

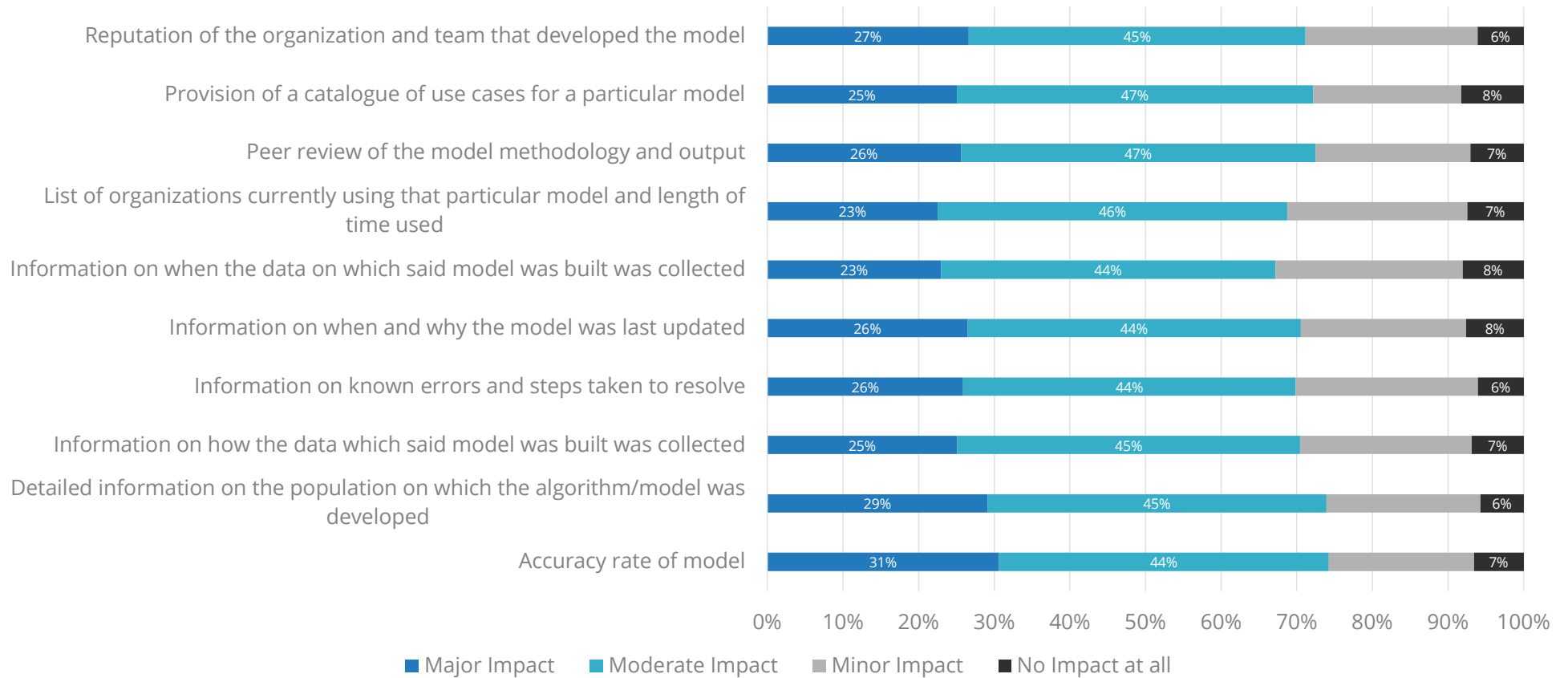


GenAI and Trust: How Companies Are Thinking About the Trustworthiness of AI and GenAI Tools

