

Tool: Vendor Identification for Generative AI Technologies

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Initiatives: [Artificial Intelligence](#); [Evolve Technology and Process Capabilities to Support D&A](#)

Generative AI technologies are emerging rapidly and promise substantial value. Like broader AI, GenAI permeates the entire technology stack and most industry verticals. Technology leaders can use this tool to identify software vendors offering development support and out-of-the-box applications.

Overview

Key Findings

- While generative tools and solutions have existed in the marketplace in various forms over the last five years, 2023 was a breakout moment for generative AI (GenAI). In particular, the ChatGPT chatbot from OpenAI gained huge adoption and mind share from both enterprise buyers and vendors looking to use this technology in their solutions.
- The market dynamics for vendors are evolving rapidly. Vendors in the GenAI space span all layers of the enterprise stack, from underlying compute to development tooling and end applications. Incumbent platforms (e.g., DSML, CRM, ERP) are adding GenAI to what they do, and new generative platforms and services are coming to market.
- While generative technologies and applications generate various things (e.g., images, text, videos, code, designs, 3D models), a large portion of market activity and investment is driven by foundation models — in particular, large language models (LLMs) and their surrounding ecosystem.
- The first wave of vendors in the market has centered on the rapid production of content and experiences, aided by enterprise information and knowledge bases. The second wave of disruption, and resulting market offerings, will look at dynamic process/workflow and generative orchestration using approaches such as multiagent systems, plug-ins and simulation.

Recommendations

- **Expect rapid turnover of technologies and vendors for the next 12 months.** While today, ChatGPT is the most popular generative model application, other models are joining the market to provide both general-purpose capabilities along with industry- and task-centric solutions. Design solutions to be loosely coupled to generative models, allowing for flexible selection and combinations of models. Ensure you can flexibly use enterprise knowledge assets (e.g., content, data, rules/heuristics, corpora, digital twin models, knowledge graphs) to prompt and ground the behavior of GenAI models to various generative services. If you haven't developed the semantic data layer for your business, you must begin now.
- **Consider vendors' ethical and responsible AI practices.** Check content training's provenance of solutions to appraise the risk you are exposed to. Many of the popular generative models are embroiled in class action lawsuits due to copyright violations. While legal penalties don't exist today, the landscape will tighten as legislation comes into force over the coming years. While markets are evolving to support responsible GenAI, they are immature, and initiatives to watermark generative output will take time to gain a networking effect of adoption. Ensure procurement and legal teams are included in vendor rationales and selection.
- **Check your existing application portfolio for their GenAI roadmaps.** While it might be tempting to just pay to enable new GenAI features in applications you already own, doing so will have major risk and cost implications that must be appraised. The vendor landscape in the first half of 2023 was very tool-focused. However, as vendors begin to adapt core GenAI technologies to domains, expect the market in the second half of 2023 to be complemented by a rich set of solutions specializing by role, business unit and industry.
- **Evaluate vendor solutions thoroughly, and defer large AI architecture decisions until 2024 when solutions stabilize.** While the GenAI paradigm offers much promise and an overhaul of the technology marketplace and ecosystem, using this technology comes with many unknowns. Along with technical considerations of repeatability and unintended consequences is the issue of price and business model. While GenAI may be applied in many locations across the enterprise, the monetary cost of doing so is not clear. Develop and refine a cost/value model to compare the as-is versus GenAI-enabled versions of your business.

Strategic Planning Assumption(s)

- By 2025, the top five vendors across all enterprise software categories will use GenAI in their pipeline.
- By 2026, the number of companies using open-source AI directly (not indirectly via other vendors) will increase tenfold.
- By 2026, GenAI will facilitate an increased use of other AI technologies (aside from GenAI) by 400%.

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.

When to Use

The tool should accompany the detailed [Innovation Guide for Generative AI Technologies](#), which presents a contextualization of the technology landscape for GenAI.

This tool is designed to help buyers as they explore and select vendors providing applications, solutions and platforms across the GenAI ecosystem for a variety of enterprise contexts, including:

- Technology-building teams in enterprises interested in using existing GenAI capabilities (Model APIs) or refining their own LLMs to embed in custom-built applications will be interested in the Development-Support-Focused vendors.
- Buyers looking to enhance productivity for a variety of tasks (e.g., communications, creative, code) will be interested in the End-User Applications vendors for Productivity.
- Buyers interested specifically in GenAI tools targeted toward specific vertical domains will be focused on the End-User Applications service in a variety of domains such as life sciences, HR, finance and legal.

