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Association for Intelligent Information Management

AIIM 2025
INDUSTRY WATCH

# STATE OF INTELLIGENT INFORMATION MANAGEMENT TECHNOLOGY

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# EXECUTIVE SUMMARY

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**The 2025 AIIM Industry Watch: State of Intelligent Information Management Technology** report reveals an important evolution in the intelligent information management landscape: organizations have moved decisively from experimentation to established execution of artificial intelligence (AI).

This research represents the perspectives of information leaders—the practitioners managing the data that powers AI systems. These leaders have become critical data subject matter experts on AI projects and within AI centers of excellence, now responsible for curating and managing AI data alongside their traditional information governance roles.

Information leaders offer a unique perspective on enterprise adoption of AI. Because they are focused on the data that underpins AI initiatives, they often have a clear, realistic understanding of the feasibility and readiness of AI implementations.

Last year's research captured a pivotal moment: AI clearly came onto the scene with widespread awareness of its impact on information management, coupled with a combination of enthusiasm and significant uncertainty as organizations began pursuing adoption.

This year's research shows the maturation that has occurred over the last 12 months. For the first time, we have a large enough percentage of respondents who have reached an established degree of AI maturity that we can benchmark against. Organizations that pursued AI also invested in the ecosystem of technology, practices, and processes that support it—leading to a higher degree of certainty and understanding around enterprise AI. The 2025 research shows dramatic improvements in information management, infrastructure, and governance, sparked by the increasing importance and value of unstructured data to the enterprise for AI.

The main story this year is one of evolution toward maturity, with a growing sense that organizations risk being left behind if they aren't already learning from these early innovators.

**This report examines how organizations have evolved from AI experimentation to execution by analyzing six critical questions:**

1. **Why is information management important?**
   Understanding shifting investment priorities and strategic drivers
2. **Who is leading information management today?**
   Examining the evolving role and influence of information leaders
3. **What technology is being deployed?**
   Mapping the expanding intelligent information management technology stack
4. **How are organizations employing automation?**
   Measuring progress in process maturation and automation sophistication
5. **How are organizations employing AI?**
   Tracking adoption rates and implementation patterns across information management use cases
6. **What practices enable AI success?**
   Identifying the governance, data quality, and infrastructure capabilities that distinguish AI-ready organizations

# KEY FINDINGS

## INFORMATION MANAGEMENT MATURITY

1. **Information management proficiency higher.** Our 2025 data demonstrates that information management has matured into a core organizational capability. The majority of organizations have now achieved at least intermediate proficiency across all core information management areas.
2. **Automation maturity is improving:** While 53% of organizations still operate with minor automation or entirely manual processes in 2025, this represents a significant improvement from 63% in 2024, demonstrating measurable progress in process maturation.
3. **Technology ecosystems are expanding:** Nearly one in five organizations now deploy between 7 and 10 different information management systems, reflecting the increasing sophistication and specialization of information management practices.

## AI ADOPTION AND MATURITY

4. **AI adoption has reached critical mass:** Both agentic AI and generative AI as information management tools have achieved 91% total adoption when combining current use with planned implementation, indicating these technologies have moved from experimental to essential.
5. **AI moves from experiment to enterprise adoption.** AI implementations have stabilized significantly, with organizations moving from pilot projects to enterprise-scale deployments. Perhaps most notably, we observe a more realistic assessment of organizational readiness for AI, accompanied by clearly defined pathways for improvement.
6. **AI readiness is widespread:** 76% of organizations report being somewhat or very prepared to take advantage of AI capabilities, suggesting the infrastructure and cultural groundwork for broader adoption is largely in place.

## STRATEGIC SHIFTS

7. **Strategic investment drivers have shifted:** Compliance and risk management are no longer the primary reasons organizations invest in information management. Customer service, collaboration, and cost and productivity optimization have emerged as the leading drivers, signaling a fundamental reorientation toward business value creation.
8. **Information leaders as wayfinders.** The role of the information leader has evolved substantially and gained considerable influence within organizations as wayfinders or strategic guides for AI-ready data. The discipline has transcended basic electronic content management to embrace sophisticated data curation practices that directly support business objectives.
9. **Leading practices create measurable advantages:** There are distinct and measurable differences in the infrastructure, practices, and processes between AI leaders and the broader population of respondents, providing clear benchmarks and roadmaps for organizations seeking to advance their capabilities.

The cumulative evidence points to an industry that has successfully navigated the AI transition from uncertainty to confidence, from experimentation to standardization, and from tactical implementation to strategic value creation. This represents a profound reconceptualization of information management's strategic role, shifting from a defensive posture focused on protection and compliance to an offensive strategy centered on value creation and competitive advantage.

### What is intelligent information management?

Intelligent Information Management (IIM) is a practice that integrates people, processes, information, and technology to achieve digital transformation by creating, capturing, sharing, digitizing, automating, and extracting intelligence from information to achieve better business outcomes.

# IMPORTANCE OF INFORMATION MANAGEMENT

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## UNDERSTANDING THE INVESTMENT LANDSCAPE

Organizations invest in intelligent information management (IIM) for many reasons—from regulatory compliance to operational efficiency to competitive differentiation. To understand how these motivations are evolving, AIIM asked respondents to identify the top three reasons their organization invests in information management. The year-over-year comparison between 2024 and 2025 reveals a dramatic change in organizational priorities.

## FROM COMPLIANCE-DRIVEN TO VALUE-DRIVEN INVESTMENT

The data shows a fundamental shift in how organizations view information management. Compliance and risk has historically been the dominant reason organizations invest in information management. In 2024, Compliance & Risk dominated at 70%—nearly double any other priority. By 2025, it had collapsed to 24%, a 46-percentage point decline. The complete 2025 top four ranking shows priorities clustered within 8 percentage points of each other:

1. **Customer Service** – 32%
2. **Collaboration** – 30%
3. **Costs & Productivity** – 30%
4. **Compliance & Risk** – 24%

This represents a fundamental shift from 2024's compliance-dominated hierarchy to a much more balanced distribution. Rather than following a single dominant rationale, organizations are now investing in information management for reasons that are increasingly unique to their specific business needs and strategic contexts.

**Top Reasons for Investing in Information Management**

Year-over-year comparison: 2024 vs 2025

| Investment Priority | 2024 | 2025 | Change |
|---|---|---|---|
| Compliance & risk | 70% | **24%** | **-46 pp** |
| Digital transformation | 38% | **12%** | **-26 pp** |
| Costs & productivity | 37% | **30%** | **-7 pp** |
| Collaboration | 30% | **30%** | **0 pp** |
| Customer service | 25% | **32%** | **+7 pp** |
| Process and workflow automation | 21% | **10%** | **-11 pp** |
| Competitive advantage | 15% | **16%** | **+1 pp** |
| Business resilience | 14% | **11%** | **-3 pp** |
| Innovation | 12% | **22%** | **+10 pp** |
| Artificial intelligence | 10% | **19%** | **+9 pp** |
| Sustainability | 9% | **22%** | **+13 pp** |
| Financial growth | 8% | **14%** | **+6 pp** |
| Employee growth & satisfaction | 5% | **24%** | **+19 pp** |

***Note:*** *Total respondents: 265 (2024) | 237 (2025)*

*pp = percentage points*

In 2024, organizations managed information because they had to. In 2025, they manage it because it's their strategic fuel for AI, customer experience, and collaboration. Compliance remains important—it's still fourth—but it's now viewed as table stakes rather than the primary driver.

## AI'S EXPONENTIAL RISE AS A REASON FOR INFORMATION MANAGEMENT

AI investment priority increased by approximately 90% from 2024 to 2025—nearly doubling in just one year. While AI still ranked 11th overall in 2025, this extraordinary growth rate indicates it's rapidly climbing the priority ladder. At 19% (up from 10%), this growth suggests it will be a top-tier priority in future surveys as organizations continue to realize AI's transformative potential for information management.

The timing of AI's surge coincides with Customer Service's rise, revealing the connection: AI-powered information management systems now enable personalization at scale, instant responses from knowledge bases, and differentiated customer experiences.

## OTHER NOTABLE SHIFTS

1. **Digital Transformation** saw a dramatic decline from 38% to 12%, likely reflecting "mission accomplished" sentiment—it's now baseline rather than a distinct investment priority. One could argue that enterprises never really achieved digital transformation and digitization, but it's clear that it has decreased as a priority and/or talking point.
2. **Sustainability** emerged, jumping from 9% to 22% (a 148% increase), indicating growing recognition of information management's environmental impact and ESG alignment.
3. **Employee Growth & Satisfaction** more than quadrupled from 5% to 24%, suggesting renewed focus on worker experience in the AI era.

# INFORMATION LEADERS IN THE AI ERA

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AIIM defines intelligent information management as a practice that integrates people, processes, information, and technology to achieve digital transformation. Arguably, people are the most important part of that equation. The humans behind processes, data, and technology are vital to implementation, adoption, and sustained success of technology. Let's turn for a moment to the people behind IIM.

## AN EVOLVING PRACTICE

In our 2024 report, we coined the term "information leader" to explain the evolving role of information management practitioners in the AI era. These professionals now serve as wayfinders—strategic guides who can translate complex data requirements, manage information logistics, and curate knowledge assets for maximum organizational value.

### SHIFTING ORGANIZATIONAL DESIGN

This year, for the first time, more respondents reported working within the IT department instead of an information management or records management departments. This data represents a shift AIIM has seen amongst member companies where organizations are consolidating and moving information governance and data governance teams, often consolidating these teams under IT. Twenty-two percent (22%) of respondents reported working within IT/Engineering/Product Development compared to 20% working within Information Management/Records Management/Information Governance.

### INCREASINGLY DIVERSE JOB TITLES REFLECT EXPANDING RESPONSIBILITIES

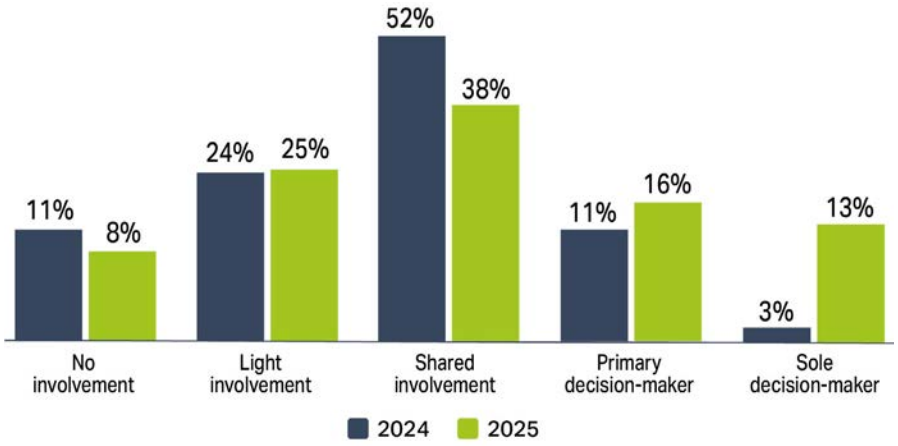
It is important to note that job titles in the information management and information governance industries are not entirely normalized, with considerable variation in how organizations structure and name similar roles. This lack of standardization means that a "Records Manager" at one organization may have responsibilities comparable to an "Information Governance Specialist" or "Senior Information Analyst" at another, making precise comparisons challenging.

At the same time, roles and responsibilities are expanding. Practitioners are simultaneously managing physical records storage solutions AND developing AI governance frameworks in an increasingly complex environment.

### DECISION INFLUENCERS

Information management practitioners are experiencing a significant shift in organizational influence, evolving from advisors to decision-makers. Between 2024 and 2025, the proportion of practitioners with primary or sole decision-making authority more than doubled—from 14% to 29%. This dramatic increase reflects growing executive recognition that information management expertise is critical to strategic technology investments. Notably, sole decision-makers increased more than fourfold (from 3% to 12.59%), while those with no involvement decreased from 11% to 8%. This transition signals that information management is no longer viewed as a support function but as a leadership discipline essential to organizational success.

**What is your typical level of involvement in the decision-making process when purchasing information management systems or applications for your organization? (N=286)**




Similarly, position levels within organizations continues to show a rising seniority of information leaders. Approximately 46% of respondents hold management or leadership positions, including 34% at the manager level, 6% in director roles, 4% in executive positions (CEO, President, VP), and 2% as senior managers. The remaining respondents include specialists, analysts, technicians, coordinators, and administrative support roles.

## THE ROLE OF THE INFORMATION LEADER IN THE AI ERA

This evolution of the information leader role—from records custodian to AI data strategist—directly correlates with organizational AI maturity. The data shows that organizations where information leaders have gained decision-making authority and cross-functional influence are better positioned for AI success: they have higher data quality, more mature governance frameworks, and greater confidence in their AI readiness.

As AI adoption accelerates, information leaders are emerging as essential wayfinders who can translate complex data requirements into executive strategy, making them critical architects of enterprise AI success rather than simply support functions managing compliance.

