

# HARNESSING THE VALUE OF GENERATIVE AI

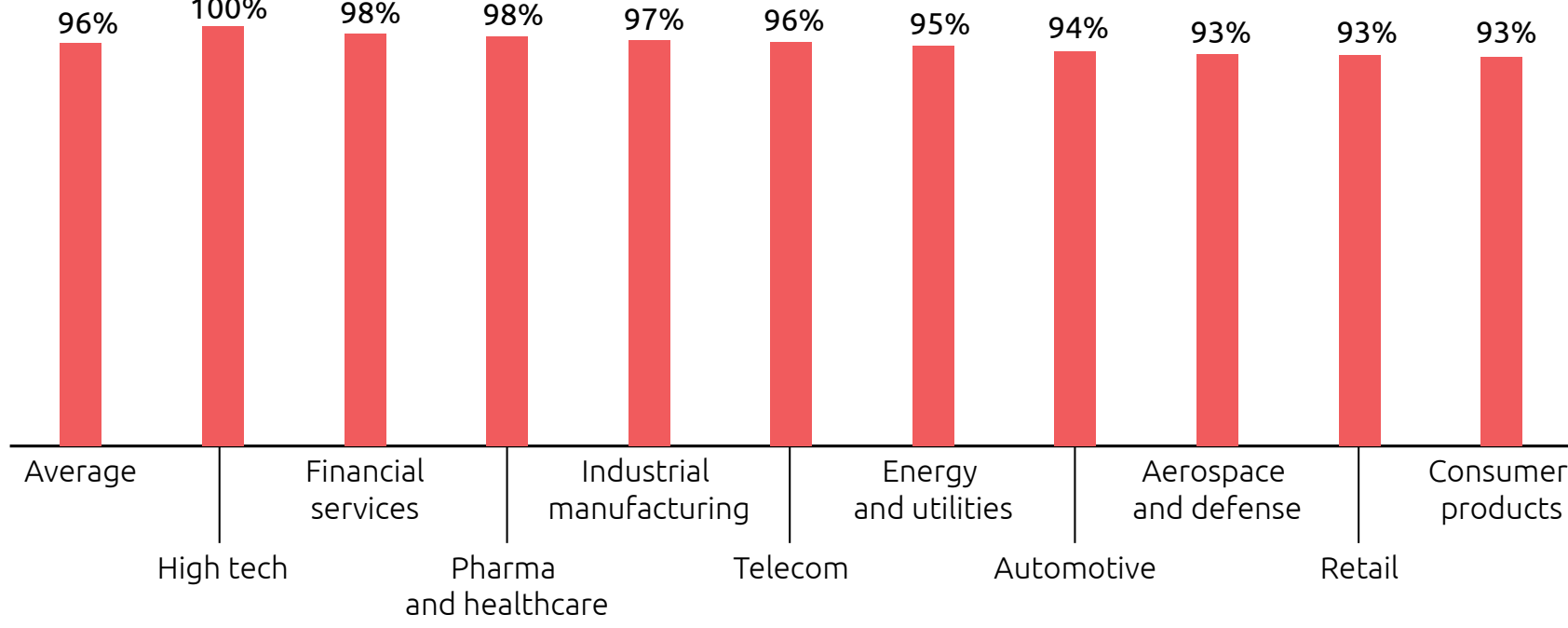
## Top use cases across industries

### Organizations view generative AI not as a disruptor, but as an accelerator

#### Generative AI is a top agenda item in boardrooms

Nearly all **(96%)** executives in our survey cite generative AI as a hot topic of discussion in their respective boardrooms

PERCENTAGE OF ORGANIZATIONS WHO AGREE WITH THE STATEMENT BY SECTOR



Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

#### Top leaders are strong advocates for generative AI

Over half (59%) of executives say their leadership are strong advocates for generative AI

Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 766 organizations that cite generative AI as a topic of discussion in their respective boardrooms.

