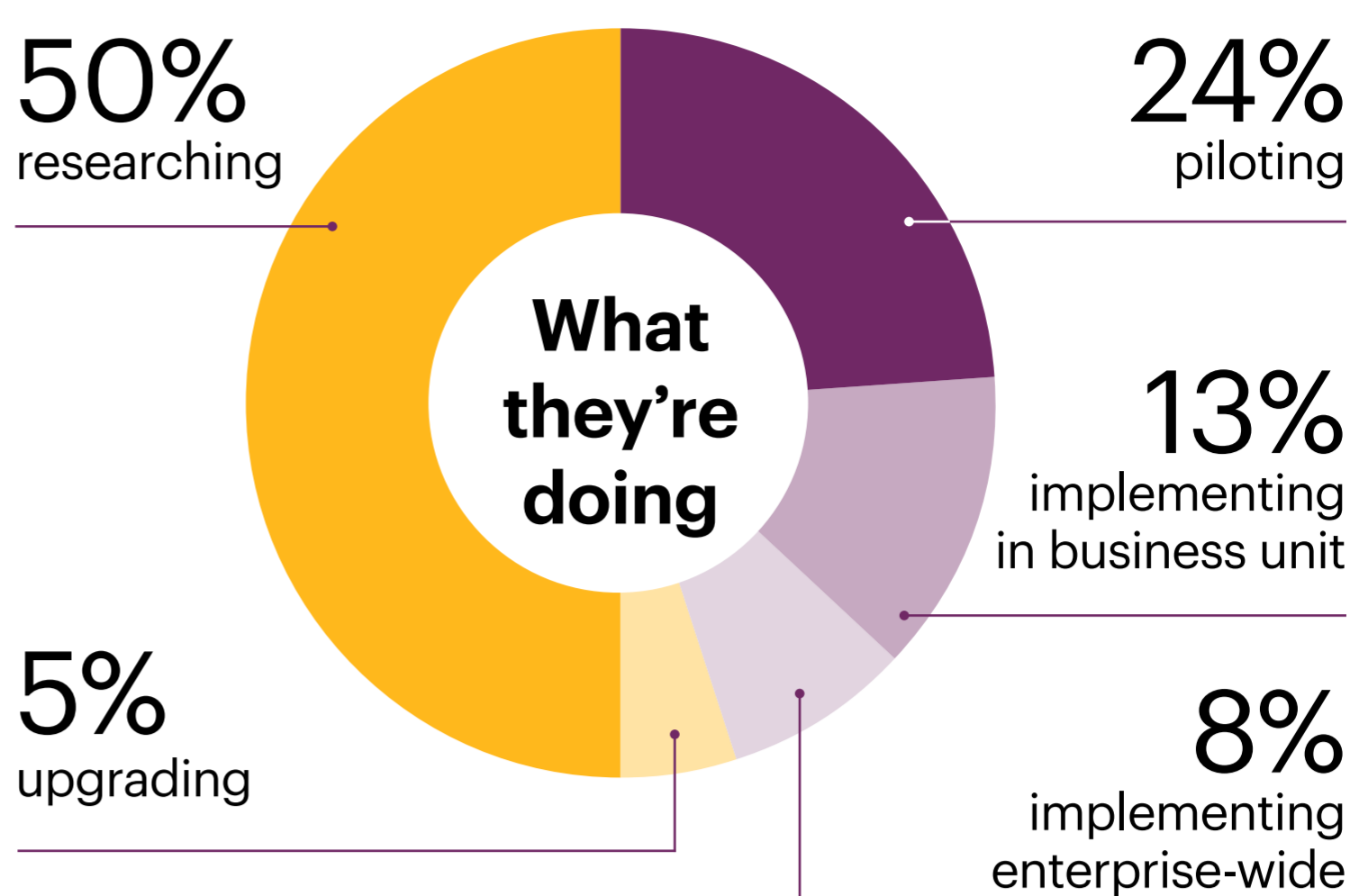


Exploration to implementation: a look at AI and generative AI trends

89%

of tech decision-makers are researching or using artificial intelligence technology, according to [Foundry's 2023 AI Priorities study](#).



