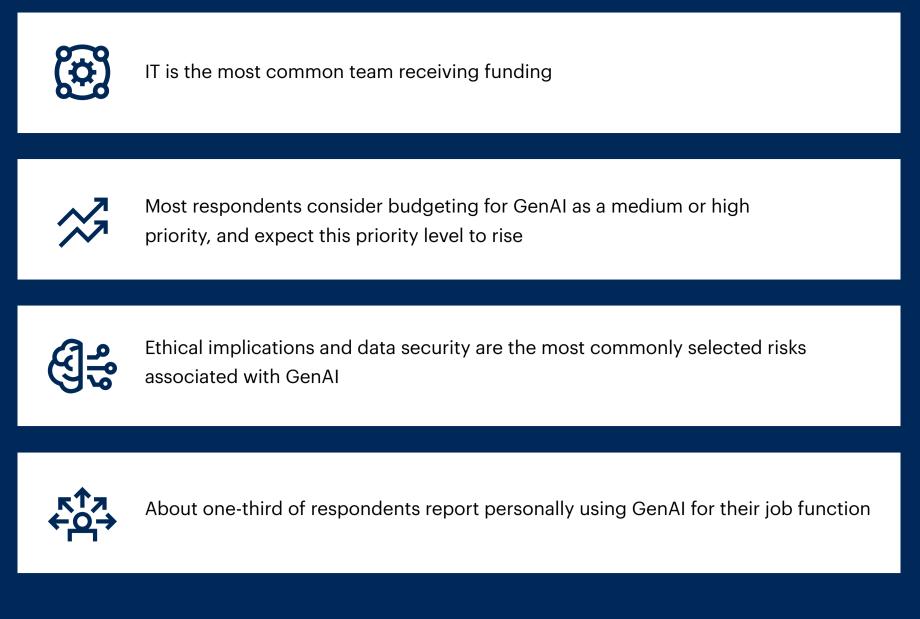
Gartner Peer Community

Organizational **Investment Strategies** for Generative Al



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:



Data collection: August 26th - September 13th, 2023

Respondents: 85 finance managers, directors, VPs, and C Level professionals

Driven by CEO and board pressure, finance teams are experimenting with GenAl 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%).

> Which of the following best describes your finance team's approach to providing budgets for investments in GenAI tools or solutions?

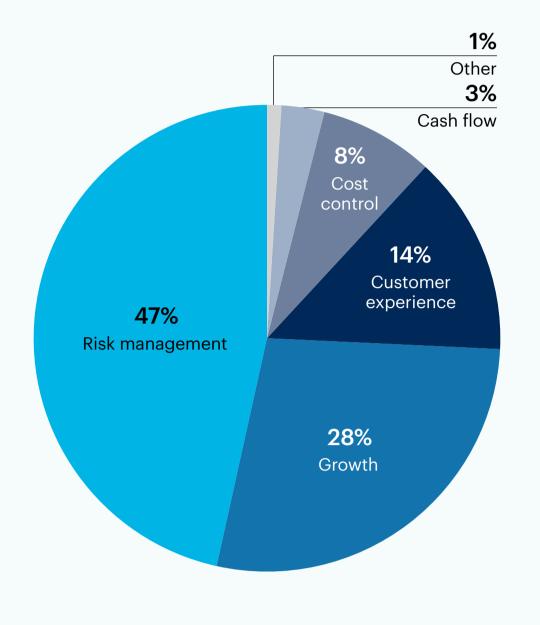
26% Conducted initial research, and 28% plan to implement findings in the next fiscal year Experimenting with 21% isolated projects Not currently exploring **9%** budgeting for GenAl, but we plan to Integrated into some processes **9% 6%** Not currently Fully integrated exploring budgeting across operations for GenAI, and we have no plans to Question only shown to those who answered "Yes" to

the question "In your current role, do you have visibility into organizational strategy for providing budgets for generative AI (GenAI) tools or solutions?"

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

n = 85

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%).



