

# Unlocking Generative AI's Potential: A Fast Track to Trusted Solutions

Generative AI (GenAI) isn't a fad or even a trendline. It is a strategic element in many organizations' plans to derive transformative value from data. In fact, GenAI is a top-of-the-list initiative for technical and business leaders alike, regarded as a source of operational efficiency and competitive differentiation across a wide range of use cases. The key is doing GenAI projects in a way that promotes rapid and trusted delivery.

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## Why GenAI Matters So Much

GenAI is quickly moving from promise and potential to a real-world, indispensable tool. It has gained substantial traction in most enterprises far quicker than other emerging technologies have experienced, and organizations are allocating essential resources to move from proofs of concept to production systems.

58%

of organizations already have deployed GenAI in production systems, are experimenting with GenAI, or are planning to **adopt GenAI within the next 12-24 months.**<sup>1</sup>



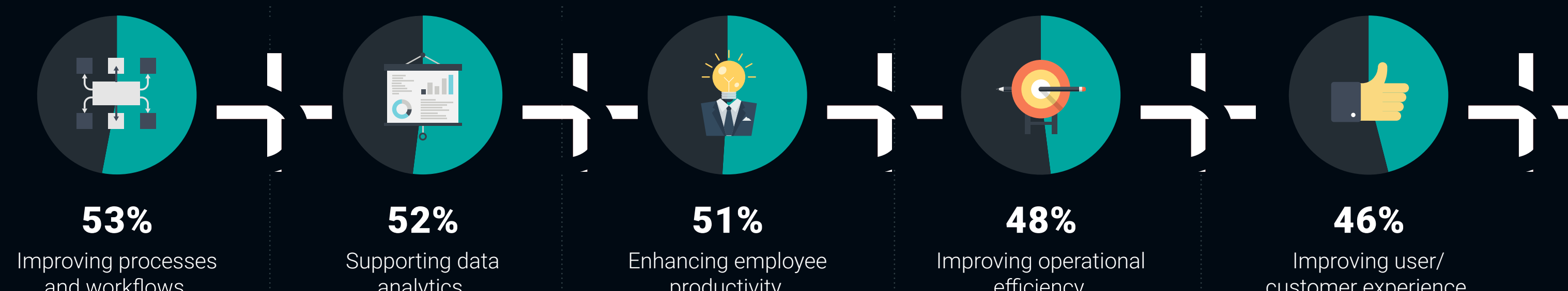
Organizations are seeing widespread support for GenAI across their diverse functions:<sup>2</sup>



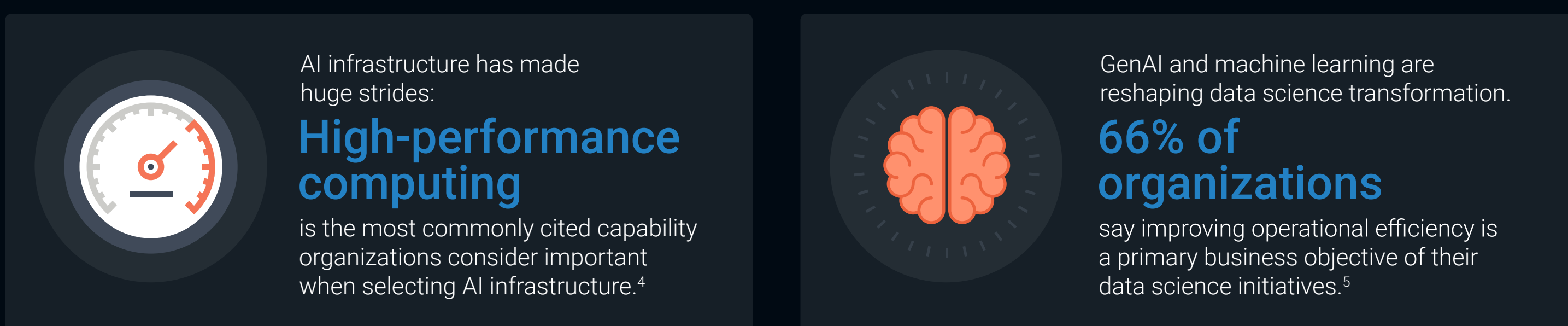
## Real-world Results Drive More GenAI Use Cases

Already, early indications point to tangible, quantifiable results from initial GenAI deployments. Organizations report that they see operational, financial, productivity, and experiential improvements from their GenAI initiatives.