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# INTELLIGENT INFORMATION MANAGEMENT TECHNOLOGY

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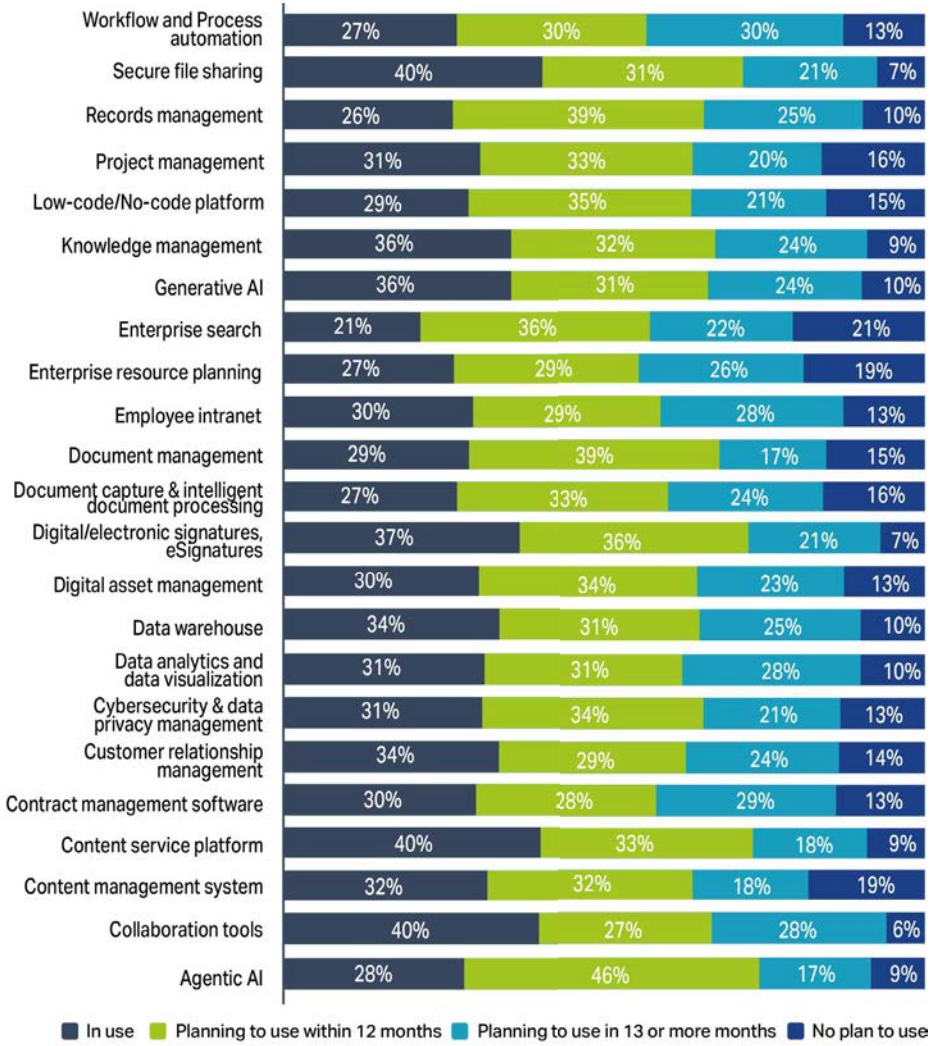
Information leaders require the right tools to fulfill their expanded strategic role. Understanding which technologies organizations deploy reveals how seriously they're investing in AI-ready infrastructure. Understanding which technologies organizations deploy to manage unstructured data reveals much about enterprise risk tolerance and innovation appetite.

AIIM has been tracking the size of information management technology stacks since 2013, and the data reveals a clear trend: organizations are deploying an increasing number of specialized systems to meet their information management needs.

The growth in system adoption has been particularly notable among organizations using 7-10 different systems. In 2013, just 3.6% of organizations maintained technology stacks of this size. By 2018, that figure had grown to 6.2%. The pace accelerated significantly in recent years—jumping to 14% in 2023 and reaching 18% in 2025. Nearly one in five organizations now use 7-10 different information management systems, with the growth pattern suggesting this expansion will continue.

## Which information management tools do you use (or plan to use) within your organization? (N=238)



# THE 10 HOTTEST INFORMATION MANAGEMENT TECHNOLOGIES FOR 2025

The 2025 adoption data—including current use and planned implementations through 13+ months—reveals an information management market approaching universal technology deployment. All ten leading technologies will reach 90% or higher adoption.

## AI TECHNOLOGIES CLAIM THEIR PLACE

Two AI technologies landed in the top 10, both hitting 91% total adoption.

One of the most surprising developments isn't visible in a direct year-over-year comparison because the technology itself is so new. Agentic AI—systems capable of autonomous task execution—wasn't even tracked as a separate category in 2024. Twenty-eight percent (28%) of organizations are already using systems capable of autonomous task execution and an additional 46% planning adoption within 12 months. This 74% combined adoption and near-term planning rate demonstrates extraordinary organizational risk tolerance and marks a fundamental shift toward AI systems that execute decisions independently rather than merely recommending actions.

Generative AI reached 36% current adoption with 55 more percentage points planned.

### Top 10 Hottest Information Management Tools for 2025

- **Collaboration Tools –** 95% total adoption (40% current use, 27% within 12 months, 28% after)
- **Digital/Electronic Signatures –** 94% total adoption (37% current use, 36% within 12 months, 21% after)
- **Knowledge Management –** 92% total adoption (36% current use, 32% within 12 months, 24% after)
- **Secure File Sharing –** 92% total adoption (40% current use, 31% within 12 months, 21% after)
- **Agentic AI –** 91% total adoption (28% current use, 46% within 12 months, 17% after)
- **Generative AI –** 91% total adoption (36% current use, 31% within 12 months, 24% after)
- **Content Service Platform –** 91% total adoption (40% current use, 33% within 12 months, 18% after)
- **Records Management –** 90% total adoption (26% current use, 39% within 12 months, 25% after)
- **Data Analytics and Data Visualization –** 90% total adoption (31% current use, 31% within 12 months, 28% after)
- **Data Warehouse –** 90% total adoption (34% current use, 31% within 12 months, 25% after)

## ESTABLISHED TECHNOLOGIES MAINTAIN DOMINANCE

- **Records Management** shows the largest planned increase, jumping from 26% to 90% adoption—a gain of 64 percentage points.
- **Collaboration Tools** lead at 95% total adoption (40% current, 55 points planned), closely followed by Digital/Electronic Signatures at 94% (37% current, 57 points planned).
- **Knowledge Management** (92%), Secure File Sharing (92%), and Content Service Platform (91%) round out the near-universal adoption tier. Each shows both substantial current deployment and continued momentum.

## ANALYTICS INFRASTRUCTURE EXPANDS

Data Analytics and Visualization (90%) and Data Warehouse (90%) both demonstrate that organizations are building the analytical foundation needed for AI and business intelligence. With planned increases of 59 and 56 percentage points respectively, these aren't maintenance investments—they're capacity expansion.

## CHANGING TECH STACKS

We are witnessing the transition from traditional, rule-based approaches to intelligent, adaptive systems. Technologies that didn't exist in practical form five years ago are now deployed by a third of enterprises, with another third planning implementation within months. The strong adoption pipeline indicates 2025-2026 will see an acceleration of these trends.

At the same time, organizations are prioritizing systems that help prepare data for AI, such as Records Management Systems, Content Service Platforms, and Data Warehouses. Organizations are racing to prepare their information ecosystems for AI deployment. **Clean, well-governed data repositories have become prerequisite infrastructure.**

## ENTERPRISE ARCHITECTURE

The foundation of any successful AI implementation lies in how organizations store, access, and manage their data. Our research reveals that organizations are making strategic decisions about data storage that directly impact their AI readiness, with cloud adoption emerging as a dominant trend that promises improved data accessibility and the scalability necessary for AI workloads.

## INTEROPERABILITY

Organizations made substantial progress breaking down data silos between 2024 and 2025, with the percentage reporting no interoperability cut by more than half—from 28% to just 12%.

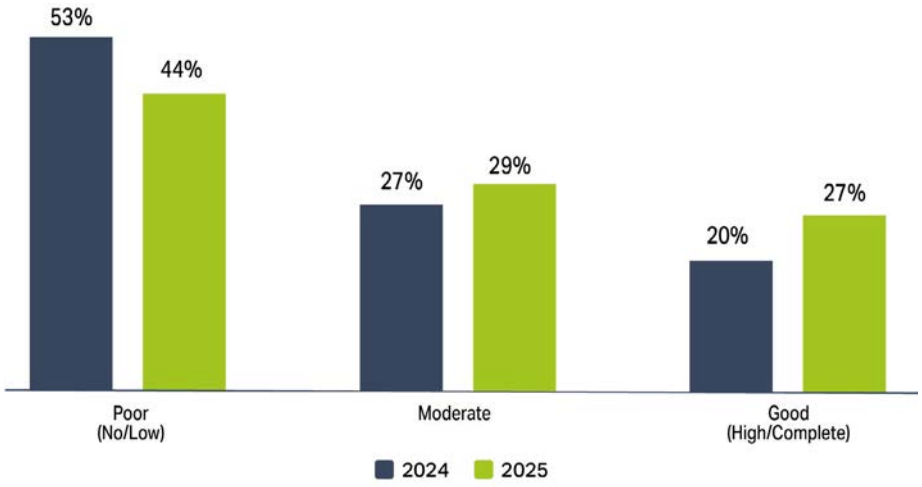
High interoperability jumped from 13% to 21%, while the overall "good" category (high plus complete seamless) grew from 20% to 27%. Even the increase in low interoperability (from 25% to 32%) reflects positive movement, as organizations with previously siloed data now have at least manual processes to access and share information.

The reduction in completely siloed data removes a fundamental barrier to AI, automation, and analytics initiatives, though 44% of organizations still operate with poor interoperability, indicating significant room for continued improvement.

### Degrees of Interoperability

- **No interoperability at all,** data is siloed and inaccessible
- **Low interoperability,** manual processes required to access and share data
- **Moderate interoperability,** but some manual integration needed
- **High interoperability,** mostly automated integration and included in federated search
- **Complete seamless interoperability**

### Interoperability progression (2024 v 2025)

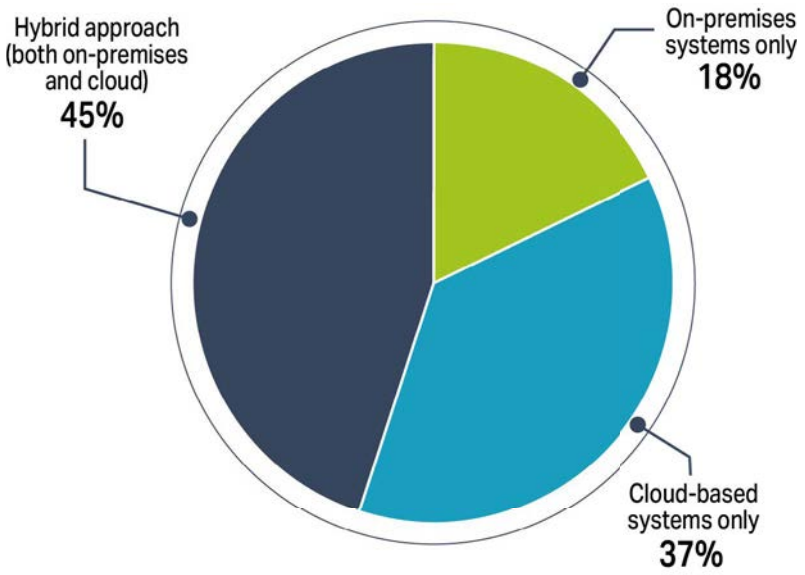



## CLOUD ADOPTION REACHES CRITICAL MASS

Cloud adoption has reached a tipping point, with 82% of organizations now using either cloud-only (37 %) or hybrid approaches (45%) for storing their content, document, and records management data. Only 18% of respondents remain purely on-premises, and this figure is set to decline further with 21% of organizations planning to migrate from on-premises to cloud within the next 12-24 months.

This cloud-dominant landscape has significant implications for AI readiness. Cloud platforms offer elastic compute resources that can scale to meet the demands of model training and inference, advanced data processing capabilities, and seamless integration with AI and machine learning services without significant capital investment.

### Where does your organization currently store its content/ document/records management data? (N=236)

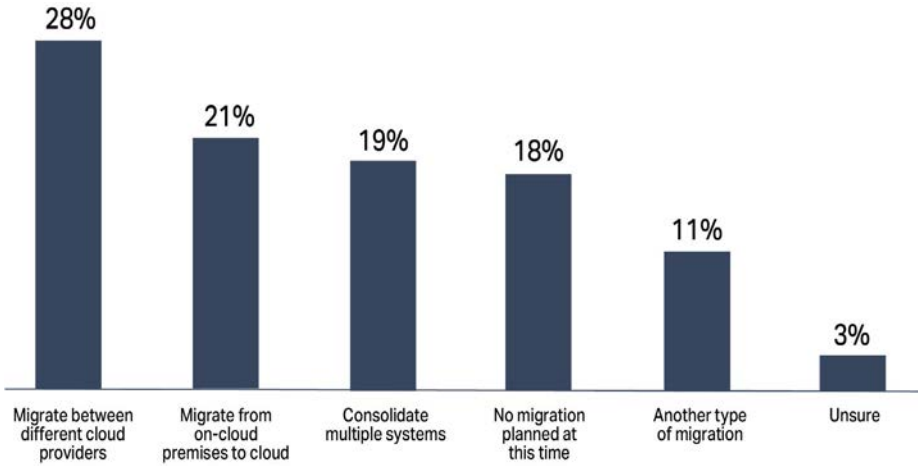



## MIGRATION MOMENTUM SIGNALS CONTINUED EVOLUTION

Beyond the 21% planning on-premises to cloud migrations, additional migration activity reveals an evolving landscape: 28 % are planning migrations between different cloud providers, 19% are consolidating multiple systems, and 11% are planning other migration types. In total, 79% of organizations are either planning migrations or actively managing their cloud environments.

