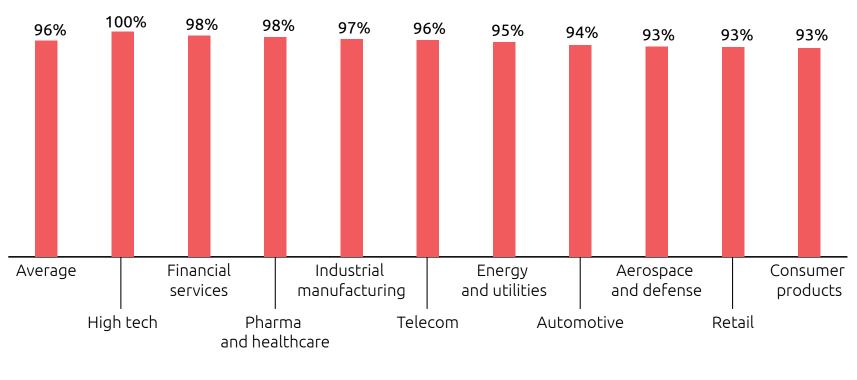


fop use cases across industries

Organizations view generative AI not as a disruptor, but as an accelerator

Generative AI is a top agenda item in boardrooms

Nearly all (96%) executives in our survey cite generative AI as a hot topic of discussion in their respective boardrooms



PERCENTAGE OF ORGANIZATIONS WHO AGREE WITH THE STATEMENT BY SECTOR

Generative AI is a topic of discussion in our boardroom

Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

Top leaders are strong advocates for generative Α

Over half (59%) of executives say their leadership are strong advocates for generative Al

Most organizations do not view generative AI as a disruptor

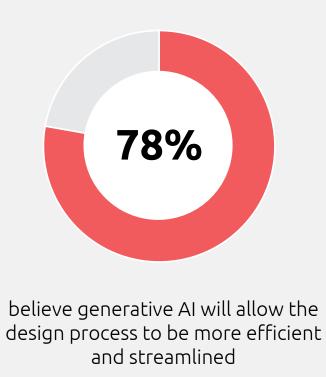
About one-fifth of organizations anticipate significant disruption from generative Al

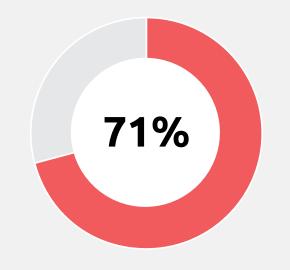
Organizations see more gain than pain in generative Al

Most organizations believe the benefits of generative AI outweigh the risks

74% of executives believe the benefits of generative AI outweigh the associated risks

Anticipated benefits of generative AI extend to product design and customer experience



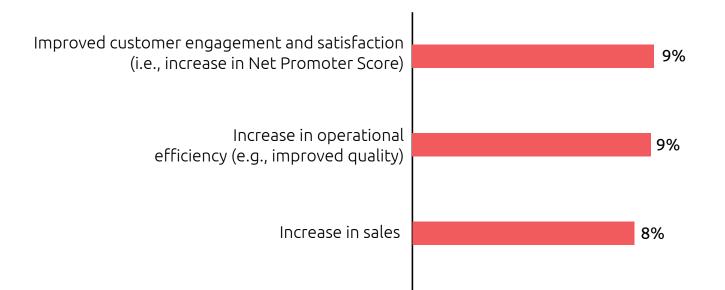


believe generative AI will enable them to create more interactive and engagement experiences for their customers

Source: Capgemini Research Institute, Generative AI Executive Survey, April 2023, N = 800 organizations.

