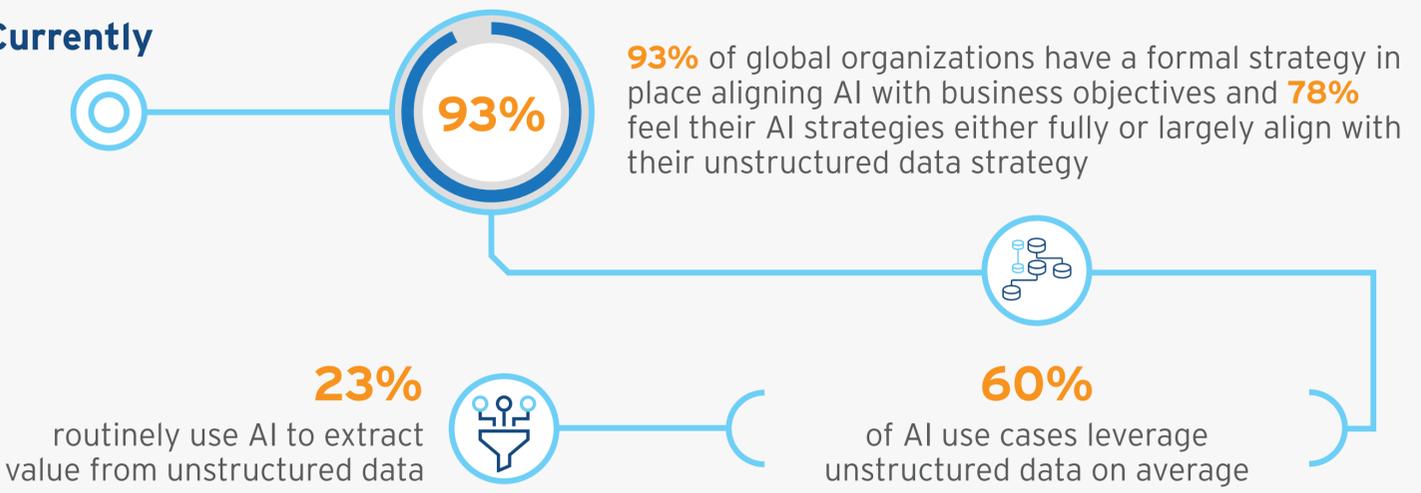# IRON MOUNTAIN®

Fuel Innovation with Unstructured Data & AI

Insights from 1,400 IT and data decision-makers

AI is increasingly driving innovation and efficiency within organizations, making it a vital component of a modern business strategy. Yet, it's not enough to just adopt and implement AI technology, there needs to be a thoughtful and strategic approach – especially when used in combination with unstructured data. Our research highlights a clear need for organizations to enhance their processes to effectively and consistently leverage AI with unstructured data, starting with strengthening trust in its accuracy and reliability.

Currently

93%

93% of global organizations have a formal strategy in place aligning AI with business objectives and **78%** feel their AI strategies either fully or largely align with their unstructured data strategy

23% routinely use AI to extract value from unstructured data

60% of AI use cases leverage unstructured data on average

However, improvements need to be made to accelerate adoption and drive value for AI initiatives and projects:

52% of organizations need to improve scaling IT capabilities to manage and process large volumes of data.

48%

48% want to source and prepare relevant, high-quality data for AI training and analysis

48% need to allocate more resources for AI expertise and project development

48% strongly agree that they need to do more to improve the trustworthiness of their unstructured data for AI applications

The benefits of AI and unstructured data are untapped

52% of IT and data decision-makers feel that AI is very important in helping their organization achieve innovation and new offering goals over the next two years

Customer satisfaction and revenue growth are also positively impacted by AI (**54%**)

The value of leveraging unstructured data will continue to grow as **56%** of decision-makers say unstructured data is going to be very important to their organization's success over the next two years

Conclusion

Having a well-aligned AI and unstructured data strategy is a key indicator of AI maturity. Stay ahead of the curve - ensure your adoption strategy drives real business value.

Read the full report:
ironmountain.com/resources/whitepapers