

# The New Wave of AI: C-Suite Perspectives

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74%

exploring or  
investing in  
Generative AI

21%

have clear  
investment plans for  
**next 18 months**

15%

is the mean share of  
new IT project budget  
expected to be  
allocated to GenAI

88%

say GenAI will have  
an impact on their  
business

18%

say GenAI has  
**already disrupted**  
their business

Generative AI's  
momentum is  
**astounding**

# Why the Excitement? Consumer Services Appear Amazing



provide me an itinerary to see the grand canyon and zion national park



Certainly! Here's a suggested itinerary to visit the Grand Canyon and Zion National Park:



## Day 1: Arrival at Grand Canyon

- **Morning:** Arrive at the Grand Canyon's South Rim. Take in the breathtaking views from popular viewpoints like Mather Point and Yavapai Point. Consider visiting the Grand Canyon Visitor Center to get an introduction to the park.
- **Afternoon:** Take a leisurely hike along the Rim Trail or the easy South Kaibab Trail to get closer to the canyon's edge and experience its vastness.
- **Evening:** Enjoy the sunset at Hopi Point or Mohave Point for stunning views.

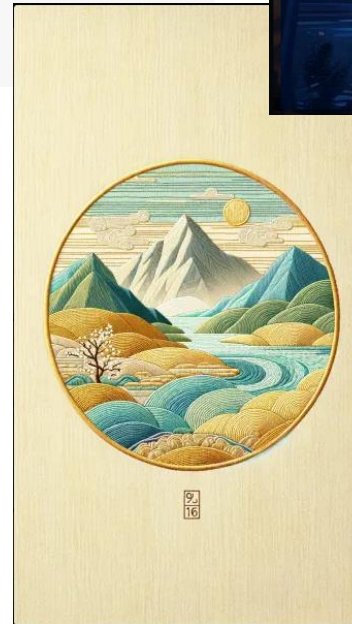


Write me a poem about how cats are like philosophers

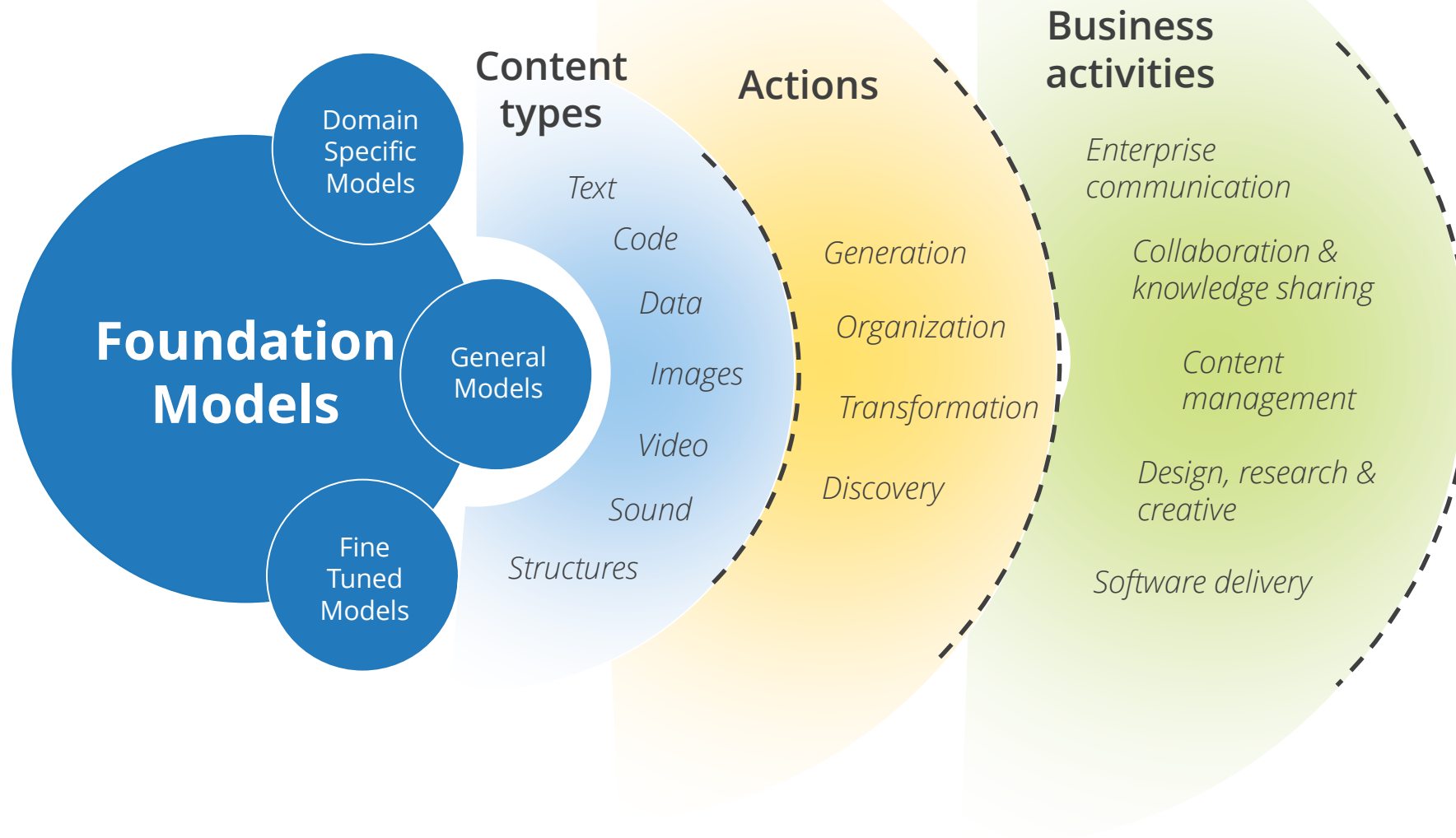


## Cats as Philosophers

Oh, wise and furry cats, with eyes so deep,  
You spend your days in contemplation, fast asleep.  
But in your minds, a world of thought unfolds,  
Of mysteries and secrets to behold.



# How Generative AI is Set to Make Business Impacts: Beyond Chat



# But Wait: AI Is About More than Generative AI!

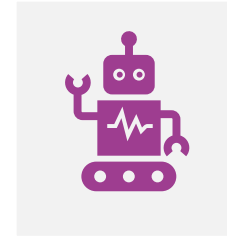
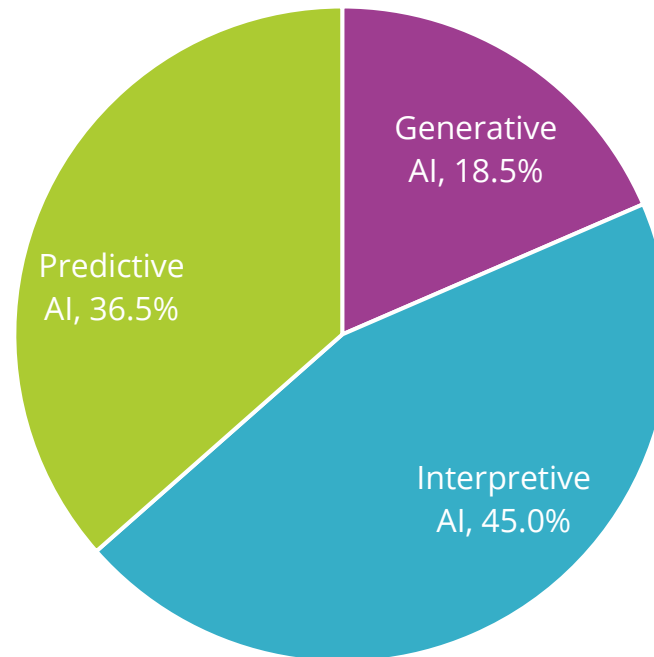
## Organizations' Investment Plans Across AI Types Over Next 18 Months



### Predictive AI

Analyze large data sets to identify long-term patterns in behavior and detect changes.