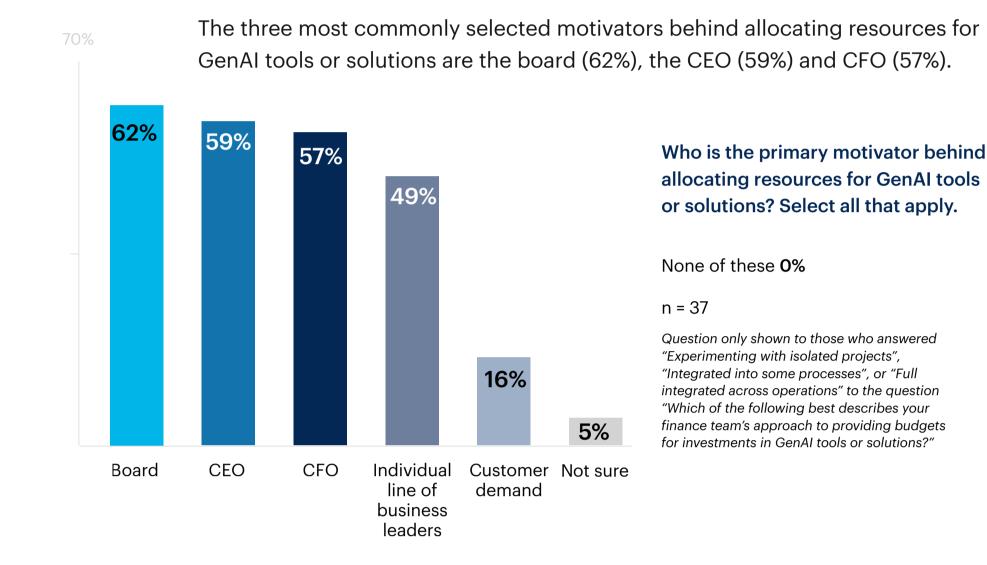
Broadly, what is the primary reason your organization is allocating resources for GenAI tools or solutions?

None of these **0%** | Not sure **0%** Other response: "Efficiencies"

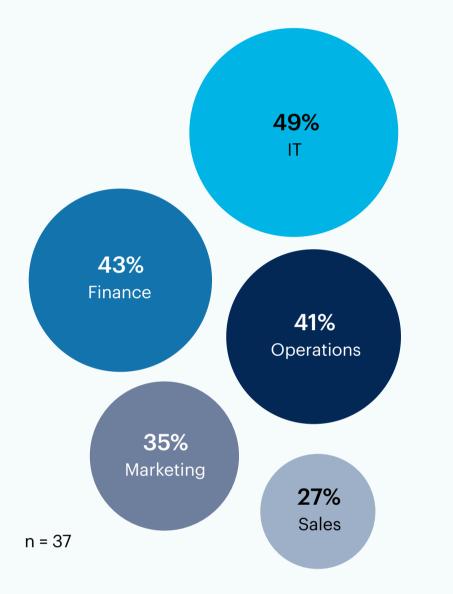
Question only shown to those who answered "Experimenting with isolated projects", "Integrated into some processes", or "Full integrated across operations" to the question "Which of the following best describes your finance team's approach to providing budgets for investments in GenAI tools or solutions?"

