





2023

2024

2025+

Current Affairs & Path Forward























































































































































- Top 3 goals to invest in GenAI for:
 - operational efficiency,
 - employee productivity,
 - Revenue growth

- 83% executives plan to continue increasing investment in AI over next 3 years.

- Concerned about data, ethics, privacy & regulatory uncertainty.

- Only 16% organizations have workforce equipped to use GenAI.

- Organizations are not ready for risk management & governance with GenAI

- GenAI has entered trough of disillusionment, based on Gartner's hype-cycle for AI (2024)

- Excitement is being tempered by reality – only value-led use cases will lead to successful scaling

- “Gen AI: too much spend, too little benefit?” Goldman Sachs Global Macro Research

- Developers are excited about using GenAI for:
 - Coding (64%)
 - Documentation (29%)
 - Writing test scripts (23%)

- GenAI Software Development Lifecycle missing guidance on:
 - Model selection
 - Model deployment / use
 - Managing LLM lifecycle
 - Testing
 - Security
 - Etc.

Business Executive's Perspective

Developer's Perspective

Analyst's Perspective

• employee productivity,

• operational efficiency,

• Revenue growth

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reality-only value-led cases



Macro Research

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• GenAI Software Development

Model selection



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t

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• Model deployment / use

Lifecycle missing guidance on:

• Testing

• Security

• Managing LLM lifecycle

Takeaways!

