Fivetran

The AI execution gap:
Why nearly half of enterprises struggle to deliver AI success

Data professionals cite integration challenges as the biggest roadblock to AI success. Our latest research uncovers the missing link to AI-ready data.

AI can't deliver results if data isn't fully centralized, and a new report highlights **poor data readiness as a leading factor** in undermining enterprise AI implementation and readiness on a wide scale.

- **57%** of enterprises call their data centralization strategy "very effective," yet **42%** report that over half of their AI projects fail or underperform.
- **34%** say data integration challenges are the top reason AI initiatives fail.
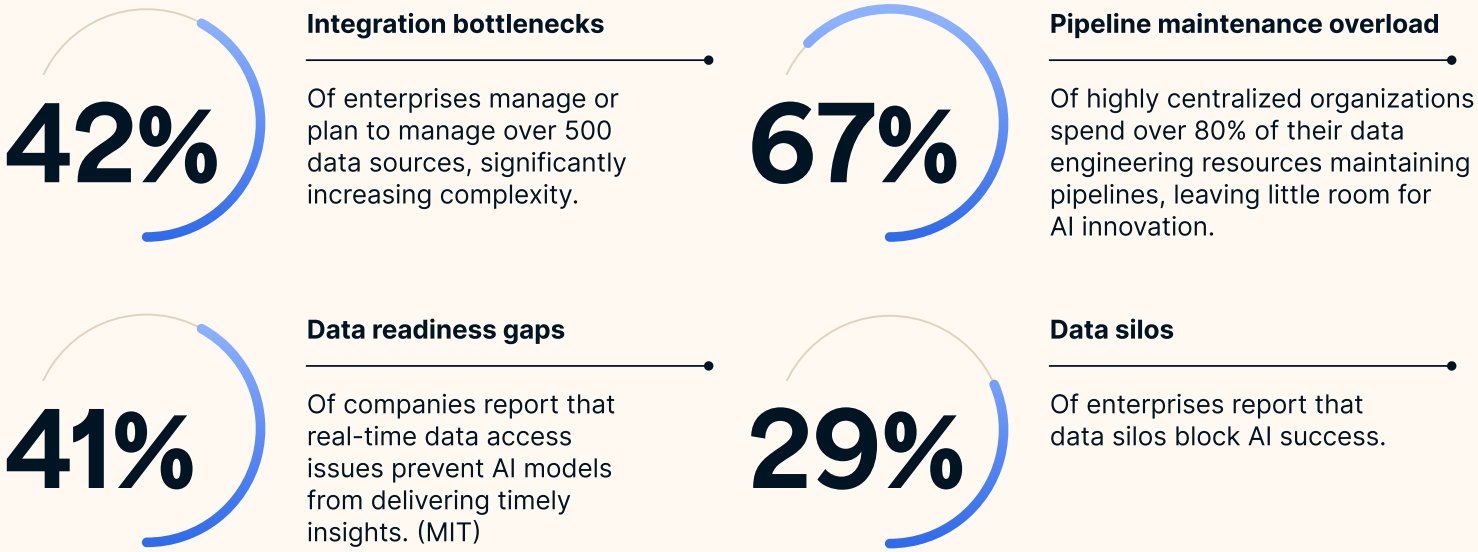
THE BUSINESS COST OF POOR AI EXECUTION

AI inefficiencies don't just slow innovation — **they increase costs**:

- **38%** of enterprises cite increased operational costs due to AI project failures.
- **67%** of centralized enterprises allocate over 80% of their engineering resources to maintaining pipelines, increasing operational expenses.
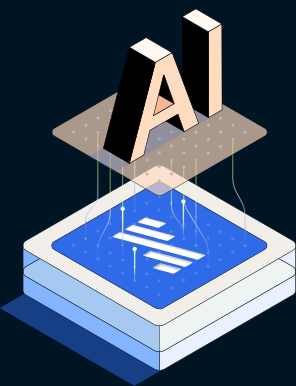
If enterprises do not get to the root cause of AI implementation failure, they will not be able to compete in ever-advancing marketplaces.

WHY DATA READINESS DEFINES SUCCESS

Organizations often struggle to ensure their data is fully centralized, governed, compliant, and AI-ready. Major roadblocks to getting to that ideal data state include:

42%
Integration bottlenecks
Of enterprises manage or plan to manage over 500 data sources, significantly increasing complexity.

67%
Pipeline maintenance overload
Of highly centralized organizations spend over 80% of their data engineering resources maintaining pipelines, leaving little room for AI innovation.

41%
Data readiness gaps
Of companies report that real-time data access issues prevent AI models from delivering timely insights. (MIT)

29%
Data silos
Of enterprises report that data silos block AI success.

To unlock AI's full potential, organizations must address the fundamental challenges of data readiness in order to open the floodgates of data accessibility.

How enterprises can achieve greater AI success

To shift from maintenance to value creation, organizations need modern data integration tools that automate pipeline management. By investing in automation-first infrastructure, enterprises can reduce long-term costs, enhance agility, and ensure their AI initiatives are fueled by reliable, high-quality data.