n = 37

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



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



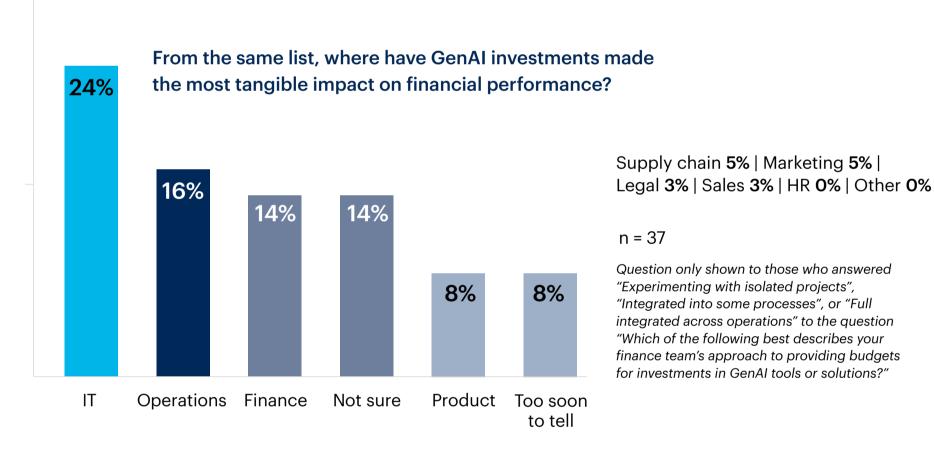


of respondents report IT has, or will receive, funding specifically for investing in GenAI tools or solutions. 43% report finance.

What teams have received, or will receive, budget specifically for investing in GenAI tools or solutions? Select all that apply.

Product 22% | Supply chain 22% | Not sure 8% | Legal 8% | HR 0% | Other 0% | None of these 0%

Question only shown to those who answered "Experimenting with isolated projects", "Integrated into some processes", or "Full integrated across operations" to the question "Which of the following best describes your finance team's approach to providing budgets for investments in GenAI tools or solutions?"

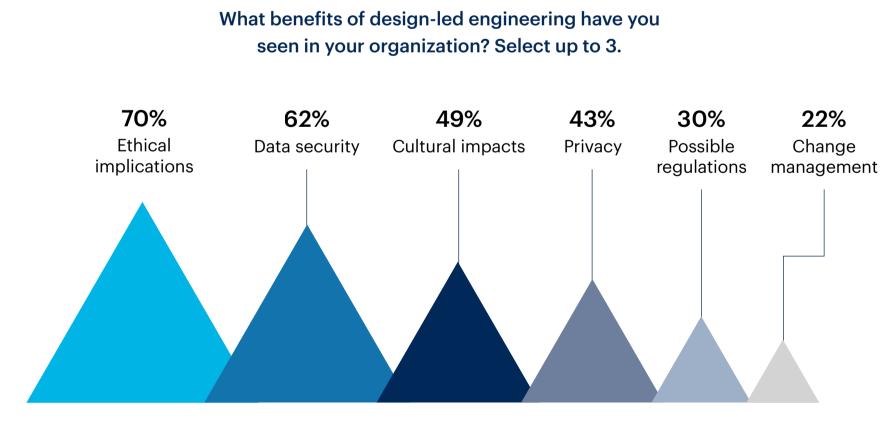


About one-third (32%) of respondents reportedly use GenAI personally for their work functions.

Have you personally adopted GenAl for any of your work functions (i.e. Using ChatGPT to help compose an email or report)? 22% 32% 46% Question only shown to those who answered Prefer not No "Experimenting with isolated projects", Yes "Integrated into some processes", or "Full to say integrated across operations" to the question "Which of the following best describes your n = 37 finance team's approach to providing budgets for investments in GenAI tools or solutions?" Note: May not add up to 100% due to rounding

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

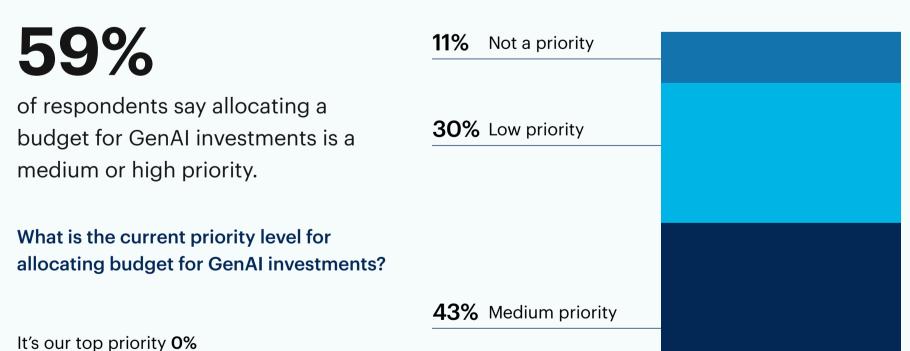
Respondents cite ethical implications (70%) and data security (62%) as the most common risks associated with investing in GenAI tools or solutions



Other 0% | Not sure 0%

n = 37

Question only shown to those who answered "Experimenting with isolated projects", "Integrated into some processes", or "Full integrated across operations" to the question "Which of the following best describes your finance team's approach to providing budgets for investments in GenAI tools or solutions?"

