

# FOUNDRY

## AI Priorities Study 2023

Insight into how organizations are  
leveraging AI and generative AI



# Purpose and methodology

Total respondents **965**

## Survey goal

To measure AI and Generative AI trends among technology decision-makers including their use cases, investment and implementation levels, measures of success and challenges.

## Collection method

Online questionnaire

Number of questions **37**

Average company size **15,218 employees**

## Region

North America **51%**

APAC **33%**

EMEA **16%**

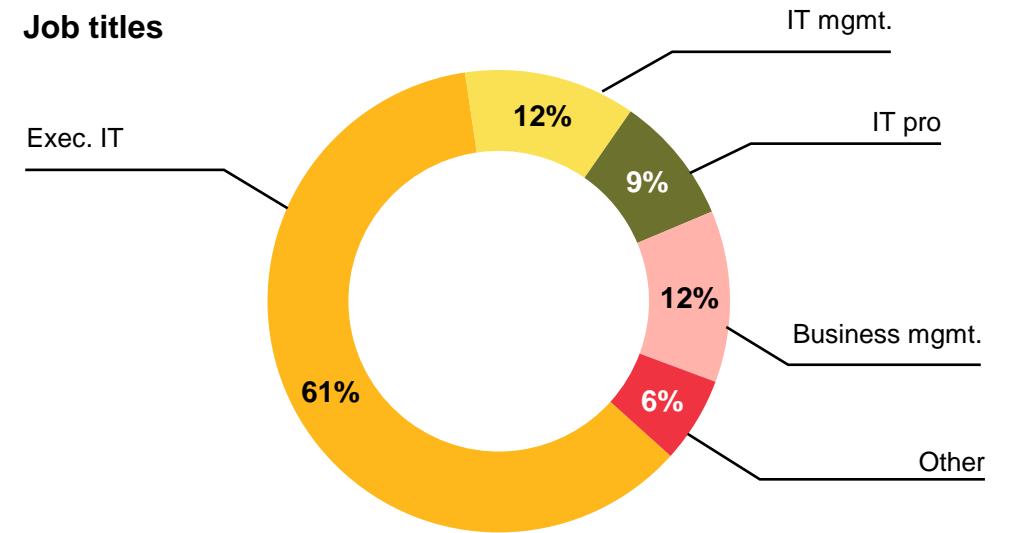
## IT leadership

All survey respondents are either actively researching, have plans, or have implemented AI and Generative AI technologies at their organization.

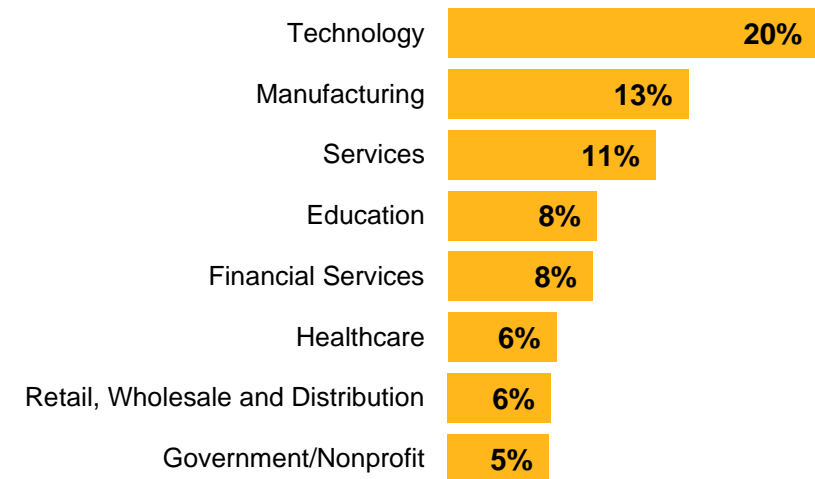
## Audience base

CIO, Computerworld, CSO, InfoWorld and Network World email invitations to audience base.

