

Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns

Generative artificial intelligence (GenAI) recently stormed the market and mindshare of decision makers across industries and major geographic markets. Business leaders see a massive opportunity to positively impact operations and customer strategies with GenAI, but its adoption and use across all business units carry a fair share of trepidation. TechTarget's Enterprise Strategy Group recently surveyed IT professionals and business decisions makers to assess the state of GenAI adoption, strategies, and plans.

Notable findings from this study include:



42%

of organizations are using GenAI for a range of **business and IT use cases**.



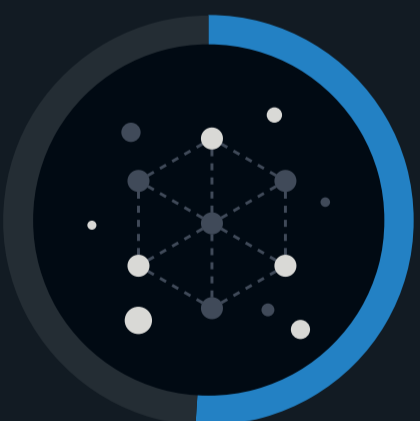
66%

of organizations report their technology investments will be easier to justify if they support a GenAI initiative.



47%

of organizations say they need to invest time and/or money in training and employee skills to support the use of GenAI.



51%

of organizations plan to work with a third-party provider that offers proprietary or open source large language models (LLMs) to support their GenAI initiatives.



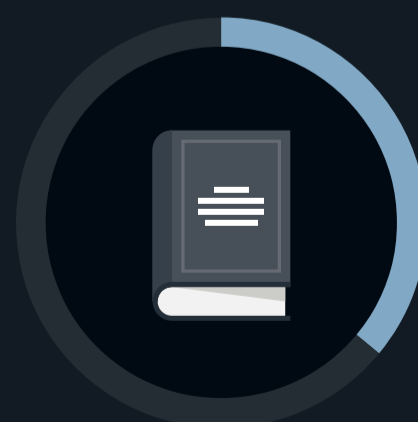
51%

of organizations are more likely to consider vendors that incorporate GenAI capabilities into a product or service versus a competitive vendor not offering GenAI capabilities in a similar product or service.



45%

of organizations don't know if they would pay a premium for GenAI-equipped products or services.



36%

of organizations have a policy that prevents or limits the use of GenAI.

For more from this Enterprise Strategy Group study, read the full research report, *Beyond the GenAI Hype: Real-world Investments, Use Cases, and Concerns*.

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