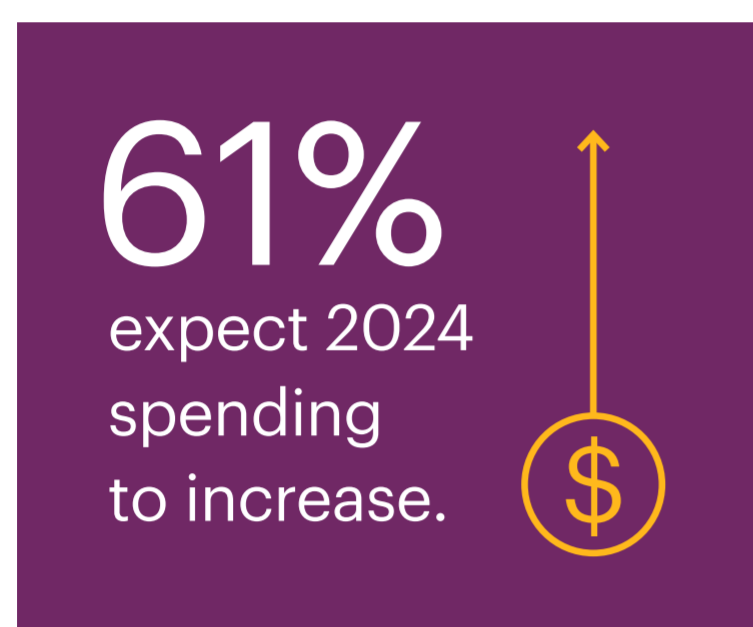
44% agree that their organization is willing to pay more for AI-infused products from vendors.



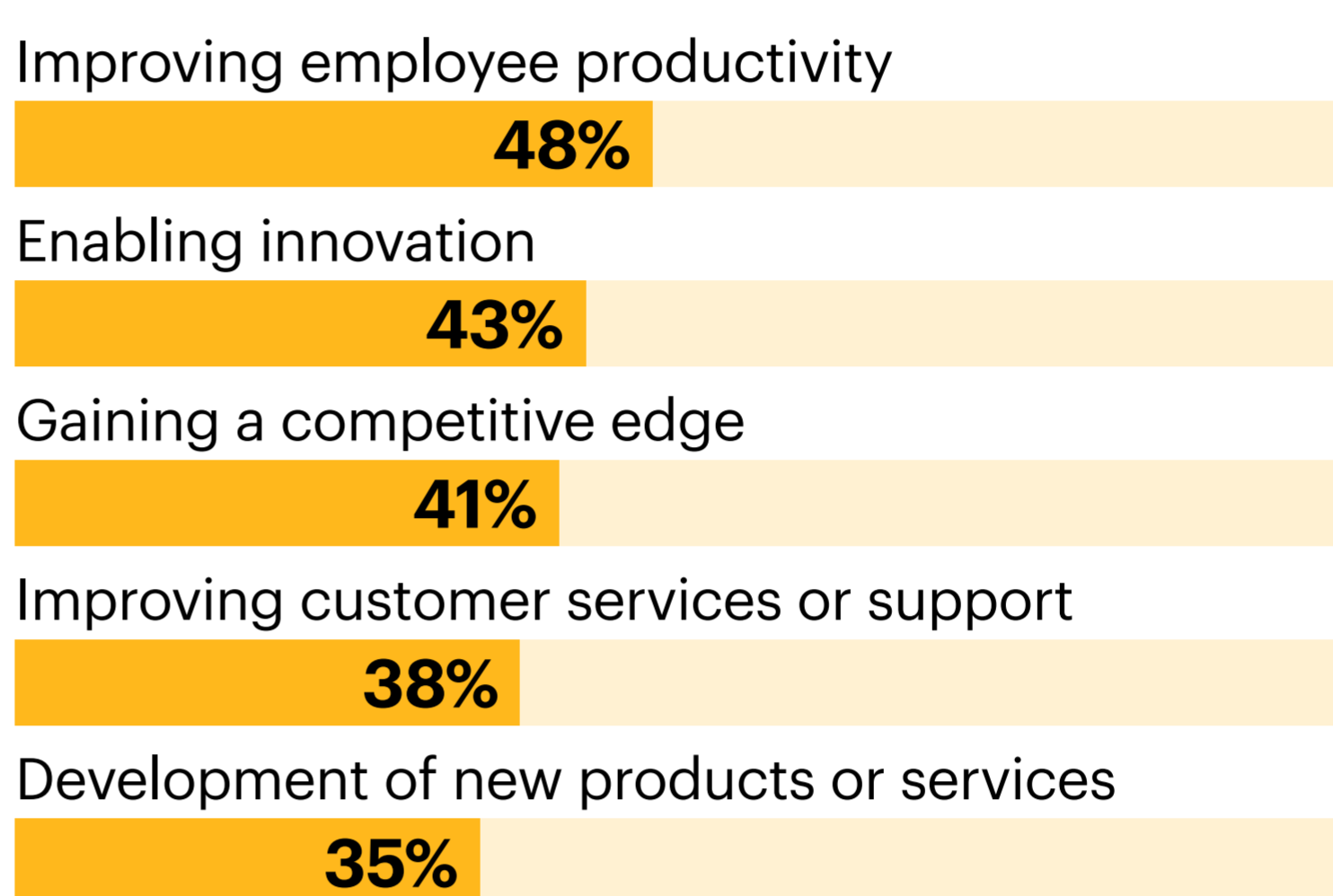
But only **34%** agree that their organization currently has the right data and technology in place to enable effective AI.

