Capitalizing on the promise of Generative AI

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Dec 14, 2023

We are galloping towards an ‘AI everywhere’ future

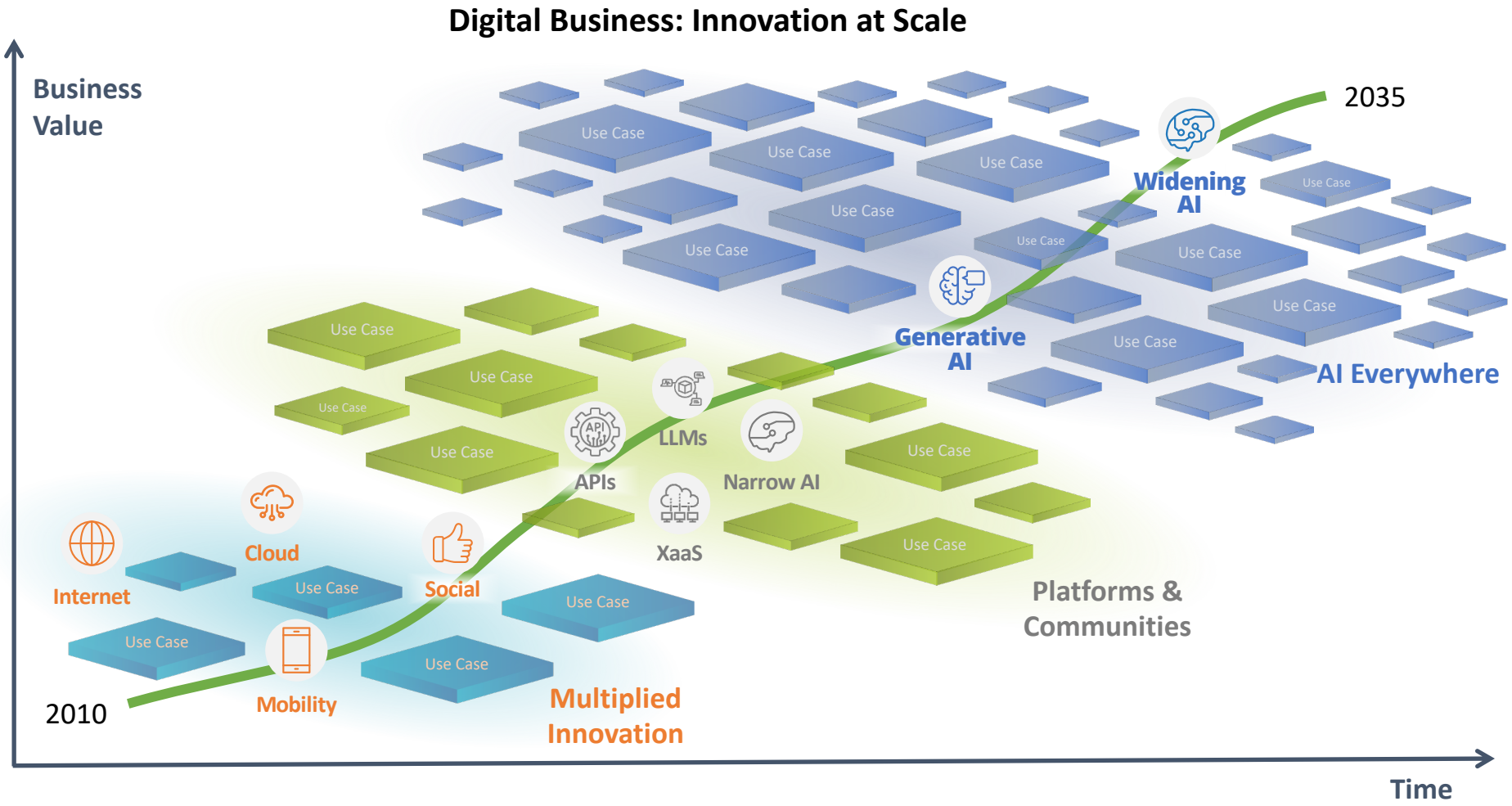
AI Journey
From narrow to widening AI

Intelligence Architecture
A data-centric platform underpinning the enterprise

Digital Operations at Scale
Cost-effective digital infrastructure for AI workloads

