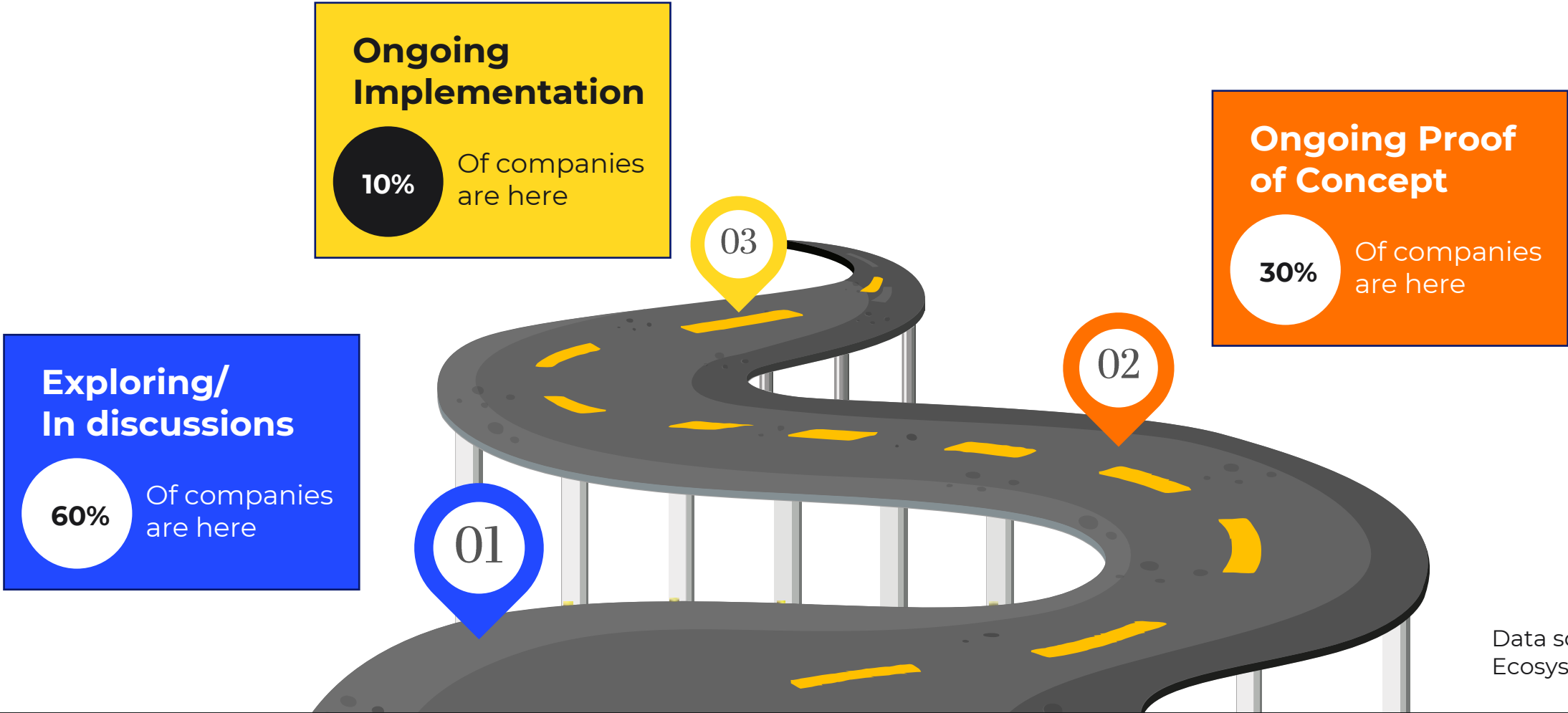


Current GenAI Journey of Enterprises

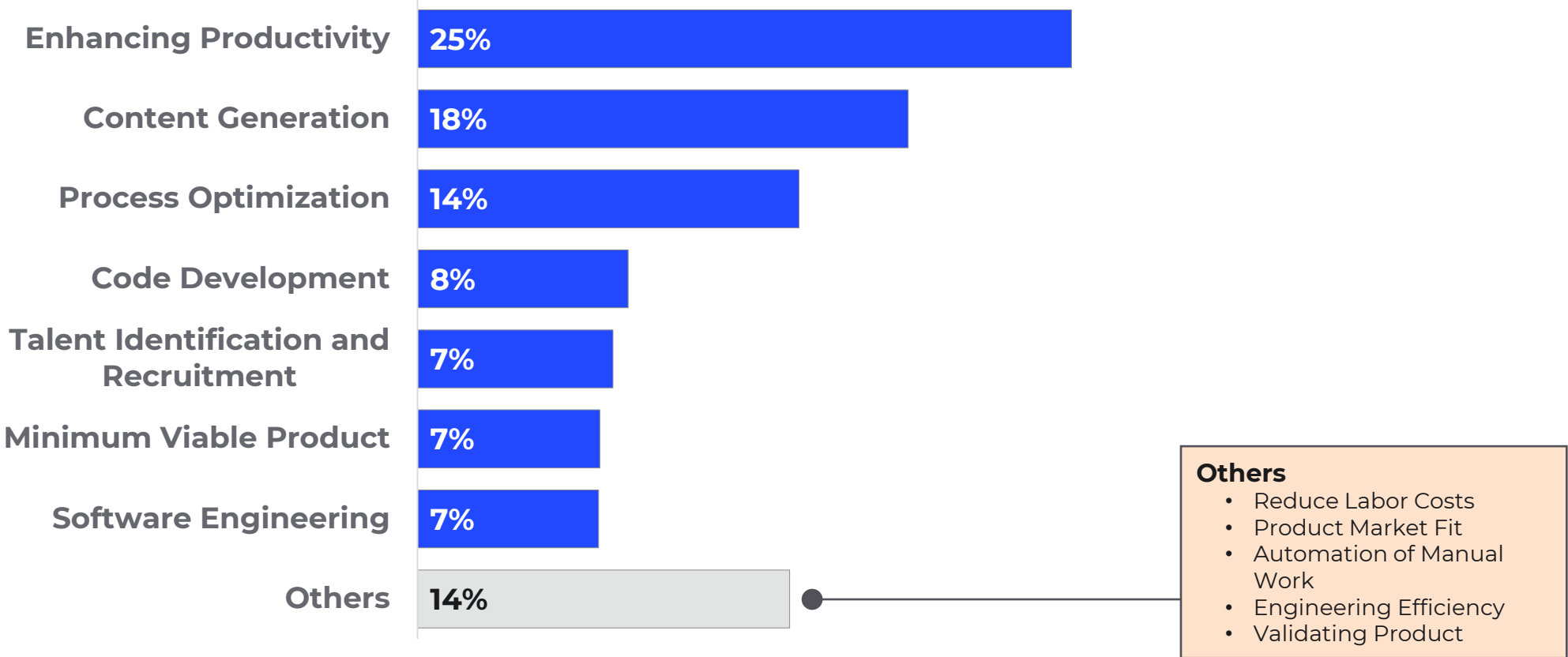


Data source: Ecosystem, 2023

Companies have started Generative AI POCs based on suitable use cases for their needs. Let's take a look at some of the use cases and how GenAI is changing AI strategy

Top GenAI Operational Use Cases

Eagerness to enhance productivity with GenAI is the most discussed use case followed by content generation.



N = 9,788
Source: Social Media Listening Tool. Date Range: 1 July 2022 to 31 August 2023

Source: Gartner

Top GenAI Use Cases — Operational Efficiency

Enhancing workflow productivity and employee skills are startups' most significant focus areas.

Enhancing Productivity

Accomplish more with less, simplify company data, and enhance skills for increased productivity.

