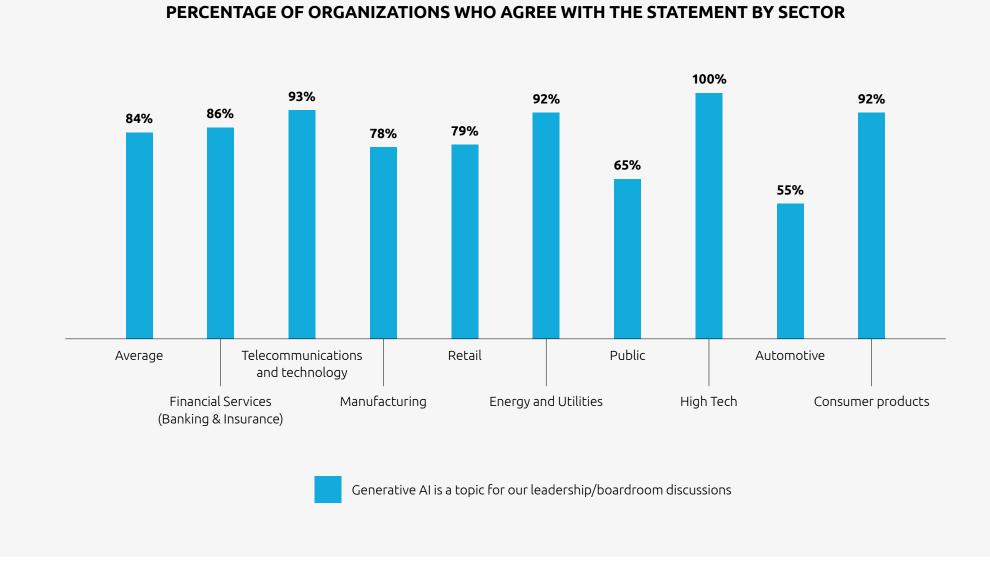
a disruptor and a potential accelerator

Organizations view generative AI as both

Generative AI is a hot topic in boardrooms

84% A solid majority of respondents in our survey cite generative AI as a top agenda item in boardrooms



Most organizations view

**57%** 

generative AI as a disruptor Over half of Nordic organizations anticipate significant disruption

for generative Al Nearly 4 out of 10 Nordic executives are

38%

strong advocates for generative AI

Leaders are strong advocates

Nearly half of the Nordic organizations have already begun to measure the effects

Organizations see practical benefits from,

and measure the effects of, generative AI

of organizations measure the benefits of generative AI

ANTICIPATED BENEFITS OF GENERATIVE AI EXTEND TO CUSTOMER SERVICE AND EXPERIENCE



We have not yet developed a concrete plan for integration

We are currently unsure if or how we will integrate generative AI



23%

51%

47%

34%

31%

21%

We have already established a dedicated team 28% and budget for its implementation We are looking at establishing a dedicated team 34% and budget for its implementation in this year

8%

**CURRENT LEVEL OF INTEGRATION OF GENERATIVE AI INTO THE ORGANIZATION'S FUTURE PRODUCT/SERVICE DEVELOPMENT PLANS** 



(e.g. generation of code and automated testing) (e.g. optimizing sales support chatbots) Marketing and communications (e.g. creating personalized marketing campaigns) Operations

(e.g. supply chain optimization)

(e.g. route optimization)

Logistics

Manufacturing (e.g. 3D modelling)

Risk management

Product design / Research and development

(e.g. generating new design, faster drug discovery)

(e.g. drafting and reviewing legal and regulatory documents)

51%

of executives see the most potential for

generative AI in the IT function

PERCENTAGE OF RESPONDENTS THAT SEE THE MOST POTENTIAL FOR GENERATIVE AI MODELS TO DRIVE INNOVATION AND CREATE VALUE FOR THEIR ORGANIZATION ACROSS BUSINESS FUNCTIONS

