

Iron Mountain

2025 AI readiness research study

Country profiles

Brazil

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1 Executive summary

This study explores how Brazilian organizations leverage information management strategies to enhance data quality, ensuring their artificial intelligence (AI) models make smarter, data-driven decisions. Brazil's approach to AI readiness and data management is yielding measurable financial benefits while highlighting unique strengths and challenges compared to other focus countries.

- **Revenue growth:** Brazilian organizations experienced an average revenue growth of 10.7% over the past year, which is slightly higher than the global average of 10.5%, as a direct result of their current information management systems and strategies.
- **Financial impact of data integrity flaws:** Losses due to data integrity flaws stand at \$331,000, which is below the global average of \$389,780.
- **Earnings comparison:** Brazilian organizations earned an average of \$1.8 billion in revenue increases in the past year, which is slightly below the global average of \$1.9 billion, due to their current information management systems and strategies. However, this figure is higher than earnings reported by other countries, such as Australia (\$588 million) and the United Kingdom (U.K.) (\$1.4 billion).
- **AI readiness as a strategic priority:** According to the Government AI Readiness Index 2024¹, published by Oxford Insights, Brazil ranks highly in the Latin America and Caribbean region, excelling in areas such as the data and infrastructure pillar and data availability. Moreover, Iron Mountain's survey data for Brazil shows that the top priority for organizations in achieving their overall strategic ambitions for the next 12 months is ensuring they have AI-ready data, with 45% of respondents citing it as the most influential focus area. Enhancing data security and privacy practices follows closely at 43%.
- **Operational enhancements and strategic priorities:**
 - With 30% of organizations in Brazil highlighting unstructured data management as critical to achieving strategic ambitions—double the global rate of 15%—Brazil leads in this priority compared to peers such as India (20%).
 - Brazilian organizations report significant improvements, with 55% (18 percentage points higher than the global average of 37%) experiencing revenue growth of 10–20%.
 - Productivity gains are notable, with 60% of respondents (23 percentage points higher than the 37% global benchmark) reporting employee productivity improvements of 10–20% because of their information management systems and strategies.
- **Areas for improvement:** Despite these strengths, Brazilian organizations report higher challenges in AI literacy among the workforce (43% versus 28% globally), which could hinder the long-term efficacy of their AI initiatives compared to other focus countries.

In summary, Brazil is positioned as a leader in AI readiness and data-driven innovation among our focus markets, leveraging robust information management to drive financial and operational performance. However, the elevated challenge of AI literacy signals an area where Brazil lags, underscoring the need for targeted talent development to sustain its competitive edge.

2 Survey respondent profile: Brazil market overview²

Brazil N = 40 (8% of the overall sample)

Important industries and sectors (D2)

- Information technology (IT) services and tech sector (30%)
- Retail (18%)
- Financial services (15%)
- Government and public sector (15%)
- Fast-moving consumer goods (8%)
- Legal services (8%)
- Media and entertainment (3%)
- Oil and gas (3%)
- Utilities (3%)

In Brazil, the share of respondents from the IT services and tech sector was 30%, more than double the global average of 13%. Among all the markets, Brazil's IT sector ranked second highest, trailing India, which led with 38%. Even developed countries such as the United States (U.S.) and the U.K. reported lower representation in this sector, at 9% and 6%, respectively.

Roles of employees surveyed

- Most employees surveyed fell in the C-1 category (75%), with 33% serving as IT directors and 20% as managing directors. Additionally, one-fourth of the survey respondents (25%) held

² D1, D2, D3, D4, D5, D6 FT Longitude Survey Country Stats

C-suite positions, such as chief technology officers (3%). In Brazil, these figures closely aligned with the global averages: 70% were in the C-1 category and 30% in C-suite.

Organization size

- Thirty-three percent were from mid-sized organizations (1,500-1,999 employees).
- Eighteen percent were from large enterprises (10,000+ employees).

Brazil had the highest percentage of mid-sized organizations among all the focus countries, surpassing the global average of 16%. Regarding large enterprises with 10,000+ employees, Brazil's 18% was close to the global average of 17% and the U.S. rate of 19%.

Revenue bracket of organizations in Brazil

- Nearly half (48%) of the organizations in Brazil were in the revenue bracket of \$1 billion to \$99.9 billion.
 - From this, 43% (20 percentage points higher than the global average of 23%) were in the range of \$1 billion to \$9.99 billion.
 - Close to one-third (30%)—9 percentage points below global average of 39%—were mid-sized organizations with annual revenue of \$100 million to \$999.9 million.
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Figure 1: D6—Information management and protection model



A majority (87%) of companies in Brazil work with solution providers for information management, digital transformation, and secure storage. This figure is higher than the global average of 81% and surpasses that of other countries, including the U.S. (76%) and Germany (78%).