#### Most organizations do not view generative AI as a disruptor

About one-fifth of organizations anticipate significant disruption from generative AI

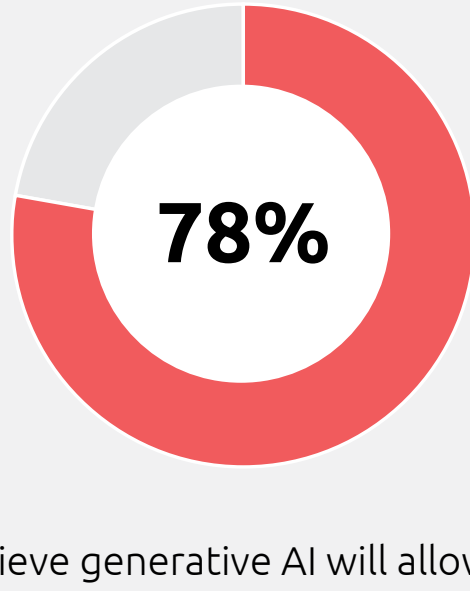
Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

### Organizations see more gain than pain in generative AI

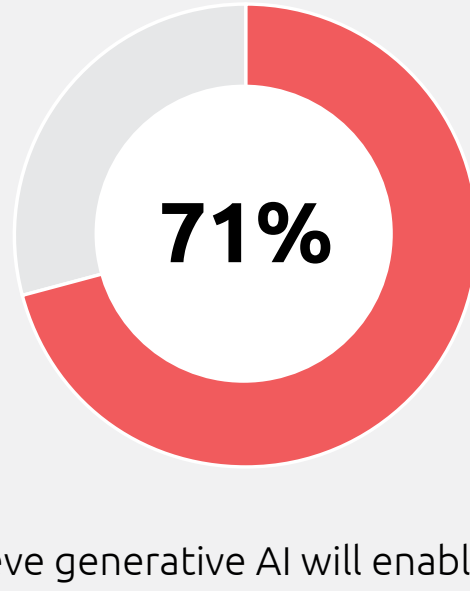
#### Most organizations believe the benefits of generative AI outweigh the risks

**74%** of executives believe the benefits of generative AI outweigh the associated risks

#### Anticipated benefits of generative AI extend to product design and customer experience



believe generative AI will allow the design process to be more efficient and streamlined

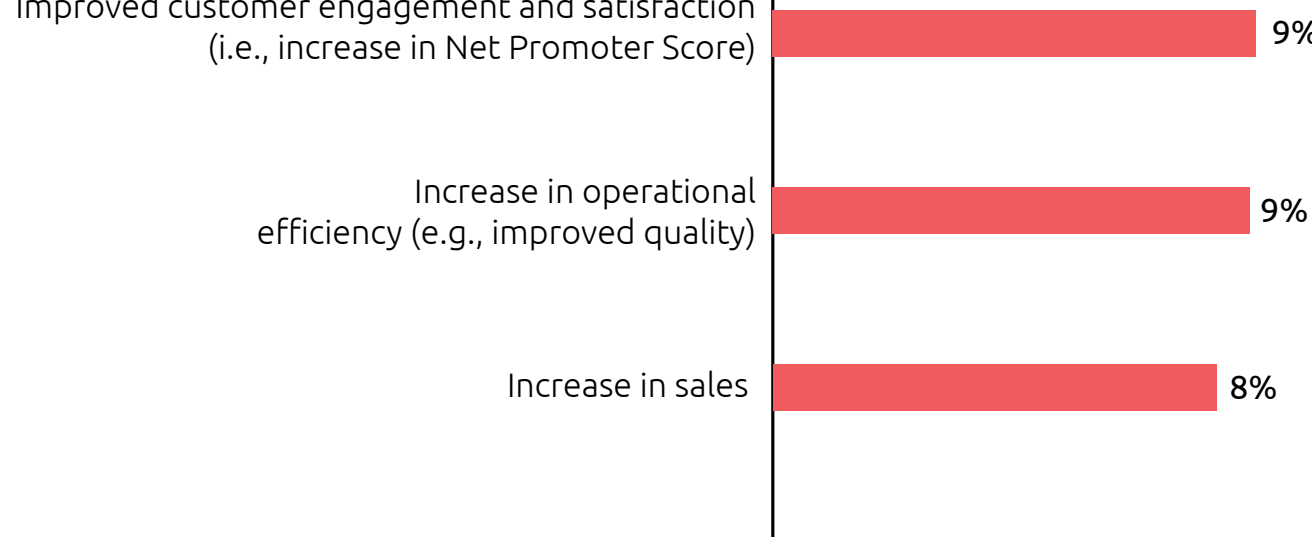


believe generative AI will enable them to create more interactive and engagement experiences for their customers

Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

### Executives are positive but realistic in their expectations of generative AI

EXPECTED FUTURE BENEFITS OF GENERATIVE AI IN THREE YEARS FROM TODAY, AVERAGE % PROJECTED INCREASE

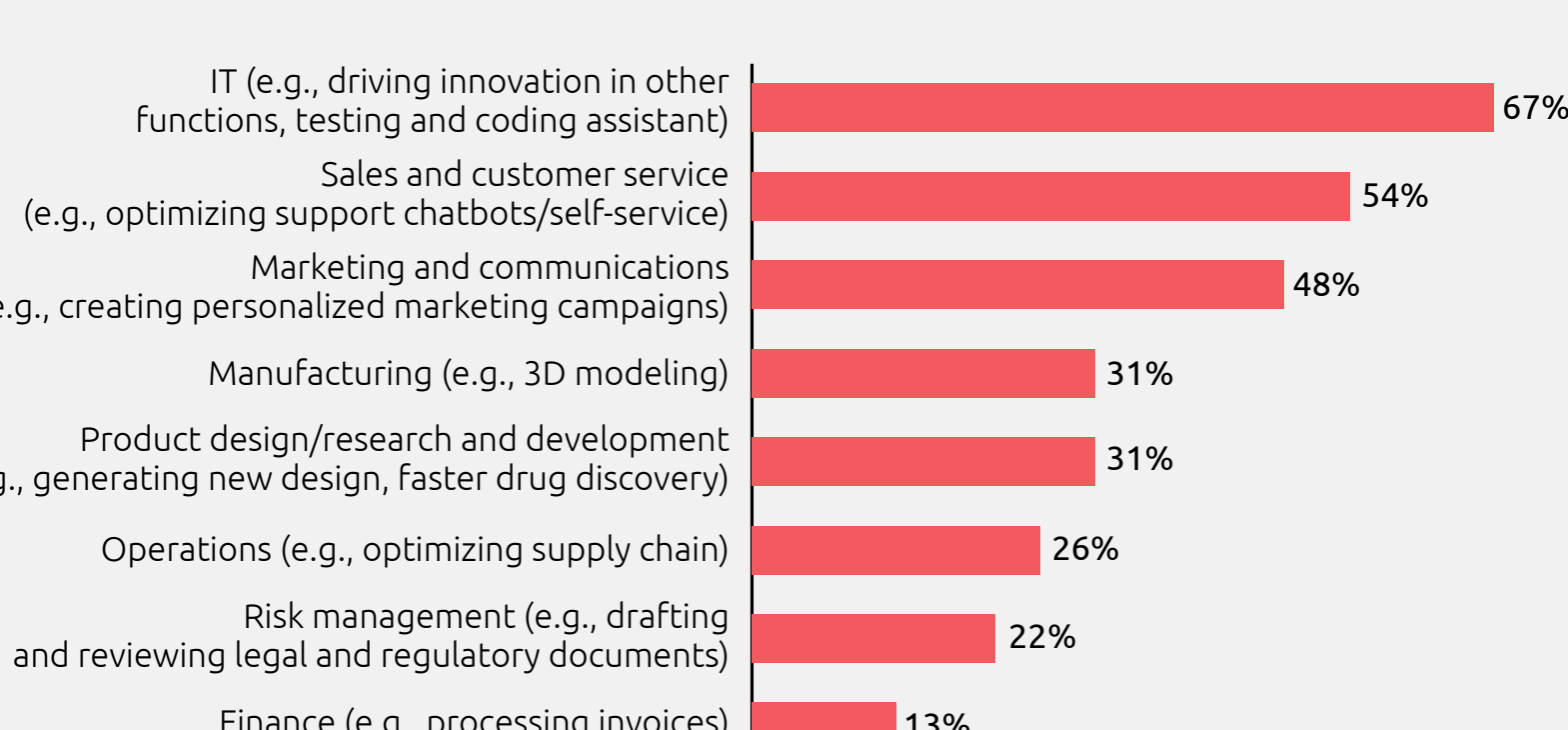


Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

