

# 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



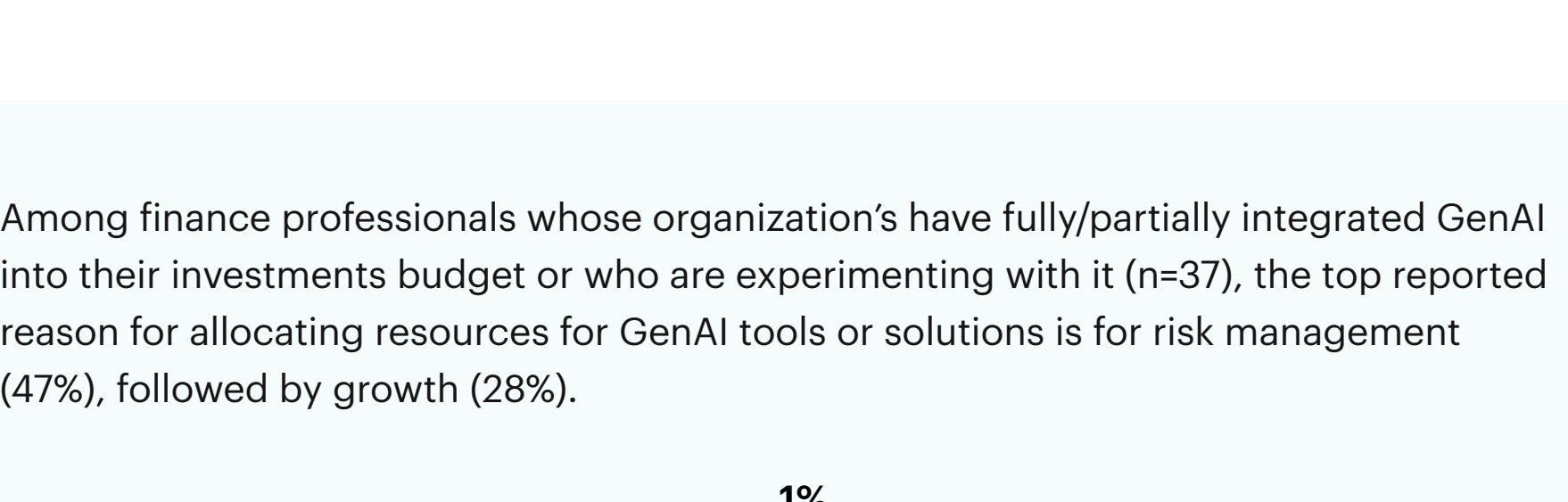
About one-third of respondents report personally using GenAI for their job function

