

Why Confidence Isn't Enough: Closing the Gap Between AI Investment and Enterprise Expectations

Executive Report



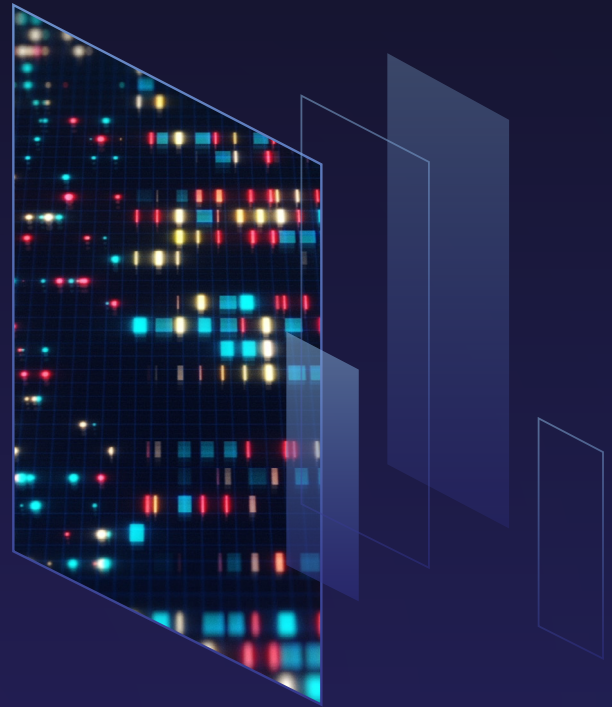
AI Readiness: A Strategic Imperative for ISVs

New research from InterSystems, based on responses from 300 independent software vendors (ISVs) across UK & Ireland, reveals that while 91% of ISVs believe they're AI-ready, their investments often miss the mark.

Enterprise demand for AI is surging, but confidence alone won't close the gap between what vendors deliver and what customers expect.

Misaligned priorities around governance, integration, and data quality are eroding trust, slowing adoption, and putting future growth at risk.

For ISVs, the challenge goes beyond technology and needs to be addressed at a strategic level. To lead in a fast-consolidating market, vendors must rethink their data strategy and align AI efforts with what enterprise buyers truly value: reliability, compliance, and performance at scale.



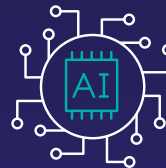
The findings are clear



66% of ISVs plan to invest in AI development to meet customers' needs.



Enterprise customers are prioritising governance when looking to adopt new AI solutions, yet only **31%** of ISVs have this in their product roadmap.



97% of ISVs are also experiencing challenges integrating AI in their enterprise customers' environments.



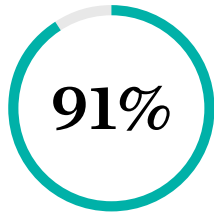
And nearly half (48%) cite **low AI accuracy** as a key frustration felt by their customers.

These insights signal an urgent need for ISVs to realign AI strategies with their enterprise customers' expectations to avoid AI becoming a liability instead of a differentiator, considering self-service capabilities and ad hoc reporting capabilities.

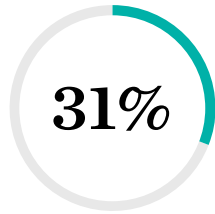
The Findings at a Glance

Based on responses from 300 independent software vendors (ISVs) across UK & Ireland during independent research conducted by InterSystems.

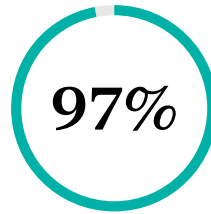
Strategic Misalignment



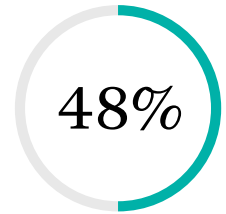
of ISVs are confident in meeting their **customers' AI demand.**



are focusing their AI investments on **improving data governance**, despite 41% believing customers value it most in AI-powered solutions.



of ISVs report challenges **embedding or integrating their AI** enabled applications into customer environments.



cite **low AI accuracy** as a key frustration from their customers.

Data Foundations are Critical



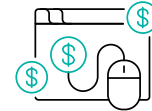
37% of ISVs cite customer data and quality as a barrier to delivering AI-ready solutions, reinforcing the need for better data integration.



Without robust data governance **AI cannot scale** or deliver trusted outcomes.



For **39% of ISVs**, a data fabric architecture is an integral part of their technology stack, enabling them to meet data requirements of AI-enabled products.

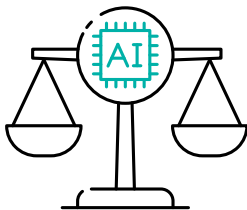


Failing to invest in the right architecture leads to **longer sales cycles**, higher implementation costs, and increased churn as ISVs fall short of customer expectations.

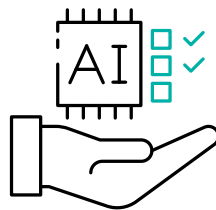


Poor integration and ineffective governance mean users cannot clearly understand how their AI is working, **exposing customers** to regulatory and reputational risk.

