

Organizational Investment Strategies for Generative AI



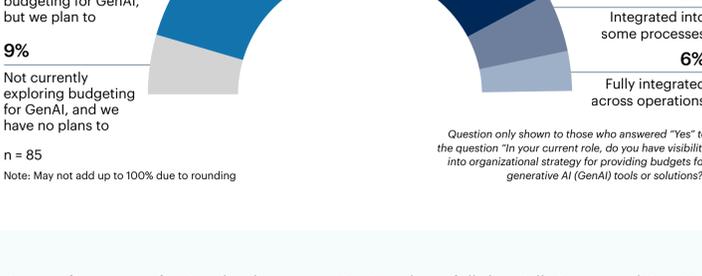
There is vast potential with generative AI tools and businesses are deciding how to best allocate funds for this technology. How are finance leaders beginning their organization's Generative AI investment journeys, and what are they prioritizing?

One-Minute Insights:

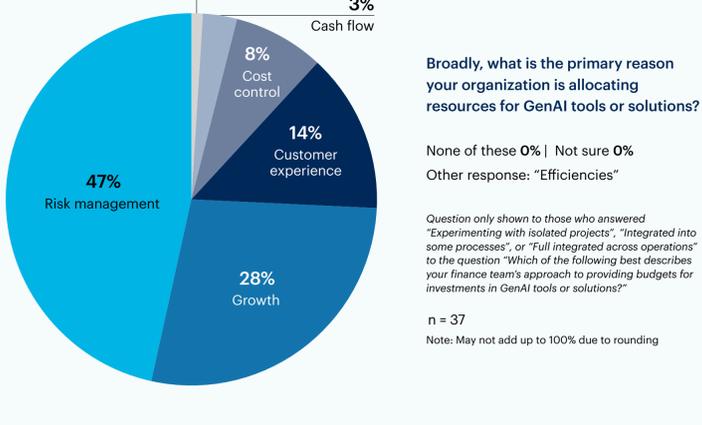
- IT is the most common team receiving funding
- Most respondents consider budgeting for GenAI as a medium or high priority, and expect this priority level to rise
- Ethical implications and data security are the most commonly selected risks associated with GenAI
- About one-third of respondents report personally using GenAI for their job function

Driven by CEO and board pressure, finance teams are experimenting with GenAI to improve growth and risk management

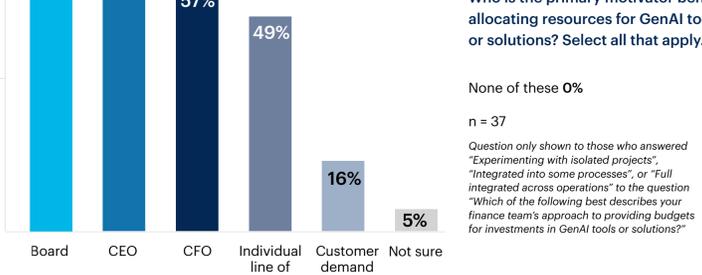
When it comes to GenAI usage, 43% of respondents report that their finance team is experimenting with isolated projects (28%), have integrated into some processes (9%) or are fully integrated across operations (6%).



Among finance professionals whose organization's have fully/partially integrated GenAI into their investments budget or who are experimenting with it (n=37), the top reported reason for allocating resources for GenAI tools or solutions is for risk management (47%), followed by growth (28%).



The three most commonly selected motivators behind allocating resources for GenAI tools or solutions are the board (62%), the CEO (59%) and CFO (57%).



IT is the most common team receiving funding and seeing an impact with GenAI, but few are utilizing GenAI for personal use in finance



GenAI investments in IT (24%) have the most tangible impact.

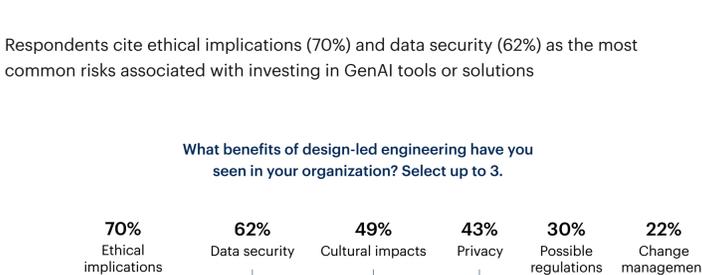


About one-third (32%) of respondents reportedly use GenAI personally for their work functions.

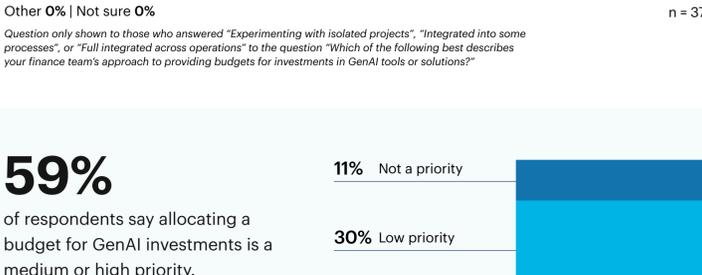


Despite the potential negative ethical implications of GenAI, many finance teams report budget allocation is an increasing priority

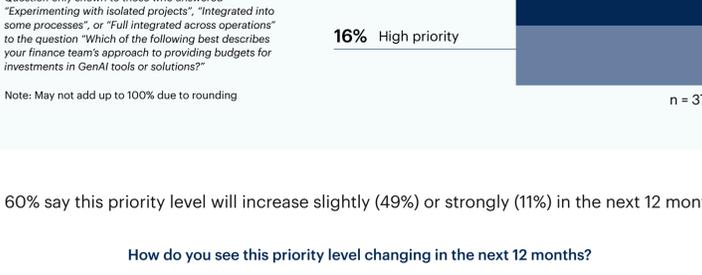
Respondents cite ethical implications (70%) and data security (62%) as the most common risks associated with investing in GenAI tools or solutions



59% of respondents say allocating a budget for GenAI investments is a medium or high priority.



60% say this priority level will increase slightly (49%) or strongly (11%) in the next 12 months.



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Respondent Breakdown