Use cases include **predictive maintenance** and **threat detection**.



### Generative AI

Create new content using previously created content.

Use cases include **code generation** and **conversation** or **report summarization**.



### Interpretive AI

Analyze images or event data streams so people and things can detect, analyze, and act.

Use cases include **product defect detection**.

# Organizations Are Already Investing Broadly in AI

## FINANCIAL SERVICES & INSURANCE

1. Augmented Fraud Analysis and Investigation
2. Program Advisors and Recommendation Systems
3. Augmented Threat Intelligence and Prevention Systems
4. Augmented Claims Processing
5. Augmented Customer Service Agents

## HEALTHCARE

1. Augmented Diagnosis and Treatment Systems
2. Image Processing: Classification and Recognition
3. IT Optimization
4. Augmented Regulatory Intelligence
5. Digital Assistants

## TELECOMS

1. Augmented Threat Intelligence and Prevention Systems
2. Augmented Customer Service Agents
3. Program Advisors and Recommendation Systems
4. Sales Process Recommendation and Augmentation
5. Smart Networking

## RETAIL

1. Augmented Threat Intelligence and Prevention Systems
2. Augmented Customer Service Agents
3. Program Advisors and Recommendation Systems
4. Sales Process Recommendation and Augmentation
5. Smart Networking

## MANUFACTURING

1. AI-Augmented Quality Management Investigation and Recommendation Systems
2. Automated Preventative Maintenance
3. Sales Process Recommendation and Augmentation
4. IT Optimization
5. Digital Assistants

## GOVERNMENT

1. Augmented Defense, Terrorism, Investigation and Government Intelligence Systems
2. Augmented Threat Intelligence and Prevention Systems
3. Program Advisors and Recommendation Systems
4. Augmented Fraud Analysis and Investigation
5. Automated Preventative Maintenance

## EDUCATION

1. Adaptive Learning
2. Digital Assistants
3. IT Optimization
4. Sales Process Recommendation and Augmentation
5. Augmented Human Resources

\*BFSI includes Banking, Securities and Investment Services and Insurance  
Manufacturing includes Discrete Manufacturing and Process Manufacturing  
Government includes Federal/Central Government and State/Local Government  
Others includes Professional Services, Media, Transportation, Wholesale, Utilities, Personal and Consumer Services, Construction, and Resource Industries



# Organizations Are Overall Satisfied With AI Implementations; On a Path To Do Much More

Organizations rate  
their satisfaction  
with their AI  
implementations

**7.3**  
**/10**  
on average

**71%**

Organizations  
anticipate their  
expectations for AI  
will increase or  
remain the same in  
2023-24

