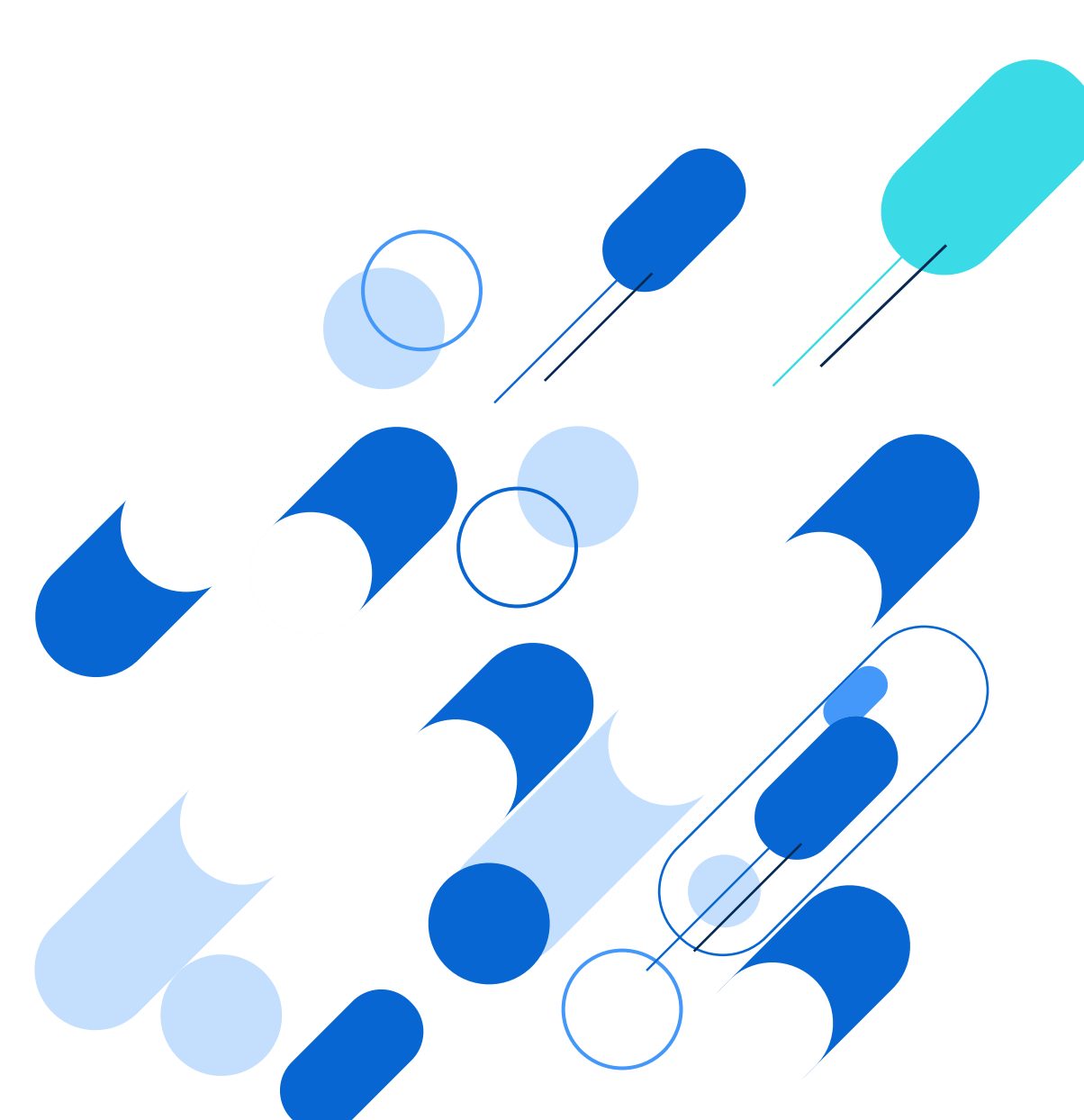


# Generative AI: Strategies for a Competitive Advantage

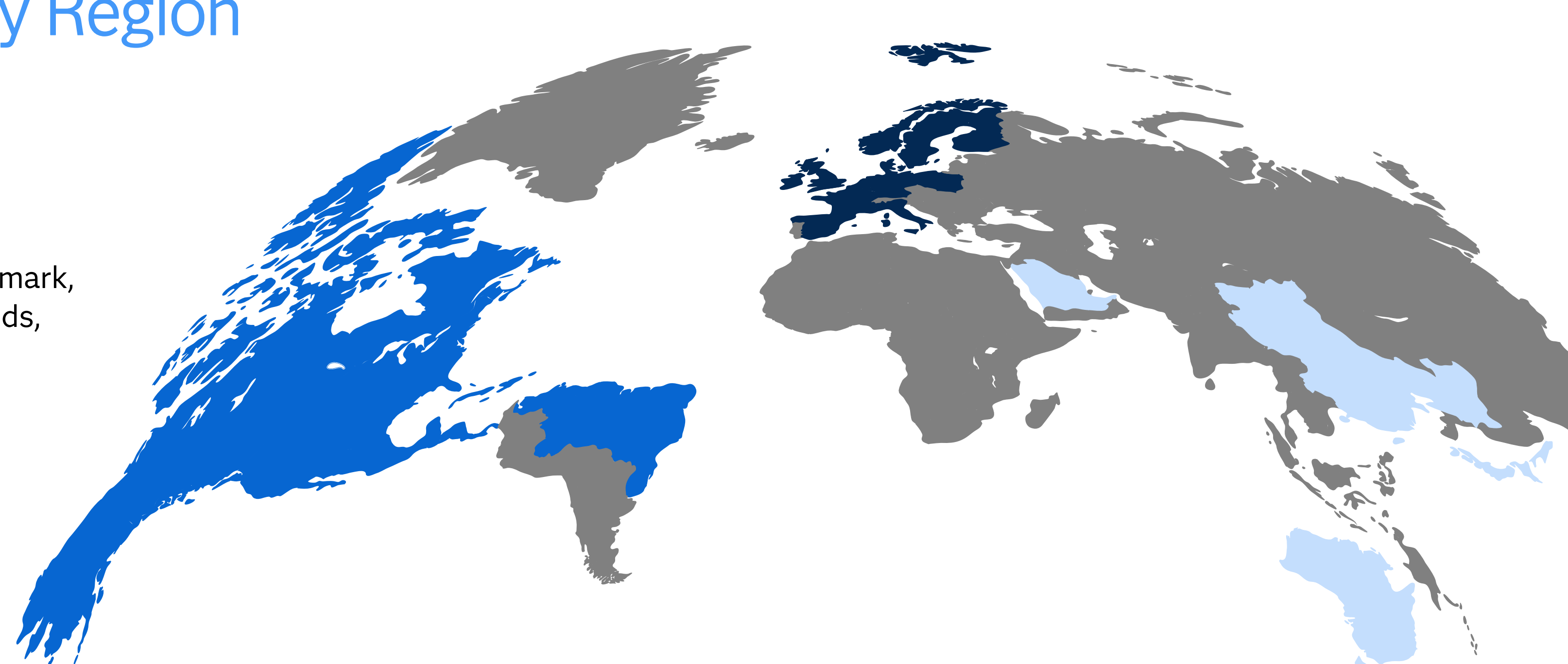
## Global highlights



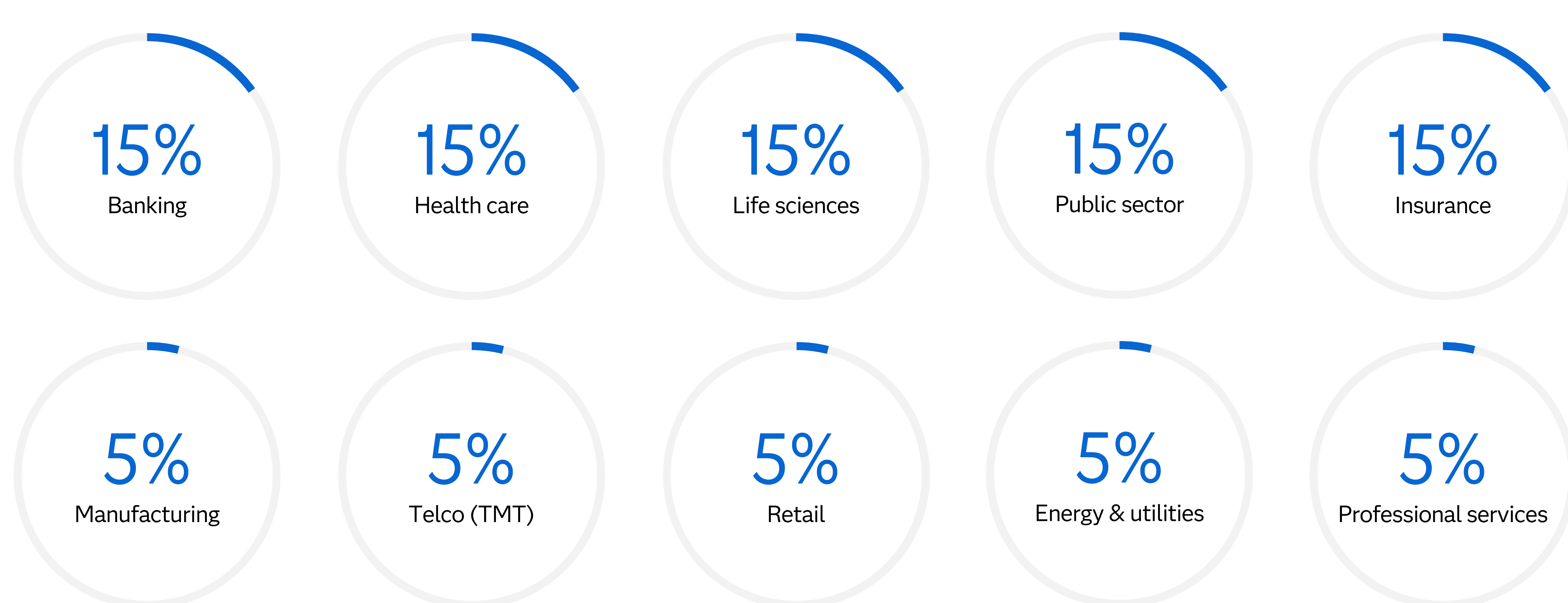
SAS has carried out extensive research to understand how the global marketplace has reacted to the GenAI phenomenon. In collaboration with Coleman Parkes Research, 1,600 decision makers were asked to share their thoughts on the benefits and challenges companies are facing. Find out where they are in this transformative journey.

