

TCS Enterprise AI Study

Our *2024 TCS AI for Business Study* captured an early view of AI adoption. Building on those findings, our in-depth research last year introduced *Intelligent Choice Architectures (ICA)*, a framework for understanding how human judgment and AI intelligence can work together in decision-making.

Since then, AI has rapidly moved into everyday workflows, decisions, products, and operations. To understand how organisations are navigating this next phase, TCS conducted a follow-on survey to see how strategies and priorities have evolved.

About the study

Drawing on the perspectives of 1,300+ executives across 25 countries and 12 industries, the study examines five interconnected dimensions shaping the future of enterprise AI.



Data & AI foundation

How are organisations building the data, intelligence, and decision environments that power AI?



AI at scale

Which platforms, architectures, and operating models are ready for enterprise-wide AI?



People & work transformation

How are roles and skills evolving as AI becomes part of everyday work?



Governance & trust

What oversight, accountability, security, and controls are helping organisations move toward greater AI autonomy?



Value chain & industry transformation

How can organisations extend AI across ecosystems, industries, and value networks?

Be among the first to explore the complete findings, including industry, regional, and leadership perspectives.

Sign up now for early access

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