FutureIT Chicago 2024

Grace Trinidad, PhD, MPH, MS
Research Director, Future of Trust

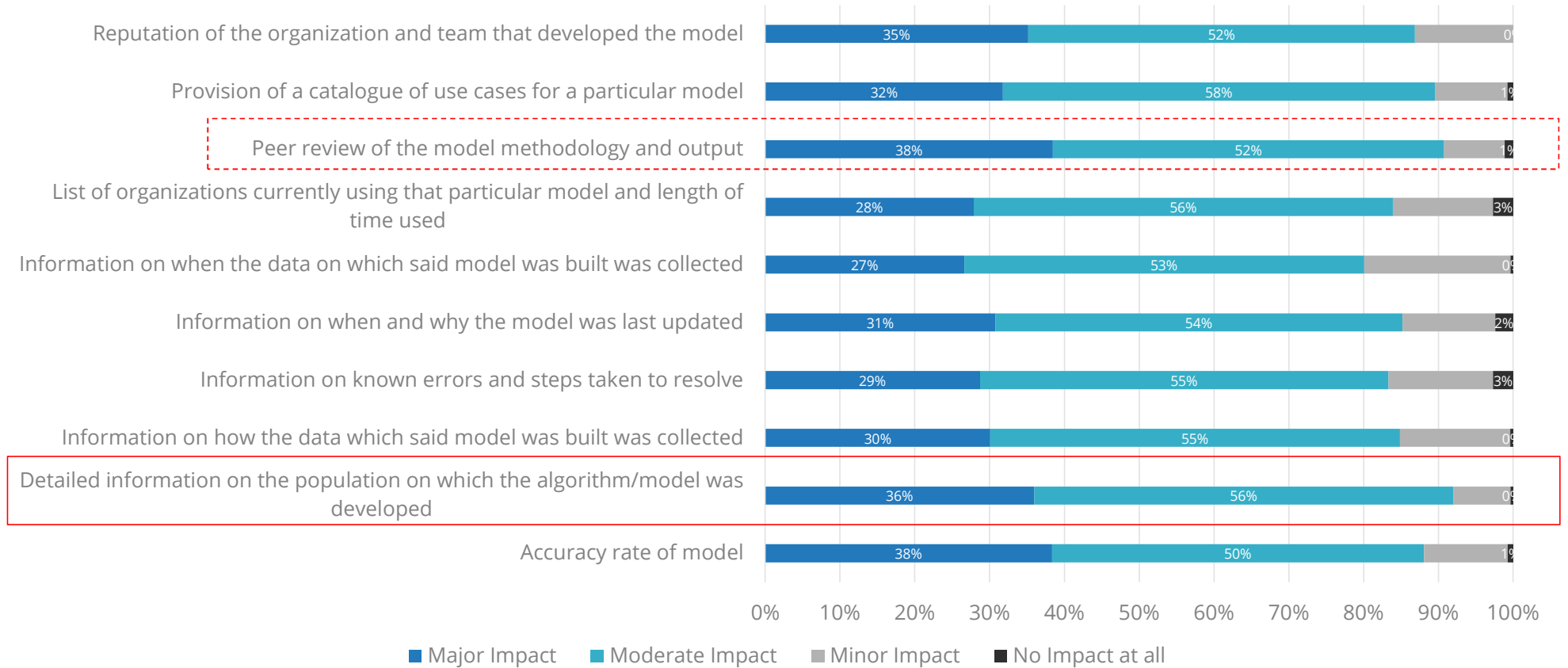
Impact on Trustworthiness of AI – Global



n = 881
 Source: Future Enterprise Resiliency & Spending Survey Wave 11, IDC, December, 2023



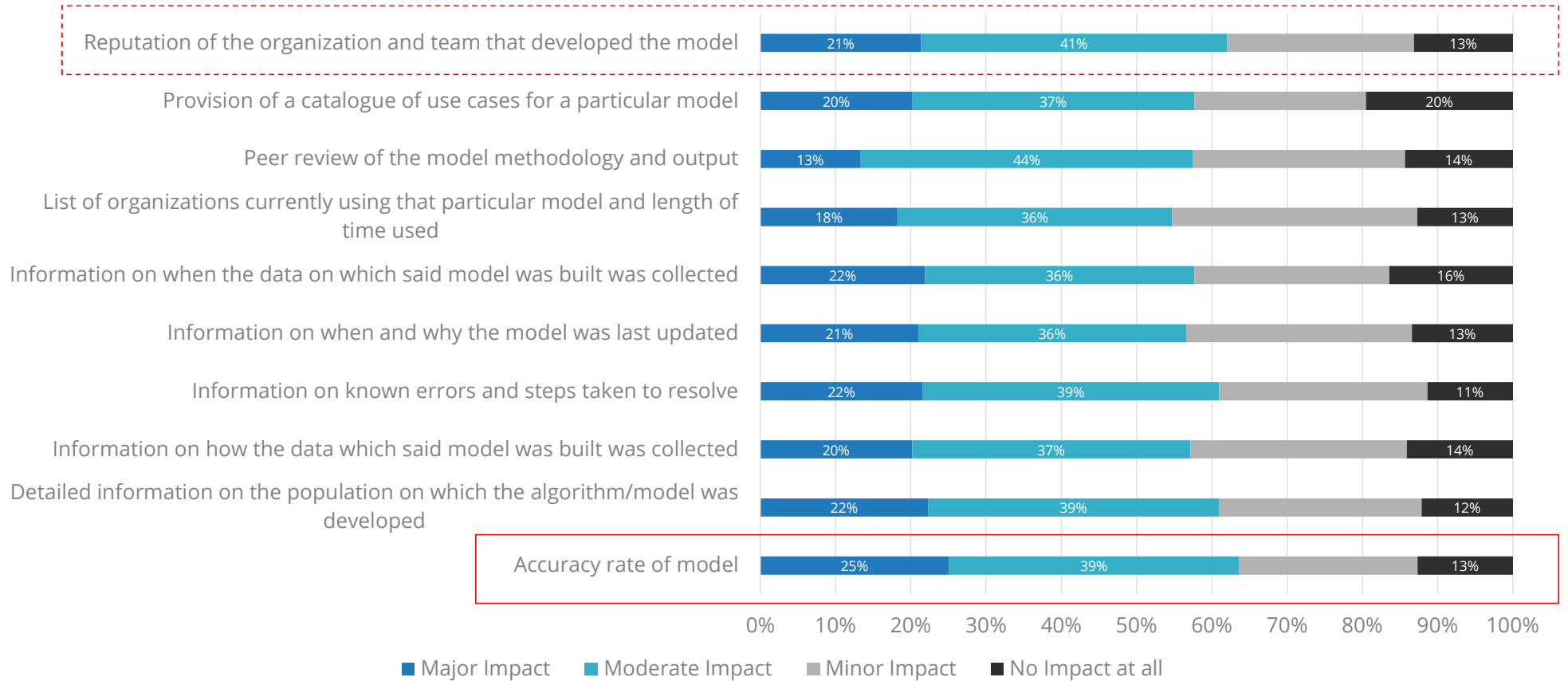
Impact on Trustworthiness of AI – North America



n = 361
 Source: Future Enterprise Resiliency & Spending Survey Wave 11, IDC, December, 2023



