



Are You Ready for AI Everywhere?



A New Chapter in the Digital Business Era – AI Everywhere

In 2023, the dramatic increase in awareness of Generative AI (GenAI) in the business world launched a new era – **AI Everywhere**. This new chapter is changing our relationship with content and how we extract value from structured and unstructured data.

In this new chapter, GenAI is poised to transform the digital business world, as it promises to drastically reduce the time and long-term costs associated with developing solutions across a wide range of use cases involving automation and intelligence.

More than 60% of organizations surveyed by IDC are still in the GenAI exploration phase and are just preparing for it rather than making direct investments in technologies and model building.

Those already making significant investments are driving current product/service developments across the IT industry.



The key to understanding how organizations will get value from GenAI is tracing the path to impact for IT buyers, IT vendors, and investors. GenAI involves unsupervised and semi-supervised algorithms that enable computers to create new content using previously created content.

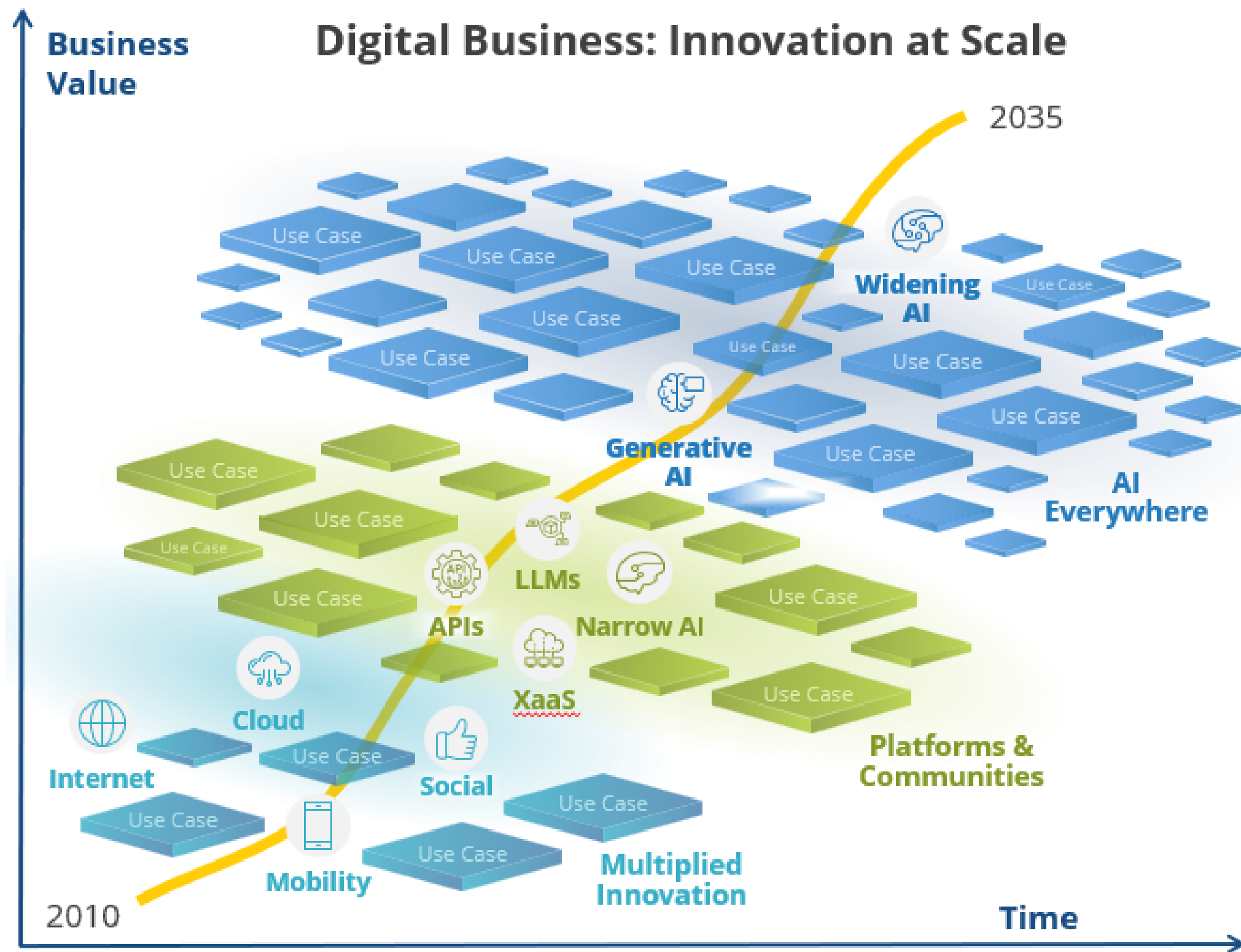
Measure your GenAI Readiness

IDC's GenAI Awareness, Readiness and Commitment survey shows how IT and business leaders in enterprises around the world assess GenAI's potential impacts on their organizations over the next 18 months. It explores enterprise leaders' GenAI roadmap plans as well as the potential challenges and risks that GenAI poses for organizations.

