



**UNDER STRICT EMBARGO UNTIL 12 NOVEMBER 2024 AT 15:30 CET**

## **ACCENTURE, VISA, DEUTSCHE TELEKOM, AND BAYER ARE LEADERS IN ARTIFICIAL INTELLIGENCE, FINDS LATEST IMD RESEARCH**

Accenture, Visa, Deutsche Telekom, and Bayer are leading the way when it comes to successfully integrating and leveraging artificial intelligence (AI) to boost business performance, according to the inaugural AI Maturity Index. The ranking reveals which of the world's largest 200 companies are using AI technologies most extensively.

Tech companies dominate the top 20, with three of the tech giants – Microsoft, Alphabet, and Amazon – in first, second, and third place. The surprising finding from the research is how high several non-tech companies have ranked, including Accenture in seventh place, Visa, in 12th place, Deutsche Telekom in 15th place, and Bayer in 20th place.

Michael Wade, IMD Professor and Director of the TONOMUS Global Center for Digital and AI Transformation, said: "It's no surprise that tech titans lead the way, but it's the non-tech players that are proving AI is anyone's game. The AI Maturity Index shows that there is a massive disparity both between and within industries in how organizations have invested in and leveraged AI technologies to improve their business operations."

The Index, compiled by IMD's [TONOMUS Global Center for Digital and AI Transformation](#) and launched at [Web Summit](#) in Lisbon, serves as a barometer to gauge artificial intelligence leaders and laggards. It evaluates AI maturity across five key dimensions – strong executive support, technology and infrastructure, operational excellence, workforce development and culture, and ethics and risk management.

**Accenture** announced a \$3bn investment in its Data & AI practice in June 2023. The firm aims to double

its AI talent to 80,000 professionals through hiring, acquisitions, and training. Accenture's leadership in AI spans over a decade, with more than 1,450 patents and pending applications globally. In May 2024, the company strengthened its focus on responsible AI by appointing Arnab Chakraborty as its first Chief Responsible AI Officer. "Clients are eager to embrace the potential of generative AI, and we are ready to help them build responsible AI into every use. We do this for ourselves, and we can use that example to help our clients find success faster," said Julie Sweet, Accenture's Chair and CEO.

**Visa** has long integrated AI into its technology strategy, pioneering AI use in global payments since 1993 to enhance security and fight fraud. In the last decade, Visa has invested over \$3bn in AI and data infrastructure, developing over 150 AI models to ensure safe and seamless transactions. In October 2023, Visa launched a \$100m fund to invest in generative AI startups. Visa is leveraging generative AI to boost its fraud detection and risk management capabilities, with new AI-powered tools introduced in 2024 to target remote transactions, non-Visa payments, and real-time transactions. According to Chief Information Officer Don Hobson, "As we look to the future, GenAI's capacity to process vast amounts of data could significantly enhance our fraud models."

