HFS WINTER SUMMIT

THE GREAT ENTERPRISE REGENERATION

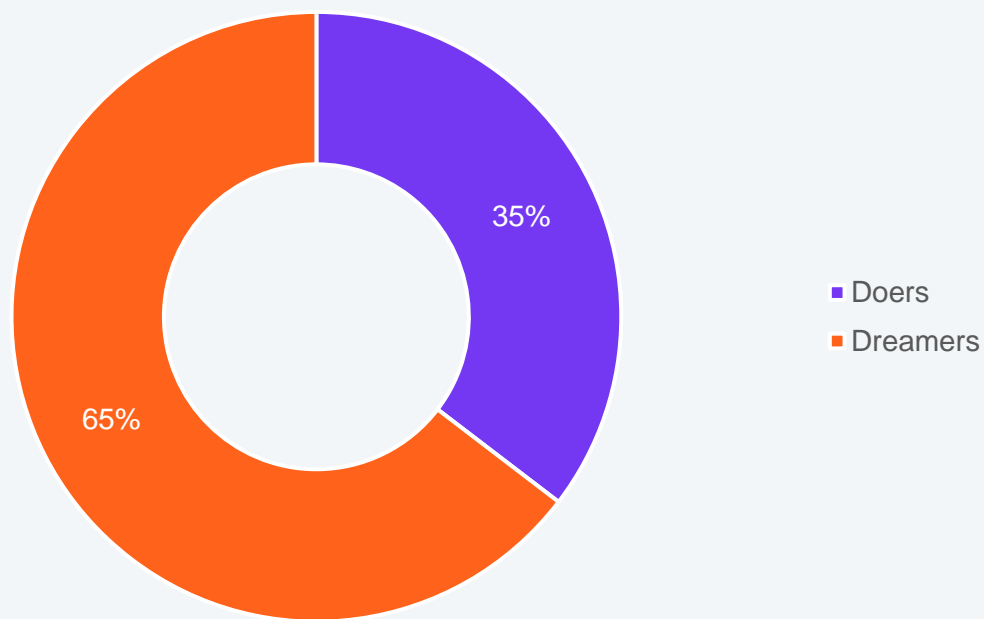## Enterprise AI:
Beyond the lip service

David Cushman
Executive Research Leader, HFS Research

A little less conversation, please

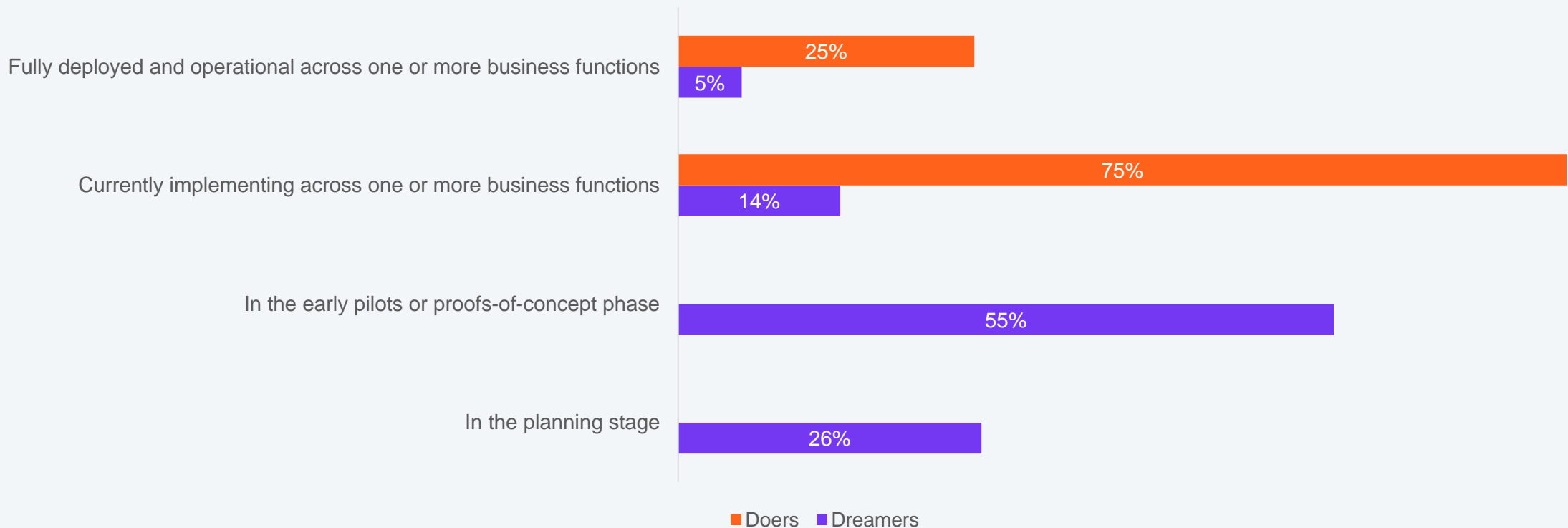## Doers: Firms that have rolled out GenAI in at least one value case

