

Most respondent IT organizations are still in the research phase and have not yet integrated GenAl into processes

> Among those planning GenAl adoption, almost half envision starting with internal use cases as opposed to external/commercial use cases

In the next 24 months, IT leaders say their organizations are most likely to rely on vendors to help implement GenAl for customer service, resource automation

or software development

organization is deploying or planning to deploy GenAl.

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Respondents: 125 IT leaders [Director, Senior Director, VP, C-suite] who are at organizations that are currently implementing GenAI or plan to, and who have visibility into how their IT

IT organizations are primarily engaged in GenAl research, with process integration yet to be widely implemented

While IT organizations are experimenting with Generative AI, a majority of respondents

and external/commercial use.

27%

Optimizing internal

workflow

15%

External/

commercial

use

86%

Resource automation (e.g., service desk chatbot, virtual

Customer service

(e.g., chatbots, call forwarding automation, solution suggestions)

Personalized content

Product offerings

(e.g., Personalize customer interactions, suggest relevant products, targeted advertisements)

> (e.g., enterprise specific GenAl software such as automated job matching, contract summary software, etc.)

> > 48%

Optimizing internal workflow

Generative AI use cases for IT

n = 59

Data collection: Aug 23 - Aug 26, 2023

(41%) say their organization has only conducted initial research. Only 16% of respondents say GenAI has been integrated into some processes.

Which of the following best describes your IT

41% 31% 16% 12% Conducted initial Experimented in Integrated into Not currently research, and plan to isolated projects some processes exploring GenAl, implement findings but we plan to

organization's engagement with GenAl?

n = 125Respondents who answered "Not currently exploring GenAI, and we have no plans to" were eliminated from the survey. Fully integrated across operations 0%

A majority of IT organizations adopting GenAl apply it to both internal and external use cases

Among those who say their IT organizations have already adopted GenAI (n = 59), a

majority (56%) say their current use cases include both internal workflow optimization

For those who haven't adopted both use cases, 27% say their use cases are focused solely on optimizing internal workflow, while 15% say they're focusing solely on external/commercial use. 2% Neither

56%

Both

Which of the following high-level use

organization is currently using GenAl?

"Experimented in isolated projects," "Integrated into some

65%

60%

processes" or "Fully integrated across operations" to the

question "Which of the following best describes your IT

cases best describes how your IT

Question shown only to leaders who answered

organization's engagement with GenAI?"

Don't know 0%

Resource automation (86%) and software development (76%) are the most common focus areas among surveyed leaders at IT organizations using GenAI for internal workflow optimization (n = 49). Which of the following best describes the way your

IT organization is currently using GenAl for

optimizing internal workflows? Select all that apply.

coaching, automated n = 49compliance reviews) 76% Other 0% Software development (e.g., code generation, Respondents who answered "Optimizing internal software lifecycle workflow" or "Both" to the question "Which of the improvements, following high-level use cases best describes how your 24% IT organization is currently using GenAI?" Microsoft Copilot) Supply chain (e.g., supply chain optimization, disruption mitigation, supply chain visibility) Customer service (65%) and personalized content (60%) are the leading external/commercial use cases for leaders who say their IT organizations are employing GenAI in this way (n = 40). Which of the following best describes the way your IT organization is currently using GenAI for

external/commercial use? Select all that apply.

Other 0% n = 40Respondents who answered "External/commercial use" or "Both" to the question "Which of the following best describes your IT organization's engagement with GenAl?"; Excluding those who selected "We're not using GenAI for external/commercial use"

Nearly half of those considering GenAI adoption are

For those leaders who say their IT organization hasn't yet adopted GenAI but plans to

3%

Which of the following high-level

Note: May not add up to 100% due to rounding

organization will adopt first?

