

# The Nordic AI Frontier

Navigating the Generative AI Wave Among Nordic Enterprises

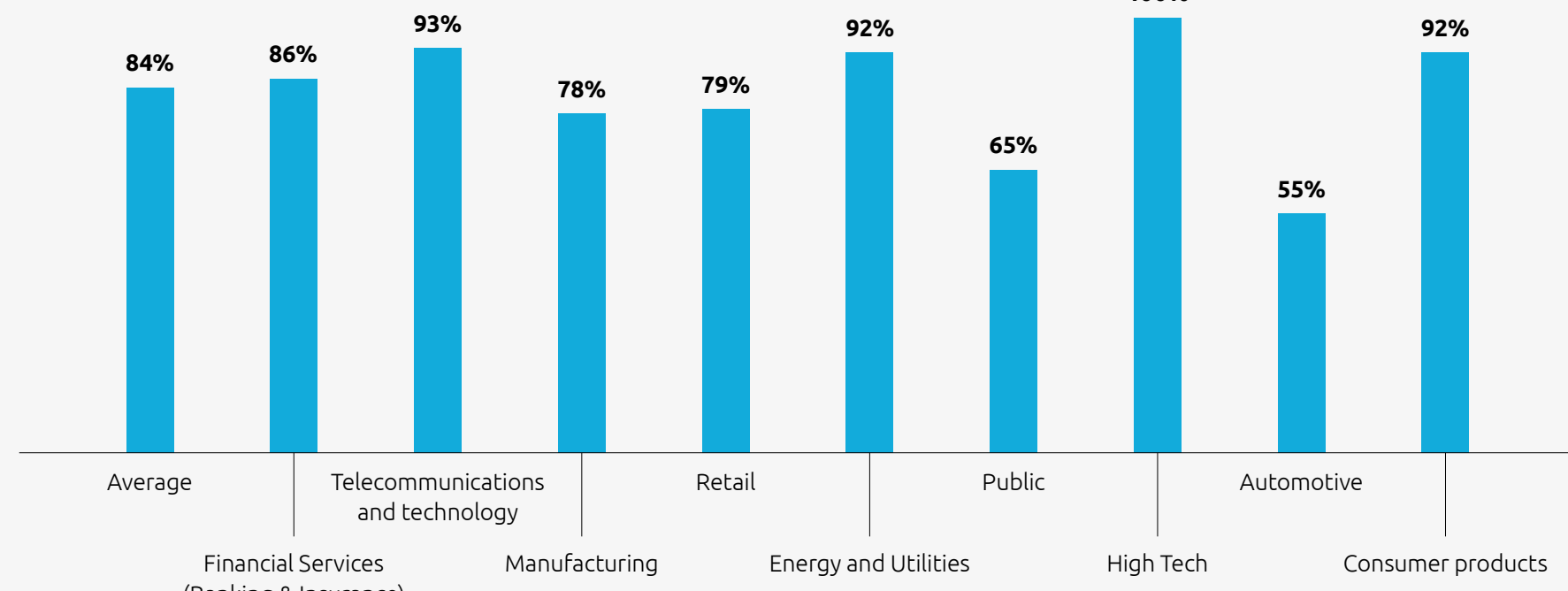
## Organizations view generative AI as both a disruptor and a potential accelerator

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

PERCENTAGE OF ORGANIZATIONS WHO AGREE WITH THE STATEMENT BY SECTOR



# 57%

**Most organizations view generative AI as a disruptor**

Over half of Nordic organizations anticipate significant disruption

# 38%

**Leaders are strong advocates for generative AI**

Nearly 4 out of 10 Nordic executives are strong advocates for generative AI

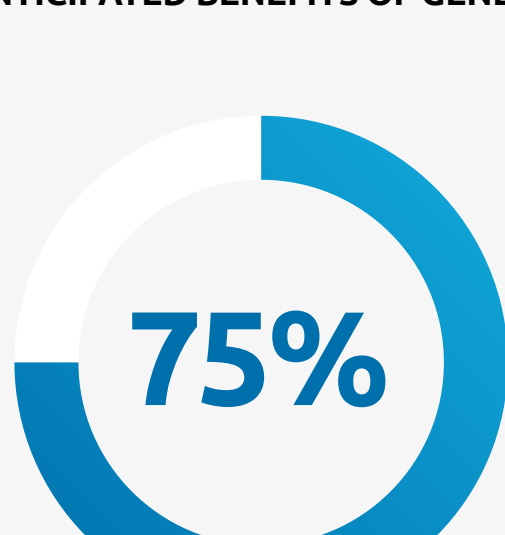
## Organizations see practical benefits from, and measure the effects of, generative AI