### Respondent Profile by Region

<b>Americas</b> USA, Canada, Brazil, Mexico	<b>550</b>
<b>Europe</b> UK, Ireland, Sweden, Norway, Finland, Denmark, France, Germany, Italy, Belgium, Netherlands, Luxembourg, Spain, Poland	<b>775</b>
<b>APAC</b> Japan, Australia, China, UAE, Saudi Arabia	<b>275</b>



### Breakdown of respondents by sector

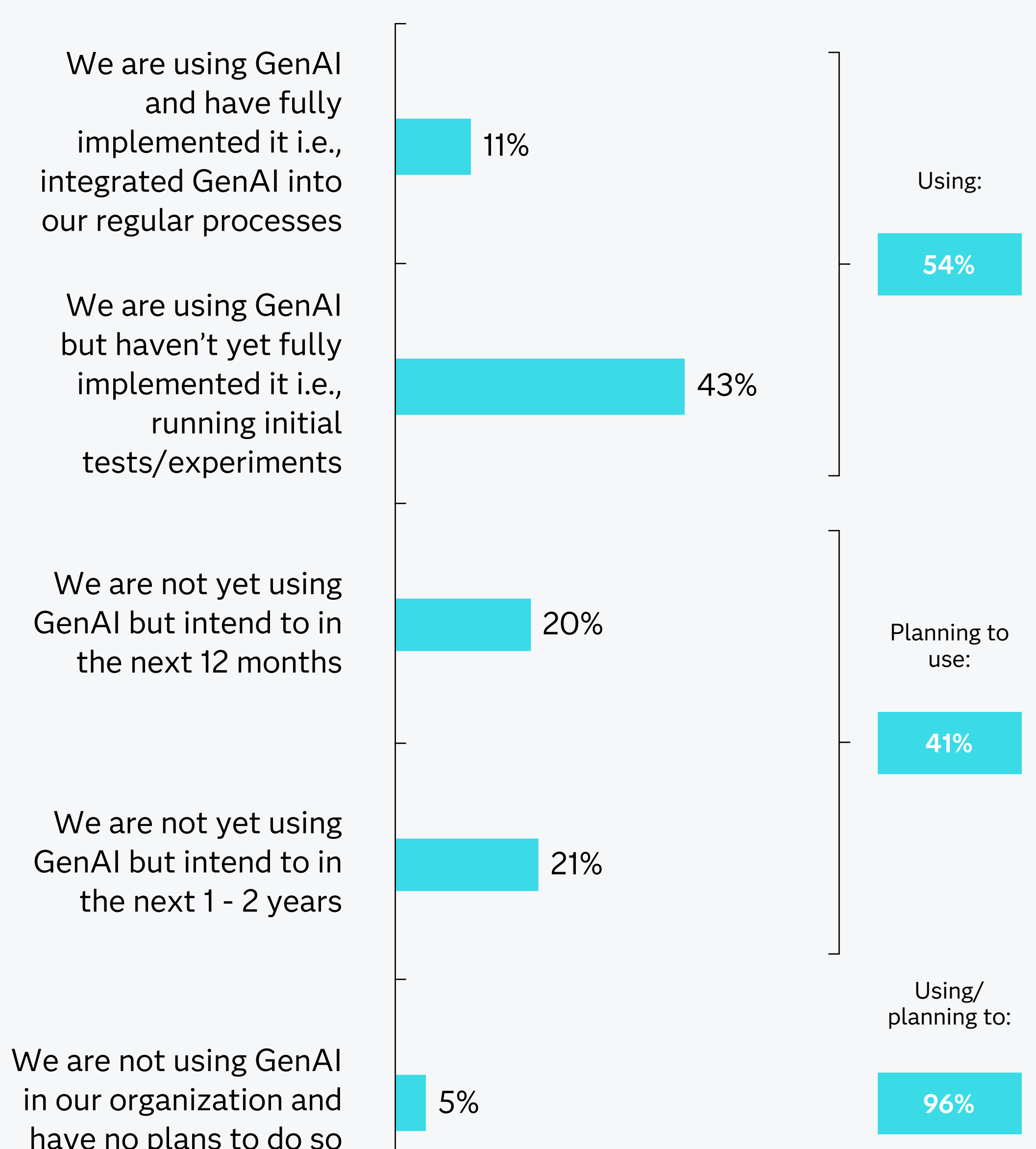


### Use of GenAI

More than half of organizations globally (54%) are currently using GenAI to some extent.

A strong level of interest in GenAI can be seen, with nine in 10 organizations who have not yet begun implementing GenAI saying that they will in the