

***"Artificial intelligence strengthens business competitiveness, but Corporate education is crucial to develop skills and ensure the responsible adoption of AI. Datrix and I-Com launch 'Becoming an AI-Driven Organisation", a new executive training programme.***

- The paper produced by I-Com in collaboration with Datrix was presented yesterday during the launch of the new executive training programme "Becoming an AI-driven organization".
- The adoption of artificial intelligence can strengthen business competitiveness only if it is integrated into corporate processes and governed responsibly. The skills shortage is confirmed as the main obstacle to AI adoption at both European and national level: it is cited by 70.9% of EU companies that do not use AI technologies and by 58.6% of Italian companies that, despite having evaluated their adoption, do not use them.
- The share of LinkedIn job postings requiring "AI literacy" has increased more than sixfold over the past year globally. Italy also shows growing attention: AI-related hiring is increasing at a faster pace than total hiring.
- The analysis carried out by I-Com and Bytek (a Datrix group company) on online searches related to corporate AI training signals a possible misalignment between the growing need for training within companies and the actual corporate training uptake.
- The executive training programme "Becoming an AI-driven organisation", designed by Datrix and the I-Com think tank, marks the first concrete step in the entry of the two organisations into the world of managerial AI training. The initiative was created with the goal of supporting companies and top managers in integrating Artificial Intelligence into corporate strategies, strengthening competitiveness, governance and decision-making capacity.

***Rome, 13 May 2026 - The adoption of artificial intelligence can strengthen business competitiveness only if it is integrated into corporate processes and governed responsibly. Building an AI-driven company means moving beyond isolated experiments and starting from concrete needs, priority use cases, data quality, internal policies and continuous upskilling. Within this framework, training is a crucial lever for developing not only technical skills, but also critical thinking, human oversight and responsibility in the use of AI, transforming it from a mere technology into a stable organisational capability, capable of generating productivity, innovation and lasting competitive advantage.***

This is what is highlighted in the **paper titled "Training the AI-driven company: awareness, skills and competitiveness"**, produced by the **Institute for Competitiveness (I-Com) in collaboration with Datrix** and presented yesterday in Rome. The event, which brought together entrepreneurs, top management and institutional stakeholders interested in exploring the concrete opportunities AI offers to the Italian business ecosystem, was the occasion for the **launch of the executive programme "Becoming an AI-driven organization"**, which marks the first concrete step in the entry of the two organizations into the world of managerial AI training.

The initiative was created with the goal of supporting companies and top managers in integrating artificial intelligence into corporate strategies, strengthening competitiveness, governance and decision-making

capacity. For the first year, three editions of the programme are planned (July, September and November 2026), aimed at C-Level executives and heads of function. The programme, delivered through a one-day in-person format, covers six key modules: AI scenario and trends; fundamentals and technologies (GenAI and Agentic AI); markets, economics and labour trends; governance, regulation and compliance; real use cases and concrete applications; final summary and discussion. The partnership between I-Com – an independent think tank with offices in Rome and Brussels led by economist **Stefano da Empoli**, with recognized experience in economic and regulatory analysis – and **Datrix S.p.A.**, a company listed on Euronext Growth Milan and leading the first international ecosystem of vertical Artificial Intelligence software companies – makes it possible to combine operational experience with solid regulatory and policy expertise.

The study highlights in particular that the skills shortage is confirmed as the main obstacle to AI adoption at both European and national level: it is cited by 70.9% of EU companies that do not use AI technologies and by 58.6% of Italian companies that, despite having evaluated their adoption, do not use them. Alongside the lack of skills sits the issue of shadow AI: the growing accessibility of AI tools does not in fact guarantee effective and properly governed use, since unauthorised or unsupervised use by employees can generate risks regarding data, reliability of outputs and quality of decision-making processes.

The paper finds that **by 2030, 59 out of every 100 workers will need upskilling or reskilling pathways, while 63% of employers consider the skills gap the main obstacle to corporate transformation**; this transformation, however, extends well beyond technical roles, but increasingly involves managerial, business, cognitive, emotional and digital skills as well. **The share of LinkedIn job postings requiring "AI literacy" has increased more than sixfold over the past year globally. Italy also shows growing attention: AI-related hiring is increasing at a faster pace than total hiring.**

Without adequate investment in upskilling, reskilling and organisational support, the benefits of AI risk remaining concentrated in a limited share of workers and companies. **In this context, training plays a central role in AI adoption, but must be calibrated to the structure and needs of the company.** In large companies it can be developed through multi-level pathways, internal academies, specialist skills and governance bodies; in SMEs, by contrast, it must be more pragmatic, targeted and aligned with day-to-day business processes. In both cases, the goal is to translate the acquired skills into effective, conscious and governed use of AI tools, strengthening productivity, quality of work and competitiveness.

