



## How technology companies are embracing Al

We are proud to be named a West Coast Regional Leader for 2024





For more information: solutions@vasquezcpa.com

Los Angeles +1 213.873.1700 Sacramento +1 916.503.3269

**Irvine** +1 949.623.8798

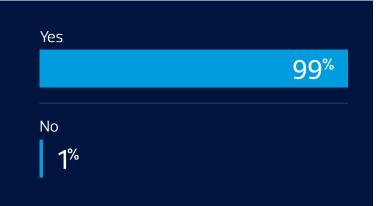
Las Vegas +1 702.784.7644

San Diego +1 858.263.2760 Fresno +1 559.663.0213 Phoenix +1 602.759.7319 Manila +1 213.873.1720

## **RSM Middle Market** Al Survey 2025: U.S. and Canada

**Technology sector responses** 

Does your organization currently use any generative Al tools, either formally or informally, in its business practices (e.g., ChatGPT, Azure Al, Microsoft Copilot, custom solution, etc.)? Of 205 respondents, the answers were:



Among the 202 respondents from technology organizations that currently use generative AI tools in their business practices, the following percentages agreed or somewhat agreed that:



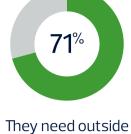
Generative AI has impacted their organization more positively than expected



They were prepared for compliance with emerging Al regulations



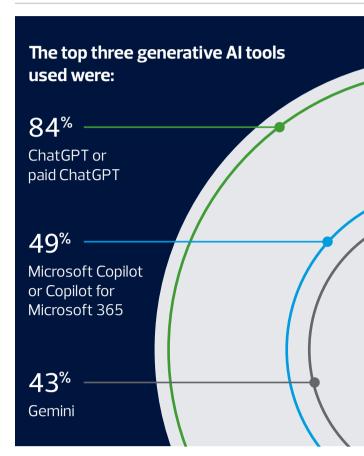
They have the right staff in place to implement generative AI effectively

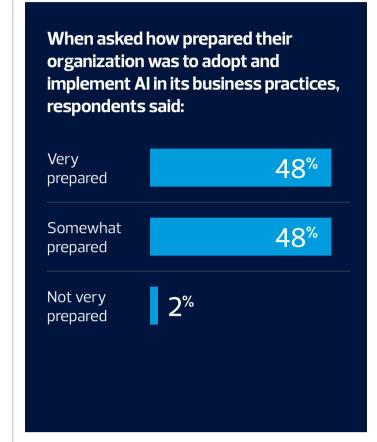


help to get the most of out of their generative Al solutions



Generative AI has been harder to implement than expected



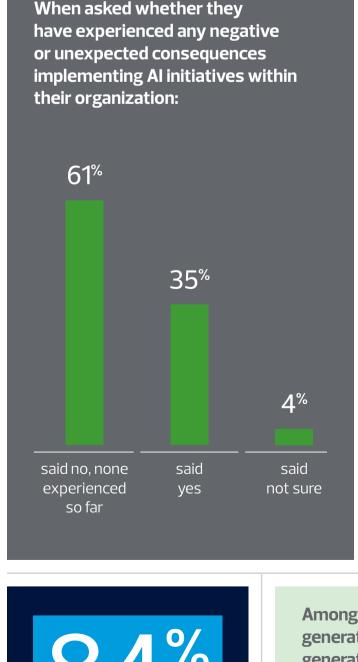


For respondents whose organizations were somewhat, not very or not at all prepared, the top reasons were:



When asked how they are currently using AI in their organization, respondents identified the top six functions as: Workflow development 55% Text generation and summarization, language translation, image generation, ideating or coding 50% Intelligent forecasting and demand planning 47% Product and service development 43% Risk management and compliance 39% Fraud detection 39%

The top six biggest challenges organizations have faced when implementing AI tools or processes were: Concerns about data quality 38% Concerns about data privacy and security 37% Insufficient internal skills/expertise 30% Difficulty in integrating generative Al into existing operations/workflows 27% Regulatory or compliance concerns 26% Lack of employee adoption/difficulty adapting to change 26%



Respondents from the 70 organizations that experienced negative or unexpected consequences when implementing Al initiatives identified the following consequences as the top five: High or unexpected costs 41% Workforce-related impacts 41% Poor data quality issues 37% Cybersecurity threats 36% Reputational or ethical risks 36% Among the 169 organizations that currently use generative AI tools and have a budget dedicated to



generative Al investments, here are respondents' expectations for that budget for the next fiscal year: Expect it will increase somewhat 50% Expect it will increase substantially 41% Expect it will remain unchanged 8% Expect it will decrease somewhat

1%