## Job titles



## Top represented industries




# Employee productivity and innovation driving AI investments



**Question:** What business objectives are driving AI investments at your organization?


# What's expected from AI?

54%



agree that AI capabilities have the ability to and will enable workforce reduction

44%



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

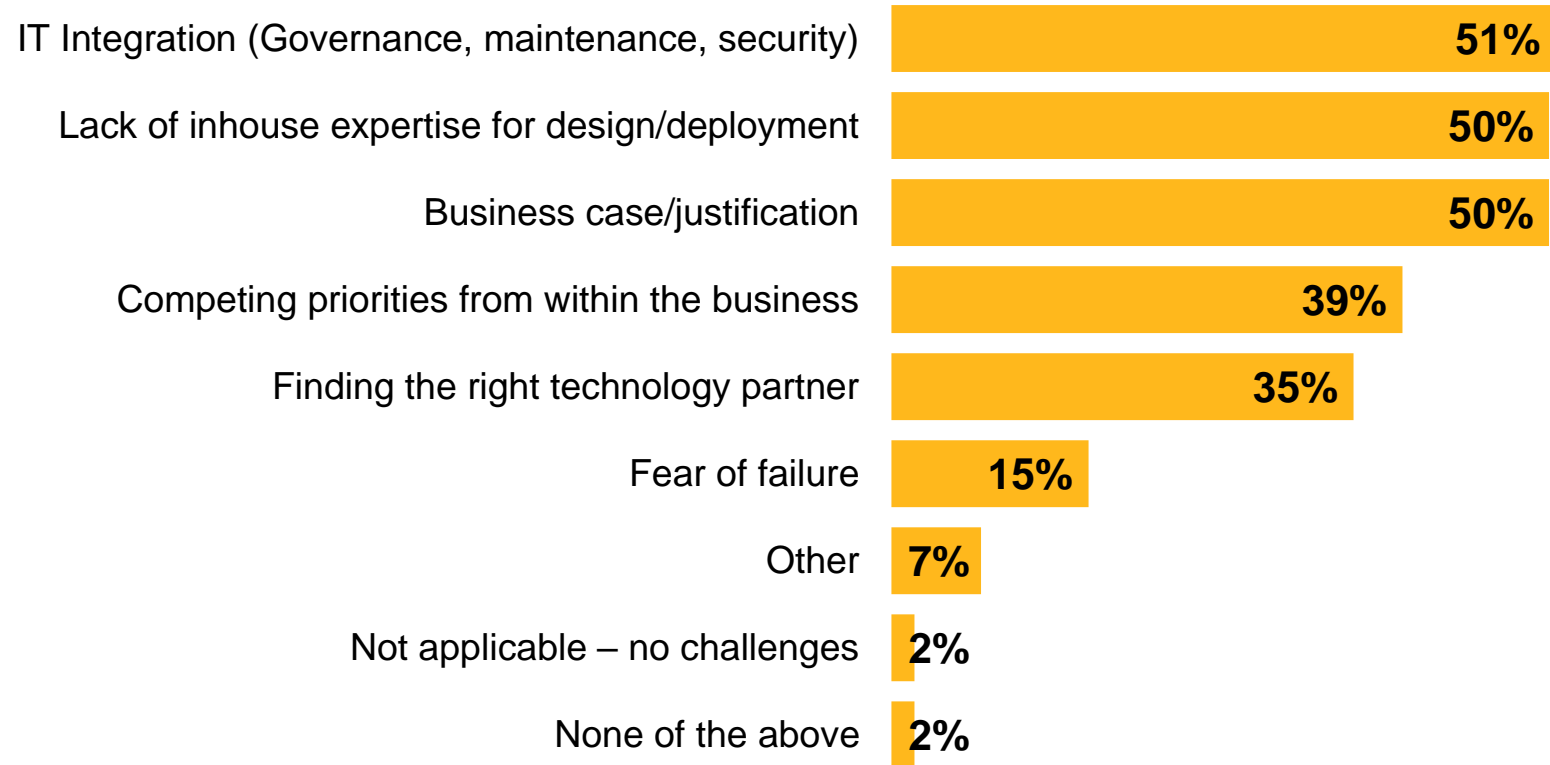
34%



agree that their organization currently has the right data and technology in place to enable effective AI

