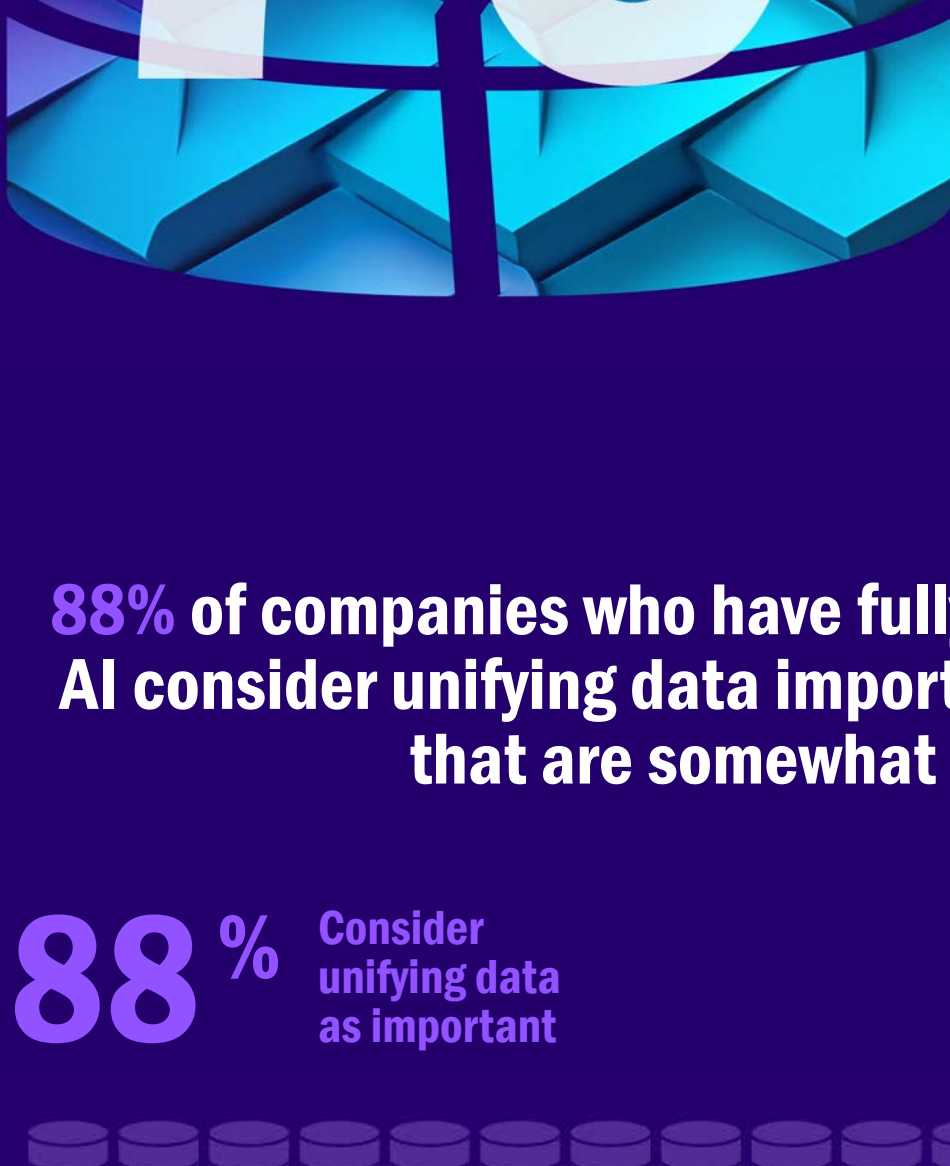
Companies that see themselves as fully or mostly optimized for AI

