AI in Action 2024 Report

Telecom:
Ready to grow
AI investment

13% of telecom organizations are AI Leaders.

AI in the telecom sector

42% of telecom companies are encouraging AI experimentation

Experimenting with AI uncovers synergies. Early successes can help generate organization-wide excitment.

51% of telecom companies are still rationalizing their approach and strategy

Decision-makers in the telecom industry are working to cultivate a holistic AI strategy that addresses use cases across their operations.

**35% of telecom companies have proven the benefits and are now focused on using AI**

AI in the telecom sector enables business leaders to discover new revenue streams, enhance customer experiences with AI-driven solutions, boost operational efficiency, and optimize core processes.

The AI in Action 2024 report delivers a composite portrait of AI Leaders and provides expert commentary on how you can follow the path they've blazed towards quantifiable success.

Opportunities

1

Well prepared workforce 86% of decision-makers at telecom companies have either established or are actively considering new roles dedicated to driving their AI strategy and adoption forward.
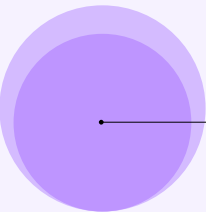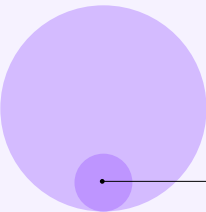
86% of telecom companies

2

Hybrid cloud strategy opportunities 63% of telecom companies are using or planning to use a Hybrid cloud for their AI workloads.
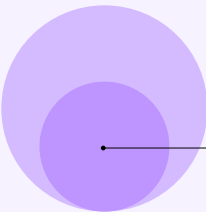
63% of telecom companies

3

Data security growth While most decision-makers are optimistic about their state of data readiness, 29% of telecom companies have concerns about how to build or improve data security.

29% of telecom companies

"No matter how stellar your technical skills, platforms and capabilities, you'll never achieve success if you don't exhibit strong leadership and change management. You must keep the user front of mind."

Cathy Reese
Senior Partner, Data & Technology Transformation, IBM Consulting

Areas AI can deliver business value

Search engines enabled by AI

IT operation/automation

Virtual assistants/chatbots for internal/external applications

Advanced cybersecurity

Recommendations

The AI in Action 2024 report is here to show you how current Leaders across industries are already developing a robust AI strategy, tackling sector-specific challenges and implementing best practices to elevate their AI capabilities.

Enable Learners to become Leaders and help existing Leaders refine their competitive edge in this fast-evolving AI landscape with the **The AI in Action 2024 report.**

Eyes on the AI roadmap. Success is contagious, so involve everyone in your AI strategy. Leaders create a holistic common vision that helps generate excitement and buy-in across the organization.

Data drives innovation. Leaders are committed to a hybrid cloud strategy and a multimodal, platform-based approach. This strong technical foundation fuels agility.

Perfection is the enemy of progress. Leaders move AI projects into production as soon as possible and have the discipline to iterate and pursue incremental improvement.

Get ready for the road ahead. Be optimistic about the future while prioritizing trust and responsibility. Leaders stay alert to the rapidly evolving AI landscape so their teams can innovate and adapt ahead of the curve.

Where can a consultant or service provider support your AI journey?

Data security and privacy
Cloud security solutions >

Data and AI regulation compliance
Data compliance solutions >

End-to-end governance
Explore watsonx.governance >