

# Three quarters of German businesses have programmes underway to integrate AI capabilities

2024



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## Introduction

IT leaders in Germany believe that more than half of their team's current tasks will be automated by 2030.

Keller West is a specialist global IT search and recruitment consultancy that supports professionals, leaders and HR teams across all sectors. Working with our extensive network gives us valuable insight into hiring trends and candidate insights across IT and technology recruitment.

We worked with [Eureka Box](#) and [Sapio Research](#) to survey senior IT leaders in Germany, revealing that the vast majority of businesses are making solid

progress in integrating generative AI into operations and workflows. Across a number of AI-related disciplines, more than three quarters of firms already have programmes underway.

We asked respondents about their organisation's progress in rolling out programmes across a range of AI fields, including ethics, governance, system training and human plus AI collaboration.

### Some highlight results include:



82% of IT leaders in Germany are confident they can find people with the skills needed to fully capitalise on the opportunities of AI



57% expect to make a senior hire to work with a team and grow AI capabilities and competence



Creativity is seen by IT leaders as the most important soft skill for developing AI capabilities

Thank you to everyone who took part in our survey. We hope you find the results insightful and useful.

\*For the purpose of this research, senior IT staff are characterised as professionals earning a salary of more than €90,000 per annum.



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# I Survey results

## How organisations are developing their AI capabilities

Our study found that roughly a third of senior leaders believe their businesses have basic knowledge, a fifth view their level of competence as expert, while around another quarter have started with pilot projects.

Senior IT leaders believed that their organisations had made the most progress in Human-AI collaboration and also in AI model curation:



54%

of respondents cited that they had reached basic or expert levels of competence in these two disciplines



51%

said the same of their advances in AI ethics and governance








49%

said the same for AI system training and verification, and digital threat awareness



## AI capabilities

Where is your organisation in terms of developing capabilities in the following areas?

	Not started	Planning	Pilot projects	Basic levels	Expert levels
 <p><b>AI ethics and governance</b> Addressing ethical considerations and developing governance frameworks for AI systems .</p>	8%	19%	23%	30%	21%
 <p><b>AI model curation</b> Curating and selecting the most effective generative AI models for specific applications.</p>	7%	14%	26%	36%	18%
 <p><b>AI system training and verification</b> Ensuring the accuracy, relevance, and fairness of AI-generated outputs.</p>	5%	17%	29%	30%	19%
 <p><b>Digital threat awareness</b> Managing emerging threats and security risks.</p>	3%	14%	24%	40%	19%
 <p><b>Human-AI collaboration</b> Understanding how to harness AI technologies to augment human decision-making.</p>	7%	15%	25%	36%	18%

## AI capabilities

Understandably, senior IT leaders see a considerable incentive in advancing their organisation's AI capabilities.



IT leaders anticipate that on average just over half (51%) of their team's current tasks will be automated by 2030.

It's encouraging that the vast majority of businesses are well underway with integrating generative AI into operations. We'd suggest that businesses still at the planning stage might want to accelerate their evaluations – although clearly each business is going to want to fully understand the risks and develop guidelines for usage.

Generative AI is creating new roles as forward-thinking organisations look to capitalise quickly on the technology's potential, and get a head start on rivals. In other sectors, notably retail and hospitality, businesses have no option but to leverage generative AI as there simply aren't enough workers in the sector.

Far from AI replacing jobs, we're seeing the exact opposite. For one thing, human involvement and oversight is essential in ensuring that AI delivers high-quality, compliant outputs. Secondly, by helping them to get through tedious, routine tasks more quickly, AI frees up knowledge workers to get more done in the areas that matter.

“Far from AI replacing jobs, we're seeing the exact opposite.”



## Confidence in building out AI capabilities and upskilling teams

Despite the current shortage of IT talent in the German market, IT leaders don't see this as a barrier to building out their AI capabilities.

82% of IT leaders are confident they can find people with the skills needed to fully capitalise on the opportunities of AI.

In terms of finding those skills, senior IT leaders gave similar weight to four options:



When it comes to finding and recruiting the kind of senior talent that can help a business to get ahead using AI, many businesses seem to be following a similar path. They start with a host of use cases across multiple departments – sales, customer service, software development, marketing, etc.

The skillset required is fairly general at this point, opening up a bigger talent pool. But businesses need specialist skills then they move beyond the theory and begin to focus on specific areas where AI can create competitive advantage. The talent pool then gets much tighter.

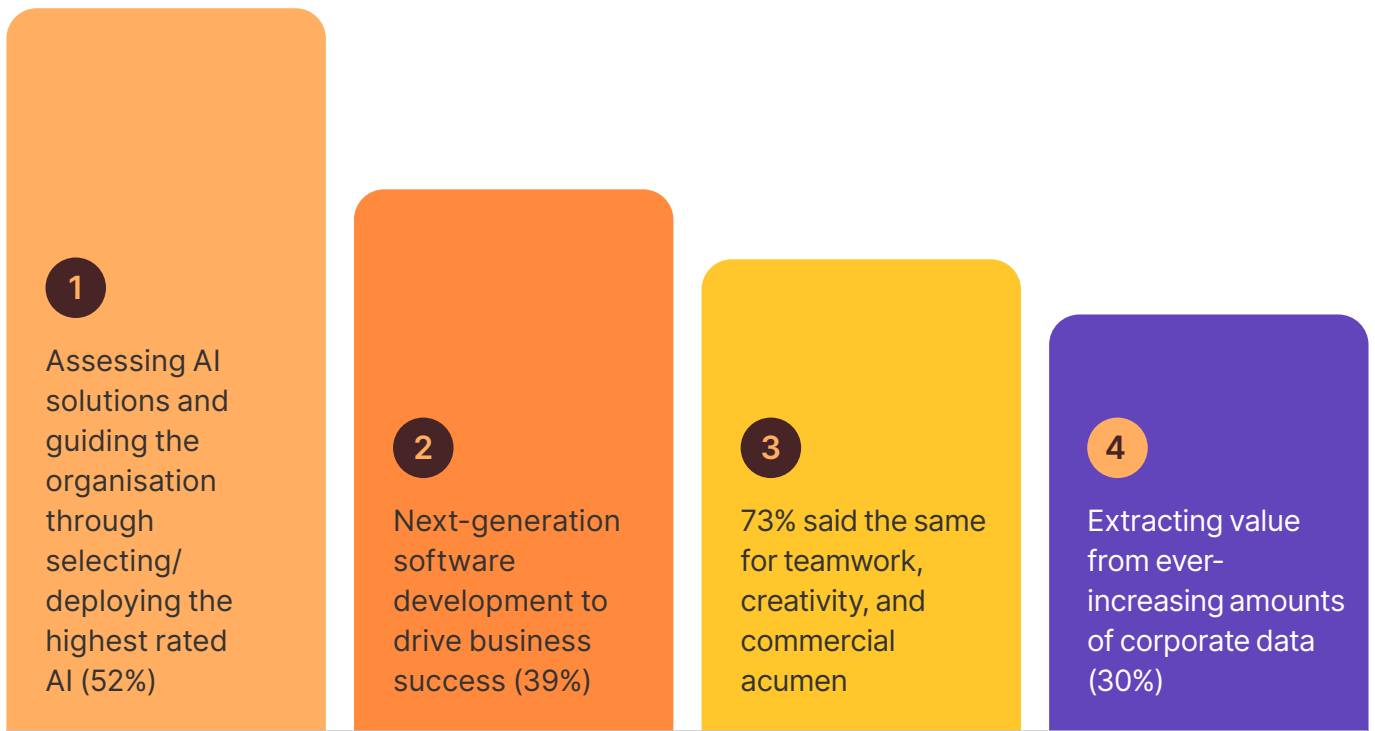
This is when it's most useful to utilise external recruitment consultants who have a detailed understanding of the evolving landscape and a considered view of how specific skillsets match with what the organisation really needs.

“Businesses need specialist skills then they move beyond the theory and begin to focus on specific areas where AI can create competitive advantage. The talent pool then gets much tighter.”



## The in-demand technical and soft skills in an era of generative AI

Our study also gave some useful guidance on the technical skills that will be in demand in an era of generative AI. We asked respondents to select all their priorities in skillsets:



We also asked for the top three soft skills that IT senior leaders expected their businesses to need:



AI skills are clearly in the spotlight at the moment, but this is going to be an area of competence that is valid across the full range of IT operations.

Whether you're in software development, security, cloud infrastructure or the Internet of Things, IT professionals are going to be using generative AI to automate tedious and routine tasks, generate new ideas and concepts, and to get work done faster.

“AI skills are clearly in the spotlight at the moment, but this is going to be an area of competence that is valid across the full range of IT operations.”

## About Keller West

We are global experts in IT specialist search and recruitment.

We provide search and recruitment services for IT, digital, cyber security and data leaders worldwide. With deep market knowledge and our commitment to excellence, we partner with our clients to find transformative IT talent that will shape the future of their business.

We are part of The SR Group, a fast-growing and hugely successful collection of specialist search and recruitment consultancies covering everything from tax, treasury and senior finance, as well as legal, risk and compliance to marketing, sales, HR and IT.



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