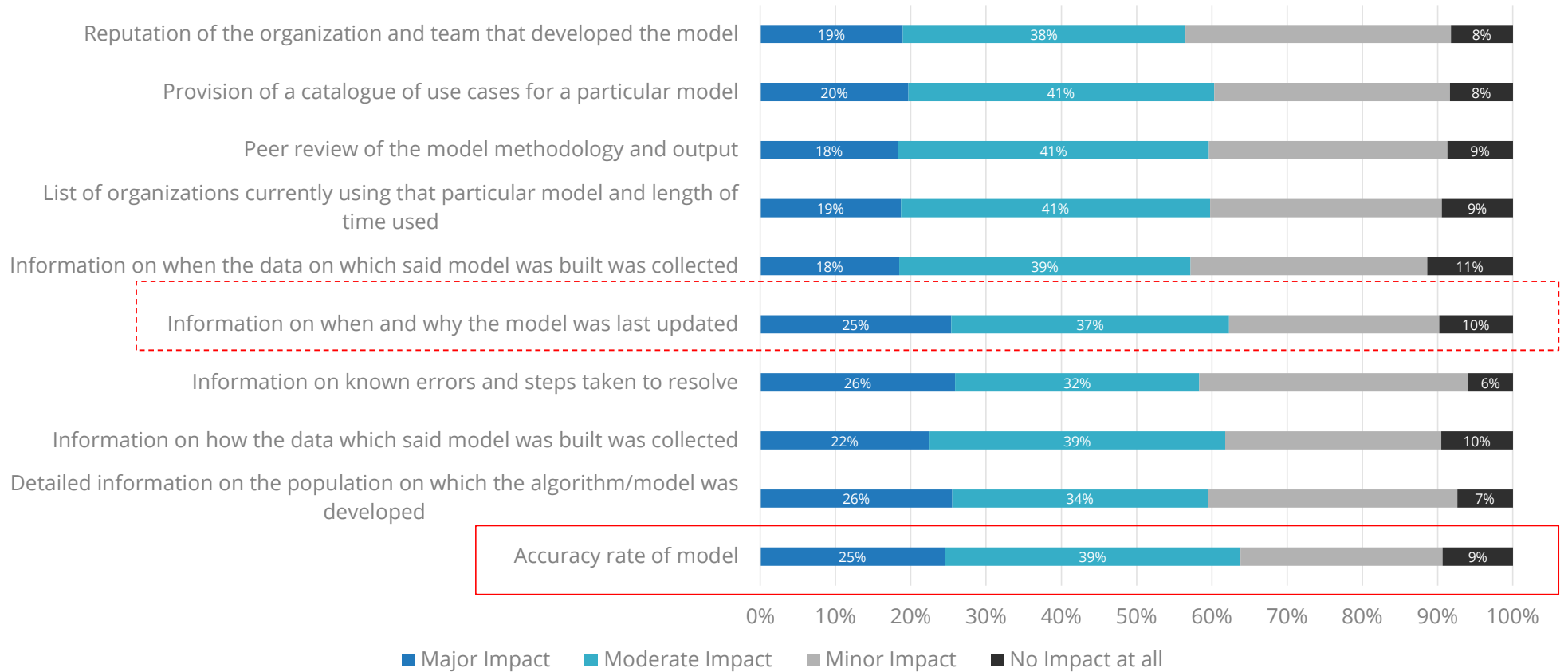
Impact on Trustworthiness of AI – EMEA



n = 220
 Source: Future Enterprise Resiliency & Spending Survey Wave 11, IDC, December, 2023



Impact on Trustworthiness of AI – Asia Pacific



n = 300
 Source: Future Enterprise Resiliency & Spending Survey Wave 11, IDC, December, 2023



IDC Survey Spotlight

How important is auditability for compliance in selecting a GenAI platform?



Frank Dickson



Dr. Grace Trinidad

Given your organization's plans for GenAI investment and implementation, which of these capabilities were most important in your evaluation of AI platforms?

