Enterprise generative AI
State of the market

Despite the hype, executives are advancing cautiously around generative AI. Discover where organizations are investing, what benefits they expect—and how they need to evolve to adopt generative AI at scale.

CEOs feel the need to act fast.

64% of CEOs say they face significant pressure from investors, creditors, and lenders to accelerate adoption of generative AI.

Enterprises plan to boost generative AI adoption.

62% of executives say their organization plans to pilot, implement, operate, or optimize generative AI by 2024.

But trust issues are holding them back.

Four in five executives see cybersecurity, privacy, or accuracy as a roadblock to generative AI adoption.

To harness the power of generative AI safely and responsibly, execs must know what they want to achieve— and how their organizations need to change to make that vision a reality.

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For more insights:

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