FOUNDRY

MarketPulse Survey for OpenText
GenAI Adoption and Readiness

January 2026

Method and Objectives

This research examines how large enterprises are preparing their information environments for AI and adopting GenAI for real-world use cases. It explores the business challenges organizations hope to solve with AI, the operational impact of poor information management, and current levels of GenAI adoption and trust. The survey also assesses how ready organizations' content, data, and governance practices are to support AI.

This report highlights the impact of poorly managed information on productivity and decision-making, the maturity of GenAI adoption and defined AI roadmaps, and the level of trust leaders place in AI-generated outputs based on their own data. Findings also surface critical concerns around data security and regulatory compliance; the role of information governance in enabling safe AI; and the specific measures organizations are taking to mitigate risk while unlocking value from GenAI.

Total respondents 113 qualified respondents

Collection method

Online questionnaire

Geography U.S.

Company size : **1,000 employees or more**

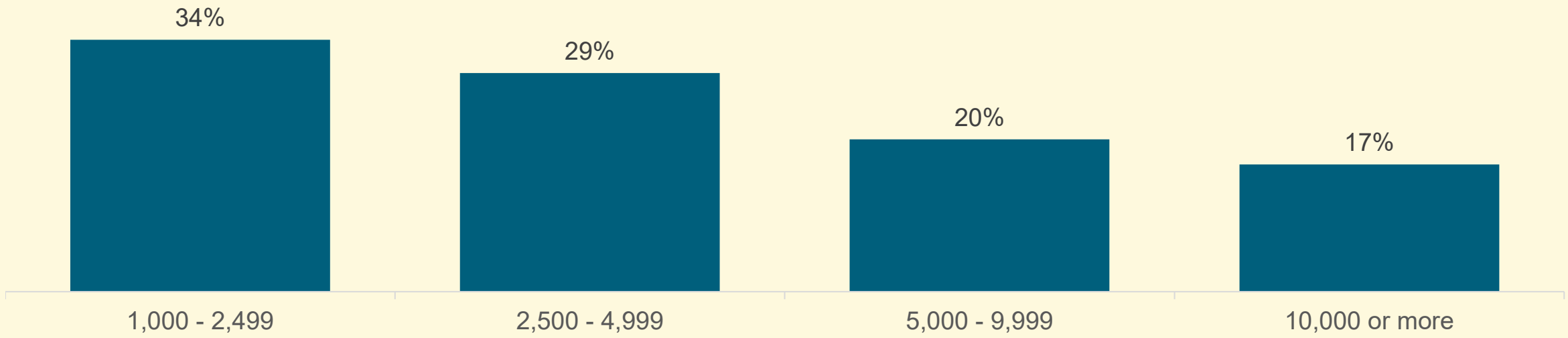
Senior decision-makers

Qualified respondents are employed in senior IT/Technology and Line of Business roles (Manager and above)

Respondent Profile

Enterprise organizations

Mean: 6,053 employees



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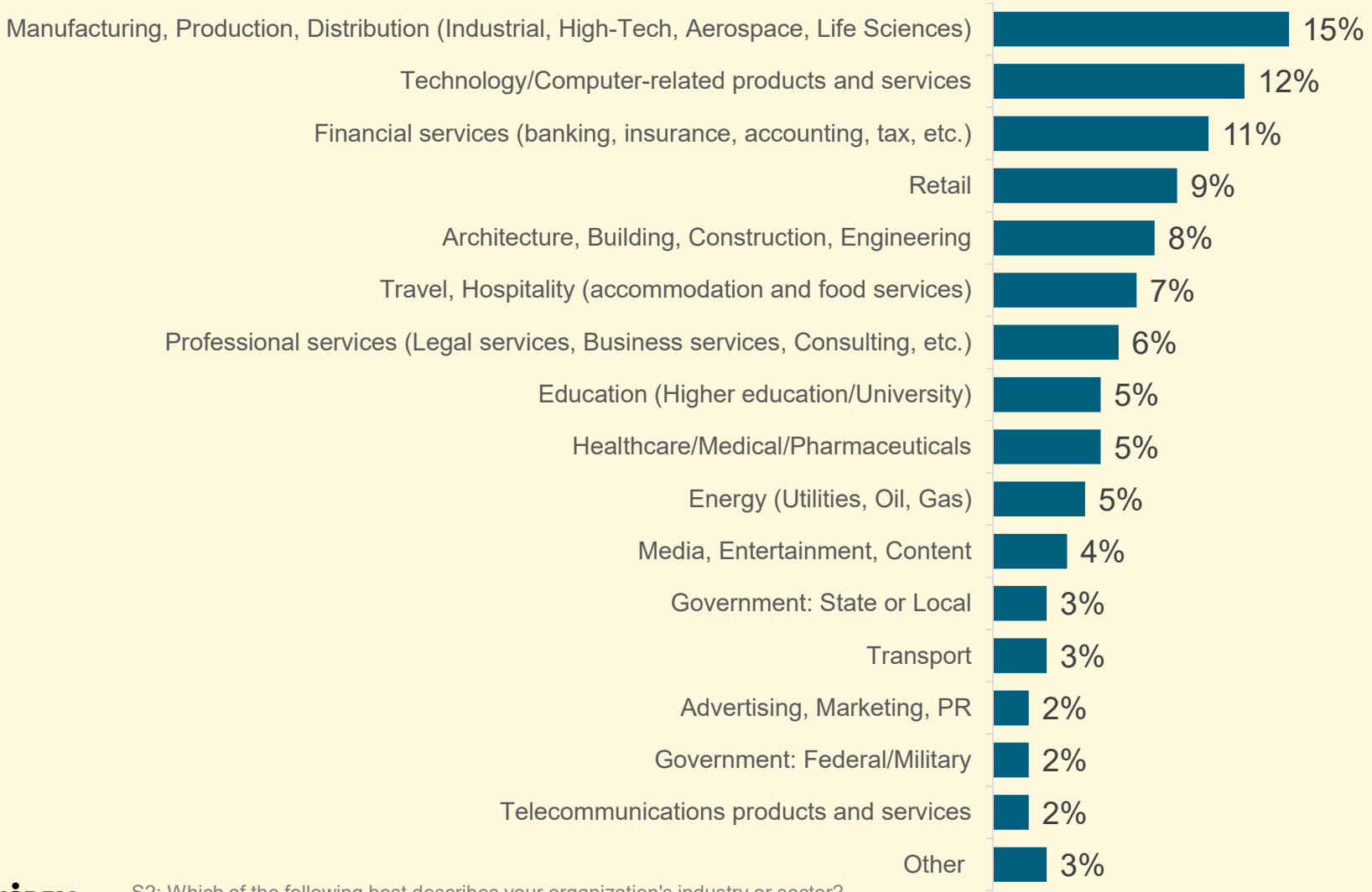
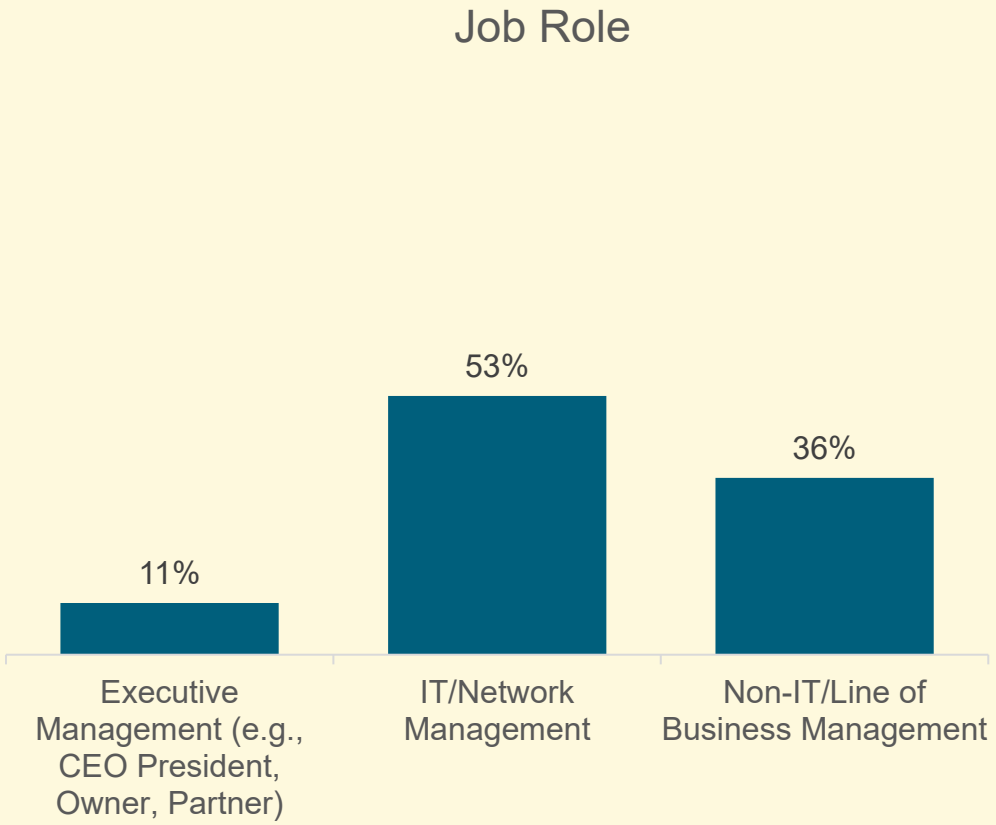
S1: Approximately how many people are employed in your entire organization or enterprise? (Please include all plants, divisions, branches, parents, and subsidiaries worldwide.)?
Base 113 qualified respondents