Skills
Attracting and reskilling talent for transformed work models

Trust
An upfront focus on trust

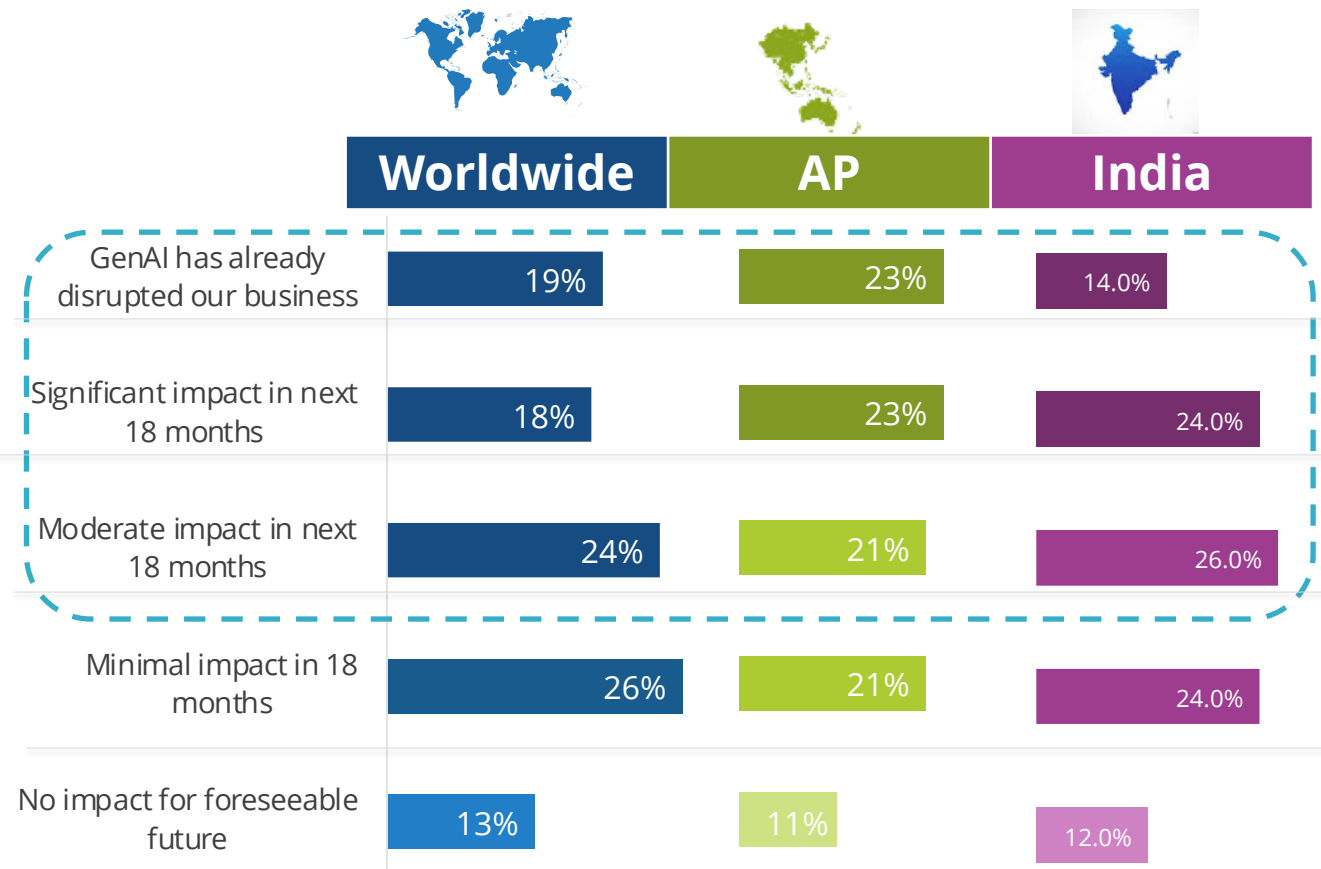


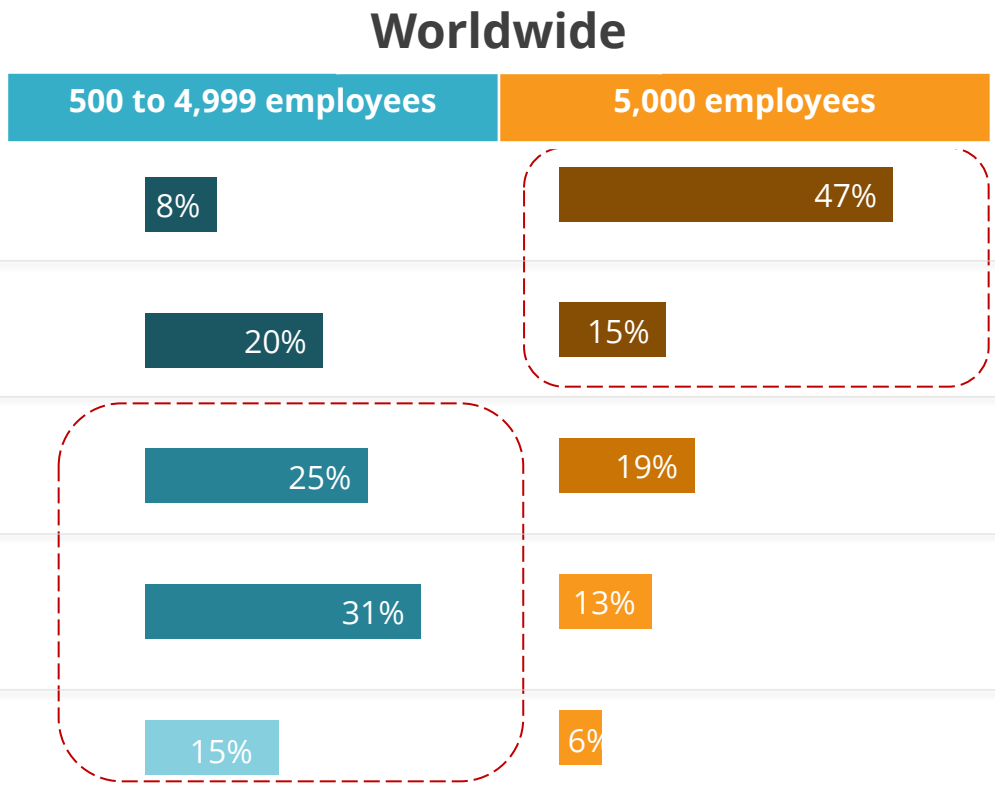
India AI market spend stands at $1.7* Bn in 2023 and estimated to reach $ 5.1 bn by 2027, at a CAGR of 31.6%.

