

# Build an Agile AI Sourcing and Contracting Strategy

Master AI contracting complexities and  
orchestrate AI buying across the enterprise.



# Master AI contracting complexities and orchestrate AI buying

Decentralized technology buying, massive stakeholder involvement and intricate vendor agreements introduce severe cost and compliance risks. To secure enterprise value, IT procurement leaders must orchestrate proactive AI sourcing and master contracting complexities.

**70%** of IT procurement leaders fear failing at AI buying due to weak data and analytics capabilities.

IT sourcing must shift from a cost gatekeeper to a strategic enabler. To succeed, leaders must drive AI adoption, data monetization, governance and risk management across the enterprise.

To master AI contracting complexities, heads of IT procurement must:

- **Partner with enterprise architects** to blend technical and commercial expertise, create AI options and mitigate vendor lock-in.
- **Coordinate AI sourcing strategies** that align with enterprise goals to secure flexible, value-driven vendor agreements.
- **Streamline procurement** to adapt to shifting AI market conditions and negotiate cost-efficient, innovative AI solutions.

This guide equips heads of IT procurement to orchestrate proactive AI buying and position their teams as strategic enablers.



**Yanni Karalis**  
Managing Vice President

## Your roadmap to success

Heads of IT procurement must build technical, strategic and leadership capabilities to support modern AI sourcing strategies. This means gaining fluency in AI technologies, ensuring strong data governance, managing AI costs, risks and ROI, and fostering collaboration and change management. By driving governance influence and continuous upskilling, leaders can enable faster, smarter sourcing decisions and position their teams as key enablers of enterprisewide AI adoption.

Gartner equips IT procurement leaders with actionable frameworks to orchestrate proactive AI sourcing and contracting. With Gartner, leaders mitigate AI risks, avoid vendor lock-in and secure flexible, value-driven agreements.

### 1. Develop technical and commercial AI literacy.

2. Identify and utilize AI market intelligence sources.
3. Understand the nuances of AI contracting.
4. Orchestrate proactive AI sourcing and contracting strategies across the enterprise.
5. Drive procurement agility and AI negotiations.
6. Manage the AI vendor ecosystem.

### 3 key outcomes to consider in Step 1

**Assess** essential AI skills to align procurement capabilities with overarching enterprise strategy and critical technical demands.

**Collaborate** with enterprise architects to blend technical and commercial expertise, create viable AI options and mitigate vendor lock-in.

**Measure** the business impact of improved AI literacy to demonstrate ROI and elevate procurement as a strategic enabler.

# Key questions your IT procurement peers are asking Gartner

Gartner clients can click to explore answers.

How can we retain organizational agility and avoid AI vendor lock-in in a rapidly evolving market and vendor landscape?

[Explore Answer ↗](#)

What mechanisms can we put in place to ensure we stay updated on emerging AI trends and developments in the industry?

[Explore Answer ↗](#)

How can we ensure that our AI contracts remain adaptable to evolving technologies, regulations and industry standards?

[Explore Answer ↗](#)

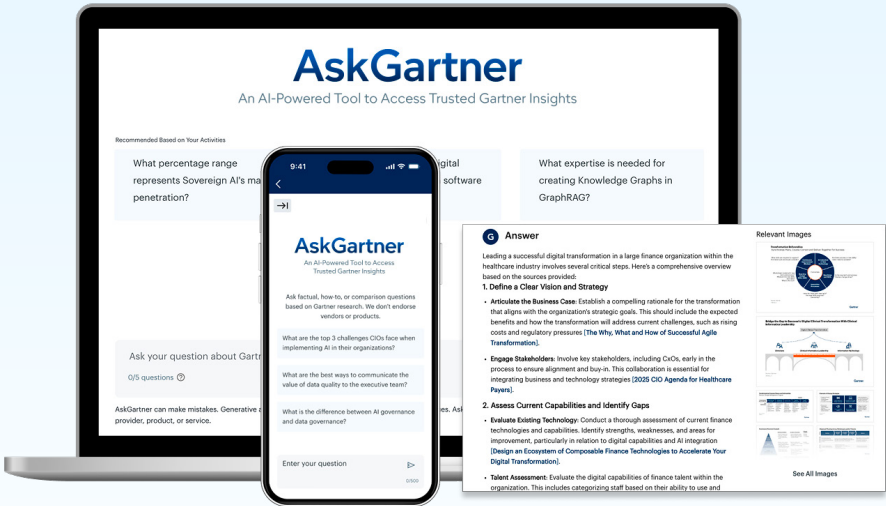
How can we ensure our AI sourcing and contracting strategies are closely aligned with our overall enterprise objectives and long-term vision?

[Explore Answer ↗](#)

How can we ensure our procurement strategies remain agile and responsive to rapidly changing AI market conditions?