On the other hand, 13% of Brazilian organizations currently require comprehensive data management and protection solutions, which is lower than the 19% rate globally, 22% in Germany, 24% in the U.S., and 28% in Australia.

3 Harnessing information management to power business growth and innovation³

- In Brazil, 93% of businesses surveyed reported an increase in revenue or profit in the last 12 months as a direct result of their information management systems and strategies, slightly higher than the global average of 90%.
- The revenue growth in Brazil over the past year, attributable to current Information management systems and strategies, was 10.7%, slightly higher than the global average of

³ Q3, Q3r1, Q4 FT Longitude Survey Country Stats

10.5%. This growth was also higher than in Australia (8.4%) and the U.K. (9.5%) but lower than in India (14.7%).

- Brazil ranks AI readiness as the top area in information management influencing corporate ambitions, surpassing the global average by 11 percentage points (45% in Brazil versus 34% globally). However, on a global scale, AI readiness ranks fifth in terms of its impact on corporate ambitions. Globally, improving business process management holds the top spot at 42%, while in Brazil, it ranks third at 38%. Brazil outpaces its peers in AI readiness, with 45%, compared to 29% in the U.S. and 30% in Germany. Only India ranks higher, with nearly six in 10 respondents (58%) indicating that AI readiness would have the greatest impact on achieving their organizations' strategic ambitions in the coming year.
- Over the next 12 months, Brazilian organizations will prioritize AI-ready data (45%), while globally, improving business process management (42%) is the top focus for achieving strategic ambitions.
- Brazil's IT market, valued at around \$50 billion with nearly 10% annual growth (AIIM 2023⁴), is expanding almost twice as fast as the U.S market. The enterprise content management market, though less researched, is estimated at over \$1 billion, with strong growth potential in the coming decade.

According to Iron Mountain's 2025 survey, Brazilian organizations have experienced notable improvements in critical business metrics due to their information management strategies:

- Revenue levels have seen strong growth, with 55% of Brazilian organizations (18 percentage points higher than the global average of 37%) reporting an increase of 10–20%, highlighting the impact of effective data practices on financial performance.
- Profit margins have also improved, with 45% of Brazilian organizations reporting a modest 1–10% increase and 48% seeing over 10% growth, indicating better cost efficiency and profitability. However, compared to global data—where 53% of organizations reported over 10% growth in profit margins—Brazil's figures are slightly lower.
- Employee productivity has significantly improved, with 60% of Brazilian organizations (23 percentage points higher than the global average of 37%) seeing a 10–20% rise, reinforcing the role of streamlined information management in workforce efficiency.
- New business generation has improved, with 53% of Brazilian organizations (1 percentage point higher than the global average of 52%) experiencing over 10% growth, highlighting the role of structured data in driving sales and expansion.
- Compliance costs have risen for 61% of Brazilian businesses (versus 72% globally), likely due to increased regulatory adherence, while operating costs show mixed results.

Source: FT Longitude Survey, 2025

4 Financial impact of data management: Brazil versus other focus markets⁵

Country	Respondents	Average revenue (USD millions)	Change in revenue levels due to information management systems	Financial impact of data integrity flaws (USD)
OVERALL	500	\$15,143.02	10.5%	\$389,780
United Kingdom	70	\$12,813.57	9.5%	\$433,286
United States	100	\$19,121.22	10.8%	\$443,550
Germany	50	\$17,127.00	10.1%	\$375,000

⁴ AIIM

⁵ Q3r1, Q7, Q7B FT Longitude Survey Country Stats

India	40	\$22,673.06	14.7%	\$381,375
Australia	50	\$6,694.00	8.4%	\$307,000
Brazil	40	\$13,254.50	10.7%	\$331,000

Source: FT Longitude Country Stats, 2025

- Organizations in Brazil experienced an average revenue change of 10.7% due to information management systems—higher than the global average of 10.5% but lower than in countries such as India (14.6%).
- In terms of the financial impact of data integrity flaws, Brazil lost \$331,000 over the last 12 months, which is lower than the overall global average of \$389,780. This financial impact is also lower compared to countries such as the U.S. (\$443,550) and the U.K. (\$433,286).
- Organizations in Brazil reported various challenges due to data integrity flaws. Slower agility, bottlenecks, and delays ranked as the top concerns (43%), followed by increased operational costs (35%) and lost revenue opportunities (33%). Globally, slower agility, bottlenecks, and delays also ranked as the leading challenge, though at a lower percentage (34%). Countries such as the U.S. and the U.K. shared similar concerns, reporting rates of 33% and 41%, respectively.
- A drop in customer experience and service quality (28%), missed innovation opportunities (23%), compliance challenges (20%), and misguided decisions (20%) were also significant concerns in Brazil because of data integrity flaws.
- Organizations in Brazil reported financial losses due to data integrity flaws, with one in three organizations (33%) incurring losses of \$100,000 or more. Globally, 32% of organizations reported losses of \$250,000 or more (with this number rising to 42% in the U.S.), while 27% reported losses of \$100,000 or more. These numbers indicate that the overall financial impact of data integrity flaws in Brazil is slightly lower compared to other countries.