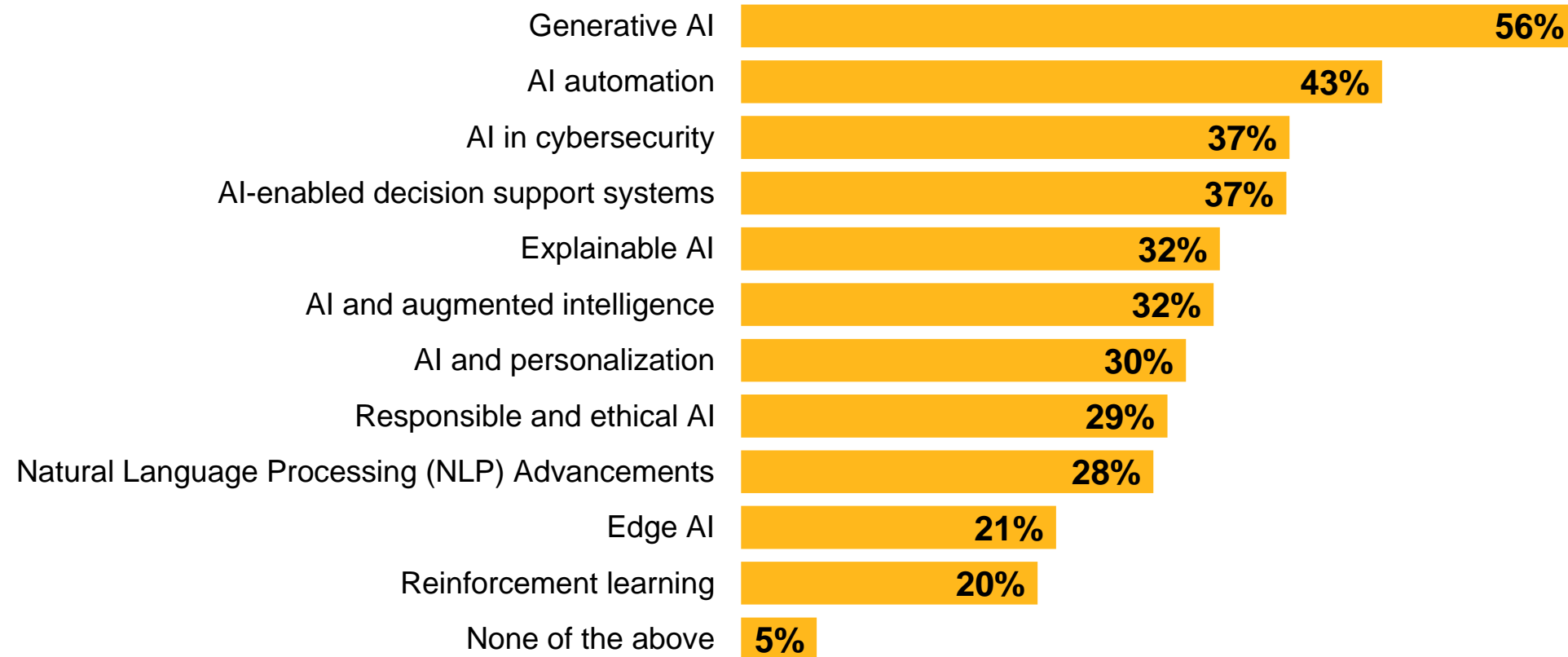
**Question:** Please rate your level of agreement with the following statements:

# Challenges when implementing AI initiatives



**Question:** What are the top challenges you need to overcome when implementing new AI initiatives?


# IT decision-makers eager to learn about Gen AI and AI automation



**Question:** Which of these topics would you like to learn more about, if any?


# Gen AI beneficial to productivity and business outcomes

58%



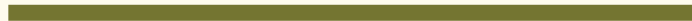
agree that they see Gen AI playing a large role in employee productivity and are starting proof of concepts to test