35% not optimized

Companies that see themselves as somewhat or not optimized for AI

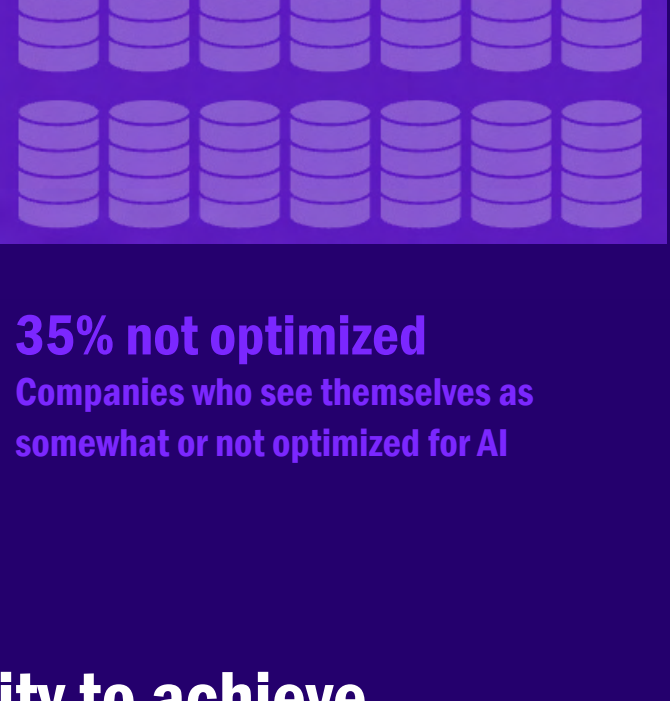
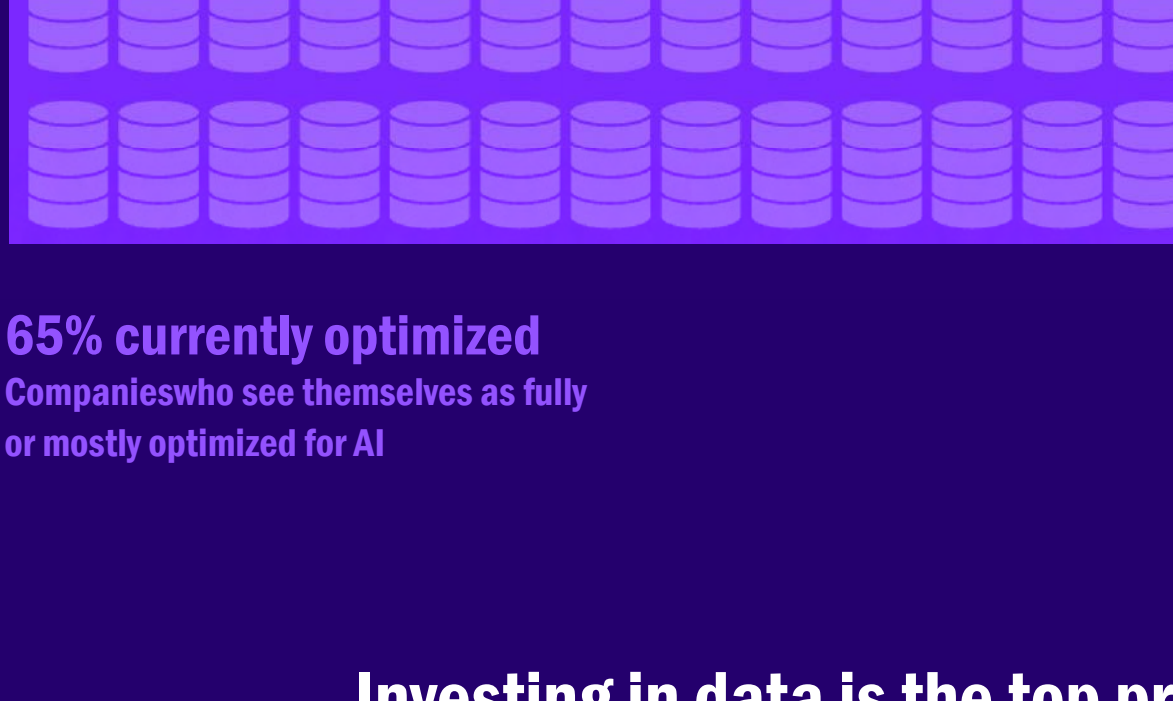
DATA SILOS: WILL SILOED DATA IMPEDE AI SUCCESS?