*IDC Worldwide AI Spending Guide Forecast, Aug 2023; * Estimated*

Businesses seem to acknowledge its widespread impact

We asked if Organisations believe Gen AI will disrupt their competitive position or business operating model in the next 18 months…

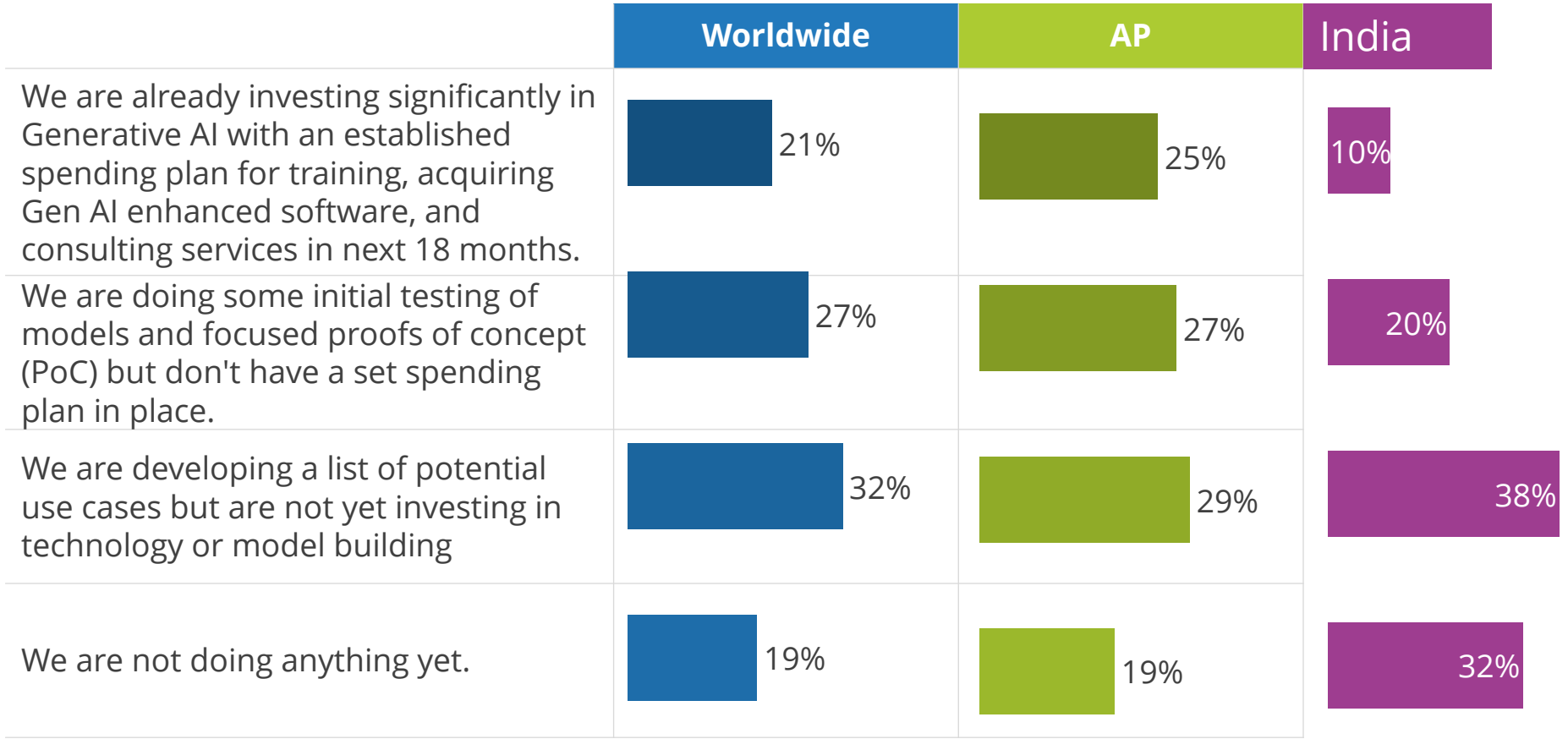




Source: GenAI ARC Survey, IDC, August 2023, N=1,363; AP: 454, Data weighted by IT spend; n=50 for India

Interestingly the response is muted, so far!

What is your organization's current state of evaluating or using Generative AI (GenAI)?



