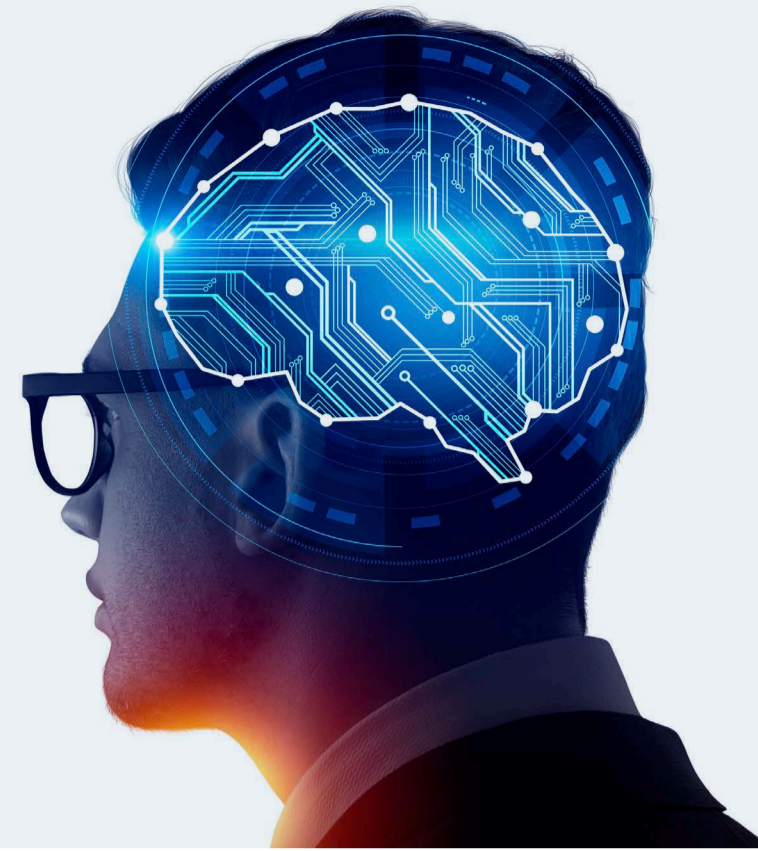# Gen AI Revolution Roadmap

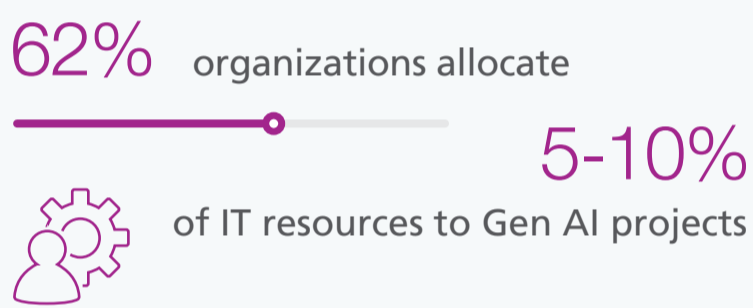## UK and Continental Europe's Journey Unveiled

01 UK and Continental Europe AI Perspectives

- Home to GDPR, UK & Continental Europe prioritize ethics & privacy
- Strong AI research shapes a unique outlook on AI's future
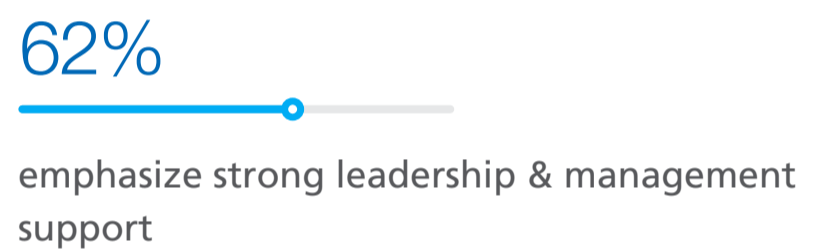- UK and Continental Europe lead in scaling Gen AI initiatives

02 Business Objectives & Use Cases

- **71%** prioritize improving customer experience & personalization
- **66%** focus on product development in Gen AI use cases

03 Resource Allocation

62% organizations allocate **5-10%** of IT resources to Gen AI projects

04 Factors for Successful Gen AI Adoption

62% emphasize strong leadership & management support

05 Key Barriers to Gen AI Adoption
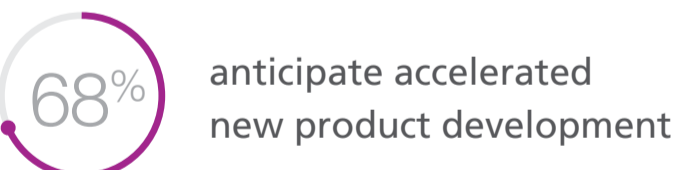
78% cite data quality or availability issues as the primary barrier

06 Training & Awareness

- Preferred ongoing technical support by internal teams: **62%**
- Hosting internal workshops & training sessions: **60%**
- Prioritizing – reskilling/upskilling: **66%**

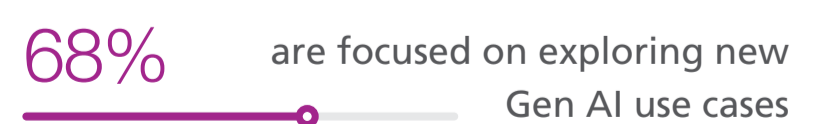### 07 Anticipated Benefits from Gen AI

68% anticipate accelerated new product development

08 Impact & Investment

- **Improved operational efficiency:** **50%** report a **5-20%** increase
- **Revenue growth:** **44%** anticipates a **5-20%** increase
- **Cost reduction:** **44%** foresee a **5-20%** decrease

09 Gen AI and Innovation

76% state that Gen AI boosts innovation via internal process optimization
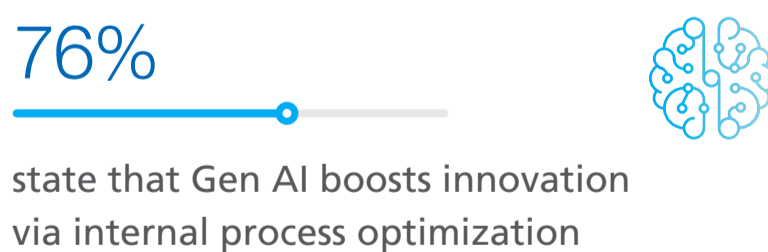
11 Ethical Considerations

- **Ensuring compliance:** **71%** through regular audits & reviews
- **Addressing bias:** **68%** through regular monitoring & evaluation

10 Future Plans

68% are focused on exploring new Gen AI use cases

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