**81%**

Expect AI investment to increase or stay  
the same in 2023-24

**15%**

Expect AI investment to increase by  
more than 20%

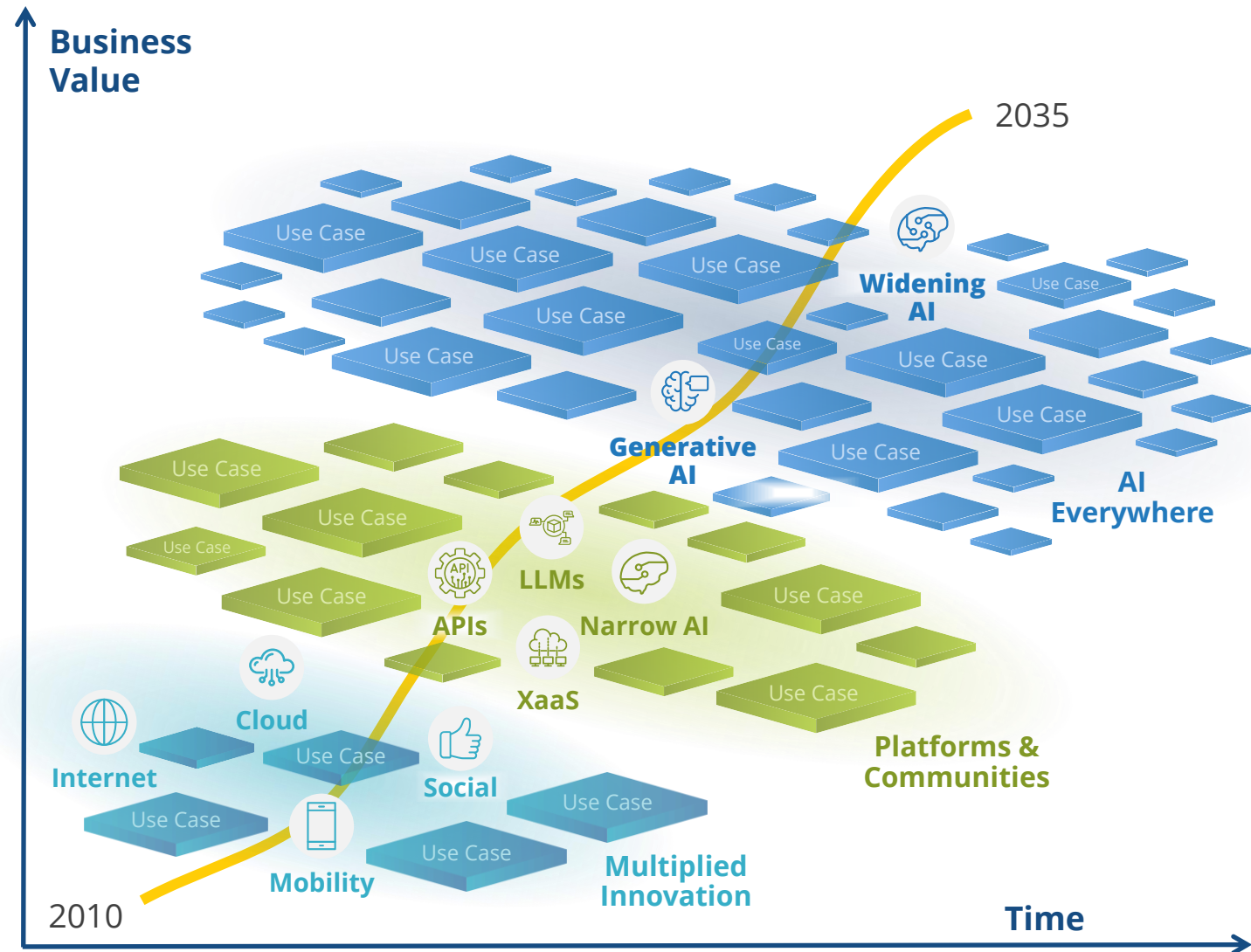
# The Dawn of A New Chapter in the Digital Business Era: AI Everywhere

**The Journey to AI Everywhere** builds on prevalence and capabilities of public cloud platforms, communities and marketplaces

