Enterprise Strategy Group™ by TechTarget

Rethinking Database Requirements in the Age of AI

The growing use of generative AI (GenAI) is changing how businesses manage operations and make decisions. Databases are becoming the core infrastructure of AI-based projects, providing the foundation for use cases that require efficiency and accuracy. It's now a necessity to use cutting-edge tools such as vector and retrieval-augmented generation (RAG) for processing AI data, and organizations are seeking databases designed to get the most out of their data. TechTarget's Enterprise Strategy Group recently surveyed IT professionals to gain insights into these trends.

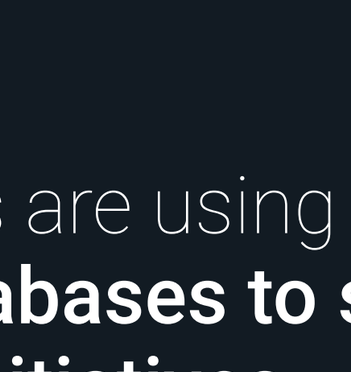
Notable findings from this study include:

50%

of organizations say generative AI development and integration skills are **lacking for database management.**

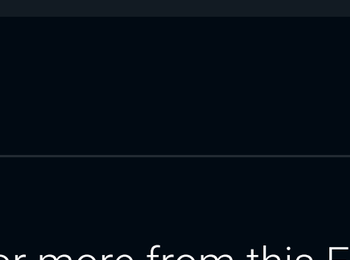
97%

of organizations are testing and implementing retrieval-augmented generation (RAG) to build generative AI solutions.



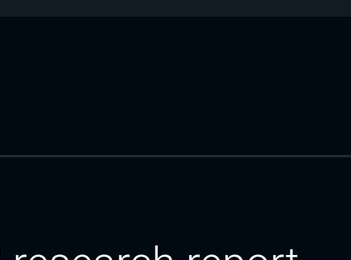
71%

of organizations will have 11+ generative AI applications or use cases that leverage enterprise data and retrieval-augmented generation (RAG).



84%

of organizations are implementing or evaluating new databases to support generative AI applications.



97%

of organizations are using or plan to use generative AI capabilities to manage their database environments.

73%

of organizations are using or considering **in-memory databases to support generative AI initiatives.**

For more from this Enterprise Strategy Group study, read the full research report, ***Rethinking Database Requirements in the Age of AI.***

Learn More

Source: Enterprise Strategy Group Research Report, *Rethinking Database Requirements in the Age of AI*, February 2025.