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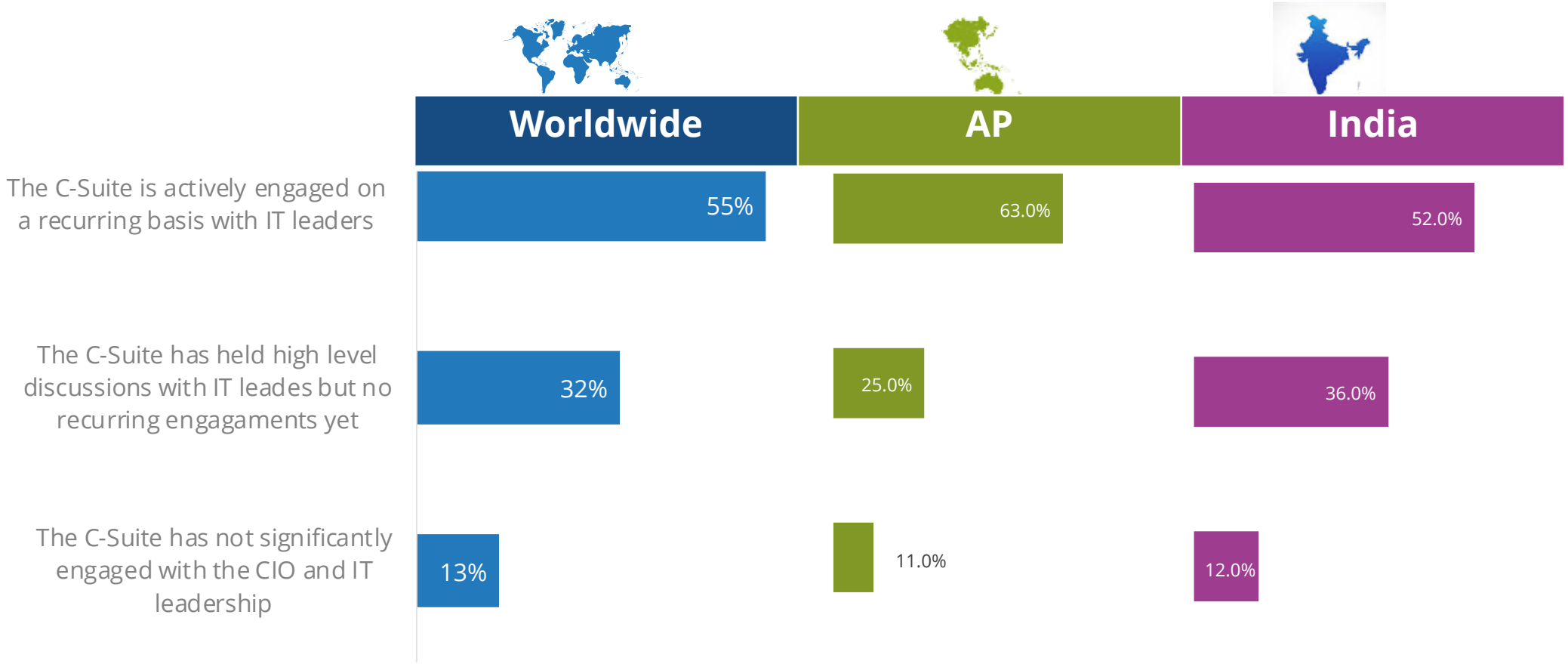
We expect this to change, given C-suite involvement

Which of the following statements best describes the level of engagement that your C-Suite has with your CIO and the IT team on the business benefits and risks as well as IT implications of Generative AI for the company?



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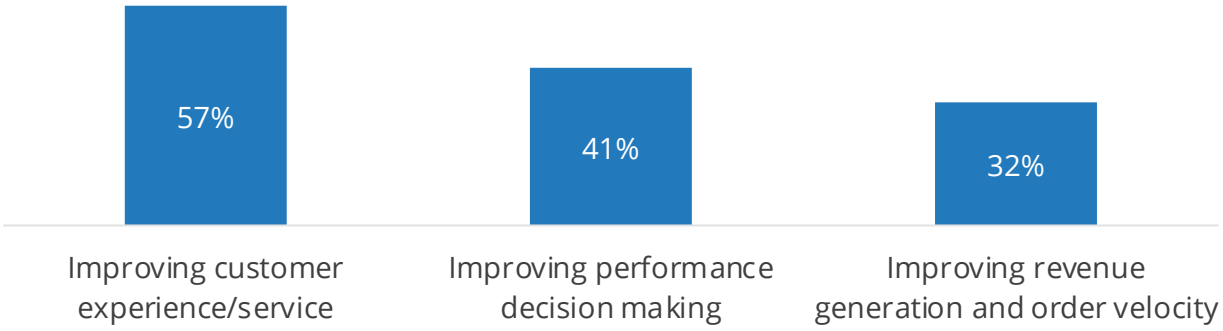
The C-Suite in India is cautiously optimistic, it appears..

For which of the following Generative AI-related business benefits and business risks has the C-Suite most sought information or advice from IT leadership?