next two years. Overall, 96% of organizations are currently using or planning to adopt GenAI in the near future.

#### To what extent is your organization using GenAI?

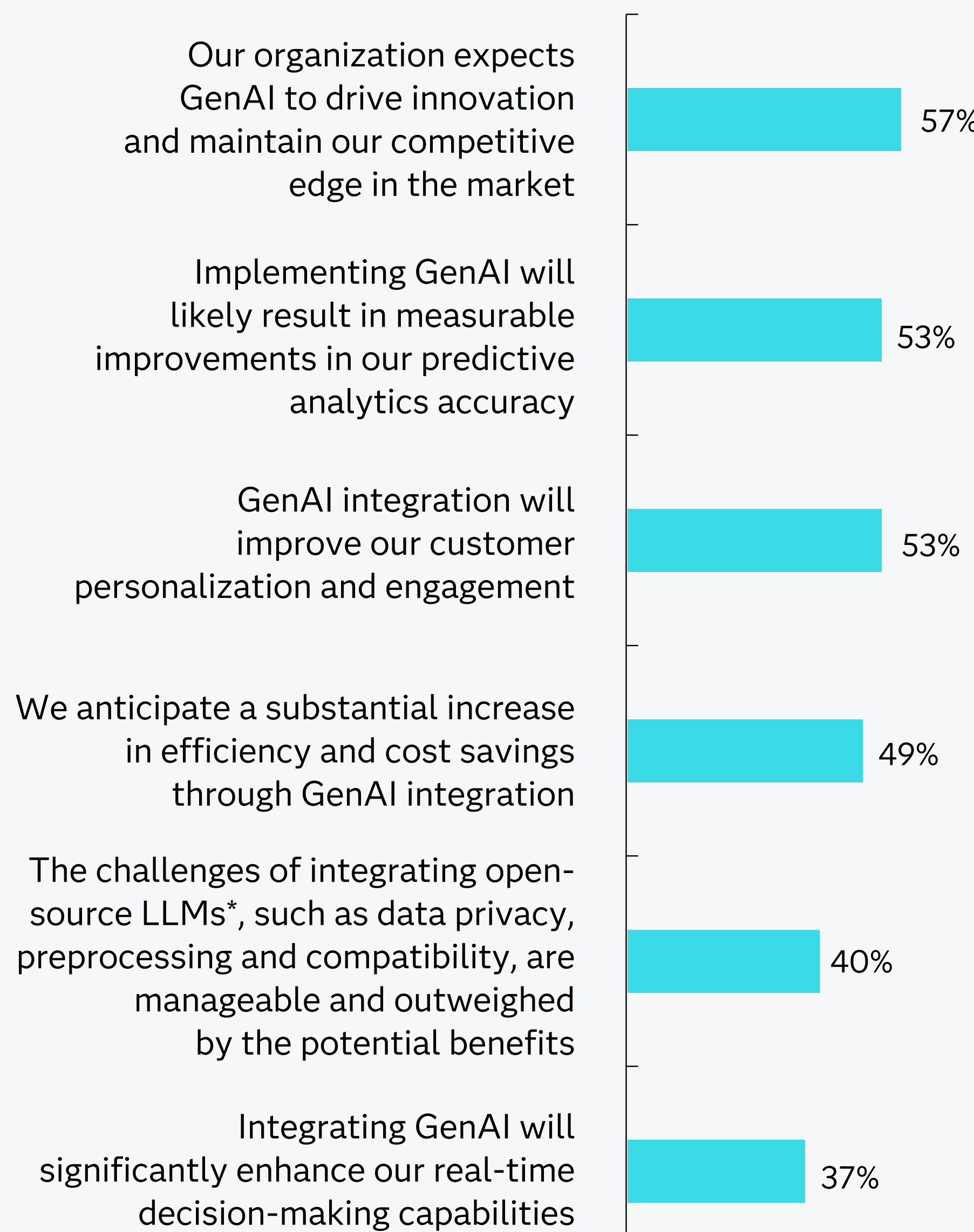


Totals may not sum exactly due to rounding

### Benefits from GenAI

This strong adoption of GenAI (96% already adopting or planning to) reflects high levels of optimism and positivity around what the technology can help organizations achieve. Businesses are likely to see benefits around innovation and competitive advantage as well as improvements in predictive analytics accuracy and customer personalization and engagement.

