

Use of Artificial Intelligence in Finnish companies 2026



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Moilanen, T. & Lemmetyinen, J., Virolainen, T. & Lötjönen, P., 2026. Use of artificial intelligence in Finnish companies 2026. FAIR Studies 3/2026. FAIR European Digital Innovation Hub.

Introduction

Artificial intelligence has emerged as one of the most important technologies in terms of business and competitiveness. Its development is rapid: technologies are evolving, new approaches, such as agent-based AI, are becoming more common, and at the same time, the regulatory environment that guides the use of AI is also changing. For companies, this means both new opportunities and new kinds of requirements. At its best, artificial intelligence can make operations more efficient, support decision-making, improve the customer experience and create entirely new products, services and business models. At the same time, deployment may be slowed down by, for example, skills gaps, resource constraints, data issues, uncertainty about benefits and regulatory interpretation challenges.

The mission of the FAIR European Digital Innovation Hub (FAIR EDIH) is to support Finnish companies in the introduction and expansion of the use of artificial intelligence. FAIR offers companies a wide range of expert services, test environments, support for applying for funding, networks, matchmaking, and training. The purpose of this study is to produce up-to-date information on how artificial intelligence is currently utilized in Finnish companies, what kind of benefits have been gained from its use, what factors slow down the wider utilization, and what kind of support services companies consider necessary. In addition, the study examines companies' regulatory knowledge of AI, the resources and costs caused by compliance, and the recruitment needs related to AI expertise.

The research is aimed at companies where artificial intelligence is already in established use in business operations or where artificial intelligence is piloted in a systematic and goal-oriented manner. In this way, the study offers a view especially into those organizations where the use of artificial intelligence has shifted from interest to practical work. The results help to identify where companies are at, what kind of support they need next, and what kind of prerequisites exist for the effective and responsible use of artificial intelligence in Finland.



Objectives of the study

The aim of this study is to:

- 1) Assess the business benefits that Finnish companies have achieved through the use of artificial intelligence
- 2) Identify key barriers, slowdowns and barriers to wider adoption of AI
- 3) Find out what kind of services, forms of support and cooperation models companies find interesting in promoting the use of artificial intelligence
- 4) Find out what kind of future opportunities companies see in the use of artificial intelligence in the development of their business
- 5) Map companies' knowledge of AI-related regulation, as well as the resources and costs of compliance.
- 6) Investigate the recruitment needs related to companies' AI expertise in the near future.



Implementation of the study 1/2

Implementation of the study

The study is a follow-up study to the study carried out by FAIR in 2021.

The data collection for the survey was carried out by Taloustutkimus Oy. The data collection method is computer-assisted telephone interviews and carried out from Taloustutkimus' call centre or remotely by trained interviewers from their own homes.

The average duration of one telephone interview was about 17 minutes.

Timing of telephone data collection and supervision of field work

Data collection period 3.12.2025-3.2.2026.

The number of trained telephone interviewers who participated in the project is three. The fieldwork was validated by ensuring that the data collection carried out by the interviewers was carried out in accordance with the project guidelines, the research questionnaire and the general requirements. For validation, 5% of telephone interviews were listened to, and at least 75% of each was checked.

Target group and sample size

The study was targeted at companies that have an established use of artificial intelligence in their business or that systematically and purposefully carry out AI experiments/pilots. Companies that do not actively utilize artificial intelligence in their business were excluded from the target group.

The target group of the study was primarily the top decision-makers in companies that utilise artificial intelligence. The secondary target group was companies' experts specialising in artificial intelligence and IT management.

Actual sample size in line with the target, n=200. The sample is not weighted.



Implementation of the study 2/2

Research quotas and sampling

Indicative interview quotas were made for the survey for the industries selected on the basis of the industry classifications. Most of the industries surveyed were selected on the basis of the 2021 survey. The latest study also included MedTech and HealthTech companies operating in Finland. The guiding quotas were the size of the enterprise according to the number of personnel and the geographical area (the so-called sub-regional division).

The sample was created using the Alma Insights Analyzer decision-maker database.

Data processing and reporting

The results of the study are mainly presented in graphic form. Cross-tabulations and all verbal answers can be found in a separate Excel appendix.

The study was designed by Teemu Moilanen, D.Sc. (Econ.), FAIR. At Taloustutkimus, Senior Insight Manager Juha Lemmetyinen was responsible for the research project. The cross-tabulations and data validations have been carried out by analyst Taru Virolainen. The analysis of the open questions has been done by Teemu Moilanen. Senior analyst Veli-Pekka Lötjönen has been responsible for the presentation graphics.



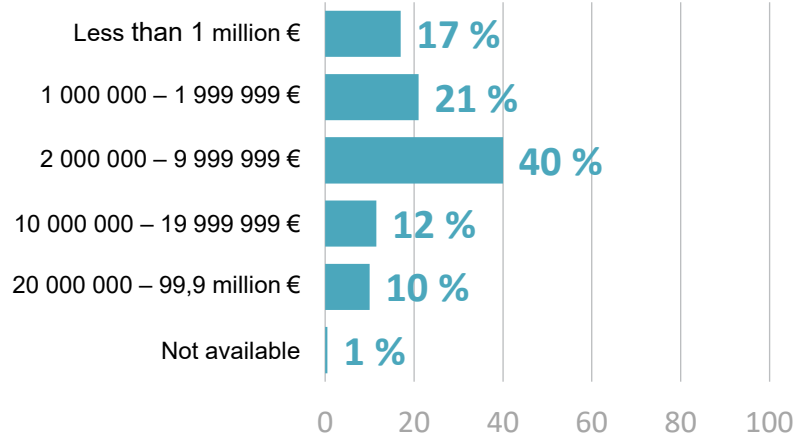


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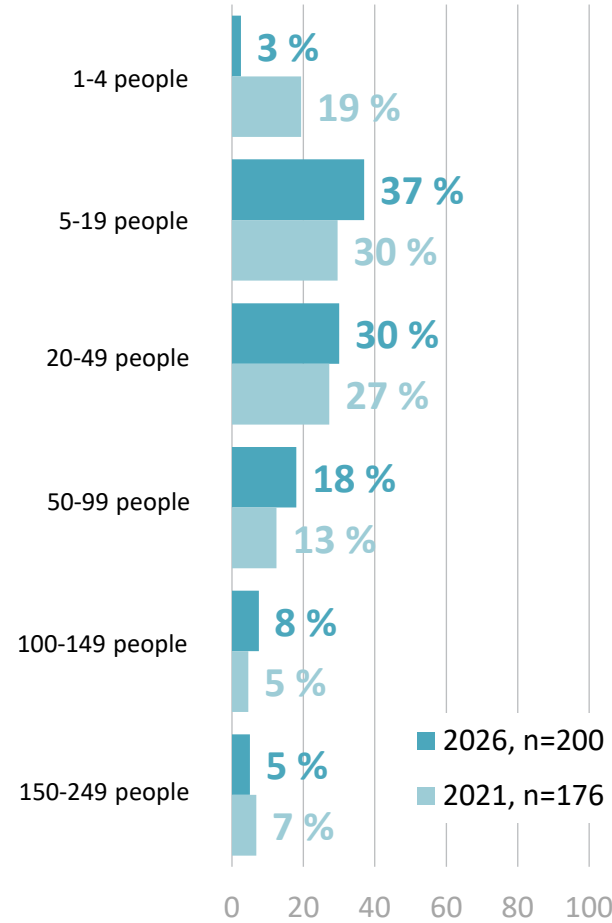
Respondent structure