**AI Everywhere** will increase the scope and scale of augmentation + automation of work

**AI Everywhere** will reshape existing technology markets and creating new ones over the next decade

**AI Everywhere** will not happen without a deep reappraisal of trust in technology





# Generative AI Use Case Examples From Across EMEA

**dentsu**

- Content automation



- Commerce
- Product information
- Procurement



- PeopleGPT: HR information services



- Organization wide GenAI use case prioritization and implementation



- Contact centre automation



- Technical document analysis



- Organization wide GenAI use case prioritization and implementation

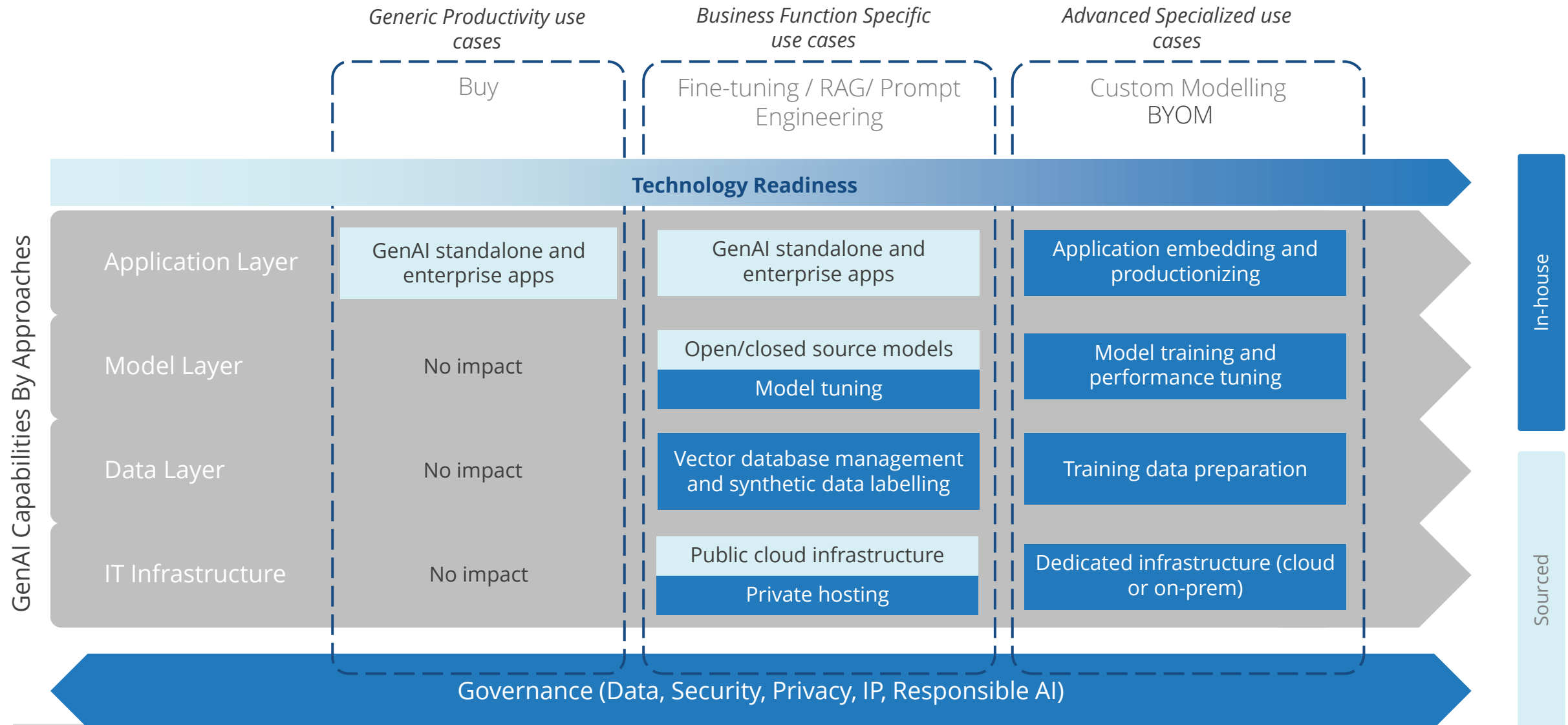


- Knowledge assistant for small and medium enterprises

# Three Tiers of Generative AI Use Cases

Use Case Tier	Focus	Examples	Implementation
<b>Generic Productivity</b>	Task productivity	<ul style="list-style-type: none"><li>• Marketing content prototyping</li><li>• Code generation (popular language)</li></ul>	Consume model wrapped in app as a service
<b>Business Function Specific</b>	Process / business outcome improvement	<ul style="list-style-type: none"><li>• Personalised recommendation</li><li>Report summarization</li><li>Knowledge search</li><li>• Service request automation</li></ul>	Integrate model(s) with corporate data, processes
<b>Advanced Industry Specialised</b>	Product / service innovation	<ul style="list-style-type: none"><li>• Drug discovery</li><li>• Advanced material design</li><li>Advanced optimization</li></ul>	Build or highly customize model

