

Experts in AI & Data Utilising cloud solutions
to drive business transformation.

Business Transformation

Optimise the way you operate

Survey report – June 2025





61%

of top executives say **digital transformation** is a **top priority** but making it work isn't always easy.*

* West Monroe 2023 survey conducted with 700 C-suite execs
(<https://www.westmonroe.com/press-releases/companies-aligned-on-digital-vision-but-lack-means-for-execution>)

BUSINESS TRANSFORMATION

Business Transformation using AI and Data, is not only about adopting new technologies; it's about fundamentally changing the way you operate, from how you interact with customers to how you manage your supply chain.

A successful transformation will enable you to revolutionise your operations and gain competitive advantage.

TEKenable conducted a survey to uncover current views on Business Transformation in today's market.

This report represents our findings.

Key Takeaways

- **Efficiency gains** and **enhanced customer experience** remain the central focus of transformation initiatives.
- There is **general confidence in Business Transformation** efforts, even as AI Adoption remains limited.
- **Smaller organisations** are progressing more slowly in adopting AI and driving innovation.



JOB ROLE TRENDS

Our survey showed that **Managers** consistently rated **business transformation as very important** (75%) and showed **high confidence in achieving transformation goals**, with half reporting they were "very confident".



75%

of Managers rated business transformation as **very important.**

Whilst **C-suite** and **Directors** also emphasised transformation, and were **more likely to report AI adoption.** 60% of AI users were from either C-suite or Director roles. AI was most commonly used for customer insights, analytics, and predictive maintenance.

C-suite and Directors emphasised business transformation and were **more likely to report AI adoption**



INDUSTRY SECTOR TRENDS

Finance and Technology respondents (41% combined) were **more likely to report AI usage** and prioritised innovation (47%) and data-driven decision making (29%).

Innovation



47%

Data-driven-decision making



29%

Industries such as **Energy, Government, Insurance, NGOs and Logistics** (grouped as "Other") showed **moderate AI adoption** with a strong focus on legacy system upgrades (41%) and application security (41%).

Legacy system upgrades



41%

Application security



41%



ORGANISATION SIZE TRENDS

Smaller organisations (1-50 employees) made up 47% of the sample, and they were found to be **less likely to use AI**. When using it, they did so with a focus on cost reduction (24%) and customer experience (59%)

Cost reduction



24%

Customer experience



59%

Medium-sized organisations (201-500 employees) made up 24% of the sample and cited that **business transformation was Very Important** to their business, with the main drivers being equally split between regulatory changes and internal strategic goals (75%).

