

Navigating the Gen AI Revolution

A USA Exploration



01 Gen AI Landscape

The USA leads Gen AI adoption with **61%** vs. Europe's **39%**

Fueled by tech titans, investment, & innovation culture

02 Key Success Factors & Barriers

Success Factor: **57%** state access to skilled personnel

Challenges: **80%** state identifying use cases

03 Objectives & Benefits

78% state customer experience enhancement drives adoption

60% state product development is at the forefront

69% state that accelerated product development is a major benefit

04 Positive Impacts

Improved operational efficiency:

59% report a **5-20%** increase

Revenue growth expectation:

43% anticipate a **5-20%** increase due to GenAI usage

Cost reduction expectation:

62% foresee a **5-20%** decrease with Gen AI

05 GenAI Innovation



73% state that Gen AI boosts innovation via internal process optimization

06 Training & Awareness

Preferred ongoing technical support by internal teams: **72%**

Hosting internal workshops & training sessions: **60%**

Prioritizing – reskilling/upskilling: **56%**

07 Ethical Considerations

Ensuring compliance – Regular audits & reviews: **69%**

Addressing bias – Regular monitoring & evaluation: **59%**

08 Impact & Investment

High-investment regions yield bigger impacts

80% of the US leaders focus on new use cases

09 Resource Allocation

60%

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

10 Future Plans

76% states exploring new use cases as Gen AI evolves



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