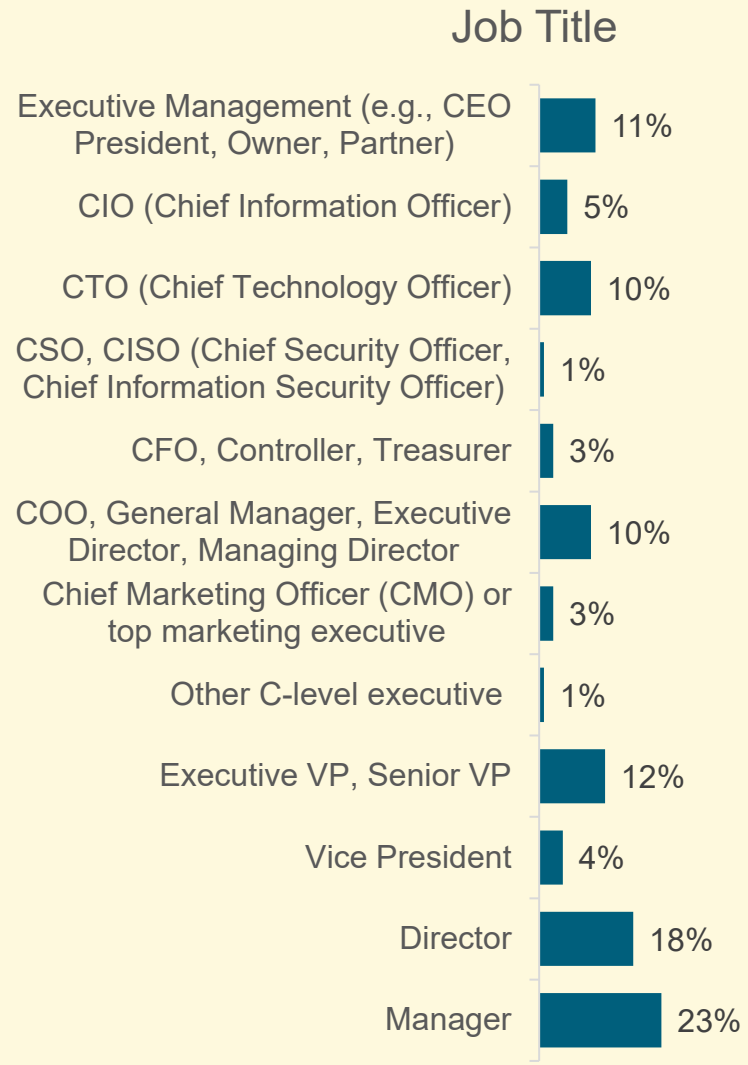
Top verticals: manufacturing, technology, financial services



S2: Which of the following best describes your organization's industry or sector?
Base 113 qualified respondents

IT and Line of Business (LOB) Decision-Makers





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S3: Which of the following best describes your job function?
S4: What is your primary job title?
Base 113 qualified respondents

Executive Summary

Summary of Findings

- **Poorly managed information is impacting the bottom line**
  - 90% consider information silos to be a challenge within their organizations
  - 96% say poorly managed information has led to delays or missed deadlines.
    - For most, it's not a one-off: 14% report this happens frequently and 73% indicate it has happened more than once.
  - 68% report their organization has lost a potential business opportunity due an inability to access information in a timely manner

- **AI is widely adopted, with smaller enterprises more likely to be in production**
  - Among organizations with 1,000 - 4,999 employees, 54% are actively using GenAI vs 43% of firms with 5,000 employees or more.
  - Larger organizations are more likely to still be testing GenAI rather than running it in production.

- **Security, output quality, and technical challenges are the biggest barriers to GenAI**
  - 83% cite data and security risks, 77% worry about output quality and reliability, and 69% see technical/integration challenges.
  - Specific challenges include data privacy and security (62%), limited in-house AI skills (39%), difficulty verifying outputs (36%), and insufficient user training/change management (36%).

- **AI is pushing organizations to upgrade their information foundations**
  - A majority (89%) indicate the need to adopt AI has accelerated their focus on information governance.
  - While organizations are ambitiously pursuing AI, 72% admit they face foundational challenges with information sprawl and inconsistent quality.
  - Many use automated tools (84%), classification policies (82%), and lifecycle management (80%), however 78% still perceive their governance as practices as developing and inconsistent.

- **When AI runs on their own data, most leaders trust it, but still want human oversight**
  - 36% report moderate trust and 35% high trust in AI outputs based on their organization's data; just 20% report complete trust.
  - ITDMs (65%) are more likely than their counterparts in other areas of the business (46%) to report high trust in AI outputs based on organizational data.

- **Broad security and privacy concerns around GenAI remain**
  - 96% cite at least one concern; top issues are IP protection (61%) and regulatory compliance (60%).
  - Oversharing/ leakage of sensitive information (53%) and data sovereignty (49%) are also widely cited.

Summary of Findings (continued)

- **Organizations are taking concrete steps to mitigate GenAI risk**
  - Top measures are cleaning up and governing data (58%), implementing monitoring and audit trails (52%), and using specialized security tools (48%).
  - Enterprises with between 1,000 and 4,999 employees are more likely than larger organizations to be providing user awareness training (49% compared to 29%).

- **GenAI maturity correlates with disciplined data quality practices**
  - Among organizations actively using GenAI, 86% assess data quality and clean/prepare data before use.
  - GenAI maturity is linked to disciplined data quality practices. Of those still testing, planning or investigating GenAI, less than half (45%) both assess and prepare data.

- **Content curation for AI is the norm**
  - 96% curate content/data for AI in at least some way; half maintain numerous curated sets across use cases.

- **Clear AI roadmaps separate leaders from experimenters**
  - 55% of organizations actively using GenAI have an enterprise-wide AI use-case roadmap, versus 21% of those still testing, planning or investigating the technology.

- **Where leaders want AI help most: complexity, security, and automation**
  - Nearly all (98%) cite one or more business impacts resulting from challenges that could be addressed by AI, including productivity (38%) and data quality issues (37%).
  - Top opportunities for AI are addressing complex processes and workflows (61%), data security/privacy/compliance (59%), and automating manual tasks (53%).

Results

Workflow complexity, data security, and lack of automation are perceived as top problem areas that could be addressed with AI

Application overload *is more likely to be cited by* ***larger organizations (5,000 employees or more)*** *(48% compared to 25% of organizations with 1,000 - 4,999 employees)*

FOUNDRY

Q1: From your perspective, what are the top challenges your organization could address with the help of AI solutions?
Base 113 qualified respondents

Nearly all (98%) cite business impacts resulting from challenges that could be addressed by AI, including productivity and data quality issues

Current business impacts resulting from top challenges
(Select all that apply)

Poor collaboration between teams *is more likely to be reported by* ***larger organizations (5,000 employees or more)*** *(46% compared to 26% of organizations with 1,000 - 4,999 employees)*

VP and above titles *are more likely to cite* ***missed revenue opportunities*** *(43% compared to 22% of those in Director/ Manager roles)*