36%

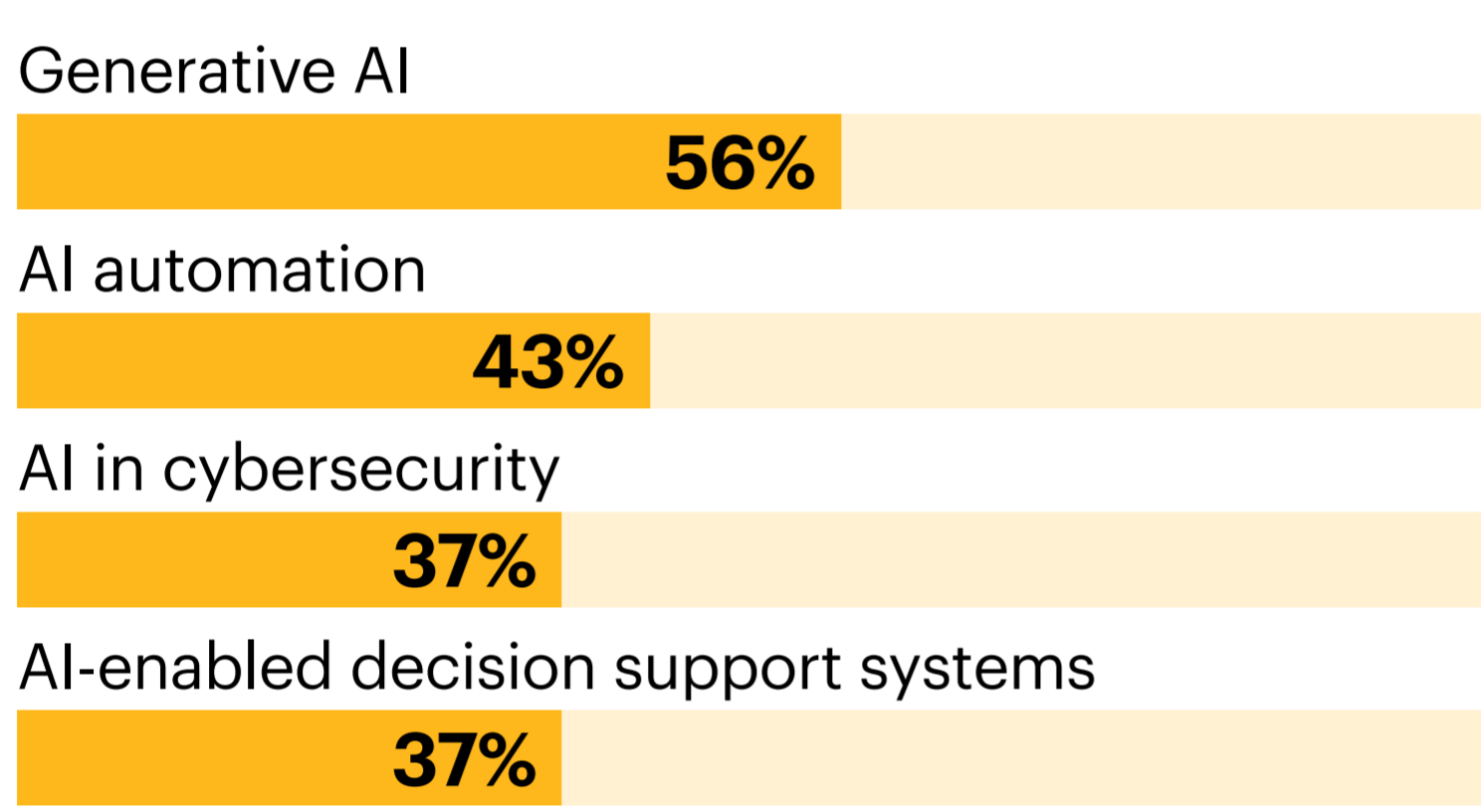
of organizations have a dedicated technology budget for AI projects.



