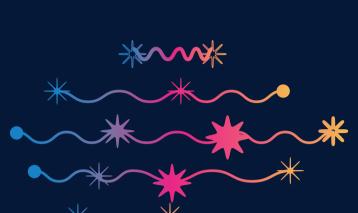


### GENERATIVE AI RADAR 2023

NORTH AMERICA

#### **GENERATIVE AI TAKES OFF**

In 2024, US and Canadian firms are set to invest **\$5.6 billion** in generative Al projects, up 67% from \$3.3 billion in the previous 12 months. We surveyed 1,000 businesses from both countries to understand what's driving adoption and the path that lies ahead.



#### GENERATIVE AI IS BREAKING THROUGH TRADITIONAL INNOVATION BARRIERS

Unlike most emerging technologies, large companies are actively embracing generative AI, with CEOs, CIOs, and CISOs driving its adoption.



of senior executives support generative Al investment



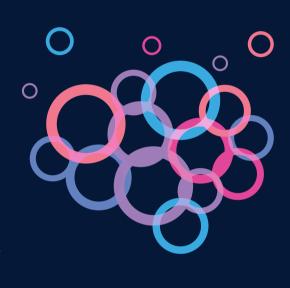
of companies with over \$10 billion in revenue have implemented generative AI solutions, compared to less than 38% of smaller companies



of these large companies claim to deliver business value from their deployments, compared to less than 10% of smaller companies

#### COMPANIES EXPECT GENERATIVE AI TO DELIVER MORE THAN JUST CONTENT

Enterprises see generative Al as a catalyst for business growth, efficiency, and enhanced user experiences.



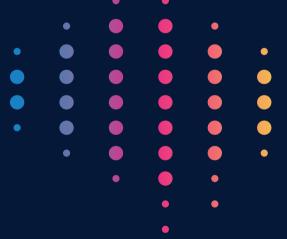
88%

of companies expect revenues to be positively impacted by generative Al 42%

of companies expect generative AI will impact user experience and personalization the most



expect generative AI to be most likely to increase operational efficiency and automation



## DATA CHALLENGES AND LACK OF SKILLS ARE THE BIGGEST OBSTACLES

upskilling, outsourcing and targeted recruiting.

Firms must close the skills gap by



their main challenge



their main challenge



of skills, knowledge, or resources as the biggest obstacle to generative AI success

# EFFECTIVE ADOPTION WILL NEED AI-CENTRIC TRANSFORMATION

Making the most of generative Al needs leadership from the top and a commitment to breaking down silos in the business.



Embed responsible AI

to improve data quality and

ethics and bias risks

management, while managing

techniques

Develop and evolve an Al-first operating model

prioritizing business transformation, skills development, and access to talent



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generative revolution, explore the Infosys Generative AI Radar: North America.

Connect with us at infosystopaz@infosys.com

For more in-depth insights on how

enterprises are adapting to the