Gartner

Reimagining Tech Services in an AI-Driven Landscape

AI requires a holistic transformation of services.

Reimagining tech services in an AI-driven landscape

The tech services industry is experiencing massive change and disruption as AI transforms what and how value is created and delivered. Tech services practice leaders that adapt to emerging technologies and evolve how they deliver client value and grow will lead the way in a volatile market.

Approximately 50% of organizations investing in AI plan to engage service providers for the critical "last mile" phase — deploying and integrating solutions into operational workflows.

AI now demands structural change, not experimentation. To scale faster, deliver greater value and stay competitive, practice leaders must transform talent, assets and service execution.

To lead in the AI era, services firms must holistically transform how they:

- → Apply AI with sensible optimism. Cut through the hype to focus on AI implementations that deliver measurable results.
- → Treat data as currency. Redefine value by enabling clients to turn data into a sustained competitive advantage.
- → Build new talent pathways. Build and deploy new skills required to reshape work and lead the AI race.



Matthew Goldman
Practice Vice President

Your roadmap to success

Winners recognize AI isn't just another offering — it's breaking the traditional services model. They're redesigning delivery, pricing and talent around automation, embedding intelligence directly into the work.

Treating it like every prior wave — as something packaged and layered onto existing operations — may drive short-term growth, but ultimately leads to eroding billable hours, commoditized execution and weaker economics.

Gartner equips tech services leaders with insights, guidance and tools to preserve revenue, use AI for new efficiencies in operations and delivery, and develop the next generation of service offerings.

1. **Create differentiated service offerings.**
2. Position the practice for sustainable market impact.
3. Enable a strong offering ecosystem.
4. Build innovative commercial models.

Key outcomes to consider in Step 1

Build AI-ready talent pipelines that enable service provider organizations to successfully transition to new operating and business models.

Realign workforce strategies to ensure the organization has the skills, roles and capabilities required to execute AI-enabled business models effectively.

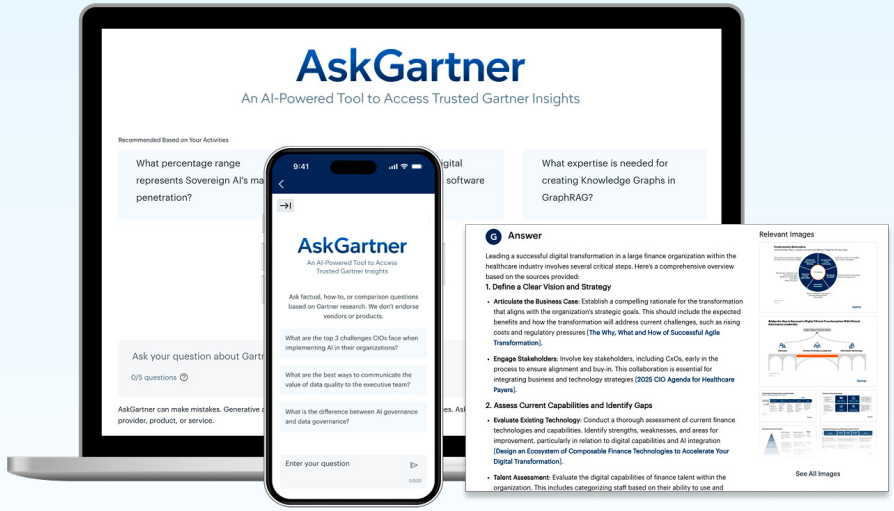
Key questions your tech services leader peers are asking

Gartner clients can ask questions like these directly of **AskGartner.**

Gartner clients can click to explore answers.

How do we integrate AI into our core business strategy?	Explore Answer ↗
What new revenue streams can AI create?	Explore Answer ↗
How will AI disrupt our current operating model?	Explore Answer ↗
What skills and talent do we need for an AI-first organization?	Explore Answer ↗
How do we transform our culture for AI adoption?	Explore Answer ↗

Your peers use AskGartner to answer these questions in minutes.



Learn More

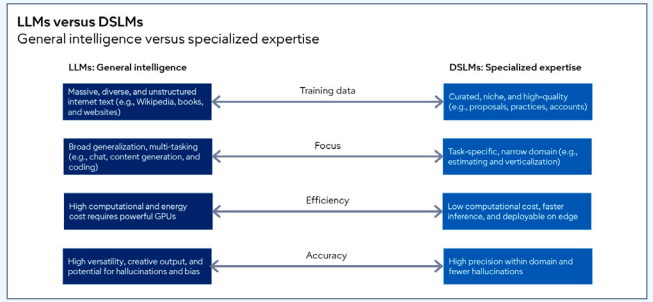
Gartner resources turn your priorities into plans and actions

Operationalize AI for practice talent.



5 Steps to Seize AI Agent Services Opportunity ↗

Operationalize AI within practice assets.



DSLMs Are the Future of Service Delivery Intelligence ↗

Operationalize AI for clients.



Unlock Agentic AI Market Opportunities ↗

Engage with Gartner

- Connect with an analyst to identify, review and refine your AI operational, business and go-to-market plans.
- Get guidance from Gartner analysts throughout your journey, including how to best overcome roadblocks along the way.

Expected outcomes

- Synchronized and orchestrated business operations
- Force-multiplied talent with AI-augmented personnel
- Invested with confidence for business results

Client Story

Investing With Confidence: How RSM Navigated AI Disruption

Mission-critical priority

RSM recognized that AI requires a holistic transformation of services, shifting their focus toward architecting a clear, capital-efficient AI strategy.

Their mission-critical priority was to align these new AI investments with evolving client demands and accelerate consensus across stakeholders.

How RSM leveraged Gartner resources

To operationalize this shift, RSM utilized Gartner strategic working sessions to refine their AI ambition and ensure alignment with both business objectives and customer needs.

Through close collaboration with analysts, the client leveraged deep industry data and long-term market projections to review and refine their AI operational and go-to-market plans.

This objective, third-party guidance empowered their leadership to confidently identify profitable areas of growth rather than relying solely on internal guesswork.

Mission accomplished

With Gartner support, RSM successfully built a clear AI roadmap and reached rapid stakeholder consensus across their organization.

They significantly accelerated their decision-making process, ensuring their AI investments would directly drive client impact and lead to tangible business outcomes.

Ultimately, this strategic alignment equipped them with the synchronized business operations necessary to lead the way in a volatile AI services market.

Watch the full story ↗

Address your other mission-critical priorities

AI requires a holistic transformation of services.

60% of IT services will include the use of agents by 2028, up from **10%** today.

Adapt service strategies as tech markets converge.

90% of the 2028 services total addressable market (TAM) will be digital business transformation services.

The market demands a reinvention of services differentiation.

87% of surveyed service buyers believe that many similar providers exist.

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Get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

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