Executives are positive but realistic in their expectations of generative AI

EXPECTED FUTURE BENEFITS OF GENERATIVE AI IN THREE YEARS FROM TODAY, **AVERAGE % PROJECTED INCREASE**



Generative AI packs the most punch for IT, sales, and marketing

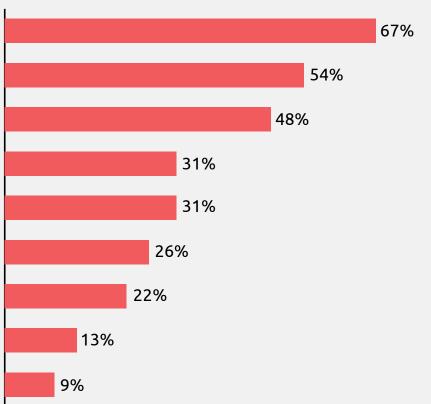
67% of executives see the most potential for generative AI in the IT function

PERCENTAGE OF RESPONDENTS THAT SEE THE MOST POTENTIAL FOR GENERATIVE AI MODELS TO DRIVE INNOVATION AND CREATE VALUE FOR THEIR **ORGANIZATION ACROSS BUSINESS FUNCTIONS**

IT (e.g., driving innovation in other functions, testing and coding assistant) Sales and customer service (e.g., optimizing support chatbots/self-service) Marketing and communications (e.g., creating personalized marketing campaigns) Manufacturing (e.g., 3D modeling) Product design/research and development (e.g., generating new design, faster drug discovery) Operations (e.g., optimizing supply chain) Risk management (e.g., drafting and reviewing legal and regulatory documents)

Finance (e.g., processing invoices)

Logistics (e.g., optimizing routes)



Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N = 800 organizations. Question asked: In which business functions do you see the most potential for generative AI models to drive innovation and create value for your organization? Please select top three.

High tech leads in implementing generative Al

of high tech organizations have begun working on generative AI pilots

PERCENTAGE OF ORGANIZATIONS WHO AGREE WITH THE STATEMENT ON **GENERATIVE AI MATURITY BY INDUSTRIES**

Average	53%					6%	
High Tech	14% 6				18%		
Retail	34%			48%		17%	
Pharma and Healthcare	56%				37%		
Financial Services		47%			47%		6%
Consumer products	61%				35%		4%
Automotive	68%				28%		4%
Telecom	47%			49%			4%
Aerospace & Defense	53%			44%			
Energy and Utilities	64%			33%			
Industrial manufacturing	55%			45 %			

We have started exploring the potential of generative AI

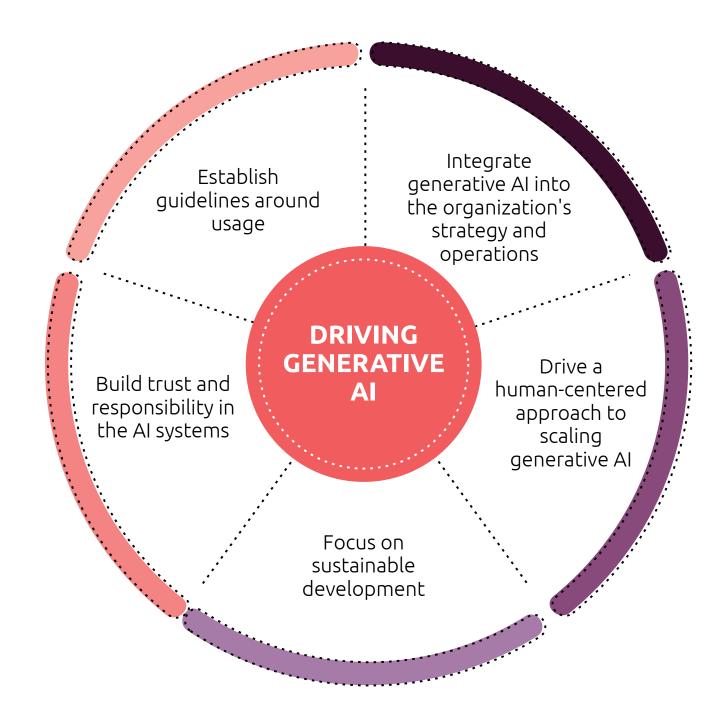
We have begun working on some pilots of generative AI initiatives

We have enabled generative AI capabilities in some of our locations/functions

Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N=800 organizations; N=29–127 organizations per sector.

How organizations can kick-start their generative Al journeys

We suggest a few key areas for organizations to focus on to accelerate their generative AI journeys amid a rapidly evolving application landscape.



Source: Capgemini Research Institute analysis.



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