The 28% planning cloud-to-cloud migrations may be optimizing their cloud strategy, pursuing multi-cloud approaches, or moving to platforms with superior AI capabilities. The 19% consolidating systems are likely addressing data silos and fragmentation—a critical step for AI initiatives that require unified access to comprehensive datasets.

### Is your organization planning a migration of its content/ document/records management systems within the next 12-24 months? (N=237)



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# AUTOMATION IN INTELLIGENT INFORMATION MANAGEMENT

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## SIGNIFICANT PROGRESS IN AUTOMATION ADOPTION

Between 2024 and 2025, organizations have made notable strides in automation maturity, with a clear shift away from manual processes toward more sophisticated automation approaches. The data reveals a transformation in how information management practitioners are leveraging technology to streamline their operations.

Organizations operating with entirely manual processes increased slightly from 15% in 2024 to 17% in 2025. However, when we look at the combined totals of manual and minimally automated environments, we see meaningful progress: 53% of organizations in 2025 still operate with minor automation or entirely manual processes, compared to 63% in 2024—representing a significant 10-percentage-point improvement.

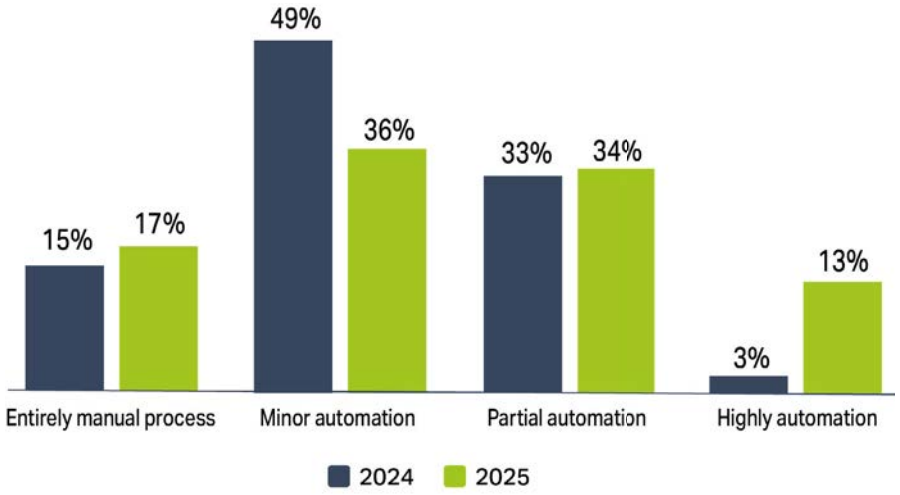
Perhaps most encouraging is the growth in highly automated environments. Organizations reporting highly automated processes with advanced technologies including RPA, AI/ML, and IDP (Intelligent Document Processing) nearly quadrupled from 3% in 2024 to 13% in 2025. This represents a noteworthy shift in the sophistication of automation strategies being deployed.

The middle tier—partial automation with integrated systems—has also grown, rising from 33% in 2024 to 34% in 2025, suggesting organizations are successfully building the foundation needed for more advanced automation.

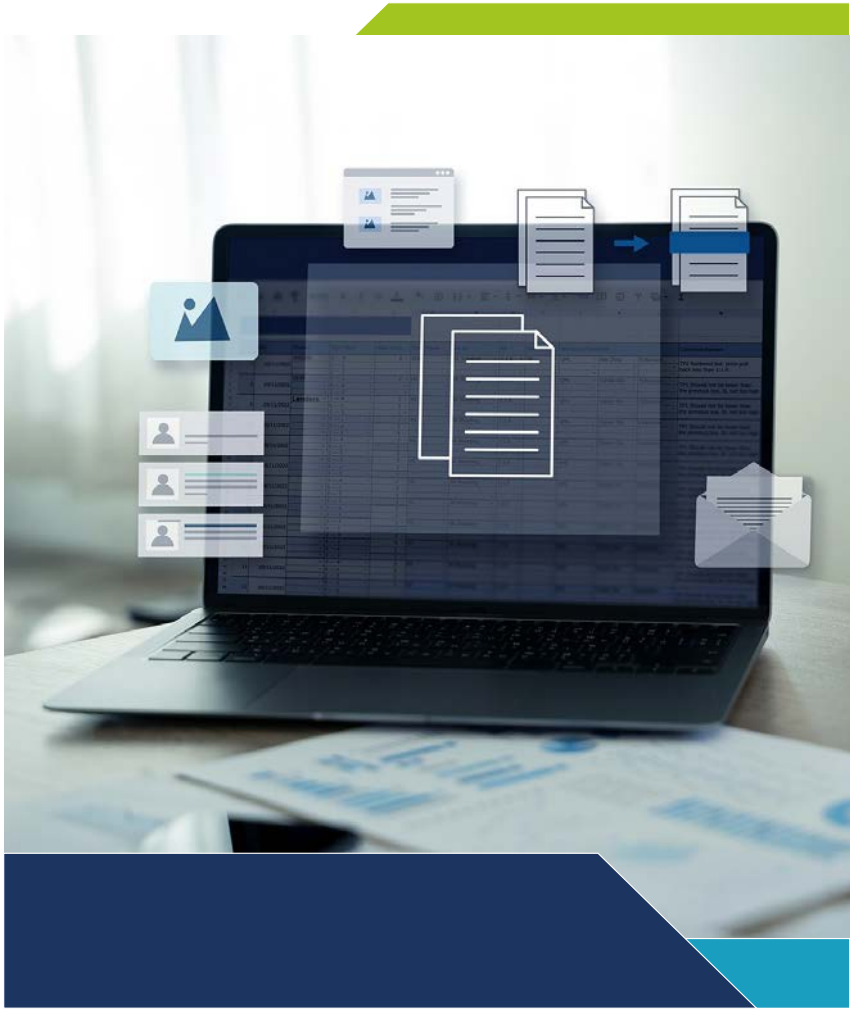
### Automation Maturity Explained

- **Entirely manual processes** - No automation; majority of work performed manually without technology assistance
- **Minor automation** - Mostly manual processes with basic automation via desktop tools and simple software
- **Partial automation** - Core business processes automated through integrated software and databases, but still require regular human oversight
- **Highly automated** - Advanced automation via RPA, AI/ML, and IDP technologies with minimal to no human intervention required

## Overall, how automated are your organization's core business processes?




Organizations are moving beyond experimental automation toward integrated, intelligent systems that fundamentally reshape how work gets done. The increase in advanced automation adoption signals that AI/ML, RPA, and IDP technologies are moving from proof-of-concept to production at scale. **This automation maturity isn't just operational improvement. Automation is arguably a prerequisite for AI success, as we'll see when examining organizations that feel "very prepared" for AI.**



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# ARTIFICIAL INTELLIGENCE IN INTELLIGENT INFORMATION MANAGEMENT

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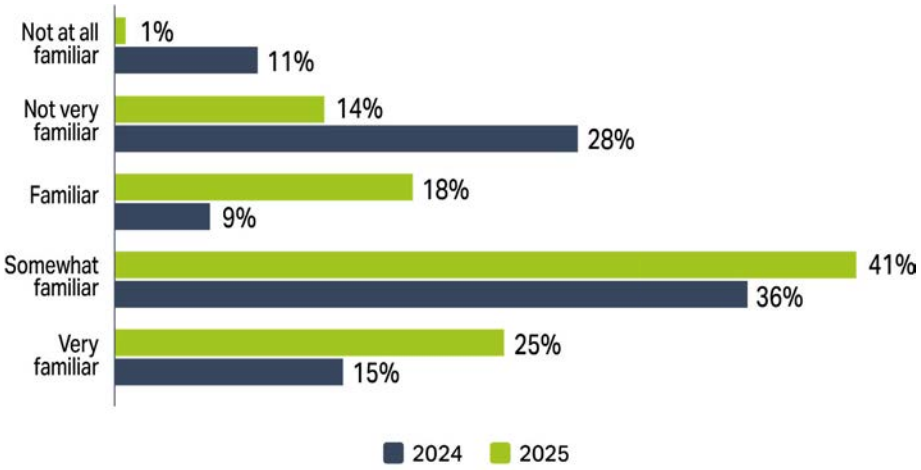
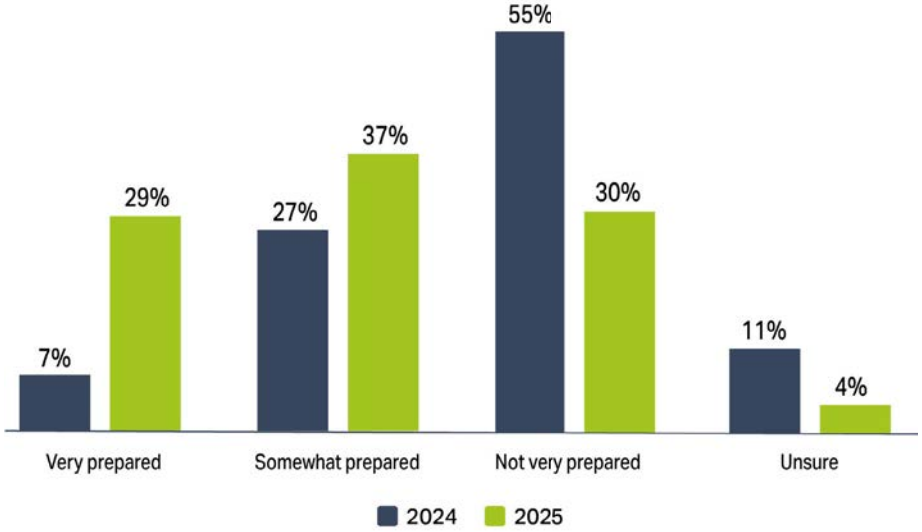
The past twelve months have marked a turning point in how organizations approach artificial intelligence within information management. Two-thirds of organizations now possess a solid understanding of how AI can be applied to information management—up from just half the year prior. This shift reflects a deepening comprehension of how AI can be strategically applied to manage unstructured data, automate processes, and drive better business outcomes.

**How familiar is your organization with AI capabilities that could be applied within information management? (2025, N=228 - 2024, N=237)**




Confidence in organizational capabilities has dramatically increased. Respondents were asked about their perception of organizational readiness for AI and "very prepared" responses tripling at the organizational level from 7% to 29% between 2024 and 2025.

**How prepared is your ORGANIZATION to take advantage of AI capabilities? (2025, N=228 - 2024, N=234)**



## AI ADOPTION ABOUNDS

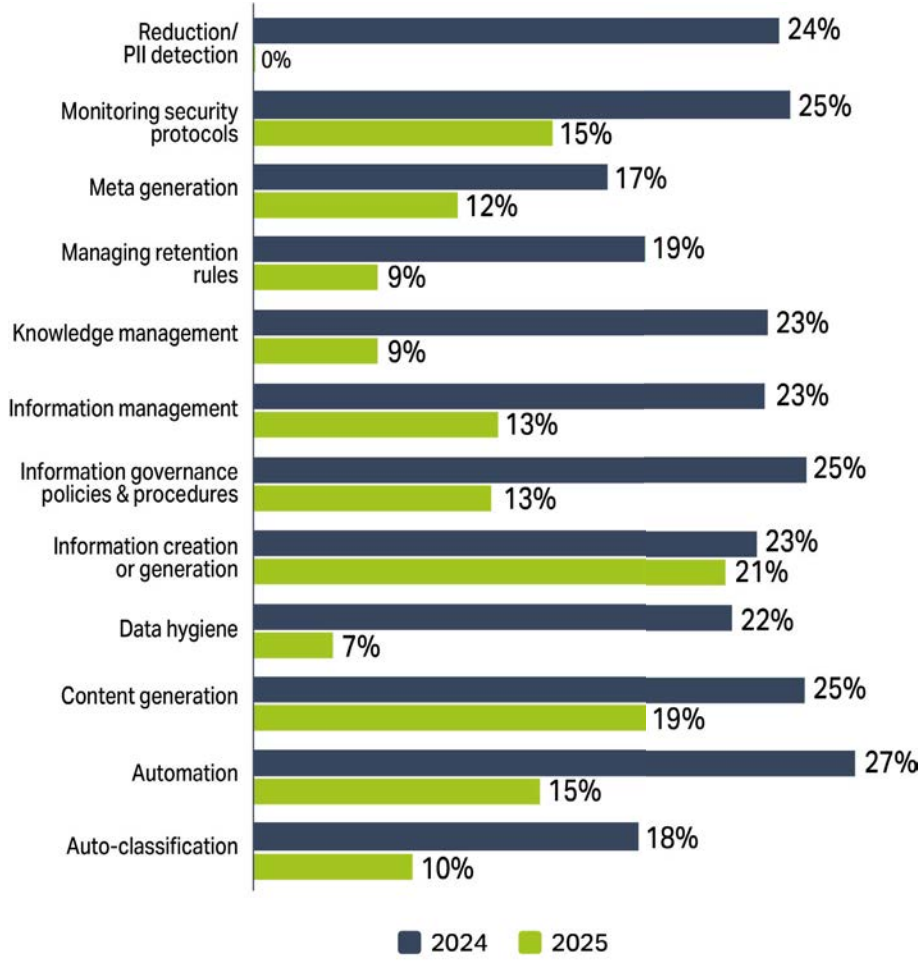
Between 2024 and 2025, organizations experienced a dramatic shift in AI adoption for information management tasks. Across all 11 tracked use cases, current adoption increased by an average of **9.4%**, while organizations with no plans to use AI decreased by an average of **19%**.