#### To what extent do you agree or disagree with the following statements regarding the integration of GenAI into your data analysis and operational processes?



\*Large Language Models

% agree

This positivity is borne out by those who have started using or experimenting with GenAI, with 9 in 10 experiencing improved employee experience and satisfaction and around 8 in 10 reporting other benefits such as efficiency in processing large data sets, cost and time savings and positive impacts on customer satisfaction and retention.

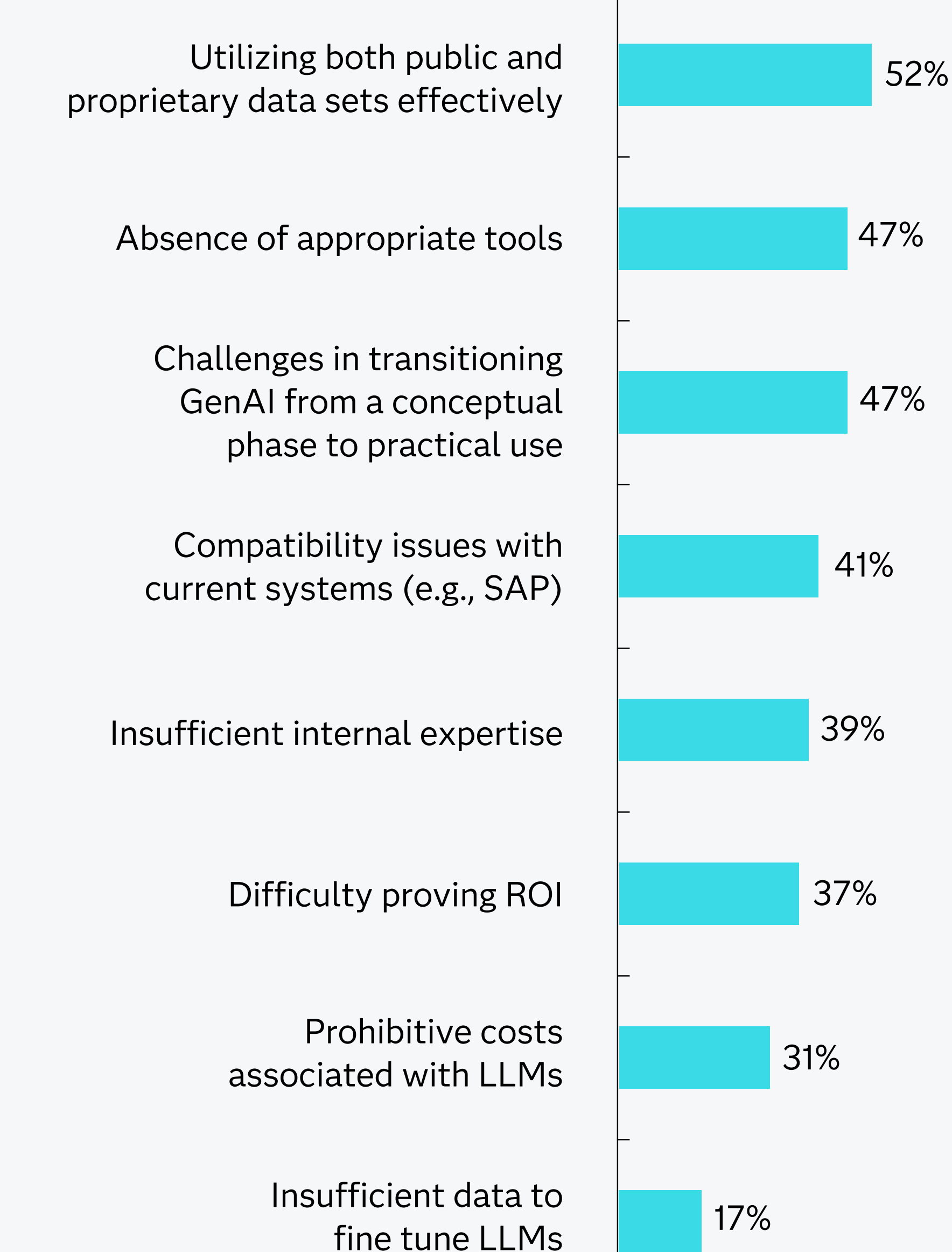
#### What measurable outcomes are you realizing from the integration of Generative AI into your analytics processes?



