



Gartner

Sneak Peek

Pinpoint High-Impact AI Use Cases and Develop Your AI Roadmap

AI investment is accelerating,
but results aren't guaranteed.

By 2027,
40%

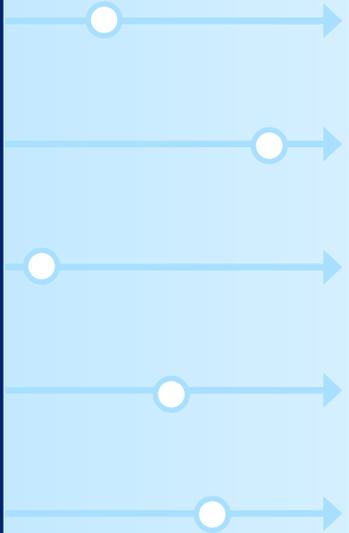
of agentic AI projects
will be canceled.

By the end of 2025,

50%

of GenAI efforts were
abandoned after proof
of concept.

Source: Gartner



The message is clear: Organizations need a smarter, more disciplined approach to AI.

Gartner AI Use Case Insights Platform shows you where AI can truly create value by helping you discover, evaluate and prioritize high-impact use cases tied to business outcomes.

The AI Maturity Assessment reveals your current capabilities, highlights the gaps that matter most and provides a clear roadmap for improvement. Used together, they give business and technology leaders the clarity and confidence to deliver AI outcomes that are practical, scalable and financially meaningful.

AI Use Case Insights

Access an expansive and continuously updated library of AI use cases, filterable by industry, function and target business objectives.

Evaluate each AI use case based on Gartner expert assessment of projected business value and complexity of implementation — all informed by proprietary research and real-world adoption data.

Search Use Cases by keywords. Eg: GenAI

Industry: Select... Sub-Industry: Select... Business Function: Select... Business Value: Select...

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1,000+ proven AI use cases and real-world case studies

Intelligence analysis (Defense)
Generative AI will assist with intelligence analysis through the collection and synthesis of large amounts of data to generate reports, summaries and visualizations augmenting military analysts in pat...

Product Development and Selection
Application of AI through simulation, and discovery of new products for sale that align with customer needs and organizational sustainability goals. Includes processes such as di...

Intelligence Analysis (Public Safety)
Open-source intelligence (OSint) and analytics solutions can use GenAI for answering queries for analysts and investigators from intelligence information sources.

Synthetic Data Generation
Synthetic data generation allows investment firms to overcome data limitations and enhance their analytics capabilities. Synthetic financial datasets can be used for various purposes...

Sales and Marketing Productivity

Industry: Communication Service Provider | Sub-Industry: NA
AI Capability Area: AI Content Creation - Language (Writing/Text) | Business Function: Sales, +1

Enables sales and marketing teams optimize processes, such as pipeline management, CRM updates and collateral creation, including personalised marketing campaigns.

[Remove from Dashboard](#)

Gartner's Assessment

Use Case Category: **Likely Wins**
Likely Wins combines use cases offering medium-to-high feasibility with medium-to-high value, making them wins in most circumstances

Value		Feasibility	
Overall Rating: High		Overall Rating: High	
Revenue	Medium	Technical	High
Efficiency	High	Internal	High
Managed Risk	High	External	High
Non-Financial	Medium		

[View Assessment Explanations](#)

Value vs Feasibility matrix with quadrants: Calculated Risks, Likely Wins, Marginal Gains. 'Sales and Marketing Productivity' is plotted in the 'Likely Wins' quadrant.

Industry: Healthcare Sub-Industry: Life Sciences Business Function: Operations Business Value: Increase Efficiency Clear All

Healthcare X Life Sciences X Operations X Increase Efficiency X

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Clinical Content Drafting
LLMs and GenAI are used to generate standard content deliverables from libraries of existing content, partially automating the authoring process. At the same time, they apply consistency, ensuring inc...

