

Generative AI Case Study Snapshots

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Initiatives: [Artificial Intelligence](#); [Analytics and Artificial Intelligence](#); [Data and Analytics Programs and Practices](#); [Drive Quantifiable Value With D&A Solutions for the Business](#)

Business and technology leaders looking for ways to take full advantage of the potential of AI can leverage this regularly updated set of real-world examples to expand their thinking on the art of the possible and the impact organizations are having with AI. This edition focuses on GenAI.

Contribute to Beta Research

The following research is a work in progress that does not represent our final position. We invite you to [provide constructive feedback](#) to help shape this research as it evolves. All relevant updates and feedback will be incorporated into the final research.

The relentless quest for strategic planning and organizational approaches to realizing the full potential of AI broadly, and generative AI (GenAI) specifically, to deliver value for organizations in all industries will continue unabated for the foreseeable future. Here we feature case study snapshots — short, focused looks at real-life examples to enable executives and their teams.

Our compilation of case study snapshots can be filtered by a number of dimensions:

- Industry
- Geography
- Use Case Category
- Vendor
- Business Value
- Risk

- Strategy Alignment Category
- Results

The full list of case study snapshots can be found in two formats (Excel and PowerPoint) and are downloadable.

[Download the Excel](#)

[Download the PowerPoint](#)

This publication will be periodically updated with new case study snapshots.

Methodology

Our team of expert analysts has used a methodology to score the case study snapshots across three parameters (see Table 1).

Table 1: Case Study Snapshots Scoring Methodology

(Enlarged table in Appendix)

Parameter	Scale	Description
Business value	Incremental	Value for a specific task or role; incremental benefits, but can be aggregated with other micro innovations to deliver significant impact. Time to Value: Less than 1 year
	Medium-value	Value to multiple roles within a specific process; changing existing processes, enterprise scale. Time to Value: Between 1 and 2 years
	High-value	Transformation across processes, core to the organization, competitive differentiation, enterprise scale. Time to Value: More than 2 years
	Game-changing	Industry transformation, new business creation, new substantial industry defining/redefining and unique revenue and/or value chains and ways of working. Time to Value: More than 2 years
Strategy alignment	Defend	Ease of deployment and broad accessibility of the use case results in minimum long-term competitive moats. Competitive/Market/Industry Impact: Defending existing position/competitive parity. It impacts existing tasks, processes and approaches.
	Extend	Growth in either existing market size, reach, revenue, profitability. Competitive/Market/Industry Impact: Extending existing processes and approaches for potential differentiating competitive advantage in existing markets.
	Upend	Creation of new markets, products, business models, core processes. Competitive/Market/Industry Impact: Creating new markets and value chains. Breaking boundaries. Delivering net new processes, products, services for an order of magnitude step-change impact.
Risk	Low	Known risks, lower end of cost spectrum, well-understood cost models. Capabilities exist and can be developed and early adopters have proven at scale. Deployment Models: Consume GenAI embedded in applications (e.g., Microsoft Copilot, Google Duet AI)
	Medium	Some unknown risks, moderate uncertainty but known end of cost spectrum, enterprise data needed, capabilities early, skills in short supply, minimal proven at scale. Deployment Models: Consume GenAI embedded in applications or embed model APIs into custom applications with RAG
	High	Many unknown risks across the board, unknown capabilities, breakthrough innovation in techniques and approaches rapidly evolving. Deployment Models: Applications leveraging fine-tuned or custom LLMs and often combines with other AI techniques

Source: Gartner

Recommended by the Authors

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[Gartner AI Opportunity Radar: Set Your Enterprise's AI Ambition](#)

[Toolkit: Discover and Prioritize Your Best AI Use Cases With a Gartner Prism](#)

[How to Calculate Business Value and Cost for Generative AI Use Cases](#)

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