### CURRENT ADOPTION GROWTH

The largest increases in current AI use occurred in:

- **Knowledge management**: 9% to 23% (+15pp)
- **Data hygiene**: 7% to 22% (+15pp)
- **Information governance policies and procedures**: 13% to 25% (+12pp)
- **Automation**: 15% to 27% (+12pp)
- **Managing retention rules**: 9% to 19% (+10pp)

**Organizations using AI for information management tasks (2025, N=227 - 2024, N=228)**

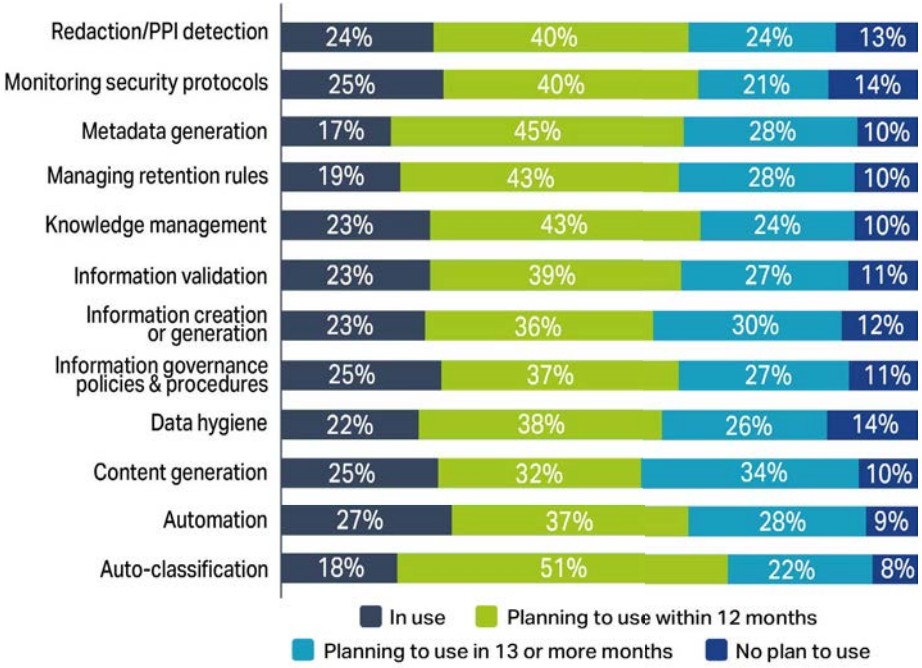


## NEAR-TERM PLANNING SURGE

Organizations planning to implement AI within the next 12 months showed significant increases:

- **Auto-classification**: 28% to 51% (+23pp)
- **Metadata generation**: 27% to 45% (+18pp)
- **Monitoring security protocols**: 27% to 40% (+13pp)
- **Information governance**: 24% to 37% (+13pp)
- **Knowledge management**: 30% to 43% (+12pp)

### Is your organization currently leveraging or planning to leverage AI to improve any of the following: (N=227)




Every tracked category showed growth in adoption and decline in resistance. Auto-classification stands out with both high current adoption growth (10% to 18%) and the strongest near-term planning increase (+23pp), suggesting this capability is becoming a priority across organizations.

The data indicates that between 2024 and 2025, AI for information management transitioned from an emerging capability to an increasingly standard practice, with organizations moving rapidly from planning to implementation across multiple use cases.

# INTELLIGENT INFORMATION MANAGEMENT PRACTICES

## BUILDING THE FOUNDATION: ORGANIZATIONAL EFFECTIVENESS DRIVES AI MATURITY

The 2025 survey reveals a clear pattern: organizations with strong fundamentals in information management, governance, and technology are significantly better positioned for AI success. Across nearly every dimension measured, the majority of organizations have achieved at least intermediate proficiency, establishing the baseline capabilities necessary for AI deployment.

### INFORMATION MANAGEMENT MATURITY

Between 59% and 71% of organizations now rate themselves as intermediate, advanced, or expert across core information management capabilities. Information access and use leads at 71% intermediate or higher, followed by creating and capturing information (65%), knowledge management (65%), and managing information throughout its lifecycle (64%). This widespread proficiency suggests that most organizations have moved beyond foundational challenges and built the working practices needed to support AI initiatives.

### GOVERNANCE AND SECURITY AS ENABLERS

Similarly, 62-72% of organizations demonstrate intermediate or higher proficiency in governance, security, and analytics. Risk management tops the list at 72%, with applying governance and compliance close behind at 71%. Nearly 40% of organizations report advanced or expert-level risk management capabilities, reflecting the priority organizations place on managing AI-related risks before deployment.

However, gaps remain. Extracting data and intelligence from information shows only 62% at intermediate or higher, with just 7% achieving expert-level proficiency. Generative AI use and governance sits at 62% intermediate or higher, but 15% of organizations report having no proficiency at all, a significant vulnerability given widespread employee adoption of AI tools.

### TECHNOLOGY INFRASTRUCTURE PROGRESS

Organizations are also maturing their technical foundations, with 59-70% achieving intermediate or higher effectiveness in key technology areas. Cloud migration leads at 70%, while digitizing, automating, and integrating processes earned the highest effectiveness score (3.08 out of 5.0) and the highest expert-level proficiency at 11%. This indicates organizations are successfully moving beyond simple digitization to true process integration, a prerequisite for AI automation.

Legacy system modernization remains the weakest area, with only 59% at intermediate or higher and just 3.4% achieving expert proficiency. This technical debt represents a significant barrier to AI readiness for many organizations.

### THE AI PREPAREDNESS CONNECTION

These effectiveness metrics aren't just operational measures. They're predictive of AI success. Organizations that report feeling "very prepared" for AI demonstrate 12-23 percentage points higher proficiency across these dimensions compared to all respondents. The connection is particularly strong in areas like extracting intelligence from information (+22%), managing information throughout its lifecycle (+22%), and knowledge management (+21%).

The data validates a fundamental principle: AI readiness isn't built on AI expertise alone. It's built on mature information management practices, robust governance frameworks, and modern technical infrastructure. Organizations that excel at the fundamentals—data quality, lifecycle management, risk mitigation, and process automation—feel significantly more confident in their ability to deploy AI successfully.

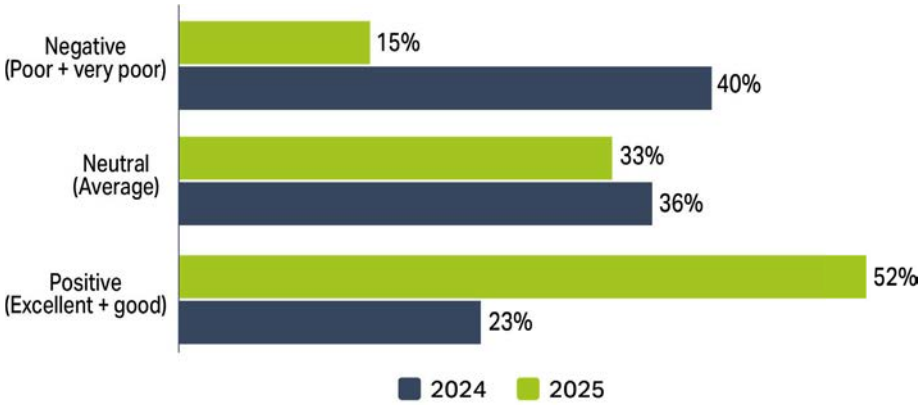
For organizations still building these capabilities, the path forward is clear: strengthen your foundation first. Invest in information and data governance before data science. Automate processes before adding AI to them. Establish security and compliance frameworks before deploying generative AI tools. The 60-70% of organizations that have reached intermediate proficiency serve as proof that these capabilities are achievable, and that they're essential stepping stones to AI maturity.

## DATA READINESS

While organizational effectiveness provides the operational foundation for AI, **data quality serves as the fuel**. Data quality and readiness are foundational to successful AI implementations, particularly for generative AI applications that depend on high-quality unstructured data to produce accurate, relevant results. As AIIM's research on "Organizational Readiness for Generative Artificial Intelligence" emphasizes, content hygiene is vital: "To improve the relevance and accuracy of GenAI results, data sources must be cleansed and maintained."

Between 2024 and 2025, organizations made remarkable progress in improving data quality and readiness for artificial intelligence applications, signaling growing maturity in information management practices. The percentage of respondents rating their data quality as "excellent" or "good" more than doubled, jumping from 23% in 2024 to 52% in 2025, a 29-percentage-point increase. Even more striking, organizations reporting "poor" or "very poor" data quality plummeted from 40% to just 15%. This shift reflects substantial investments in data governance, data hygiene, and AI preparation initiatives across the industry.

**How would you rate the overall quality and readiness of your organization's data for artificial intelligence (AI) and machine learning applications? (2025, N=229 - 2024, N=230)**



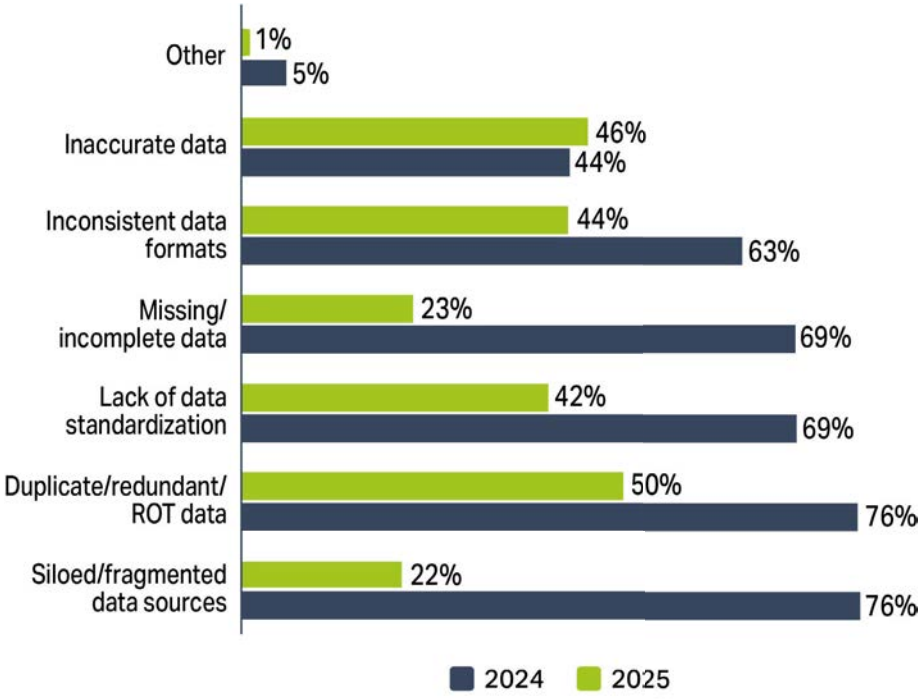

Between 2024 and 2025, organizations achieved remarkable progress in addressing fundamental data quality issues, with some of the most persistent problems showing dramatic improvement. The most striking success was in breaking down data silos, with siloed or fragmented data sources dropping from 76% to just 22% of organizations, a reduction of nearly three-quarters. Similarly, missing or incomplete data fell by two-thirds, from 69% to 23%, indicating substantial progress in data completeness and coverage.

However, while the trajectory is overwhelmingly positive, data quality challenges remain widespread. Duplicate, redundant, or obsolete (ROT) data—though reduced by a third—still affects half of all organizations, making it the most commonly reported issue in 2025. Lack of data standardization and inconsistent data formats also continue to affect significant portions of organizations (42% and 44%, respectively), despite meaningful year-over-year improvements.

Interestingly, inaccurate data was the only issue to increase slightly, from 44% to 46%. This uptick may actually reflect progress: as organizations implement better data governance and AI readiness initiatives, they're likely detecting accuracy problems that previously went unnoticed.

Together, these findings suggest that while organizations have made substantial investments in data quality, the journey toward truly AI-ready data continues, with accuracy and ROT data remaining important areas for ongoing attention.