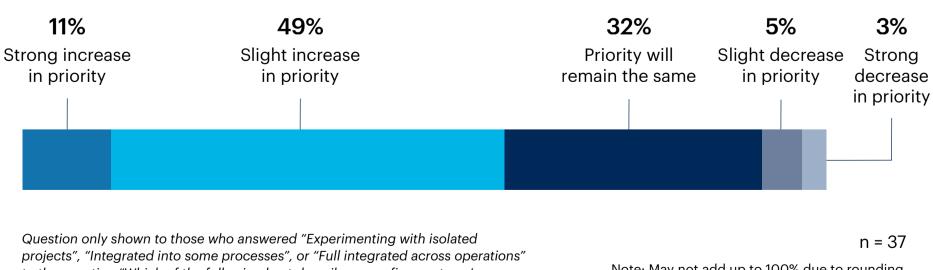


Question only shown to those who answered "Experimenting with isolated projects", "Integrated into some processes", or "Full integrated across operations" to the question "Which of the following best describes your finance team's approach to providing budgets for investments in GenAI tools or solutions?"

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

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

How do you see this priority level changing in the next 12 months?



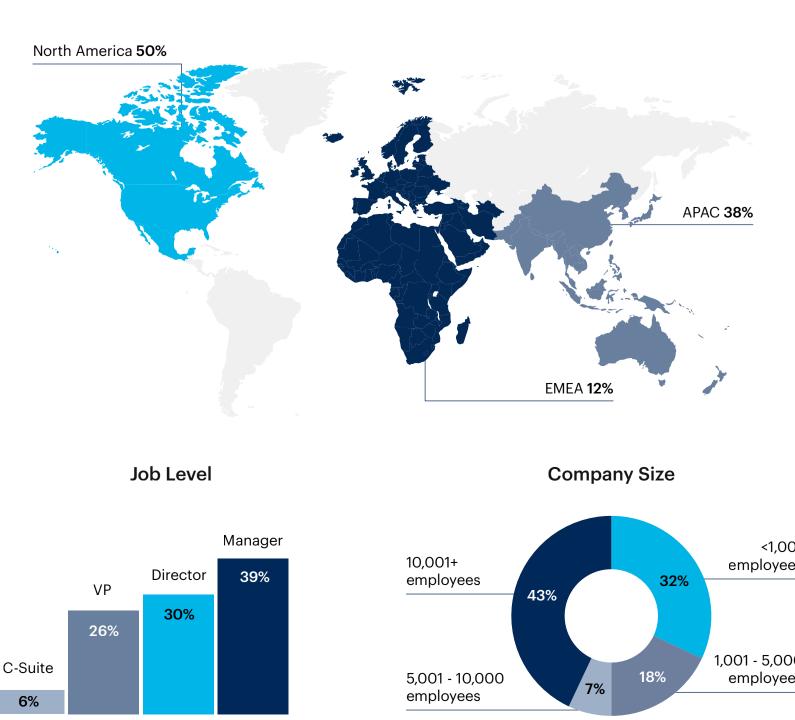
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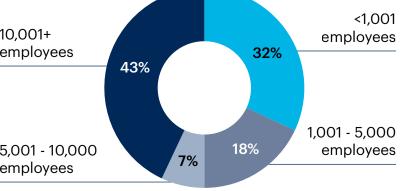
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Respondent Breakdown



Region



Note: May not add up to 100% due to rounding Respondents: 85 finance Directors, VPs, and C Level professionals

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Source: Gartner Peer Community, Organizational Investment Strategies for Generative AI survey

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