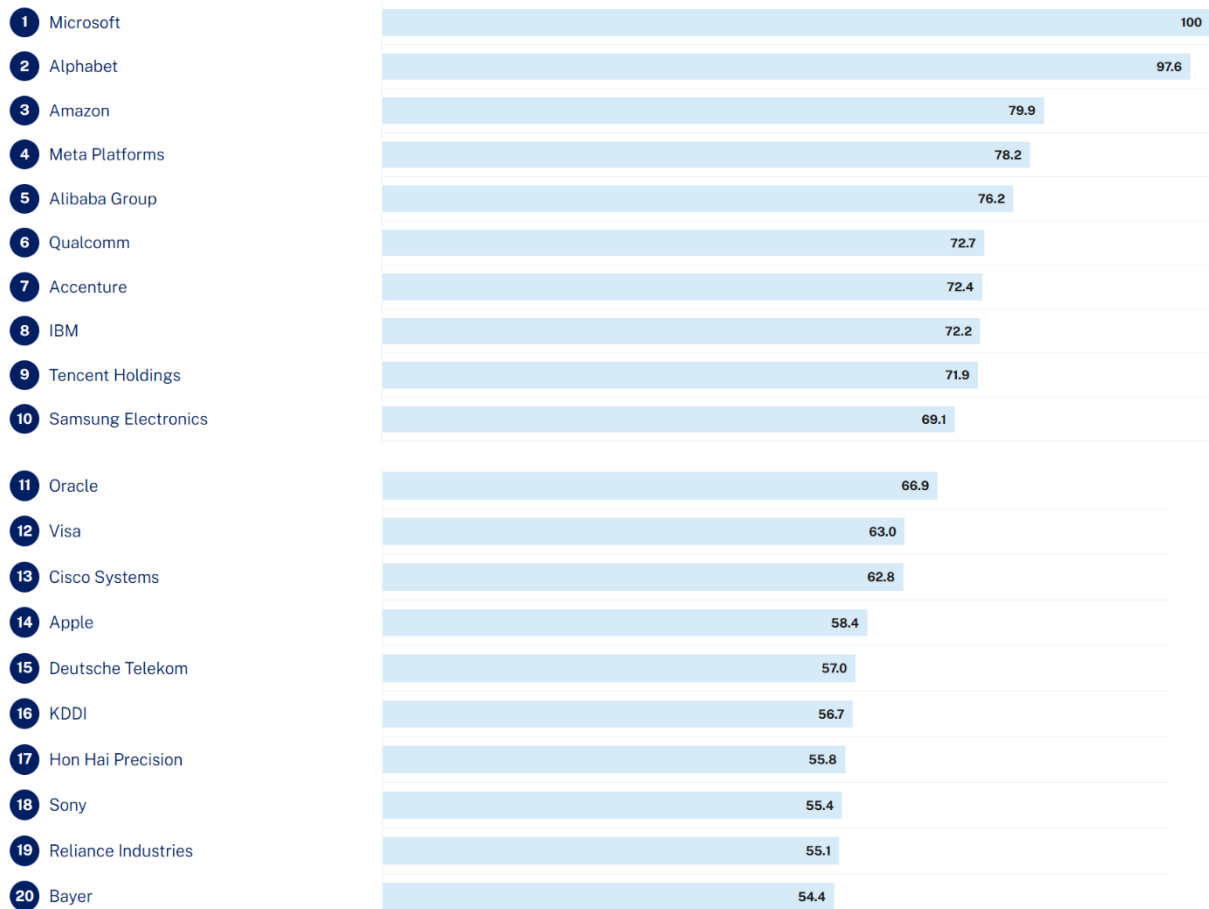
**Deutsche Telekom** integrates AI extensively across its operations. In 2023, CEO Timotheus Höttges directed his business units to exchange their best ideas for AI-driven operational improvements, demonstrating the company's digital-first mindset and its commitment to weaving AI into the core of its operations. Internally, AI optimizes business areas such as finance, cybersecurity, and HR.

The German telecommunications company is committed to ethical AI usage, having published nine AI principles in 2018 addressing responsibility, transparency, and security. To operationalize these principles, it integrates digital ethics assessments into product development and prioritizes employee education, demonstrating the company's commitment to fostering an AI-proficient workforce.

**Bayer** announced a \$1.4bn investment in digital transformation in 2022, emphasizing AI and data science to fuel growth in its pharmaceutical and agricultural sectors. The company is using advanced AI technologies to speed up product development, enhance manufacturing processes, and improve customer delivery. AI also plays a key role in identifying safety issues, ensuring regulatory compliance, optimizing supply chains, reducing operational costs, minimizing waste, and streamlining distribution.

The global life science company has partnered with Salus Optima to introduce AI-powered health and wellness solutions aimed at promoting healthy aging. Collaborations with Google Cloud are driving advancements in drug discovery and clinical trials through cutting-edge tools, while the company's crop science division is leveraging AI to streamline research and development, reducing research cycles and enabling more sustainable decisions. AI simulations now allow Bayer to predict which genetics, seeds, or germplasm will perform best, reducing the need for in-field testing.

## **Results: Top 20**



Media enquiries: [communications@imd.org](mailto:communications@imd.org)

**Kathy Brewis**  
**+41 79 941 4067**

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