	All Companies		GenAI Apps/Services in Production		Significant Investment Underway		Doing Initial Testing/POCs	
Auditing for compliance	17.3%	15.0%	19.8%	12.9%	17.2%	15.4%	15.9%	15.7%
PII detection/content moderation for training data	15.1%	13.4%	18.2%	14.4%	17.1%	11.8%	10.4%	15.1%
Cost reporting	14.9%	17.6%	15.1%	17.1%	17.9%	19.7%	10.5%	14.8%
Automation of data preparation and training steps	13.6%	10.5%	16.4%	10.7%	10.7%	12.0%	15.9%	8.3%
Model explainability/transparency	12.7%	10.8%	11.8%	8.7%	10.8%	11.2%	16.2%	11.5%
Model comparison and scoring	9.4%	11.7%	5.9%	12.0%	8.9%	11.1%	12.3%	12.3%
Model fine-tuning	8.8%	9.9%	7.1%	13.2%	9.9%	7.6%	8.3%	11.0%
Guided prompt engineering	7.9%	10.9%	5.7%	10.9%	7.0%	10.7%	10.4%	11.1%

■ Most important ■ 2nd Most important



June 2024

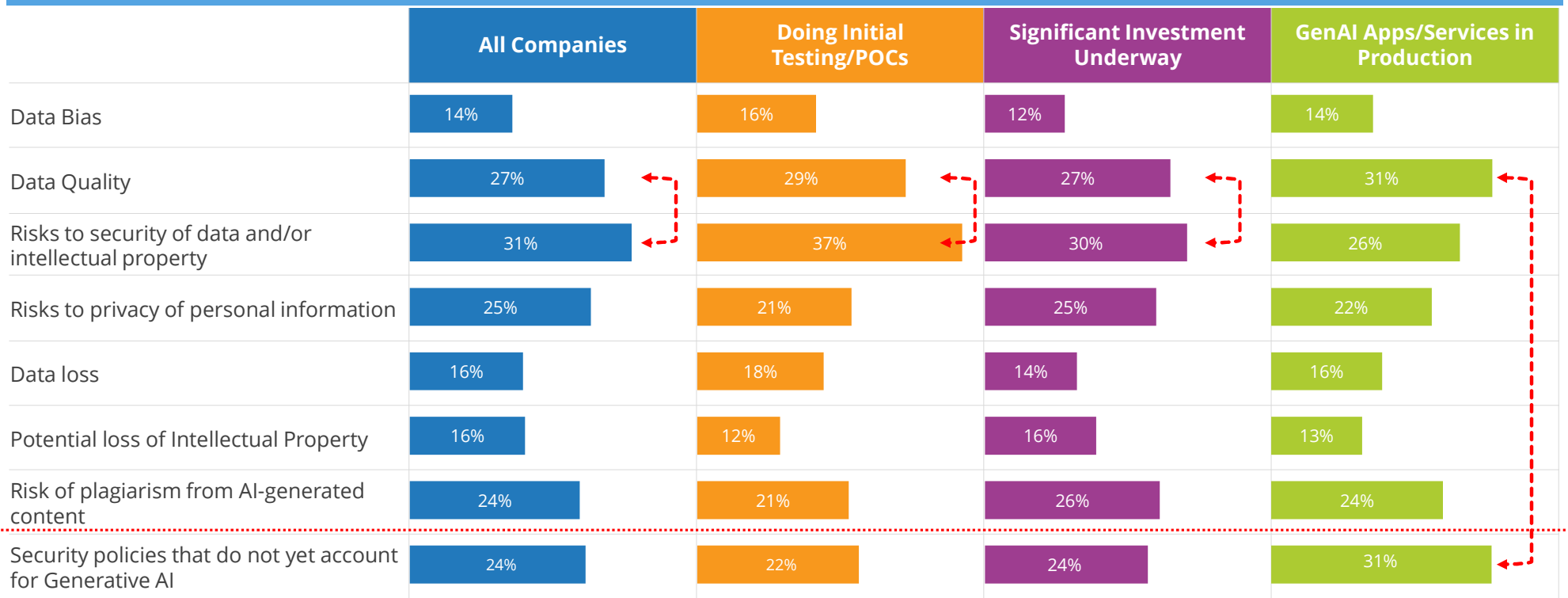
IDC Survey Spotlight

Do the concerns that drive the need for AI Governance change at all as experience with AI and GenAI technologies grows?



Grace Trinidad, PhD

Which of the following are your greatest concerns that drive the need for AI Governance?



Source: Future Enterprise Resiliency & Spending Survey Wave 2, IDC, February, 2024