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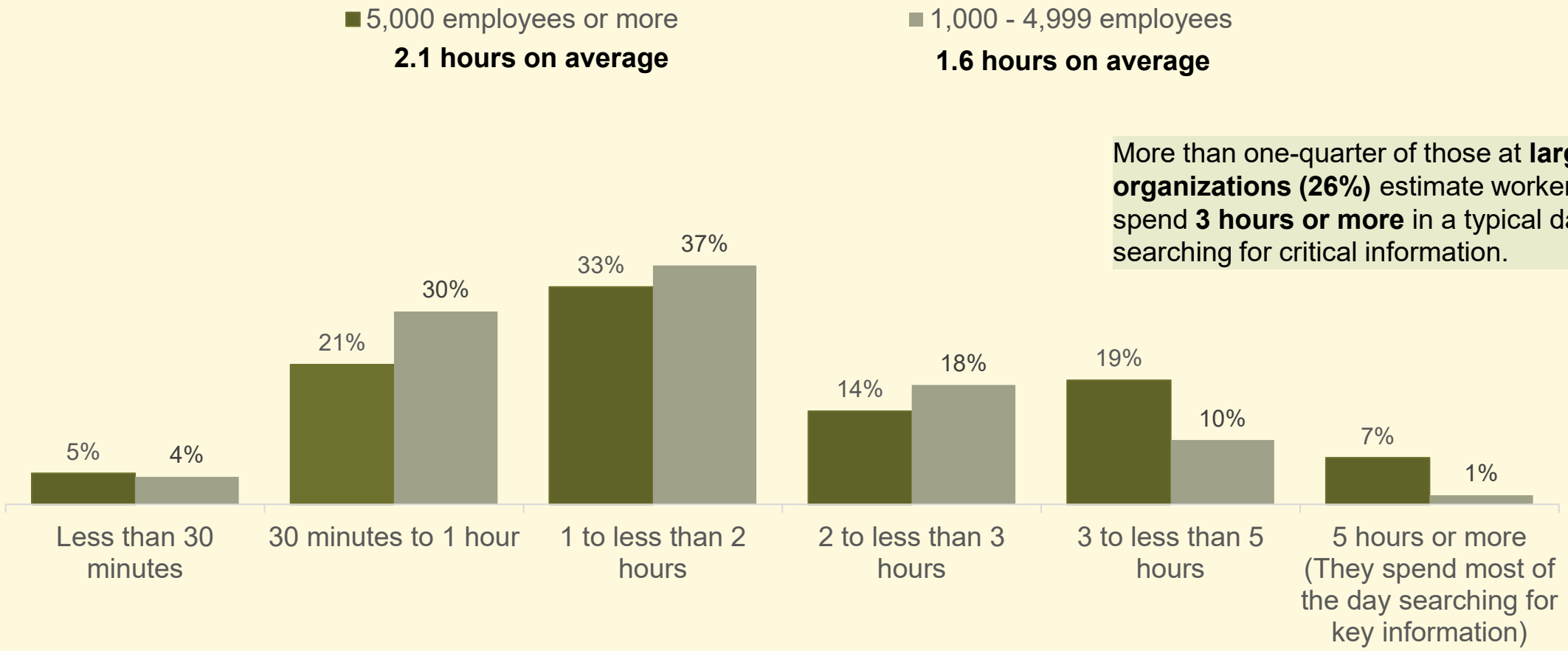
Q2: How are the challenges you mentioned in the prior question currently impacting your organization?
Base 111 qualified respondents citing challenges that could be addressed with AI

Decision makers estimate workers spend about 2 hours per day searching for information they need to do their jobs

In a typical day, how much time do you estimate workers spend searching for information that they need to do their job?



More than one-quarter of those at **large organizations (26%)** estimate workers spend **3 hours or more** in a typical day searching for critical information.

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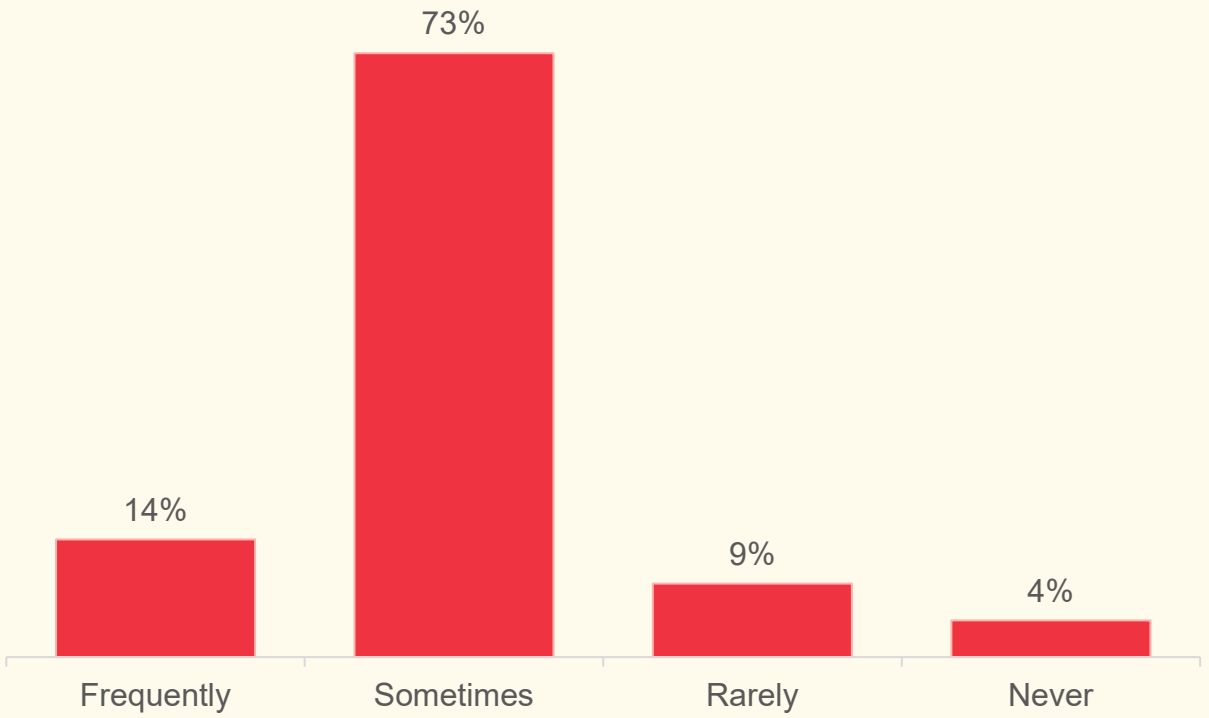
Q3: In a typical day, how much time do you estimate workers spend searching for information that they need to do their job?
Base: 113 qualified respondents

96%

*report **delays or missed deadlines** have been caused by poorly managed information*

Q4: In your estimation, how frequently do delays or missed deadlines occur in your department due to poorly managed information (content and data)?
Base: 113 qualified respondents

Frequency of delays or missed deadlines due to poorly managed information (content and data)



68%

*Report their organization has **lost a potential business opportunity** due to an inability to access information in a timely manner*

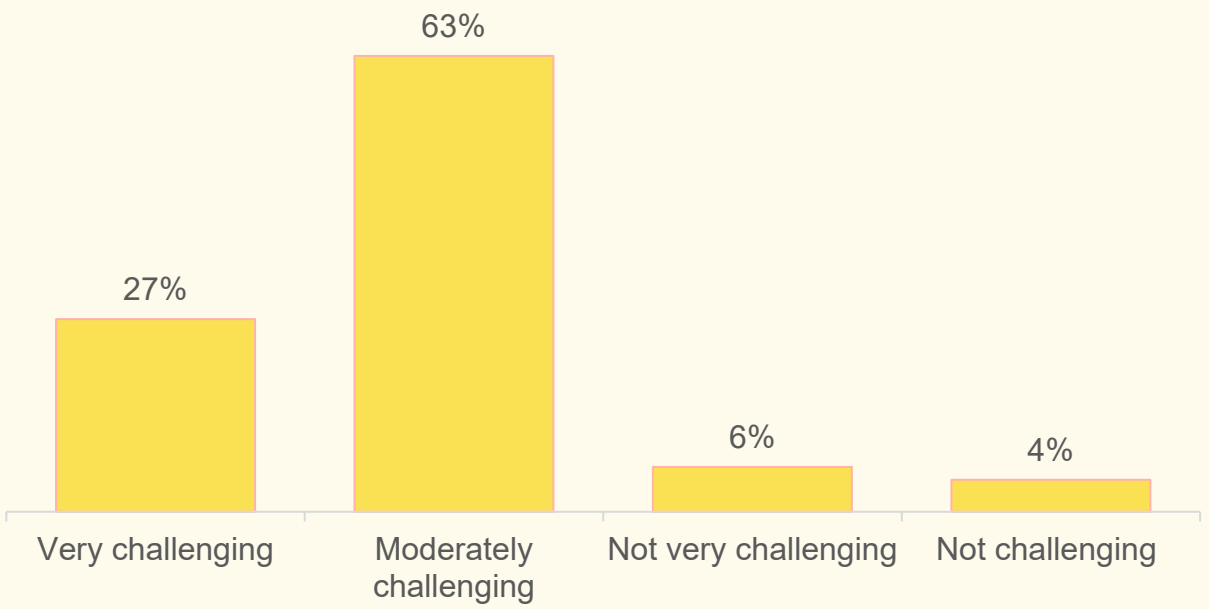
Q5: To the best of your knowledge, has your organization ever lost a potential business opportunity due to an inability to access information in a timely manner?
Base: 113 qualified respondents