**Which of the following data quality issues are present in your organization's data? (2025, N=227 - 2024, N=229)**



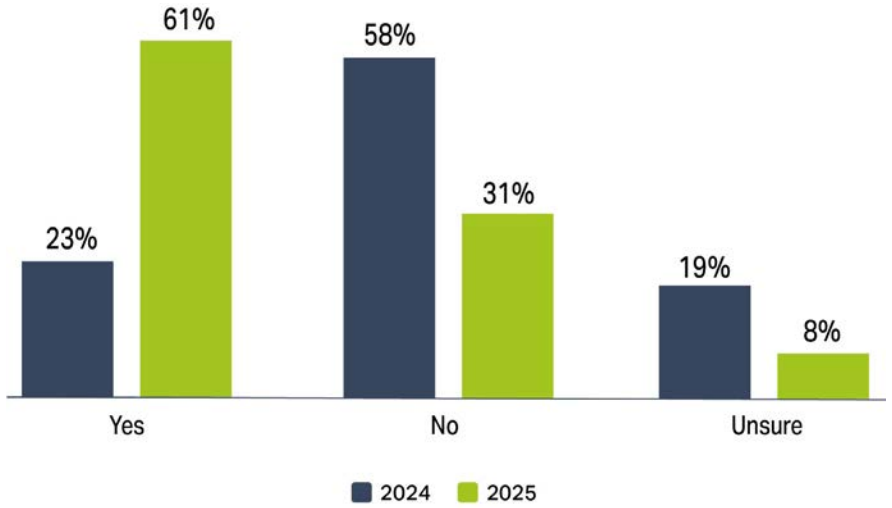
## ORGANIZATIONS RAPIDLY FORMALIZE DATA QUALITY PROCESSES FOR AI READINESS

The year between 2024 and 2025 marked a transformative period in how organizations approach data quality for artificial intelligence applications. The percentage of organizations with established processes for data quality monitoring, cleansing, and preparation specifically for AI model training and deployment nearly tripled.

In 2024, a clear majority (58%) of organizations lacked formal data quality processes for AI, leaving them ill-prepared for effective AI deployment. By 2025, this situation had completely reversed: nearly two-thirds of organizations now have established processes in place, while those without such processes dropped to less than a third (31%). Even uncertainty decreased substantially, with the "unsure" category falling from 19% to just 8%, suggesting that organizations have gained much greater clarity about their data quality capabilities and AI readiness status.

This transformation aligns with the concurrent improvements in overall data quality ratings and the reduction in specific data quality issues. The data tells a coherent story: organizations recognized that AI success depends on high-quality data, invested in formal processes to achieve it, and are now seeing tangible results. The establishment of systematic data quality monitoring, cleansing, and preparation processes represents a maturation from ad-hoc approaches to structured, repeatable practices—a critical foundation for sustainable AI implementation and governance.

**Does your organization have established processes for data quality monitoring, cleansing, and preparation specifically for AI model training and deployment? (2025, N=230 - 2024, N=235)**



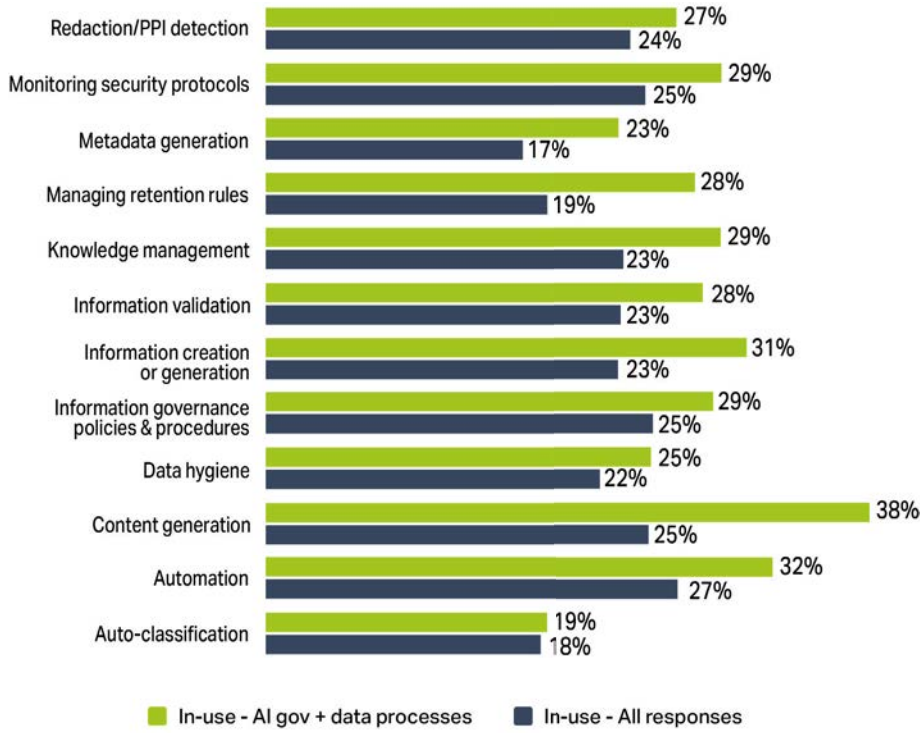
## IMPACT OF AI GOVERNANCE AND DATA QUALITY ON AI ADOPTION

Organizations that combine AI governance policies with established data quality processes demonstrate significantly higher AI adoption rates across information management use cases. The data reveals that having both elements together creates a synergistic effect that far exceeds the impact of implementing either component alone. Organizations with both AI governance and data quality processes show adoption rates that are 20-50% higher than the overall average, with the most dramatic improvements seen in content generation (52% increase), information creation (35% increase), and managing retention rules (47% increase).

This synergy makes sense: AI governance provides the strategic framework, policies, and guardrails needed to deploy AI responsibly, while data quality processes ensure that the underlying information used to train and deploy AI models is accurate, complete, and fit for purpose. Without governance, organizations may hesitate to deploy AI due to concerns about compliance, ethics, or risk management. Without quality data processes, AI implementations may fail to deliver value or produce unreliable results. Together, these two elements create the foundation for confident, successful AI adoption.

The data suggests that organizations looking to accelerate their AI adoption should prioritize developing both AI governance frameworks and robust data quality management processes in parallel. Investing in one without the other may yield only modest improvements, but the combination unlocks substantially higher adoption rates across nearly every information management use case examined.

### Impact of AI governance and data quality processes on AI adoption in information management

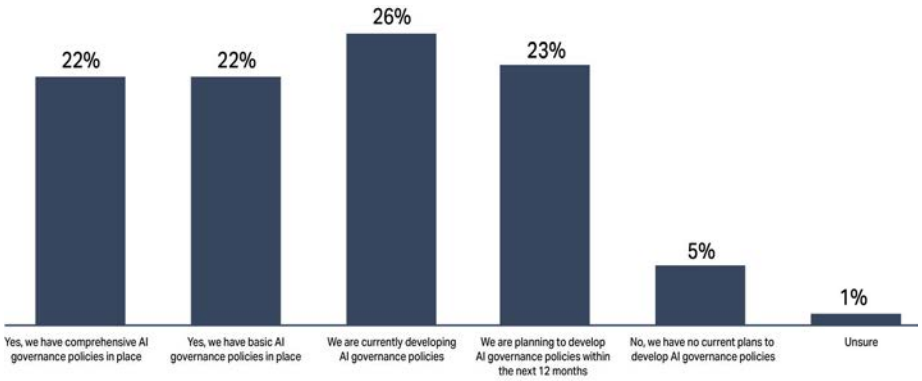



These dramatic improvements in data quality demonstrate organizational commitment to AI readiness. But which organizations have made the most progress, and what distinguishes them from their peers? The answer lies in examining AI governance frameworks and the infrastructure choices of organizations that feel 'very prepared' for AI.

# AI GOVERNANCE

**Beyond general organizational effectiveness, AI governance emerges as a critical accelerator.** This year's survey explored AI governance for the first time, and what's clear is that AI governance is no longer an outlier for advanced organizations—it's becoming the norm. Forty-four percent (44%) of respondents said their organization has an AI governance policy with an additional 49% either developing or planning to develop a policy in the next 12 months.

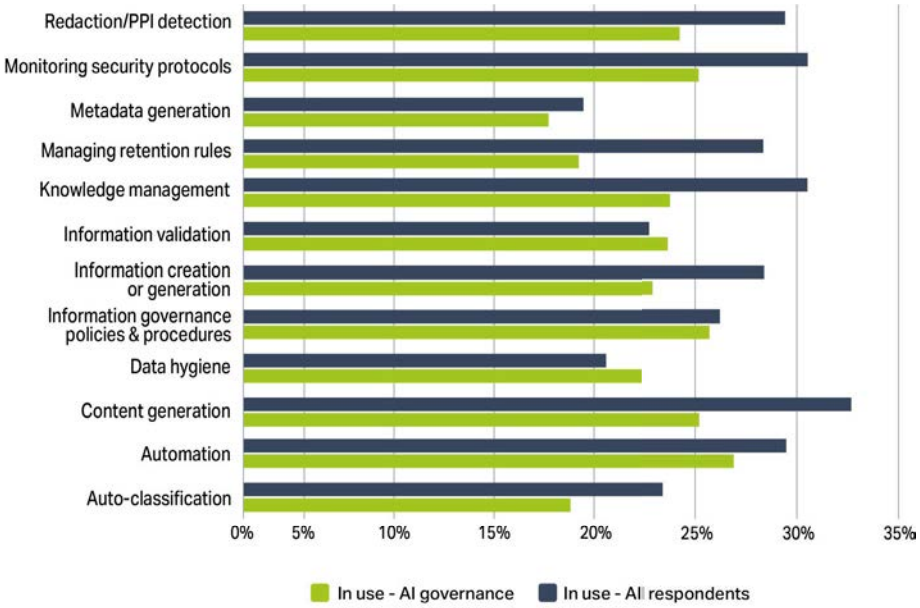
### Does your organization have defined AI governance policies? (N=227)




What's more interesting is the possible correlation between having AI governance policies and AI adoption within information management programs. Organizations with AI governance frameworks demonstrate significantly more advanced AI adoption, with higher implementation rates across 83% of measured use cases and an overall 17% adoption advantage (26.4% vs 22.6% average adoption).

The data reveals that governance isn't merely a compliance exercise but rather a strategic enabler, with the largest adoption gaps appearing in sophisticated, high-value applications: content generation (+7 percentage points), managing retention rules (+9pp), knowledge management (+7pp), and security monitoring (+5pp).

### Impact of AI governance on AI adoption

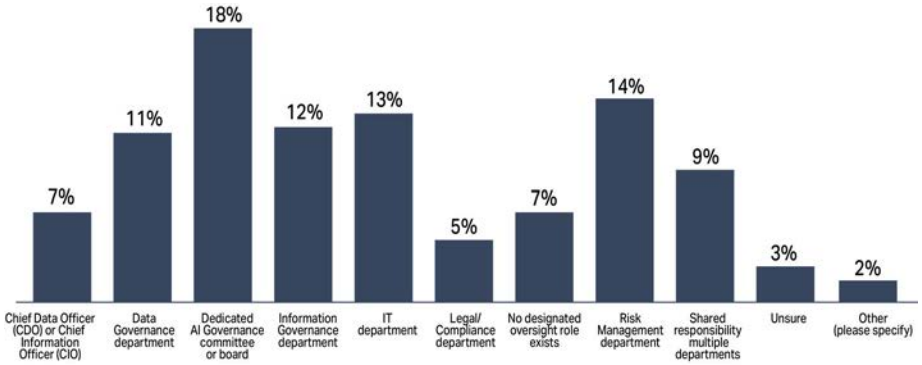



This correlation between governance and readiness is further reinforced by preparedness data: 74% of respondents with basic or comprehensive AI governance reported their organizations as very or somewhat prepared for AI, compared to only 66% of all respondents and just 62% of those without any AI governance policies—a 12-percentage-point gap that underscores governance as a critical differentiator.

The systematic pattern of higher adoption across the maturity spectrum suggests that AI governance serves as both a prerequisite and accelerator for scaled AI implementation, providing the infrastructure and confidence organizations need to deploy AI more broadly and ambitiously.

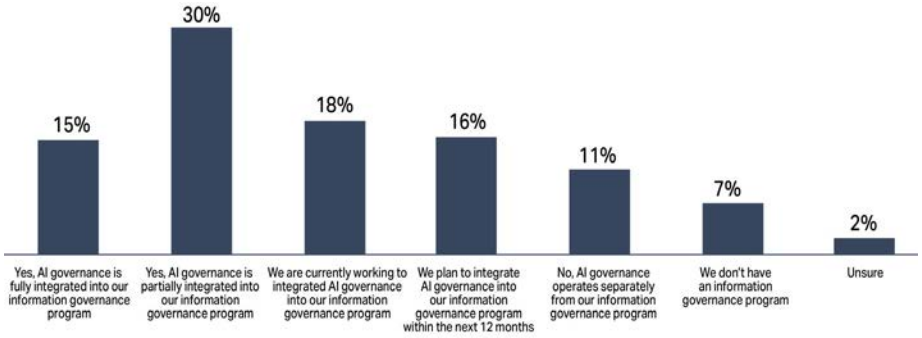
Organizationally, primary responsibility for AI oversight is diverse. Organizational design and leadership for AI governance is apparently unique to each organization with little standardization across enterprises. Perhaps what's more important is that there is a designated person or team responsible for AI oversight.

