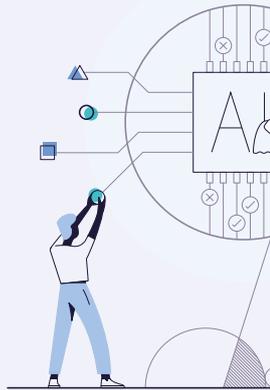


## Enterprise x AI

Rainbird's recent survey gauged the sentiment of 1000 senior decision-makers in enterprise organisations around the impact of AI. Amid increasing investment, tackling the skills barrier, understanding regulatory demands and ensuring transparency were among the major recurring themes.

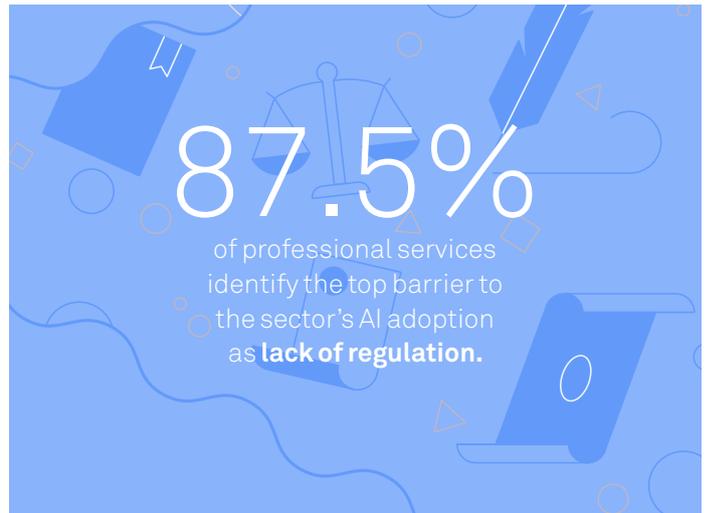
# 81%

Over the next 5 years, **81% of UK enterprise organisations** overall will invest in more AI solutions, with **94% of financial services firms** planning to increase investment.



# 87.5%

of professional services identify the top barrier to the sector's AI adoption as **lack of regulation**.



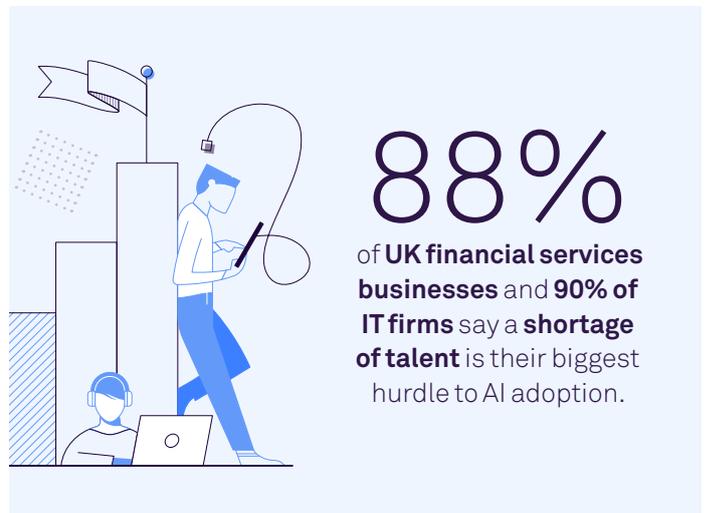
# 88.8%

of **financial services firms** say transparency inhibits technology adoption. **87.5% of professional services firms** cite a lack of transparency and accountability as a major hurdle.



# 88%

of **UK financial services businesses** and **90% of IT firms** say a **shortage of talent** is their biggest hurdle to AI adoption.



## The main takeaways

Allocating rising investment to auditable, human-centric automation will ensure enterprises meet new regulatory demands and transparency concerns.

Accessible, business-friendly tools will help firms and their employees hurdle the perceived skills barrier.

Big data and machine learning will do little to resolve growing concerns around the accountability and accessibility of AI and automation technology.



“UK organisations – and beyond – need to fundamentally change the way they are adopting AI, and think beyond big data and machine learning.

‘Black box’ solutions are only understood by data scientists, and there are huge benefits to be had by moving towards more transparent symbolic technologies which can achieve automation outcomes beyond those available with data-only approaches.

Such accessible tools also have the added benefit of addressing the skills gap, by making AI far more accessible to employees without a degree in data science.”

**James Duez, Rainbird CEO**

To see how Rainbird can transform your business, contact: [engage@rainbird.ai](mailto:engage@rainbird.ai)