

# Enterprise AI Maturity Index 2025

## Europe and Middle East findings



To measure the current state of AI maturity in the enterprise, ServiceNow partnered with Oxford Economics to survey senior leaders and IT decision makers across multiple industries worldwide. We developed a proprietary indexing model to identify how leading organizations are putting AI to work effectively.

**4,473** senior leaders  
**16** countries  
**11** industries

**1,950** Europe & Middle East:  
 Germany (274) Spain (174)  
 UK (274) Italy (155)  
 France (268) UAE (148)  
 Netherlands (257) Saudi Arabia (145)  
 Sweden (255)

## The state of enterprise AI maturity

AI is outpacing organizations' capacity to harness it

The global Enterprise AI Maturity Index score is 35, down from 44 last year.

Even though most organizations are using AI, enterprise AI maturity has decreased year over year in all countries.

## Technology is moving so quickly that maturity is becoming a moving target:

% that strongly agree they have good visibility into AI deployment and utilization:

YoY index score change 2024 2025

	YoY index score change	2024	2025
<b>Global</b>	<b>↓ 9 pts</b>	44/100	35/100
France	↓ 10 pts	43	33
Germany	↓ 10 pts	44	34
Italy	↓ 11 pts	44	33
Netherlands	↓ 12 pts	46	34
Saudia Arabia	↓ 13 pts	46	33
Spain	↓ 11 pts	43	32
Sweden	↓ 9 pts	43	34
UAE	↓ 9 pts	44	35
UK	↓ 9 pts	44	35