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

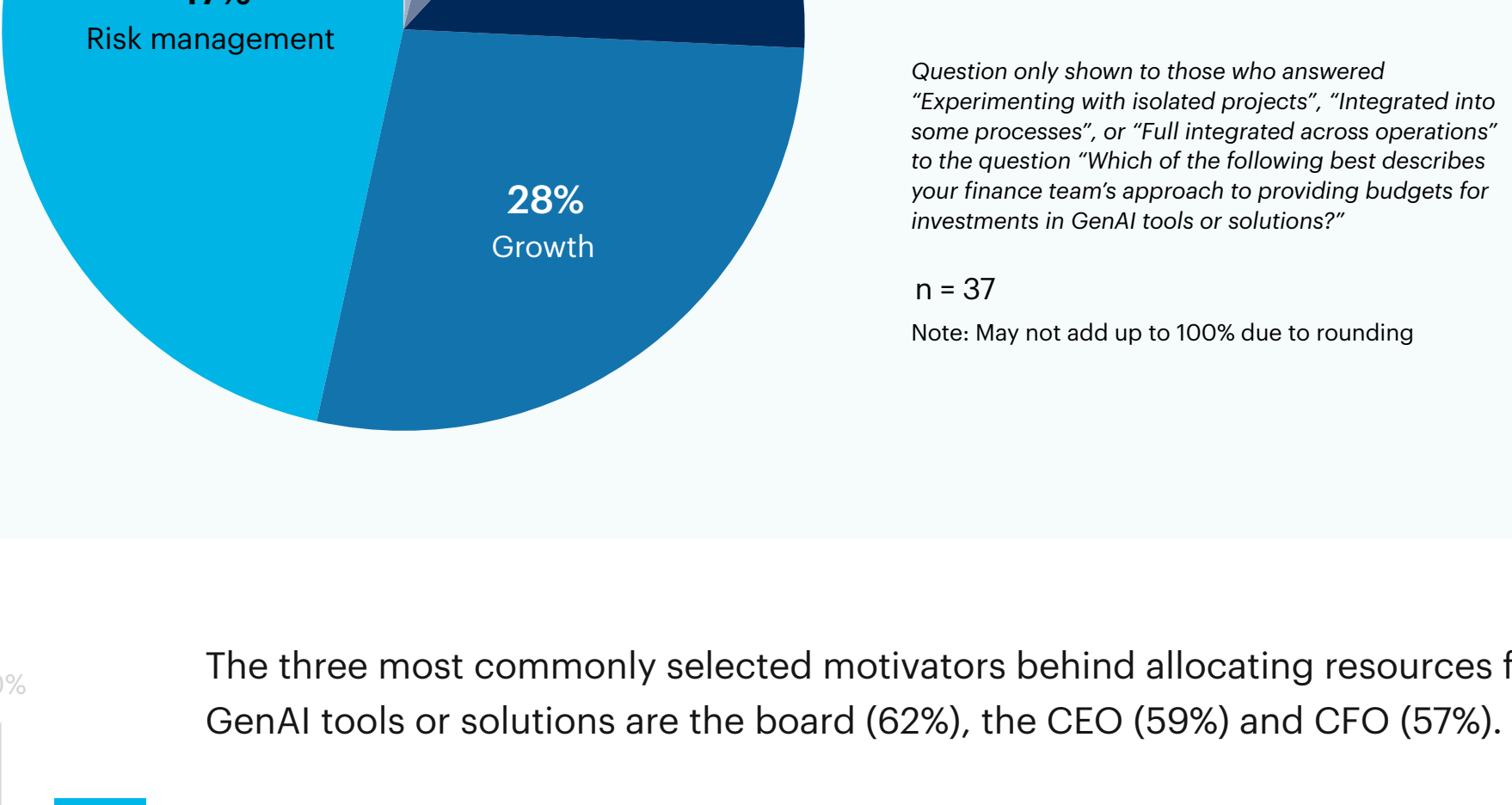
Respondents: 85 finance managers, directors, VPs, and C Level professionals

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



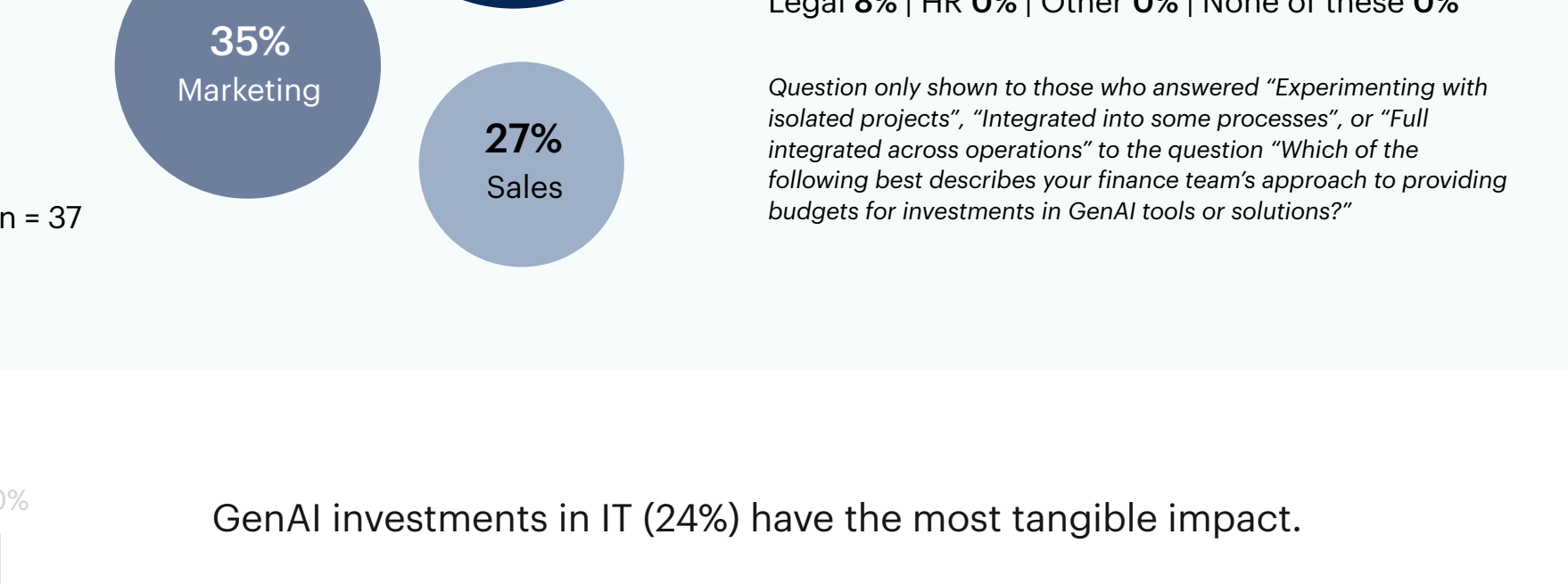
Among finance professionals whose organization's have fully/partially integrated GenAI into their investments budget or who are experimenting with it (n=37), the top reported reason for allocating resources for GenAI tools or solutions is for risk management (47%), followed by growth (28%).