Structure of the respondent group

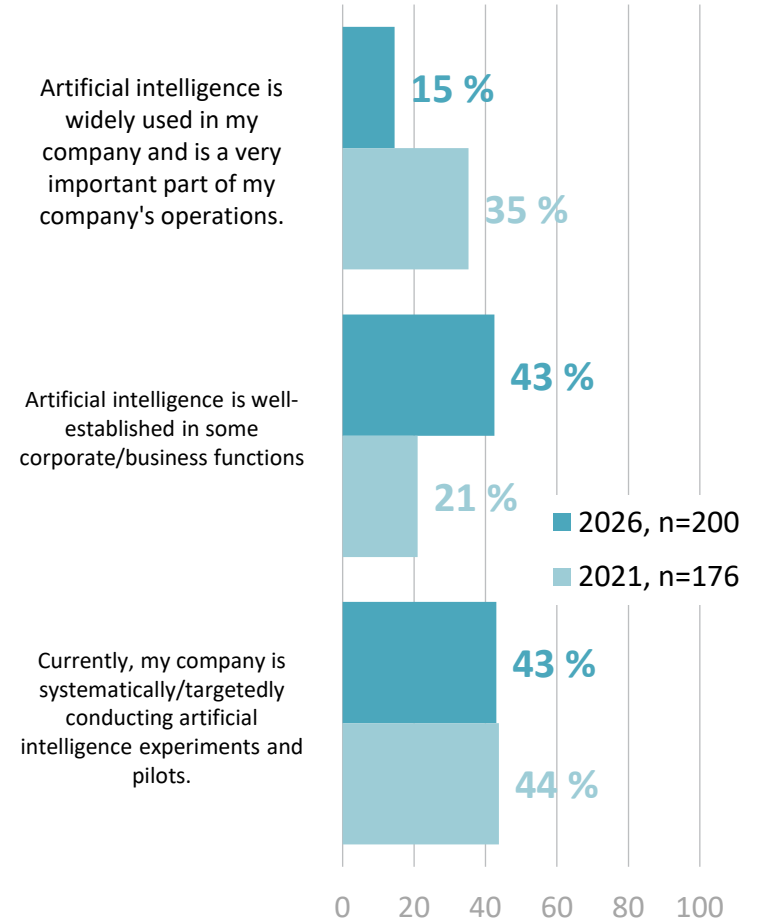
TURNOVER CATEGORY



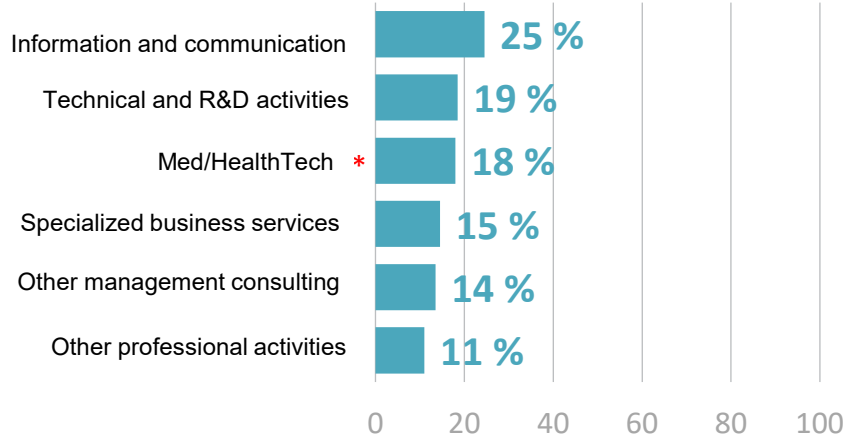
COMPANY EMPLOYEES



THE COMPANY'S RELATIONSHIP WITH ARTIFICIAL INTELLIGENCE



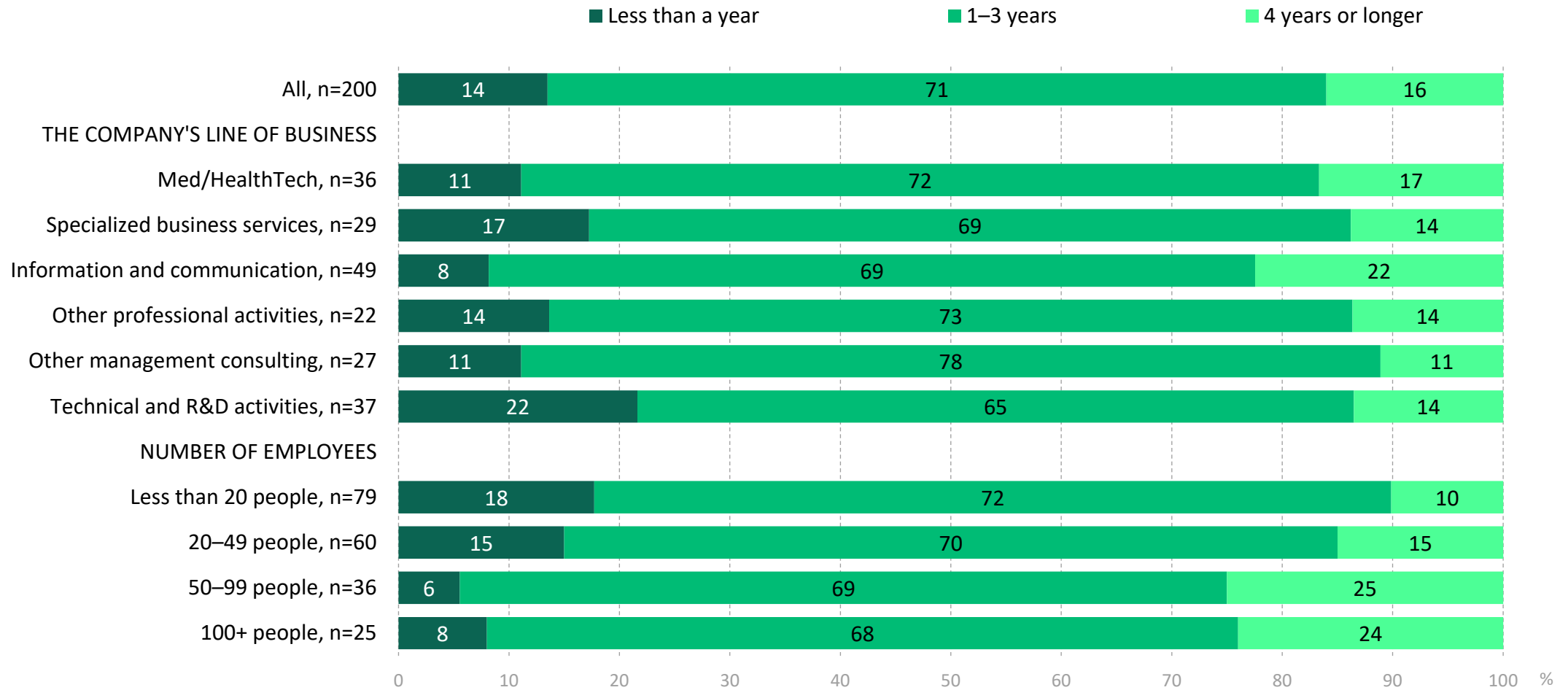
THE COMPANY'S LINE OF BUSINESS



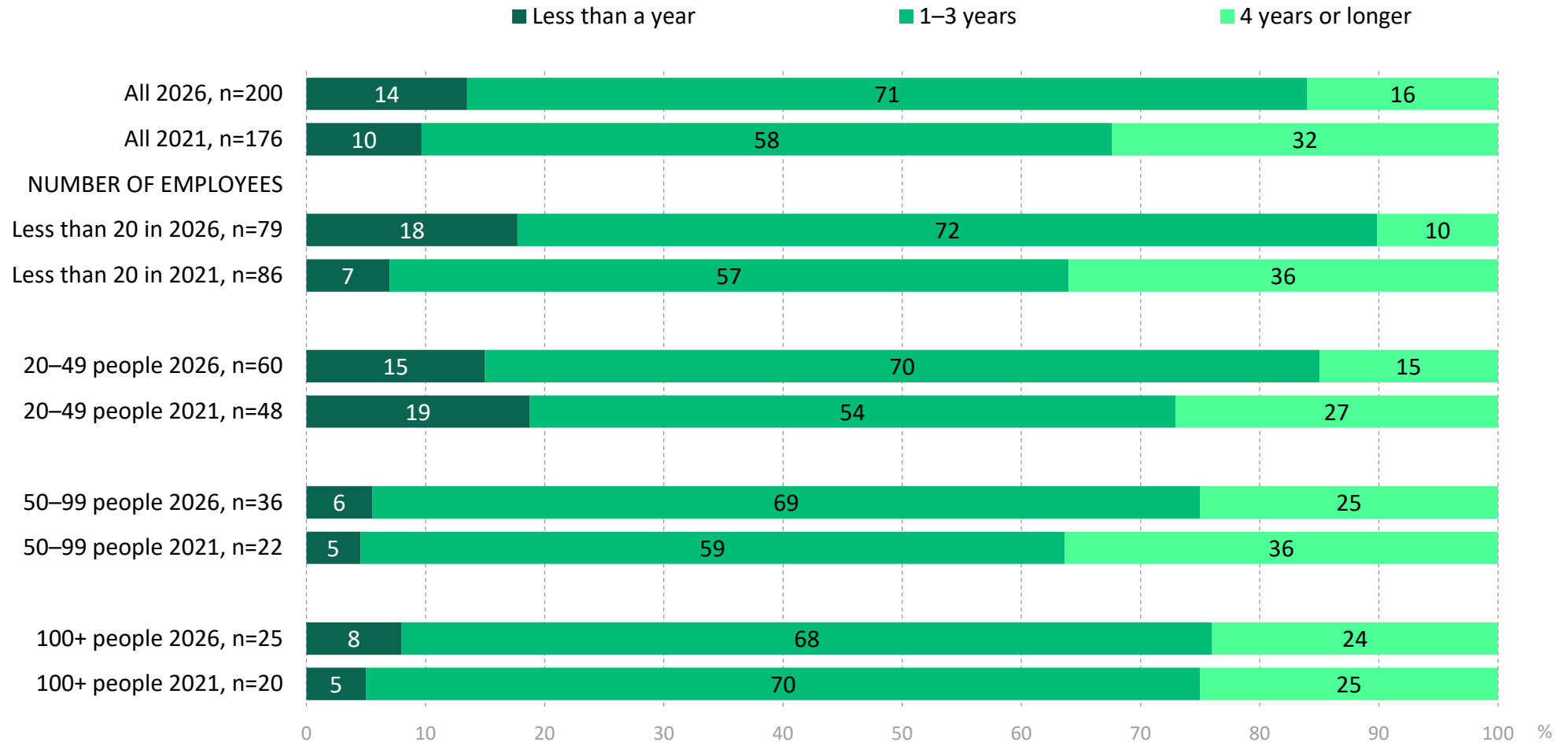
All respondents, n=200

* MedTech/HealthTech is not an official industry classification. The companies have been selected based on the list of members of the industry association. The group of companies was not included in the 2021 survey in this form.

How long has your company been using AI-enabled solutions?



How long has your company been using AI-enabled solutions?





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Business benefits

What business benefits has your company gained from the use of artificial intelligence?

1/2

1) Streamlining internal processes and saving time

73%

Above all, artificial intelligence is useful in streamlining work and saving time in everyday routines and internal processes. Typically, there is less manual work, faster turnaround times and a "more easy-to-do" basic job without the benefits necessarily being directly visible in euros.

2) Faster and comprehensive documentation, reporting and meeting memos

28%

Includes responses where AI adds value to documentation, reporting, and meeting practices. Typical benefits arise from summaries, memos, transcription and summarising the essentials so that the information becomes available for use more quickly and comprehensively.

3) New business / AI as part of a product or service

25%

Describe cases where AI generates new business or is directly part of a product or service being sold. The focus is on turnover, new customers or projects, and the fact that AI capabilities are linked to the company's value proposition and competitiveness.

4) Information retrieval and expert work (background checks, regulations, standards)

24%

AI is useful in information retrieval and background checks on expert work, especially when there is a need for a quickly compiled understanding of extensive data. This also includes the forking and structuring of regulations, standards and other information that "requires interpretation".

5) Improvement of quality

21%

AI improves quality or reduces errors. This includes, for example, quality assurance, proofreading, proofreading, and ensuring that the end result is more consistent or polished than before.

6) Software development becomes faster and quality improves

21%

The key is to speed up or improve the quality of coding, testing and finding bugs (errors), often with the help of tools that make developers' everyday lives easier.

What business benefits has your company gained from the use of artificial intelligence?

2/2

7) Sales & marketing (content, offers, emails)

19%

Covers the practical benefits of sales and marketing, where AI helps to produce, formulate, or target messages and materials. This includes, for example, marketing texts, emails, preparation of offers and other support for commercial work.

8) Analytics, forecasting and pricing

19%

Has to do with the benefits that arise from data analysis, forecasting, measurement or pricing development. Artificial intelligence helps to find essential signals from data, make indicative calculations or improve the basis for decision-making.

9) Creativity

8%

Describes the role of artificial intelligence as a sparring partner for ideation, planning, content production and problem-solving, helping to generate new perspectives, alternatives and business ideas. At the same time, artificial intelligence speeds up the implementation of creative work and enables things that would otherwise be too slow or laborious.

10) Financial management & compliance

5%

Describes the benefits of financial management and administrative compliance work, where AI automates reviews and supports rule-based operations. Typical examples include accounting routines, purchase invoice processing, and the management of obligations such as KYC and anti-money laundering laws.

11) Images, visualization & media (images, 3D, video)

8%

Covers situations where AI creates value in creating and editing images, visualizations, or other media. The benefits can be seen in better or faster produced visuals, diversification of materials, or new technical opportunities, such as support for 3D modeling.

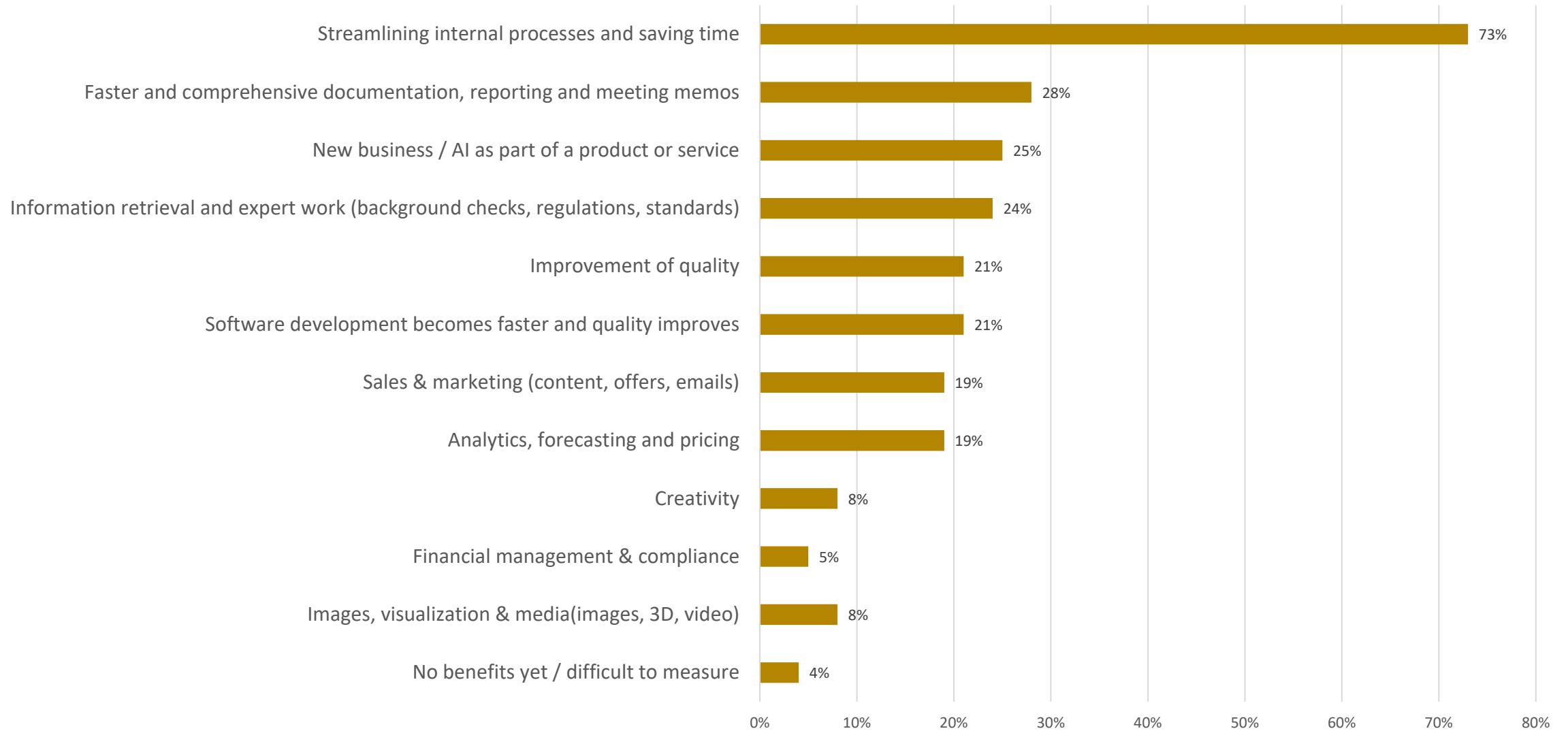
12) No benefits yet / difficult to measure

4%

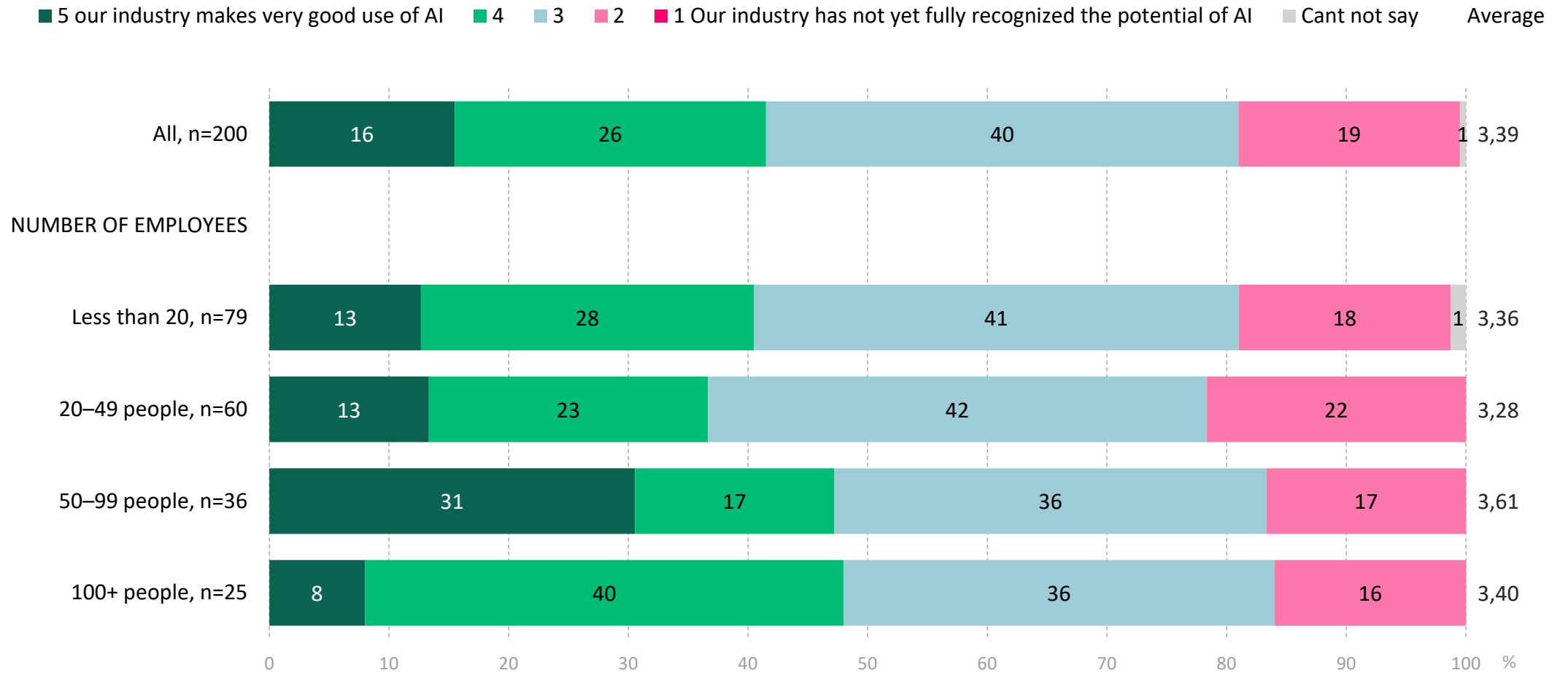
Describe the responses where the benefits have not yet been achieved or are difficult to verify, even if they have already been started. The key is the experimentation in the early stages, the incompleteness of the development or the lack of measuring, in which case the impact remains at the level of assumptions or expectations.

What business benefits has your company gained from the use of AI?

(percentage of respondents, n=200)

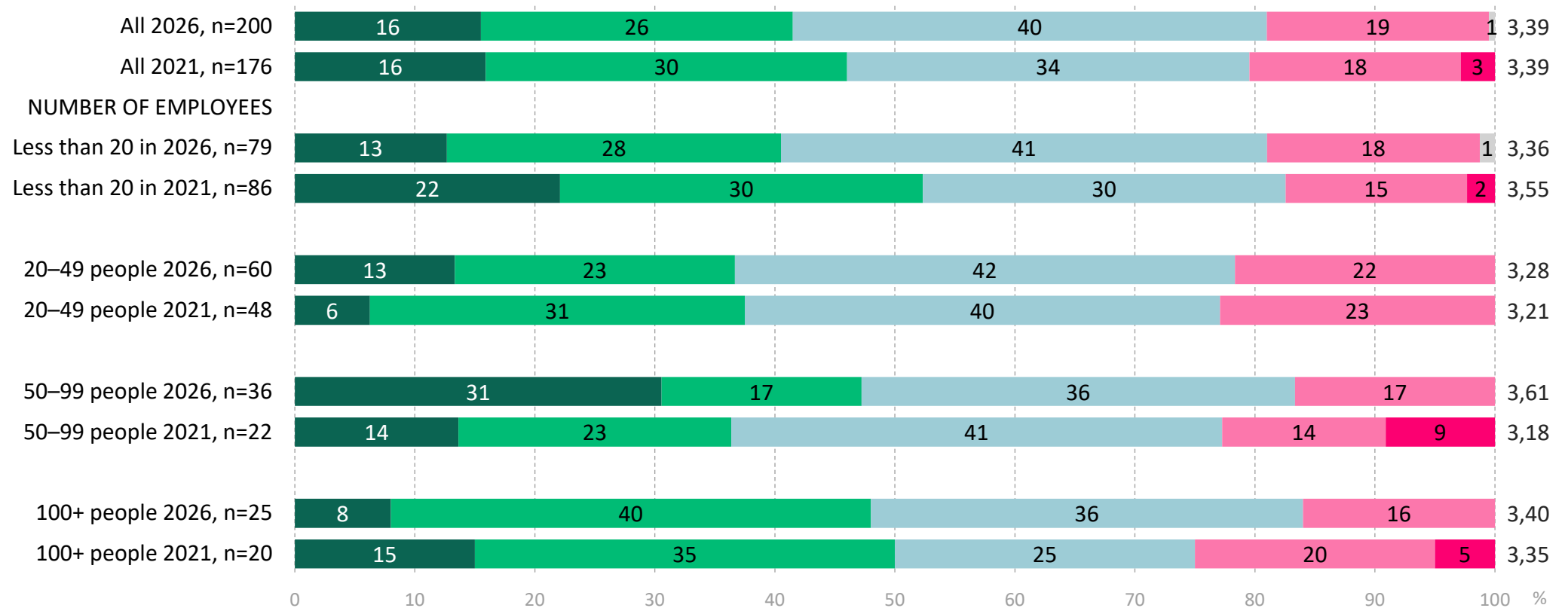


How have the benefits of artificial intelligence been recognised in your company's line of business in general?



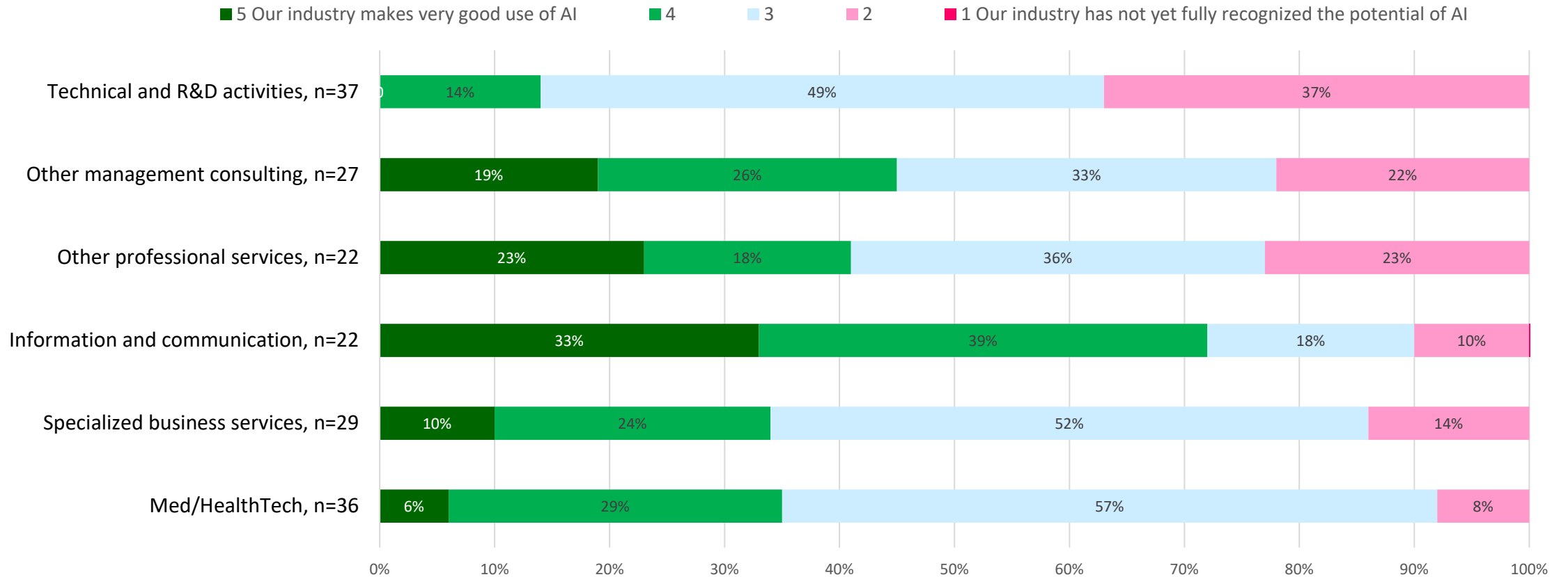
How have the benefits of artificial intelligence been recognised in your company's line of business in general?

■ 5 Our industry makes very good use of AI
 ■ 4
 ■ 3
 ■ 2
 ■ 1 Our industry has not yet fully recognized the potential of AI
 ■ Can not say
 Average



n=kaikki vastaajat

How have the benefits of artificial intelligence been recognised in your company's line of business in general?



What business benefits has your company gained from the use of artificial intelligence?

An open question, below are a few examples of the answers. All answers are listed in a separate Excel file.

"Remote product management. Generative artificial intelligence has been used in all operations, which makes operations more efficient in all departments.", the company's industry Machine and process design and artificial intelligence has been used for 4 years or more.

"Stylizing and translating texts in an assisting role. Background studies on matters and regulations.", the company's line of business Architectural Services and artificial intelligence has been used for 1-3 years.

"In sales, in the evaluation of tenders, the suitability of the CV of our own staff for the customer's request for a quote. Sales monitoring and analytics, software development and project monitoring.", the company's line of business Other management consulting and artificial intelligence has been used for 1-3 years.

"It is difficult to see whether any benefits have been realised. We are still waiting. The use of artificial intelligence is strong, but there is no concrete evidence yet. There has been so little time in use that it is not possible to determine the value of the benefit. In 2026, there may already be benefits.", the company's line of business Software design and manufacturing and artificial intelligence have been used for 1-3 years.

"Databases in the accounting business: the Accounting Act, the Tax Act and interpretations of them are used daily. I can mention, for example, the AI service of the Association of Finnish Accounting Firms - it is actively used on a daily basis and tailored specifically for this. A customer due diligence system in accordance with the Anti-Money Laundering Act, Visma's KYC software, which constantly scans sanctions lists. It is based on artificial intelligence.", the company's line of business Accounting and financial statement service and artificial intelligence has been used for less than a year.

"When used as an effective tool, it speeds up people's work and reduces the time spent searching for information.", the company's industry Software design and manufacturing and artificial intelligence has been used for 4 years or more.



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Barriers and obstacles to the utilization of AI



What obstacles or hindrances regarding the use of artificial intelligence have been observed in your company?

1/2

1) Skills and understanding gaps (SKILLS)

33%

The organisation's opportunities, limitations or practical practices are not yet sufficiently known. It also often manifests itself as difficulty in identifying the right use cases and building realistic steps to start utilization.

2) Security, privacy, confidentiality, data residency (SEC PRIVACY)

29%

Worries about what information can be fed to the AI, where the data is stored and who can access it. This theme is particularly emphasised in the handling of customer data, trade secrets and other sensitive material.

3) Regulation, compliance, industry regulation (REG COMPLIANCE)

28%

External obligations and industry-specific requirements that limit the use of AI or require a lot of investigation and documentation work before deployment. It often manifests itself as uncertainty about what is allowed and how compliance can be demonstrated.

4) Lack of time and resources (RES TIME)

26%

There is not enough time, people or space to introduce and utilise artificial intelligence in the midst of the hustle and bustle of everyday life. Typically, this is reflected in the fact that orientation, piloting and implementation are not carried out or progress very slowly.

5) Cost, budget, ROI/return risk (COST ROI)

24%

Development and integration work, external expert help or licenses are considered too expensive in relation to the available budget. In addition, uncertainty about whether a clear return on the investment will be obtained slows down decision-making.

6) Resistance to change, attitudes, slow adoption, culture (CHANGE CULTURE)

21%

Human and cultural factors that slow down the adoption of new tools. The theme can be seen as caution, fear of mistakes, unwillingness to change routines or different paces of progress between different teams.

What obstacles or hindrances regarding the use of artificial intelligence have been observed in your company?

2/2

7) Technical reliability, hallucinations, reliability
(TECH RELIABILITY)

11%

Doubts about whether the answers and outputs produced by AI are sufficiently accurate and consistent. This often leads to people not daring to use AI in business-critical tasks without human verification, which reduces the perceived benefits.

8) Tool selection/comparison difficult, supplier field confusing
(VENDOR MARKET)

10%

The supply is fragmented, there are many operators and it is difficult to assess a suitable solution. Lack of clarity about which tool is appropriate, safe and cost-effective slows down progress.

9) Customer prohibitions/readiness, network caution
(CUSTOMER CONSTRAINTS)

9%

The use of artificial intelligence is limited by the fears and policies of customers, lawyers or the cooperation network. In this case, the implementation is not only an internal decision, but it is influenced by external expectations, requirements and customer maturity.

10) Integration and system challenges, data in silos
(INTEGRATION LEGACY)

5%

Artificial intelligence cannot be smoothly connected to existing systems, data is in silos, or a suitable solution cannot be found ready. In this case, the utilisation remains a separate experiment and does not effectively become part of the daily process.

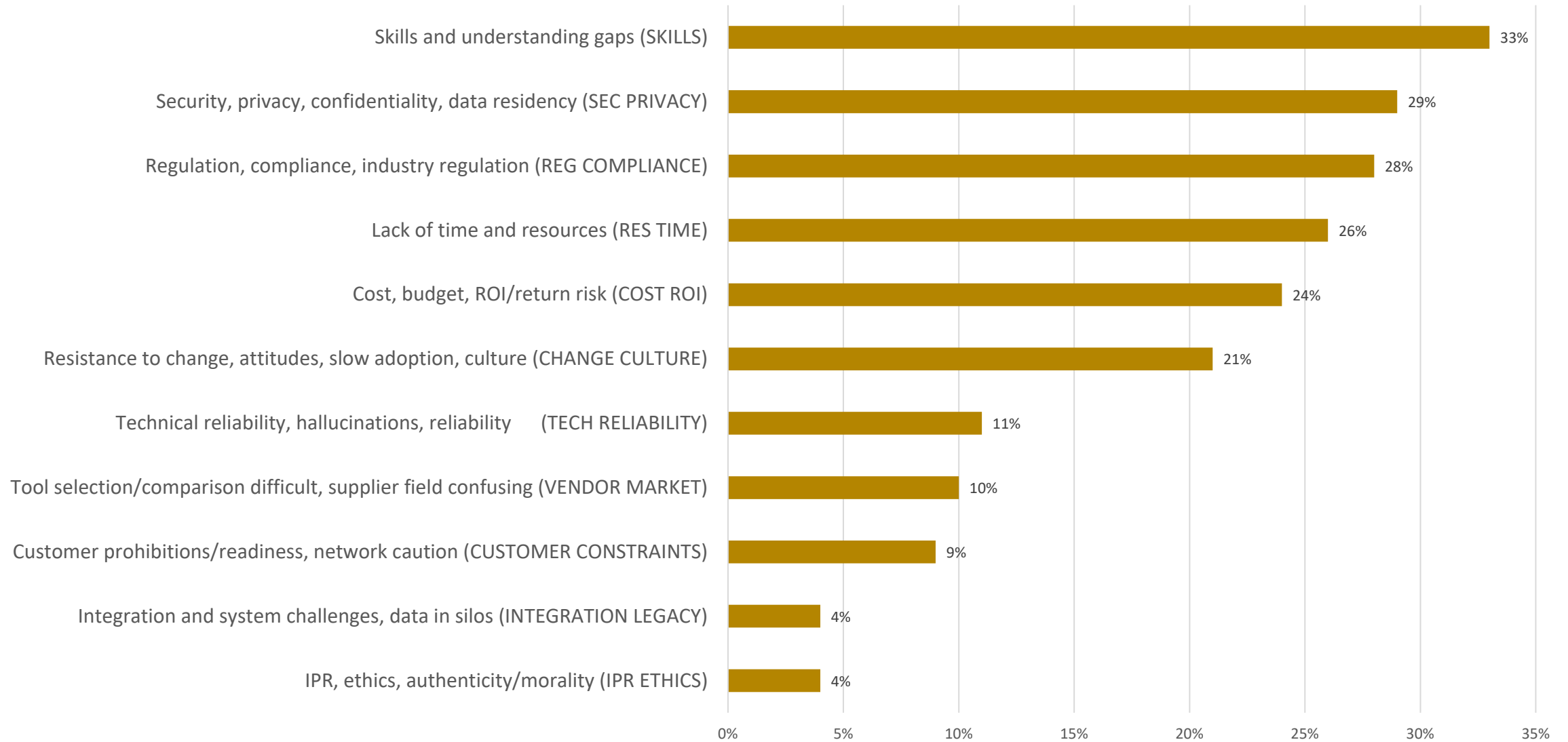
11) IPR, ethics, authenticity/morality
(IPR ETHICS)

4%

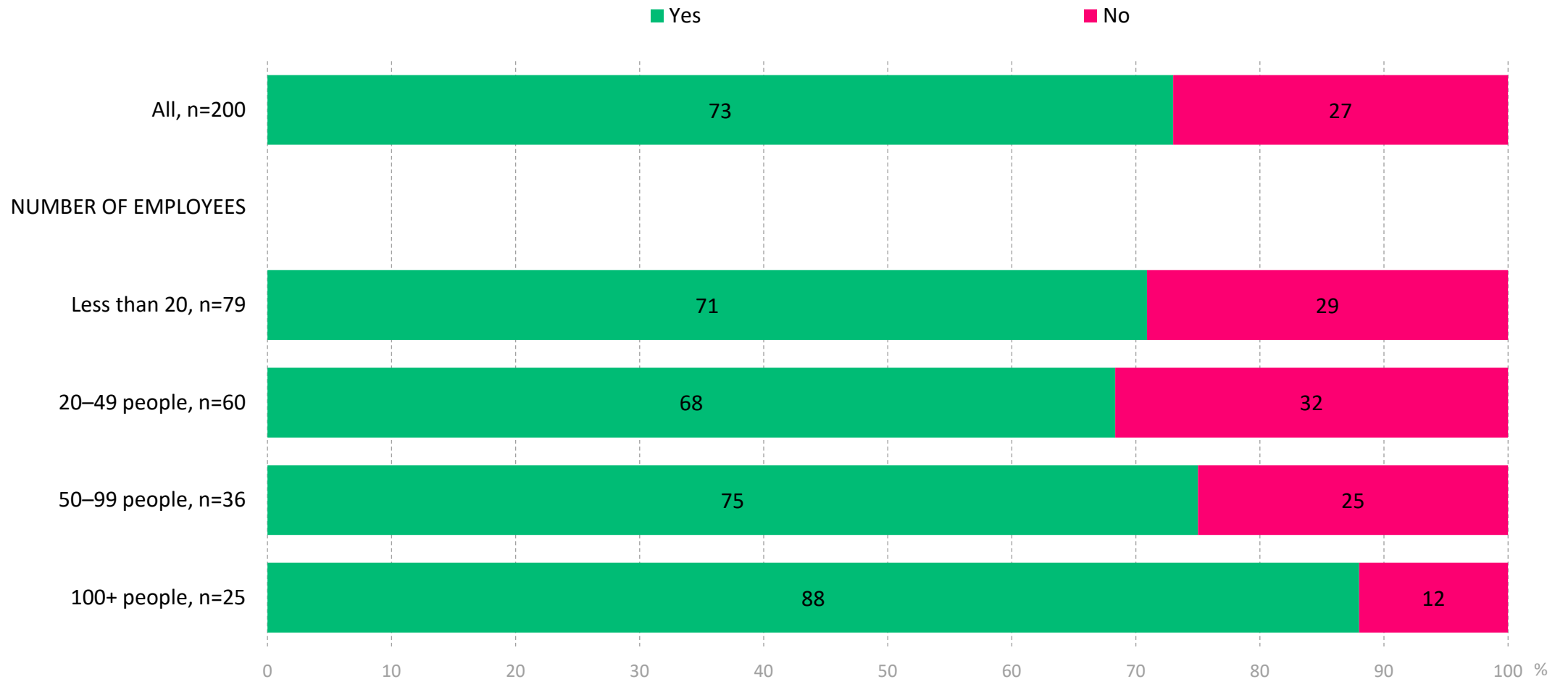
Concerns about whether the use of AI infringes copyright, who "belongs" to the data or content produced, and where the line of acceptable use lies. The theme is also related to questions about authenticity and when the use of artificial intelligence is perceived as problematic in terms of values or reputation.

What obstacles or hindrances regarding the use of AI have been observed in your company?

(percentage of companies, n=200)



Do you feel that there are any internal or external factors that prevent or slow down the widespread use of AI in your company's business operations?



n=all respondents

What obstacles or hindrances regarding the use of artificial intelligence have been observed in your company

An open question, below are a few examples of the answers. All answers are listed in a separate Excel file.

"The development of artificial intelligence systems is quite laborious and it is not cheap, there is a slowdown.", the company's industry Machine and process design and artificial intelligence has been used for 4 years or more.

"In the media industry, you have to be very precise, and that is one obstacle. That's all I can say. I'm sure there are a lot of obstacles, because the media industry has a strong regulation of what can and can't be done. We have very strict rules for the teams that handle the AI side.", the company's line of business Production of television programs and artificial intelligence has been used for less than a year.

"For example. GDPR-related matters. Unable to enter certain information or confidential information. You have to encrypt or transform data. Some customers have a complete ban on the use of artificial intelligence.", the company's line of business Advertising agencies and artificial intelligence has been used for 1-3 years.

"Accuracy and reliability in AI-generated responses and materials. Reliability is not at a sufficient level. AI notes are a good support, but it is by no means an official document, but requires human verification. The price is a hindrance or a constraint: if you were to integrate artificial intelligence into your business by an external expert, you would not have been able to afford it.", the company's line of business Other technical services and artificial intelligence has been used for 1-3 years.

"Regulation is tough. Enriching data with artificial intelligence is difficult when everything has to be responsible and justified. Medical regulation restricts the use.", the company's line of business Manufacture of radiation equipment and electronic medical and therapy equipment, and artificial intelligence has been used for 1-3 years.

"Morality. To what extent is artificial intelligence utilized? That's what we're all about. On the other hand, artificial intelligence must be utilised. On the other hand, you have to try to cherish authenticity and authenticity.", the company's line of business Graphic design and artificial intelligence has been used for 1-3 years.

"Some clients do not allow the use of artificial intelligence.", the company's line of business Law firms and artificial intelligence has been used for 1-3 years.

What obstacles or hindrances regarding the use of artificial intelligence have been observed in your company

”

Concern about information security has been a big deal. Customers' understanding or lack of understanding of AI tools. Their concern that the work done to them will deteriorate or be compromised due to the use of AI.

- **Company industry Patent offices, artificial intelligence in use for 1-3 years.**



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Attractiveness of services

Can you think of services offered outside your organization that could promote the wider use of AI in your company?

An open question, below are a few examples of the answers. All answers are listed in a separate Excel file.

"We have pretty good internal resources. There is internal competence. I can't think of outside services. Of course, artificial intelligence tools and software are mapped, but not actual services.", the company's line of business Other management consulting and artificial intelligence has been used for 1-3 years.

"I can't think of one. Maybe services related to legal knowledge.", the company's industry Software manufacturing and artificial intelligence have been used for 4 years or more.

"Various joint projects and cooperation models. These have already been discussed with Business Finland. An umbrella organization would be good.", the company's line of business Medical research and development and artificial intelligence has been used for 1-3 years.

"Various consulting services. If you want to tailor AI tools for yourself, you usually need an external service provider (traditional bit tinkering expertise). Ideas used as a consulting service on how AI could be better utilized.", the company's line of business Patent offices and artificial intelligence has been used for 1-3 years.

"There are many partners, but we should invest money. Small companies are not able to invest in them. There could be training on what kind of artificial intelligence would be safe and reliable to use, but these trainings are not available for free. Then you don't want to try it out if you have to throw tens of tons of money at it.", the company's line of business Accounting and financial statement services and artificial intelligence have been used for 1-3 years.

"These are used all the time. Consulting services related to the use of artificial intelligence, etc. External support is used to determine the requirements of the regulation (recently we have gone through e.g. Data Actia, AI Actia).", the company's industry Software design and manufacturing and artificial intelligence have been used for 4 years or more.

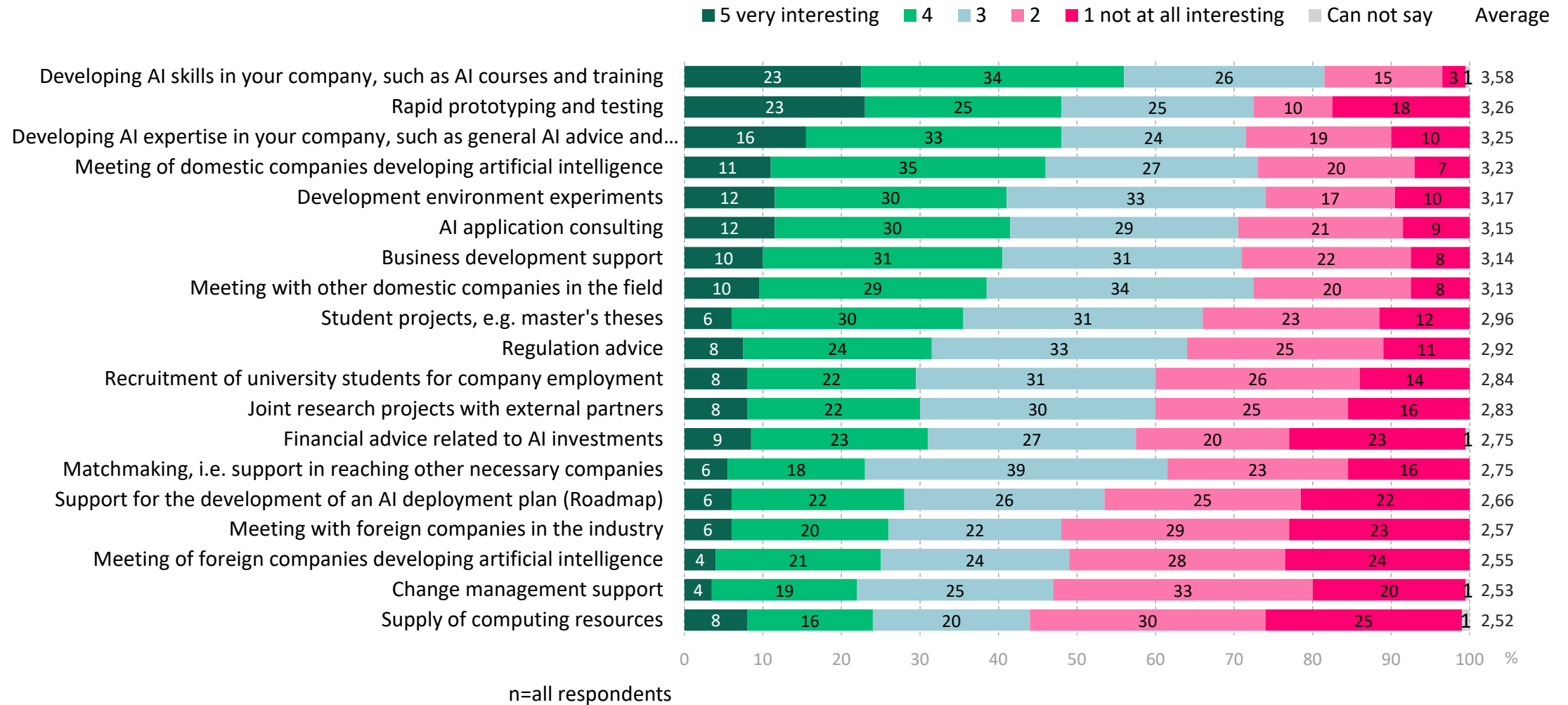
Services provided from outside the organisation that could contribute to the wider use of AI in the company

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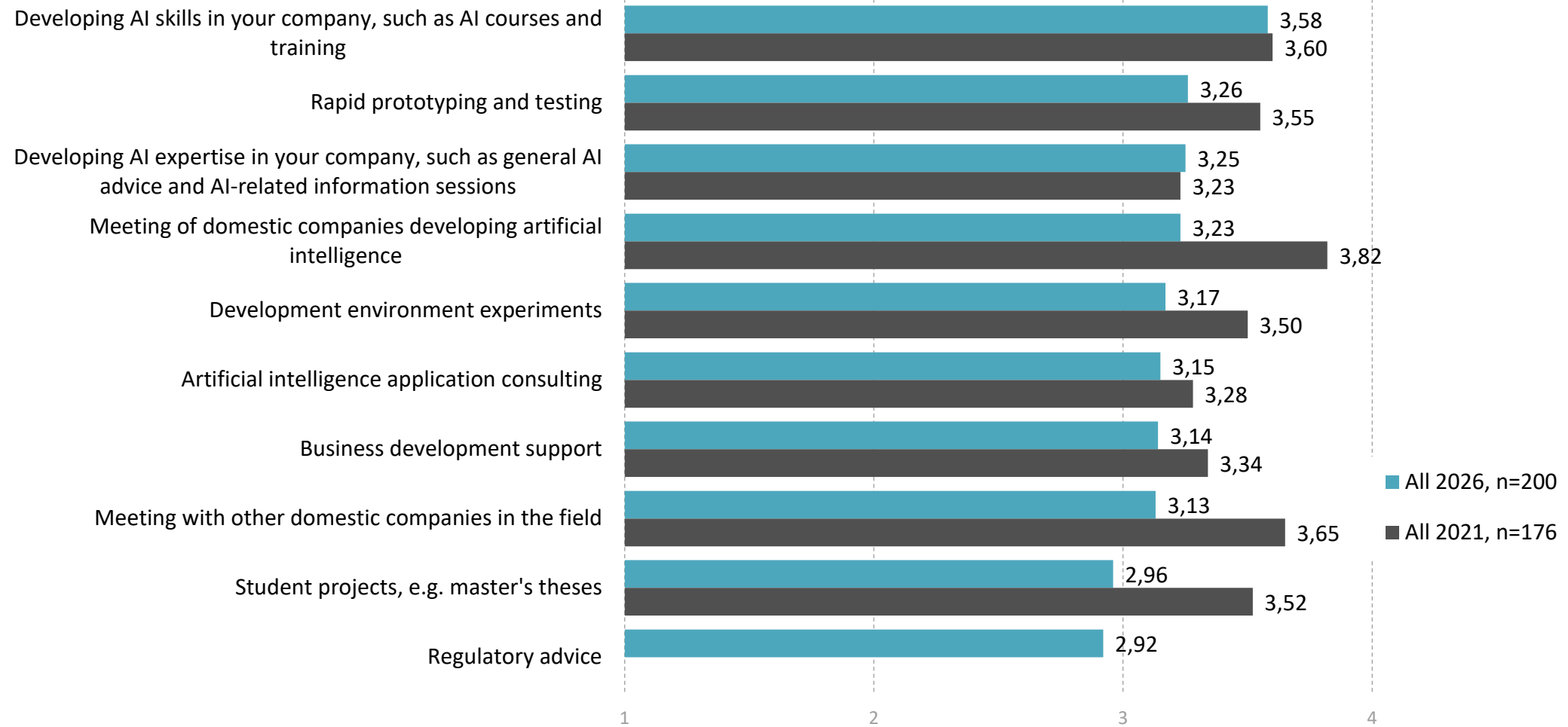
An AI consulting company that integrates AI tools as part of business systems, but the accuracy of hits is not yet sufficient. It should be a risk-free way for us to try. There should be e.g. such a service that would improve something, even by 30 percent, and if it happens, an invoice will be sent. It should be at the implementer's own risk, we can't take it ourselves.

- *Company line of business Other technical activities, artificial intelligence in use for 1-3 years.*

How interesting do you find the following services related to the promotion of the use of AI?



How interesting do you find the following services related to the promotion of the use of artificial intelligence? 1/2

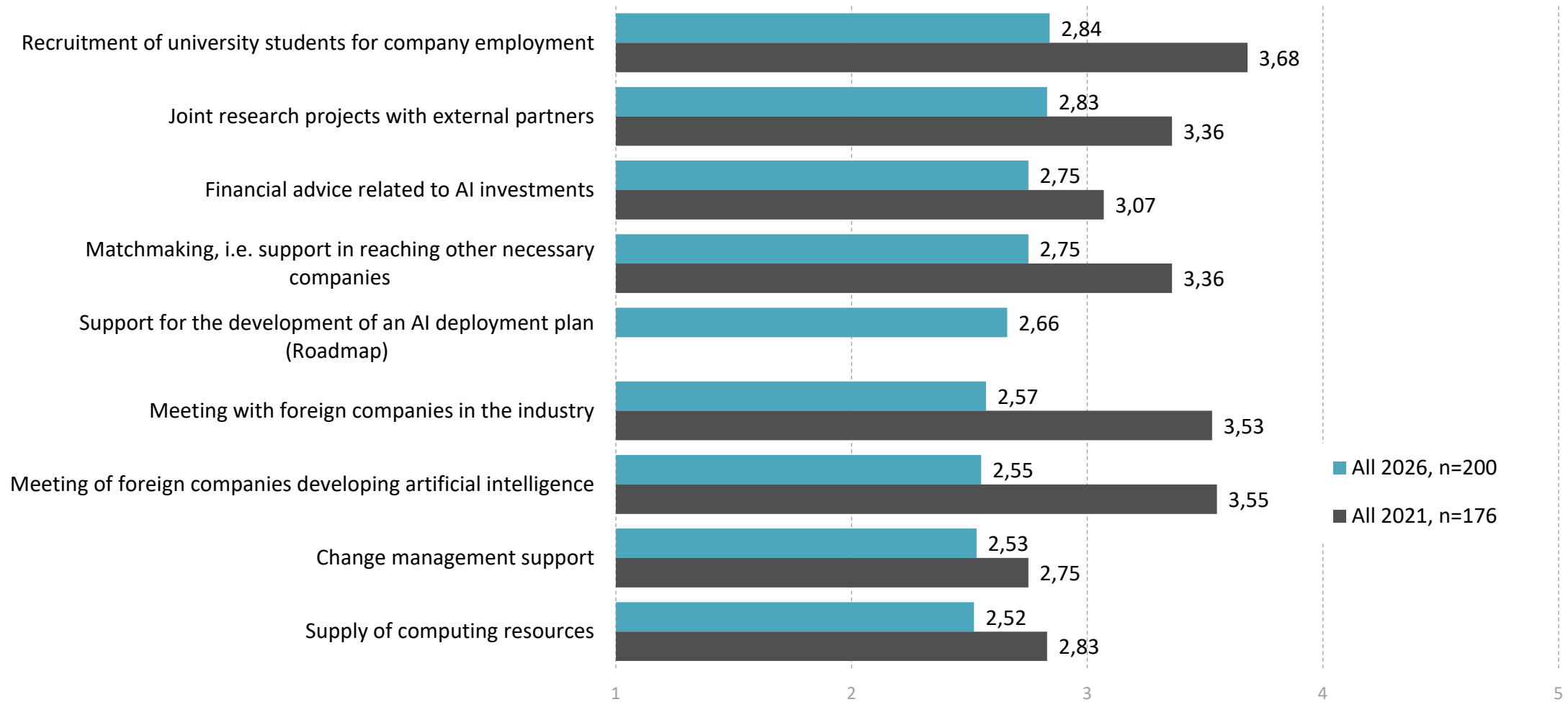


n=all respondents

Average 1-5 (1=not interesting at all... 5=very interesting)

Use of AI in Finnish companies 2026

How interesting do you find the following services related to the promotion of the use of artificial intelligence? 2/2



n=all respondents

Average 1-5 (1=not interesting at all... 5=very interesting)
Use of AI in Finnish companies 2026

How interesting do you find the following services related to the promotion of the use of artificial intelligence?

	THE COMPANY'S LINE OF BUSINESS						COMPANY EMPLOYEES					
	All, n=200	Med/HealthTech, n=36	Specialized business services, n=29	Information and communication, n=49	Other professional activities, n=22	Other management consulting, n=27	Technical and R&D activities, n=37	Less than 20, n=79	20-49 people, n=60	50-99 people, n=36		100+ people, n=25
Developing AI skills in your company, such as AI courses and training	3,58	3,57	3,90	3,33	4,00	3,52	3,46	3,38	3,67	3,69	3,80	4,5 - 5,0
Rapid prototyping and testing	3,26	3,53	2,79	3,41	3,55	3,11	3,11	3,01	3,32	3,47	3,60	4,0 - 4,5
Developing AI expertise in your company, such as general AI advice and AI-related information sessions	3,25	3,50	3,52	2,88	3,68	3,19	3,08	3,14	3,35	3,42	3,12	3,5 - 4,0
Meeting of domestic companies developing artificial intelligence	3,23	3,39	2,86	3,33	3,55	3,30	3,00	3,09	3,23	3,39	3,44	3,0 - 3,5
Development environment experiments	3,17	3,33	2,79	3,39	3,27	2,78	3,24	3,00	3,33	3,28	3,16	2,5 - 3,0
AI application consulting	3,15	3,36	3,31	2,94	3,05	3,30	3,05	3,18	3,17	3,08	3,12	2,0 - 2,5
Business development support	3,14	3,22	3,07	3,10	3,68	3,15	2,84	3,03	3,25	3,14	3,24	1,5 - 2,0
Meeting with other domestic companies in the field	3,13	3,64	2,86	3,08	3,27	2,89	3,00	3,06	3,22	3,22	3,00	1,0 - 1,5
Student projects, e.g. master's theses	2,96	3,19	2,59	2,96	2,73	2,81	3,27	2,84	2,98	3,08	3,12	
Regulation advice	2,92	3,36	2,52	2,82	3,27	2,93	2,73	2,78	2,90	3,17	3,04	
Recruitment of university students for company employment	2,84	3,00	2,34	2,98	2,68	2,67	3,08	2,58	2,88	2,97	3,32	
Joint research projects with external partners	2,83	3,33	2,38	2,65	3,27	2,74	2,70	2,67	2,82	3,00	3,08	
Matchmaking, i.e. support in reaching other necessary companies	2,75	3,17	2,59	2,78	2,68	2,56	2,59	2,72	2,78	2,89	2,52	
Financial advice related to artificial intelligence investments	2,75	3,22	2,28	3,00	2,82	2,52	2,46	2,72	2,77	2,81	2,72	
Support for the preparation of an AI deployment plan (Roadmap)	2,66	2,81	2,93	2,16	2,73	2,81	2,81	2,76	2,55	2,56	2,76	
Meeting with foreign companies in the industry	2,57	2,92	2,00	2,86	2,45	2,41	2,49	2,33	2,57	2,94	2,80	
Meeting of foreign companies developing artificial intelligence	2,55	2,69	2,10	2,88	2,55	2,48	2,35	2,25	2,58	2,83	2,96	
Change management support	2,53	2,69	2,68	2,41	2,73	2,44	2,38	2,46	2,53	2,64	2,64	
Supply of computing resources	2,52	2,78	2,00	2,83	2,68	2,19	2,39	2,36	2,63	2,81	2,28	

Average 1-5 (1=not interesting at all... 5=very interesting)

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Future benefits

What kind of opportunities does your company see in utilizing artificial intelligence in business development?

1/2

1) Processes become more efficient and automated
(PROC AUTOMATION)

51%

Streamlining processes and automation refer to the possibilities of speeding up everyday work by transferring routines and work phases partially or completely to artificial intelligence. The goal is to shorten lead times, reduce manual work and free up time for more productive tasks.

2) General/unspecified possibilities
(UNKNOWN/GENERAL)

34%

Artificial intelligence is seen as a great opportunity, but the applications have not yet been specified.

3) New products and business models are emerging
(NEW PRODUCTS)

20%

New products, services and business models are seen as opportunities to create new offerings and revenue, where artificial intelligence is part of a product, service or a completely new value proposition. The theme also covers service expansions, building a competitive advantage and new ways of packaging expertise for customers.

4) Data analytics is evolving
(DATA ANALYTICS)

18%

Data, analytics, forecasts and decision-making support describe the possibilities of refining the company's data into more efficient information with the help of analytics, forecast models and optimization. AI is expected to help in decision-making, identify deviations and trends, and produce better targeted views for operational control.

5) Improved quality
(QUALITY IMPROVEMENT)

9%

Improving quality refers to the fact that artificial intelligence will be used to reduce production errors, inspections, monitoring and identifying deviations. At the core of the theme is the idea that quality improves and risks are reduced, and as a result, the value created for the customer increases.

What kind of opportunities does your company see in utilizing artificial intelligence in business development?

2/2

6) Software development speeds up (PROC AUTOMATION)

9%

Software development and technical work suggests that AI can support coding, testing, troubleshooting, and the implementation of technical solutions, including agents and integrations. The opportunity is often seen as faster development work, improved quality and the ability to build new features in a more agile way than before.

7) Improved operational functions (OPERATIONS)

9 %

Operations, production, maintenance and field operations mean opportunities to improve practical operations, such as production control, quality monitoring, predictive maintenance and efficiency in the field. With the help of artificial intelligence, the aim is to make operations more proactive, reduce disruptions and be better controlled in real time.

8) Creative work is strengthened (CREATIVITY DESIGN)

8 %

Creativity, ideation, design and content/visualisation refer to the fact that artificial intelligence can act as a sparring partner and production tool in the development of ideas, conceptualisation and the creation of various content and visualisations. The opportunity is often associated with faster experimentation and the production of alternatives, which strengthens the creative process.

9) Sales and marketing become more efficient (SALES MARKETING)

7%

The development of sales and marketing suggests that artificial intelligence can support lead generation, the production of offers and sales materials, and the targeting and testing of marketing communications. The opportunity is often seen in the fact that the sales process becomes more efficient and customer acquisition becomes more systematic.

10) Improved customer service (CUSTOMER SERVICE)

7 %

Customer service, customer experience and personalization mean opportunities to improve the service received by the customer, for example, through chatbots, self-service and faster support. In addition, artificial intelligence can help personalize content and service paths so that the customer feels that the service is more relevant and smoother.

11) Competence develops and work becomes more meaningful (HR SKILLS)

6%

Competence development and the transformation of work mean opportunities to increase the capabilities of personnel and change the ways of working with the help of artificial intelligence. Artificial intelligence is seen to support learning, improve the quality of expert work and free up time for more meaningful and valuable activities.

What kind of opportunities does your company see in utilizing AI in business development?

An open question, below are a few examples of the answers. All answers are listed in a separate Excel file.

"A lot of opportunities from the point of view of efficiency. When we do creative and expert work, we hope to reduce manual work. We would have development opportunities in this area, and artificial intelligence could be utilised in it.", the company's line of business Other management consulting and artificial intelligence has been used for 1-3 years.

"Big opportunities that are not yet recognised. In the future, there will be a lot more use than now, because the answers still need to be viewed critically.", the company's line of business Laboratory and medical equipment and artificial intelligence has been used for 4 years or more.

"I consider artificial intelligence to be a really big and significant player in the industry. It will disrupt the entire industry in the coming years.", the company's line of business Accounting and financial statement services and artificial intelligence have been used for 1-3 years.

"It would be salutary if the AI hype subsided, so that there would be genuinely useful applications for business. At the moment, visibility is poor due to the situation.", the company's industry Software design and manufacturing and artificial intelligence has been used for 4 years or more.

"Now implemented in sales, marketing and contract matters. The next steps are to implement it in the product, which will make the product better," the company's line of business Other construction services and artificial intelligence has been used for 1-3 years.

"Incorporating artificial intelligence into our products. Artificial intelligence is part of our products. Necessary in the near future. Conducting market analyses using artificial intelligence.", the company's line of business Other hardware and IT services and artificial intelligence is less than a year old.

What kind of opportunities does your company see in utilizing artificial intelligence in business development?

”

We see that we have to take control of it during this year, otherwise we will not be in the game. This is the kind of thing that everyone has to come along. You can't fall off the bandwagon. I see that artificial intelligence must be used in all operations: sales, own operations and customer projects.

- Company line of business IT hardware and software consulting, artificial intelligence in use for 1-3 years.

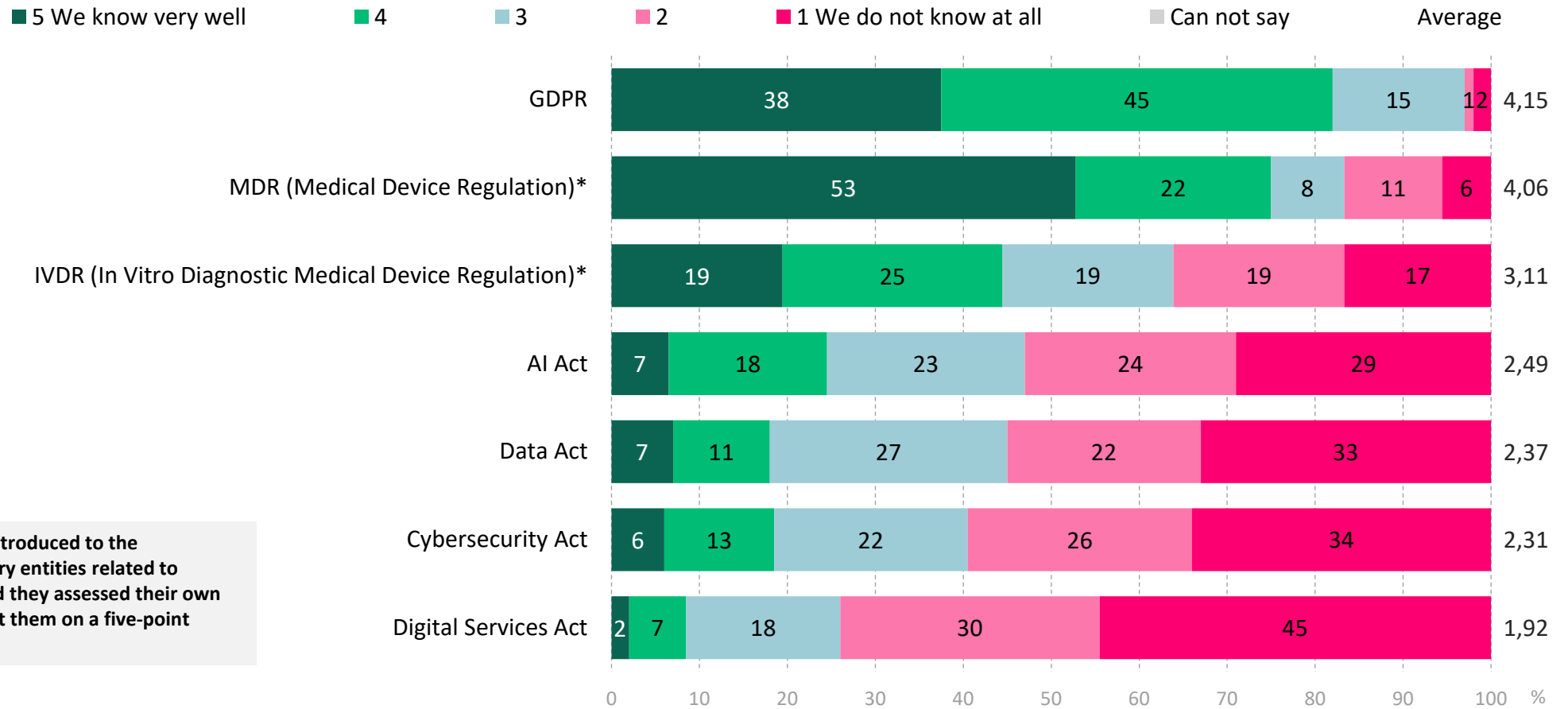


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Knowledge of AI regulation and costs

The regulation of artificial intelligence is developing rapidly. The aim of the research section is to map the companies' knowledge of regulations and the costs of compliance.

The regulation of artificial intelligence consists of several different areas that are interrelated. How well are these areas known?



The respondents were introduced to the regulations and regulatory entities related to artificial intelligence, and they assessed their own level of knowledge about them on a five-point scale.

All respondents, n=200

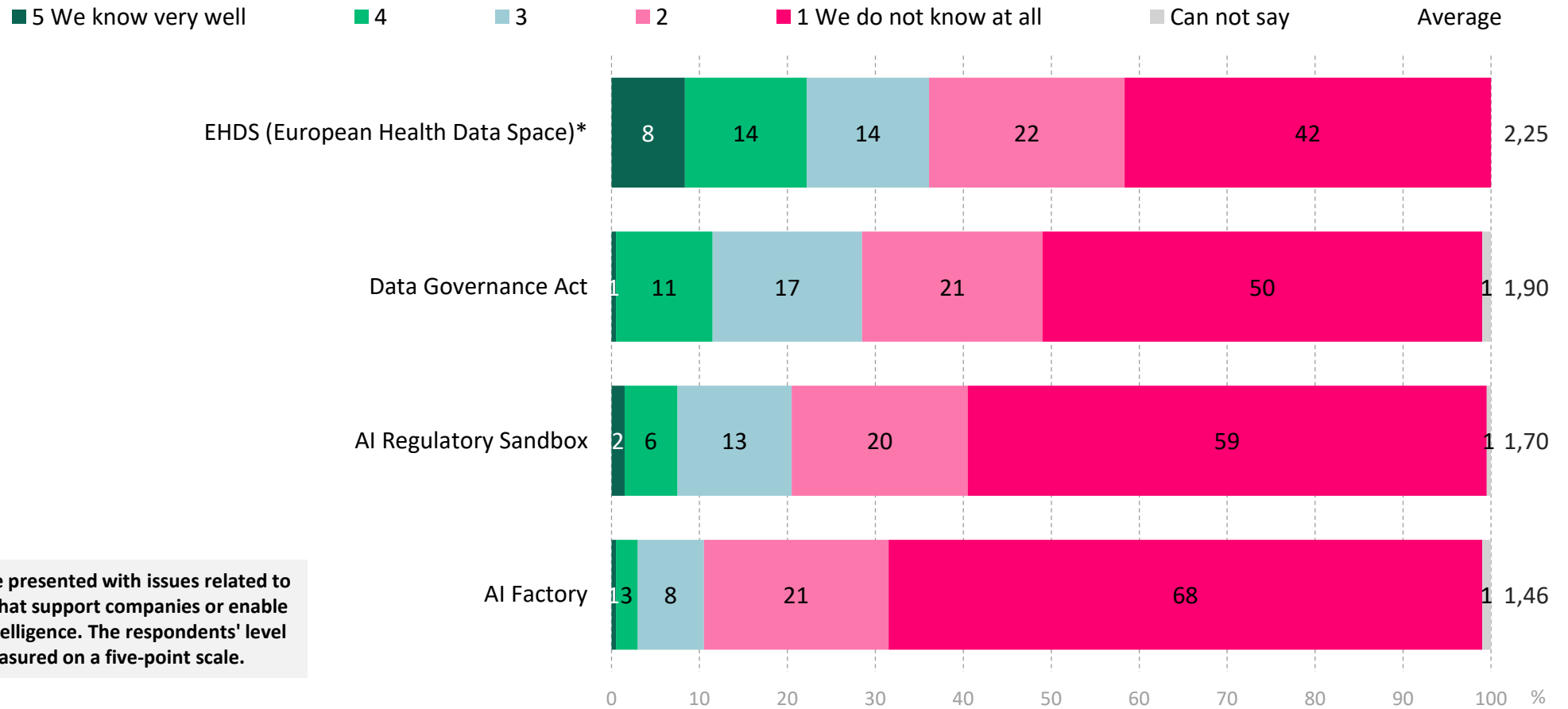
*) Asked if the company's line of business is Med/HealthTech, n=36

The regulation of artificial intelligence consists of several different areas that are interrelated. How well are these areas known?

	THE COMPANY'S LINE OF BUSINESS							
	All, n=200	Med/Health Tech, n=36	Specialized business services, n=29	Information and communication, n=49	Other professional activities, n=22	Other management consulting, n=27	Technical and R&D activities, n=37	
GDPR	4,15	4,17	3,90	4,41	4,18	4,30	3,84	4,5 - 5,0
MDR (Medical Device Regulation)*	4,06	4,06						4,0 - 4,5
IVDR (In Vitro Diagnostic Medical Device Regulation)*	3,11	3,11						3,5 - 4,0
AI Act (EU:n tekoälysäädös)	2,49	3,00	2,31	2,88	2,36	2,48	1,70	3,0 - 3,5
Data Act	2,37	2,69	2,00	2,94	2,32	2,15	1,78	2,5 - 3,0
Cybersecurity Act	2,31	2,78	2,07	2,82	2,27	1,89	1,70	2,0 - 2,5
Digital Services Act	1,92	1,97	1,66	2,47	1,91	1,85	1,41	1,5 - 2,0
								1,0 - 1,5

Average 1-5 (1=We do not know at all... 5= We know very well)

How well do you know the things or actors related to artificial intelligence that offer or enable support to companies?



The respondents were presented with issues related to artificial intelligence that support companies or enable the use of artificial intelligence. The respondents' level of knowledge was measured on a five-point scale.

All respondents, n=200

*) Asked if the company's line of business is Med/HealthTech, n=36

How well do you know the things or actors related to AI that offer or enable support to companies?

	THE COMPANY'S LINE OF BUSINESS						
	Kaikki, n=200	Med/HealthTech, n=36	Specialized business services, n=29	Information and communication, n=49	Other professional activity, n=22	Other management consulting, n=27	Technical and R&D activities, n=37
EHDS (European Health Data Space)*	2,25	2,25					
Data Governance Act	1,90	2,14	1,69	2,42	1,67	1,70	1,46
AI Regulatory Sandbox (lue tarvittaessa: tekoälyn sääntelyhiekkalaatikko)	1,70	1,92	1,59	2,00	1,48	1,70	1,32
AI Factory	1,46	1,69	1,34	1,65	1,19	1,30	1,35

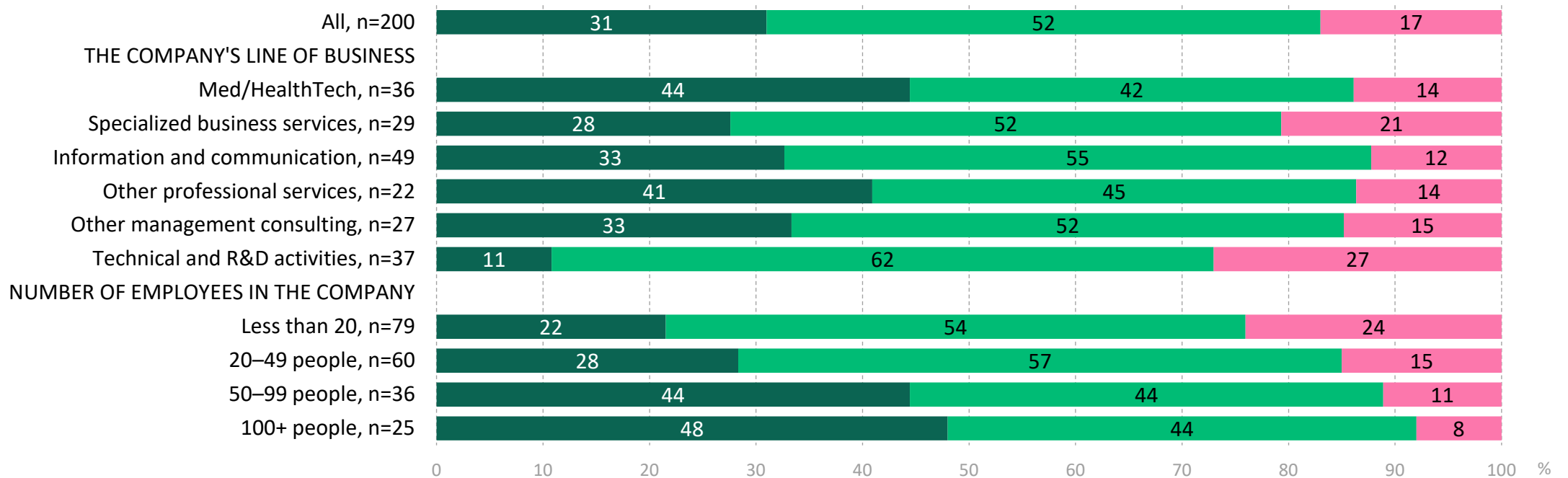
Average 1-5 (1=We do not know at all...5=We know very well)

n=all respondents

*) Asked if the company's line of business is Med/HealthTech, n=36

How much is the activity related to the regulation of artificial intelligence taking up your company's resources at the moment?

- My company has a designated person to ensure compliance with AI regulations.
- My company does not have a designated person to be responsible for AI-related regulations or rules, but matters are handled as needed either by the management team or otherwise under the guidance of the top decision-maker.
- Regulation and adaptation to AI is not a relevant issue for my company and does not take up resources at the moment

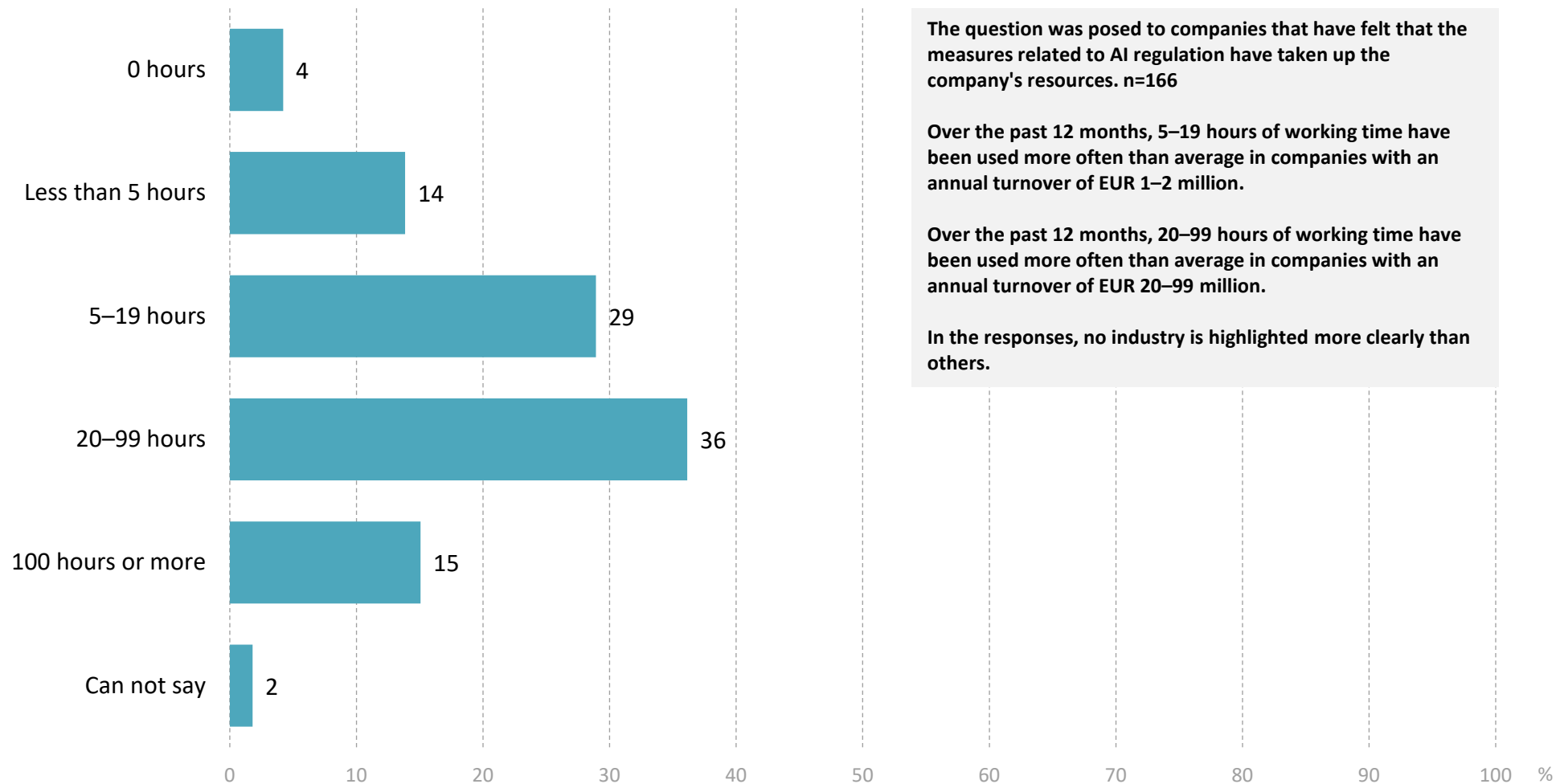


In the technical and R&D sectors, there are fewer separately named persons than average who ensure compliance with regulations related to artificial intelligence.

n=All respondents

Think about the last 12 months of your business. Estimate how much working time your company has spent in total on tasks related to AI regulation, such as clarifying, planning, documenting or reporting on the AI Act, the AI-related GDPR or other AI regulation. To give a rough estimate, choose one of the following options.

My company has used working hours...



The question was posed to companies that have felt that the measures related to AI regulation have taken up the company's resources. n=166

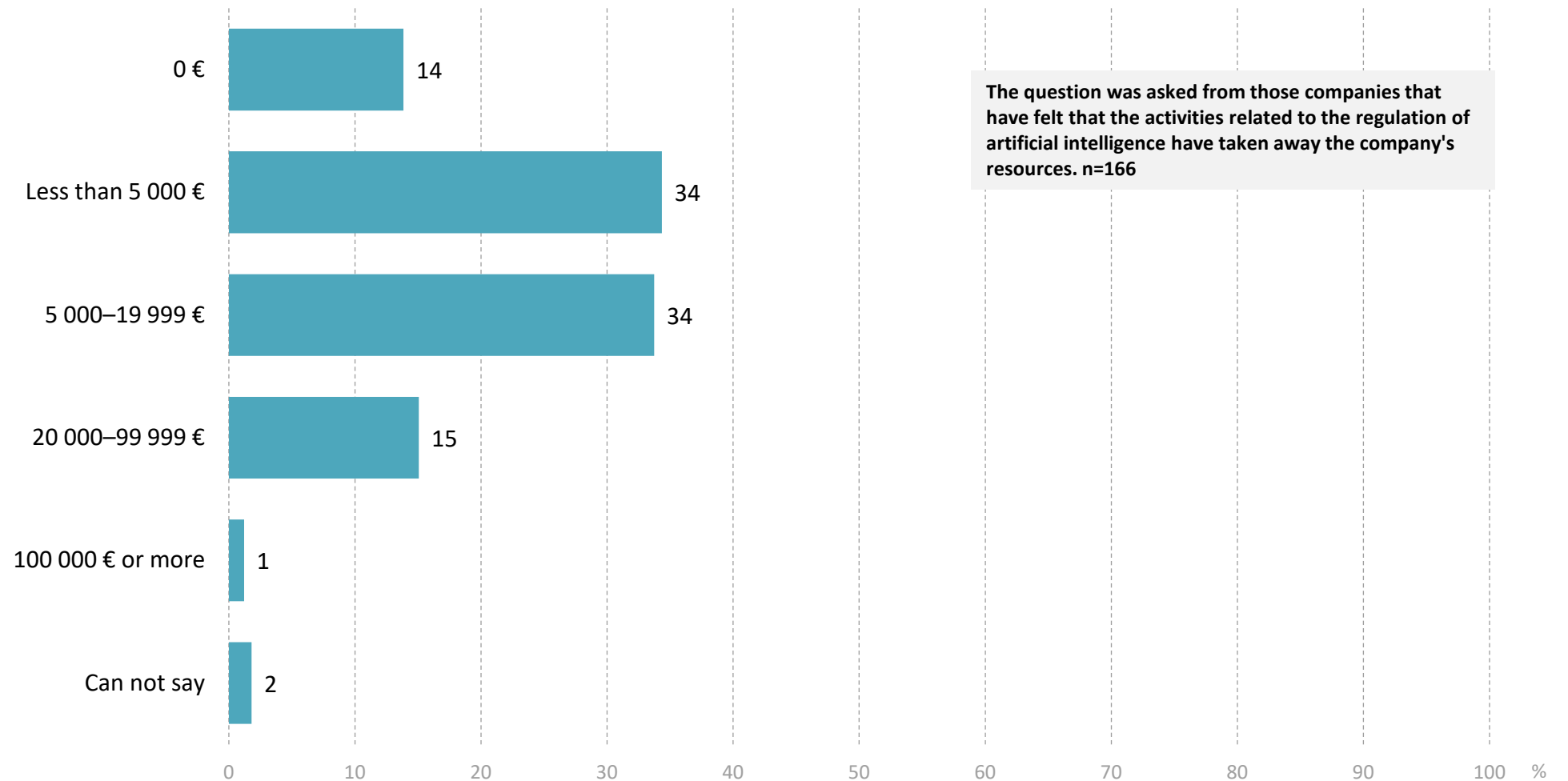
Over the past 12 months, 5–19 hours of working time have been used more often than average in companies with an annual turnover of EUR 1–2 million.

Over the past 12 months, 20–99 hours of working time have been used more often than average in companies with an annual turnover of EUR 20–99 million.

In the responses, no industry is highlighted more clearly than others.

How much money do you estimate your company has spent on AI regulation-related activities over the past 12 months? The amount may include, for example, external procurements, such as legal services, expert or consultant assistance, audits, certifications, and the salaries of our own personnel if they are directly related to AI projects. You can give an estimate of the amount.

My company has spent money in euros in the last 12 months:





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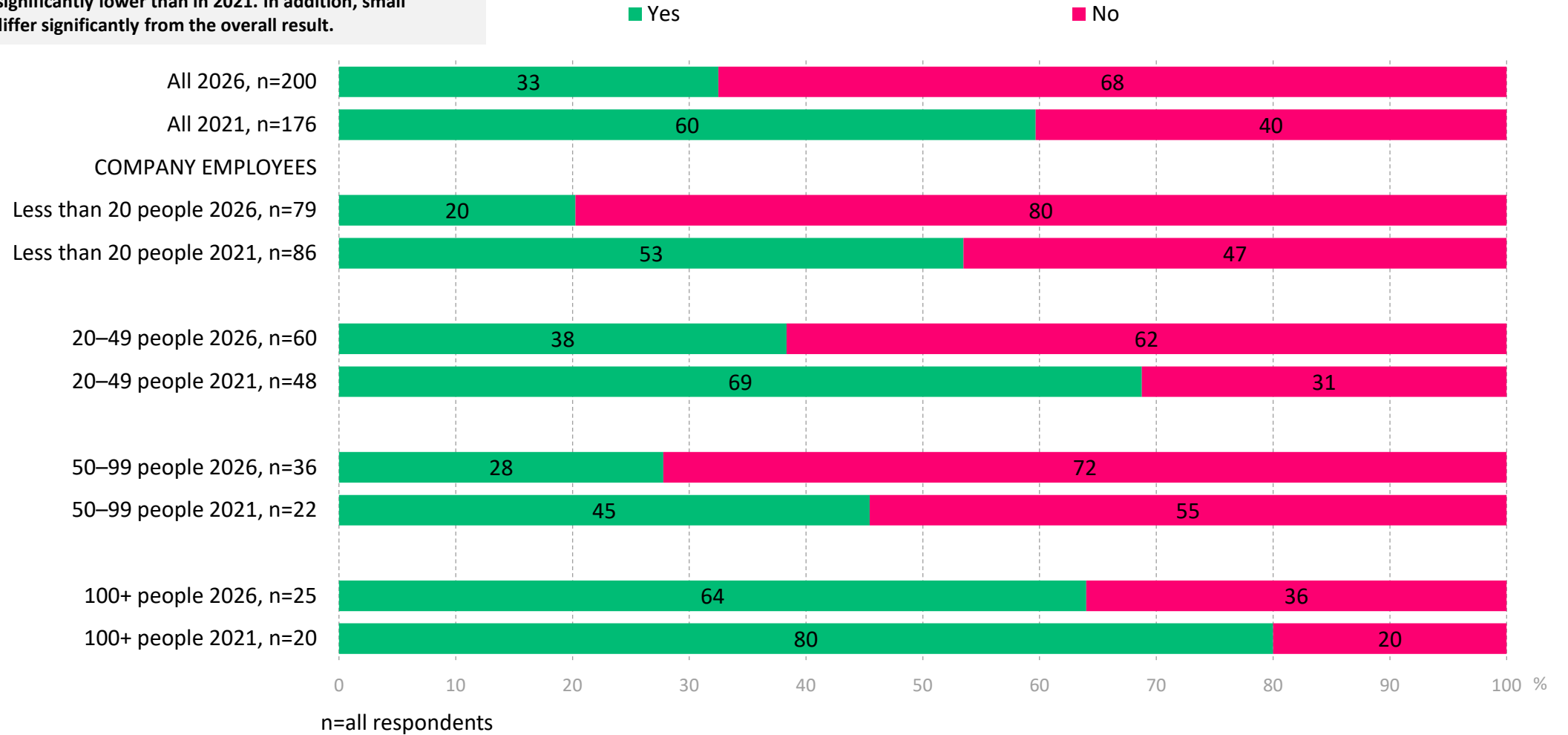
Recruitment needs

Is your company planning to recruit an AI expert in the next year?



Is your company planning to recruit an AI expert in the next year?

For companies employing fewer than 20 people, intentions to hire AI experts are significantly lower than in 2021. In addition, small companies differ significantly from the overall result.





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Conclusions

Tutkimuksen keskeisiä tuloksia

The use of artificial intelligence has rapidly become more common in companies, but it is still a fairly recent phenomenon.

The majority of Finnish companies (85%) that actively use AI have adopted AI in the past three years. This suggests that AI has moved from experimentation to practical application in companies, but in many organizations, its use is still at a relatively early stage.

Until now, the greatest benefits have come primarily from improved operational efficiency, even though some companies are already using artificial intelligence to create new business.

By far the most common business benefits are related to improved efficiency in internal processes (73%). At the same time, for almost a quarter of companies (24%), artificial intelligence has generated new business and new products, which suggests that some companies are already using artificial intelligence as a tool for growth and renewal.

Bottlenecks in the wider use of artificial intelligence include expertise, resources, information security and a lack of regulatory expertise.

The most frequently identified barriers by companies are related to skills and understanding gaps (33%), information security (29%), regulation and compliance (28%), lack of time and resources (26%), and cost and uncertain profit expectations (24%). The results show that the challenges of utilising artificial intelligence are not only technical, but also related to the organisation's capabilities, management and operating methods.

Companies have a clear desire to strengthen their AI expertise and deepen their capabilities.

The most interesting services supporting the utilisation of artificial intelligence are considered to be services related to competence development and rapid prototyping. In addition, a third of companies are planning to recruit AI experts in the next year, which indicates that AI is increasingly seen as a strategically important development target.

The importance of AI regulation is recognised, but the regulatory knowledge of companies is still poor.

The GDPR is clearly the most well-known regulatory entity for companies, but knowledge of other regulations related to artificial intelligence is still limited. Only a quarter of companies (25%) are reasonably or well aware of the EU's AI Act, which suggests that regulatory expertise is not yet fully developing at the same pace as the use of AI is becoming more widespread.

Further information

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