### Who is primarily responsible for AI oversight in your organization? (N=228)




Regardless of who leads AI governance efforts, it is clear from the data that AI governance is deeply connected with information governance. Seventy-nine percent (79%) of respondents said that AI governance is either already integrated or will soon be integrated with their information governance program.

### Is AI governance integrated into your information governance program? (N=228)




# WHAT'S NEXT: AN ACTION PLAN FOR AN AI-DRIVEN FUTURE

# WHAT'S NEXT: AN ACTION PLAN FOR AN AI-DRIVEN FUTURE

The best kind of research is research that is actionable. In the case of this year's research, the most interesting insights are found when examining the behaviors and characteristics of organizations who report that they are **"very prepared" to take advantage of AI capabilities**.

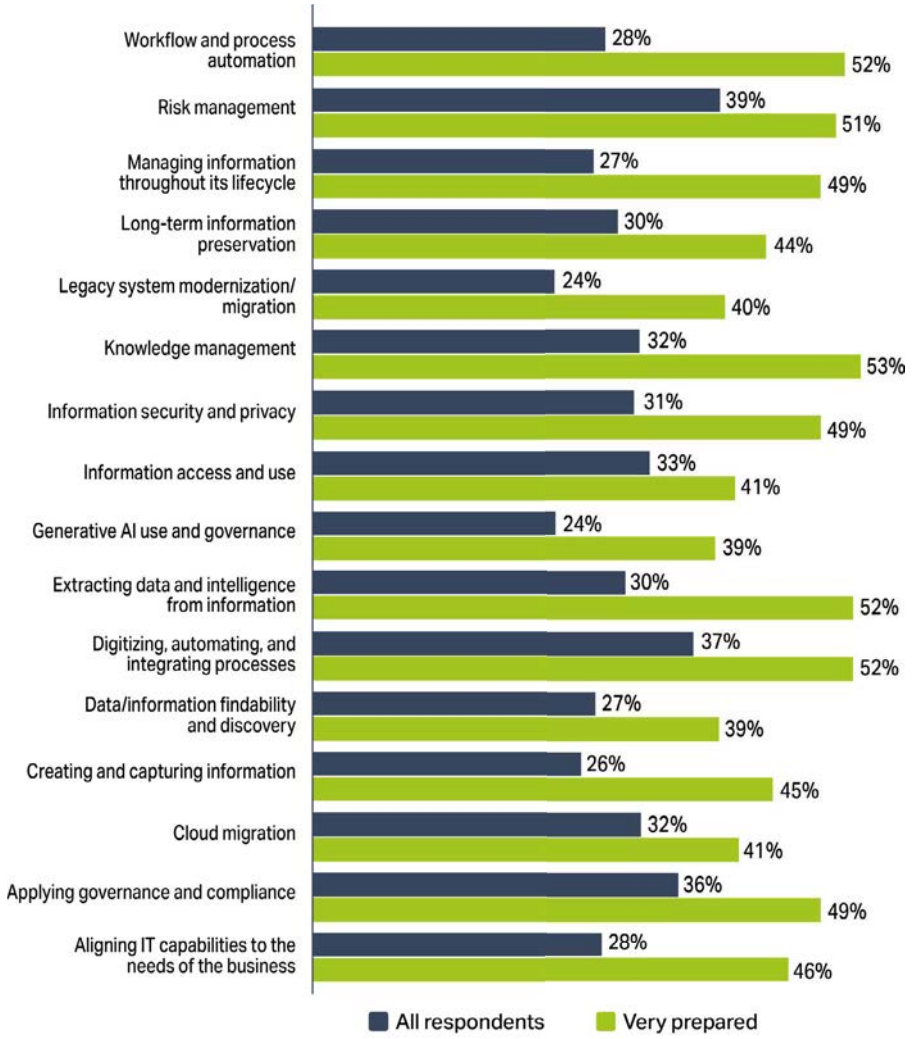
Representing 29% of respondents, these "AI leaders" range in size disputing any claims that AI maturity and information management maturity is only accessible to resource-rich organizations. Of the 29% "very prepared" respondents, 58% have 11-1,000 employees and 21% are under $50 million USD in annual revenue.

"Very prepared" organizations aren't merely confident in their AI-readiness. They have built a solid infrastructure to support AI initiatives that is distinguishable from less prepared counterparts. The result of this analysis is a benchmark and roadmap for how organizations need to invest to be better prepared for an AI future.

## INFORMATION MANAGEMENT EFFECTIVENESS OF AI LEADERS

Organizations that report feeling "very prepared" for AI demonstrate significantly higher effectiveness across all dimensions of information management compared to the overall respondent pool. This analysis reveals that AI preparedness directly correlates with fundamental information management capabilities.

**Effectiveness of your organizational information management initiatives (very prepared vs. all respondents)**



Organizations that report feeling "very prepared" for AI demonstrate substantially higher effectiveness across all dimensions of information management compared to the overall respondent pool. The very prepared group shows 12-23 percentage points higher Advanced/Expert proficiency across core capabilities. The largest effectiveness gaps appear in extracting data and intelligence from information (+22%), digitizing and automating processes (+15%), managing information throughout its lifecycle (+22%), knowledge management (+21%), and creating and capturing information (+19%). These organizations have also established baseline capabilities across their information management landscape, showing dramatically lower "No Proficiency" rates (typically 3-8%) compared to all respondents (9-10%).

This analysis reveals that AI preparedness requires building capability across four dimensions:

1. **foundational information management effectiveness** (12-22% higher proficiency),
2. **technical infrastructure for automation** (9-23% higher proficiency),
3. **governance and security frameworks** (11-18% higher proficiency),
4. **and the ability to extract intelligence from information** (+22%).

Organizations feeling very prepared for AI have invested significantly in workflow and process automation, data analytics, system integration, content analytics capabilities, AI governance protocols, data privacy practices, and change management—demonstrating they're not just planning for AI but have built the infrastructure to deploy it effectively.

The data strongly validates that AI preparedness directly correlates with fundamental information management effectiveness. Organizations that excel at the basics—data quality, information lifecycle management, information governance, and information accessibility—feel significantly more prepared for AI.

## AI, INFORMATION, AND DATA GOVERNANCE

The AI leaders are noticeably more mature in governance practices. Sixty-six percent (66%) have basic or comprehensive AI governance policies, compared to 44% of all respondents. Their AI governance polcies are also more likely to be integrated with information governance polcies with 56% compared to 45% of all respondents.

They are slightly more likely to have established processes for data quality monitoring, cleansing, and preparation specifically for AI model training and deployment – 65% of AI leaders have established processes compared to 61% of all respondents. The result of these mature governance practices is data that is ready for AI. Sixty eight percent (68%) of AI leaders said that their organizations rated the overall quality and readiness of their organization's data for AI as either excellent or good (versus 52% of all respondents).

# THE TECHNOLOGY STACK OF AI LEADERS

When we examine the technology infrastructure of organizations that feel "very prepared" for AI versus the broader market, it's clear that these organizations have systematically built the comprehensive foundation that enables AI to succeed. So what's in the toolbox of these AI leaders?

## SECURITY & GOVERNANCE TOOLS

Organizations that feel very prepared for AI are 15 percentage points more likely to have deployed Cybersecurity & Data Privacy Management platforms (46% vs 31%). AI introduces new security risks, and robust data privacy controls are non-negotiable prerequisites for responsible deployment. This security-first mentality extends throughout their approach, with leads of 8% in Records Management and 7% in Contract Management Software. These organizations ensure their data is secure, governed, and compliant before deploying AI.

## INFORMATION ARCHITECTURE TOOLS

The "very prepared" group has invested significantly more in data infrastructure. They're 8% more likely to have Data Warehouses or Data Lakes (42% vs 34%) and 5% more likely to use Intelligent Document Processing (32% vs 27%). AI models need access to large volumes of high-quality, structured data.

Additionally, the "very prepared" have a higher degree of interoperability between core information management systems. 64% have moderate interoperability to complete seamless interoperability, compared to 56% of all respondents.

## CONTENT MANAGEMENT TOOLS

While both groups use content management tools, the "very prepared" organizations have assembled a more sophisticated ecosystem. They're 8% more likely to use Digital Asset Management (38% vs 30%), 5% more likely to have Content Service Platforms (45% vs 40%), and 8% more likely to use Secure File Sharing (48% vs 40%). This pattern shows they treat content as a strategic asset requiring proper management across multiple modalities—documents, digital assets, records, and collaborative files.

## AUTOMATION TOOLS & AUTOMATION MATURITY

The very prepared group is 10% more likely to use Workflow and Process Automation (37% vs 27%) and 9% more likely to have Low-Code/No-Code platforms (38% vs 29%). This reveals a critical insight: these organizations automated their business processes before layering AI on top. They understood that AI performs best when it can plug into structured, repeatable workflows rather than trying to make sense of chaotic, manual processes.

When looking at automation adoption, "very prepared" organizations continue to outperform their counterparts. Organizations that feel "very prepared" for AI are measurably more automated across the board, with differences ranging from 5-17 percentage points higher in current automation adoption.

The largest gaps are in:

1. **HR Process Automation** (+17.46%)
2. **IT and DevOps Automation** (+12.25%)
3. **Contract Management Automation** (+12.5%)

This strongly supports the theory that **AI preparedness correlates with having mature automation foundations.**

# APPLICATIONS OF AI IN INFORMATION MANAGEMENT BY INFORMATION LEADERS

Organizations that feel "very prepared" for AI aren't just more confident. They're substantially further along in actual AI deployment. Across every information management use case we measured, the very prepared group has already implemented AI at rates 7-17 percentage points higher than their peers.

The "very prepared" group has a 10% higher adoption of Generative AI (46% vs 36%) and modest leads in Agentic AI (30% vs 28%).

The "very prepared" group also has a higher rate of adoption of AI applied to information management tasks. Nearly half (44%) of very prepared organizations are currently using AI for automation, compared to just 27% of all respondents, a 17-percentage-point difference. Similarly, 41% have deployed AI for redaction and PII detection versus only 24% overall, and 33% are using AI for metadata generation compared to just 17% industry-wide.

The advantage extends across every AI application we examined. The very prepared group shows 15-percentage-point leads in both auto-classification (33% vs 18%) and data hygiene (37% vs 22%). They're 14 points ahead in information validation (37% vs 23%) and maintain strong leads in content generation (+8%), knowledge management (+9%), managing retention rules (+8%), and monitoring security protocols (+9%).

These aren't small pilots or proof-of-concept projects. The very prepared group is using AI to solve fundamental information management challenges at nearly double the rate of their peers.

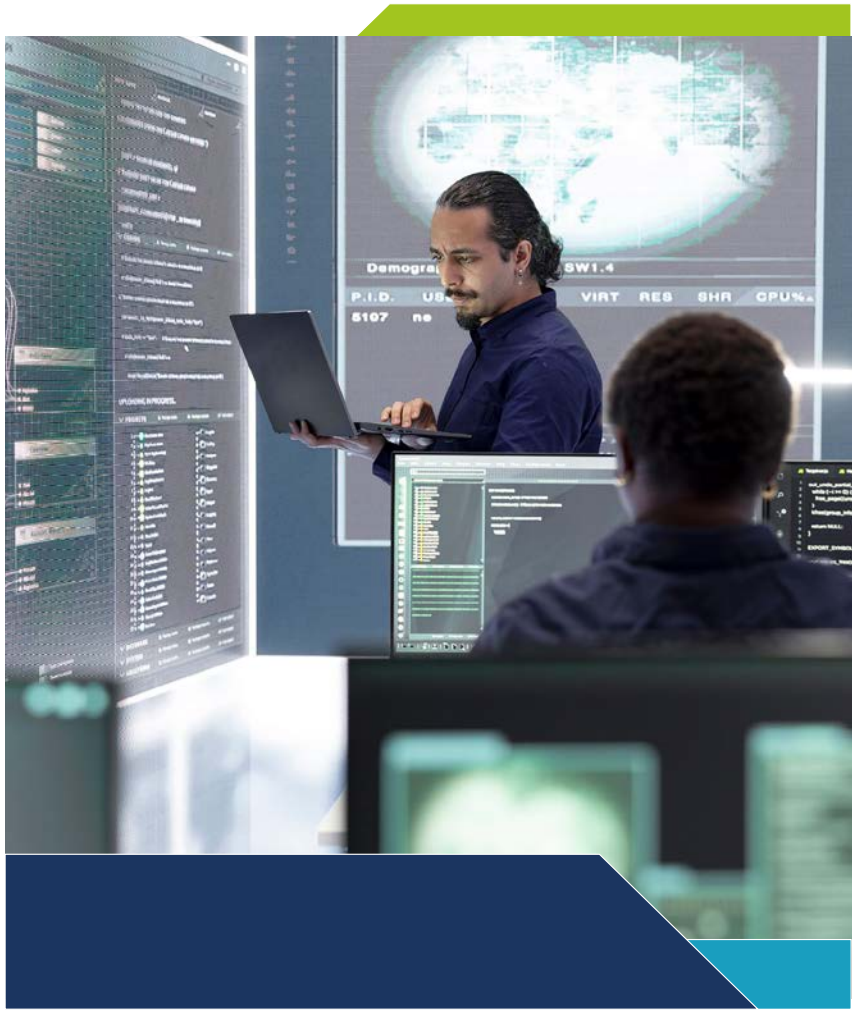
**AI adoption for information management tasks (very prepared vs. all respondents)**

## EMULATING AI LEADERS

For the first time, we have sufficient AI maturity in the industry to establish meaningful benchmarks. The profile of organizations that feel "very prepared" for AI provides a clear template: across industries and organizational sizes, AI readiness correlates directly with mature information governance, robust data quality processes, and established intelligent information management practices.