- **More with Less.** Sentiment is that startups will benefit the most from the early wave of GenAI adoption because they can enhance productivity and accomplish more with fewer employees.
- **Knowledge Management.** GenAI is being used by startups to create an index of company information, enabling employees to search and summarize resulting in tasks that are performed quicker.
- **Skill Enhancement.** To achieve productivity benefits, startups are prioritizing training existing employees to safely and securely use GenAI. They look to create learning modules to standardize compliance and govern the use of these tools.

n = 2,400

Source: Social Media Listening Tool. Gartner, Date Range: 1 July 2022 to 31 August 2023

Process Optimization

Automate routine workflows, streamline admin and compliance tasks.

- **Automating Manual Work.** Startups express their desire to utilize GenAI for automating routine workflows and streamlining operations, freeing them to focus on strategic challenges such as revenue generation.
- **Drive Efficiency.** Startups aim to increase efficiency and productivity by utilizing GenAI to streamline tasks such as data entry, marketing copy generation, and appointment scheduling. The expectation is they will achieve greater efficiency and productivity with a leaner workforce.
- **Streamline Tasks.** Startups want to actively use GenAI for workflow automation, data analysis, pattern recognition, and data-driven decision-making, particularly in the FinTech sector to manage risk and compliance.

n = 1,400

Top GenAI Use Cases — Content Creation

Content generation and enhancing developer experiences are high on the agenda for startup tech CEOs

Content Personalization

Increased personalization and increased copywriting speed.

- **Content Personalization.** Startups are embracing the utilization of GenAI to create tailored marketing content for targeted segments. The expectation is will drive both personalized engagement with the customers and efficiency inside their companies.
- **Domain Specific Models.** Startups also want to train large language models on company domain knowledge to reduce employee's learning curve and create learning content based on required objectives.
- **Enhanced Copywriting.** Startups want to leverage GenAI's text-based capabilities for the generation of sales and marketing copy that is personalized for specific customer requirements.

n = 1,800






Code Development

Reduce developers' time by assisting with code generation and acting as a debugger.

- **Reduce Developer Time.** Startups are using GenAI to assist with writing the initial layer of code, freeing up developers' time to focus on code verification and the strategic aspects of software development.
- **Debugging.** Startups are embracing using GenAI to debug coding and to quickly identify and rectify coding mistakes as well as using coding assistants to autocomplete lines of code by predicting what a developer is planning to write.
- **Customer Customizations.** Some startups are also looking to create AI-generated customized content and interfaces for enterprise customers, such as brand-specific needs.

n = 773

How Does GenAI Change a Typical AI Strategy?

	Current AI Strategy		Updated AI Strategy
 Vision	AI automating tasks	▶	Generative AI augmenting people in their work
 Roadmap	Three-year outlook, business innovation	▶	One-year outlook, business criticality
 Use Cases	Predictive analytics, automating tasks	▶	Generating artifacts (text, video, audio, code & data) and simulating decisions
 Governance	Fragmented or part of data and analytics	▶	Clear business responsibility, AI ethics committee
 Talent	AI center of excellence	▶	Educating everyone on responsible use of GenAI

