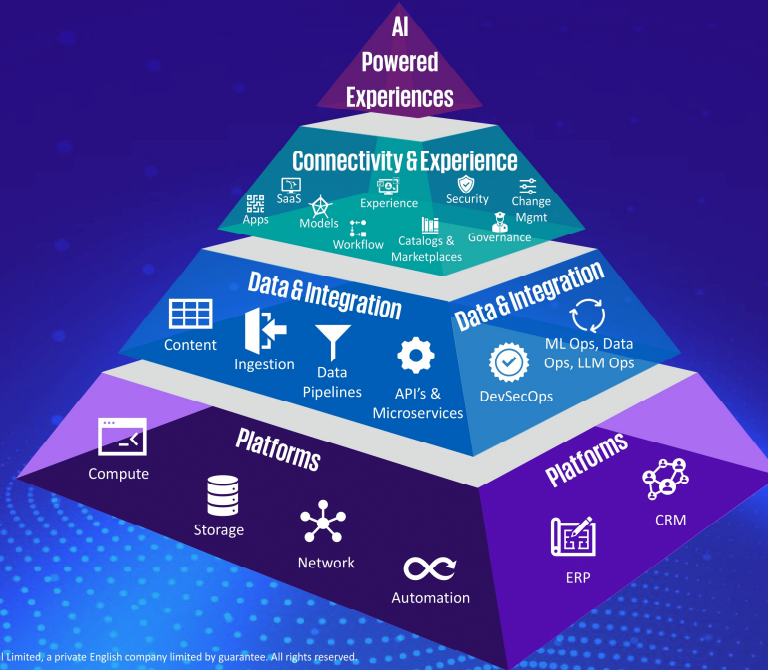




Business is
changing.

A Tale of Two Transformations

The Transformation Hierarchy



2024 KPMG Gen AI Survey

Investments in Gen AI are expected to increase as organizations exhibit confidence in achieving ROI in the near term and plan to deeply integrate Gen AI in business processes

Who's Leading AI?

41%

of the respondents claim that Chief Technology Officer (CTO) is leading this effort at their organization.

Chief AI Officer (CAIO)

49%

of those that have not yet assigned a dedicated position, plan to do so within the next 12 months

36%

of those that have not yet assigned a dedicated position, are not planning to do so in the future

Future Investments & ROI

86%

of the respondents believe that Gen AI investments are expected to increase over the next 3 years

82%

of the respondents are confident in the ROI of planned investments in Gen AI over the next 1 to 3 years



CIOs are under pressure to drive AI across the enterprise

From above

"What kind of changes can we expect to how we do business?"



Board



CEO

"How will this enable top line growth and reduce operating costs?"

From peers



COO

"Where will GenAI drive the greatest productivity increases?"



CFO

"What's the ROI of my GenAI investments?"



CHRO

"How do I start analyzing workforce data with GenAI?"



CMO

"Is there an AI plug-in that lets us to personalize marketing campaigns?"

From below



IT Product Manager

"What skillsets and expertise will be needed to implement and manage AI initiatives?"



Platforms Director

"Can we leverage a SaaS AI solution to enhance the performance management lifecycle?"



ITSM Director

"How will GenAI affect our incident response and monitoring capabilities?"

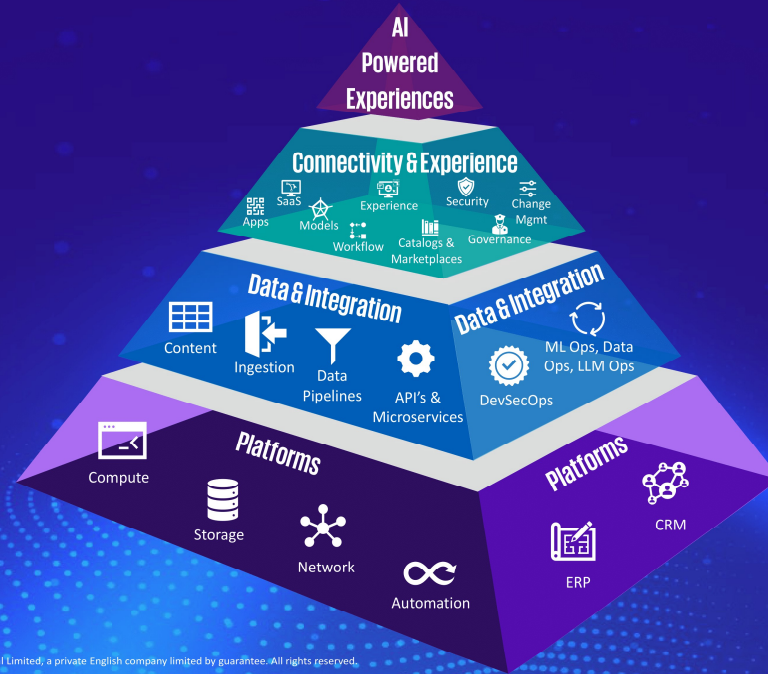


Solution Architect

"How will we prioritize and value our use cases?"



The Transformation Hierarchy



The balancing act of multiple continuous transformations

External forces are continuously changing the game for businesses everywhere



Continuously improving consumer experiences are **the expectation not the aspiration**




Technology evolution is unlocking new opportunities and **increasing complexity**



Greater labor mobility and high attrition rates **creates a moving target**



Market volatility (supply chain, inflation etc.) is **becoming the norm**



Pace of innovation and disruption has **increased exponentially**





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