55%



agree that generative AI infused products create better business outcomes

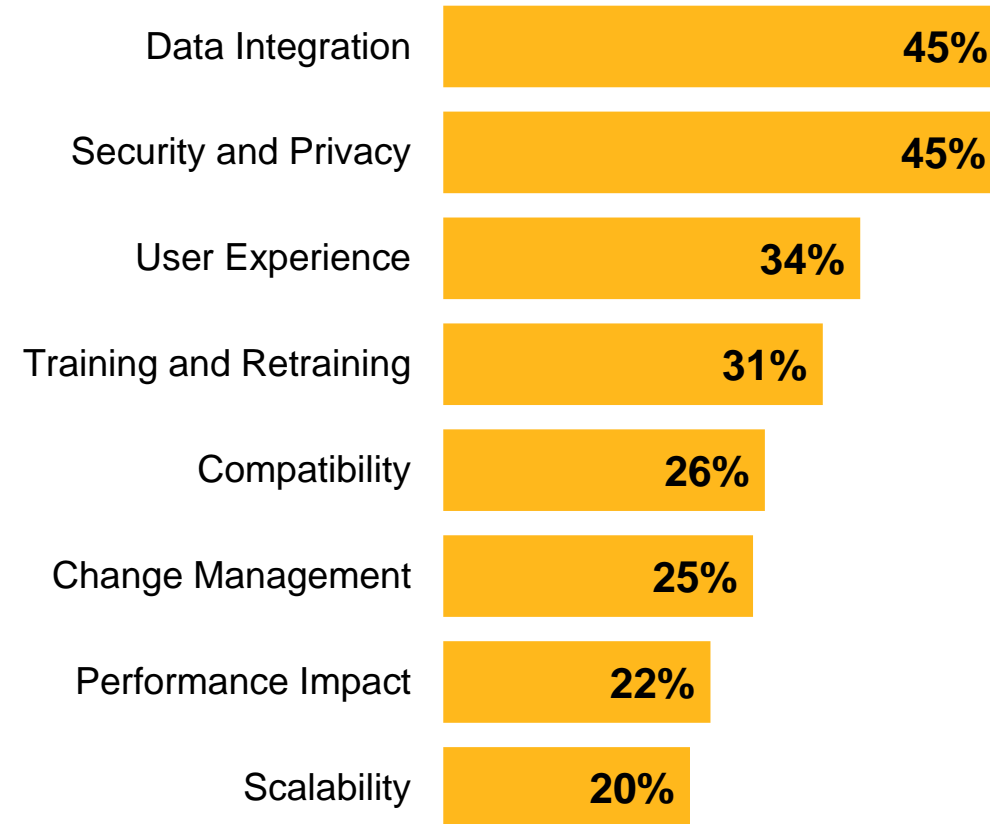
55%



agree that generative AI is allowing for employees to refocus on high value-adding tasks

**Question:** Please rate your level of agreement with the following statements in regard to Gen AI:

# Data integration & security concerns impacting Gen AI integration



**Question:** What factors impact the integration of generative AI technology with your existing systems most?



# Conclusions

1. While not a new technology, versions such as Generative AI have brought AI tools into everyday life, sparking new and vast interest. 89% of IT decision-makers are either researching or using AI technology.
2. Those that have technology budgets dedicated to AI show no signs of slowing down. Close to two-thirds (61%) expect their spending towards AI projects to increase in 2024.
3. The current use case for AI applications are data analysis, employee productivity, and process automation. However, only 34% of IT decision-makers say that their organization currently has the right data and technology in place to enable effective AI.
4. Close to half of organizations are actively researching Generative AI initiatives, and 25% are already piloting these tools. ITDMs expect a positive benefit from Gen AI as 55% agree that Gen AI infused products create better business outcomes.
5. Security and privacy concerns are the most pressing ethical implications when implementing Gen AI. Work needs to be done here as only 36% agree that their organization has a policy in place to monitor the use of Gen AI.
6. IT organizations are currently using Gen AI for content creation, data analytics, and software development. Understand what their plans are for the next 6-12 months.

# Continue the conversation

To receive a briefing on the full results from this study, or for more information, please contact your Foundry sales executive or [contact us](#).

For more information on content marketing and lead nurture, explore our resources on this site under [marketing tools](#). We have additional primary research, blogs and white papers to make you smarter about tech decision makers, and targeted products and programs to help you reach them!

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