Data Unification Is Seen as Critical to AI Outcomes



79% of global tech executives believe unifying data is **essential or very important** for achieving top AI outcomes in 2025

88% of companies who have fully or mostly optimized their data for AI consider unifying data important versus only 61% of companies that are somewhat or not at all optimized



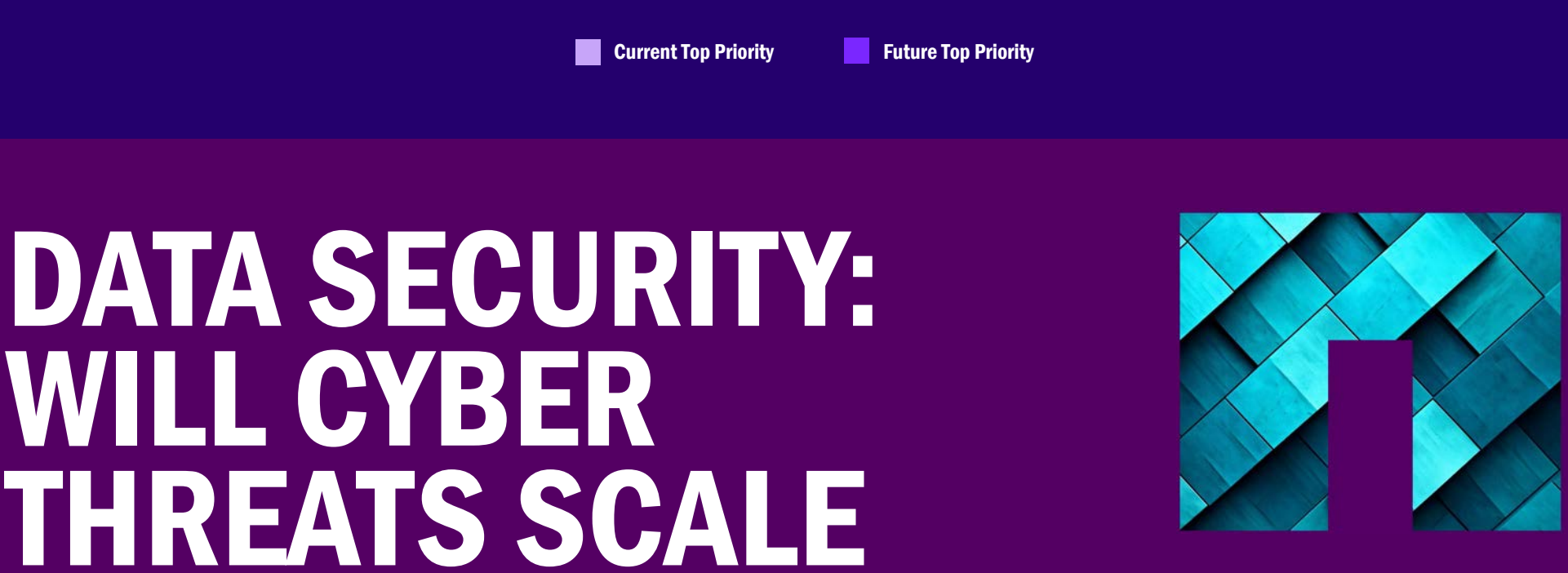
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Investing in data is the top priority to achieve AI superiority and competitive advantage