### Generative AI packs the most punch for IT, sales, and marketing

**67%** 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

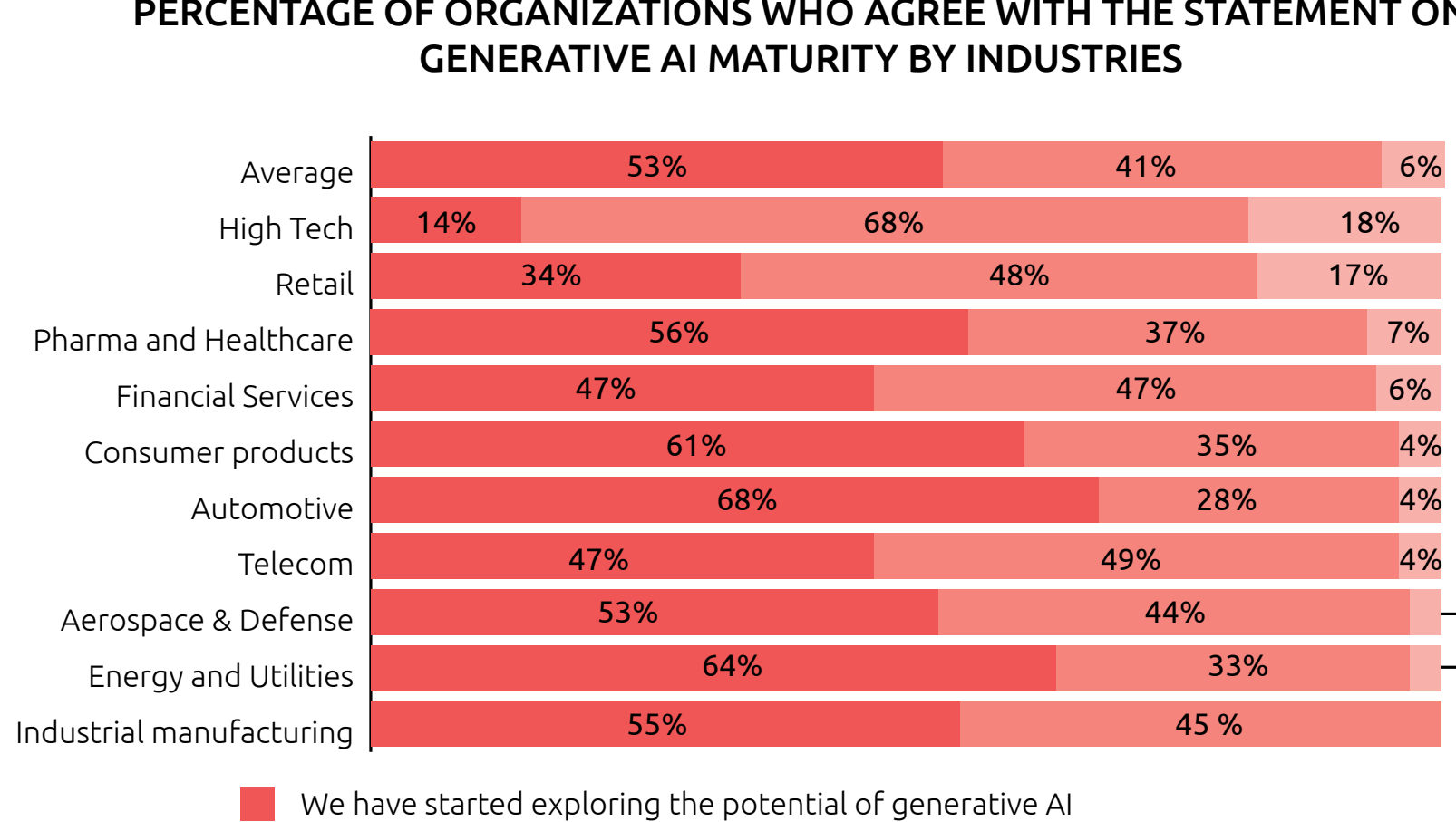


Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N = 800 organizations. Question asked: In which business functions do you see the most potential for generative AI models to drive innovation and create value for your organization? Please select top three.

