

Data Readiness: Why Only 7% of Swiss Firms Can Scale AI

MANAGEMENT SUMMARY & CORE TAKEAWAY

57% of Swiss companies already use AI, yet only 7% rate their data as fully ready to scale AI-driven value — a global Cloudera/HBR study finds the same pattern. The bottleneck has shifted from tools and budget to data quality and structure. Investing further only pays off once that foundation is addressed.

CONTEXT & EXECUTIVE RELEVANCE

57% of Swiss companies now use AI in some form, up from 46% a year earlier. Yet only 7% rate their data as fully ready to generate systematic AI-driven value. The bottleneck for the next stage of scaling is no longer tools, budget, or model choice — it is data quality and structure. That is the central finding of 'Unlocking the Potential of AI in Switzerland 2026,' a study by AWS and Strand Partners based on roughly 2,000 respondents. The same pattern holds globally: a study by Cloudera and Harvard Business Review Analytic Services (March 2026) among more than 230 executives comes to the exact same figure — worldwide, only 7% of enterprises say their data is completely ready for AI, with a further 27% rating it as not very or not at all ready.

Two years ago, most conversations centred on budget, tool selection, and which model to choose. Those questions are largely settled now. What remains is less comfortable: 55% of companies describe their data as only 'partially ready,' and a further 22% as 'largely ready' — leaving a small group with a data foundation solid enough to carry AI value creation at scale. This aligns with the Swiss AI Observatory 2026 from Colombus Consulting: 82% of surveyed companies rate their data and AI maturity as low to medium, and the share rating their own data quality as good or excellent has dropped from 61% to 51% — not because the data got worse, but because the bar each new AI project sets keeps rising.

CORE ACTION ITEMS

- 01 Basic level (60%): chatbots and off-the-shelf tools without deeper integration into processes or systems.
- 02 Intermediate level (22%): AI is integrated into existing workflows and data sources but does not yet operate independently.
- 03 Advanced level (18%, down from 20% a year earlier): agent-based approaches and combinations of multiple models — a share that has slightly declined even as expectations for this level have risen.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

ki-outsourcing.ch