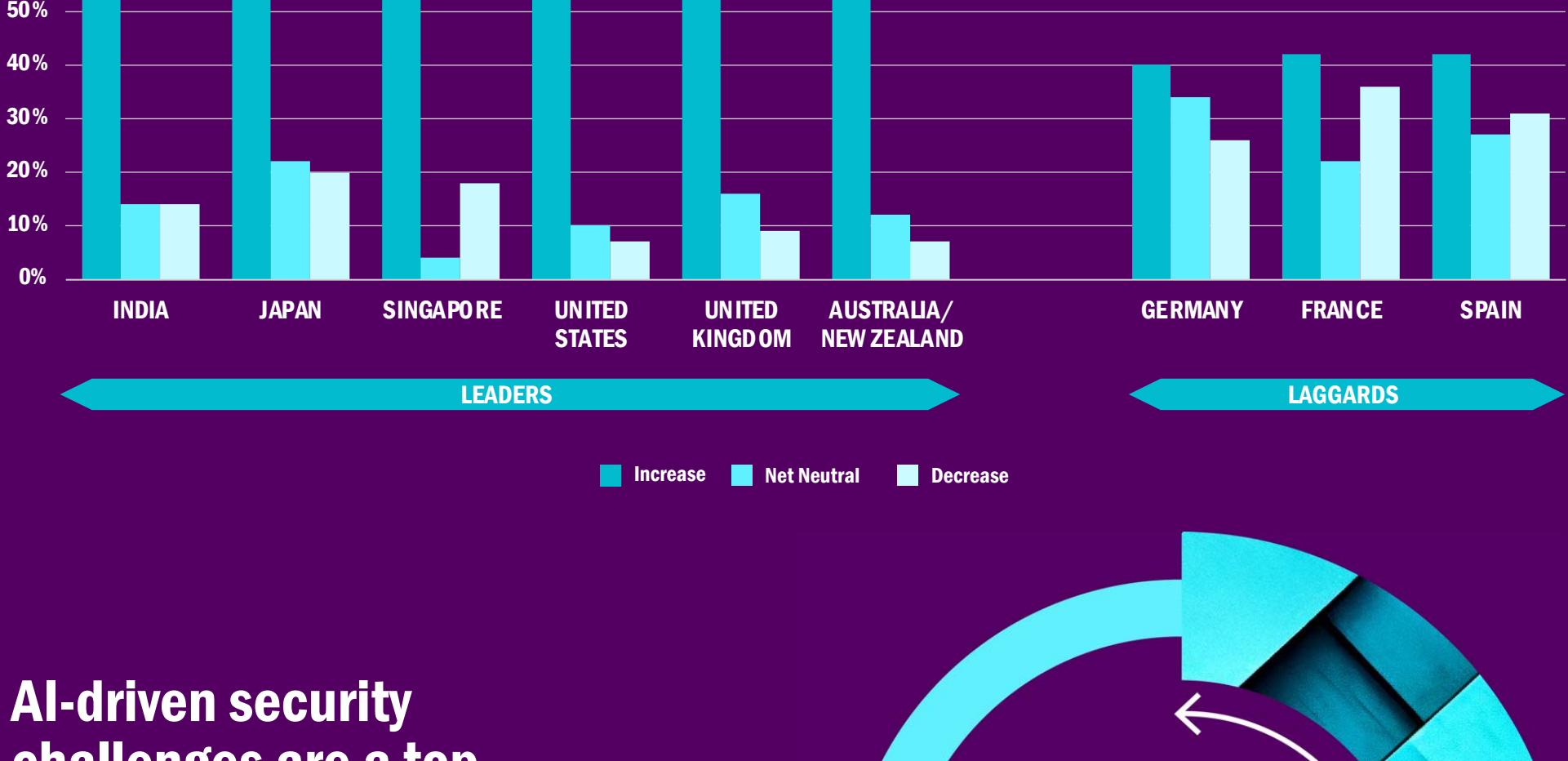
DATA SECURITY: WILL CYBER THREATS SCALE ALONG WITH AI?

