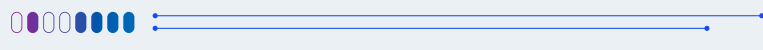


# The Gen AI Expedition

## Charting the Nordic Odyssey



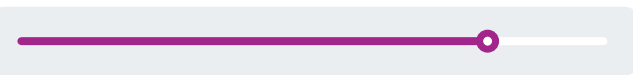
### 01 Importance of Gen AI

GenAI is primarily used to improve customer experiences

**68%** respondents stress the vital role of strong leadership in Gen AI success

### 02 Challenges & Barriers

**81%** respondents identified technical infrastructure challenges as the primary hurdle to Gen AI adoption



### 03 Gen AI Adoption Trends

**Primary adoption focus:** Process efficiency

**Emerging trend:** AI-generated product design

**Leading usage area:** Corporate finance

### 04 Gen AI Adoption Aims and Gains

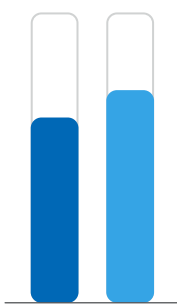
**Key Objectives:**  
Optimize processes and efficiency: **66%**  
Improve customer experience and personalization: **68%**

**Benefits:**  
Accelerate product development: **69%**  
Improve customer experience and personalization: **69%**

### 05 Future Plans & Innovation with Gen AI

Planning to explore new use cases: **65%**

Gen AI has contributed to innovation by optimizing internal processes: **73%**



### 06 Support & Training

**60%** prefer online courses & self-learning for Gen AI training

Empowering employees by upskilling and reskilling

**68%** highlight the critical role of strong leadership & management support in Gen AI adoption

**64%** conduct internal workshops to create Gen AI awareness

### 07 Resource Allocation

**60%** organizations allocate

**5-10%** of their IT resources toward Gen AI projects

### 08 Ethical Considerations

**Ensuring compliance:**  
Regular audits & reviews: **71%**

**Addressing bias:**  
Regular monitoring & evaluation: **68%**



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