Only one third of enterprises have stopped dreaming about what they could do with GenAI and got on with creating value with it

35%

65%

■ Doers
■ Dreamers

Sample: 260 enterprise leaders with GenAI experience
Source: HFS Research, 2024

GenAI 'dreamers' suffer death of a thousand proof-of-concepts while 'doers' are implementing GenAI today

Q: Please indicate which of the following best described your organization's GenAI implementation.

Category	Doers	Dreamers
Fully deployed and operational across one or more business functions	25%	5%
Currently implementing across one or more business functions	75%	14%
In the early pilots or proofs-of-concept phase		55%
In the planning stage		26%

■ Doers ■ Dreamers

There's a (painful) gap between idea and reality

1. Idea maturity

Do enterprises understand the potential impact of AI on their business?

STRONG

Over 80% enterprise leaders perceive that AI (incl. GenAI) is inspiring their organizations to adopt new and disruptive ways of value creation

2. Journey maturity

How advanced are enterprises in leveraging AI for their business?

NASCENT, FAST-PACED

Most enterprises are piloting or planning AI initiatives, but few have scaled up. A majority expect to scale up in the next 2 years or so.

3. Impact maturity

Are enterprises realizing the desired outcomes?

? **TOO EARLY TO SAY**

High investments with uncertain ROI, hallucinations and errors, lack of data quality, handling confidential information, no consistent framework from governing bodies, trusting AI outputs are key challenges in scaling AI.

Poll: Are you doing or dreaming?

If you have rolled out GenAI in at least one full production value case in the enterprise – choose 'Do-er'

If you are still dreaming about what 'could be' with GenAI – choose 'Dreamer'

Let's get beyond the talking, to the doing of AI in the enterprise. There's a world of difference and a world of pain between consumer GenAI and the enterprise-grade technologies firms will need to become Generative Enterprises.*

From talking a good game, to delivering it

This panel will tackle what enterprise-grade means, how it can be delivered, and how that can regenerate the enterprise.

*Phil Fersht coined the term Generative Enterprise™ in 2023 to articulate the pursuit of AI technologies based on large language models (LLMs) and supporting technologies to enable organizations to reap huge business benefits in terms of continuously generating new ideas, redefining how work gets done, and disrupting business models steeped in decades of antiquated processes and technology.

Welcome panelists

Michael Healy, Managing Partner for Watsonx & GenAi, IBM Consulting

Marc Kinast, Vice President, Corporate Development, Celonis

Roger Lvin, CEO, Hitachi Digital Services

Sagar PV, Chief Technology Officer, Mindsprint

Ted Shelton, Chief Operating Officer, Inflection AI, Inc.

Clay Shirky, Vice Provost for AI and Technology in Education, NYU

1

What does enterprise-grade AI mean?

2

How is enterprise-grade AI being delivered?

3 How is enterprise AI changing the enterprise?

Thank you.

www.hfsresearch.com

hfsresearch

www.horsesforsources.com