Don't know 0%

GenAl use cases do you expect your IT

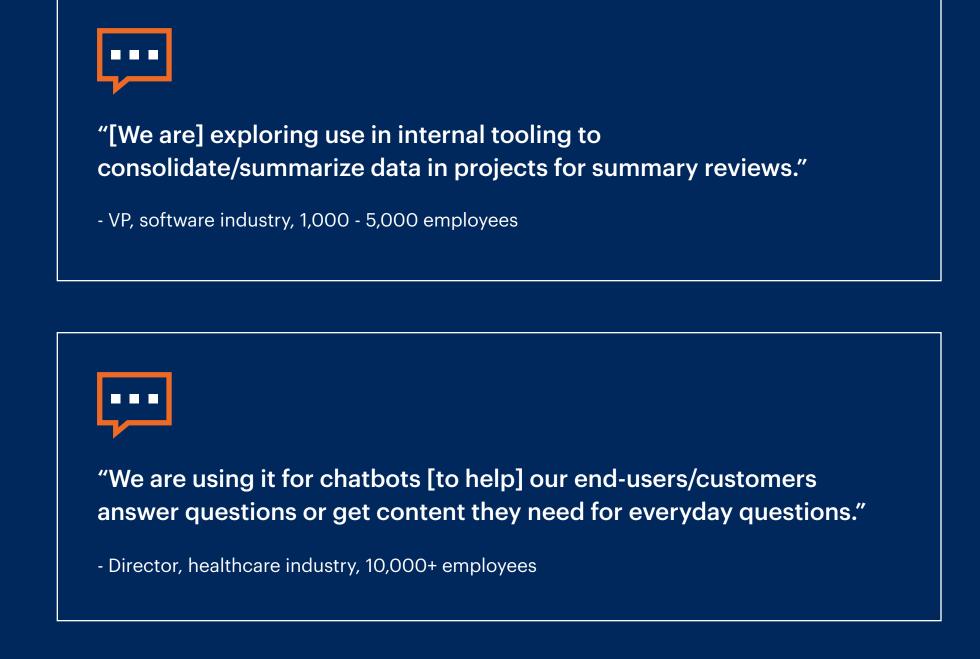
Neither

Both

(n = 66), nearly half (48%) expect they'll begin with optimizing internal workflows.

prioritizing internal use cases to start

18% External/ Question shown only to leaders who answered "Conducted commercial initial research, and plan to implement findings" or "Not currently exploring GenAI, but we plan to" to the question use "Which of the following best describes your IT organization's n = 66engagement with GenAI?"



"We're using it for our IT help desk first line of response and also

IT leaders anticipate a noticeable increase in GenAl

Looking ahead to 2024, 87% of all surveyed IT leaders (n = 125) anticipate their

foreseeing significant strategic adjustments. Only 10% say their strategy will

GenAl strategy will change, with 44% expecting minor strategic tweaks and 37%

To what extent do you personally expect your IT organization's GenAl strategy will change in 2024?

37%

10%

5%

3%

1%

3%

Not

Significant strategic

Strategy remains largely unchanged

transformed strategy

No specific strategy

mainly to avoid GenAl

Envision no

of GenAl

n = 125

back incorporation Sure

Minor strategy adjustments,

related to GenAI

adjustments

Completely

adoption; more than half expect to increase

using it in our commercial SaaS product offerings to provide

reports and surveys."

spending in 2024

remain mostly unchanged.

44%

n = 125

Some minor

strategic tweaks

Substantial

expansion

imperative for our

significant amount of

leadership to adopt

- Director, hardware industry,

Generative Al."

10,000+ employees

45%

solutions

Not sure 0%

n = 125

Approximately equal

balance of in-house

Note: May not add up to 100% due to rounding

Customer service

(e.g., chatbots, call forwarding automation, solution suggestions)

Resource automation

(e.g., service desk chatbot, virtual coaching,

development (54%).

and vendor-based

organization and there is a

excitement within senior

- Director, software industry, 1,000 - 5,000 employees

Question: Can you briefly describe one of the ways your IT organization has actively adopted GenAI?

Nearly half (49%) say they expect a noticeable increase in their IT organization's adoption of GenAl a year from now, while 14% indicate they expect a substantial expansion in adoption. A year from now how do you expect your IT organization's adoption of GenAI will have changed? 14% 49% 31% 2% 1%

Maintain

current pace

discussion and concern

about how and when to move

forward. I expect a clearer

path will be in place within

the next 12 months."