Top Insights On Benefits Sought by C-Suite

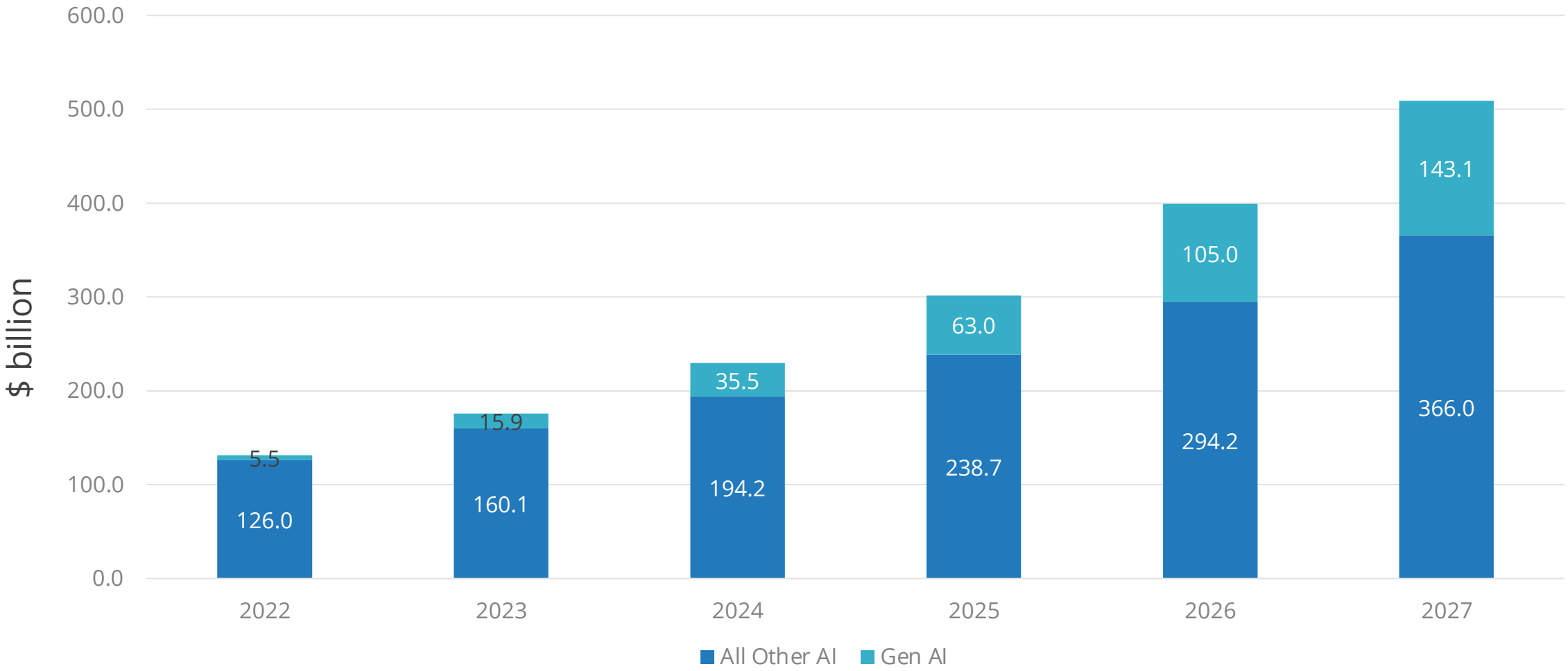


Top Insights On Risks That Concern the C-Suite

- Accruing efficiency & productivity gains are top benefits sought by C-suite in India.
- Managing employees and customers is an area of concern for the C-suite in adopting GenAI

Source: GenAI ARC Survey, IDC, August 2023, N=50 for India Data weighted by IT spend

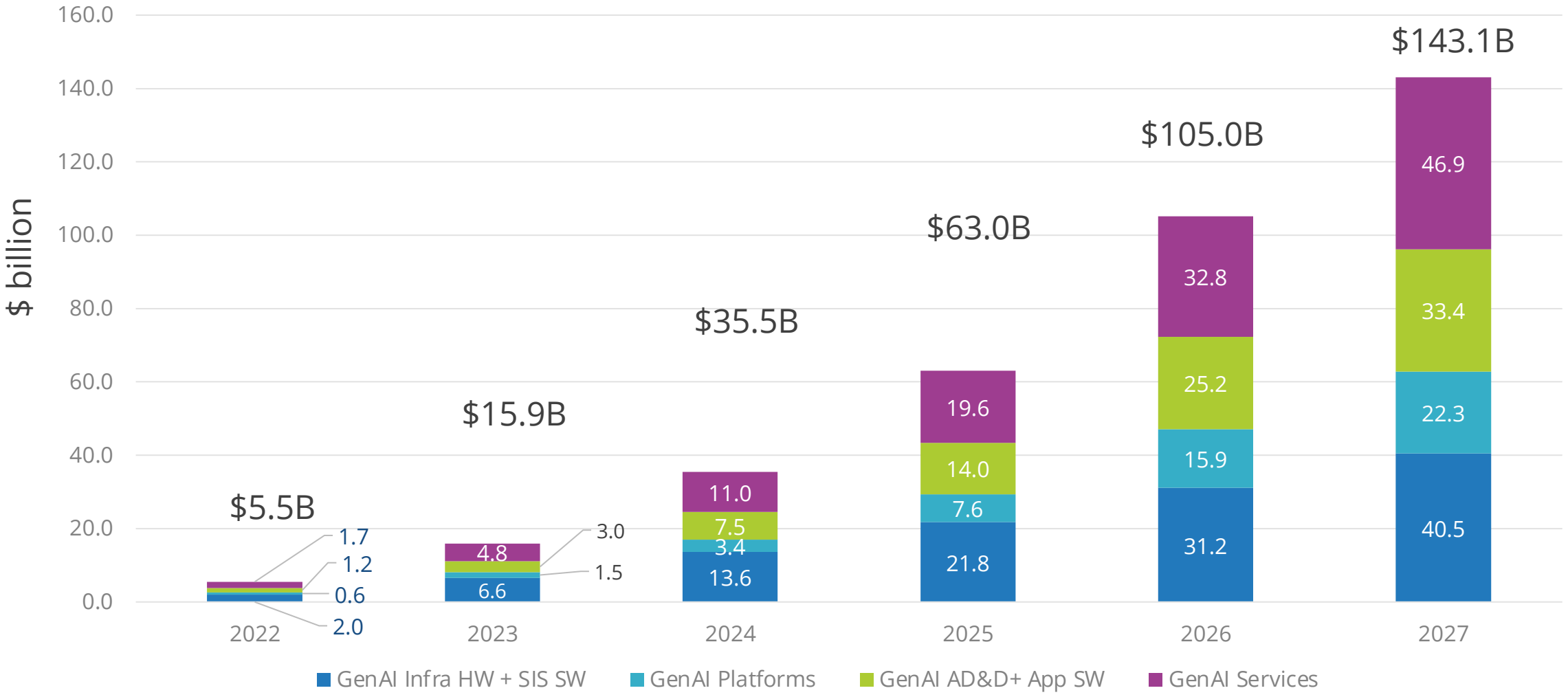
We expect a quantum jump in Worldwide Gen AI investments



IDC forecasts that the Worldwide GenAI market spend is poised to reach $15.9 Bn by the end of 2023, and will grow with 73.3% CAGR from 2023 to 2027.