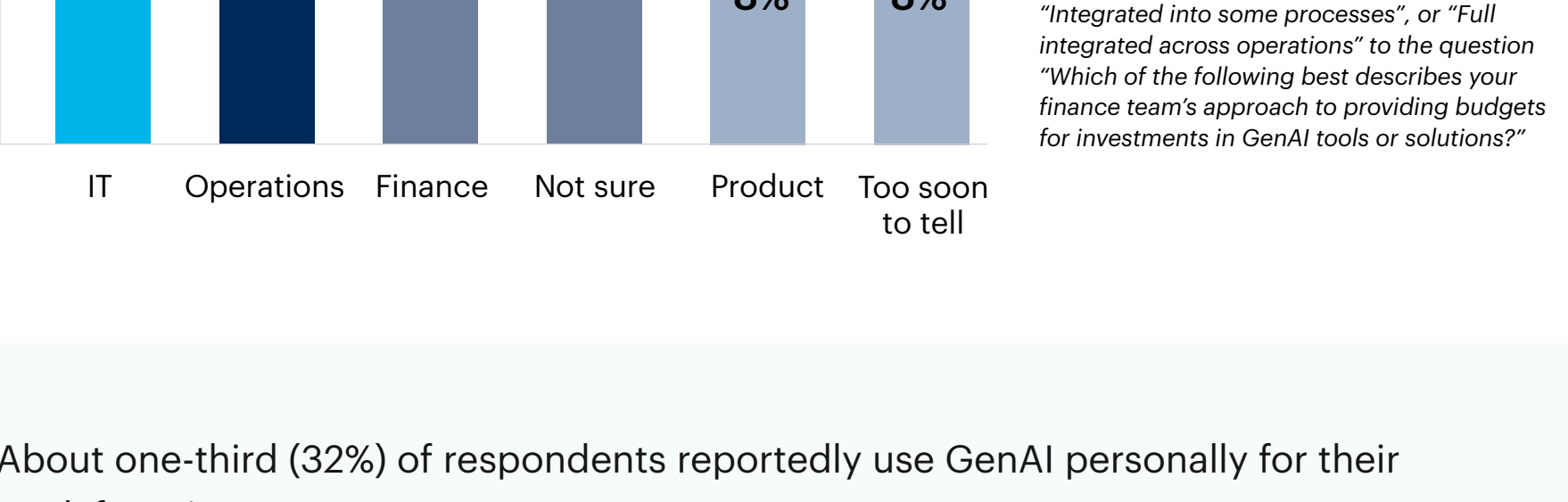
The three most commonly selected motivators behind allocating resources for GenAI tools or solutions are the board (62%), the CEO (59%) and CFO (57%).