### Obstacles to GenAI implementation

Despite this optimism, all those using or planning to use GenAI identify multiple barriers to implementation. Key obstacles include utilizing data sets effectively, lack of appropriate tools and challenges in transitioning to practical use of GenAI.

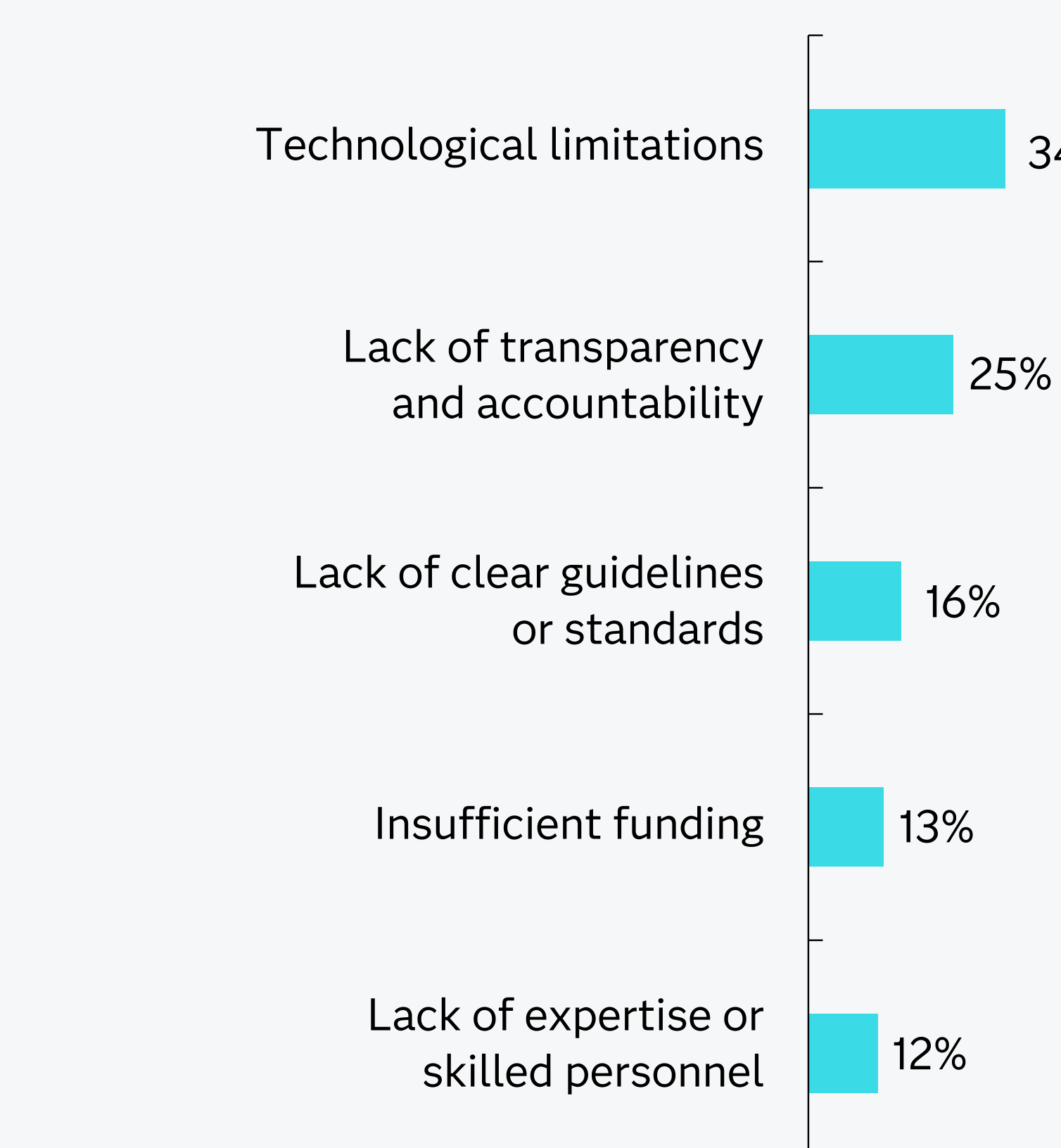
#### What obstacles do you foresee, or have you encountered, in the implementation of GenAI?



### Challenges in ensuring effective governance and monitoring of GenAI

Organizations are keen to ensure effective governance and management of GenAI, but face challenges around technical limitations and a lack of transparency and accountability.