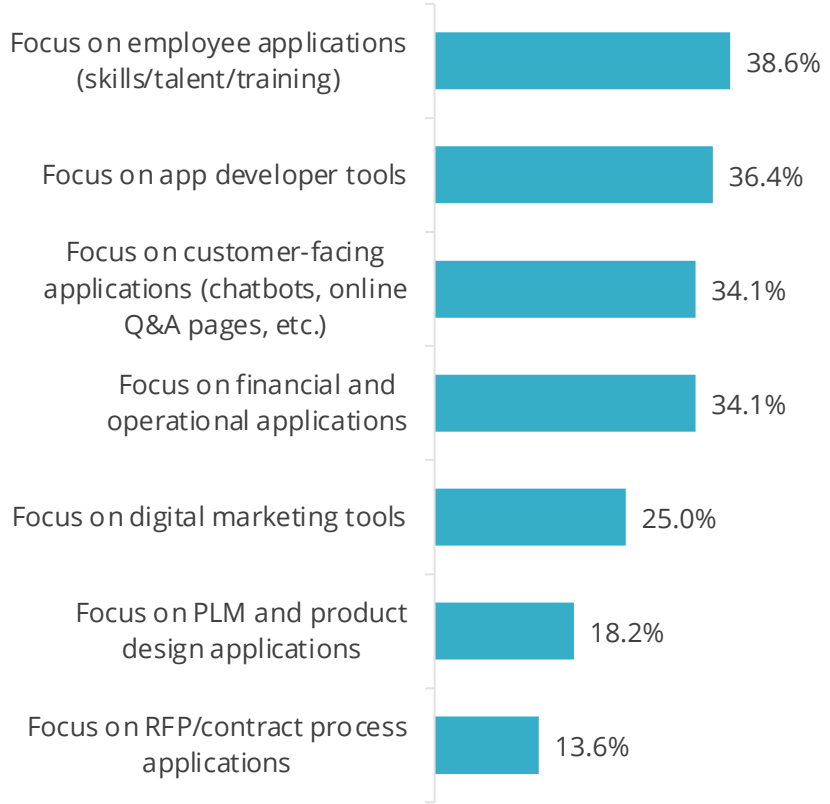
(Source: IDC GenAI Implementation Forecast, October 2023; Market Note: GenAI Implementation Market Outlook: Worldwide Core IT Spending for GenAI Forecast, 2023–2027 (IDC#US51294223, October 2023))

GenAI Core IT Spend by Major Elements - Worldwide



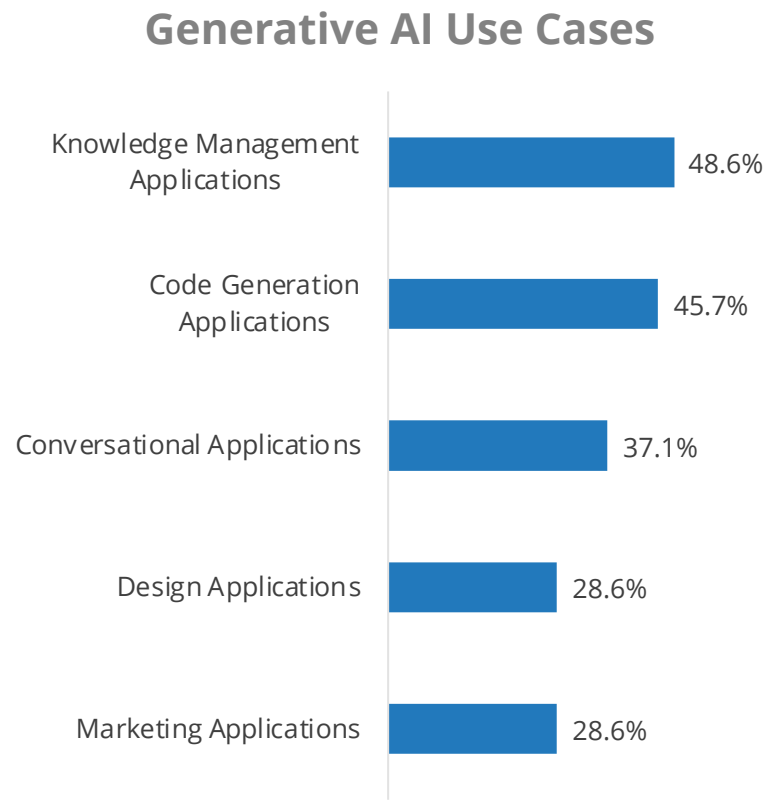
So where will all this spend happen in India?

What are the top 2 areas of focus for your C-Suite when it comes to integrating Generative AI into existing applications or business processes?



Source: Generative AI ARC Survey- August 2023, n=50 for India

What Generative AI use cases do you anticipate having the most promise for your organization?