90%

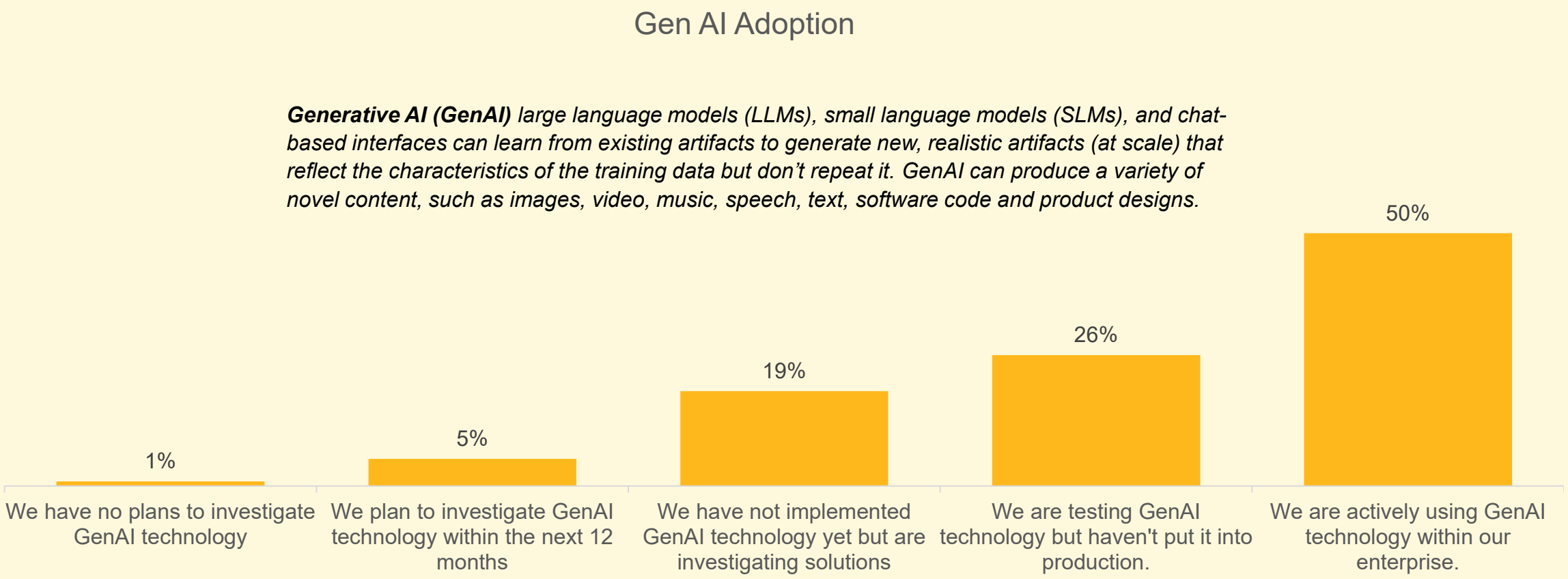
consider information silos to be a challenge within their organizations

Q6: To what extent would you consider information silos a challenge within your organization?
Base: 113 qualified respondents

To what extent would you consider information silos a challenge within your organization?



One-half (50%) indicate their enterprises are actively using GenAI



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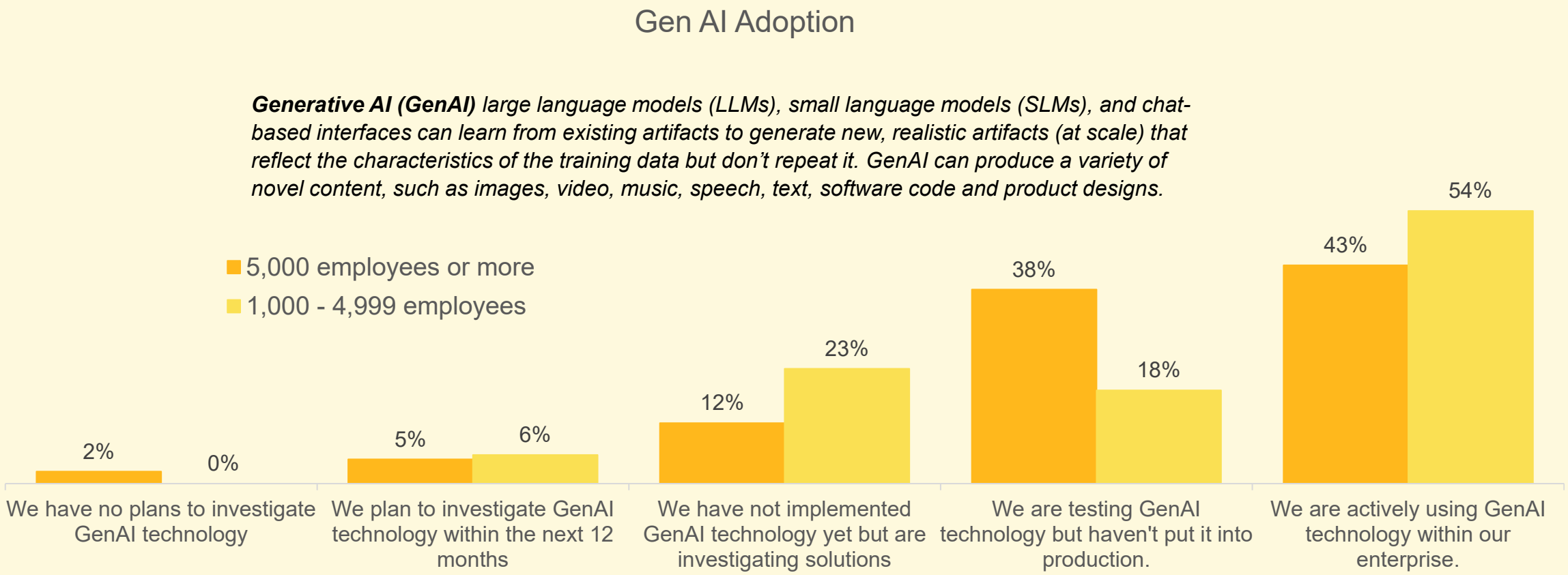
Q7: Please select the option that best reflects your organization's current situation with respect to GenAI?
Base 113 qualified respondents

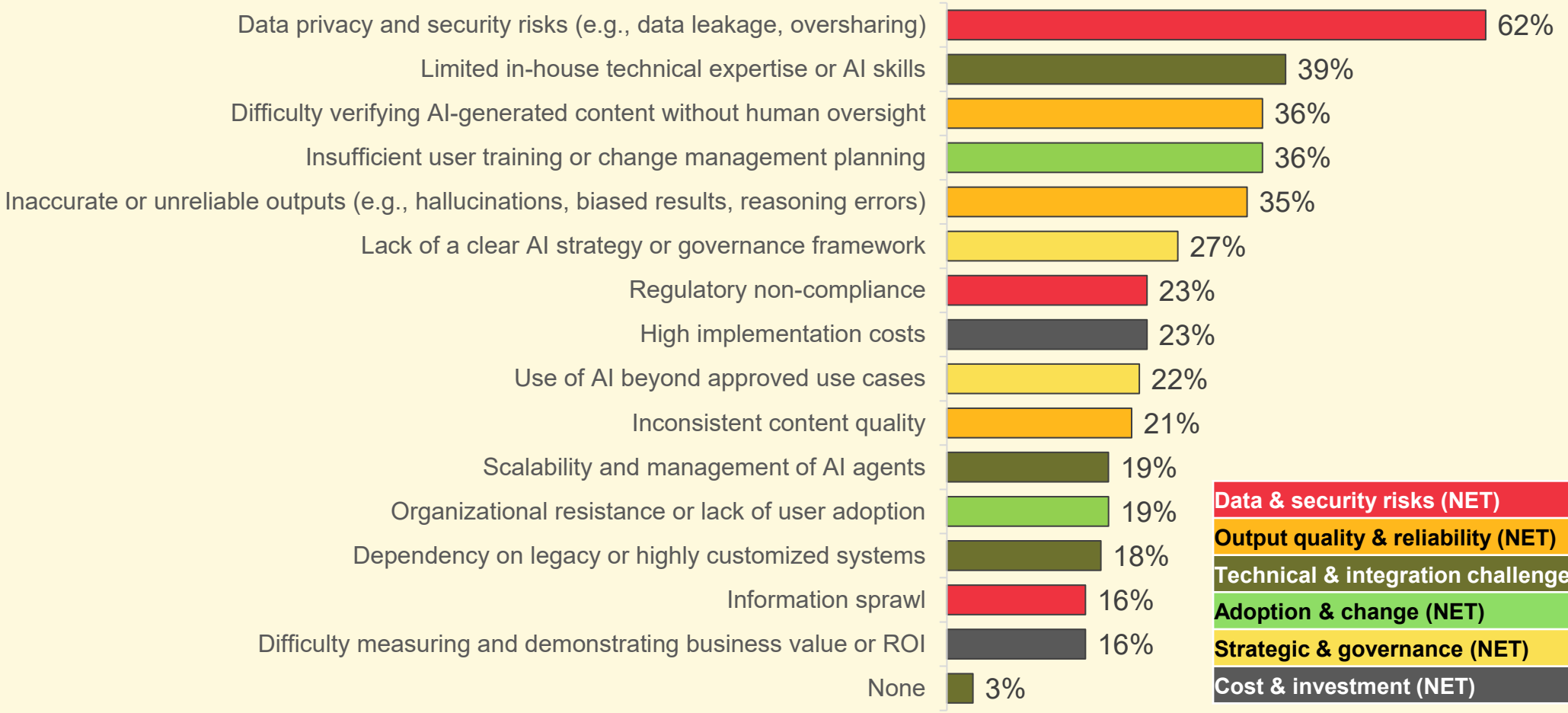
GenAI is on the roadmap at enterprises of all sizes; Larger organizations are more likely to be testing the technology