Business objectives driving AI investments



AI topics IT decision-makers want to learn more about



Ethical implications difficult to address when implementing AI technologies in IT systems and processes

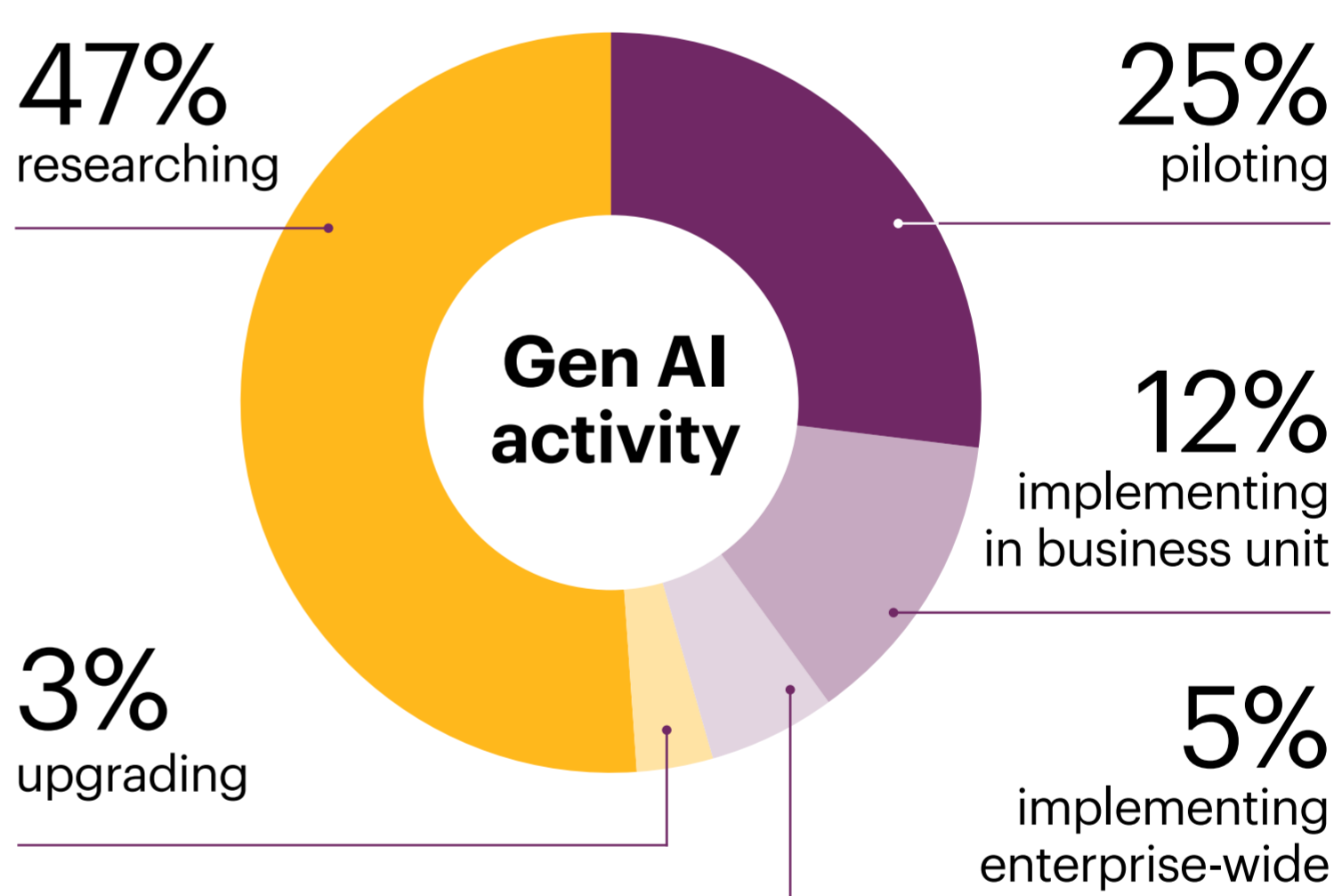
1. Data privacy
2. Security and robustness
3. Transparency and explainability

“My prediction is generative AI will be the most disruptive innovation in business...companies that don’t embrace generative AI will become obsolete.”

