# Navigating the future of AI adoption in businesses



As businesses move towards 2025, the adoption of Artificial Intelligence (AI), particularly Generative AI (GenAI), is expected to evolve significantly, influenced by both the excitement surrounding the technology and the pressing challenges that accompany its implementation. Richard Farrell, CIO of Netcall, has emphasised a range of crucial trends that must be prioritised if organisations aim to harness AI's potential effectively.

Cybersecurity continues to be a primary concern for leaders across industries. As threats intensify, Chief Information Officers (CIOs) face mounting pressure to balance the urgent demand for innovative AI solutions alongside the necessity for stringent security measures. With limited resources available, organisations need to develop strategies that address both requirements concurrently. Farrell suggests that one effective solution involves processing AI within managed environments alongside existing workflows, thereby safeguarding sensitive data and preventing its incorporation into future AI training models.

Organisations have also recently encountered what Farrell describes as “Co-pilot overload,” where multiple AI copilots are adopted across various platforms. Rather than streamlining tasks, this proliferation can introduce complexity and inefficiency. The disjointedness of these tools—spanning internet browsers to customer relationship management systems—can lead to inconsistent information being generated, which ultimately requires additional time for validation and integration. To address this issue, a unified platform approach is advocated as a means to reduce dependence on disparate tools and ensure cohesive technological operations.

The prevalent hype surrounding AI, especially GenAI, will likely give way to a more pragmatic approach focused on practical applications. The Gartner Hype Cycle for Artificial Intelligence forecasts that by 2025, GenAI will descend into a phase of disillusionment, as organisations begin to recognise that simply using AI does not equate to harnessing its full potential to drive real business value. Therefore, it is vital for CIOs to identify genuinely valuable AI applications and embed them within core operations rather than treating them as isolated solutions.

Another priority for the upcoming year is the push for more sustainable IT practices. As environmental scrutiny increases, CIOs are expected to leverage AI in ways that are mindful of their carbon footprints. With AI systems already consuming substantial energy, industry stakeholders are being urged to adopt strategies that facilitate responsible scaling and maintenance of eco-friendly practices. This includes engaging suppliers committed to renewable energy and innovating solutions that decrease manual processes, ultimately contributing to reduced carbon emissions.

To accelerate digital transformation, organisations will increasingly harness the capabilities of citizen developers—non-technical employees who can aid in application creation. This trend is expected to grow as businesses strive to keep pace with rapid digital demands. Richard Farrell notes the importance of balancing empowerment with responsibility, highlighting that low-code platforms play a crucial role in enabling broader teams to collaborate on application development without overwhelming the limited IT resources.

The evolving landscape of data privacy regulation also necessitates enhanced governance frameworks, particularly as laws continue to adapt. The pending Data (Use and Access) Bill in the UK underscores the importance of maintaining compliance amidst the accelerating use of AI technologies. Ensuring that embedded AI solutions incorporate design principles that prioritise privacy will be crucial for protecting personal data and aligning with legislative requirements.

Finally, organisations must establish clear expectations regarding the return on investment (ROI) associated with AI initiatives. Successful deployments—such as the implementation of AI-powered chatbots—must translate into tangible outcomes rather than vague metrics. By honing in on well-defined use cases that demonstrate a clear impact on productivity and customer satisfaction, CIOs can secure board support and validate the adoption of AI technologies.

In summary, as the business world gears up for 2025, the path to successful AI integration will require a focused, comprehensive approach. By emphasising security, sustainability, and practical application through integrated platforms, organisations can ensure that they navigate the complexities of AI adoption while driving significant operational improvements. This strategic alignment will not only facilitate compliance with evolving regulations but will also foster a culture of innovation, enabling businesses to thrive in an increasingly digital landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://blog.workday.com/en-us/2025-ai-trends-outlook-the-rise-of-human-ai-collaboration.html> - Corroborates the expectation of significant AI adoption in 2025, including the rise of human-AI collaboration and strategic AI investments.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Provides guidelines on evaluating information, including the importance of security and credibility, which aligns with the need for stringent security measures in AI implementation.
* <https://blog.workday.com/en-us/2025-ai-trends-outlook-the-rise-of-human-ai-collaboration.html> - Supports the forecast that AI will move beyond the hype phase into more practical applications, as predicted by the Gartner Hype Cycle.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Emphasizes the importance of a unified platform approach to reduce complexity and ensure cohesive technological operations, similar to addressing 'Co-pilot overload'.
* <https://blog.workday.com/en-us/2025-ai-trends-outlook-the-rise-of-human-ai-collaboration.html> - Highlights the need for sustainable IT practices and responsible scaling of AI systems, aligning with the push for more sustainable IT practices.
* <https://www.acf.hhs.gov/orr/policy-guidance/unaccompanied-children-program-policy-guide-section-2> - Although not directly related, this link illustrates the importance of compliance with regulations, which is also crucial in the evolving landscape of data privacy regulation mentioned in the article.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Supports the need for clear governance frameworks and compliance with evolving regulations, particularly in the context of data privacy.
* <https://blog.workday.com/en-us/2025-ai-trends-outlook-the-rise-of-human-ai-collaboration.html> - Corroborates the trend of leveraging citizen developers to accelerate digital transformation and the importance of balancing empowerment with responsibility.
* <https://wit-ie.libguides.com/c.php?g=648995&p=4551538> - Emphasizes the importance of clear expectations and validation of information sources, which aligns with establishing clear expectations regarding the ROI associated with AI initiatives.
* <https://blog.workday.com/en-us/2025-ai-trends-outlook-the-rise-of-human-ai-collaboration.html> - Supports the strategic alignment of AI integration to drive operational improvements and foster a culture of innovation.