

# Data Story

for AI

## Generative AI

The state of the market

Everyone, including the C-suite, is talking about generative AI. But will the buzz translate to enterprise investment and adoption?

Leaders today are much more familiar with generative AI than they were with traditional AI in 2016, at the height of the first hype cycle.<sup>1</sup>



And today's CEOs feel the need to act fast. While some stakeholders think companies should slow down, more want them to pick up the pace.

Nearly 2 in 3 say they feel pressure from investors to accelerate their adoption of generative AI.<sup>2</sup>

Investment in generative AI is expected to grow

4x

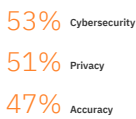
over the next 2 to 3 years—but it remains a small fraction of total AI spend.<sup>2</sup>

Even so, executives expect returns from generative AI to exceed 10% by 2025, building on baseline AI capabilities they've developed over the past several years.



## What's holding organizations back? In a word: trust.

Executives highlight three top barriers to implementing generative AI:<sup>4</sup>



In addition, 4 in 5 executives see at least one of these issues as a major concern:

- Explainability**  
Decisions made by generative AI can't be easily explained.
- Ethics**  
Safety and ethics are not assured.
- Bias**  
Generative AI can propagate existing biases.
- Trust**  
The responses provided by generative AI can't be trusted.

## To take advantage of the step change that generative AI offers, leaders should begin by asking a few key questions:

### How can we develop an AI-first mindset?

Where can we start with AI—reinventing business models, workflows, tasks, and roles—rather than adding it later?

### How trustworthy is our AI?

Where can we strengthen the organization's AI and algorithmic governance to boost explainability, fairness, robustness, transparency, and privacy?

### How secure is our AI?

Where can we accelerate our transition to zero trust across the enterprise and partner network?

Want to dive deeper into the value, capabilities, and ethics of AI?

Check out:  
 Generating ROI with AI: Six capabilities that drive world-class results >>>  
 AI ethics in action: A trustworthy guide to progressing trustworthy AI >>>  
 How to create business value with AI: 12 stories from the field >>>

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