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

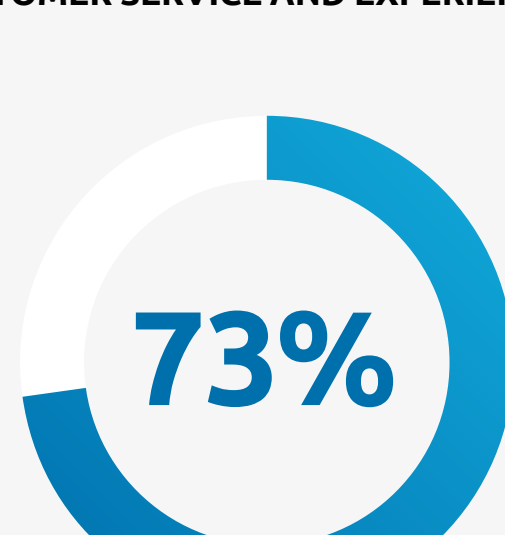
# 49%

of organizations measure the benefits of generative AI

ANTICIPATED BENEFITS OF GENERATIVE AI EXTEND TO CUSTOMER SERVICE AND EXPERIENCE



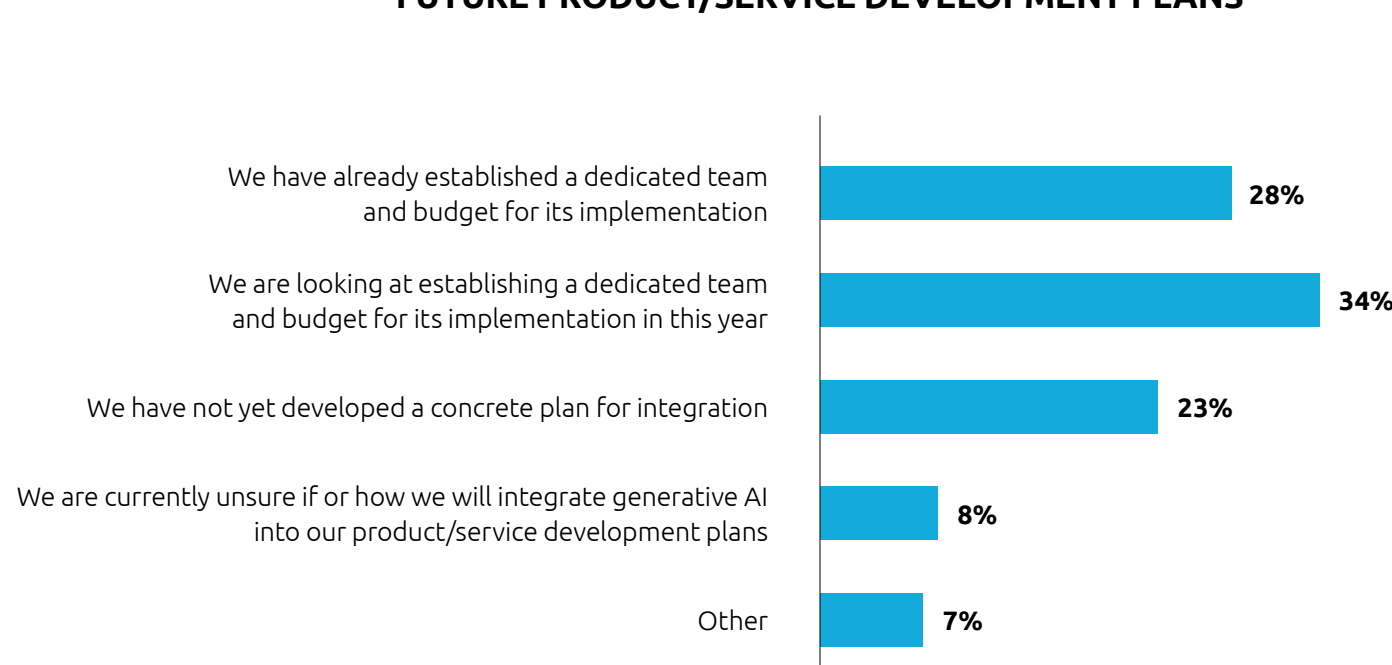
believe generative AI will be used to improve customer service by providing automated and personalized support