# The Build vs Buy Question: Uses Cases Drive the Answer



# We Are in Year Zero for Generative AI in the Enterprise



Street signalling

Pedestrian behavior

Driver behavior (highway codes)

Seat belts

New laws & penalties

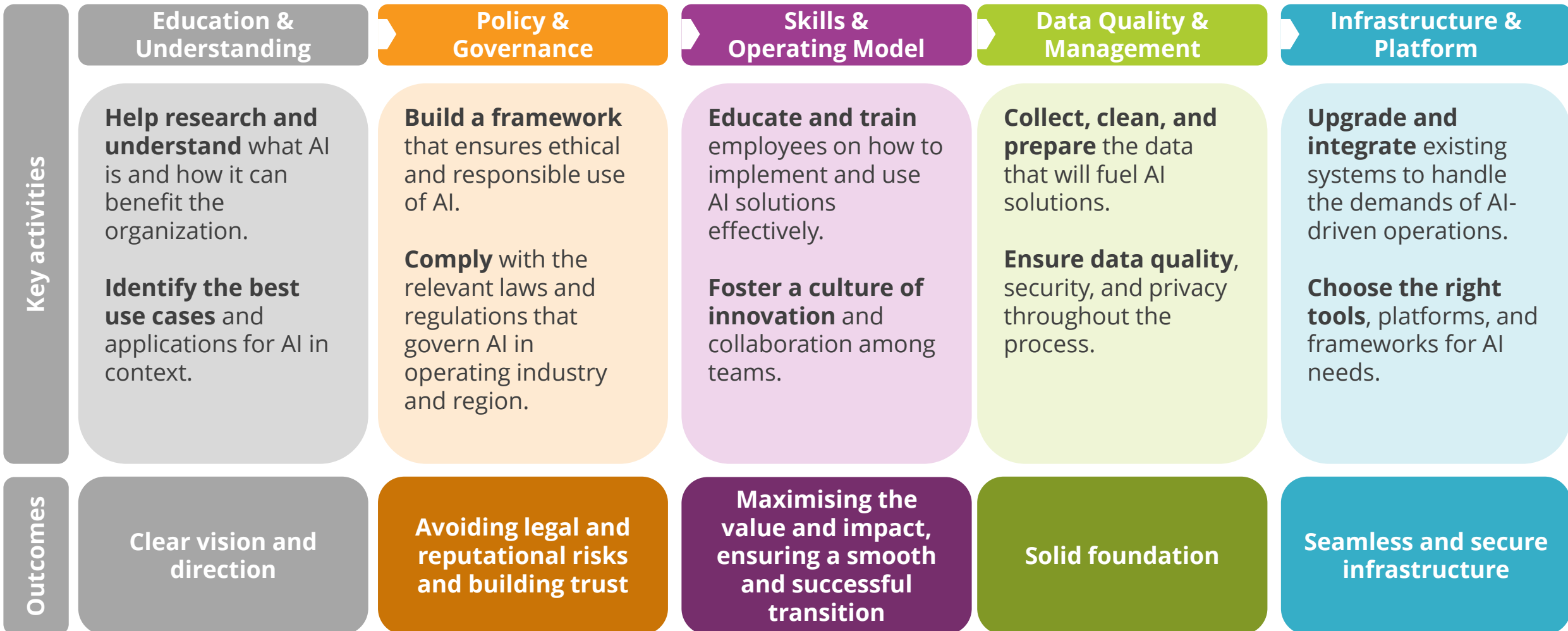
Fuel standards

Fuel stations

Parking

...

# Key AI Readiness Activities and Outcomes







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