Q7: Please select the option that best reflects your organization's current situation with respect to GenAI?
Base 113 qualified respondents

Data security and output reliability are leading GenAI adoption concerns

Concerns regarding GenAI adoption
(Select up to 5)



Data & security risks (NET)	83%
Output quality & reliability (NET)	77%
Technical & integration challenges (NET)	69%
Adoption & change (NET)	54%
Strategic & governance (NET)	47%
Cost & investment (NET)	36%

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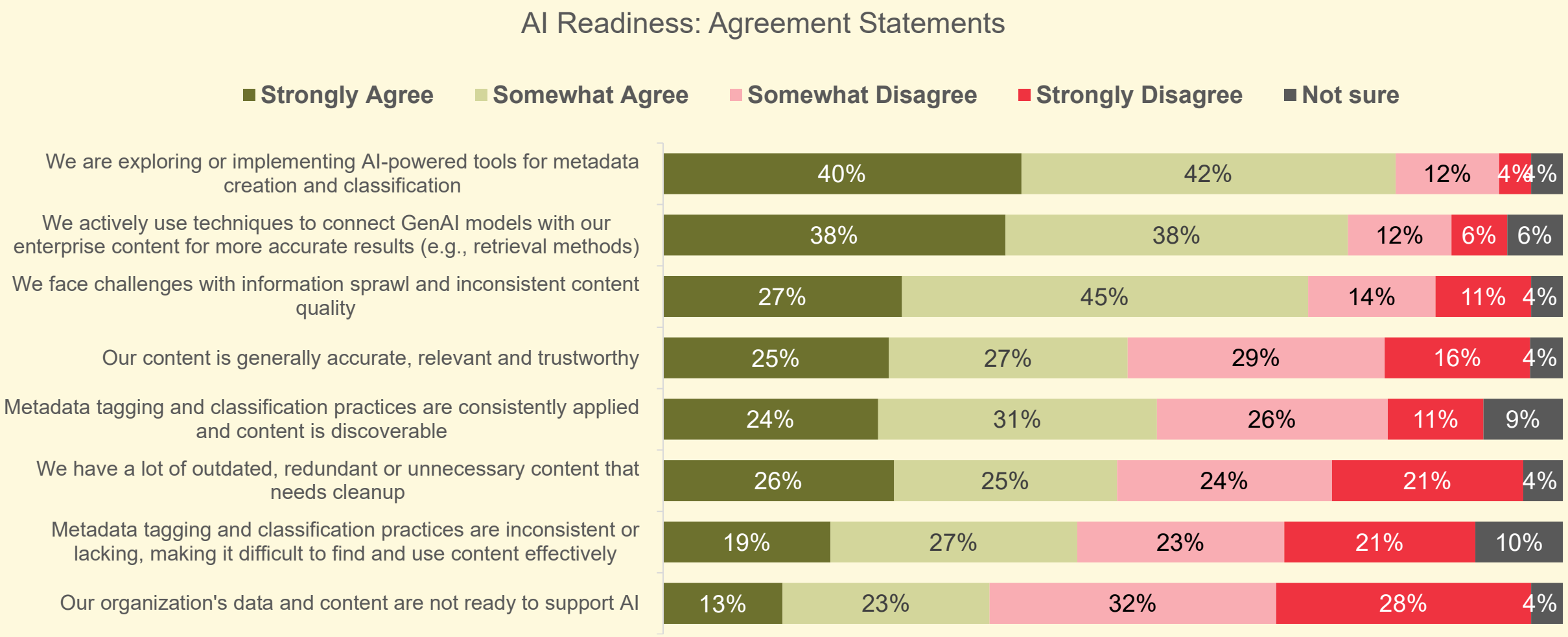
Q8: What top concerns, if any, does your organization have about introducing GenAI solutions?
Base 113 qualified respondents

While organizations are ambitiously pursuing AI, 72% admit they face foundational challenges with information sprawl and inconsistent quality



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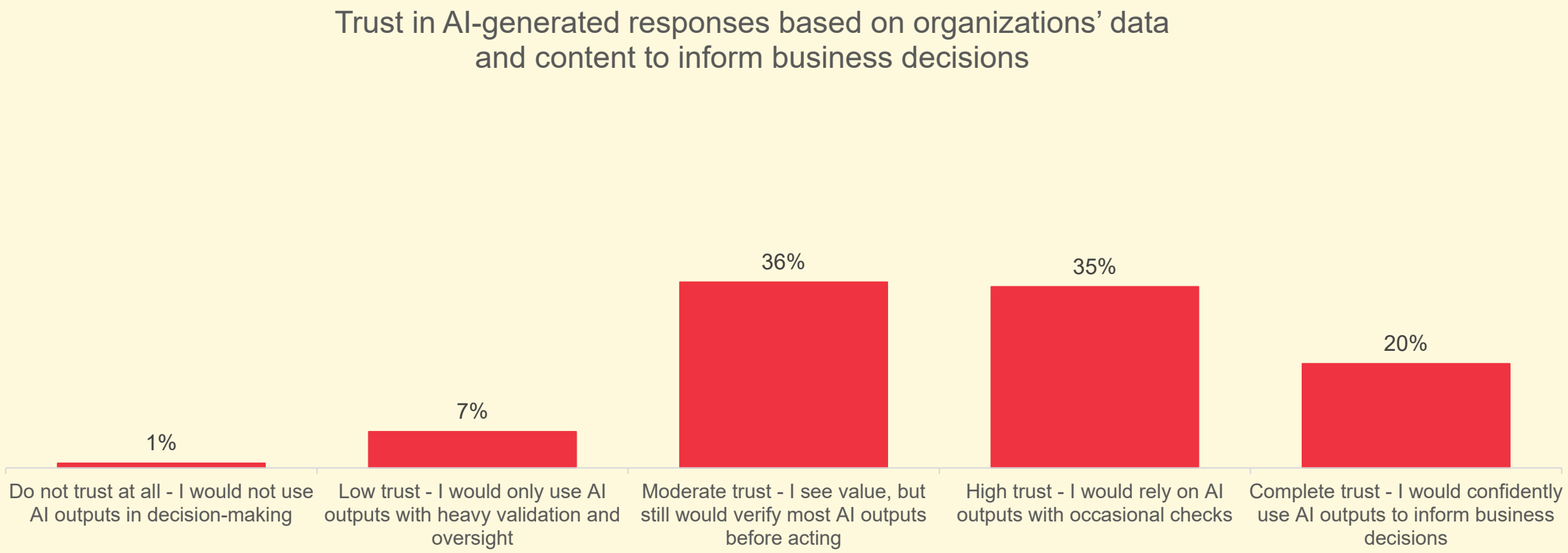
Q9: Please rate your agreement with the following statements regarding the 'AI-readiness' of your organization's unstructured data and content (e.g., documents, rich media) as a foundation for effective GenAI deployment.
Base 113 qualified respondents

Just over half (55%) report high levels of trust in AI-generated responses based on their organizations' data



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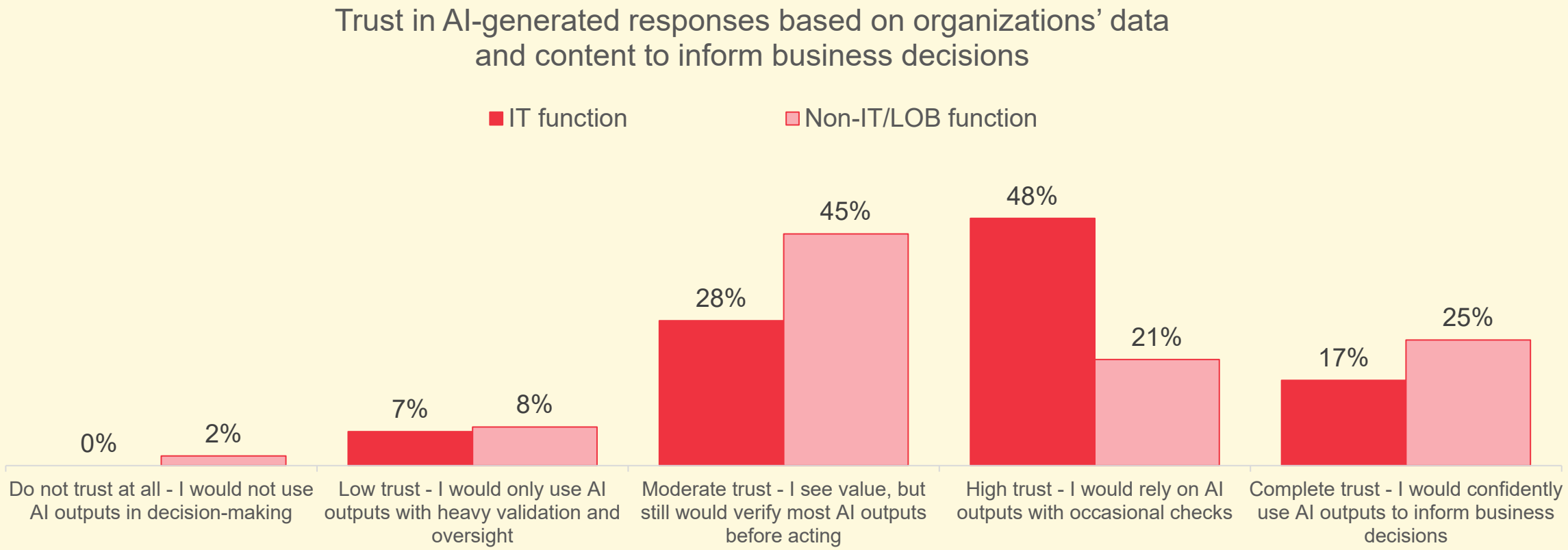
Q10: How much would you trust AI-generated responses based on your organization's data and content to inform business decisions?
Base 113 qualified respondents