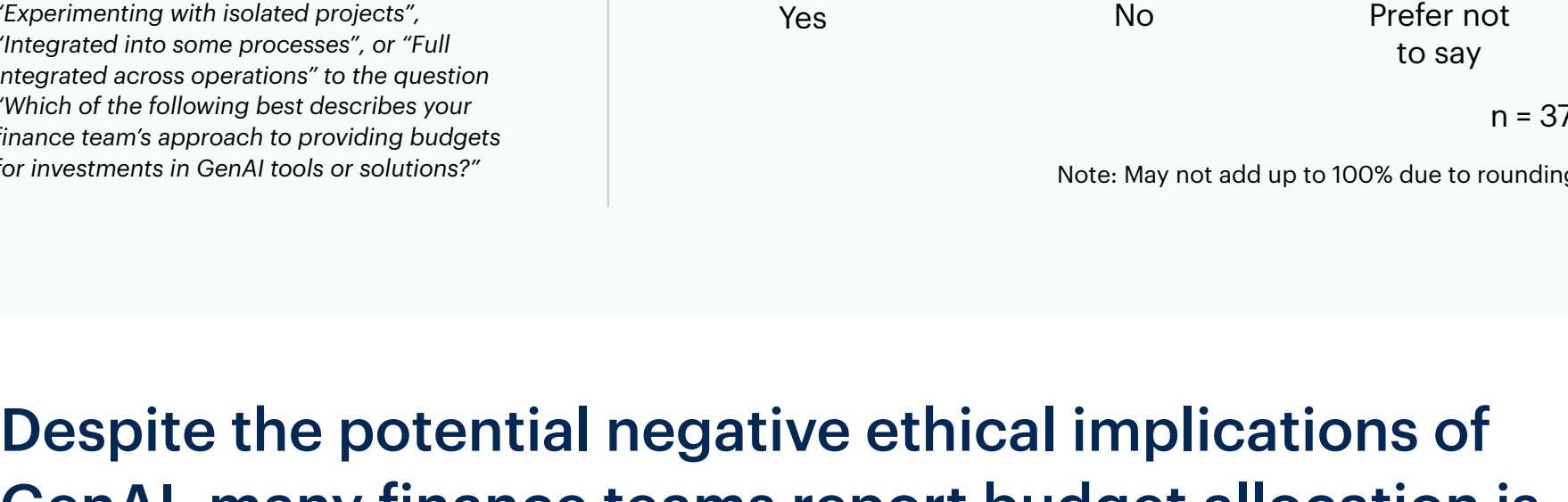
## IT is the most common team receiving funding and seeing an impact with GenAI, but few are utilizing GenAI for personal use in finance



