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For many businesses, investment in AI is no longer seen as optional

Over the past 12 months, we've seen a sea change in how businesses think about AI. What was once "the next big thing" has become a core part of the modern corporate computing landscape. In particular, the rapid development of generative AI platforms and Large Language Models such as OpenAI's GPT4, Microsoft Copilot, and Google Gemini has forced many of today's corporate leaders to a stark realization: either embrace the potential of these new tools, or risk being left behind by competitors who do.

Figuring out how to navigate this new landscape, however, is not always an easy task. As the market for AI products and services has become more crowded, separating hype from reality—and figuring out how these tools can add real value to an organization—has become increasingly difficult.

Moreover, the deployment of these solutions within enterprise-level organizations often brings with it a whole host of implementation challenges. In many cases, these challenges have less to do with the technology itself than with the human, cultural, and governance questions it creates. How, for example, can you equip your team members with the skills necessary to extract meaningful value from these new technologies? And how can you ensure that your use of AI—especially generative AI— doesn't create new risks or legal liabilities for your organization?

METHODOLOGY

To develop the insights in this report, NRG conducted case study interviews with key decision makers across 10 US-based enterprise-level organizations (businesses with a headcount of at least 500). All interviewees had been directly involved in overseeing the purchase and/or deployment of AI products and services. The organizations profiled for this research represented a broad range of sectors, including but not limited to technology, financial services, manufacturing, education, and aviation.

Additionally, this report also draws on insights from NRG's recent white paper, *The Accountable AI Playbook*—the findings of which were based on a quantitative study of 1,500 US consumers, ages 18 to 64, along with interviews with AI experts and influencers.
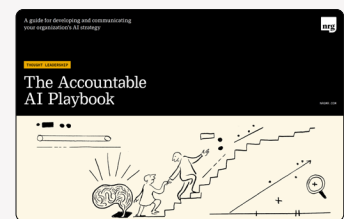
This paper aims to unpack the relationship between enterprise-level organizations and the emerging B2B market for AI products and services—focusing, in particular, on how key decision makers within these organizations are currently approaching these technologies, and what they're looking for from solutions in this space. By doing so, we identify the key challenges and opportunities facing vendors in today's AI market—and how those vendors can most effectively position their products for long-term success.