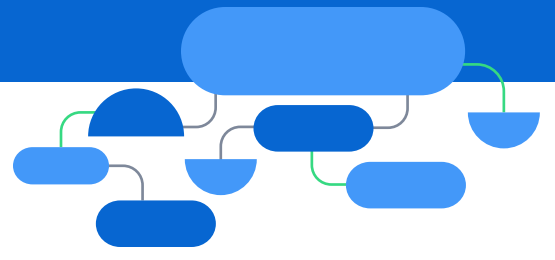


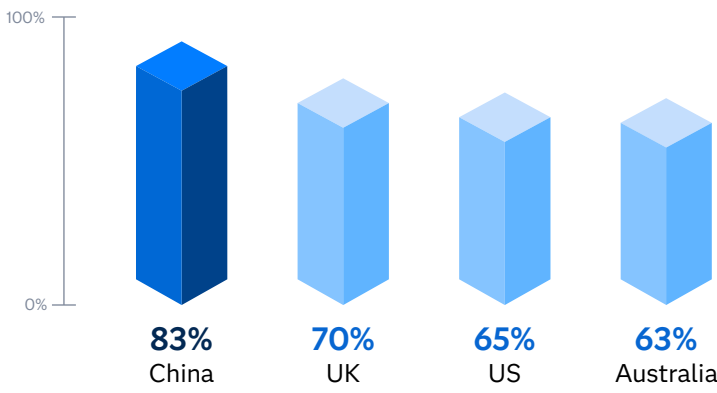
# The Race to Success With Generative AI

A survey of 1,600 decision makers across global markets found that China leads the world in GenAI usage, while the US leads in full implementation.

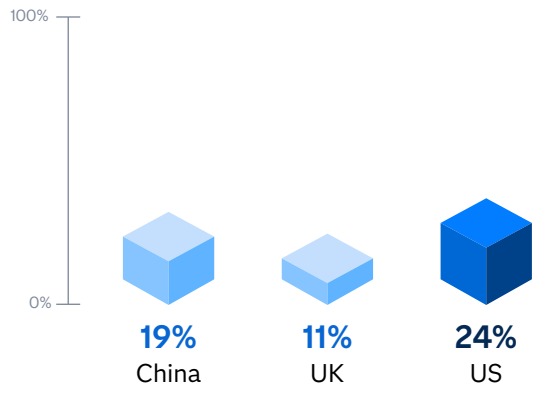
Read the full [GenAI report](#).



## Where is GenAI use most prevalent?<sup>1</sup>



## Where are organizations fully implementing GenAI?<sup>1</sup>



<sup>1</sup> Coleman Parkes Research Ltd. Global survey, commissioned by SAS

## What's the big deal anyway?

It's estimated that GenAI could add

**\$2.6-4.4 TRILLION<sup>2</sup>**

to the global economy

<sup>2</sup> McKinsey & Co., June 14, 2023 report



With any new technology, organizations must navigate a discovery phase, separating hype from reality, to understand the complexity of real-world implementations in the enterprise. We have reached this moment with generative AI. As we exit the hype cycle, it is now about purposefully implementing and delivering repeatable and trusted business results from GenAI.



BRYAN HARRIS, EXECUTIVE VICE PRESIDENT, CTO, SAS

## What's the holdup?

Lack of understanding and low familiarity of GenAI by decision makers are getting in the way

**93%** of senior tech decision makers admit they don't fully understand GenAI and its potential impact

## Who's leading the way?

Technology investment decision makers who claim to be extremely familiar with GenAI

**45%**  
CIOs

**36%**  
CTOs

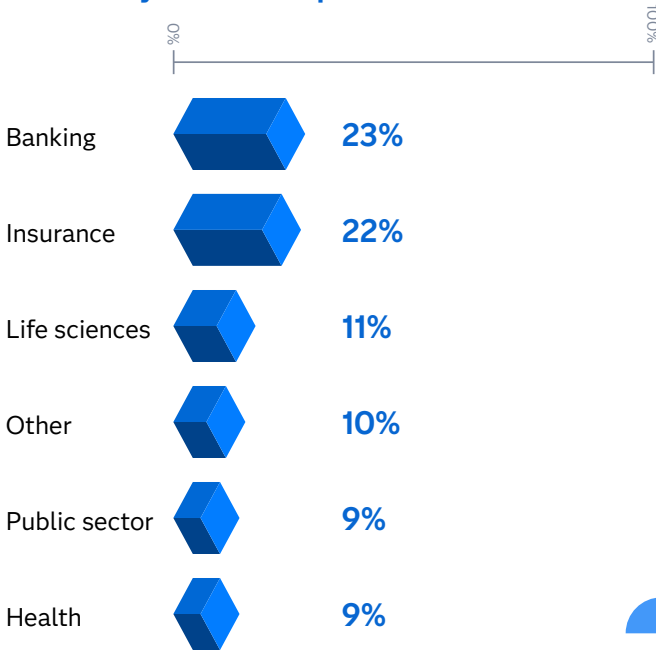
**2%**  
IT Heads

## Glimmers of hope



of surveyed organizations say they're setting aside budgets for GenAI in the next financial year

## Leading industries adopting GenAI for daily business operations



## Early successes in GenAI



GenAI augments an organization's natural strengths and helps fill gaps to better satisfy customers.



SABINE VANDERLINDEN, CEO, ALCHEMY CREW

## Leading the way