AI adoption will bring a significant increase in security threats in 2025

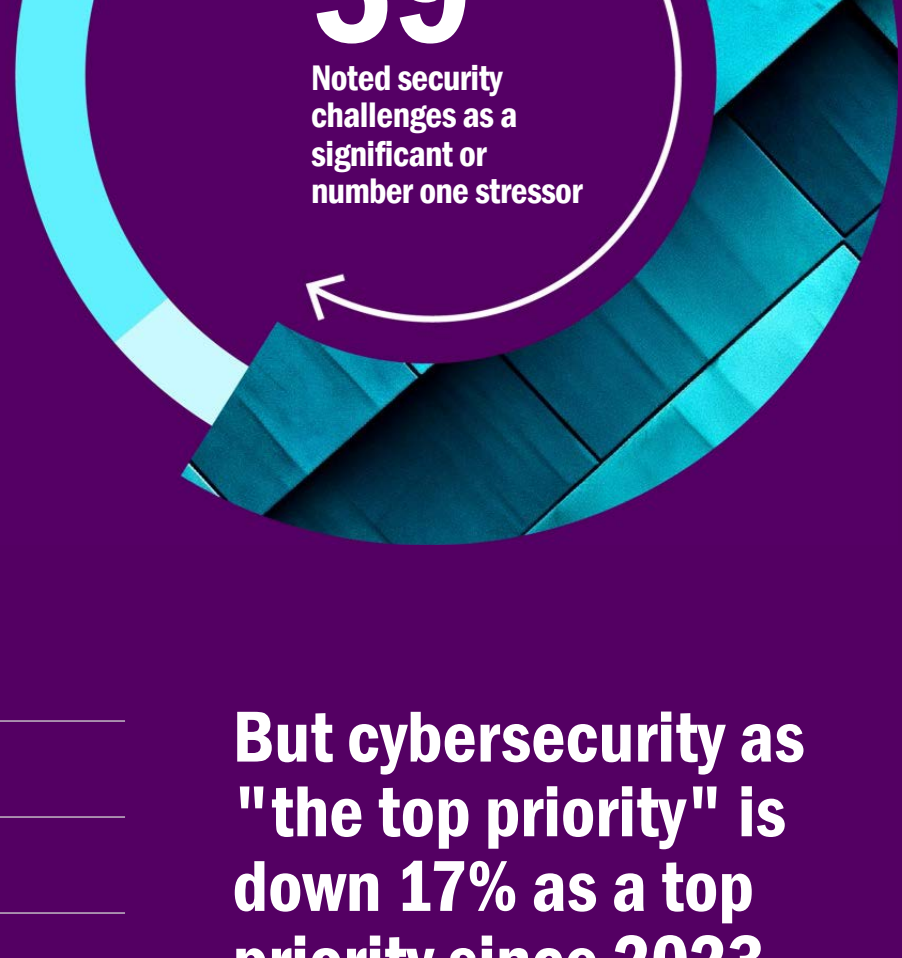
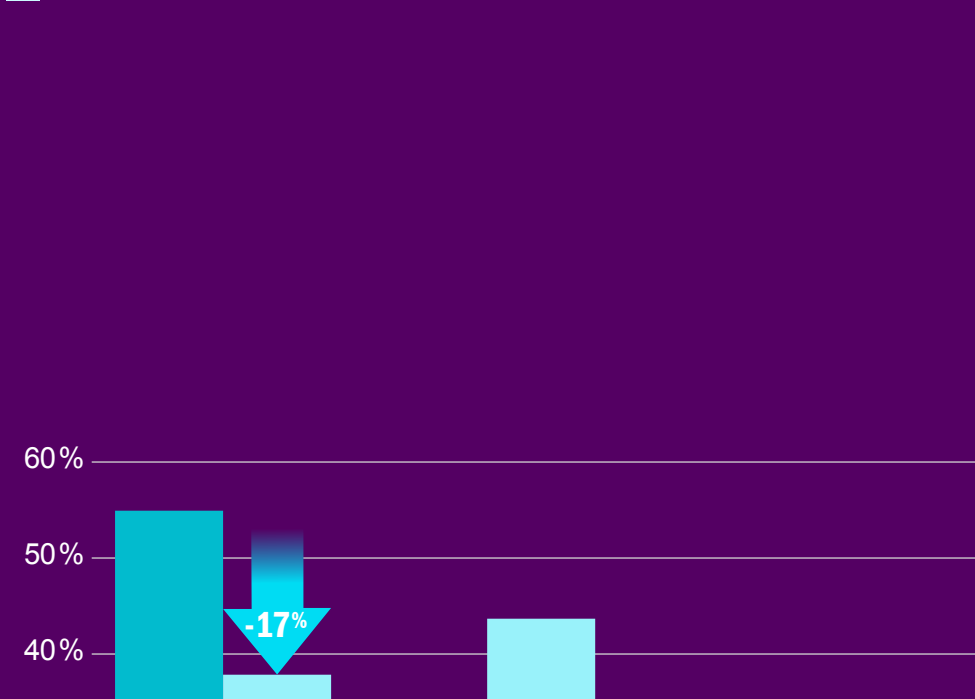