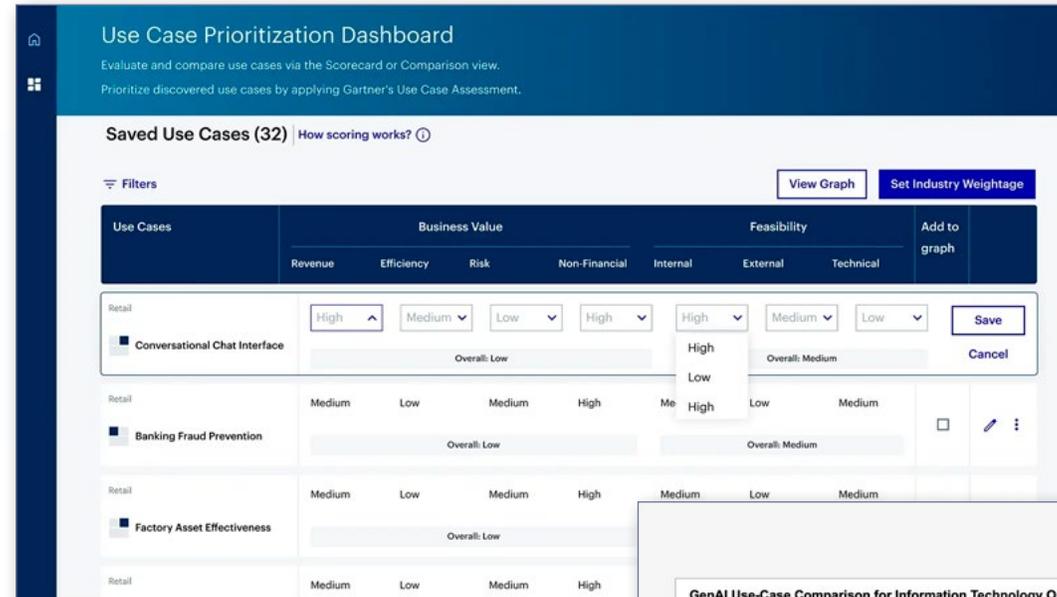
Data Optimization for Research
Large language models (LLMs) and GenAI models are trained on scientific data to clean, curate, harmonize, annotate and even synthesize data for use in research projects, enabling more efficient data p...

EBR Mining
Quality assurance leaders use LLM-enabled tools to validate and enrich data entered into electronic batch record (EBR) systems. The tools analyze batch data and generate detailed EBRs with standardize...

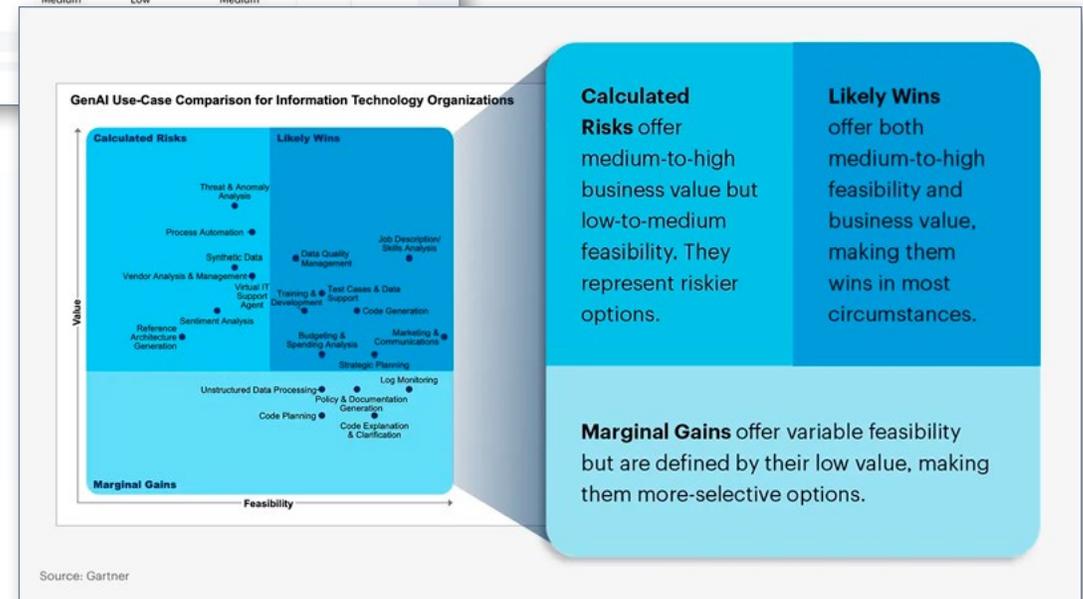
Molecular Development
GenAI is used for molecular generation to predict molecular conformations (for example, chemical and protein molecule structures), using models tuned with scientific, experimental and laboratory data ...

AI Use Case Insights

Use interactive dashboards and scorecards to rank and compare your shortlisted AI use cases based on alignment with organizational goals, risk appetite and readiness.

