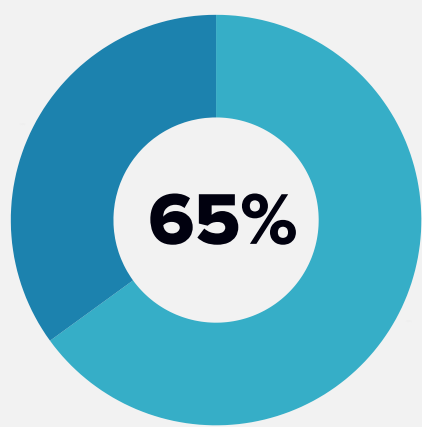


Organizational Approaches to GenAI

In the era of AI Everywhere, what is the current C-suite approach to implementation? Our recent survey deep-dives into the C-Suite's sentiment in Europe

GenAI, a lighthouse for innovation and growth



Of C-Suite executives in Europe say GenAI is top of their mind as new investment priority over the next 12 months



Adoption: 53% of European C-Suite are getting started with Generative AI.



Regions: Europe is lagging behind the rest of world in terms of adoption. Slightly less than one third of C-Suite executives is already implementing GenAI, although these are still very early days for the technology.



Organizational size: C-suite executives from European organizations above 1,000 employees are more likely to say they are already experimenting with GenAI technologies.

GenAI Decision-Making Across the C-Suite



Decisions

The majority of C-Suite executives influence decisions on AI investments. Technology and Security leaders sign-off decisions.



Outcomes

Revenue growth, improved customer satisfaction and increased operational efficiency are the 3 most expected outcomes.



Use cases

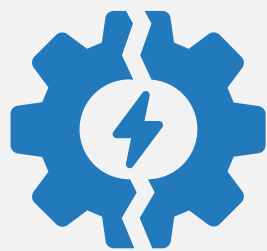
As process automation and productivity use cases are more common in the short-term, top long-term use cases focus more on new revenue and insight generation.



Challenges

Security and trust are the biggest challenges when it comes to GenAI investments.

C-suite approaches to AI and GenAI



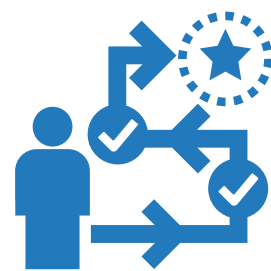
Unstructured. AI technologies are sporadically used, but the organization lacks a formal AI strategy and central coordination.

Isolated. Some AI technologies are selectively applied to specific projects, with a focus on project-specific considerations such as data readiness, governance, skills, and technology selection.



Consistent. AI technologies are integrated across multiple projects. Organizations have established an early-stage AI strategy and roadmap, with initial tests of use cases.

Advanced. Organizations with a mature and enterprise-wide AI strategy, intricately aligned with overarching business goals.



Disruptive. Organizations utilizing an enterprise-wide AI strategy to consistently generate new business value both internally and externally.