

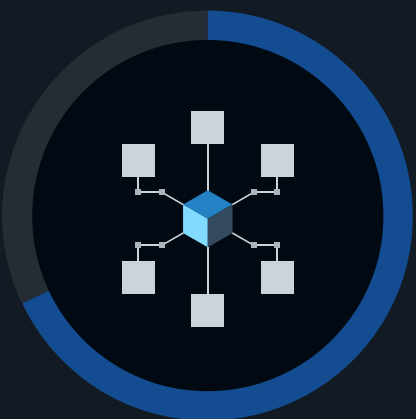
# Navigating the Generative AI Partner and Alliance Landscape

Understanding and applying generative AI (GenAI) requires a deep technical knowledge base, substantial computational resources, robust IT infrastructure, and even compliance with data privacy regulations and AI ethics norms. Many organizations struggle to stay abreast of this ever-evolving landscape. The growing partner ecosystem plays a crucial role in supporting GenAI, with many organizations relying on partners to bridge skill gaps and navigate the intricacies of development. TechTarget's Enterprise Strategy Group recently surveyed professionals involved in GenAI initiatives and projects at their organization and familiar with their organization's use of third parties to support GenAI initiatives to gain insights into these trends.

Notable findings from this study include:



**91%**  
of organizations agree that **working with partners has helped them see value from generative AI more quickly than expected.**



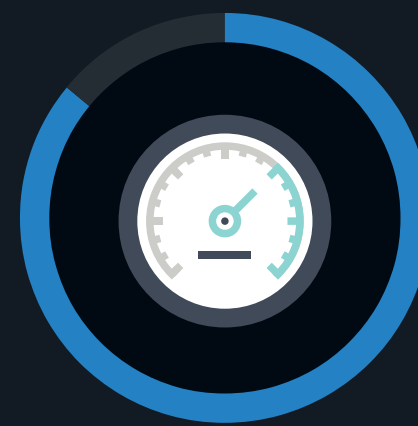
**68%**  
of organizations rely heavily on external expertise or support from technology providers to implement and maintain generative AI solutions.



**72%**  
of organizations have a generative AI strategy focused entirely on leveraging built-in features and capabilities from existing technology providers.



**64%**  
of organizations plan to make a significant investment in generative AI in the next 12 months, up from 38% in the last 12 months.



**86%**  
of organizations say the speed of the generative AI market is driving their reliance on partners to help advance initiatives.



**71%**  
of organizations **work with cloud service providers to support their generative AI initiatives.**

For more from this Enterprise Strategy Group study, read the full research report, *Navigating the Generative AI Partner and Alliance Landscape*.

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