

# AI in ICT: Empowering Italian Businesses for the Future

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## Introduction

Artificial Intelligence (AI) is no longer a futuristic concept; it is a transformative force actively reshaping industries worldwide, with the Italian ICT sector showing record-breaking momentum.

By 2024, the AI market in Italy reached **€1.2 billion**, marking an impressive 58% year-over-year growth, according to research presented in 2025 by the Artificial Intelligence Observatory of the School of Management at Politecnico di Milano.

This rapid expansion reflects more than strong numbers — it marks a decisive evolution in the Italian ICT landscape. **26%\* of companies are already implementing generative AI**, while another **41%\* are currently exploring it**. In total, almost two out of three enterprises in the country are taking concrete steps toward adoption — a figure in line with the global average and a clear sign of growing interest in its business applications.

For business leaders and decision-makers, the message is clear: choosing reliable partners, fostering innovation ecosystems, and allocating resources strategically will be crucial to ensure resilience and leadership in shaping the future of digital transformation in Italy and beyond.

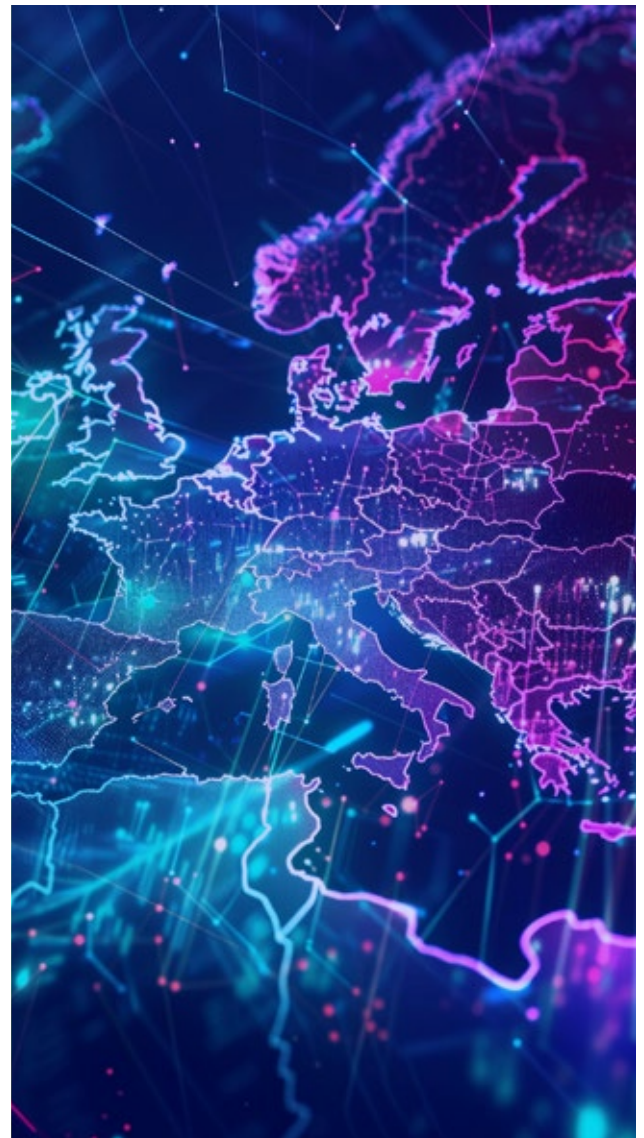
*\* Source: 2023 – IBM Global AI Adoption Index Report*

## The AI Landscape in Italy

AI adoption in Italy remains polarized, with large enterprises driving the majority of investments. In 2024, 59%\* of big companies had at least one active AI initiative, confirming their leading role in shaping the national ecosystem. However, SMEs are increasingly moving forward, driven by the recognition of AI's strategic value and by the growing availability of accessible solutions.

The challenges, though, are still substantial: from navigating the evolving regulatory framework of the AI Act, to addressing make-or-buy decisions in AI governance, and ensuring workforce upskilling to fully capture the transformative potential.

*\*Source: "Intelligenza Artificiale in Italia: numeri record per il mercato" – Artificial Intelligence Observatory of the School of Management at Politecnico di Milano.*





## Strategic Focus Areas

- **Process automation and optimization**, especially through AI-driven decision support and workflow orchestration, increasingly managed in-house by enterprises.
- **Predictive and prescriptive analytics**, applied across sectors such as finance, energy, and manufacturing, to enhance planning accuracy and risk management.
- **Generative and conversational AI**, boosting customer experience, content creation, and knowledge management.
- **Sustainability-oriented AI** use cases are emerging in alignment with ESG goals, although relatively few startups are currently focused on environmental objectives.

## Hot Spots for AI Investment

- **AGENTIC AI & AI AGENTS**  
Autonomous agents supporting process automation, decision-making, and multi-system orchestration, crucial in enterprise digital transformation.
- **AI FOR SUSTAINABILITY**  
Solutions addressing energy efficiency, ESG reporting, and resource optimization, with increasing attention to the balance between AI benefits and infrastructure consumption.
- **TRUSTWORTHY & COMPLIANT AI**  
Investments in AI governance, explainability, and AI Act compliance frameworks, ensuring both regulatory alignment and business reliability.
- **SECTOR-SPECIFIC GENAI**  
From financial risk assessment to healthcare diagnostics and industrial predictive maintenance, focusing on verticalized, high-value applications rather than generic creativity.

