



Service Description - ISG AI Maturity Index™

G-CLOUD 15. LOT 2B: SOFTWARE AS A SERVICE (SAAS)

ISG's AI Maturity Index is a data-driven platform that gives organisations a clear view of AI adoption across people, processes, and culture. It benchmarks adoption, identifies change and training priorities, mitigates AI risk, and provides actionable insights to turn AI investment into measurable productivity and business outcomes.

Scaling AI: Gap Between AI Ambition & Workforce Readiness

AI INVESTMENT IS SURGING

300% 45%

AI Spend Growth

Increased Sourcing Efforts that Include AI

BUT MEASURABLE OUTCOMES ARE LAGGING

22%

ROI Realization

THE PROBLEM ISN'T TECHNOLOGY. IT'S **WORKFORCE READINESS**.

Only 3%

increase on investment in upskilling people for AI Readiness

Sources: ISG Research & AI Maturity Index data, 2025

"We've invested millions in AI, but our teams are not using it."

"We don't even know if we are ahead or behind."

THERE IS A LACK OF A STANDARDIZED, ORGANIZATION-WIDE APPROACH TO MEASURING WORKFORCE READINESS FOR AI

Criteria to Ensure Workforce Readiness to Adopt and Scale AI



Guide Investments and Update AI Roadmaps Based On Actual Capacity

- Bottom-up data from individual assessment
- Ability to aggregate and analyze at a term, geo or all-company level
- Clear visibility into where organizational change management is required
- Clarity on which teams are ready to adopt new AI capabilities – and which are not

INTRODUCING

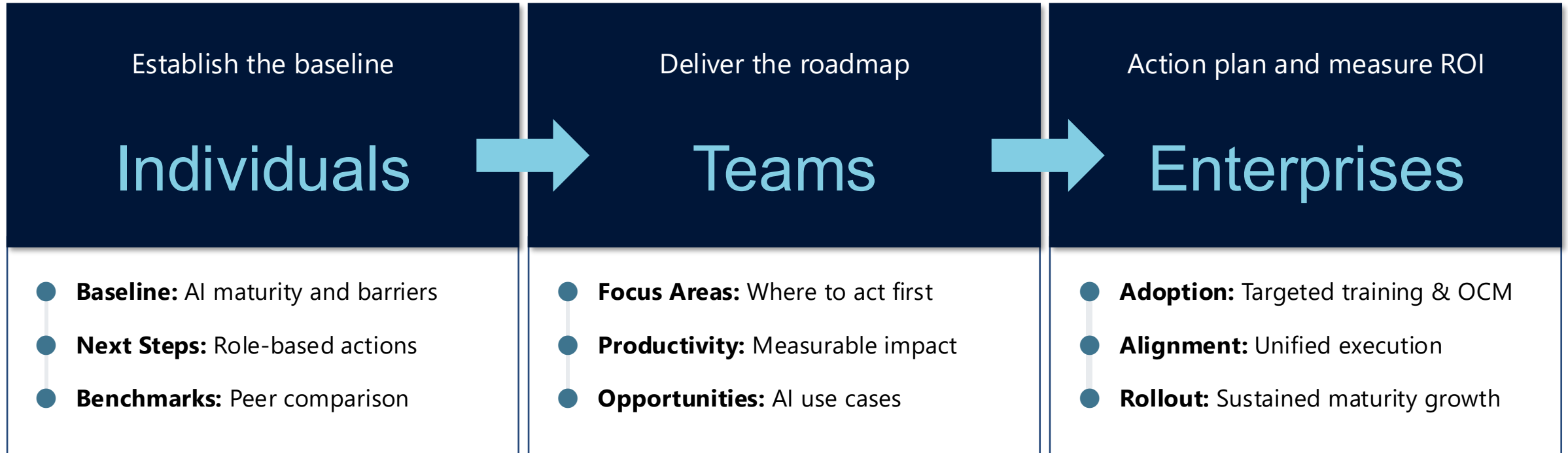
AI Maturity Index™

A **data-driven assessment** platform for organizations to rapidly understand how ready their workforce is to adopt AI.

This **15-minute** diagnostic turns assumptions into measurable insight, and **quantifies readiness** across people, processes, and culture.