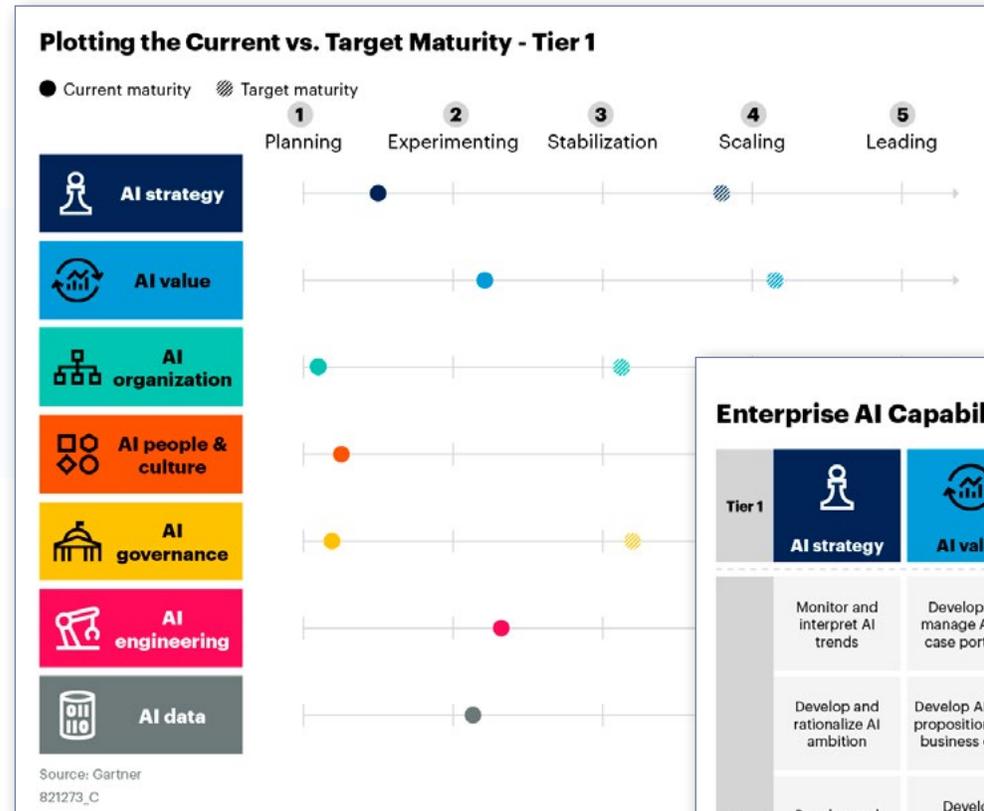


Export visualizations and action plans to continuously inform your AI roadmap and identify the most feasible opportunities that promise the greatest value.



AI Maturity Model and Roadmap Toolkit

Determine your organization's AI maturity with a robust assessment across seven core AI pillars to help develop an AI roadmap.



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Enterprise AI Capabilities for Maturity Model - Tier 1 and 2

	AI strategy	AI value	AI organization	AI people & culture	AI governance	AI engineering	AI data
Tier 1	Monitor and interpret AI trends	Develop and manage AI use case portfolio	Develop external partnerships and alliances for AI	Manage culture and change for / due to AI	Create, maintain, and evolve AI, governance policies and controls	Design and architect AI applications and systems	Acquire and prepare AI data
	Develop and rationalize AI ambition	Develop AI value propositions and business cases	Manage and balance internal and external ecosystem	Evolve roles and staffing for / due to AI	Develop AI governance operating models and teams	Develop, test and integrate AI applications and systems	Manage and govern AI data
Tier 2	Develop and refine AI strategy	Develop AI product portfolios	Evolve internal operating model	Deliver skills, training, and literacy for AI	Engineer oversight systems and enforce policies	Deploy, operate and scale AI systems	Build AI data utilization and insights
	Develop and coordinate AI strategic roadmap					Manage project, platform and application portfolios	
	Innovate / incubate AI					Develop and manage AI engineering teams	

Source: Gartner
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AI Maturity Model and Roadmap Toolkit

Evaluate current versus target maturity levels to identify gaps and opportunities. This scoring system enables a strategic approach to prioritizing AI initiatives.