41% of global tech executives predict security threats will **significantly** increase due to advancements in AI

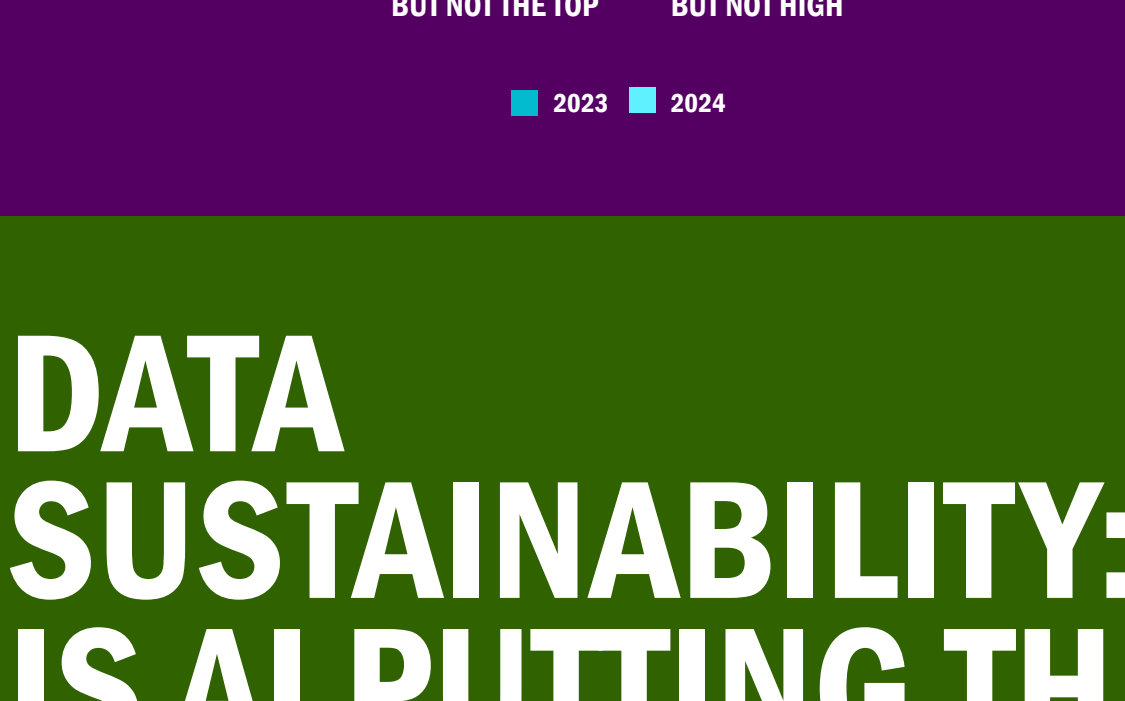
AI leading countries are almost 2X as likely to see increased security challenges compared to AI lagging countries



AI-driven security challenges are a top global stressor



But cybersecurity as "the top priority" is down 17% as a top priority since 2023



DATA SUSTAINABILITY: IS AI PUTTING THE PLANET AT RISK?

