Conclusion

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Irish-based organisations are entering the most demanding phase of technology disruption to date, with AI adoption at the forefront. The early period of this era was characterised by speed, trial and error and standard-form contracts. The next phase will be shaped by negotiated deployment under a maturing regulatory framework, a renewed focus on return on investment and a growing recognition that EU rules, applied with appropriate regulatory guidance, can support commercial certainty rather than constrain innovation. It will also be shaped by the energy infrastructure underpinning it, as compute demand grows and organisations look to government and the grid for vital strategic action to keep pace.

Three findings define this report. Legal and regulatory considerations are front of mind along with technology transformation decisions, with 81% of respondents from large organisations placing legal compliance at the heart of their decision-making. Return on investment has become the central commercial issue, with 69% still actively concerned about extracting measurable value from the AI solutions they have already procured. Ireland remains a country of choice for technology and data investment in Europe, rated highly suitable by 57% of respondents. Each finding points to a clear set of priorities. Legal capability must be embedded from the outset and across the full technology lifecycle. Contractual practice must move from standard-form acceptance to active negotiation, both to manage identified risks and to comply with law and regulation. Cybersecurity, skills and workforce considerations sit across all three priorities, and the organisations treating them as a single integrated programme, with the right skill sets in place, are the ones now pulling ahead.

Ireland's position as a European technology hub is strong. To sustain this position, the capabilities for adoption of transformative technologies, as set out in this report, must reach beyond the multinationals headquartered here to the wider Irish-based business population and must have proactive government support. If Ireland gets this right, the prize may be a sustained competitive advantage in a European context in the years ahead.

ABOUT WILLIAM FRY

William Fry is a leading corporate law firm in Ireland, with over 350 legal and tax professionals and more than 500 staff. The Firm is ranked by international directories as being a leader in our core practice areas of Technology, Corporate and M&A, Banking & Finance, Litigation & Investigations, Asset Management & Investment Funds, Real Estate, Insurance, Competition & Regulation, Tax, Projects & Construction and Employment & Benefits. As one of Ireland's oldest and largest law firms, we offer proven expertise across the full breadth of industries and sectors. With offices in Dublin, Cork, London, New York and San Francisco, a strong global law firm network, and as Ireland's exclusive member of Taxand, the world's largest independent organisation of tax advisors, we can serve clients both at home and internationally. Our Tax team brings together tax lawyers, accountants and consultants in one highly innovative team, providing coordinated and commercially focused advice across jurisdictions.

TECHNOLOGY GROUP

Our Technology group is one of the largest and most experienced practices in Ireland with experience in advising clients operating at the convergence of intellectual property, data protection, and technology.

The team is trusted to advise companies doing business in and through Ireland on an entire spectrum of technology matters, including advising on: critical digital transformation projects; complex data protection mandates; product development; and emerging technologies such as artificial intelligence (AI) and blockchain.

William Fry's Technology group is deeply immersed in supporting clients on these issues across a variety of industries, in particular in Technology, Data and Communications; Financial Services (including insurance, banking and funds); Life Sciences MedTech & Healthcare; Food, Beverage & Agribusiness; Consumer Goods; Energy, Resources & Infrastructure; and Sport & Entertainment.

ABOUT IPSOS

Ipsos is one of the world's largest market research and public opinion companies, providing insight and analysis to support informed decision making in complex and rapidly evolving environments. With a strong presence in Ireland and operations across approximately 90 markets worldwide, Ipsos combines local expertise with global scale. The firm delivers rigorous quantitative and qualitative research, supported by advanced analytics, to clients across the public and private sectors, helping organisations understand trends, technological change and stakeholder behaviour.

METHODOLOGY

Ipsos B&A conducted an online survey examining Irish businesses' attitudes to Technology and AI investment, adoption, governance and regulation. The study formed part of Ipsos B&A's Business Barometer and included a nationally representative sample of 412 Irish businesses, supplemented by a targeted booster of large organisations. The combined sample was re weighted to maintain representativeness. Larger companies are defined as organisations with 50 or more employees, with 93 larger companies included in the analysis.

THANKS

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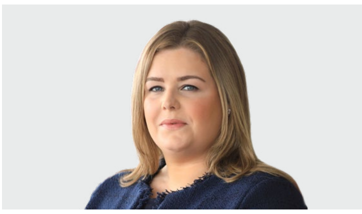

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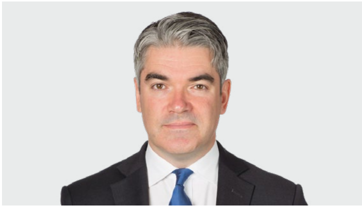

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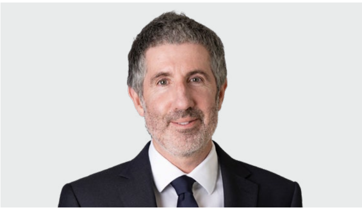

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