

AI Strategy Roadmap

How to drive AI success from concept to business value



How can organizations strategically manage and prioritize AI initiatives?

In today’s tech environment, the pace of change is so staggering that understanding, leveraging and scaling AI solutions is now an imperative for organizations seeking a competitive edge. AI is no longer a driver of business value, but a key differentiator and disruptor across industries.

The solution to effectively evaluating, managing and prioritizing AI initiatives lies in adopting a comprehensive strategic framework that uses a structured guide for planning, sequencing and executing AI activities that align with business objectives.

This research provides a customizable, strategic AI roadmap for outlining high-level activities, dependencies and sequencing, so organizations can tailor their AI strategies according to their unique goals and maturity levels. This framework is designed to not only help leaders navigate the complexities of AI use, but also ensure organizations remain focused on the initiatives that are scalable, sustainable and promise the highest upside.



Gartner clients, [login](#) to access the entire roadmap or talk to a rep for help building your AI Strategy Roadmap.

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	Set up 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 process to manage AI partnerships	
	Set up an AI community of practice	Set up an initial AI team/ center of excellence	Form initial external AI partnerships		
AI people and culture	Create an initial AI workforce plan	Create an AI change management plan	Set up process to evaluate AI workforce impact	Define business champions to drive AI literacy	
	Set up process for review of roles and job redesign	Create initial AI awareness campaigns	Launch an AI literacy program	Set up monitoring of employee readiness for AI	
AI governance	Identify top AI risks and mitigation	Establish AI ethical principles	Set enforcement processes	Set up cross-functional AI governance board	Use AI literacy programs for AI governance
	Define initial AI policies	Gain buy-in for AI governance approach	Define decision rights for AI	Define target governance AI operating model	Pilot AI governance tooling
AI engineering	Establish build vs. buy framework	Set up a sandbox environment	Define AI reference architecture	Establish MLOps/ ModelOps practice	Design and embed AI UI/ UX best practices
	Select vendors for initial AI use cases	Develop a library of design patterns	Create an AI vendor and application strategy	Set up an AI observability system	Stand up AI platform engineering
AI data	Assess data readiness for initial AI use cases	Build data analytics for AI	Extend data governance to support AI	Establish an AI data quality framework	Implement data observability for AI
	Implement data readiness plan	Gain buy-in to evolve data capabilities for AI	Evolves data capabilities for AI	Adapt metadata practices for AI	

Source: Gartner

AI strategy: Urgency drivers for CIOs and their teams



CEOs believe the AI hype is justified, with **84%** of CIOs increasing their AI funding in 2025 as a result.



63% of business leaders are planning, piloting, implementing or have already implemented AI in their functions.



47% of CIOs say AI investments have not met their ROI expectations.

Source: Gartner

The stakes have never been higher for CIOs and their teams to develop an AI strategy that delivers business impact:

- Expectations of business impact from AI by CEOs and boards are at their peak.
- CIOs are under pressure to quickly identify how AI can be used and provide value in their organizations.
- AI raises the stakes on technology readiness, including security, infrastructure, process and development capabilities.
- CIOs need to build an AI initiatives portfolio moving beyond productivity gains.

3 key questions for phasing the development of AI strategy and prioritizing initiatives

1 How can you prioritize AI projects to align with your business strategy and maximize impact?

2 What are the key costs, risks and value opportunities associated with each initiative?

3 Who are the critical stakeholders and teams required to drive AI strategy and execution?

What are the key stages?

This roadmap shows the sequence of objectives and desired outcomes. It's useful for aligning all stakeholders and is distilled from interactions with clients who've successfully implemented AI initiatives. A few key milestones and associated Gartner resources are highlighted throughout, but our full roadmap includes complete details of all milestones and resources for each stage of the initiative.



Did you know as a Gartner client you can use the **Gartner AI Maturity Model** to effectively determine your AI maturity and plot those steps?

Define AI ambitions

Prioritize AI use cases

Build your strategy

Benchmark and communicate

Track and measure impact



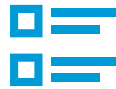
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Step 1

Define AI ambitions

Actions to take:

Identify key business priorities to determine where AI can drive significant productivity gains.

Secure executive buy-in by managing expectations and addressing potential AI overhype risks.

Develop and validate an actionable AI vision with senior leadership to guide enterprise strategy.

Sample associated Gartner resources include:

- **Research:** Discover AI opportunities for your enterprise with Gartner AI Opportunity Radar: Set Your Enterprise's AI Ambition.
- **Toolkit:** [Gartner AI Maturity Model & Roadmap](#)
- **Expert insights:** Reimagine how technology stacks, data approaches and governance structures can evolve to support AI with AI Technology Sandwich: A Conceptual Framework for Executing AI.
- **Client webinar:** What Is Your Enterprise's AI Ambition?

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Step 2

Prioritize AI use cases

Actions to take:

Evaluate and categorize AI use cases by business value, feasibility and alignment with competitive strategy.

Select appropriate technologies and vendors for prioritized use cases to ensure optimal implementation.

Appoint an AI lead and establish an AI lab to pilot projects, aiming for quick wins and strategic insights.

Sample associated Gartner resources include:

- **Expert inquiry:** Discover and prioritize the most impactful use cases with Gartner's AI use case insights tool, and discuss key considerations for your organization.
- **Case study:** Leverage real-world examples to enable ideation on the art of the possible: AI and Generative AI Case Study Snapshots
- **Executive Partner (EP) consultation:** Collaborate with your EP to explore and validate AI use cases by leveraging their insights and experiences from other orgs.
- **Client webinar:** CIOs, Set the Right AI Strategy in 2025
- **Must-attend conferences:** Experience the value of live Gartner D&A and CIO conferences.
- **Tool:** With [Gartner AI Use Case Insights](#), explore, evaluate and prioritize over 500 proven AI use cases tailored to your industry based on your desired outcomes.