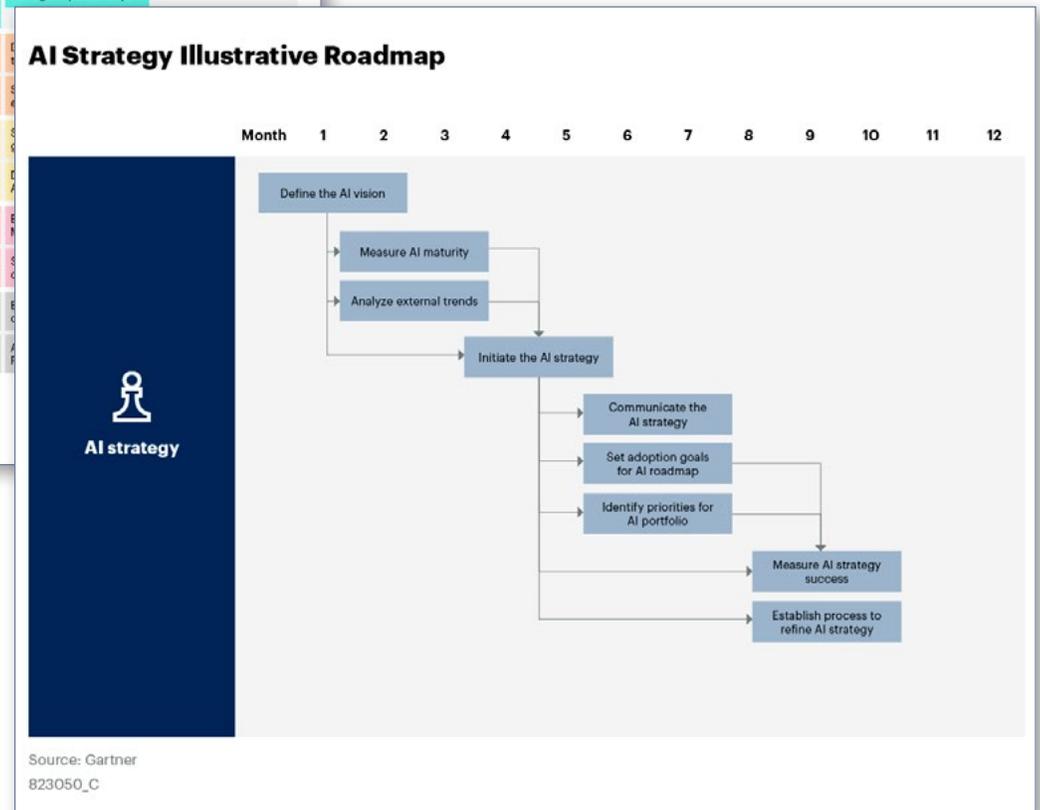
AI Roadmap at a Glance

← Initial activities → → Advanced activities →

AI strategy	Define the AI vision	Analyze external trends	Communicate the AI strategy	Identify priorities for AI portfolio	Establish process to refine AI strategy
	Measure AI maturity	Initiate the AI strategy	Set adoption goals for AI roadmap	Measure AI strategy success	
AI value	Prioritize initial AI use cases	Run initial AI pilots	Establish process to prioritize AI portfolio	Implement AI FinOps practices	Setup AI value monitoring system
	Define value for initial AI use cases	Track value of initial use cases	Introduce product management practices	Launch an initial AI product	Establish an AI product portfolio
AI organization	Create an AI resourcing plan	Appoint an AI leader	Establish AI target operating model		
	Set up an AI community of practice	Set up an initial AI team/center of excellence	Form initial external AI partnerships	Set up process to manage AI partnerships	
AI people & culture	Create an initial AI workforce plan	Create an AI change management plan	Set up process to evaluate AI workforce impact		
	Set up process for review of roles and job redesign	Create initial AI awareness campaigns	Launch an AI literacy program		
AI governance	Identify top AI risks and mitigation	Establish AI ethical principles	Set enforcement processes		
	Define initial AI policies	Gain buy-in for AI governance approach	Define decision rights for AI		
AI engineering	Establish build vs. buy framework	Set up a sandbox environment	Define AI reference architecture		
	Select vendors for initial AI use cases	Develop a library of design patterns	Create an AI vendor and application strategy		
AI data	Assess data readiness for initial AI use cases	Build data analytics for AI	Extend data governance to support AI		
	Implement data readiness plan	Gain buy-in to evolve data capabilities for AI	Evolve data capabilities for AI		

Source: Gartner
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Go deeper into each roadmap workstream to understand the moving parts of your AI roadmap at a high level, and receive tailored recommendations on Gartner resources and best practices.



Actionable, objective insights

Explore these additional complimentary resources and tools on AI:

 <p>Insights Gartner AI Hub Discover unparalleled proprietary AI insights, conferences and tools.</p> <p>Learn More</p>	 <p>Webinar Gartner's Guide to Identifying "Top" AI Use Cases, Funding and Measuring Value Identify and prioritize AI use cases using our structured evaluation criteria.</p> <p>Watch Now</p>	 <p>Article Why Your Headcount Strategy Matters More Than AI Downsizing Cost-cutting is non-negotiable, but here's why you should proceed with caution.</p> <p>Read Now</p>	 <p>Article Why 50% of GenAI Projects Fail – And How to Beat the Odds Master these fundamentals to turn pilots into production.</p> <p>Read Now</p>
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