- Director, educational services

industry, 1,000-5,000 employees

36%

14%

6%

Predominantly

vendor-based solutions for

most application areas

In-house solutions for

most application areas

Not yet determined

56%

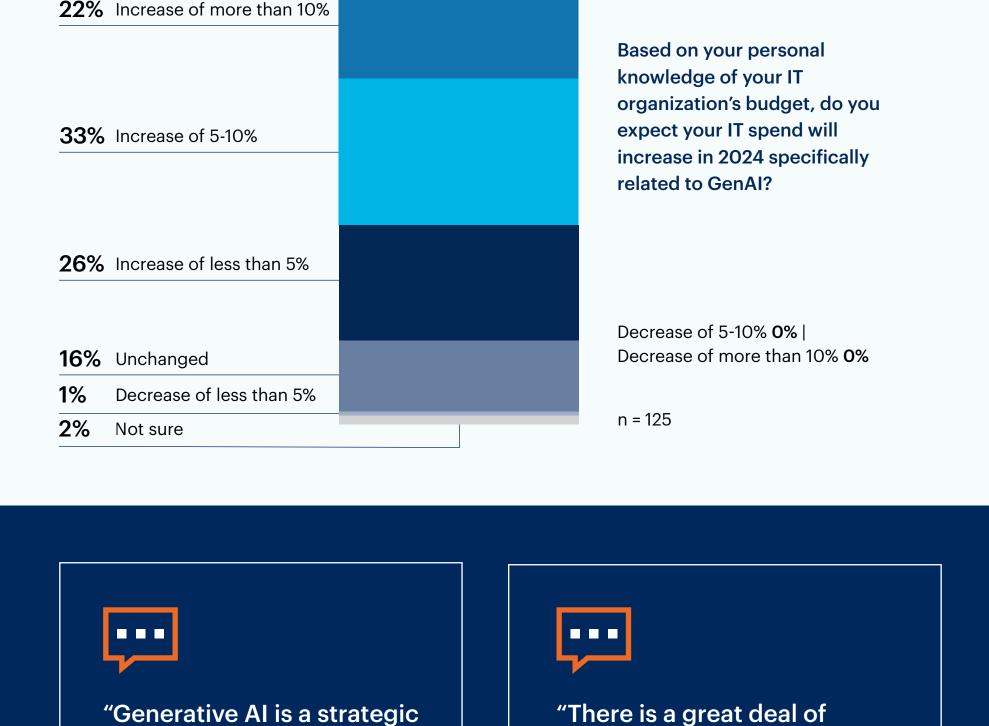
55%

60%

Scaling

Noticeable

increase



Question: Do you have any final thoughts to share on how your IT organization is thinking about the use of Generative AI?

IT organizations, especially in customer service,

resource automation, and software development

Vendors are expected to play a significant part in GenAI adoption among IT

organizations. While 45% of respondents say their organization is planning for a

vendor-supplied options, and only 14% expect to prioritize in-house solutions.

balanced mix of in-house and vendor solutions, 36% expect to lean more toward

In the context of GenAl integration, what balance between in-house

and vendor-supplied solutions do you expect your IT organization

will adopt for various application areas in the next 24 months?

When it comes to specific GenAI use cases, respondent IT organizations are more likely to

rely on vendors for customer service (56%), resource automation (55%), or software

Fewer respondents say their organization is likely to rely on vendors for use cases that

involve personalized content (37%), supply chain (30%), and product offerings (22%),

indicating a greater willingness among surveyed leaders to manage these aspects in-house.

Which of the following GenAI use cases is your IT organization

more likely to rely on a vendor for? Select all that apply.

Vendors will play a key role in GenAI adoption for many

81% of respondents expect their organization's IT spending on GenAl to increase in 2024,

with 22% anticipating an increase of more than 10%, while 33% foresee a moderate

increase ranging from 5% to 10%. Another 26% expect an increase of less than 5%.

automated compliance reviews) Software development 54% (e.g., code generation, software lifecycle improvements, Microsoft Copilot) Personalized content 37% (e.g., personalize customer interactions, suggest relevant products, targeted advertisements) Supply chain (e.g., supply chain optimization, disruption mitigation, supply chain visibility) Product offerings (e.g., enterprise specific GenAl software such as automated job matching, contract summary software, etc.) n = 125

"We are starting to develop a plan to leverage some of our enterprise

licensing with Microsoft to start with a service desk project."

- Director, healthcare industry, 10,000+ employees

- Director, professional services industry, 10,000+ employees Question: Do you have any final thoughts to share on how your IT organization is thinking about the use of Generative AI? Want more insights like this from leaders like yourself? **Click here** to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers. Respondent Breakdown Region North America 15%

Director 47% C-Suite 1,001 - 5,000 10,001+ employees 34% employees 36% 45% VΡ 19% 5,001 - 10,000 19%

"While we are in the process of deploying generative AI with our existing vendor, it is not performing up to our expectations and what we need and so we are exploring additional options with existing vendors such as AWS Bedrock to reduce gaps."

EMEA 60% Job Level **Company Size**

APAC 25%

Respondents: 125 IT leaders [Director, Senior Director, VP, C-suite] who have visibility into how their IT organization is deploying or planning to deploy GenAI at organizations that plan to implement or are currently implementing GenAl

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