

The state of enterprise AI

企业人工智能的现状

What we're learning about AI at work.

我们在工作中对人工智能的认知。

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ChatGPT now serves more than 800 million users every week, and this rapid consumer adoption has created a powerful flywheel, accelerating the pace at which AI is being brought into work and professional settings.

ChatGPT 现在每周服务超过 8 亿用户，这种快速的消费者采纳创造了一个强大的飞轮效应，加速了人工智能进入工作和专业环境的速度。

The history of general purpose technologies—from steam engines to semiconductors—shows that significant economic value is created after firms translate underlying capabilities into scaled use cases. Enterprise AI now appears to be entering this phase.

从蒸汽机到半导体，通用技术的发展史表明，当企业将底层能力转化为规模化应用场景时，才会创造巨大的经济价值。企业级人工智能目前似乎正步入这一阶段。

Today, we're excited to introduce [the state of enterprise AI report](#). For the first time, we're sharing a comprehensive look at how enterprises are adopting AI, what workers say they're gaining, and how organizational leaders are turning experimentation into measurable productivity and new capabilities.

今天，我们很高兴推出企业人工智能现状报告。这是首次全面展示企业如何采纳人工智能、员工表示他们获得了什么，以及组织领导者如何将实验转化为可衡量的生产力和新能力。

This analysis draws on two novel sources of data:

本分析借鉴了两个新颖的数据来源：

- Real-world usage data from enterprise customers of OpenAI.

来自 OpenAI 企业客户的真实世界使用数据。

- An OpenAI survey of 9,000 workers across almost 100 enterprises documenting patterns of AI adoption.

OpenAI 对近 100 家企业的 9,000 名员工进行了一项调查，记录了人工智能采用的模式。

All data points were deidentified and aggregated to preserve privacy.

所有数据点均已进行去标识化处理并汇总，以保护隐私。

Adoption is accelerating *and* deepening

采用正在加速并深化

The picture that emerges is clear: enterprise AI adoption is accelerating not just in breadth, but in depth. It is reshaping how people work, how teams collaborate, and how organizations build and deliver products.

呈现出的图景清晰可见：企业 AI 的采纳不仅在广度上加速，更在深度上推进。它正在重塑人们的工作方式、团队的协作模式，以及组织构建和交付产品的方式。

- Over the past year weekly messages in ChatGPT Enterprise increased roughly 8×, and the average worker is sending 30% more messages.

过去一年，ChatGPT Enterprise 中的每周消息量增长了约 8 倍，平均每位员工发送的消息量增加了 30%。

- Usage of structured workflows such as Projects and Custom GPTs has increased 19× year-to-date, showing a shift from casual querying to integrated, repeatable processes.

结构化工作流程（如项目和自定义 GPT）的使用量年内增长了 19 倍，显示出从随意查询向集成化、可重复流程的转变。

- Average reasoning token consumption per organization has increased by approximately 320× in the past 12 months, suggesting that more intelligent models are being systematically integrated into expanding products and services.

过去 12 个月中，每个组织的平均推理令牌消耗量增长了约 320 倍，这表明更智能的模型正被系统地整合到不断扩展的产品和服务中。

People aren't just using AI more often. They are using it for increasingly sophisticated tasks. Enterprises are expanding both the *extensive margin*—more workers adopting AI—and the *intensive margin*—existing users going deeper.

人们不仅更频繁地使用 AI，还将其应用于日益复杂的任务。企业正在扩大两个维度：广度上，更多员工开始采用 AI；深度上，现有用户的使用程度不断加深。

Growth is rapid across industries and geographies

各行业和地区的增长都十分迅速

AI is gaining traction across every sector, but we're seeing especially strong momentum in:

人工智能正在各个领域获得广泛应用，但我们尤其看到以下领域展现出强劲的发展势头：

- Technology, healthcare, and manufacturing, which are the fastest growing sectors.

技术、医疗保健和制造业，这些是增长最快的行业。

- Professional services, finance, and technology, which operate at the largest scale.

专业服务、金融和技术，这些行业在最大规模上运作。

Globally, the fastest-growing business customer bases include Australia, Brazil, the Netherlands, and France, each exceeding 140% year-over-year growth.

在全球范围内，增长最快的企业客户群包括澳大利亚、巴西、荷兰和法国，每个国家的年增长率均超过 140%。

International API customer growth has exceeded 70% over the last six months, with Japan having the largest number of corporate API customers outside of the U.S.