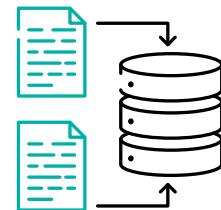
Intelligent Data Platforms Can...



Reduce the complexity of AI data pipelines, **accelerating AI-driven innovation.**



Rapidly accelerate the development and testing of **AI-supported use cases.**



Overcome integration challenges: **52% of ISVs** say customer data architectures often block AI adoption.

The Foundations of Trustworthy AI

The findings underscore a fundamental truth: AI success depends not just on innovation, but on alignment. Enterprises are no longer dazzled by flashy features. They want assurance that AI tools are built on solid, compliant, and scalable foundations. These compliance concerns are further compounded in the era of LLMs. Many applications share customer data with LLMs which has the potential to infringe data protection regulation or disclose sensitive information. To allay these fears, ISVs must have guardrails in place, yet many continue to prioritise automation and user experience over governance and integration.

This misalignment is not benign. For ISVs offering AI-enabled solutions, governance requirements increasingly focus on auditability and observability - ensuring customers can understand how the AI system works and how decisions are made. As a result, ISVs need to either build these capabilities directly into their products or provide clear integrations with tools that deliver them. If they fail to do so, AI can turn into a liability - a cycle of poor data quality that generates inaccurate results, while weak governance equates to regulatory exposure, and fragile integration leads to failed deployments. ISVs must shift focus from what's visible to what's foundational. As investment in AI rises, ISVs must ask themselves, "are we investing in the right areas to meet our customers' expectations?"

ISV investment in the right architectural foundations and capabilities is essential if they are to deliver accelerated AI solutions to their customers. Without solid governance, clean data, and scalable architecture,

every experiment risks compounding technical debt or producing unreliable results. ISVs must structure, cleanse, normalise, and unify data to build and tune AI models at the enterprise level. Without governed data, AI becomes unreliable, opaque, and risky. ISVs need strong integration architecture to facilitate effective management data pipelines that feed AI models.

By leveraging intelligent data management solutions, vendors can lay as much as 80% of the data foundations needed for effective AI applications within weeks instead of months.

In particular, a data fabric architecture, currently in use by only 39% of ISVs, is instrumental in allowing this approach, highlighting how this kind of technology is already a fundamental part of the stack for organisations.

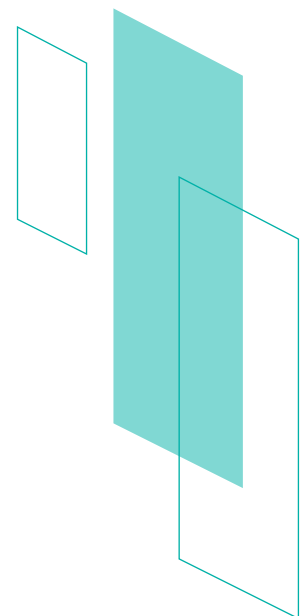
There is no need to replace systems or to move vast amounts of data, with a data fabric layering on top of current infrastructure. Over half of ISVs surveyed (52%) say their customers' data architectures 'often' present challenges when they seek to embed or integrate new solutions and AI capabilities into their environments. This is the very challenge that an intelligent data platform will help eradicate.

With harmonised data, ISVs can overcome the challenges of governance and integration without disruption, creating the AI-driven solutions that their customers truly require, while also achieving a significant competitive advantage.

Realign AI Strategy with Enterprise Priorities

Confidence is not a strategy. In today's AI-driven enterprise landscape, ISVs must move beyond optimism and embrace alignment. Strong governance, seamless integration, and high data quality enable vendors to build AI solutions that go beyond expectations. Embed governance from the outset: ensure data is compliant, auditable, and trustworthy.

- **Invest in integration:** Build solutions that fit seamlessly into complex enterprise environments.
- **Focus on scalability:** Architect for performance under real-world conditions.
- **Deliver outcomes customers value:** Prioritise reliability, accuracy, and business impact.



Shaping Your 12-Month Roadmap

Use these questions to shape your 12-month roadmap and beyond:

- Are AI models built on compliant, auditable data?
- Can your architecture scale reliably?
- Is governance built-in from the very beginning?
- Can AI-driven solutions integrate into customers' environments without friction, using stable interfaces and repeatable patterns?
- And, crucially, are you aligned with your customers' strategic priorities, measured by the outcomes they recognise and value?

Shift from building AI that works to building AI that wins. Now is the time to act.

Use the insights in this report to audit your current AI solution roadmap.

Engage your product, data, and commercial teams to realign priorities to deliver the AI-driven solutions your enterprise customers truly require.



InterSystems is Here to Help.

Partnering with InterSystems enables the acceleration of AI adoption by strengthening the data foundations that drive trust, performance, and compliance. Our technology is designed to integrate seamlessly with existing systems, govern data intelligently, and enable rapid innovation - without compromising reliability.

Whether you're modernising legacy infrastructure or launching new AI capabilities, InterSystems accelerates the delivery of solutions that scale, comply, and differentiate.



Book a demo

Scan the QR code or visit intersystems.com/uk/request-product-demo

Through the power of our technologies and the consistency of our support, InterSystems is getting noticed.



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