Reveal gaps, benchmark performance against peers, and deliver a clear **roadmap** of workforce initiatives to unlock AI investments into results.

Enterprise-wide Alignment & A Comprehensive Roadmap



Continuously measure and benchmark enterprise AI readiness using bottom-up employee insight
Surface evolving gaps and risks, including shadow AI, to **guide governance, L&D, and AI strategy**

Measure Workforce Readiness Across Five Dimensions

1

SKILL

Maps the breadth and depth of AI use cases across roles, highlighting gaps and emerging champions.

2

COLLABORATION

Evaluates how teams integrate AI into workflows and decision-making.

3

CREATIVITY

Measures innovation and experimentation in leveraging AI for new solutions.

4

ETHICS

Analyzes understanding of responsible AI use, data integrity, and bias awareness.

5

TRUST

Examines confidence in AI outcomes and willingness to adopt AI-driven insights.

FAST

15 minutes per employee
Adoption clarity in **weeks**, not quarters

DATA-DRIVEN

140,000 + data points collected
100+ languages supported

CREDIBLE

Benchmarks from **100+ countries**
Deep **transformation** expertise

WORK WITH US

Unlock Your AI Potential in Three Simple Steps

STEP 1

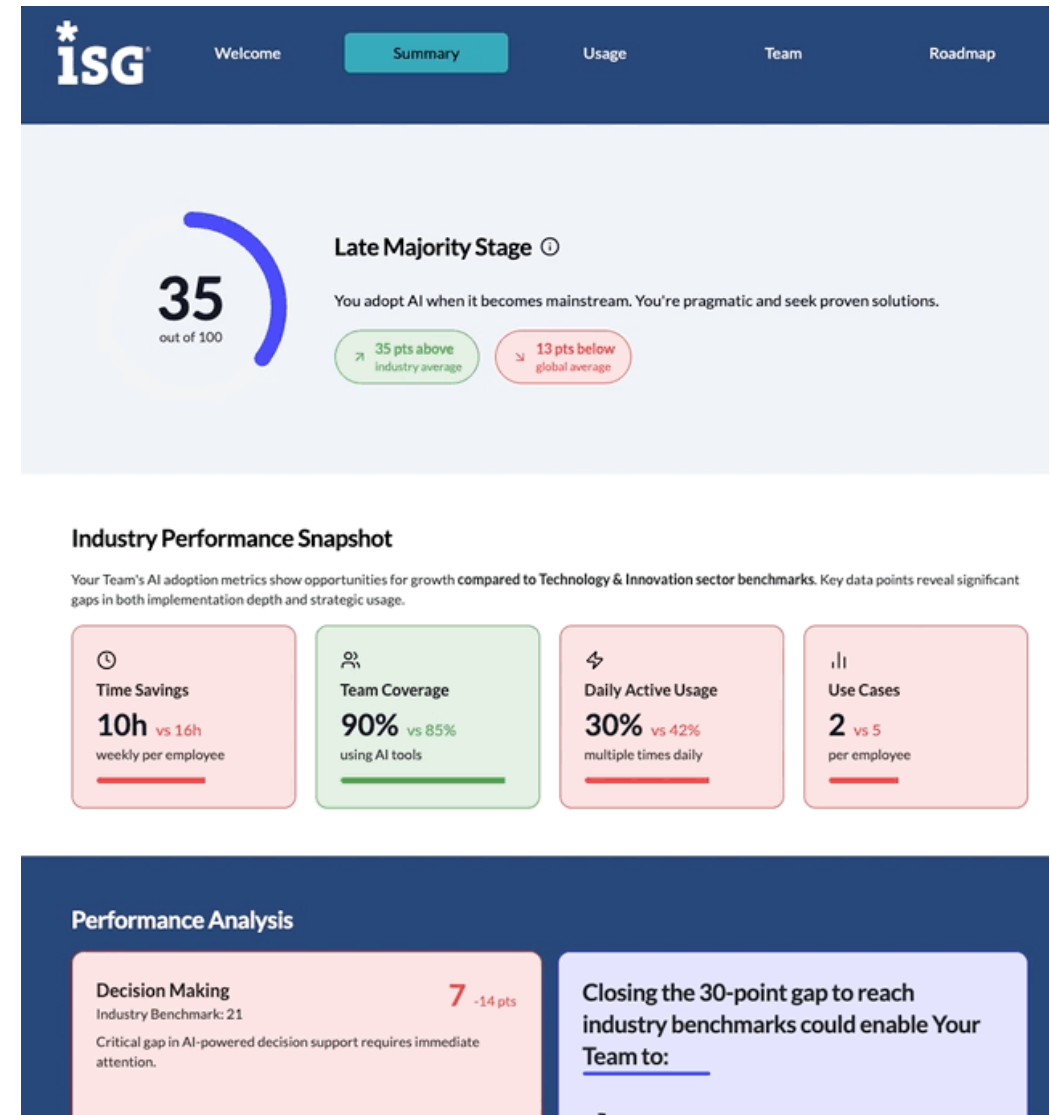
Employees complete a 15-minute conversational AI-led **assessment**