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

## A majority of organizations have established generative AI teams or will do so shortly

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



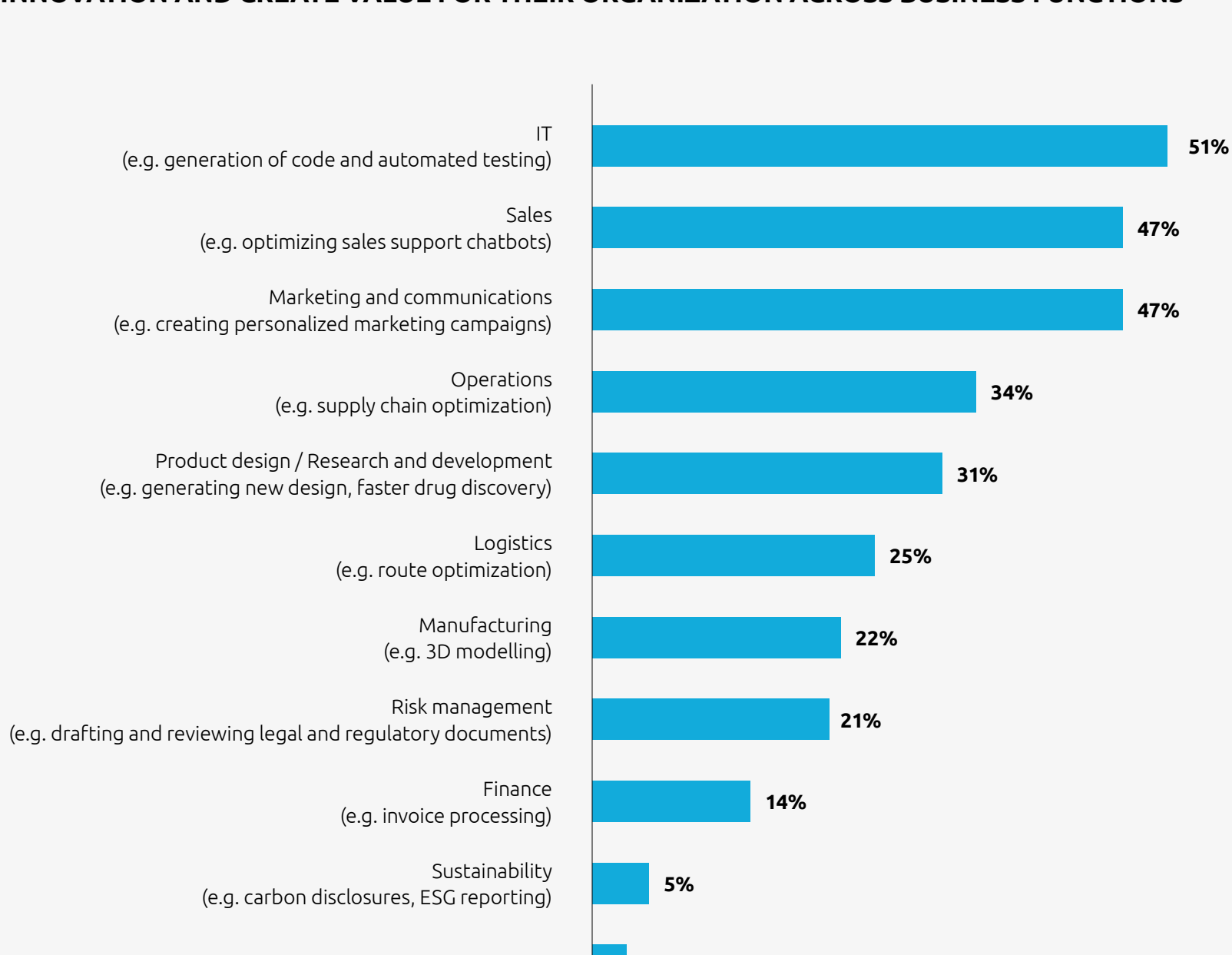
## Generative AI packs the most punch for IT, sales and marketing