5 AI in data compliance and quality control⁶

Additionally, 88% maintain that their data compliance activities bring business benefits to their organization, with 45% stating that these provide them with a key competitive advantage, which is 13 percentage points ahead of the global average. Also 8 in 10 Brazilian respondents state that their data integrity/responsible sourcing strategies provide returns for their business. These integrity and sourcing strategies will undoubtedly prove valuable for bolstering the inputs for their AI model. In Brazil, 43% of organizations report that their AI readiness activities consistently generate value and are integral to their competitive advantage—higher than the global average of 35%.

- Automation for compliance is well-integrated, with 81% of Brazilian organizations (11 percentage points higher than the global average) frequently or very frequently using it for data sharing, privacy, and retention, reflecting strong regulatory adherence.
- Brazilian organizations are increasingly integrating automation into their compliance processes. A report by ISG indicates that providers are offering functionalities such as data integration, data catalogs, data quality, data anonymization, masking, and access control.⁷
- Yet data sovereignty concerns hinder innovation. Forty-three percent of Brazilian organizations experience delays sometimes, and 35% (lower than the global average of 55%) report frequent or very frequent delays, suggesting that regulatory barriers impact decision-making.
- Brazil ranks data encryption and security as a significant top priority in business process workflows for managing data integrity and accuracy, with 58% of organizations emphasizing its importance as playing a significant part of their processes which is above the global average of 36%.

⁶ Q1, Q2, Q5 FT Longitude Survey Country Stats

⁷ [ISG report](#)

- The majority of respondents from Brazil (55%) state that data stewards are a significant part of their workflows managing data integrity and accuracy. Brazil outpaces the global average in this area, where only 28% of organizations use data stewards as a significant part of their processes.

Source: FT Longitude Survey, 2025

6 Navigating unstructured data challenges and AI readiness⁸

- In Brazil, 56% of organizations surveyed report business benefits from their unstructured data strategies to date, which is 6 percentage points lower than the global average (62%). This raises questions about how resilient Brazilian organization's AI readiness is from an information management perspective.
- In Brazil, their primary objective for unstructured data is to reduce the time spent locating and analyzing it, with 53% of organizations prioritizing this—more than double the global average of 23%. This suggests a strong operational focus on improving efficiency.
- Enhancing decision-making and response agility through AI (40%) and improving customer behavior and sentiment analysis (40%) are both the second most important strategic priorities for Brazilian organizations dealing with unstructured data over the next two years. Additionally, the priority for integrating unstructured data with structured datasets is notably higher in Brazil (33%) compared to the global average of 22%.
- For the governance of unstructured data, 53% of respondents (18 percentage points higher than the global average of 35%) consider AI-powered analytics for data quality control and assurance to be the most beneficial. Additionally, 48% (10 percentage points above the global average of 38%) regard it as the most important factor for achieving future objectives.

7 Strengthening data insights, security and governance for a competitive edge⁹

- In Brazil, AI literacy among the workforce is the top challenge complicating AI readiness (43%), followed by cybersecurity and compliance (38%) and the lack of skilled personnel to manage AI data (38%). Globally, however, cybersecurity and compliance risks rank as the top challenge at 34%—slightly lower than in Brazil—while concerns about AI literacy come in third at 28%.
- Out of the six focus markets measured, Brazilian organizations are one of the least likely countries to have had their AI projects held back by legacy debt. While 58% of Brazilian organizations (the same proportion as India's respondents in the survey) admit that technical debt within their legacy systems has blocked some of their AI projects in the past year. This percentage is much lower than the global average of 76%. The number remains high in other countries, including Australia (86%), the U.K. (80%), and the U.S. (75%).
- Also Brazilian organizations are more likely than the global average to be making headway with addressing data silos. Efforts to break down data silos are progressing in Brazil, as 75% of organizations report making meaningful progress which is 9 percentage points above the global average. In addition to this it is the focus market least likely to be experiencing when integrating new systems.
- In Brazil, 90% of respondents (4 percentage points higher than the global average of 86%) are confident that within the next 12 months, their organizations will have fully integrated data governance and ethical AI policies with real-time monitoring.

⁸ Q8, Q9, Q11 FT Longitude Survey Country Stats

⁹ Q10, Q1 FT Longitude Survey Country Stats