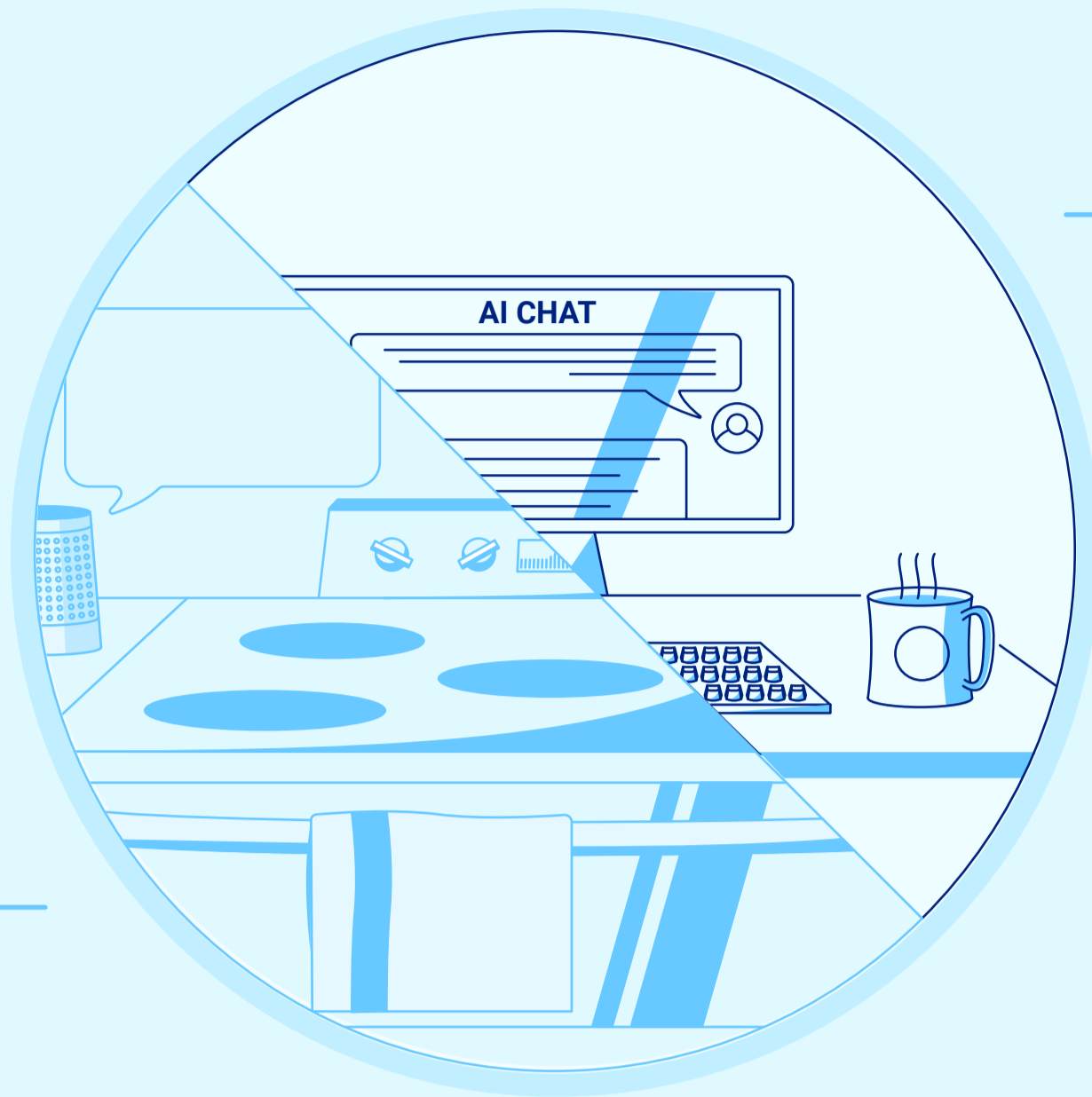


Generative AI has been 2023's most talked about technology. Organizations are optimistic but also face many challenges as they make their AI dreams a reality.