STEP 2

Receive a customized **benchmark report** tailored to your organization

STEP 3

Implement your roadmap which outlines the steps to accelerate adoption and ROI.



Sample Report (Click the Image to Play)

About ISG



isg-one.com

ISG is the partner to help you: answer the critical questions, find the right providers, get the most out of your digital transformation and navigate major industry-defining trends.



ISG is a global technology research and advisory firm.

1,600 employees

In more than 20 countries

900 clients

Including 75 of the world's top 100 enterprises

We are technology advisors and researchers **who help your enterprise:**



Determine a future vision.

Evaluate, establish and prioritize your most critical long-term business objectives.



Find the right partners.

Source, evaluate and help you get the most from technology service providers, without conflict or compromise.



Lead rapid change.

Redesign your operating model, using technology to drive faster and positive change across your organization.



Realize value at scale.

Provide data and tools to optimize cost, governance organizational change, vendor management, and more.

What matters most to your business?

Our advisory is focused on it.



Automation

Leverage robotic process and cognitive automation technologies.



Cognitive and Analytics

Accumulate data capital and monetize it effectively.



Digital Engineering

Move into a differentiated position in a secured, intelligent and connected economy.



Networks

Create an optimal, right-fit network services strategy that adds significant value to your business.



Sourcing

Find the right partners and make the best deals.



Benchmarking

Track and meet your cost, performance and quality objectives.



Cost Optimization

Drive greater value for your enterprise and get the most efficient and effective business operations and technology.



Future of Work

Integrate the best of digital, physical and human solutions.



Organizational Change Management

Empower your people to realize benefits faster and increase productivity through technology usage.



Cloud Advisory

From strategy to implementation to managed services, we help you to define your Cloud journey.



Business Operations

Transform general and administrative processes to deliver new efficiencies and unleash superior business value.



Cybersecurity

Transform your existing information security into an agile and vigilant operation to protect your enterprise.



HR Technology and Transformation

Engage the workforce of tomorrow and deliver value to the business in a new way.



Software

Optimize your strategic software suppliers and ecosystems.



Technology Modernization

Architect your organization's infrastructure and applications for success.

Our data-driven research can help ground your buying decisions in objective and balanced evaluations.

Access the authoritative source
for the latest data and trends
in the global IT and business
services industry with

ISG Index™

Track, compare and benchmark
cost, quality and productivity
across all functional areas of
business and IT with

ISG ProBenchmark®

Monitor, understand and improve
your partner relationships with

**ISG Experience
Assessment Center**

Gain intelligence and insight
on technology providers with

ISG Provider Lens™

Fuel your learning
and networking with

ISG Events™



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Access the authoritative source for the latest data and trends in the global IT and business services industry with

ISG Index™

Track, compare and benchmark cost, quality and price across all functional areas of business and IT with

ISG ProBenchmark®

Market studies and inquiries on demand activity, buying trends, service delivery, and commercials with

ISG Market Lens™

Access research and insights to support better, faster decision-making on software and technology providers with

ISG Software Lens™

Access research and insights to support better, faster decision-making on service providers with

ISG Provider Lens™



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ISG (Nasdaq: III) is a global *AI-centered* technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.