### High tech leads in implementing generative AI

**68%** of high tech organizations have begun working on generative AI pilots

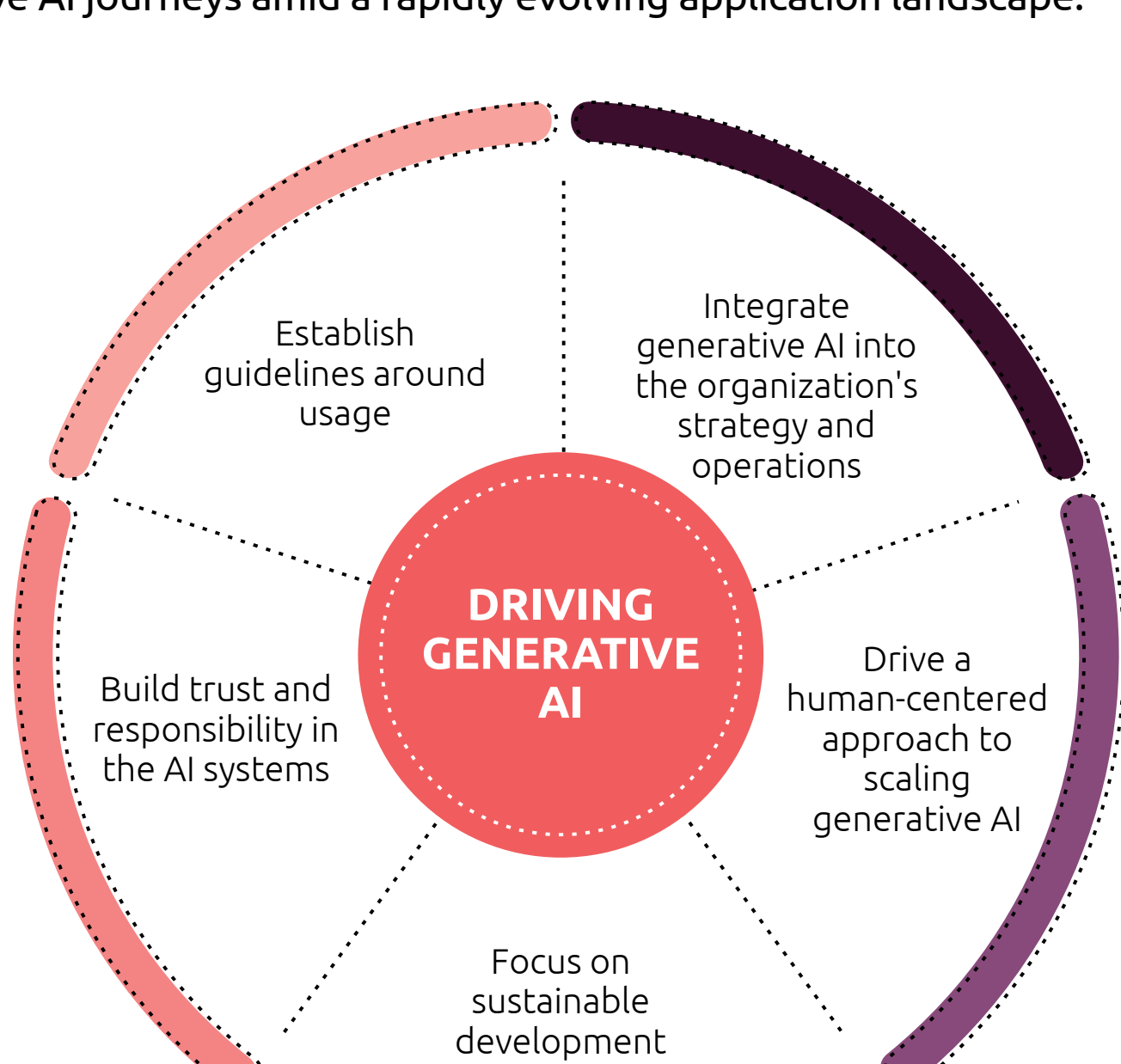
PERCENTAGE OF ORGANIZATIONS WHO AGREE WITH THE STATEMENT ON GENERATIVE AI MATURITY BY INDUSTRIES



Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N=800 organizations; N=29-127 organizations per sector.

### How organizations can kick-start their generative AI journeys

We suggest a few key areas for organizations to focus on to accelerate their generative AI journeys amid a rapidly evolving application landscape.



Source: Capgemini Research Institute analysis.

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