It highlights areas where IT leaders believe GenAI will require investments in new talent and new skills and provides a snapshot of GenAI's effects on IT and business leaders' evaluation of tech providers. It also highlights how GenAI affects their evolving requirements for infrastructure, platforms, staffing, and professional services.

Half of organizations with 5,000+ employees believe that GenAI is already disrupting their business, and 80% of all organizations believe it will do so in the next 18 months. C-Suite leaders want to see GenAI-derived gains in CX, decision making, and order velocity in 2024.





GenAI Use Cases

Before enterprises explore GenAI implementation, they must build an AI strategy and roadmap, and map the skills required for success through use cases. Three broad tiers of enterprise use cases each bring their own benefits, challenges and implementation requirements:

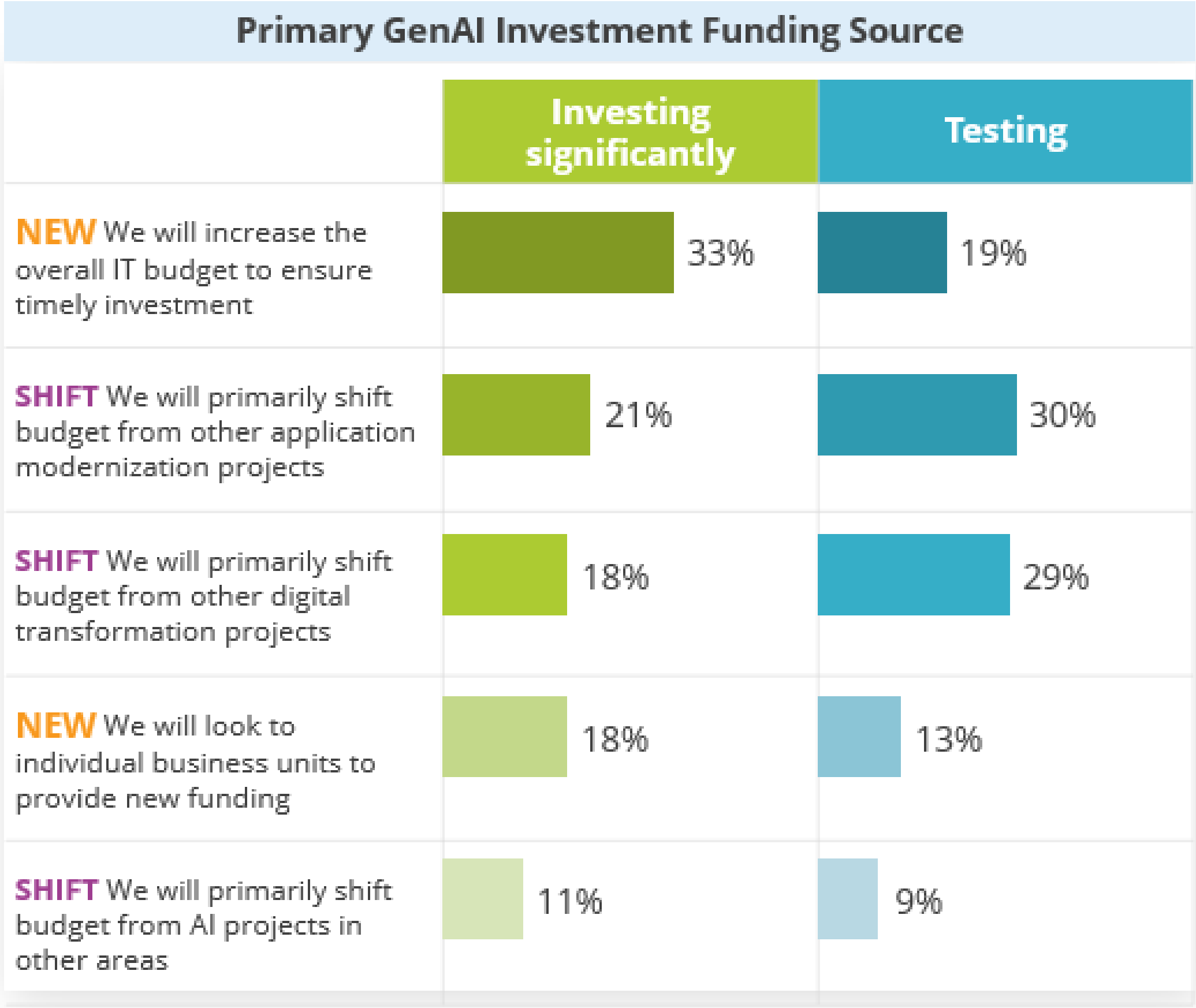
- **Generic productivity:** Basic use cases such as summarizing a report, generating a job description, or code generation.
- **Business function-specific:** Use cases that integrate a model with enterprise data for a specific function like marketing, sales, service or procurement.
- **Advanced industry-specific:** Use cases that require more custom work to address industry-specific processes or activities like product development, operations or customer experience.

