IDC Market Glance
Generative AI Technologies and Services, 3Q23

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IDC Market Glance: Generative AI Technologies and Services

### GenAI Services

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<td>TCS</td>
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| NTT Data | NTT Data | TCS

### GenAI Applications

#### Productivity
- Google Drive
- Microsoft 365
- Dropbox
- Box

#### Business
- Blackhawk
- Outlier bounds
- Cognos
- Flax
- FactSet

#### Industry
- Mindtree
- Comnets

### GenAI Platforms

#### Model Build and orchestration
- AWS
- Google
- IBM
- NVIDIA
- DataRobot

#### Application Development and Deployment
- GitHub
- OpenAI
- Microsoft
- Python
- Amazon

#### Data Management
- AWS
- IBM
- Google
- NVIDIA
data bricks

### Foundation Models

#### General
- OpenAI
- Meta
- AI2Hubs

#### Industry Domain
- Google
- Microsoft
- NVIDIA
- Anthropic

#### Model Hubs
- Microsoft
- Adobe
- NVIDIA
- Anthropic

### Infrastructure

#### Silicon
- Intel
- AMD
- Samsung

#### Compute, Storage, Networking
- AWS
- Google
- Microsoft
- IBM
- Apple

#### Connectivity and Co-Location
- AT&T
- T-Mobile
- Verizon

#### Security
- Amazon Web Services
- Microsoft
- IBM

For areas on which IDC publishes market share data, the top 3-5 market share leaders are represented. For areas on which IDC does not publish market share data, vendor selection is up to analyst discretion.

Source: IDC, 3Q23
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This IDC Market Glance offers a high-level view of the emerging generative AI (GenAI) technology and services landscape. It highlights key technologies in infrastructure, foundation models, GenAI platforms, GenAI applications, and GenAI services. IDC defines generative AI as a branch of computer science that involves unsupervised and semi-supervised algorithms that enable computers to create new content using previously created content, such as text, audio, video, images, and code.

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