This creates both clarity and urgency. The path to AI success is now visible—invest in foundational infrastructure, establish comprehensive governance frameworks, automate core processes, and build data quality capabilities before deploying AI at scale. But the data also reveals a growing divide: organizations with mature fundamentals are confidently deploying AI across multiple use cases, while those still building baseline capabilities risk falling behind.

The competitive pressure is real. Organizations that fail to establish the infrastructure, policies, and skills required to sustain AI systems aren't just missing opportunities—they're ceding ground to competitors who made these investments earlier. The evolution from experimentation to execution means the window for building AI readiness is narrowing. The "very prepared" organizations profiled here demonstrate what's possible and what's now expected. Their example provides both a roadmap and a benchmark for organizations seeking to advance their own AI maturity.



# CONCLUSION: THE PATH FORWARD FOR INFORMATION LEADERS

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The 2025 data reveals an industry at an inflection point. Over the past twelve months, intelligent information management has undergone a fundamental transformation—moving from uncertainty about AI's impact to confidence in deployment strategies, from scattered pilots to enterprise-scale implementations, and from defensive compliance postures to offensive value creation. This research answers six critical questions that define success in the AI era:

## WHAT WE LEARNED

- **Why invest in information management?** Organizations shifted decisively from compliance-driven (70% in 2024) to value-driven investment, with customer service (32%), collaboration (30%), and productivity (30%) now outranking compliance (24%). Information management is justified through competitive advantage, not regulatory necessity.

- **Who leads information management today?** Information leaders evolved from records custodians to data strategists and AI wayfinders, with decision-making authority more than doubling (14% to 29%). They now translate data requirements into executive strategy and serve as essential architects of enterprise AI success.

- **What technology enables success?** Organizations built comprehensive ecosystems, with 18% now deploying 7-10 different systems. All top technologies reached 90%+ adoption, including both agentic AI and generative AI at 91%, while cloud adoption hit 82% and analytics infrastructure expanded dramatically.

- **How mature is automation?** Progress is measurable but uneven. Organizations with manual/minor automation dropped from 63% to 53%, while highly automated environments nearly quadrupled from 3% to 13%. The gap between leaders and laggards represents both opportunity and competitive risk.

- **How are organizations deploying AI?** AI transitioned from emerging to standard practice, with current adoption increasing 9.4% on average across all use cases. Confidence tripled, with "very prepared" responses rising from 7% to 29%, demonstrating realistic rather than inflated readiness assessments.

- **What practices separate leaders from followers?** AI-ready organizations demonstrate 12-23 percentage points higher proficiency in foundational capabilities. The "very prepared" have 66% with AI governance (vs 44% overall), 68% rating data quality as excellent/good (vs 52%), and deploy AI to information management tasks at nearly double the rate of peers.

## STRATEGIC IMPERATIVES: WHAT TO DO NEXT

These findings reveal both achievement and urgency. Information management has matured into a strategic discipline, but a competitive divide is emerging between organizations that have built AI-ready foundations and those still establishing baseline capabilities. The window for catching up is narrowing as AI adoption accelerates and early leaders compound their advantages.

For organizations seeking to capitalize on this moment, five strategic imperatives emerge:

1. **Reframe your value proposition.** If your information management program still justifies itself primarily through compliance and risk mitigation, it's time for a fundamental shift in messaging. While these remain important, leading organizations now position information management as an enabler of competitive advantage, innovation, and AI readiness. Align your communication strategy with how organizations actually invest, emphasizing customer service enablement, collaboration enhancement, and productivity optimization alongside compliance assurance.
2. **Optimize organizational design.** Information and data management expertise has become too valuable to leave to chance. Leaders should intentionally assess where these capabilities sit within the organization to maximize their strategic impact, whether that means elevating roles, creating cross-functional teams, or embedding expertise throughout the enterprise. The 29% of practitioners who gained primary decision-making authority demonstrate that executive recognition follows demonstrated strategic value. Position your team accordingly.
3. **Build your AI-ready technology foundation.** Success with AI requires an ecosystem designed to store, prepare, and deliver high-quality unstructured data. Evaluate your current technology stack against the benchmarks established by AI-ready organizations: Do you have robust data warehouses? Content service platforms with governance capabilities? Interoperable systems rather than data silos? Address critical gaps in workflow automation, data quality tools, and system interoperability before attempting large-scale AI deployment.
4. **Accelerate automation adoption.** Workflow and process automation has moved from competitive advantage to table stakes. Organizations still operating with predominantly manual processes face not just efficiency gaps but fundamental barriers to AI implementation. The 13% achieving highly automated environments demonstrate what's possible, and what's increasingly expected. Create a comprehensive automation roadmap that progresses from basic process integration through RPA to AI-enhanced automation, ensuring each layer builds on solid foundations.
5. **Embrace data curation as core practice.** The question for Information Leaders has evolved from "how do we manage information?" to "how do we create, capture, and curate data for AI?" This shift requires sustained investment in data quality processes, metadata strategies, and governance frameworks specifically designed for AI applications. The organizations that more than doubled their data quality ratings (23% to 52% excellent/good) didn't achieve this accidentally. They formalized data quality monitoring, cleansing, and preparation processes and invested in breaking down data silos.

## THE COMPETITIVE IMPERATIVE

The organizations that will thrive in the AI era are those taking a holistic approach to capability building, simultaneously strengthening people, processes, technology, and governance. This is the meaning of intelligent information management: an integrated strategy that distinguishes organizations truly ready to deploy AI from those still establishing foundational capabilities.

The competitive pressure is real. Organizations that fail to establish the infrastructure, policies, and skills required to sustain AI systems aren't just missing opportunities. They're ceding ground to competitors who made these investments earlier. The evolution from experimentation to execution means the window for building AI readiness is narrowing. The 29% of organizations that feel "very prepared" for AI demonstrate what's possible and what's now expected. Their example provides both a roadmap and a benchmark for organizations seeking to advance their own AI maturity.

As 48% of respondents affirmed, information management will become more important over the next twelve months. The question is not whether to invest in information management maturity, but whether to invest with sufficient urgency and comprehensiveness to remain competitive. Now is the time for Information Leaders to act decisively on these imperatives and transform unstructured data from a management challenge into their most valuable strategic asset.

# APPENDIX A: INFORMATION MANAGEMENT SYSTEMS DEFINITIONS

# APPENDIX A: INFORMATION MANAGEMENT SYSTEMS DEFINITIONS

This report references various information management systems and technologies. Below are brief definitions to help readers understand each category, along with non-exhaustive examples of common platforms.

**Agentic AI** - AI systems designed to autonomously perform tasks, make decisions, and take actions on behalf of users based on defined goals and parameters.

*Examples: Salesforce Agentforce, Microsoft Copilot Studio, IBM watsonx Agents*

**Collaboration Tools** - Platforms that enable teams to communicate, share files, and work together in real-time through messaging, video calls, and shared workspaces.

*Examples: Slack, Microsoft Teams*

**Content Management System (CMS)** - Software applications that allow users to create, manage, and publish digital content, typically for websites and web applications.

*Examples: Sitecore, WordPress*

**Content Service Platform** - Enterprise-grade systems that manage, store, and deliver content across the organization with advanced governance and integration capabilities.

*Examples: Hyland, OpenText, Microsoft SharePoint*

**Contract Management Software** - Solutions that automate the creation, execution, and analysis of contracts to streamline the contracting process and ensure compliance.

*Examples: DocuSign CLM, Juro*

**Customer Relationship Management (CRM)** - Systems that manage company interactions with current and prospective customers, tracking sales, marketing, and service activities.

*Examples: Salesforce, HubSpot*

**Cybersecurity & Data Privacy Management** - Platforms that help organizations protect data, manage security risks, and maintain compliance with privacy regulations.

*Examples: OneTrust, SentinelOne*

**Data Analytics and Data Visualization** - Tools that analyze data and create visual representations (charts, graphs, dashboards) to help users understand trends and insights.

*Examples: Tableau, Power BI*

**Data Warehouse(s) or Data Lake(s)** - Centralized repositories that store large volumes of structured, semi-structured, and/or unstructured data from multiple sources for analysis and reporting.

*Examples: Amazon Web Services, Azure Data Lake Storage*

**Digital Asset Management (DAM)** - Systems that organize, store, and retrieve digital assets such as images, videos, and multimedia files with metadata and version control.

*Examples: Adobe Experience Manager Assets, Bynder*

**Digital/Electronic Signatures** - Software that enables secure electronic signing of documents, providing legal validity and authentication for digital transactions.

*Examples: DocuSign, Adobe Sign*

**Document Capture & Intelligent Document Processing (IDP)** - Solutions that extract, classify, and process data from documents using OCR, AI, and machine learning technologies.

*Examples: Rossum, Kofax, ABBYY*

**Document Management (DM) and/or Enterprise Content Management (ECM)** - Systems that capture, store, manage, and track electronic documents and content throughout their lifecycle.

*Examples: M-Files, Laserfiche*

**Employee Intranet** - Internal web portals that provide employees with centralized access to company resources, news, and collaboration tools.

*Examples: Microsoft SharePoint, Workvivo*

**Enterprise Resource Planning (ERP)** - Integrated software systems that manage core business processes including finance, HR, manufacturing, and supply chain operations.

*Examples: SAP ERP, Oracle ERP Cloud*

**Enterprise Search** - Advanced search solutions that index and retrieve information across multiple enterprise systems and repositories.

*Examples: Coveo, Lucidworks*

**Generative AI** - Artificial intelligence systems that can create new content, including text, images, and code, based on learned patterns from training data.

*Examples: ChatGPT, Microsoft Copilot*

**Knowledge Management Systems** - Platforms that capture, organize, and share organizational knowledge, expertise, and best practices across teams.

*Examples: Confluence, Microsoft SharePoint*

**Low-Code/No-Code Platform** - Development environments that enable users to create applications with minimal or no traditional programming through visual interfaces.

*Examples: Microsoft Power Platform, Appian, OutSystems*

**Project Management Software** - Software that helps teams plan, organize, track, and manage projects, tasks, and resources.

*Examples: Asana, Jira*

**Records Management System** - Systems that manage organizational records throughout their lifecycle according to compliance requirements and retention schedules.

*Examples: RecordPoint Records365, Microsoft SharePoint Records Management*

**Secure File Sharing** - Cloud-based platforms that enable secure storage, synchronization, and sharing of files with access controls and encryption.

*Examples: Microsoft OneDrive, Dropbox, Box*

**Workflow and Process Automation** - Technologies that automate repetitive business processes and workflows, including robotic process automation (RPA).

*Examples: UiPath, Automation Anywhere*

# APPENDIX B: ABOUT THE RESPONDENTS

# APPENDIX B: ABOUT THE RESPONDENTS

The 288 survey respondents represented a diverse cross-section of organizations:

## INDUSTRY REPRESENTATION

- 21 different industries represented
- **Top sectors:** Banking and Finance (16%), Arts, Entertainment, Media, or Publishing (15%), and Government and Public Services (11.5%)
- Broad industry mix ensures findings reflect challenges across the information management landscape

## GEOGRAPHIC DISTRIBUTION

- **Nearly two-thirds of respondents from North America (64.5%)**
  - Additional representation from: Europe (9%), Latin America (7%), Africa (7%), Asia/Pacific (5%), United Kingdom (3%), Middle East (2%), and Oceania (2%)

## ORGANIZATION SIZE BY EMPLOYEE COUNT

- **Majority from mid-sized organizations (63% have 11-1,000 employees)**
  - 101-1,000 employees: 33%
  - 11-100 employees: 30%
  - 1,001-10,000 employees: 25%
  - Over 10,000 employees: 7%
  - 1-10 employees: 5%

## ORGANIZATION SIZE BY ANNUAL REVENUE

- **Strong representation from mid-market companies (70% have $50M-$1B in revenue)**
  - $100 million - $500 million: 34%
  - $50 million - $100 million: 21%
  - $500 million - $1 billion: 14%
  - Under $50 million: 18%
  - Over $1 billion: 13%

# APPENDIX C: ABOUT THIS RESEARCH

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## ABOUT AIIM

Founded in 1944, the Association for Intelligent Information Management (AIIM) is a nonprofit organization serving information leaders in over 67 countries worldwide. AIIM's vision is to create a world where every organization benefits from intelligent information and data management to achieve better business outcomes. AIIM helps information leaders manage and prepare unstructured data for AI and automation by providing advice, certification, training, and peer-to-peer support. Through practical and approachable resources, AIIM enables organizations to leverage their information assets effectively, ultimately leading to improved business performance and success.