Enterprises will only be able to deliver GenAI value at scale by centering trust and oversight in all strategy, development and implementation work.

An Influx of New Projects

GenAI wasn’t on budget lists for most companies before 2023, but in a significant and heavy shift in funding sources, GenAI will account for a large portion of all new project budgets over the next 18 months.

GenAI is the primary driver of new project budgets through 2025. Organizations already investing prefer new funding while those investing in 2024 are inclined to shift funds from app modernization or other AI projects.



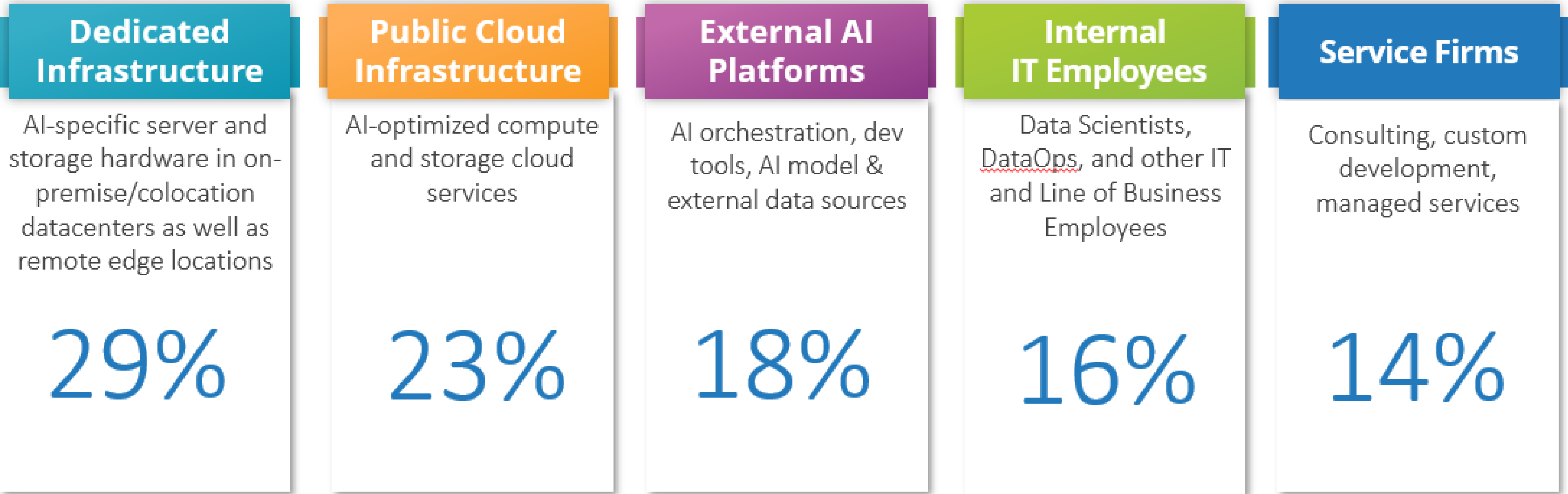
The two most important process or policies to put in place to ensure success?

