

RSM Middle Market AI Survey 2025: U.S. and Canada

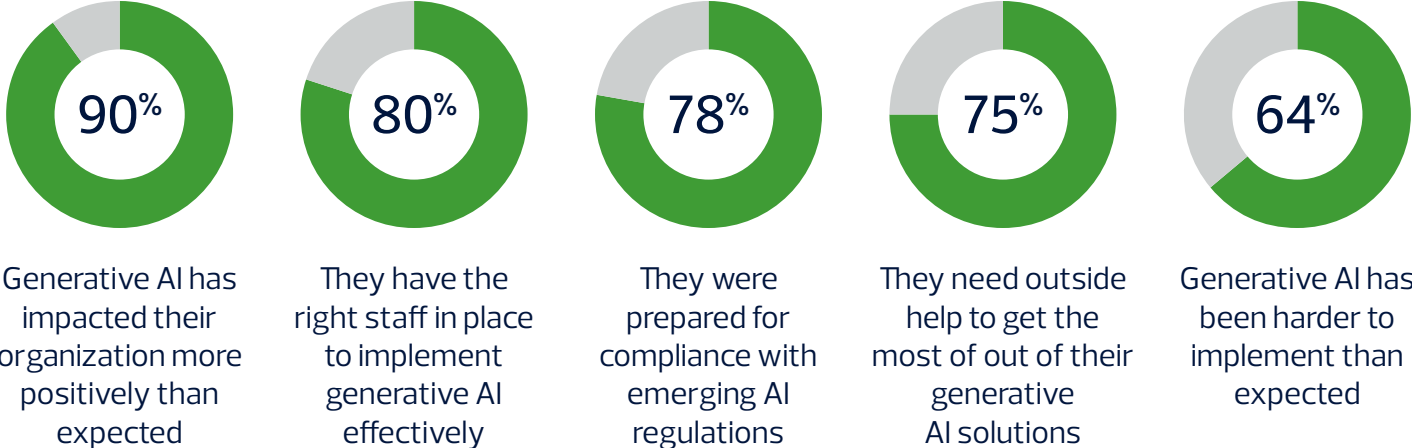
Manufacturing industry responses

RSM

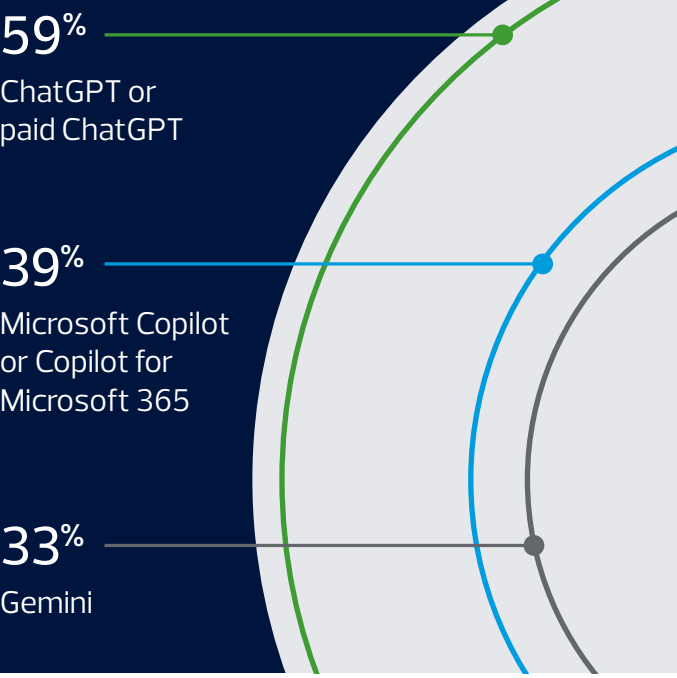
Asked whether their organization currently uses any generative AI tools (e.g., ChatGPT, Azure AI, Microsoft Copilot, custom solution, etc.), either formally or informally, in its business practices, of 134 respondents, the answers were:



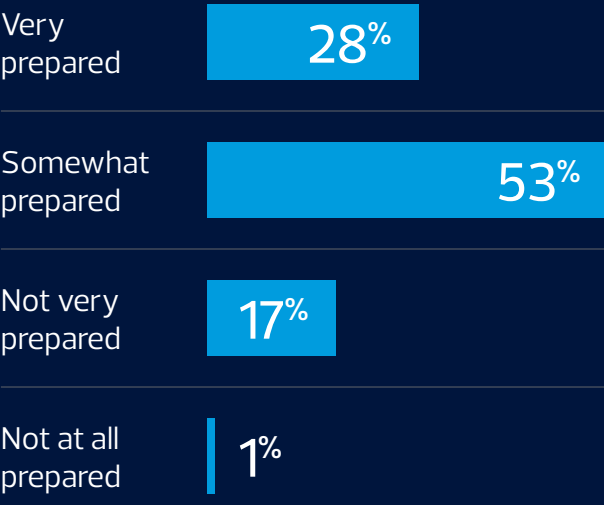
Among the 116 respondents from manufacturing organizations that currently use generative AI tools in their business practices, the following percentages agreed or somewhat agreed that:



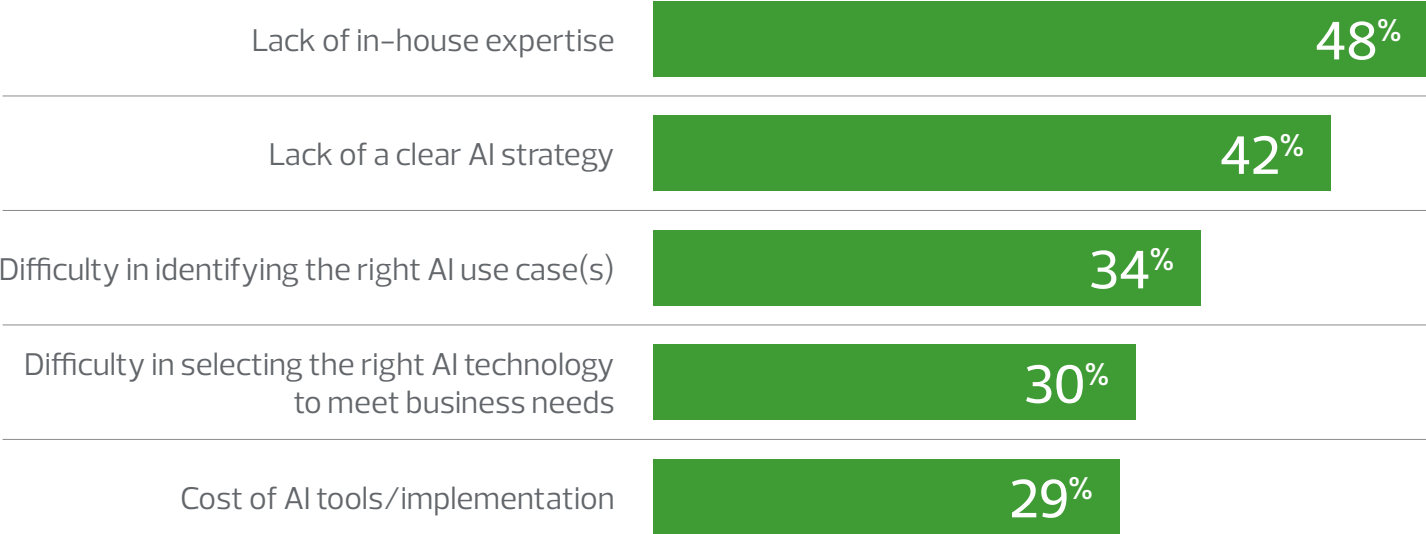
The top three generative AI tools used were:



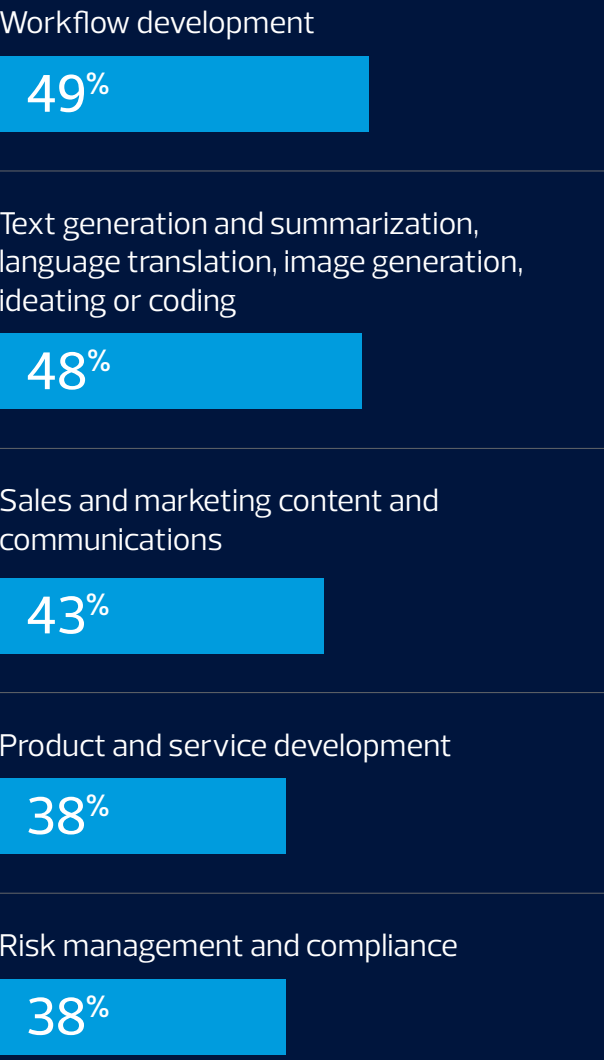
When asked how prepared their organization was to adopt and implement AI in its business practices, respondents said:



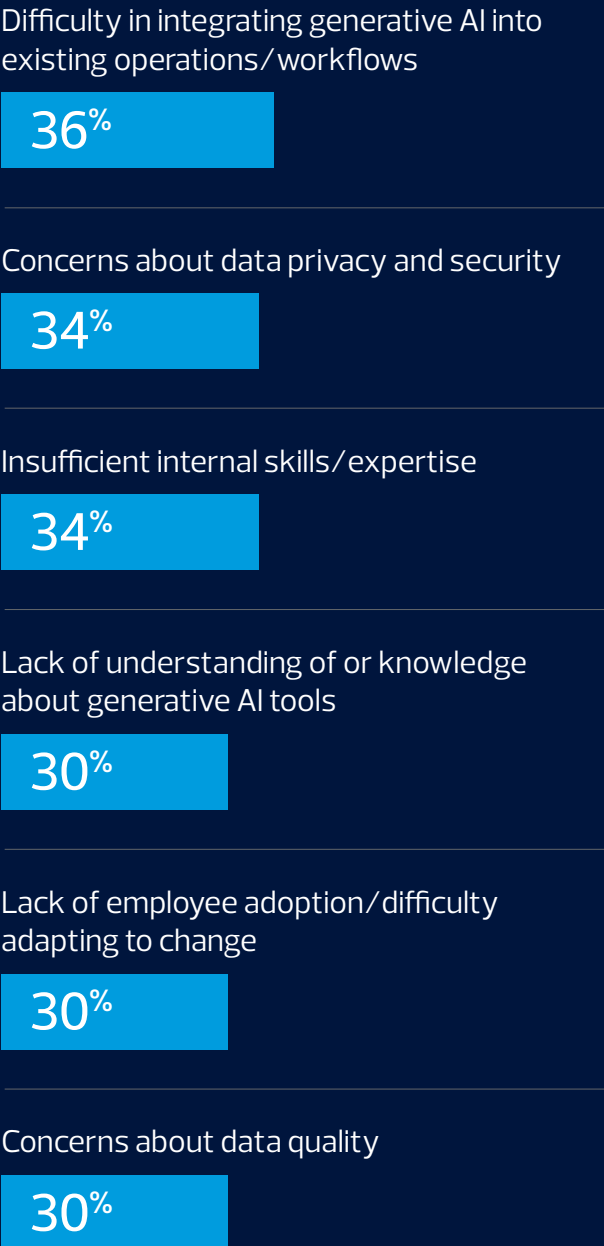
Among respondents whose organizations were somewhat, not very or not at all prepared, the top reasons were:



