

DATA AND AI IMPACT REPORT: THE TRUST IMPERATIVE

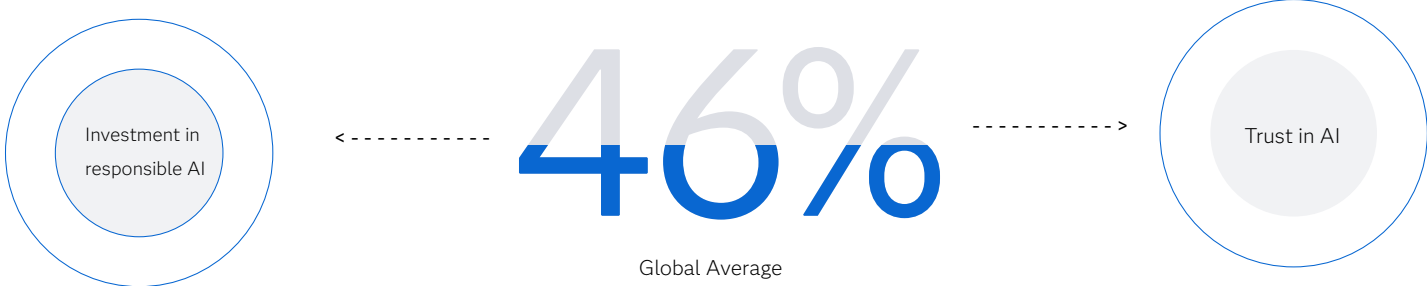
Key metrics defining the current state of AI and trust, from a global survey of **2,375** IT and business leaders.



01

A TRUST DILEMMA

The report reveals a pressing dilemma – where there is a misalignment between respondents’ perceived trust in AI systems and the AI’s actual trustworthiness.



57%

of organizations plan to moderately increase investments in responsible AI.

25%

expect to significantly increase them.

02

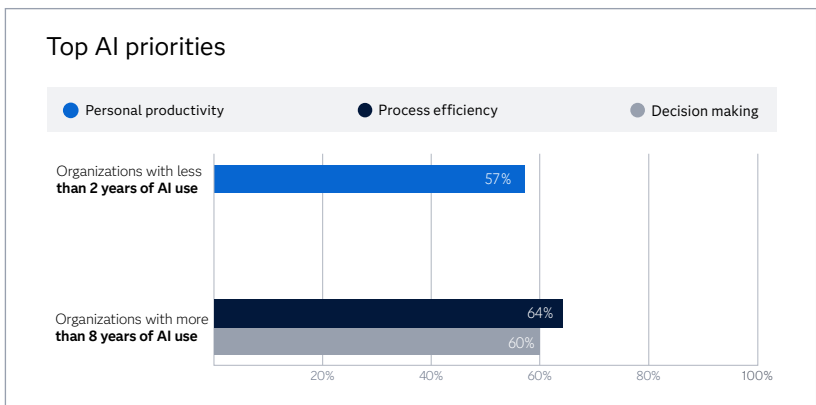
ORGANIZATIONS ARE TAKING NOTICE

83% of respondents are planning to increase investment in responsible AI practices.

03

CUTTING COSTS IS COUNTER-INTUITIVE

Companies that get the most ROI from AI aren’t just trying to cut costs – they’re reimagining how their organizations work.



04

THE HUMAN-LIKE BIAS

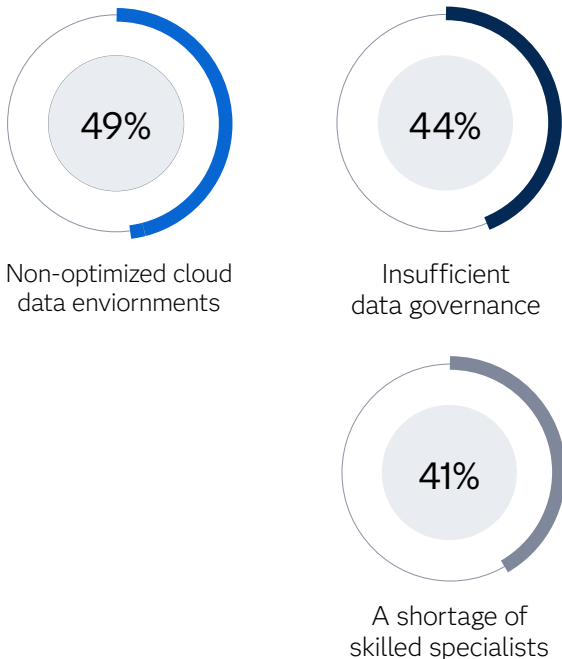
Generative AI is trusted **200%** more than traditional machine learning, even though ML is explainable and far more transparent. Why? The more “human” AI feels, the more we trust it – regardless of actual reliability. Organizations must be cautious to not mistake familiarity for reliability.

05

AGENTIC AND QUANTUM AI ARE NEXT

AI agents and quantum computing are gaining trust and generating excitement – but most organizations aren’t ready.

Main challenges impeding AI progress



For more insights on data, AI and trust, read the full report at: sas.com/ai-impact

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