

# Generative AI Strategies

IDC's *Generative AI Strategies* program covers the bigger picture market trends of enterprise artificial intelligence (AI) adoption (including generative AI [GenAI]), provides guidance on building new capabilities, and prioritizes investment options. The research puts AI in the context of business transformation and addresses topics of growing importance to the C-suite executives, key decision-makers, influencers, and practitioners. These topics include build versus buy, AI data strategies, embedded AI, AI applications and solutions, hybrid and multicloud architecture impact on AI build and deployment, pricing models, human-machine augmented foresight, and AI/GenAI governance.

This IDC research service also addresses the needs of AI/ML (including generative AI) technology vendors and the ecosystem vendors that are infusing AI/ML (including generative AI) in their core offerings or are offering AI-powered predictions, recommendations, optimizations, risk management, fraud management, generative automation, predictive and preventative maintenance, conversational AI, and computer vision industry and horizontal solutions. The service helps vendors that face decisions about how to convey their value proposition in a crowded market, how to differentiate their offerings, and how to keep abreast of the latest demand trends.

## MARKETS AND SUBJECTS ANALYZED

- AI adoption trends, maturity, trust, and governance
- AI applications and solutions across industries and business functions: CRM, ERM, SCM, HCM, and AR/VR integration
- Generative AI platforms, model hubs, and applications
- The impact of edge, hybrid cloud, and multicloud architectures on AI training and inferencing
- Democratization of AI
- Pricing and packaging trends
- AI marketplaces and ecosystems

## CORE RESEARCH

- Generative AI Fundamentals and AI-Driven Paradigm Shift
- Global AI Adoption Trends and Strategies — End-User Surveys
- Predictions, Recommendations, Personalizations, Fraud Management, Intelligent Automation, Conversational/Computer Vision AI, and GenAI Applications and Solutions
- The Economics of Generative AI
- Defensive Moats for Generative AI Businesses
- Artificial Intelligence, Machine Learning, Deep Learning, and Generative AI Market Analyses and Predictions — IDC FutureScape and MAP
- AI Software Market Trends and Forecasts
- AI Applications (Copilots), Generative AI Software Services, and AI Platforms Vendor Market Shares
- Ecosystem Partnering Strategies — Technology and GTM
- Future of Enterprise and Generative AI

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Generative AI Strategies](#).

## KEY QUESTIONS ANSWERED

1. What are generative AI adoption trends, challenges, and approaches to enterprise solutions?
2. What value is accrued today, and where will it be in the future?
3. What are the leading generative AI use cases for enterprises?
4. What are the new rules for a build, buy, partner, or acquire decision for AI?
5. What are generative AI applications, and how are they accelerating business transformation and thus providing superior business value?
6. What are the pricing dynamics for monetizing AI capabilities?
7. What are the trends and growth rates for on premises, cloud services, or edge for AI training and inferencing?
8. What are the advancements in tools and technologies to support AI/GenAI governance?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the artificial intelligence market, including:

Accenture, Adobe, Anthropic, AWS, C3.ai, Cisco, Cohere, Databricks, Dataiku, DataRobot, EdgeVerve, Google, HPE, IBM, Jasper.ai, Meta, Microsoft Corp., NetApp Inc., OpenAI, OpenText, Oracle, Salesforce, SambaNova Systems, SAP, ServiceNow, Tableau, and Workday