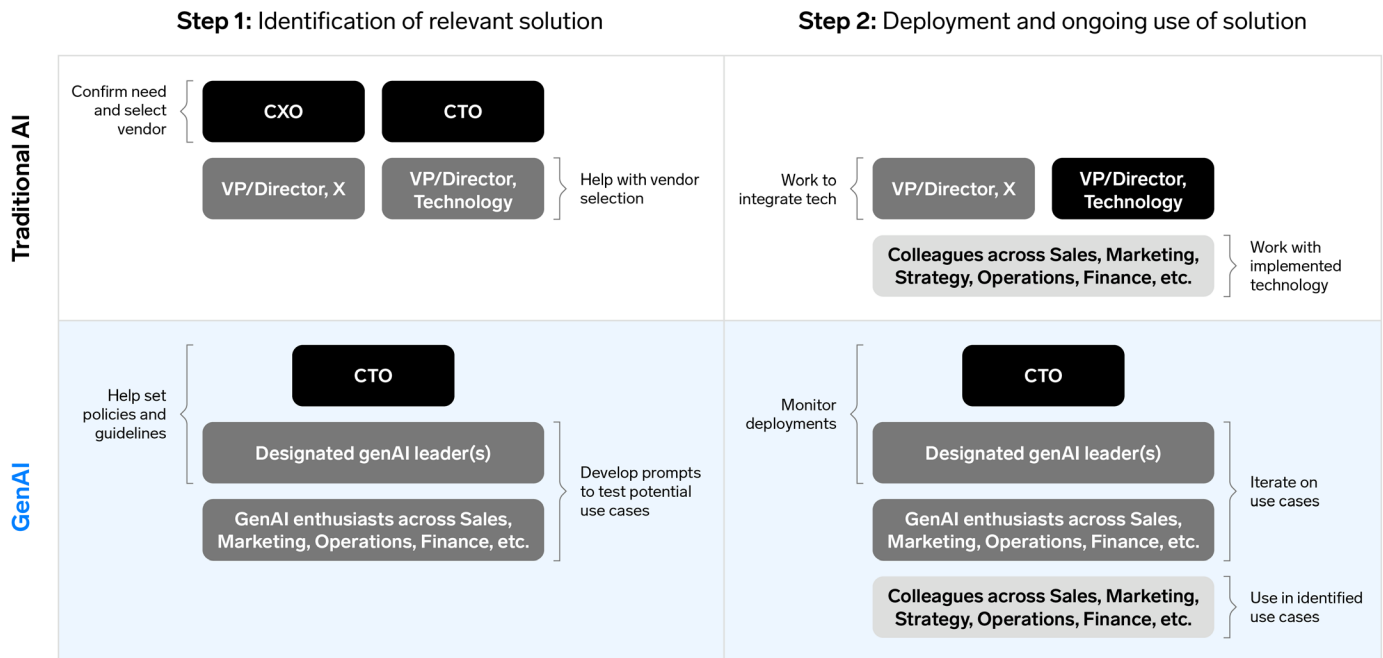


Unlocking the Power of GenAI

- **Generative AI (genAI) is very different from its AI predecessors.** It puts the technology in the hands of consumers, can be used by those with no coding knowledge, and allows for bottom-up innovation. The benefits of its use can range from massively improved operational efficiencies to substantial cost savings.
- **But companies must address challenges to take full advantage of the tech.** GenAI leaders tend to lack expertise in internal processes, knowledge of which is typically spread throughout the organization. That makes it hard to know where and how GenAI can prove its worth. Firms can use widespread training and internal partnerships to solve those problems.
- **There's no dominant use case for genAI—at least not yet.** However, the tech is already speeding up or taking over mundane tasks. Marketers, for example, are using it for content creation and personalization efforts. But most businesses still struggle to find the highest-impact way to use genAI.

GenAI Has Disrupted the Standard Top-Down Approach to Selecting, Deploying, and Using AI Across Organizations

Key Roles Involved in Identification and Deployment of Traditional vs. Generative AI (GenAI) Applications (Midsize Business Example)



■ Leads ■ Supports ■ Uses

Source: EMARKETER, July 2024