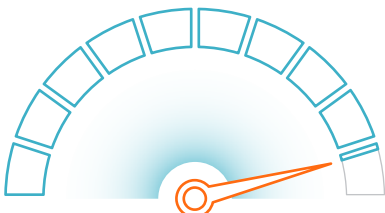


CDO Insights to Fuel the Race to GenAI ROI

CDOs are racing to achieve rapid investment returns in the high-speed world of generative AI (GenAI). However, GenAI success comes with its own set of roadblocks. So, what stage of the race have data leaders got to, and how can they overcome bumps like data readiness, concerns about responsible AI and more?

Let’s start answering these questions with some highlights from Informatica’s recently commissioned survey “CDO Insights 2025: Racing Ahead on GenAI & Data Investments While Navigating Potential Speed Bumps.”

Inflated GenAI Expectations vs. the Reality of the Race



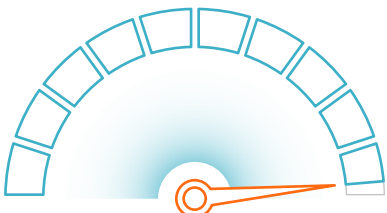
92%

of CDOs believe the C-suite expect GenAI initiatives to create faster ROI



67%

have not transitioned even half of their GenAI pilots to production



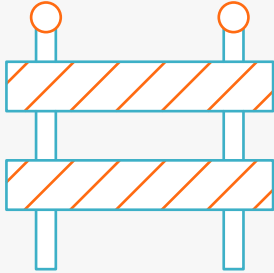
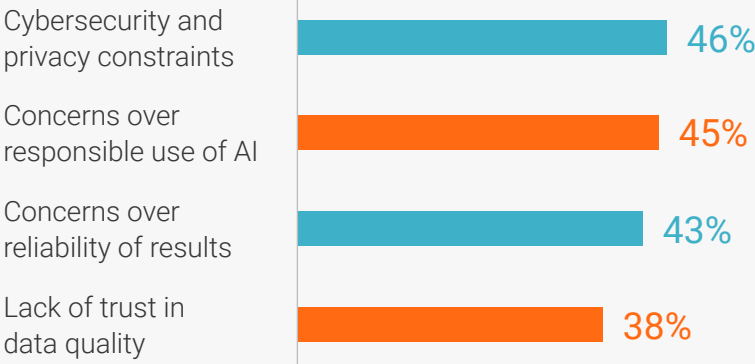
97%

face difficulty demonstrating GenAI's business value



Data leaders feel the pressure to generate GenAI ROI quickly, but the majority are yet to show its value or get pilots across the finish line.

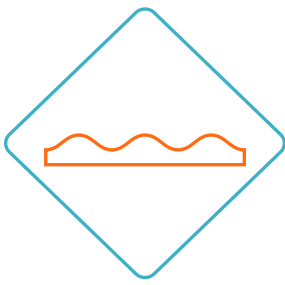
Key Roadblocks to Demonstrating GenAI's Business Value



Trust is a key theme that runs through these roadblocks, which highlights the need to gain company trust in GenAI efforts.

Obstacles Impacting GenAI Pilots

43%
lack of technical maturity



35%
shortage of skills and data literacy

43%
data quality, completeness and readiness



Data quality is, again, one of the top causes of concern for data leaders, which suggests that more can be done to ensure data is of a high quality.

Pit Stop: Strategies to Cross the Finish Line



99%

recognize the need for greater workforce training to harness GenAI responsibly



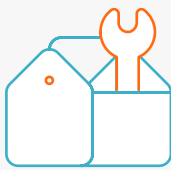
86%

plan to increase data management investments in 2025



87%

plan to increase GenAI investments in 2025



51%

foresee needing 10+ tools to support 2025 data management priorities



To take GenAI initiatives across the finish line and prove ROI, CDOs recognize that more investment is needed in data management and responsible AI training.

Accelerate GenAI value and drive more successful initiatives.

DOWNLOAD REPORT

Source: Informatica and Wakefield, CDO Insights 2025: Racing Ahead on GenAI & Data Investments While Navigating Potential Speed Bumps



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