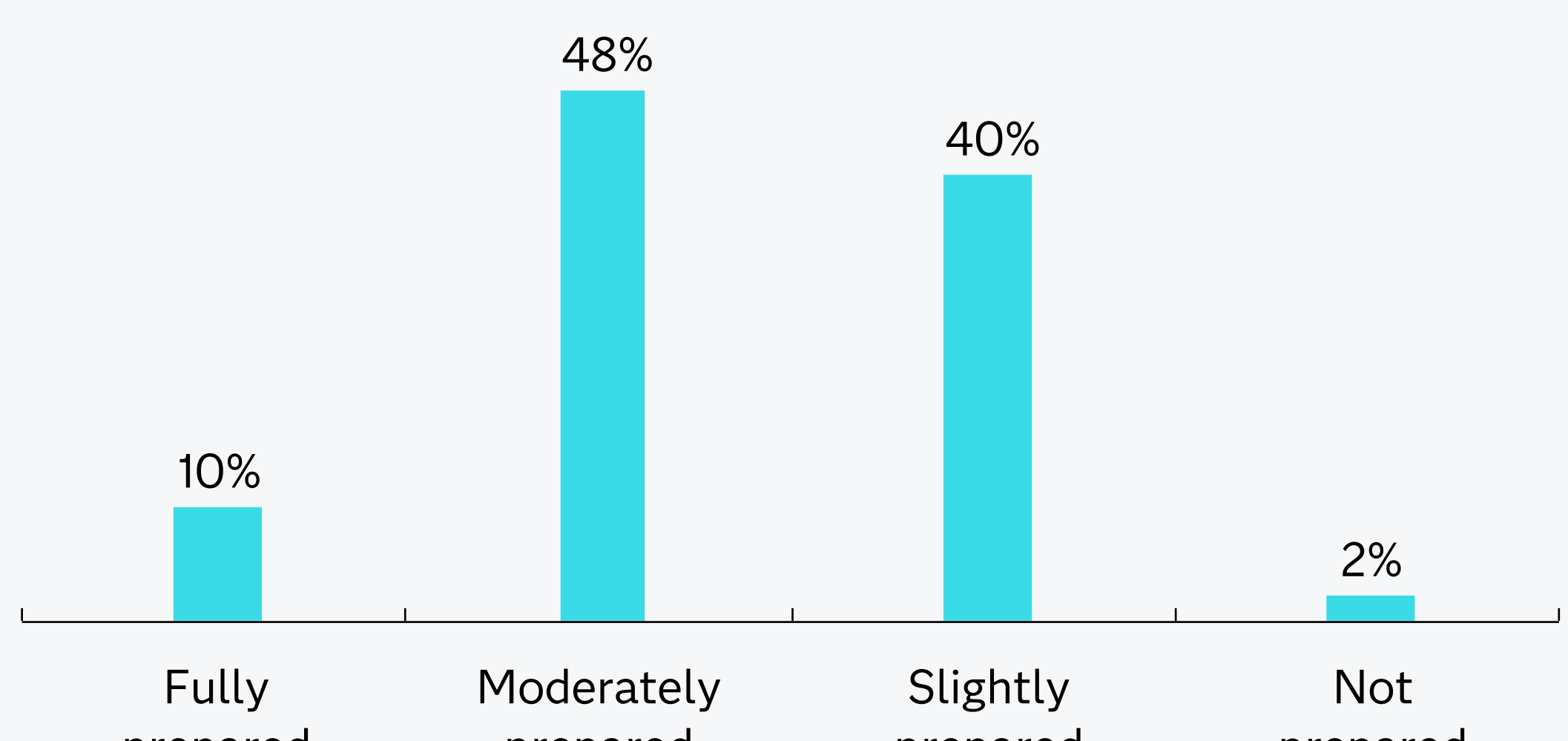
#### What would you say is your biggest challenge in implementing effective governance and monitoring for GenAI?



Please note that percentages on charts may not add to 100% due to rounding

Our research found that 95% of businesses lack a comprehensive governance framework for GenAI and only one in 10 (10%) has undergone the preparation needed to comply with current and upcoming GenAI regulations. This means the majority of businesses are at risk of regulatory non-compliance.