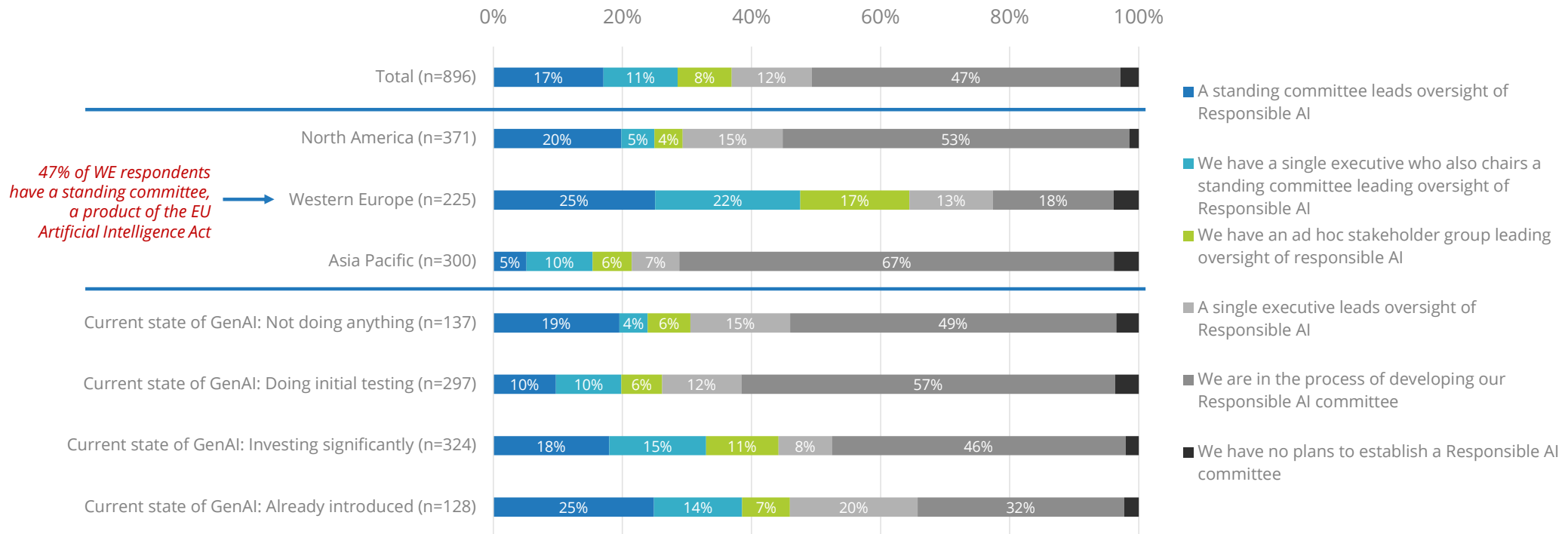
IDC Survey Spotlight

How are organizations managing their Trusted AI approach?



Grace Trinidad, PhD

Which of the following best characterizes your organization's approach to Responsible AI management?



IDC Survey Spotlight

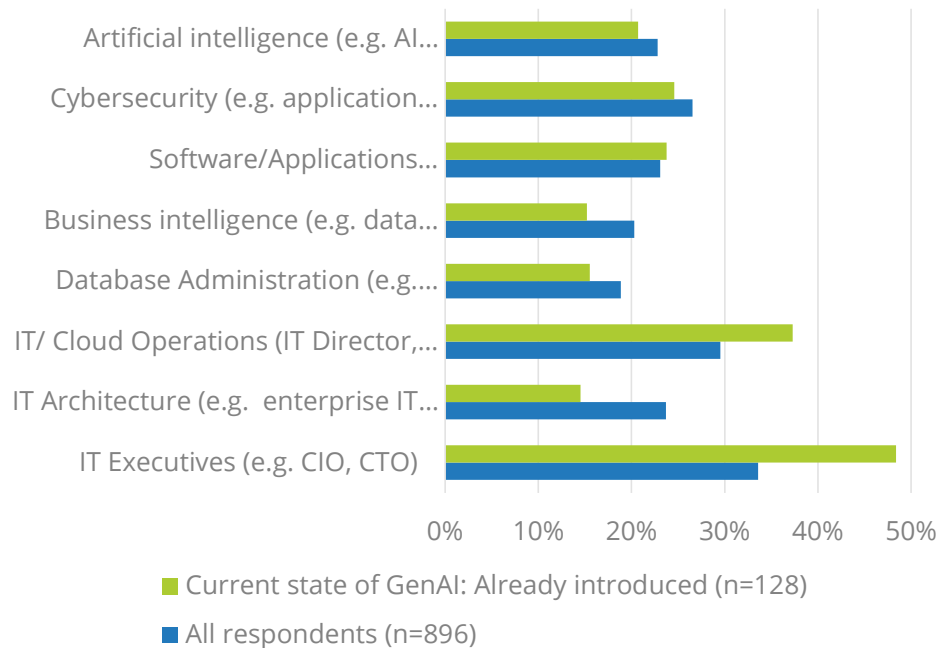
The EU AI Act features guidance that includes multi-disciplinary stakeholder groups for Responsible AI Governance. What is the current composition of IT and LOB Roles on Responsible AI (RAI) Committees worldwide and among organizations who have already introduced GenAI?