## Challenges and Strategic Opportunities

### Executive-Level Concerns

- **Scalability:** how can AI be implemented at scale without disrupting current operations?
- **ROI Certainty:** what measurable outcomes can justify significant upfront investments?
- **Regulatory Compliance:** how to navigate evolving data protection and AI legislation?

Abacus has a track record of addressing these pain points by delivering tailored AI solutions that align with strategic goals, ensuring both compliance and competitive advantage.

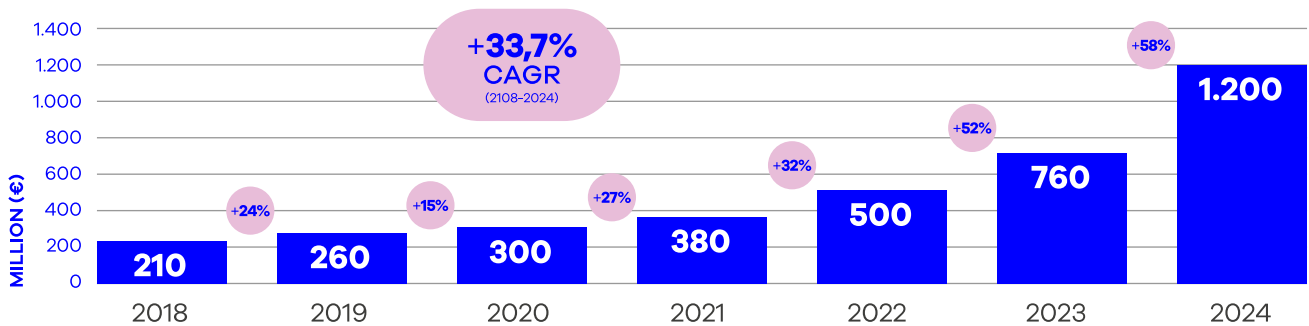


## Making Decisions with Confidence

Executives must weigh the benefits of AI against the challenges of adoption. Our tailored strategies ensure measurable impact:

- **Improved Efficiency:** automate routine tasks and reallocate resources to strategic priorities.
- **Enhanced Decision-Making:** leverage data-driven insights for predictive planning.
- **Optimized Workforce:** upskill employees to adapt to AI-enhanced workflows.

SURVEY HIGHLIGHTS:



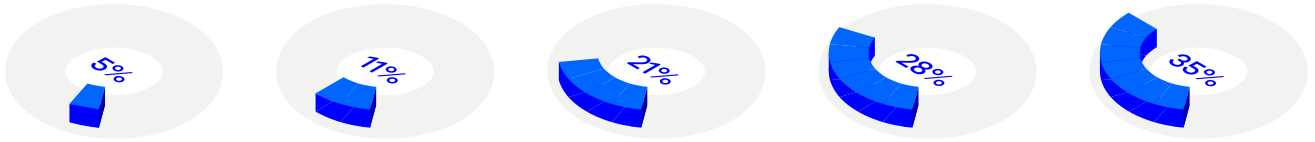
*A recent study by the Artificial Intelligence Observatory of the Politecnico di Milano shows that AI adoption is accelerating, with 59% of large Italian enterprises running at least one initiative. Despite recognizing its strategic value, companies still face major hurdles: navigating the new AI Act, training employees - only 35% use AI daily - and defining governance models, as many now prefer to manage AI projects in-house.*





## AI Investment Allocation

Our analysis of the AI budget allocation reveals the areas with the highest returns for Italian ICT companies:



### Breakdown of Investment Priorities:

- 35% Intelligent Data Processing
- 28% Intelligent Process Automation
- 21% Generative AI Development
- 11% Computer Vision Applications
- 5% Recommendation System

This data underscores the strategic focus required to outpace competitors in a crowded market.

## What this means for your business

### CEO

- Turn AI from experimentation into operational leverage with measurable ROI.
- Use data to differentiate your offer and strengthen competitiveness.
- Adopt impact metrics — efficiency, time-to-decision, customer satisfaction.

### CIO

- Integrate AI systems with the IT backbone through MLOps and centralized governance.
- Ensure transparency and compliance under the AI Act and GDPR.
- Build a scalable roadmap: Make-or-Buy and continuous model management.

### CFO

- Shift from CAPEX to OPEX through AI-as-a-Service models.
- Measure the profitability of automation and process efficiency gains.
- Link AI adoption to ESG goals — resource optimization and ethical data use.



# Why Partner with Abacus?

At Abacus, we offer tailored AI solutions that empower businesses to leverage cutting-edge technology effectively. Our expertise in predictive analytics, machine learning, and intelligent automation positions us as a trusted partner for digital transformation.