However, the **analysis carried out by I-Com and Bytek (a Datrix group company) on online searches related to corporate AI training** shows demand that is still underdeveloped in European countries compared to the United States. This finding **signals a possible misalignment** between the growing need for **training within companies and actual corporate AI training**, with the risk of slowing the spread of skills needed to implement AI.

Yet **AI adoption requires careful evaluation not only of the technological investment, but also of the organisational costs of the transformation**: processes, responsibilities, skills, training and change management are decisive conditions for generating value. The "10-20-70" rule highlights that the value of AI depends only in part on the technology: 10% of resources should go to algorithms and models, 20% to data and infrastructure, while 70% should be invested in people, processes and cultural transformation.

*"The evidence gathered in this paper indicates that the lag in AI adoption cannot be addressed solely or primarily as a technological problem," comments the president of I-Com, Stefano da Empoli. "What is needed, therefore, is an action agenda built around two complementary pillars. On the one hand, companies must equip themselves with the skills, decision-making processes, internal policies and impact metrics that make it possible to turn AI into a stable organisational capability. On the other, the public sector and intermediary institutions must create enabling conditions: accessible training pathways, tools*

*proportionate for SMEs, shared standards, technology transfer networks and incentives for continuous training."*

*"There is a substantial difference between adopting artificial intelligence and becoming an AI-driven organisation. The former is a technology decision; the latter is an organisational transformation. The programme we are launching today with I-Com was created precisely to help companies take this second step: not just to understand what AI does, but to build the internal capacity to integrate it into processes, critically assess its outputs and govern it over time. That is what turns an investment into a lasting competitive advantage," states Fabrizio Milano d'Aragona, CEO and Co-founder of Datrix*

**Underfunding training, workflow transformation and organisational support can lead to the paradox of having advanced technologies that are not actually used by the workforce, leaving projects stuck in the pilot phase and preventing the achievement of the expected ROI. Moreover, without clear objectives – why to adopt AI, in which processes, with what expected results and with what responsibilities – AI adoption risks proceeding by trial and error, reducing the company's ability to turn technology into long-term business impact.**

In summary, **training is the key enabler that makes it possible to transform AI from a technological experiment into a stable organisational capability:** in large companies through structured and scalable models, in SMEs through pragmatic, targeted and proportionate pathways.

\*\*\*

### **Datrix Group**

Datrix ([www.datrixgroup.com](http://www.datrixgroup.com)) is a Group listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international ecosystem of vertical Artificial Intelligence software companies. The Group operates through AI-based solutions across two business areas: AI for Data Monetization (to maximize growth opportunities in the Martech, AdTech, and FinTech sectors by transforming data into tangible value) and AI for Industrial & Business Processes (to optimize the efficiency of industrial and business processes in key sectors such as energy, manufacturing, finance, logistics, and transportation). The Datrix Group currently includes the brands: Adapex, Aramix, ByTek and Navla.

Datrix is also a technology partner of over 20 universities and international research centers for major Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the fields of Life Sciences & Health, Social Well Being, and Cybersecurity. Datrix, with headquarters in Italy, operates in Europe, the United States, and the United Arab Emirates.

### **For further information:**

#### **Roberto Gagliardini (I-Com)**

Segretario generale e Direttore comunicazione

T. +39 335 81 76 245

[gagliardini@i-com.it](mailto:gagliardini@i-com.it)

#### **Pierluigi Vacca (Datrix)**

#### **Partner & Chief of Marketing & Communication**

[pierluigi@datrixgroup.com](mailto:pierluigi@datrixgroup.com)

**Investor Relations:** Giuseppe Venezia, tel. +39 0276281064 - [ir@datrixgroup.com](mailto:ir@datrixgroup.com)

**Investor Relations Consultant:** Chiara Cardelli (KT&Partners) - [ir@datrixgroup.com](mailto:ir@datrixgroup.com)

**Euronext Growth Advisor:** Alantra / Stefano Bellavita, tel. +39 0263671601 - [stefano.bellavita@alantra.com](mailto:stefano.bellavita@alantra.com)

**Press Office:** Dario Ferrante, mob. 3891328130 - [dario@miserveunufficiostampa.com](mailto:dario@miserveunufficiostampa.com)