Source: Gartner

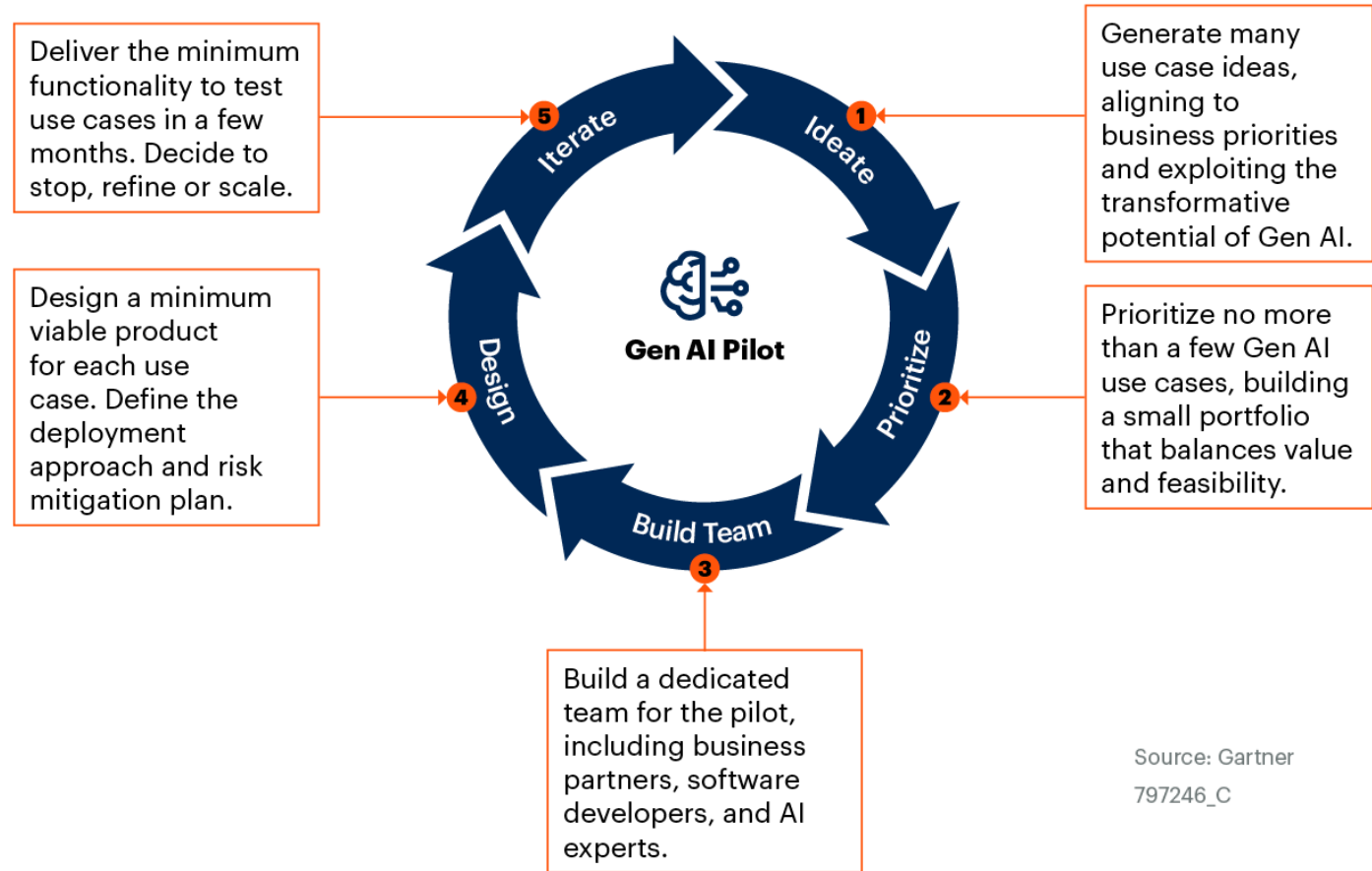
Where to start?

All digital technologies go through different phases as we learn to use them responsibly. Generative AI will be no exception.

When a technology comes to the market, like the current wave of generative AI; there is limited experience with it, so we learn by making mistakes.

The best way to start with it is to generate use cases and pilot the key ones among them – this can ensure there is an MVP for each deployment which can be later refined and scaled.







Generative AI Pilot Cycle



Source: Gartner
797246_C

Typical GenAI Use cases

Research shows that 80% organizations are leveraging Gen AI capabilities because of its language and image handling capabilities, 20% are leveraging it for their technology needs

-  Customer Service
-  Sales
-  IT
-  Operations
-  Marketing
-  Finance