ITDMs are more likely than their counterparts in other areas of the business to report high trust in AI outputs based on organizational data

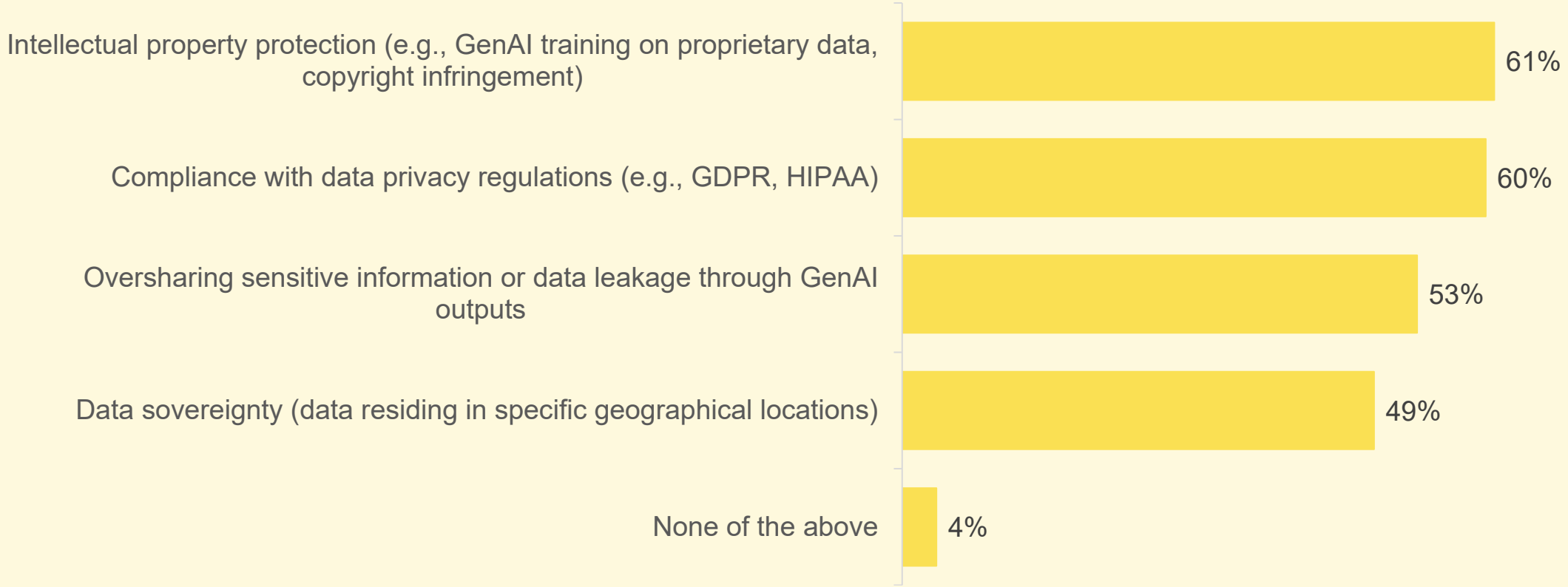


FOUNDRY

Q10: How much would you trust AI-generated responses based on your organization's data and content to inform business decisions?
Base 113 qualified respondents

Nearly all (96%) cite security concerns about using GenAI for content management, with IP protection and regulatory compliance top of mind

Which data security and privacy concerns impact your organization's use of GenAI for content management?
(Select all that apply)



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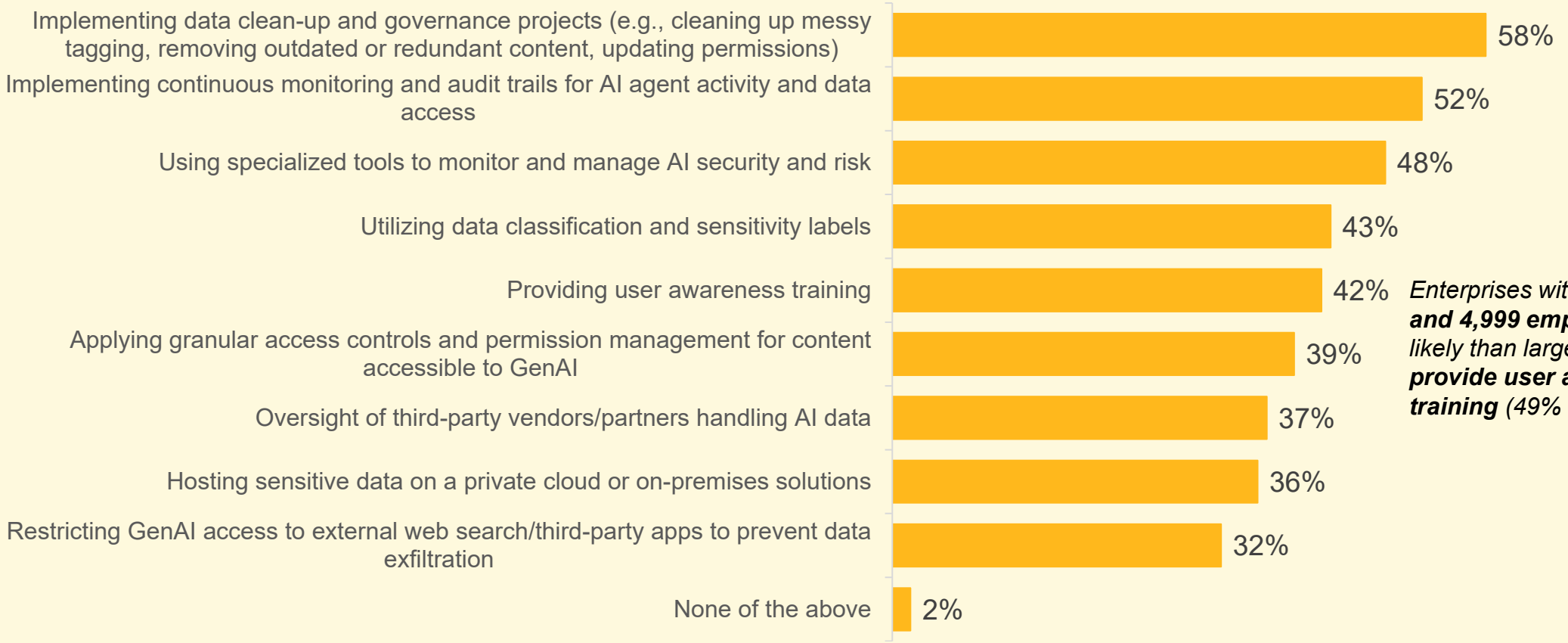
Q11: Which data security and privacy concerns impact your organization's use of GenAI for content management?
Base 113 qualified respondents

To mitigate security risks when using GenAI, organizations are prioritizing data cleanup, data governance, and continuous monitoring

What specific measures are being taken or planned to mitigate data security and privacy risks when using GenAI? *(Select all that apply)*