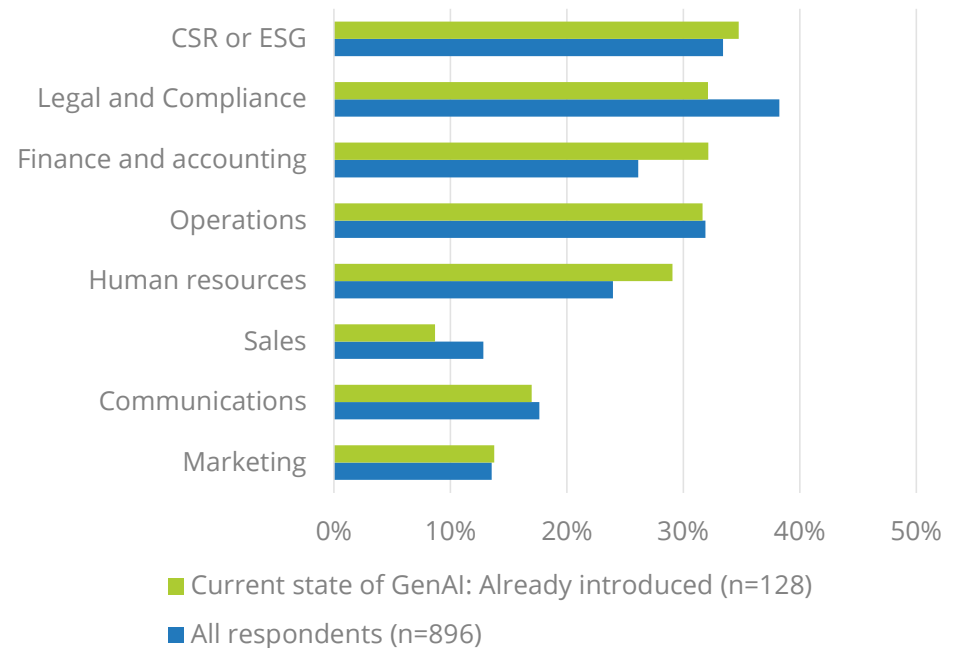
Grace Trinidad, PhD

Which of the following IT and LOB groups at your organization are most responsible for setting Responsible AI (RAI) policies?

IT Roles Setting RAI Policies



LOB Roles Setting RAI Policies



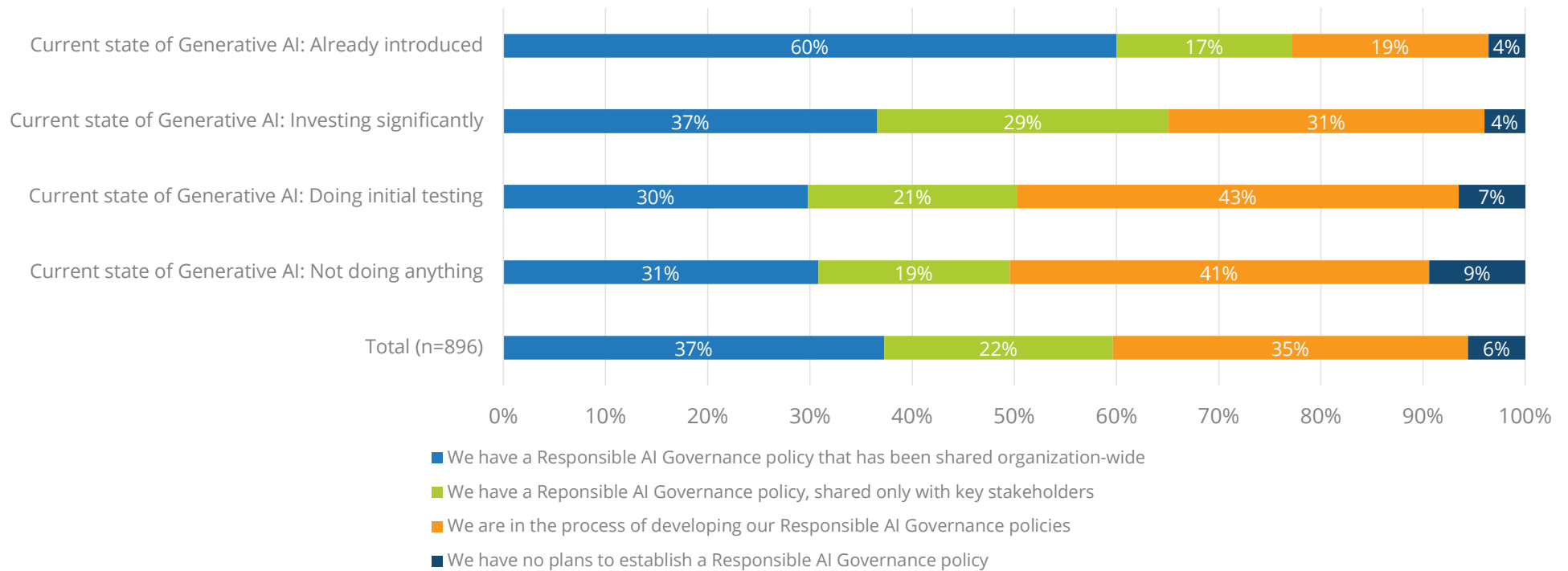
IDC Survey Spotlight

Where are organizations in their Trusted AI approach?



Grace Trinidad, PhD

Has your organization established Responsible AI Governance policies?



Source: Future Enterprise Resiliency & Spending Survey Wave 2, IDC, February, 2024
June 2024

