

AI Shockwaves: The Real Disruptors Beyond the Productivity Boom

Gartner

CIO *Edge*

Strengthen your influence and impact

Nearly 90% of technology leaders remain focused on employee- or process-level GenAI initiatives, but the next game-changing phase of AI innovations is yet to be realized. AI shockwaves, the second- and third-order impacts of innovations are right around the corner. Don't get left behind: start embedding AI at the core of workflows and establish AI-first business models now.

Less than
37%

of technology leaders currently focus on enterprise-level GenAI initiatives that can lead to industrywide disruptions.

[Read More ↗](#)

“Productivity-led transformation is not AI’s real disruptive power. It’s the shockwaves that AI will cause when things become free, turn obsolete, or when rules and roles are re-written in an industry.”

Hung LeHong

Distinguished VP Analyst, Gartner

Prepare for new AI disrupters

If you're still focused on AI's ability to boost productivity, look ahead. AI shockwaves will rewrite industry rules, rendering core offerings obsolete and creating entirely new business ecosystems. Harness the future of AI with these actions:

- 1 Embed AI into the core of your workflows** - to accelerate innovation and scale disruptive capabilities, not just react.
- 2 Establish an AI-first business model** - in which core products and services are AI-driven, with AI embedded into everyday user experiences.
- 3 Incubate experimental AI ventures** - to explore disruptive AI applications outside your core business.

- 4 Forge AI partnerships** - through strategic collaborations with startups, vendors, research labs, and universities for early access to breakthroughs.
- 5 Dive into open ecosystems** - and open-source AI communities to accelerate progress and scale investments.

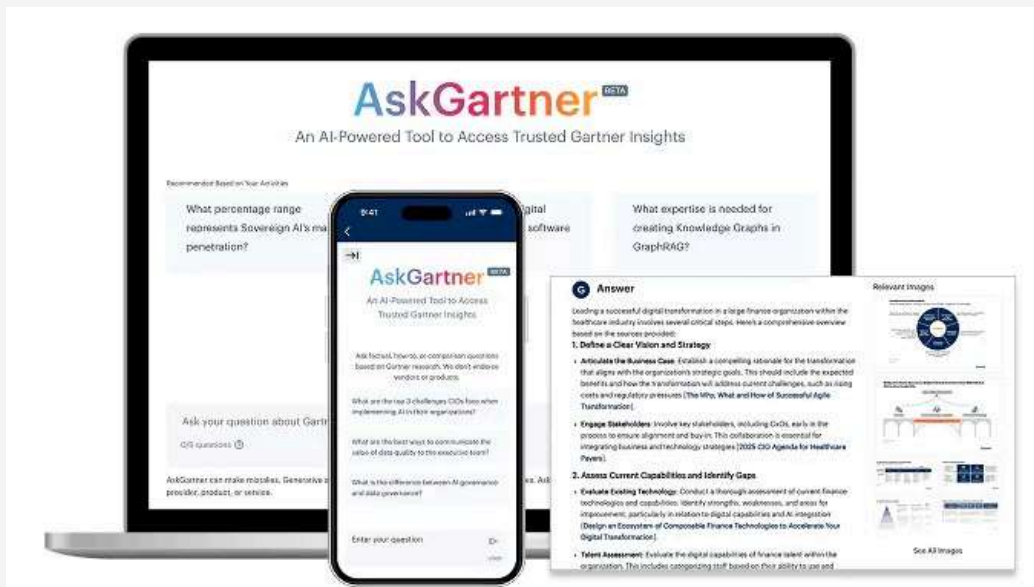
Prepare now for the shockwaves that will reshape your industry.

Get faster answers

Moving quickly from insight to action requires the right knowledge at the right time.

AskGartner is an AI-powered tool that gives you access to Gartner insights faster and more easily. Get a tailored experience with instant, contextualized answers to your most urgent questions.

- **Intuitive interface** - allows you to ask business-critical questions in natural language.
- **Exclusive access** - to actionable recommendations sourced from proprietary business and technology insights.
- **Data integrity and objectivity** - with responses grounded in unbiased, expert perspectives.
- **Forward-looking, executive-focused** - guidance that uses proven methodologies to give you the foresight to confidently address mission-critical priorities.



Accelerate your performance with AI-powered Gartner insights.

What's top of mind?



Hung LeHong is a Distinguished VP Analyst who helps C-level executives innovate. Here's what CIOs are asking him:

Q: How can I ensure my organization is ready to address AI shockwaves?

A: Executive leaders must assess the capabilities of their enterprises before making a plan to address shockwaves:

1. **Consider the speed with which you'll pursue AI.** On average, organizations are managing around 10 AI initiatives and progressing at an "AI-steady" pace - building talent, technology, data readiness, and governance gradually. In contrast, more aggressive adopters are running at an "AI-accelerated" pace, often managing far more than 10 initiatives and treating AI like a strategic portfolio, supported by high maturity in strategy, governance, and technology.
2. **Calibrate your AI response based on your unique position** - whether vulnerable or advantaged - and align it with your organization's long-term vision. Success hinges on readiness across four dimensions: ability to drive change, manage risk, sense shifting conditions, and sustain core operations amid disruption.

Navigate the Gartner Hype Cycles for AI in 2025

Join this [complimentary Gartner AI webinar](#) as we explain the key techniques and technologies powering one of the most transformative technologies of the decade and how to leverage Gartner Hype Cycles to identify innovations to exploit to execute your AI strategies.

[Reserve your Spot ↗](#)

Now on Gartner Peer Community™:

What GenAI assistants and AI-powered developer tools have been most successfully used in your software engineering organization? Why?

Join timely peer discussions around this topic and others on Gartner Peer Community™. Powered by 100,000+ members, this exclusive network of leaders and executives provides peer connections, conversations and actionable advice.

[Join the Conversation ↗](#)

Join the conversation



Please note that by unsubscribing, you will no longer receive Gartner marketing communications, but you will continue to receive communications relating to your contracted Gartner services. Any personal information you provide to Gartner will be used solely to process your request. For more information please refer to Gartner's Privacy Policy at gartner.com/privacy and direct any questions to privacy@gartner.com

Gartner, Inc., 56 Top Gallant Road, Stamford, CT 06902, USA 1-203 964-0096 gartner.com

[Manage my preferences](#) | [UNSUBSCRIBE](#) | This email was sent to Chelsea.Immen@gartner.com.

© 2025 Gartner, Inc. and/or its affiliates. All rights reserved.