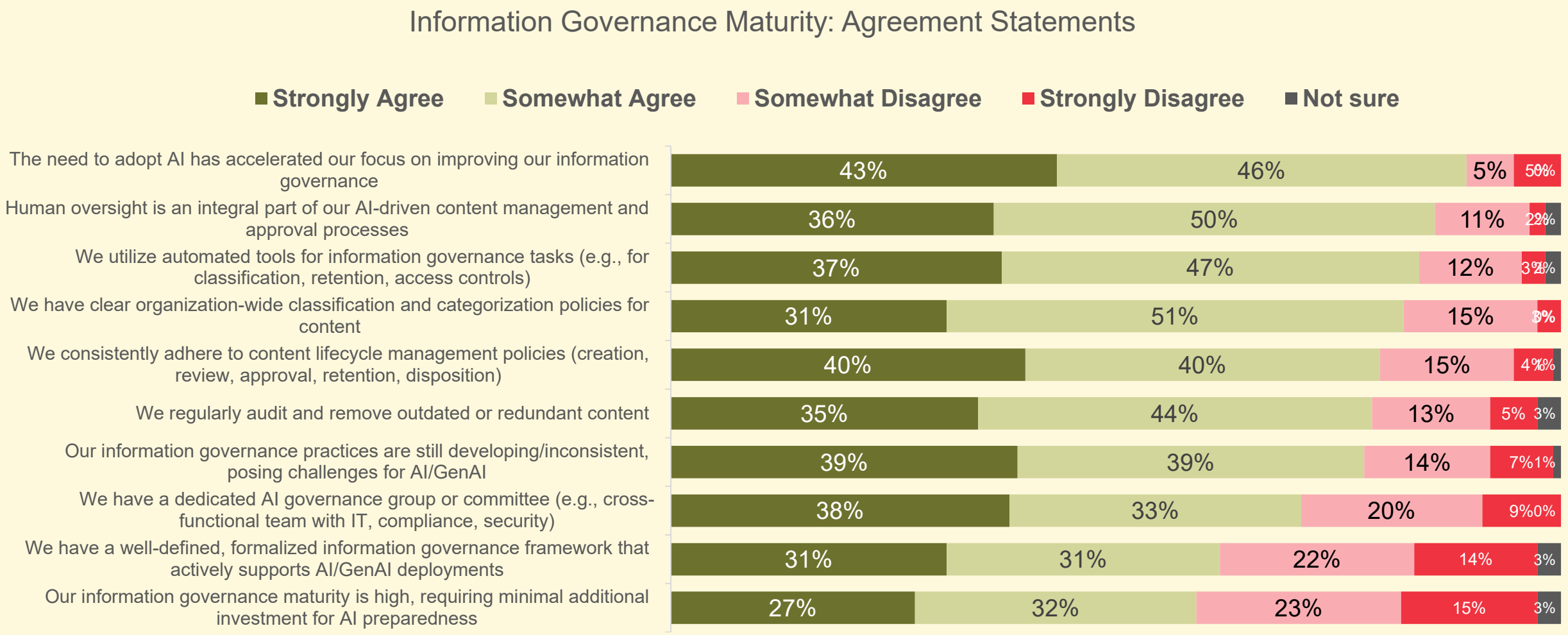


*Enterprises with **between 1,000 and 4,999 employees** are more likely than larger organizations to **provide user awareness training** (49% compared to 29%).*

FOUNDRY

Q12: What specific measures are being taken or planned to mitigate data security and privacy risks when using GenAI?
Base 112 qualified respondents with AI in use or on their radar

While AI adoption is accelerating the focus on information governance, 78% agree that governance practices are still developing



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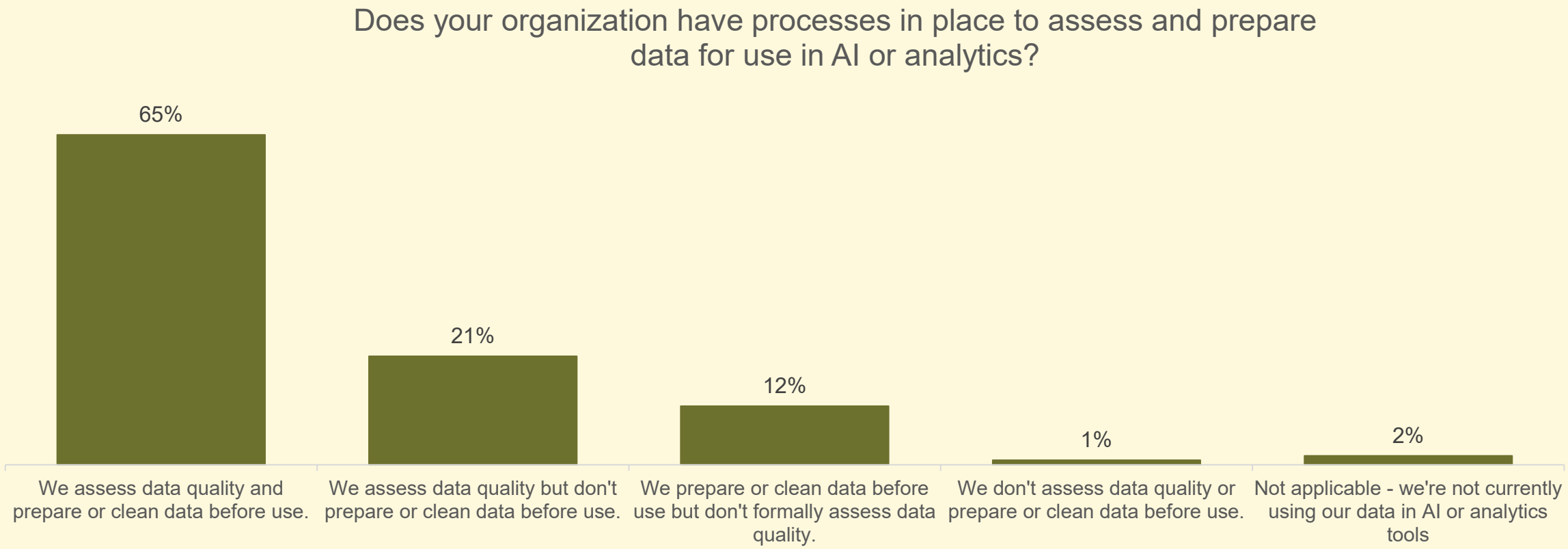
Q13: To what extent does your organization's current information governance maturity support the effective and secure use of AI? Please rate your agreement with the following statements.
Base 113 qualified respondents

Six in ten (65%) report there are processes in place to assess data quality and prepare or clean data before use in AI or analytics



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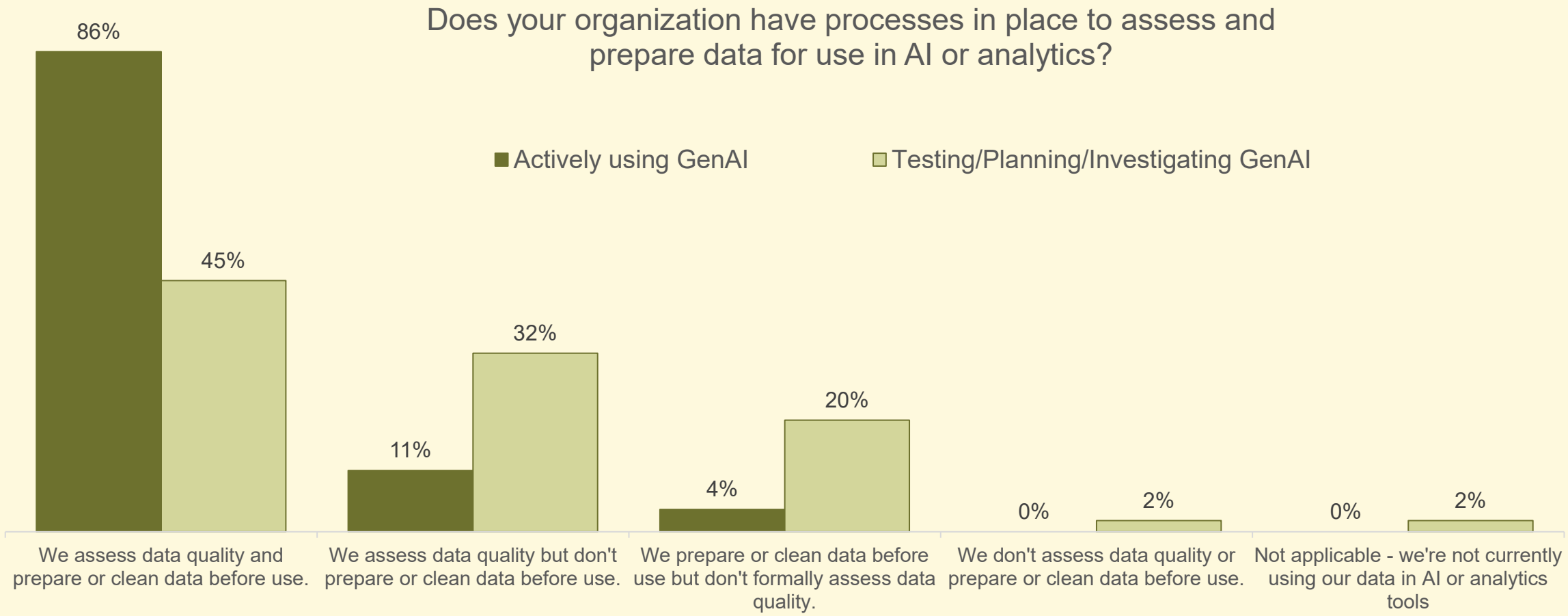
Q14: Does your organization have processes in place to assess and prepare data for use in AI or analytics?
Base 113 qualified respondents