Regulatory changes



75%

Internal strategic goals

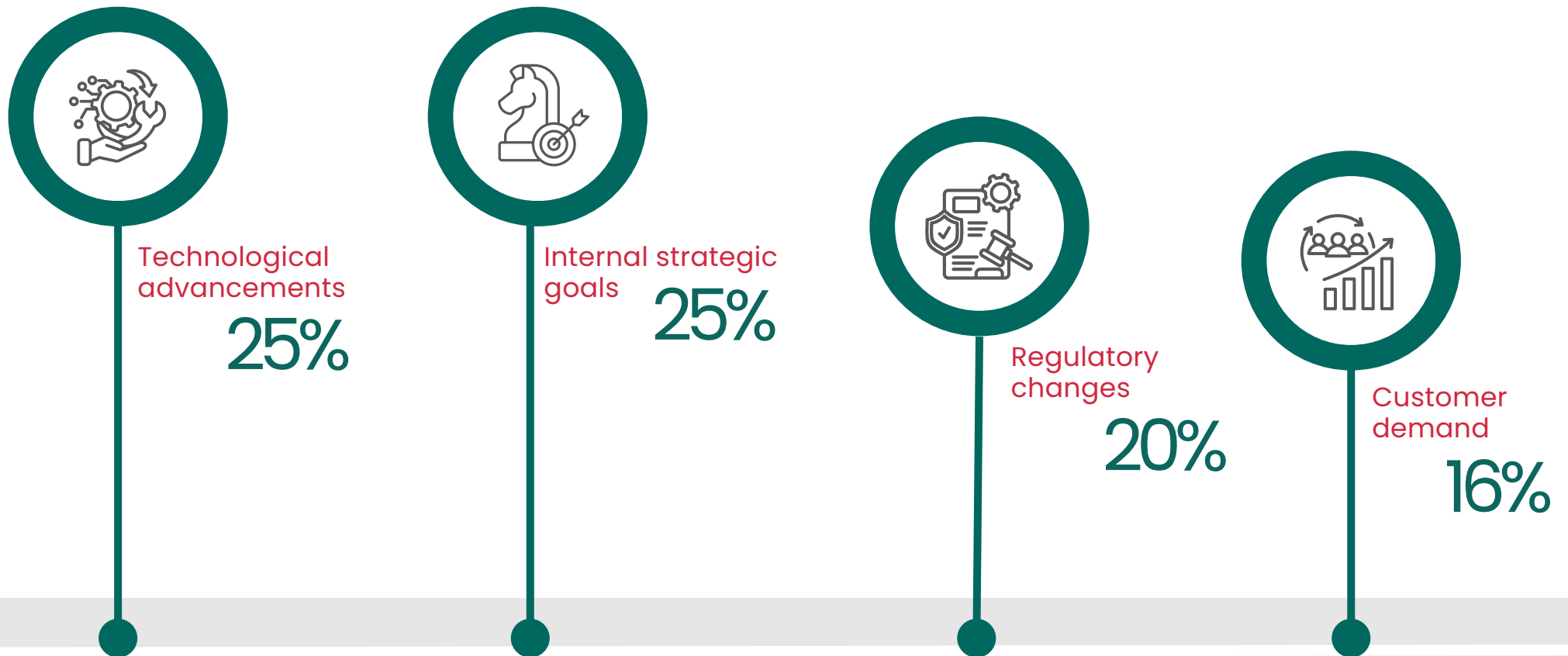


75%



TOP DRIVERS:

71% of all respondents felt that **Business Transformation was Very Important** and listed these top drivers as reasons:





AI ADOPTION

Respondents show **cautious optimism** around the usage of AI. They are **showing interest** and **recognise the value**, however adoption is limited due to practical challenges.

Only 29% of respondents are currently using AI in their organisations.

“ It is our experience that many of the responding companies’ staff are probably using AI tools and services in their day-to-day business without approval from, or the knowledge of, their employer. Hence, the company is using AI but not in a governed manner. **This is both a risk and a missed opportunity.** ”

Peter Rose (TEKenable - Group CIO)

There is a clear need for support in change management, skills development, and cost mitigation.



CHOOSING THE RIGHT BUSINESS TRANSFORMATION PARTNER

TEKenable are Experts in AI & Data utilising cloud solutions to drive business transformation. We are a technology company delivering the latest innovative business solutions to forward-thinking public and private enterprises in Ireland, the UK, Europe and the Middle East. TEKenable helps you maximise revenue, reduce costs, and empower your employees to bring results faster using rapid digital transformation services. Established in Dublin, Ireland, TEKenable has evolved into a robust IT company and achieved noteworthy global expansion and success since its inception in 2002.

TEKenable has achieved Microsoft Azure Advanced Specialisations in Migration of Enterprise Apps to Microsoft Azure, AI and Machine Learning and has 4 solution designations – Azure Digital & App Innovation, Azure Data & AI, Business Applications and Azure Infrastructure; and are proud to have been awarded three Microsoft Partner of the Year Awards for Business Applications, Business Central and Building with AI. We also boast three ISO certifications namely ISO9001 for quality management, ISO27001 for cybersecurity, and ISO13485 for the medical device industry, underscoring our commitment to international standards.

The collage features several key achievements and partnerships:

- Current key markets:** Ireland and the UK (with a map of the region).
- Founded 2002 in Dublin, Ireland** (with a building icon).
- 240 employees** (with a group of people icon).
- Deloitte: Fast 50** Technology Fast 50 | Winner: Six years running 2019 to 2024.
- Best Place to Work** Ireland 3 years running Mid-size category (with Best Workplaces and Great Place To Work logos).
- Microsoft Solutions Partner** Solution Designations in Azure Digital & App Innovation, Azure Data & AI, Business Applications and Azure infrastructure. Sub-logos include: Data & App Innovation Azure (Specialist Migrate Enterprise Applications to Microsoft Azure), Data & AI Azure (Specialist in Artificial Intelligence and Machine Learning), Business Applications, and Infrastructure Azure.
- Microsoft Partner Awards** (Business Applications, Business Central, Building with AI).
- Certifications** ISO9001, ISO13485 (SaMD), and ISO27001 (with ISO 9001, 13485, and 27001 logos).
- Multiple business verticals** and formidable client base (with icons for a person, cow, calculator, and building).

TEKenable takes pride in being a consistent Deloitte Technology Fast 50 Winner for 6 years, and we have won the "Deloitte Impact Award for Technology" for two years and received numerous awards from IT Europa and Technology Ireland (IBEC).

We are also grateful to have had our staff nominate us as a Best Place to Work in Ireland, for the last 3 years in the Mid-size category, as well as being awarded in the UK.



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Take the next step in transforming your business through AI and Data.

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