Rising AI demands could create a tipping point for sustainability efforts



50% say the rise of AI has a high or extremely high impact on companies' carbon footprints

High or Extremely High

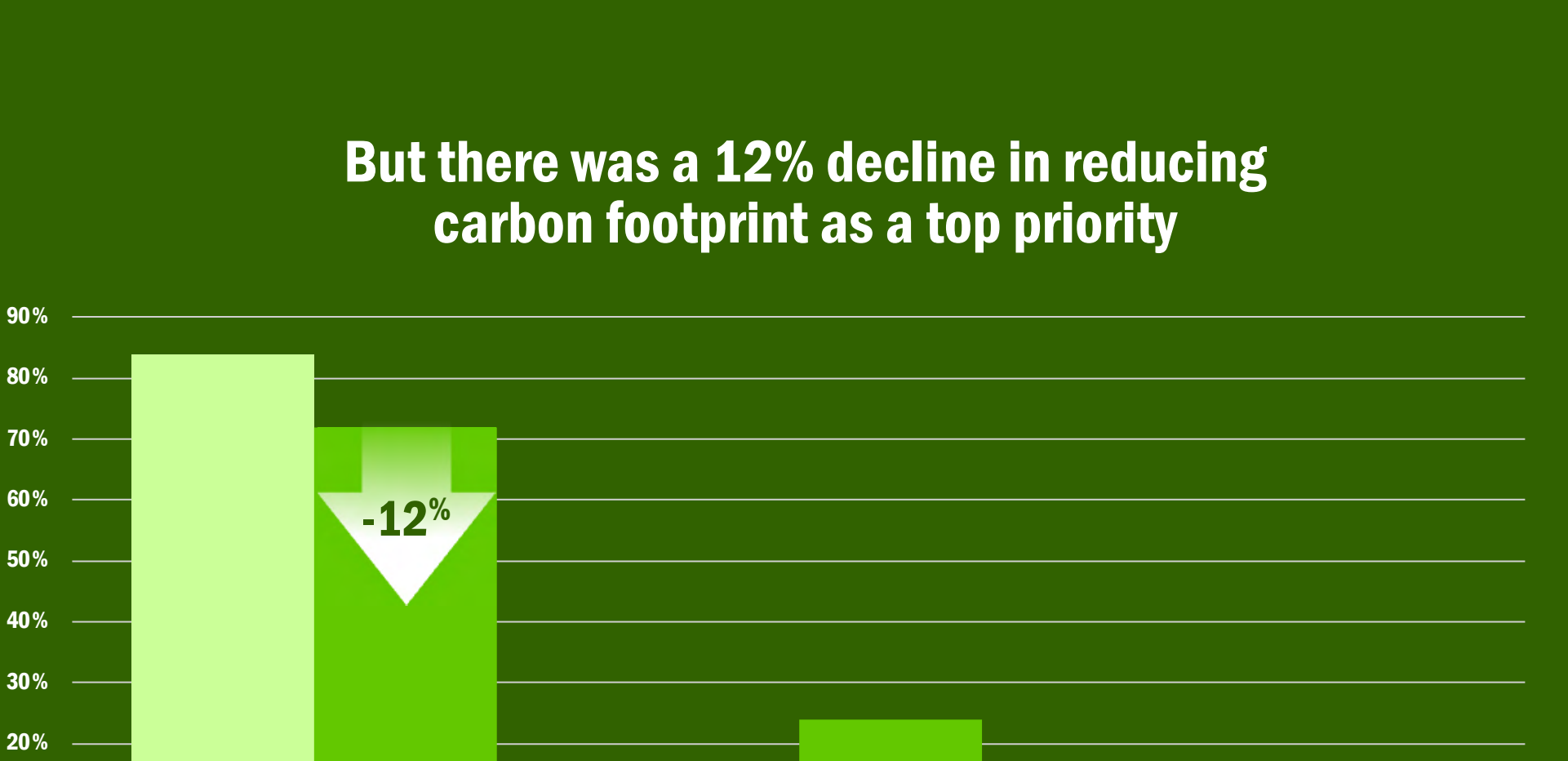
Somewhat High

Low or Zero

34% of global tech executives say AI adoption will drive major shifts in corporate sustainability processes

33% of global tech executives say AI adoption will drive new government energy policies and investment

But there was a 12% decline in reducing carbon footprint as a top priority



AI INVESTMENT

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DATA SILOS

Data unification is seen as critical to AI outcomes

DATA SECURITY

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DATA SUSTAINABILITY

Rising AI demands could create a tipping point for sustainability efforts