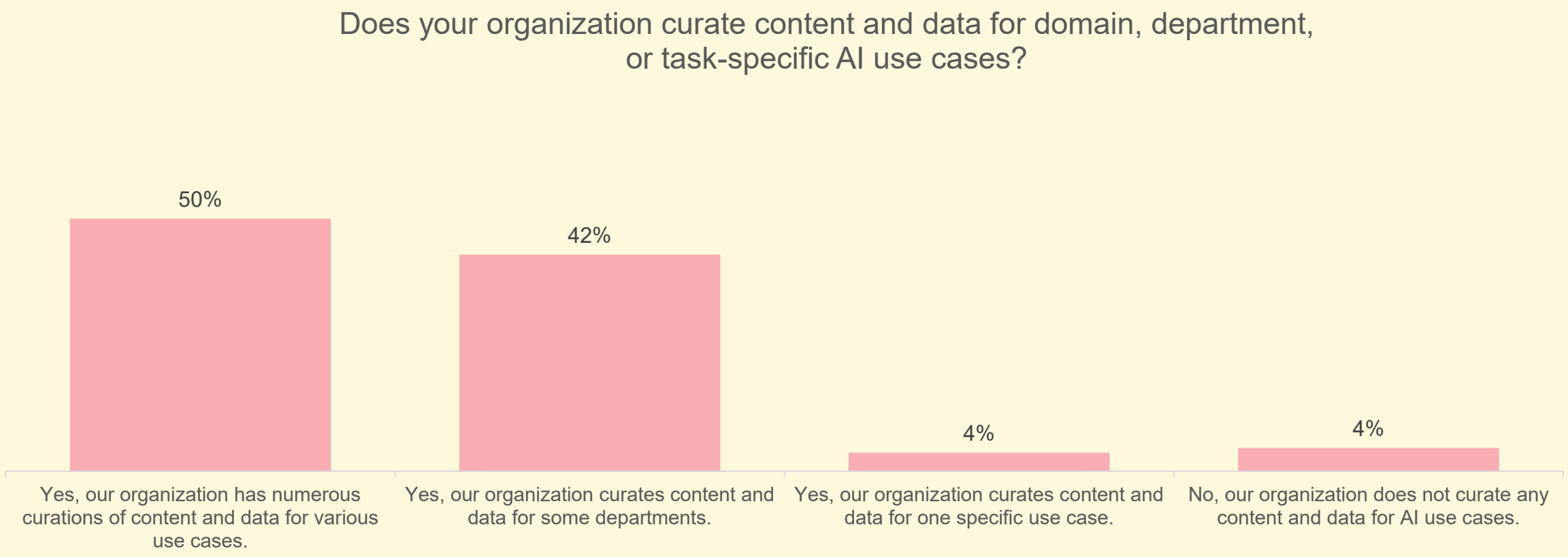
GenAI maturity is linked to disciplined data quality practices



FOUNDRY

Q14: Does your organization have processes in place to assess and prepare data for use in AI or analytics?
Base 113 qualified respondents

Nearly all organizations (96%) are curating content for one or more AI use cases



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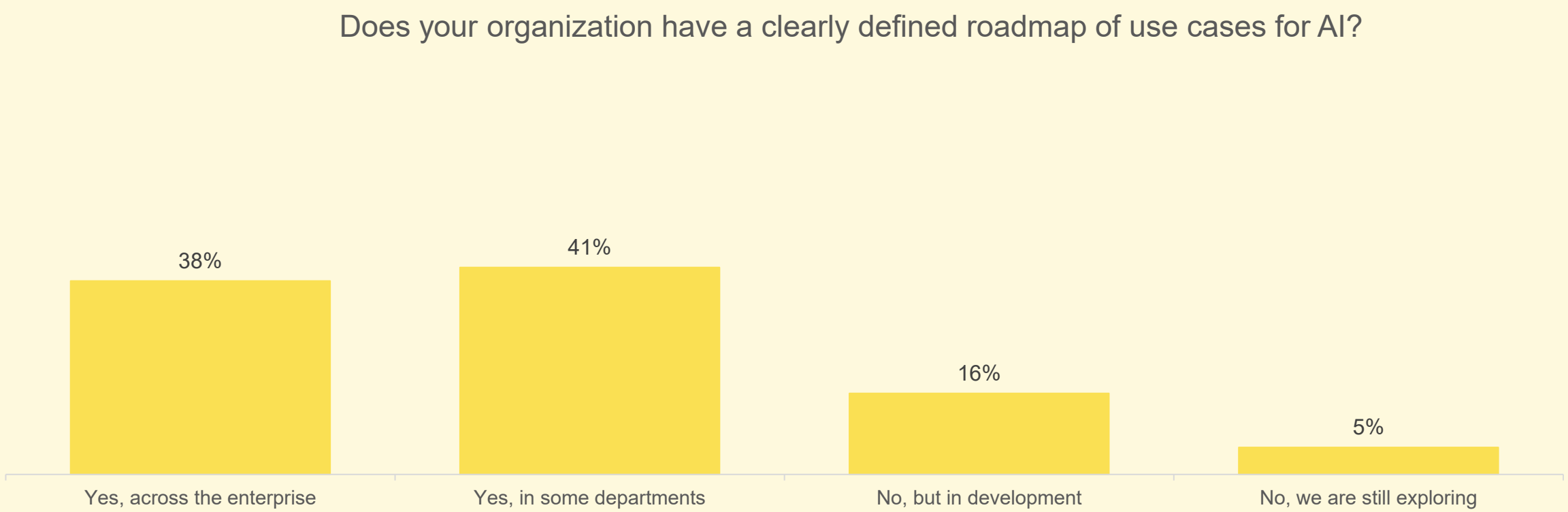
Q15: Does your organization curate content and data for domain, department, or task-specific AI use cases?
Base: 113 qualified respondents

Just 38% have a clearly defined roadmap of AI use cases across the enterprise



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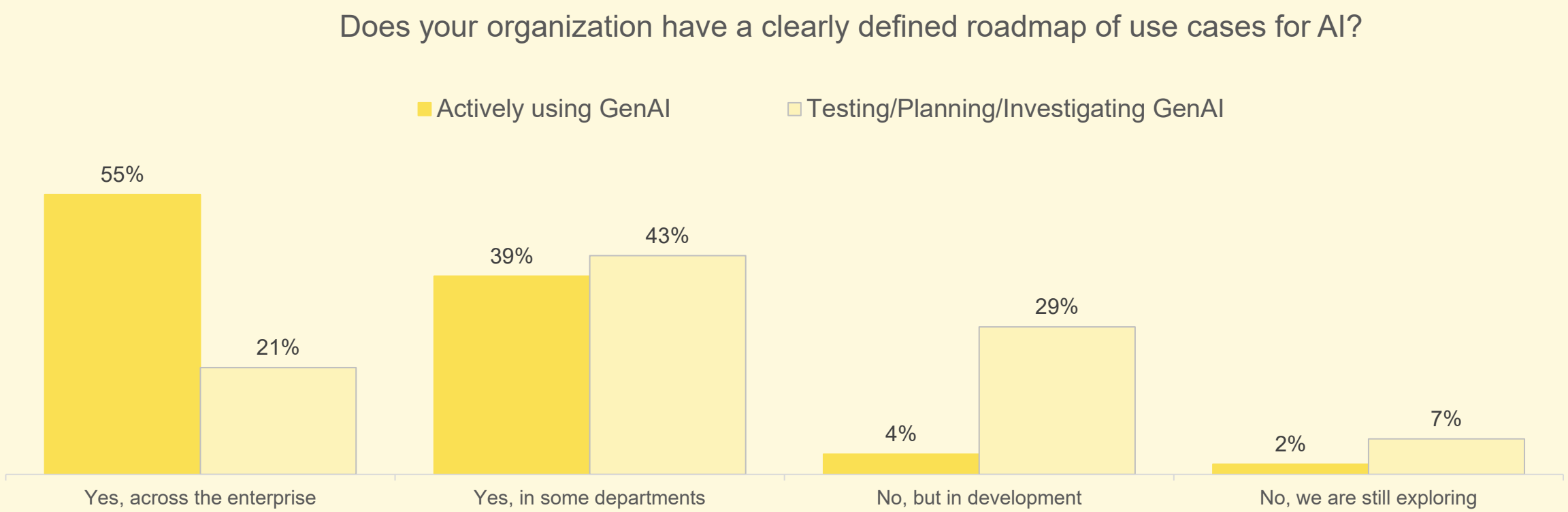
Q16: Does your organization have a clearly defined roadmap of use cases for AI?
Base: 113 qualified respondents

Just over half (55%) of active GenAI users have an enterprise-wide roadmap for AI



FOUNDRY

Q16: Does your organization have a clearly defined roadmap of use cases for AI?
Base: 113 qualified respondents

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