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Step 3

Build your strategy

Actions to take:

Establish guardrails for AI trust, risk and security to promote responsible AI use across the organization.

Align AI use cases with IT and business capabilities, adopting a platform-based approach for effective deployment.

Implement a robust AI governance framework to identify key risks, roles and competencies to support AI initiatives.

Sample associated Gartner resources include:

- **Research:** Begin planning your AI strategy by understanding: [The Pillars of a Successful AI Strategy](#)
- **Expert inquiry:** Get support from a Gartner AI expert in building and vetting your plan for AI literacy and for [Defining AI and Setting Realistic Expectations](#) with other leaders.
- **Tool:** Design, implement and adjust AI governance, ensuring compliant, ethical, trustworthy and responsible AI: [Executive AI Governance Playbook](#)
- **EP consultation:** Collaborate with your [Executive Partner](#) to identify gaps and challenges in developing your strategy. Discuss how to unite stakeholders around AI literacy: [Why You Need to Build AI Literacy](#)

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Step 4

Benchmark and communicate

Actions to take:

Document goals, frequency and channels for communicating AI strategy to various stakeholders.

Define a framework to systematically measure AI maturity and conduct a baseline assessment to identify gaps.

Present the comprehensive AI strategy and value examples to the executive board to secure approval and funding.

Sample associated Gartner resources include:

- **Benchmark:** Evaluate and enhance your organization's capabilities in leveraging AI: [Gartner AI Maturity Model](#)
- **EP consultation:** Leverage your Executive Partner's assistance to connect 1:1 with a peer who is in a similar place in their AI journey and with whom you can collaborate.
- **Research:** Leverage key slides to support strategic discussions.
 - Board Presentation: Data on AI
 - Build a holistic value story to communicate the impact and value of AI.
- **Research:** Enable execution, ongoing management and governance of the data management discipline: [CIO's Guide to AI-Ready Data](#)

Define AI ambitions

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Step 5

Track and measure impact

Actions to take:

Identify key metrics and KPIs that matter most to executives for measuring the success of the AI strategy.

Establish a process to monitor these metrics and schedule regular meetings with executive leadership to report progress.

Implement feedback mechanisms to assess each initiative's effectiveness and ensure strategic alignment with stakeholders.

Sample associated Gartner resources include:

- **Research:**

- Assess impact using Gartner's frameworks for cost, risk and value analysis for AI.
- Realize value from AI investments: A Journey Guide to Managing AI Governance, Trust, Risk and Security

- **Tool:**

- Analyze and communicate the most critical variables of cost and risk: AI and GenAI Cost Calculator
- Quantify value of AI initiatives: An EA Framework to Measure AI Value

- **Client webinar:** Assess AI economics and best practices for costs and ROI: AI Economics: Cost, Risk and Value for 2025

Essential leadership roles for developing a successful AI strategy

Mission-critical team members

Chief information officer (CIO)

CIOs are looked to by their CEO, peers and board of directors to develop a formal AI strategy that:

- Sets an AI ambition for the whole enterprise and identifies use cases, benefits and risks
- Aligns business and technology teams and changes organizational competencies to support AI
- Orchestrates ideas and promotes innovation

Chief data and analytics officer and team

D&A leaders are expected to lead their organizations in setting the data for AI strategy and must:

- Identify AI use cases for augmented analytics and data management
- Leverage existing D&A practices and establish D&A governance policies for AI
- Develop new sources of value from data through AI
- Ensure data is ready and available to be consumed by AI technologies
- Architect AI solutions

Chief information security officer and team

Cybersecurity leaders must ensure cybersecurity and data privacy are an integral part of the AI strategy and should:

- Establish trust, risk and security management for provisioned AI systems
- Provide overall program oversight on security and risk
- Anticipate and take actions against unforeseen consequences, such as data breaches or copyright violations
- Continuously update skills and readiness against new threats
- Design and architect resilient security solutions for AI

Head of enterprise architecture and team

Enterprise architecture leaders are expected to align tangible business value to the structure and design of AI. Key responsibilities include:

- Evaluate and guide use cases, requirements and decisions
- Govern AI technology architecture investment decisions
- Lead decision making about adopting AI technologies to drive business outcomes

Software engineering leader and team

Software engineering leaders must understand the implications of AI technology in depth and must:





- Clarify the desired business outcomes for AI integration
- Establish AI engineering best practices across the organization
- Transform products, services and experiences and build an AI-first approach into roadmaps
- Architect and plan software development to support AI objectives

Technical professionals

Technical professionals play a key role in unlocking the value of data by designing and building systems to collect, store, transform, operationalize and deliver data at scale.

Actionable, objective insight

Position your IT organization for success. Explore these additional complimentary resources and tools for CIOs:

 <p>Guide Get AI Ready</p> <p>Define your AI ambitions with the AI Opportunity Radar.</p> <p>Download Now</p>	 <p>Roadmap What Is AI-Ready Data? And How to Get Yours There</p> <p>Ensure your data is ready for use in the specific AI initiatives you plan to pursue.</p> <p>View Roadmap</p>	 <p>Tool Gartner AI Use Case Insights Tool</p> <p>Discover, evaluate and prioritize AI use cases to drive real business impact.</p> <p>Learn More</p>	 <p>Tool Gartner AI Maturity Model & Roadmap Toolkit</p> <p>Objectively assess your organization's AI maturity and gain access to best-in-class roadmaps.</p> <p>Learn More</p>
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