#### How prepared is your organization to comply with current and upcoming regulations concerning GenAI?

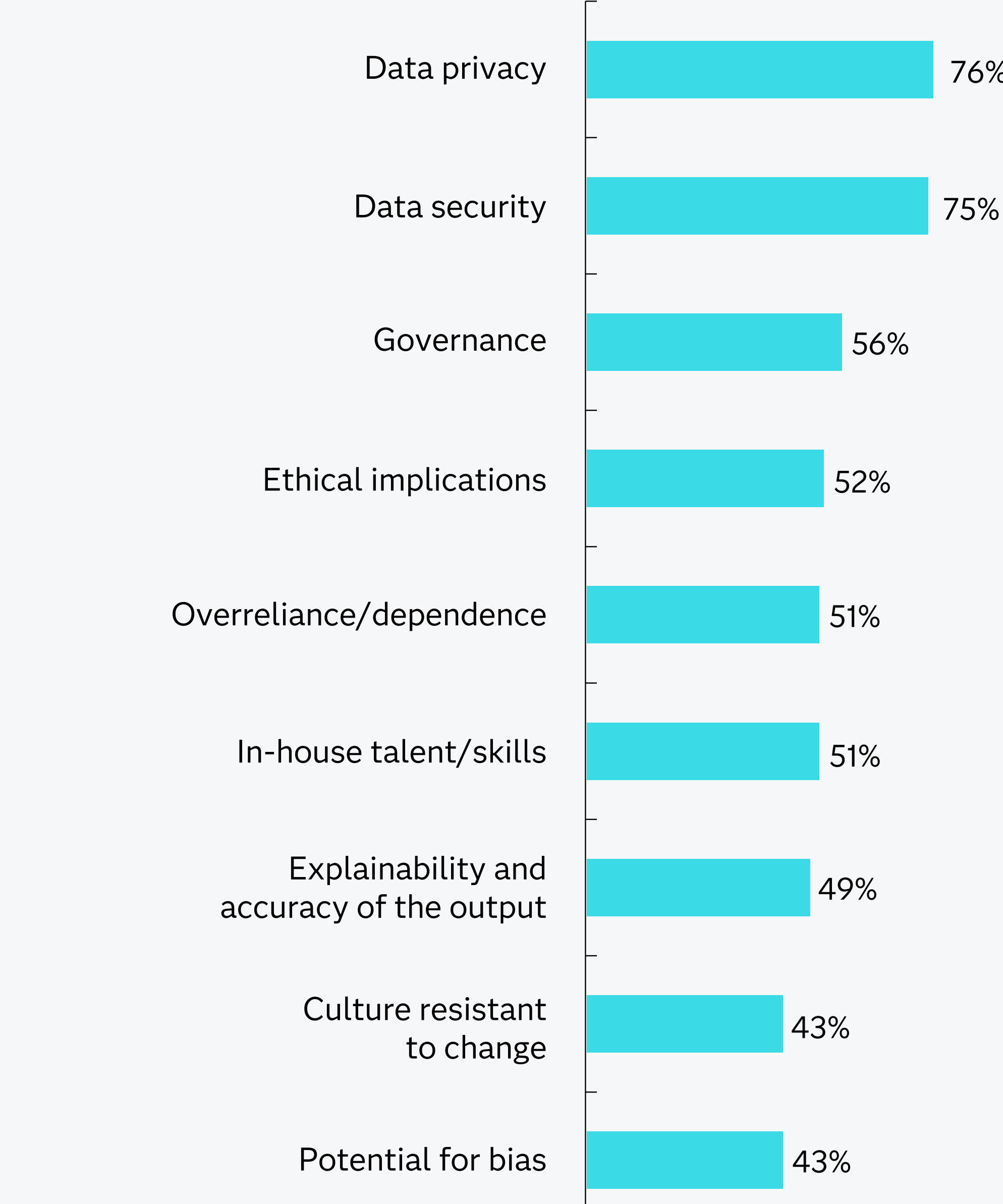


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### Concerns about GenAI usage

While they are generally enthusiastic about GenAI, decision makers do have some concerns about its usage, particularly when it comes to data privacy and security, with governance and ethical implications also scoring highly as areas of concern.

#### What are your concerns regarding the usage of GenAI in your organization?



Based on % ranking as one of their Top 5 barriers

### Blueprint for gaining competitive advantage

In light of the findings outlined above, SAS recommends the following key principles when using GenAI:

**Integrate GenAI models:** Put GenAI to work in your existing business processes like in decisioning workflows or AI/ML applications, to gain faster and more reliable results.

**Protect your data:** Ensure user privacy and security with robust data quality measures, including synthetic data generation, data minimization, and anonymization and encryption, ensuring sensitive information remains safeguarded.

**Ensure trustworthy and explainable results:** Data experts can apply natural language processing techniques to preprocess data, and explain the generated output, minimizing hallucinations and token costs.

**Enhance governance:** Use built-in workflows that validate the entire life cycle of LLMs, from regulatory compliance to model risk management.

### Concluding thoughts

**“The advent of generative AI promises to revolutionize the landscape of human and business productivity. As you embark on this transformative journey, it is imperative to acknowledge the boundless potential of this new technology, as well as the challenges that accompany such innovation.”**

By Marjela Profi,  
Strategic AI Advisor at SAS