过去六个月，国际 API 客户增长超过 70%，其中日本是美国以外企业 API 客户数量最多的国家。

Workers report measurable value from using AI

员工报告称使用 AI 带来了可衡量的价值

Across surveyed enterprises, 75% of workers report that using AI at work has improved either the speed or quality of their output. Workers report saving 40-60 minutes per day, with heavy users reporting more than 10 hours per week. Workers report AI is contributing to value across departments:

在接受调查的企业中，75%的员工表示，在工作中使用人工智能提高了他们工作的速度或质量。员工报告每天节省 40-60 分钟，重度用户每周节省超过 10 小时。员工表示，人工智能正在为各部门创造价值：

- 87% of IT workers report faster IT issue resolution.

87% 的 IT 工作者报告 IT 问题解决速度加快。

- 85% of marketing and product users report faster campaign execution.

85% 的市场营销和产品用户报告称，活动执行速度更快。

- 75% of HR professionals report improved employee engagement.

75% 的人力资源专业人士报告员工参与度有所提升。

- 73% of engineers report faster code delivery.

73% 的工程师报告代码交付速度更快。

Crucially, AI is not just helping people do the same work faster—it is enabling people to do new kinds of work.

关键的是，人工智能不仅帮助人们更快地完成相同的工作——它还能让人们从事新型的工作。

- Coding-related messages increased 36% for workers outside of technical functions.

非技术职能员工的编码相关消息增加了 36%。

- 75% of users report being able to complete new tasks they previously could not perform.

75% 的用户报告称，他们能够完成之前无法执行的新任务。

AI reduces the gap between intent and execution. Individuals can translate ideas into concrete outputs, regardless of their specialization or technical expertise.

AI 缩小了意图与执行之间的差距。无论个人的专业领域或技术专长如何，都能将想法转化为具体的成果。

Frontier users and organizations are pulling ahead

前沿用户和组织正在领先一步

Our data shows a widening gap between “frontier” workers and firms, and the median.

我们的数据显示，“前沿”工作者和企业与中位数之间的差距正在扩大。

- Frontier workers (95th percentile) send 6× more messages than the median employee and engage more intensively across advanced capabilities.

前沿工作者（95 百分位）发送的消息数量是普通员工的 6 倍，并且在高级功能上的使用更为深入。

- Frontier firms send 2× more messages per seat and show deeper integration of AI across teams.

前沿企业每个席位发送的消息数量是其他企业的两倍，并在团队间展现出更深层次的人工智能整合。

- These patterns are particularly meaningful given the finding that time savings increase as users consume more intelligence and engage across more distinct tasks.

考虑到用户消耗更多智能并在更多不同任务中参与时，时间节省会增加的发现，这些模式尤其具有意义。

The AI landscape is evolving rapidly; OpenAI releases a new feature or capability roughly every three days. The primary constraints for organizations are no longer model performance or tooling, but rather organizational readiness and implementation.

人工智能领域正在快速发展；OpenAI 大约每三天就会发布一项新功能或能力。对于组织而言，主要限制已不再是模型性能或工具，而是组织的准备情况和实施能力。

Looking ahead: AI reshaping the modern enterprise

展望未来：AI 重塑现代企业

The state of enterprise AI report is designed to do more than describe how AI adoption is changing, it's meant to help organizations plan how to deploy more effectively. Based on real-world usage data, the report benchmarks how leading enterprises are deploying AI today, where they're realizing value, and how deeper integration compounds impact over time.

《企业 AI 现状报告》不仅旨在描述 AI 应用如何变化，更意在帮助各组织规划如何更有效地部署 AI。基于实际使用数据，本报告为当今领先企业如何部署 AI、在何处实现价值，以及更深层次的整合如何随时间累积影响提供了基准。

We encourage executives, operators, and builders to read the report and engage with the underlying insights. We also welcome feedback on the questions it surfaces, and those still to come, as we continue to study how organizations move from experimentation to durable, high-impact AI deployment. This is an ongoing effort, and we'll keep sharing what we learn as the frontier evolves.

我们鼓励高管、运营者和建设者阅读这份报告，并深入理解其中的核心见解。同时，我们也欢迎对报告中提出的问题以及未来可能出现的问题提供反馈，因为我们正在持续研究组织如何从实验阶段过渡到持久、高影响力的 AI 部署。这是一项持续的努力，随着前沿技术的发展，我们将继续分享我们的学习成果。

If you'd like to explore the full findings or learn how to bring AI into your organization responsibly, [we'd love to connect](#)

如果您想探索完整的研究结果，或了解如何负责任地将人工智能引入您的组织，我们很乐意与您联系