[Explore Answer ↗](#)

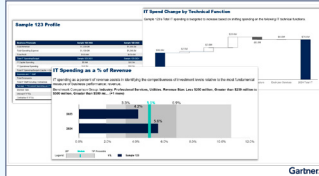
Your peers use AskGartner to answer these questions in minutes.



[Learn More](#)

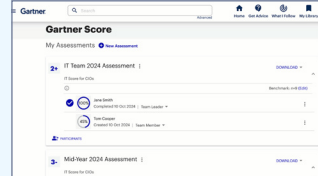
## Gartner resources turn your priorities into plans and actions

Develop technical and commercial AI literacy.



Tool: IT Budget & Efficiency Benchmark ↗

Identify and utilize AI market intelligence sources.



Tool: IT Score ↗

Understand the nuances of AI contracting.



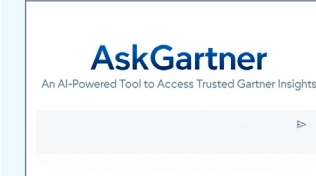
Tool: Gartner BuySmart™ ↗

Orchestrate proactive AI sourcing and contracting strategies across the enterprise.



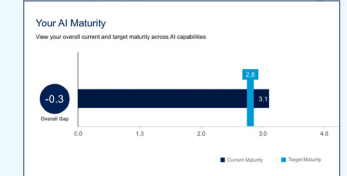
Tool: Gartner Proposal Reviews ↗

Drive procurement agility and AI negotiations.



Tool: AskGartner ↗

Manage the AI vendor ecosystem.



Tool: AI Maturity Assessment ↗

### Engage with Gartner

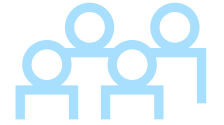
- Connect with an analyst to identify the opportunities to mature your AI literacy while preparing to negotiate the most complex contracts ever.
- Get Executive Partner insight on specific techniques heads of IT procurement have used to overcome the internal challenges they face while trying to facilitate AI buying.

### Expected outcomes

- Defined AI sourcing strategies linked to enterprise and stakeholder strategic objectives
- Effective sourcing and contracting of AI capabilities
- Roadmap for enhancing IT procurement value in an AI-first era

## Who needs to be involved?

The most successful organizations establish cross-functional teams to **master AI contracting complexities and orchestrate AI buying initiatives**. We have outlined the recommended functions to involve and their roles to ensure the best success in hitting the milestones.



### CIO/head of technology ↗

Sets a clear enterprisewide AI ambition, identifies use cases, quantifies benefits and risks, aligns teams and competencies, and drives innovation across the organization.

### Head of IT procurement ↗

Develops the technical, strategic and leadership capabilities needed to drive AI-powered sourcing, ensuring effective governance, risk management and business value while enabling smarter procurement decisions and AI adoption.

### Chief data and analytics officer and team ↗

Lead the organization's AI data strategy by identifying use cases, establishing governance, developing new data value and ensuring data readiness for AI technologies.

### Chief information security officer and team ↗

Integrate cybersecurity and data privacy into AI strategy by managing trust, risk, sovereignty and security; overseeing programs; anticipating threats; updating skills; and designing resilient solutions.

### Head of enterprise architecture and team ↗

Align AI structure and design with organizational value by guiding use cases and requirements, governing architecture investments, leading adoption decisions and architecting AI solutions.

### Software engineering leader and team ↗

Drive AI integration by clarifying desired outcomes, establishing engineering best practices, transforming services with an AI-first approach and architecting software development to support AI objectives.

## Client Story

## Volkswagen Group España Drives Innovation and Strategic Alignment With AI

**Mission-critical priority**

Volkswagen Group España's CIO needed to align AI strategy with business objectives while strengthening cybersecurity and optimizing IT operations. These priorities directly support its mission to accelerate enterprise AI value realization at scale by ensuring AI delivers measurable business impact.

**How Volkswagen leveraged Gartner resources**

The CIO partnered with Gartner analysts through strategy workshops, roundtables and consultations to design an AI roadmap tied to value and enterprise goals. Gartner also provided guidance on cybersecurity, data readiness, operational efficiency and vendor evaluations to ensure sound, market-aligned decisions.

**Mission accomplished**

With support from Gartner Volkswagen Group España developed a comprehensive strategy that delivered measurable business value, strengthened IT-business alignment and streamlined IT operations to improve efficiency and better support business objectives.

[Watch the full story ↗](#)



## Address your other mission-critical priorities



**Master AI contracting complexities and orchestrate AI buying across the enterprise.**

70% of IT procurement leaders fear failing at AI buying due to weak data and analytics capabilities.



**Minimize third-party disruption in the enterprise.**

44% of IT procurement leaders have increased the frequency of IT vendor reviews.



**Alleviate tech buyers' regret to stop value leakage across the enterprise.**

79% of technology buyers have either a high level or moderate level of buyer's regret.



# Connect with us

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