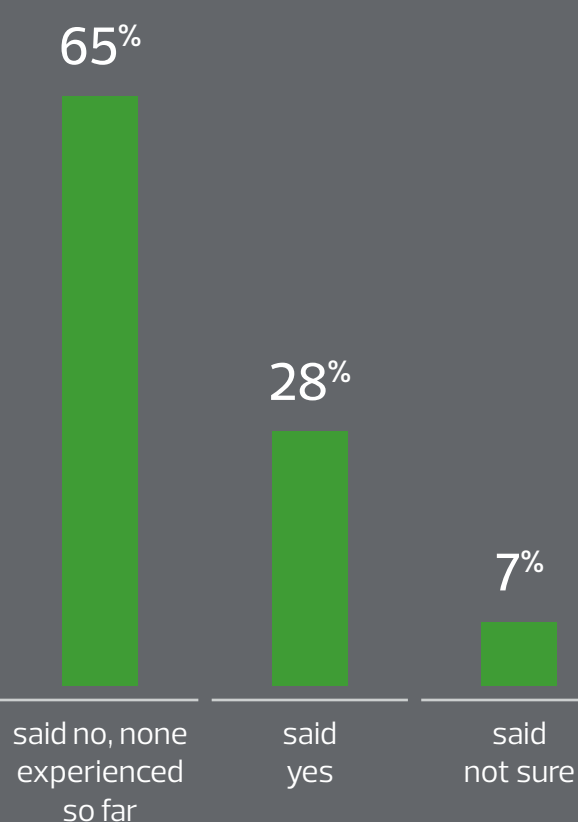
The top five ways respondents said they are currently using AI in their organization were:



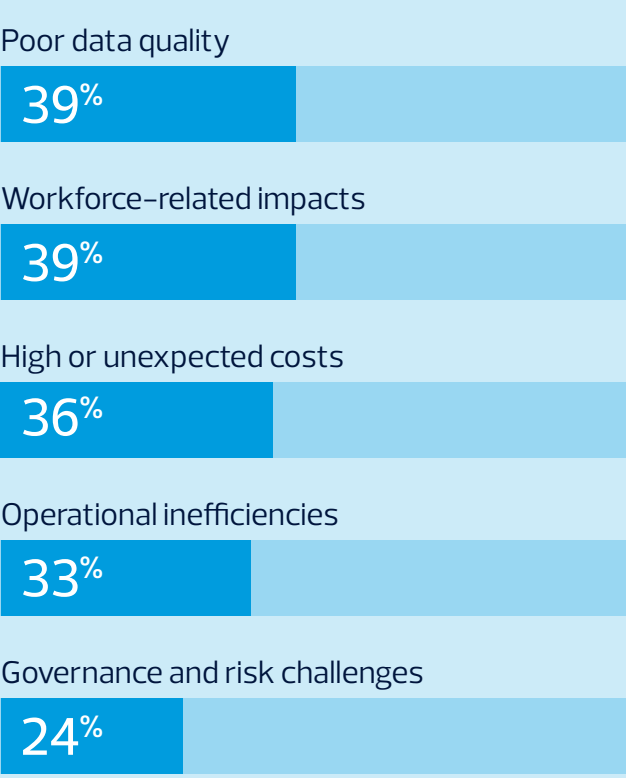
The top six biggest challenges organizations have faced when implementing AI tools or processes were:



When asked if they experienced any negative or unexpected consequences implementing AI initiatives within their organization:



Respondents from organizations that experienced negative or unexpected consequences when implementing AI initiatives identified the following as the top five:*



81%

of manufacturing organizations currently using generative AI tools in their business practices have a budget dedicated to generative AI investments.

Among organizations that currently use generative AI tools and have a budget dedicated to generative AI investments, here are respondents' expectations for that budget for the next fiscal year:

