



aws IMPACT Poland 2024
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**Nowe perspektywy rozwoju
polskiego biznesu dzięki:
sztucznej inteligencji i AWS**



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Unlocking Poland's AI Ambitions in the Digital Decade

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Strand Partners Report – February 2023

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The European Commission's **Digital Decade** policy programme set bold targets to make Europe a digital leader by 2030, aiming for **XXX** of businesses to use artificial intelligence (AI) and an **XXX** digital proficiency among European citizens by 2030.

The European Commission's **Digital Decade** policy programme set bold targets to make Europe a digital leader by 2030, aiming for **75%** of businesses to use artificial intelligence (AI) and an **80%** digital proficiency among European citizens by 2030.

Five key changes in Europe during the past year, due to GenAI

+21%

Average increase in spending on digital technologies by businesses

50%

of businesses say that digital technologies are essential to their business, up from 42% last year

85%

of businesses which adopted cloud technology say it is crucial to their business, up from 79% in 2022

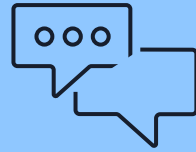
33%

of businesses have adopted AI in 2023, compared with 25% in 2022

30%

of businesses said that they'd adopted cloud technology in 2023, representing a growth rate of +15% from the previous year

Generative AI creates significant business value



New experiences

New innovative ways of engaging with customers and employees



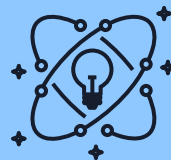
Productivity

Radically improve productivity



Insights

Extract insights and answers from all corporate information, enabling faster, better decisions



Creativity

Create new content and ideas, including conversations, stories, images, videos, and music

2023: a 'year of AI' driving an acceleration in economic growth

The increased rate of adoption of advanced digital technologies, especially AI, could unlock 576 billion PLN for the Polish economy, an additional 85 billion PLN from 2022's prediction of 491 billion PLN.

2022's prediction



2023's prediction



The Digital Landscape in Poland

90%

Polish businesses report that digital technology is important for achieving their five-year growth plans - more than the European average (84%)

76%

of Polish businesses have expressed that without their digital technologies, they would struggle to operate, highlighting the country's increasing dependence on digital technology

22%

2023 was the 'year of AI' in Poland and across Europe, with the number of businesses adopting AI up by 22% from 2022 in Poland

51%

by this % Polish businesses have increased their financial commitments to digital tech





Currently, **64%** of Polish businesses familiar with AI report that they are integrating AI technologies into their operations, slightly behind the European average (75%).

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Polish enterprises employing AI technologies report its positive benefits at higher rates than European peers:



Most notably,
94% of Polish businesses which have adopted AI reported increased revenues, higher than the European average of 75%.



88% of Polish AI adopters cited improved innovation, compared to 75% across Europe.



Moreover,
81% state that AI has streamlined business processes compared to 70% across Europe.

Cloud Computing: a foundational technology

CLOUD COMPUTING UNDERPINS POLISH JOURNEY TO BECOMING A DIGITAL LEADER AND FORMS THE FOUNDATION FOR THE ADOPTION OF DIGITAL AND AI TECHNOLOGY. IN PARTICULAR, CLOUD UNDERPINS THE FOUNDATION MODELS WHICH FORM THE BASIS OF GENERATIVE AI.

88%

of Polish businesses have a general awareness of it, compared to 85% across Europe

44%

of Polish businesses declare a deep understanding of cloud computing, more than any other European country

60%

of these businesses cite the primary benefit of the technology as its support with remote or flexible working practices



Polish businesses clearly understand AI's transformative potential, with **74%** predicting that AI will either largely or completely transform their industries - a vision that outpaces the European average (63%).

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Overcoming Barriers: skills lagging behind aspirations



48% report that they are lacking in basic digital skills such as sending emails or editing documents



Only 20% find it straightforward to hire new staff possessing strong digital skills



93% of Polish businesses report that they are offering some form of digital training to their employees

Change starts from us

Explore our courses on Generative AI for Executives and Decision Makers. Enhance your knowledge and share these insights (or even courses) with your customers.

[Generative AI for Executives](#) | Duration 13min
[Generative AI Learning Plan for Decision Makers](#) |
Duration 3h



Download full report and learn more



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UNLOCKING EUROPE'S AI POTENTIAL IN THE DIGITAL DECADE



THE PERSPECTIVES OF 30,000 EUROPEAN
CITIZENS AND BUSINESSES ON OUR
DIGITAL FUTURE



Fundusze UE na rozwój oparty na chmurze

Możesz otrzymać dofinansowanie od 50% do 80% na projekty obejmujące:

- prace B&R w celu rozwoju produktów i usług
- wdrożenie gotowych rozwiązań wykorzystujących AI lub ML
- automatyzacje procesów
- wykorzystanie rozwiązań chmurowych

Konkursy dla firm z Woj. łódzkiego

- B&R oraz wdrożenie wyników do 31.05.2024*
- Wdrożenie innowacji do 12.06.2024
- B&R oraz wdrożenie wyników do 19.08.2024



Konkurs krajowy - B&R oraz wdrożenie wyników do 24.10.2024

*Województwo łódzkie - obszar transformacji

Bezpłatne wsparcie dla klientów AWS: kingako@amazon.pl

Thank you!

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