Source: IDC - FUTURE ENTERPRISE RESILIENCY & SPENDING 23 Survey wave 2], India (n) = 70

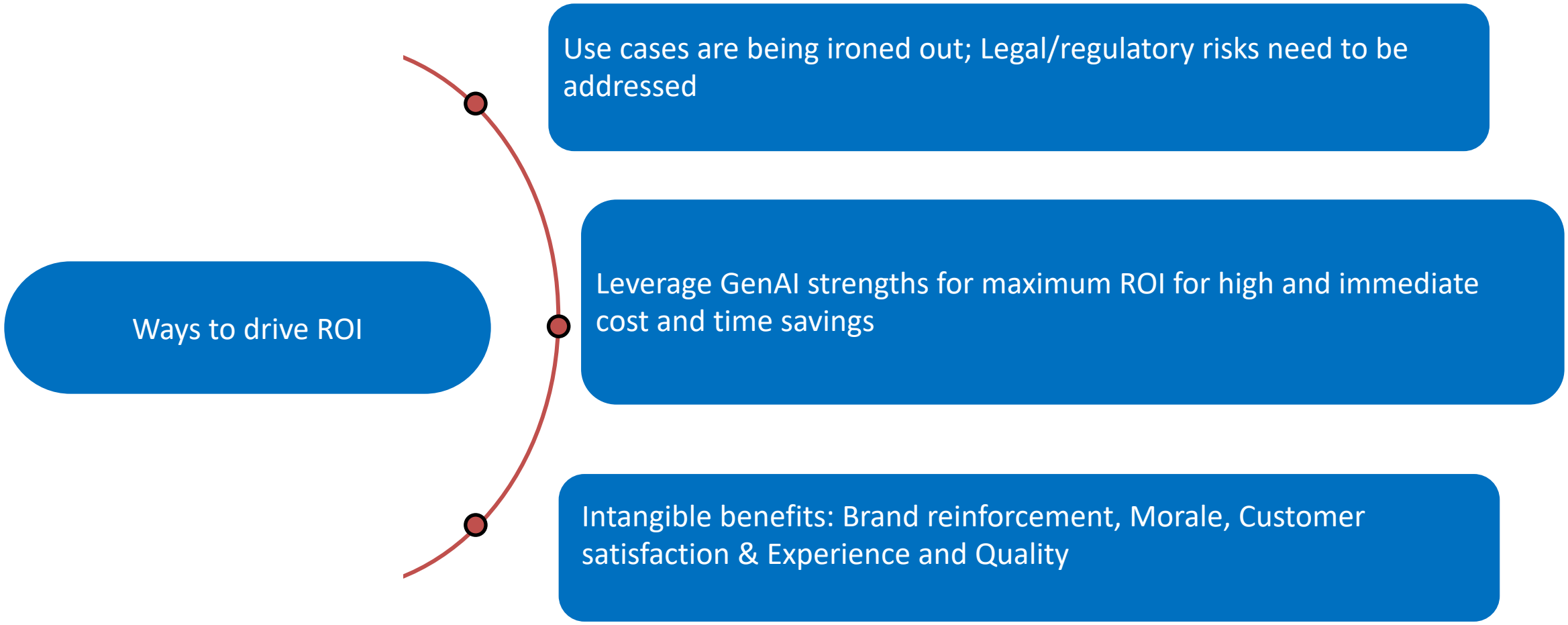
To live up to its potential, 2 key concern areas need to be addressed

Q. What factors are significantly limiting the evaluation and testing of GenAI in your organization?

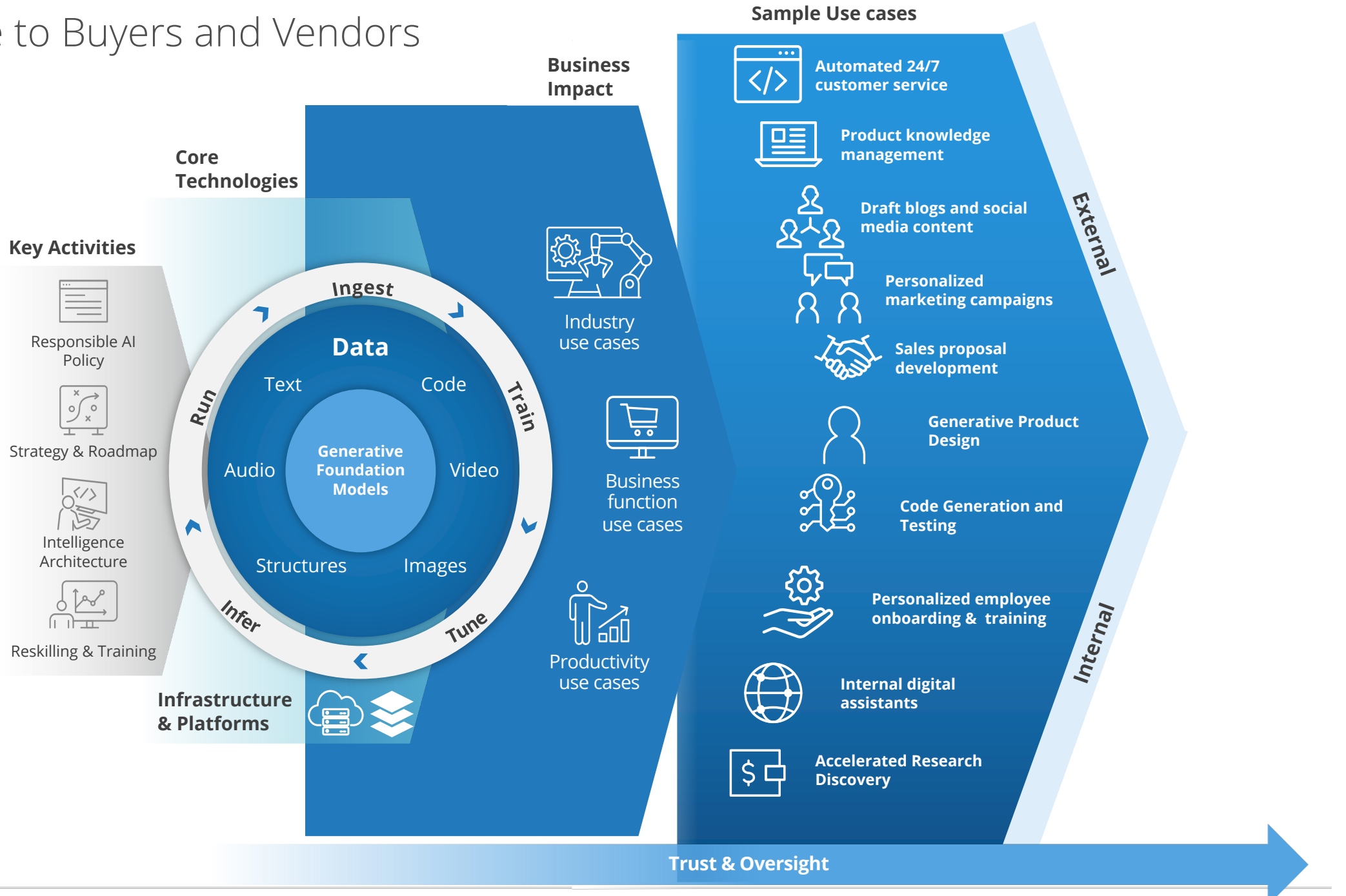
- For Gen AI to materialize, it is important that existing concerns and risks are addressed effectively via internal policies and external regulations.
- There is a broad concern around the interplay between the high infrastructure costs and budgetary constraints while managing risk and compliance.