Most organizations believe the benefits of generative AI outweigh the risks

# 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

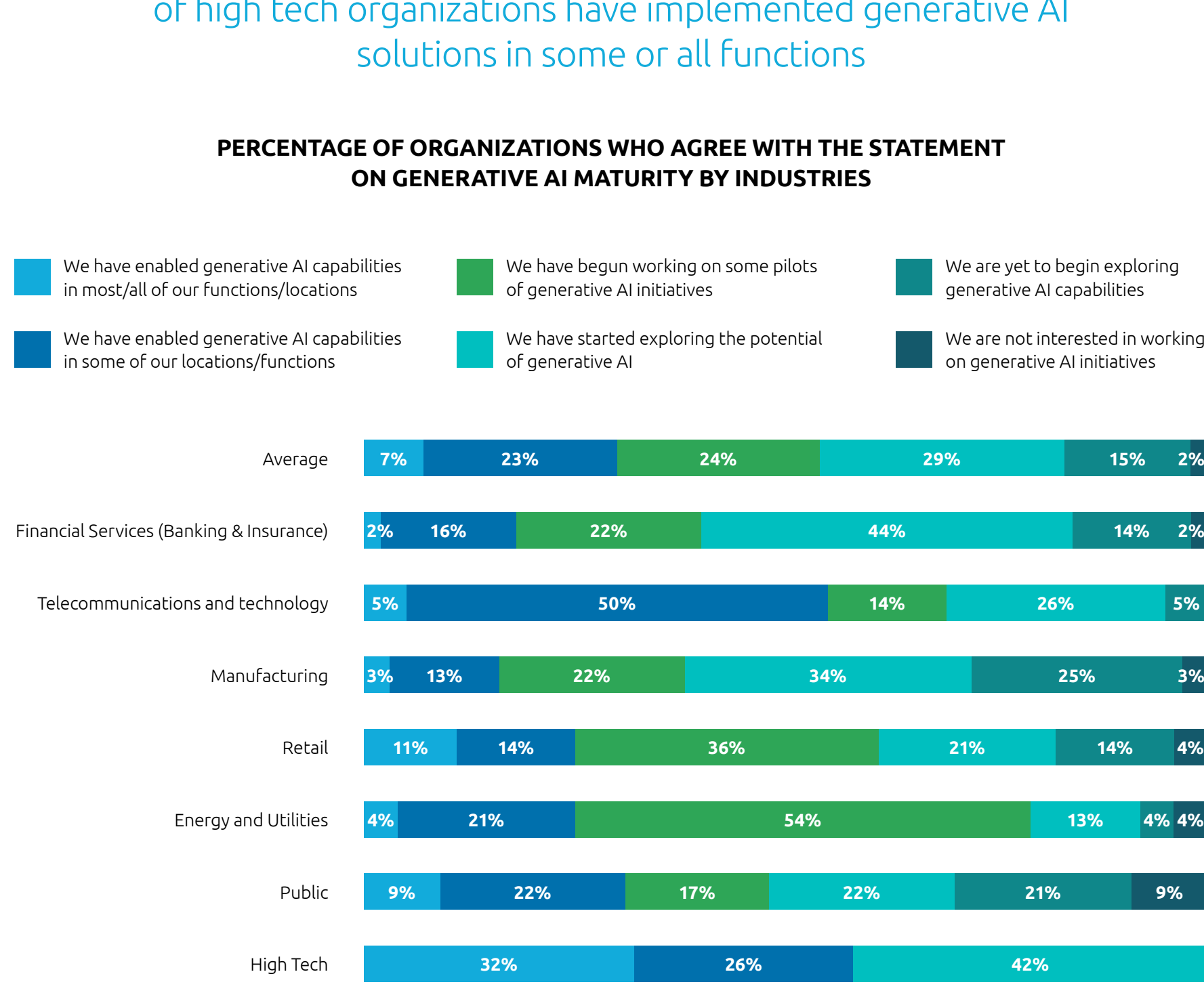


## The telecom and high tech sectors lead in implementing generative AI

# 58%

of high tech organizations have implemented generative AI solutions in some or all functions

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



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