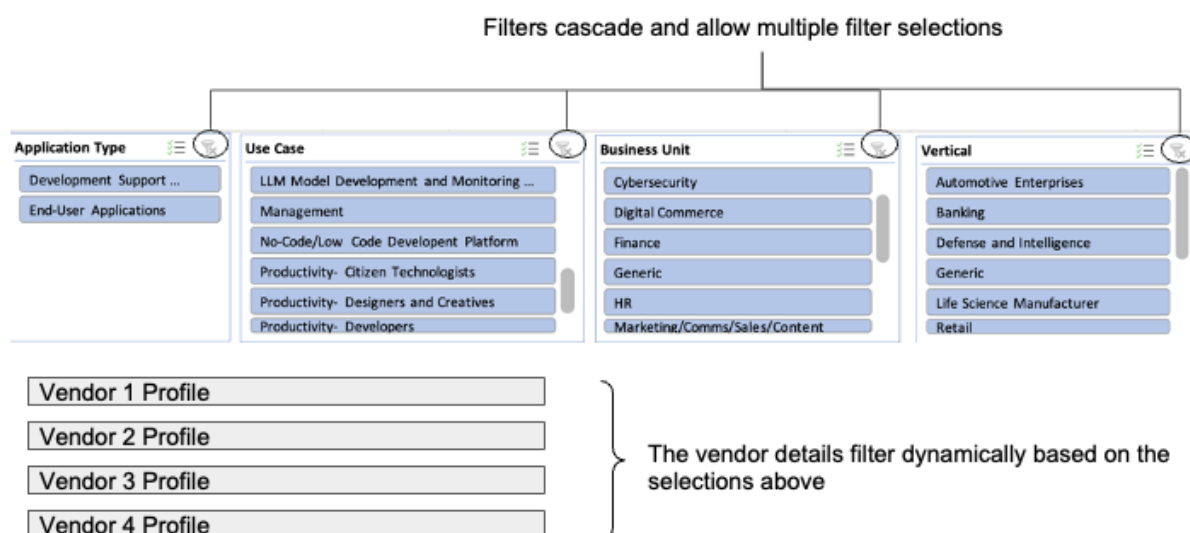
Directions for Use

This tool is a spreadsheet of approximately 800 vendors. It has two main components to discover and explore vendors in the tech space (see Figure 1):

- Filtering criteria used to create a first pass of vendors for consideration
- A result set showing further vendor details

The result set of GenAI vendors and capabilities shows three criteria to sort results on (employee count, type of output modality and type of data origin). It also shows the result set of vendors meeting these criteria.

Figure 1: Vendor Identification Tool



Gartner.

Filter View

The top (faceted) part of the spreadsheet supports filtering vendors on:

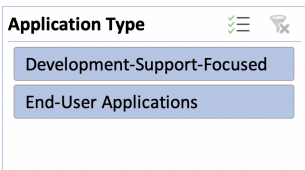
- Application Type
- Use Case
- Business Unit

■ Vertical

For a full dictionary on filter values and fields in the vendor details, visit the Data Dictionary tab in the attached tool.

Application Type

The high-level classifications for the vendors are based on the use case they support. The two options are End-User Applications if the offering is oriented toward technology end users, and Development-Support-Focused when oriented to technology builders (see the screenshot below).



Use Cases

The use cases are a further breakdown between development and model life cycle support capabilities, and productivity features of the GenAI capabilities. For a

detailed view of the filter values, see the screenshot below or the Data Dictionary tab in the attached tool.



Business Unit

This filter describes the horizontal business function that vendors focus on. The value of "Generic" signals that the capability can be applied across all functions. For a detailed view of the filter values, see the screenshot below or the Data Dictionary tab in the attached tool.



Vertical

This filter describes the vertical industries that vendors focus on. The value of "Generic" signals that the capability can be applied across all industries. For a detailed view of the filter values, see the screenshot below or the Data Dictionary

tab in the attached tool.

The Result Set of Vendors Based on the Filters Selected



The result set shows vendor details such as name, website, product description, type of output modality and type of data origin. As you scroll to the right, you can see what granular functionality the vendor supports within those submarkets.

This is beta research and will be updated frequently in the content and variables presented. Gartner recognizes the vibrant and innovative GenAI community we are a part of and invites vendors to propose the inclusion in this tool by [emailing us](#) with relevant details.

Version History

Version	Update Summary
v1.1	Major update as of 19 October 2023 to add an additional 300 technology providers to the vendor identification tool.

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

[Innovation Guide for Generative AI Technologies](#)

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