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

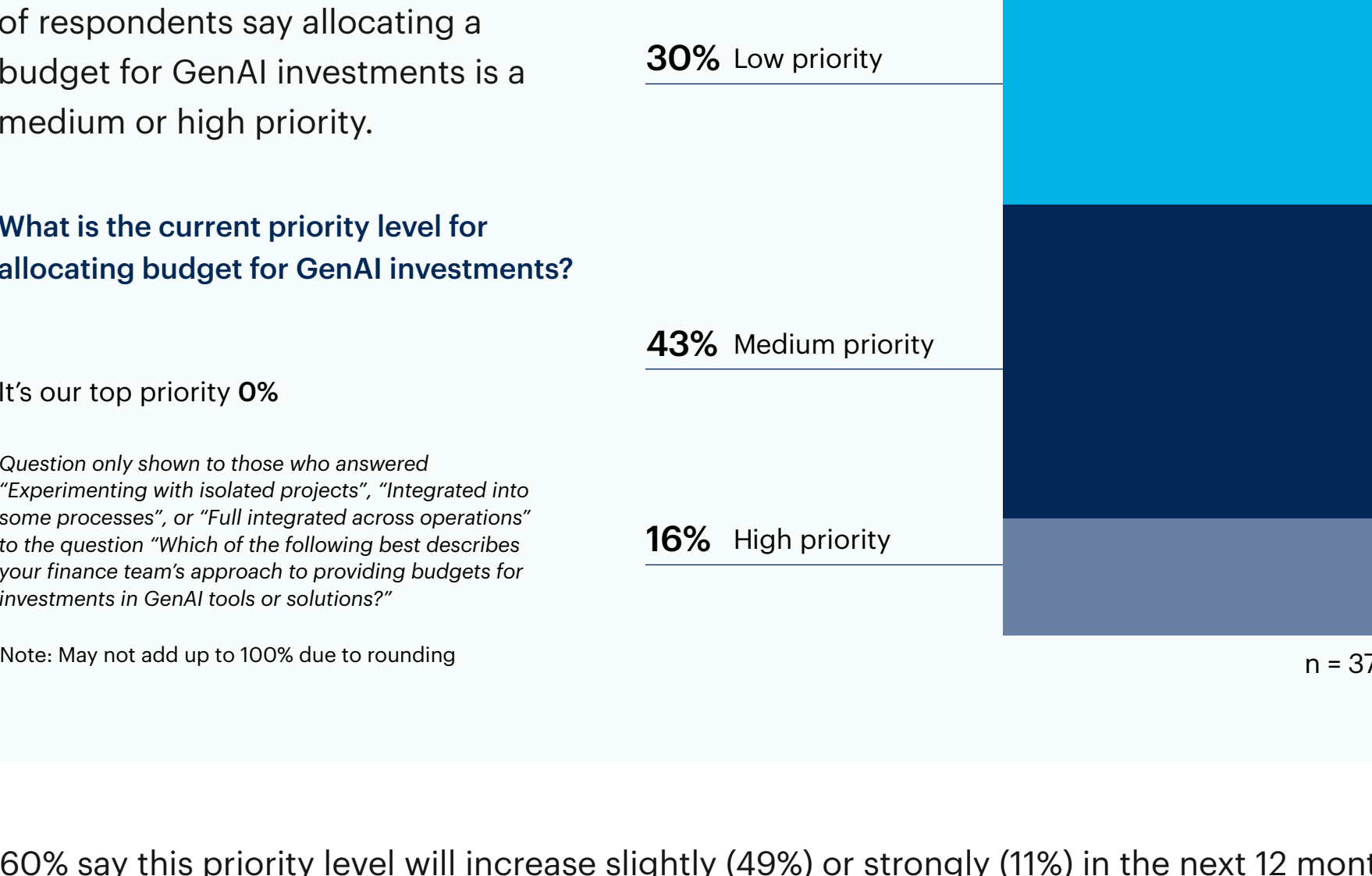
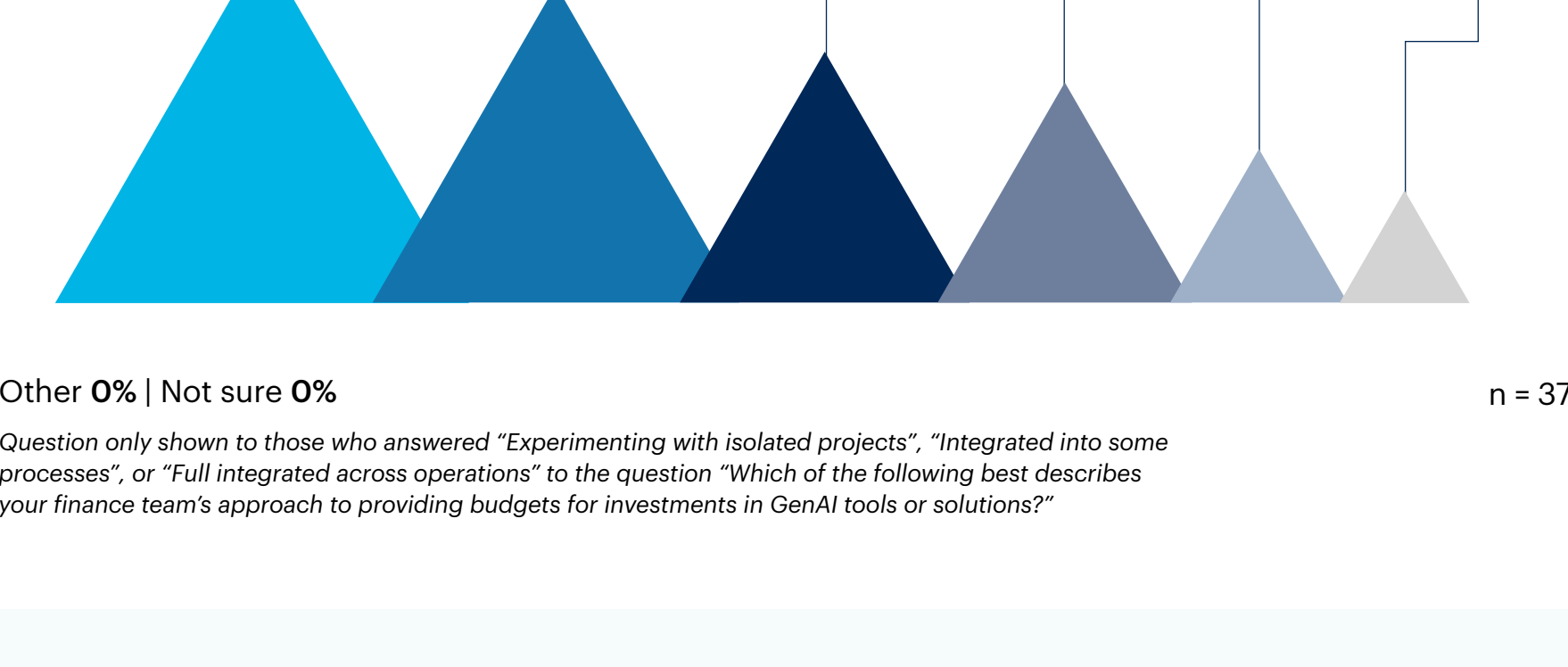


About one-third (32%) of respondents reportedly use GenAI personally for their work functions.