Source: Generative AI ARC Survey- August 2023, n=50 for India

The ROI question



Gen AI: Advice to Buyers and Vendors



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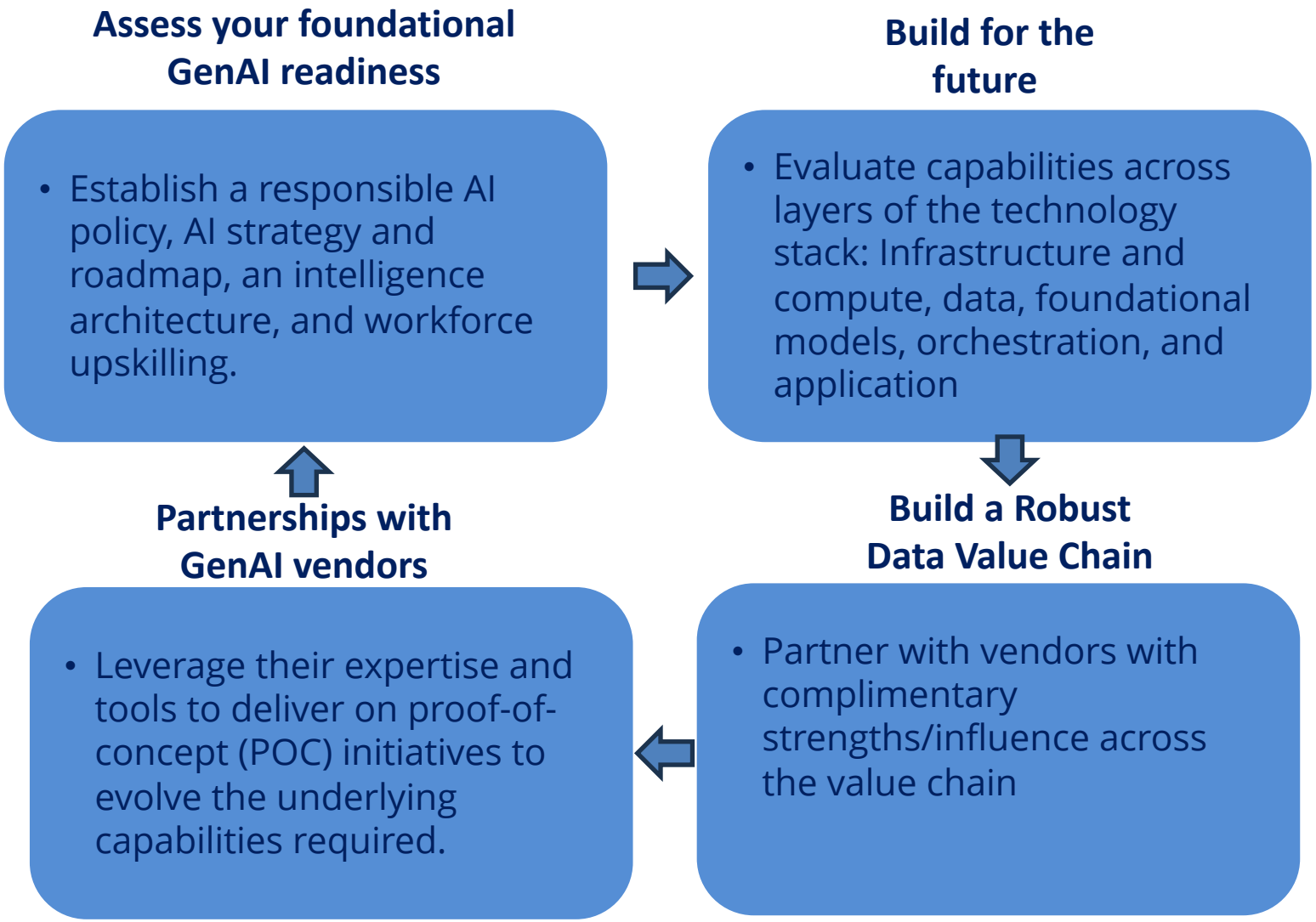

Thank you