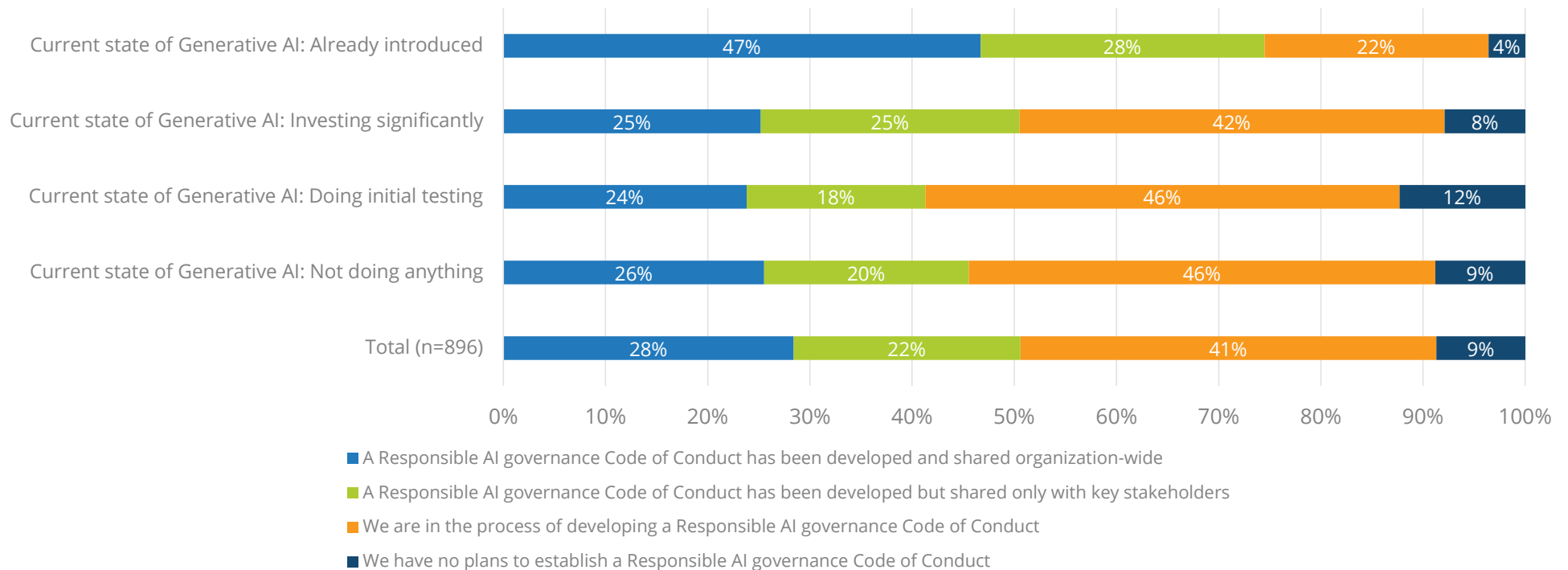
IDC Survey Spotlight

Where are organizations in their Trusted AI approach?



Grace Trinidad, PhD

Has your organization established Responsible AI Code of Conduct?



IDC Survey Spotlight

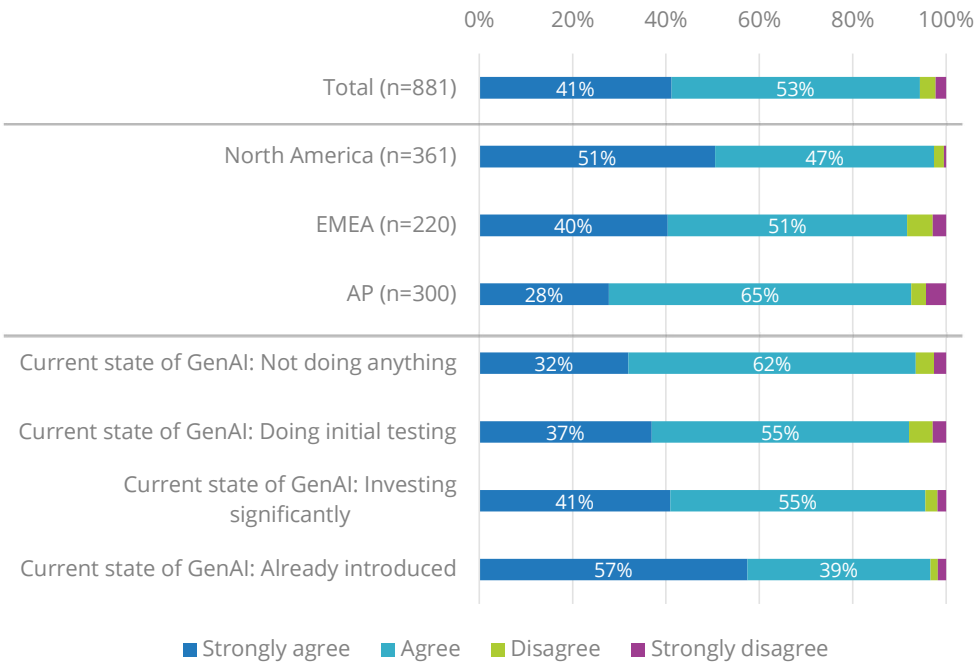
How necessary and what impact will AI laws and regulations have for IT business leaders and decision-makers?