Primary benefits from GenAI deployments include:<sup>3</sup>

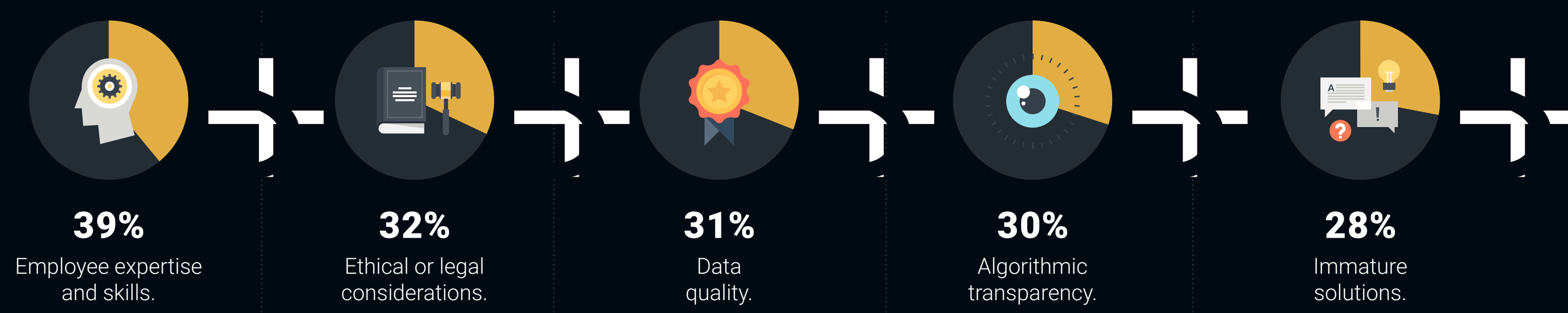


Why is GenAI advancing so rapidly? A few trends stand out:



## Understanding and Overcoming Challenges in GenAI Initiatives

Like all emerging technologies, GenAI presents a number of challenges that organizations need to account for as the learning curve develops.<sup>6</sup> These include:

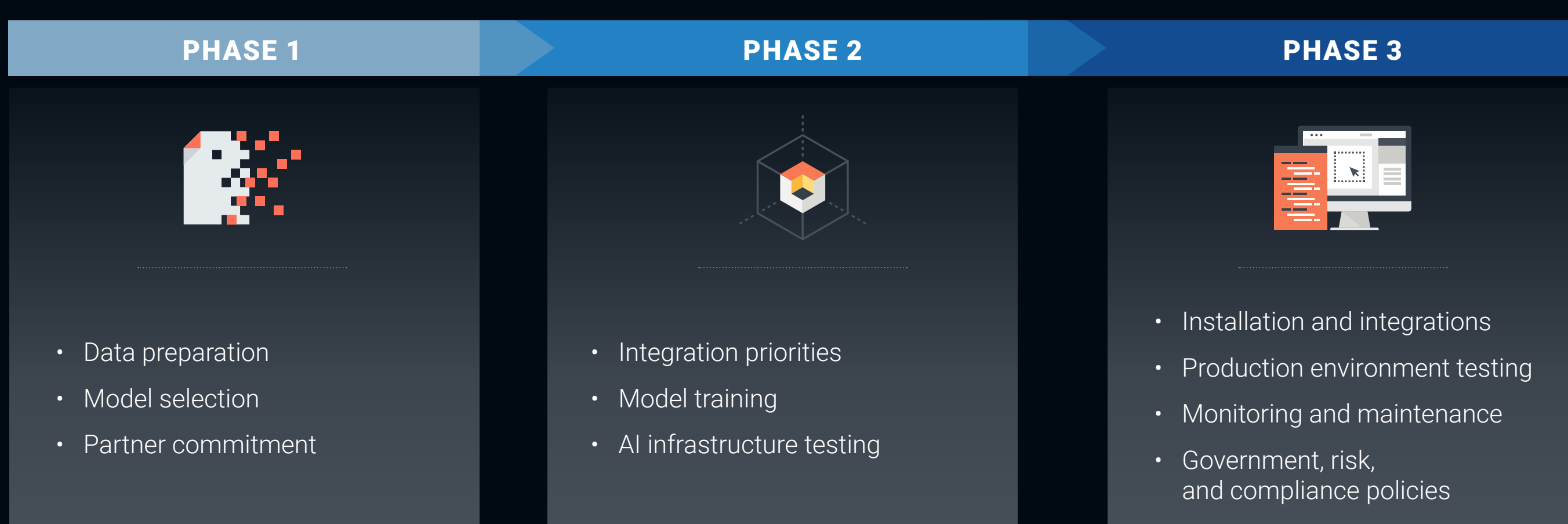


"This need to balance fast deployments and rapid time-to-value with responsibility and safety in handling GenAI-created content appropriately **must be taken seriously.**"



Mike Leone, Principal Analyst, Data Analytics & AI  
ENTERPRISE STRATEGY GROUP

Organizations also need to think about the three phases of AI development and deployment:



## A New GenAI Solutions Paradigm

Organizations need new options for planning and executing GenAI projects, given the significant AI skills gap that exists.

We are Cisco's incubation engine.



Learn more

1. Source: Enterprise Strategy Group Research Report, *Beyond the GenAI Hype: Real-World Investments, Use Cases, and Concerns*, August 2023.  
 2. Source: Enterprise Strategy Group Research Report, *Beyond the GenAI Hype: Real-World Investments, Use Cases, and Concerns*, August 2023.  
 3. Source: Enterprise Strategy Group Research Report, *Beyond the GenAI Hype: Real-World Investments, Use Cases, and Concerns*, August 2023.  
 4. Source: Enterprise Strategy Group Research Report, *Navigating the Evolving AI Infrastructure Landscape*, September 2023.  
 5. Source: Enterprise Strategy Group Research Report, *Decoding the Data Universe: The State of Data Science and Machine Learning*, January 2024.  
 6. Source: Enterprise Strategy Group Research Report, *Beyond the GenAI Hype: Real-World Investments, Use Cases, and Concerns*, August 2023.