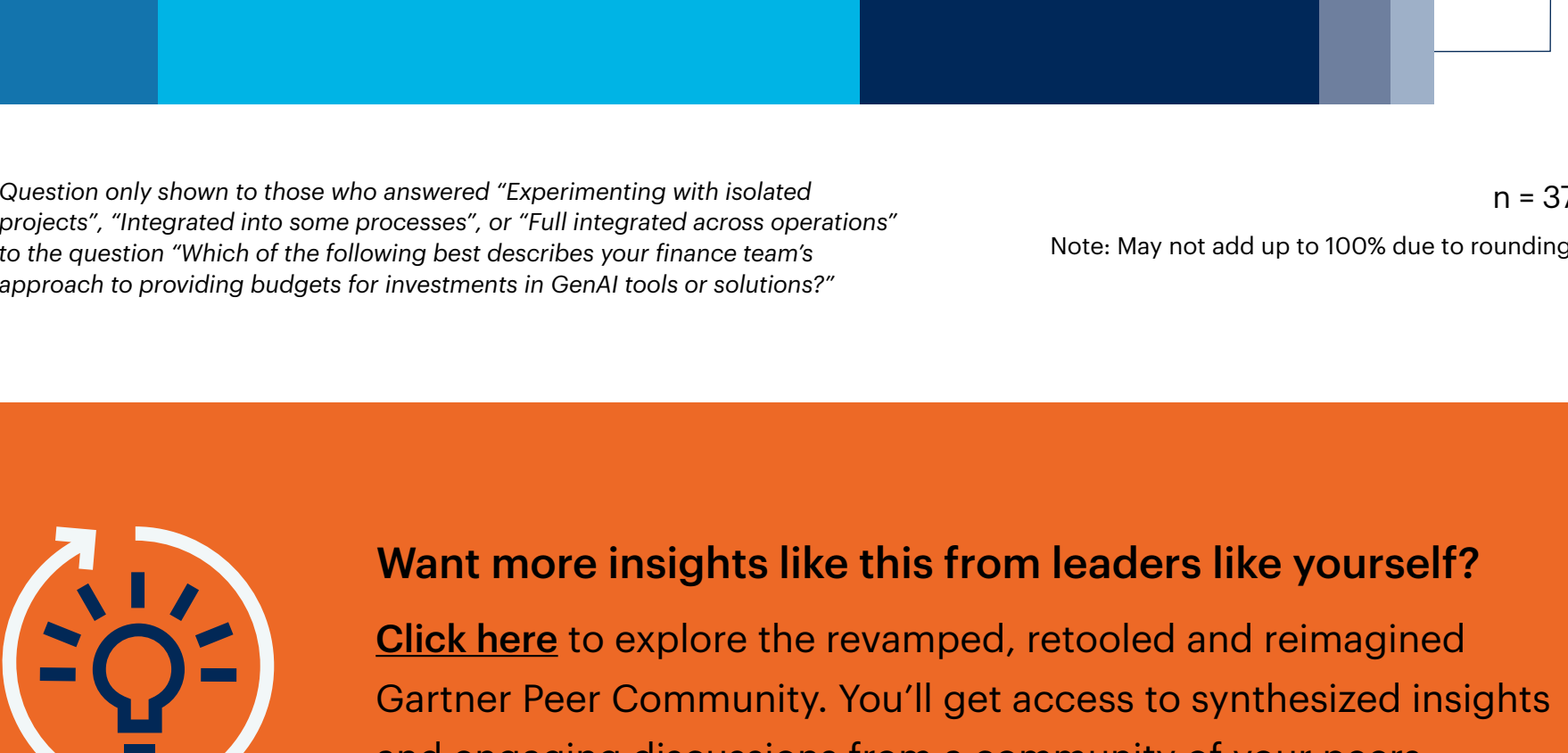


## Despite the potential negative ethical implications of GenAI, many finance teams report budget allocation is an increasing priority

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



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



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## Respondent Breakdown

### Region



### Job Level



### Company Size



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