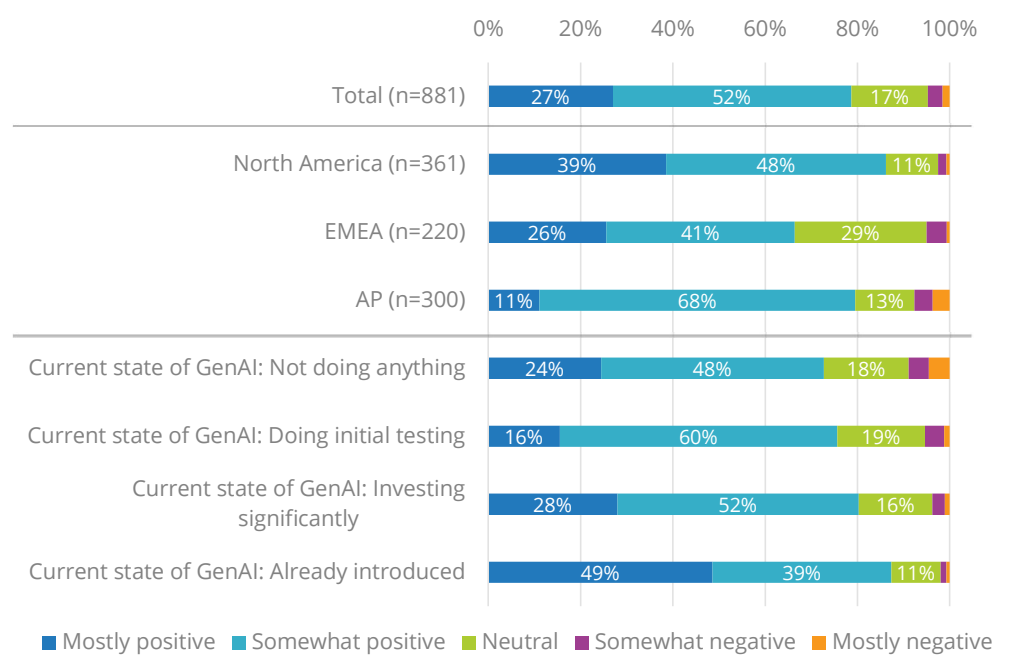
Grace Trinidad, PhD

“How much do you agree with the following statement? ‘Laws and regulations governing the use and development of AI technologies are necessary for our industry to move forward.’” and “In your opinion, will laws and regulations governing the use of AI have mostly negative or mostly positive consequences for the future of AI technologies?”

Necessity of AI Laws and Regulations



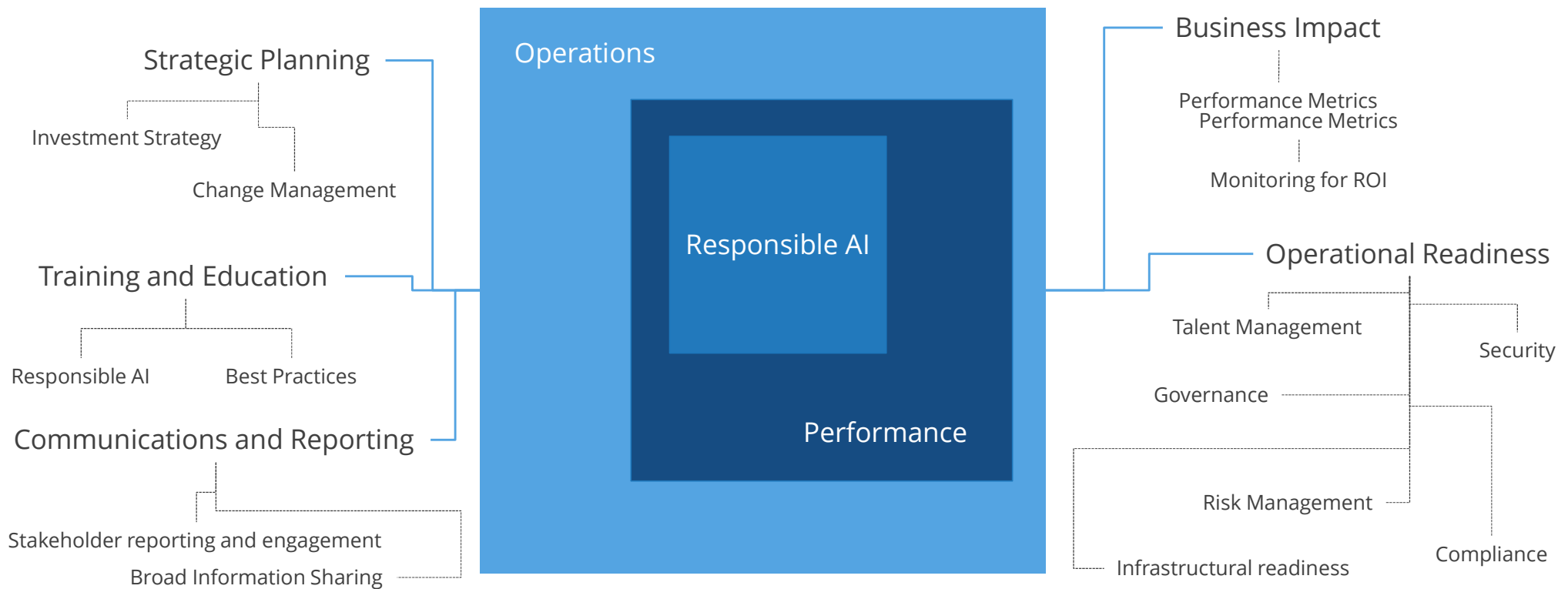
Impact of Regulation on Future AI Technologies



Source: Future Enterprise Resiliency & Spending Survey Wave 2, IDC, February, 2024

AI Governance: What to consider

Responsible AI, Performance, Operations





For additional information on Trust:

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