Patrick Thompson, former Chief Information and Digital Transformation Officer, Albemarle

55%

agree that generative AI-infused products create better business outcomes.



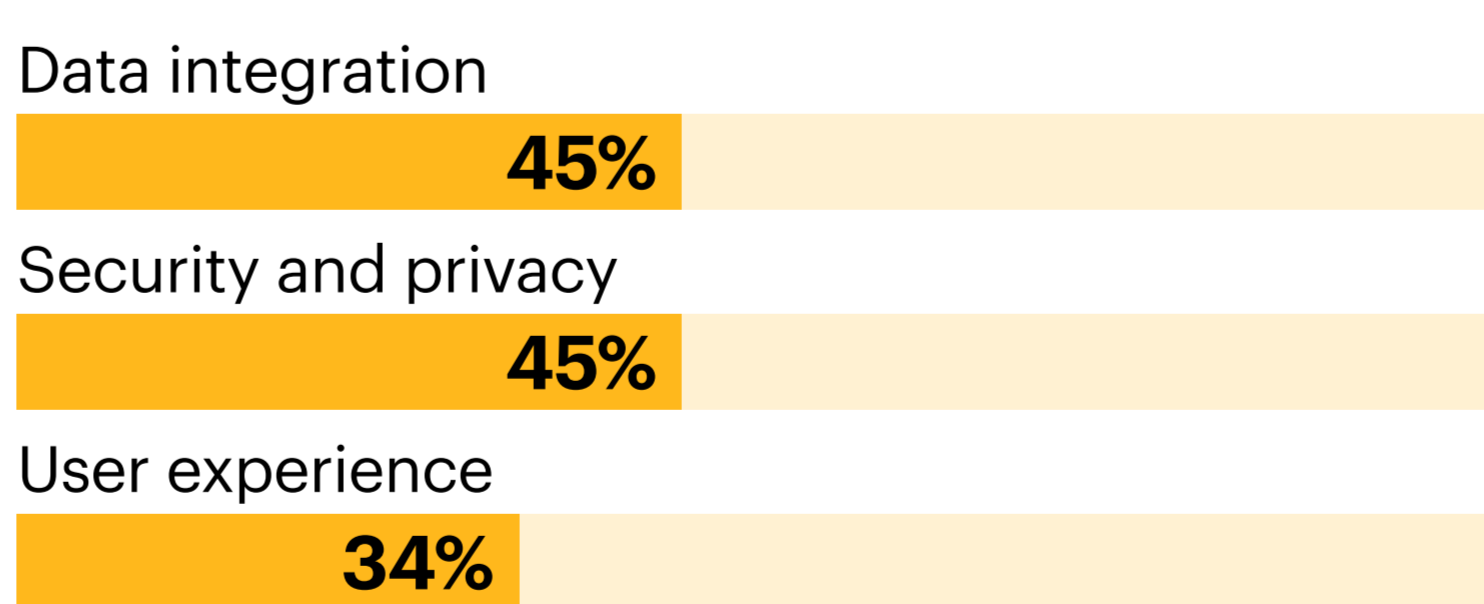
“Once it’s matured, generative AI will perform many of our mundane tasks—and this will free us to focus on new things.”

Yves Caseau, Global CIO, Michelin

What are IT orgs currently using generative AI for?

1. Content creation
2. Data analytics
3. Software development

Factors impacting the integration of generative AI tech with existing systems



Only **36%** of IT decision-makers agree that their organization has a policy and/or system in place to monitor the use of generative AI.

“We’re starting to put together formal training to improve how we use the technology. The first thing we want to get better at is asking questions.”

Chris Herringshaw, Global CIO, Janus Henderson



To put your brand at the center of generative AI, explore Foundry’s [gen AI sponsorship packages](#) to connect with IT decision-makers across our editorial network and at industry-leading events.

Source: Foundry AI Priorities Study, 2023; CIO article, “CIOs still grapple with what gen AI can do for the enterprise”