1. Create an internal GenAI Center of Excellence (CoE) to accelerate adoption and establish corporate-wide standards.
2. Implement data sharing and operations practices that ensure data integrity for large language models.

Division of Budget

In two years, half of enterprises worldwide will be making significant investments in proprietary GenAI models as an adoption of GenAI-enhanced software will enter an accelerated adoption period and GenAI extensions will be incorporated into all consulting service offerings.

To prepare for these investments these are the areas that the C-Suite believes will benefit from budgetary allocations.





Security Concerns

There is a high level of concern related to data privacy and control of intellectual property in GenAI models from the C-Suite down that is driving tight constraints on uncoordinated GenAI activities. Of the C-level executives IDC surveyed, 55% report that the C-Suite/Corporate Board is deeply engaging on a recurring basis with their CIO on GenAI.

According to IDC, 83% of IT leaders believe that use of GenAI models leveraging their own business's data will give them a significant advantage over competitors, however:

- 42% believe concerns about GenAI jeopardizing control of data and intellectual property assets are major risks to greater GenAI adoption.
- 38% believe concerns about GenAI exposing the organization to brand and regulatory risks is a major limiter to greater adoption.
- 37% believe excessive infrastructure costs associated with model training or running GenAI enhanced application software are major limitations to greater use.

The Opportunity for Technology Suppliers

IT providers must build GenAI value propositions based on four pillars:

- **Skills:** Help boost skills in ML training, natural language processing, data science, and AI-enabling cloud services.
- **Cost:** Ensure sustainable GenAI economics built on intelligent IT and Cloud Ops processes.
- **Innovation:** Improve dev processes with GenAI enhancements, but keep focus on measuring business results.
- **Governance:** Assist creation of responsible AI policies and data use guardrails to ensure users are keeping proprietary data out of public models and not compromising customer privacy in private models.

Advice for Business Leaders

- **Identify Your AI Champions:** They will play a critical role as part of the CoE team to navigate the fast-evolving technology vendor ecosystem and help prevent the next wave of shadow IT investments.
- **Understand the Costs of GenAI:** Different GenAI use cases will align to different investment approaches, but most will require additional expenditure, regardless of whether solutions are custom-built, rented/bought, or embedded in existing services.
- **Establish Data Controls:** Leverage a data control plane to ensure the integrity of GenAI models and appropriate incorporation of AI inferencing of combine data across different sources.
- **Update AI Use Cases:** Focus on use cases that demonstrate value for the C-Suite in the next year.

The 21% of IT leaders that are already making significant investments are driving most current product/services development efforts across the IT industry.

What's Your AI Readiness Level?

The age of **AI Everywhere** is rapidly transforming digital business now and into the future. In 2025, most enterprises will launch new brands, products, and services that depend upon the tight integration of diverse AI services (e.g., GenAI, machine vision, predictive AI) to reduce response times and staffing costs for delivering meaningful outcomes to previously underserved customer segments.

GenAI dominates new technology spending and will drive virtually all AI investment growth through 2025. Investing, testing and developing uses cases is the essential starting point for business leaders ready to succeed in this new era.



To learn more about GenAI, visit our website: [AI Everywhere: How GenAI Will Power a New Era of Tech and Business.](#)

To read more about GenAI on our blog, click the links below:

- [Planning for Success with Generative AI](#)
- [How AI-Relevant Are We Today?](#)
- [Generative AI: The Path to Impact](#)