## Key Capabilities

### 1. GENERATIVE & PREDICTIVE AI:

Go beyond traditional forecasting by combining predictive analytics with generative AI. From market simulations to demand planning, our solutions unlock new scenarios, enabling businesses to anticipate trends, test strategies, and accelerate innovation.

### 2. CONVERSATIONAL & AGENTIC AI:

Transform customer and employee interactions with conversational AI enhanced by autonomous AI agents. These systems provide context-aware, multi-step support, reducing operational load while delivering personalized, real-time experiences.

### 3. INTELLIGENT PROCESS ORCHESTRATION

Move from simple automation to agent-driven orchestration of complex workflows. Our AI-powered frameworks enable end-to-end process governance, improving agility, scalability, and integration across enterprise systems.

### 4. RESPONSIBLE AI & DATA TRUST

Ensure ethical and compliant AI adoption through robust data governance, explainability, and AI Act alignment. Our solutions balance GDPR compliance with secure, transparent, and sustainable AI usage, reinforcing customer trust and regulatory confidence.

## Results You Can Expect

Scalability and resilience through autonomous process orchestration.

Smarter decision-making enabled by predictive + generative insights.

Regulatory compliance and ethical alignment with the AI Act and GDPR.

Enhanced trust and sustainability through responsible AI adoption.



# Case Study: Transformative AI Solutions in Action

## Client Profile:

A global leader in the automotive sector, providing advanced components and technological solutions for next-generation mobility.

## Challenge:

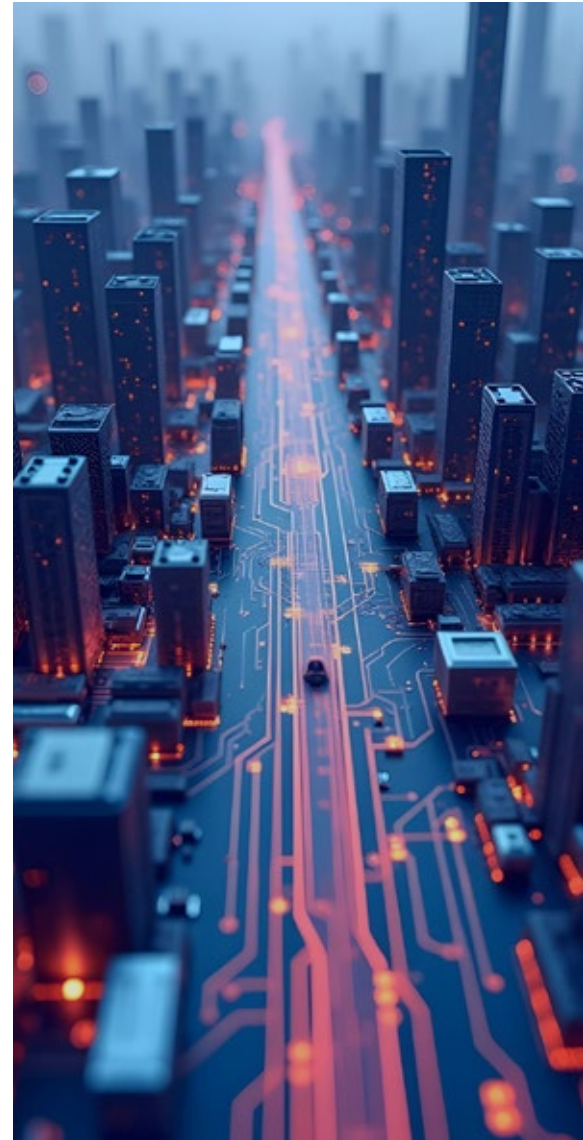
With multiple production plants worldwide, the client needed an integrated AI-powered Predictive & Prescriptive Maintenance system to optimize asset management, minimize downtime, and improve cycle time accuracy - while ensuring scalability and compliance with international standards.

## Solution Delivered:

- Designed a next-generation Data & AI Platform integrating IoT streams and enterprise systems, enabling real-time monitoring and predictive insights.
- Leveraged an MLOps & AIOps architecture to continuously train and deploy models for failure prediction, cycle time optimization, and resource allocation.
- Introduced Agentic AI modules to autonomously trigger maintenance workflows, schedule interventions, and orchestrate production planning.
- Implemented explainable AI frameworks to ensure transparency, governance, and alignment with the AI Act.

## Results:

- False alarms reduced by 30% through advanced anomaly detection and model explainability.
- Average lead time before a failure extended to 7+ days, enabling proactive maintenance.
- Unplanned downtime reduced by 40%, with significant cost savings.
- Regulatory and ESG alignment, ensuring responsible and sustainable AI adoption across plants.



## Conclusion

Abacus believes digital transformation in Italy will be led by those who make technology autonomous, ethical, and measurable. Let's build that together.

We bridge innovation and integration — connecting what technology can do with what people truly need. We build resilient digital ecosystems that enable businesses to thrive in complexity. One Abacus. Many Minds. One Vision.

# One Abacus. Many Minds. One Vision.

Do you want to use AI to  
accelerate your company's  
transformation?

**Contact us!**



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