**Become part of AIIM's vibrant community and join today at aiim.org/join.**

## RESEARCH METHODOLOGY

We value our objectivity and independence as a non-profit industry association. The results of the survey and the market commentary made in this report are independent of any bias from the vendor community. The data shared in this report is just a small sample of the overall data generated in preparation for each research report, and the distribution of the full set of findings is limited to the underwriters.

The survey was designed by AIIM staff and members of the AIIM Board of Directors.

The survey was taken using a web-based tool from July 14, 2025, to September 10, 2025. The sampling method used is voluntary response sampling. The survey was sent to individuals on AIIM's mailing list and shared on social media. The respondents consist of those who voluntarily responded to the invitation.

The survey was distributed to 5,567 individuals, yielding 292 responses for an initial response rate of 5.2%. This response rate is consistent with typical B2B survey benchmarks, particularly for unsolicited email surveys targeting professional audiences.

During data analysis, we applied screening criteria to ensure sample validity. Specifically, we excluded four responses from individuals who identified their industry type as "Supplier of Information Management Software or Services" to avoid potential bias from vendor perspectives. This resulted in a final analytical sample of 288 responses.

With a final sample size of 288 responses, the survey carries a margin of error of ±5.8% at a 95% confidence level, assuming a population proportion of 50% (the most conservative estimate). This margin of error indicates that if the same survey were conducted multiple times, 95% of the results would fall within ±5.8 percentage points of the reported findings.

# USING THIS RESEARCH

## ATTRIBUTION AND PERMISSIONS

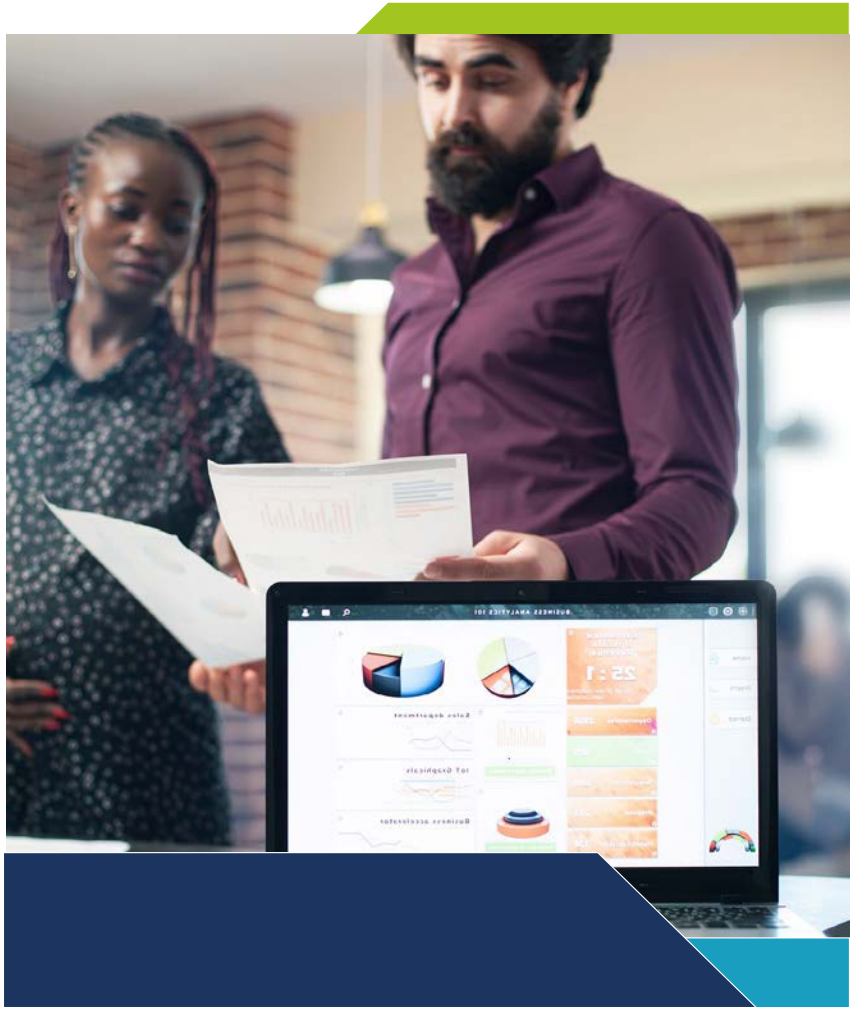
As the non-profit association dedicated to nurturing, growing, and supporting the intelligent information management community, AIIM is proud to provide this research at no charge to our members and survey respondents. In this way, the entire community can leverage the education, thought leadership, and direction provided by our work. We would like these research findings to be as widely distributed as possible.

Feel free to use individual elements of this research in presentations and publications with the attribution — **© AIIM 2025,** www.aiim.org. We always expect proper attribution when our research is referenced or utilized.

Permission is not given for other aggregators to host this report on their websites. Rather than redistribute a copy of this report to your colleagues or clients, we would prefer that you direct them to www.aiim.org/research for a download of their own.

## AI AND MACHINE LEARNING USAGE

In accordance with AIIM's AI Usage Policy, we ask that this data not be used for artificial intelligence systems, machine learning models, or automated decision-making tools without explicit written consent from AIIM. This includes using our research for purposes such as training, fine-tuning, testing, evaluation, knowledge base integration, retrieval-augmented generation (RAG), embedding in vector databases, or incorporating it into AI systems in any other way—whether directly or as derivative works. This policy helps us protect the integrity of our research and honor the contributions of our survey respondents.



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## THANK YOU LEADERSHIP COUNCIL MEMBERS FOR YOUR SUPPORT.

### AvePoint

AvePoint is the global leader in data security, governance, and resilience, going beyond traditional solutions to ensure a robust data foundation and enable organizations to collaborate with confidence. Over 25,000 customers worldwide utilize the Confidence Platform to prepare, secure, and optimize critical data across Microsoft, Google, Salesforce, and other environments.

www.avepoint.com

www.linkedin.com/avepoint

Resource: AvePoint's AI & Information Management Report

### Colligo

Colligo offers an easy-to-use solution for compliant email management. We help organizations stay compliant with regulatory policies and reduce risk. Users save time by quickly saving email to SharePoint while in Outlook.

Colligo is a Preferred Microsoft Content AI Partner and a member of the AIIM Board of Directors.

www.colligo.com

www.linkedin.com/colligo-networks

Resource: Saving Over 20 Hours, Per Lawyer, Per Month with Email Manager

### Canon Information Management Solutions

Realise your digital future with Canon Information Management Solutions. We provide the technologies and services you need to manage your digital documents and automate your business processes, helping you accelerate growth, increase efficiency, and mitigate risk.

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Docufree bridges the gap between technology and outcomes. Our AI/HITL-powered document processing, content services, and governed automation ensure verified accuracy, compliance, and straight-through results—empowering organizations to automate confidently and optimize operations. The result: faster processes, fewer errors, lower costs and meaningful transformation.

**Determine your readiness for AI-driven automation today.**

www.docufree.com

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Resource: Request a Readiness Assessment

## Gimmal, a Morae company

Gimmal helps organizations control their information with tools for discovery, migration, governance, and compliance. Their software manages records across multiple platforms, including SharePoint, Office 365, Box, file shares, and more, ensuring audit-ready policies wherever content exists. Gimmal simplifies information management so companies can focus on core missions while achieving compliance and efficiency goals.

www.gimmal.com

www.linkedin.com/gimmal

Resource: Gimmal Migrate™ Best Practices Playbook

## M-Files

With the M-Files platform, customers can find information faster, work smarter, and achieve more. M-Files features an innovative metadata-driven architecture, embedded workflow engine, and advanced artificial intelligence. This enables customers to eliminate information chaos, improve process efficiency, and automate security and compliance.

www.m-files.com

www.linkedin.com/m-files-corporation

Resource: On-Demand Webinar: A Deep Dive: Unlocking the Power of M-Files and Microsoft 365 partnership

## ibml

ibml is the world-class market leader in high-volume, mission-critical intelligent document processing capture solutions. Through the power of speed, intelligence and unsurpassed experience, ibml helps organizations extract valuable information from large volumes of complex documents and accelerate it for immediate use in business applications.

www.ibml.com

www.linkedin.co/ibml

Resource: Uncover Your Mailroom's True Potential

## NettPost

NettPost delivers Microsoft 365 document and workflow management solutions powered by the M-Files platform, ArcGIS and AI. We automate processes and break down data silos to improve efficiency, compliance, and governance, helping organizations transition from document-centric work to data-driven operations that power industry specific business success.

www.nettpost.com

www.linkedin.com/nettpost

## OpenText

From capture and automation to governance and archiving, OpenText™ Content Cloud offers a full suite of end-to-end enterprise content management solutions. Power new ways to work with AI-ready knowledge management systems, business integrations, and industry solutions that make accessing, sharing, and using structured and unstructured data easier than ever before.

www.solutions.opentext.com

www.linkedin.com/opentext

Resource: Learn how SaaS-powered AI content management from OpenText boosts productivity, drives operational excellence, and delivers knowledge from all sources. Sign up for your free trial of OpenText Core Content Management

## Preservica

Preservica is changing the way organizations around the world protect and re-use long-term digital information. Their unique Active Digital Preservation archiving software automatically keeps files alive in future-friendly formats over decades to ensure high-value information can always be quickly found, trusted and actioned for FOI, compliance, brand and AI needs.

www.preservica.com

www.linkedin.com/preservica

Resource: Organizational Readiness for Generative AI – Leveraging Unstructured Data for Success Is your organization truly prepared for the era of Generative AI?

## ParaScript

ParaScript is a leader in intelligent document processing, specializing in AI-powered handwriting recognition, signature verification, and check fraud detection. Founded in 1996, ParaScript's software processes over 100 billion documents annually for financial, government, and healthcare sectors, automating data capture and fraud prevention worldwide.

www.parascript.com

www.linkedin.com/parascript

Resource: Check Baking - New Digital Check Fraud Scheme

## RecordPoint

Turn data chaos into data confidence with RecordPoint. From better compliance, to more trustworthy AI outputs, and increased customer trust, it all starts with smarter data governance. Gain a single point of control for all your data and AI governance needs: records management, privacy compliance, security risk detection, and more.

www.recordpoint.com

www.linkedin.com/recordpoint

## Ricoh Document Scanners

Engineered for efficiency, Ricoh document scanners offer fast, accurate digitization with enterprise-level security. They integrate effortlessly into existing systems, reduce manual processing, and support compliance. With centralized management and broad software compatibility, Ricoh document scanners help teams streamline workflows, safeguard data, and confidently scale operations.

www.ricohdocumentscanners.com

www.linkedin.com/showcase/ricoh-document-scanners

Resource: Intelligent Automation: A comprehensive guide

## TWAIN Working Group

The TWAIN Working Group is a nonprofit association of industry leaders dedicated to creating standards that benefit the entire imaging industry. TWAIN's mission of "Promoting Standards for Secure Image Data" drives ongoing development to incorporate future technologies such as content authenticity and RISC-V processing.

www.twain.org

www.linkedin.com/twain

Resource: White Paper: The Business Value of TWAIN Direct for ISVs

## Square 9 Softworks

Managing information can be hard. We make it easy. Square 9 removes the frustration of extracting data from documents, forms, and all external sources, so you can harness the full power of your information.

www.square-9.com

www.linkedin.com/square-9-softworks

Resource: The Path to Data Efficiency: A Comprehensive Guide to AI-Powered Intelligent Information Management

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SMART COMMUNICATIONS

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VRC Vital Records Control

## About Docufree AI-HITL Services

**MIT reports that 95% of AI pilots fail to move beyond the initial stage[1] because organizations confuse deployment with execution—mistaking high confidence for high accuracy, and discovering too late that automation without governance creates thousands of high-risk errors.**

**Docufree closes the execution gap, turning technology investments into measurable outcomes.** We deliver AI-HITL driven digital transformation that eliminates the risk organizations face when deploying AI-driven automation. We know that if a single digit on a document is wrong, critical transactions like issuing a check, processing a claim, or onboarding an employee will fail, regardless of AI's confidence level.

Docufree ensures every field, every form, every document, and every data element is accurate—powered by AI with Human-in-the-Loop (HITL) enabled workflows, validated and verified by subject matter experts, and governed through automated business rules and audit trails. The result: truly straight-through, touchless transactions without errors or bottlenecks. We assume the burden of verifying the AI data, resolving exceptions, and continuously monitoring the health of models, workflows and integrations required to deliver meaningful business transformation.

**Exploring AI-driven automation or trying to make it work better?** Find out where your organization stands and what it takes to move forward with a Docufree Automation Readiness Assessment.

Book My Readiness Assessment


[1] *Source: MIT NANDA, The GenAI Divide: State of AI in Business 2025, August 2025*

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