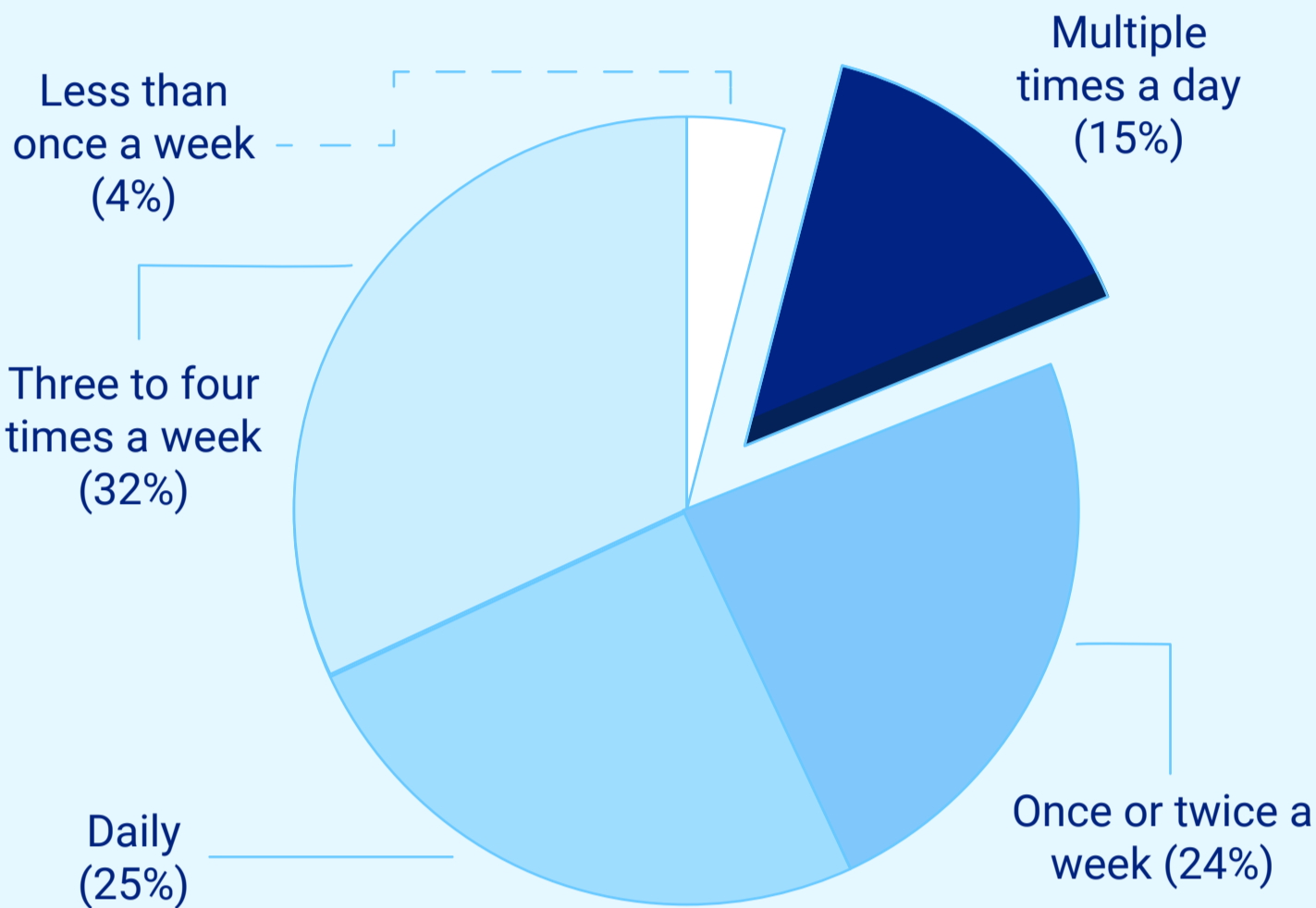
Here's what **Dell Technologies** learned conducting primary research on this topic.

91% reported using Generative AI in their lives in some capacity.



71% indicated that they've used it for work.

Which of the following best describes the frequency with which you yourself use Gen AI tools?



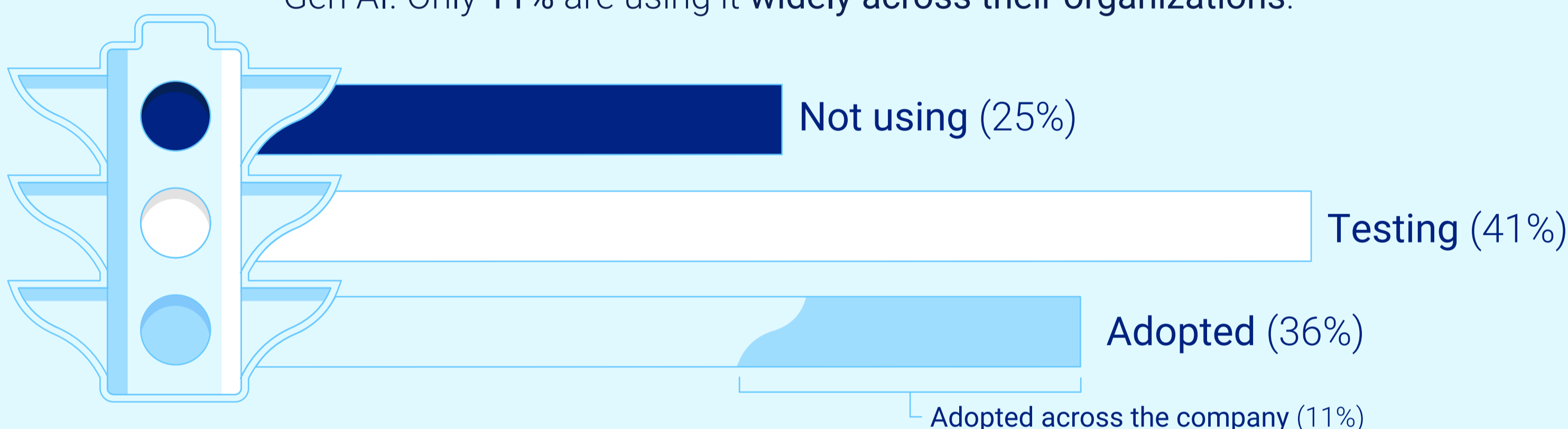
While nearly all respondents have been experimenting with Gen AI, very few built it into their day-to-day work. Only 15% use Gen AI tools multiple times a day.

“We believe there is a lot of potential with Gen AI but there are serious risks that need to be considered. We are using Gen AI, but very cautiously.”

IT Executive

Organizational Adoption

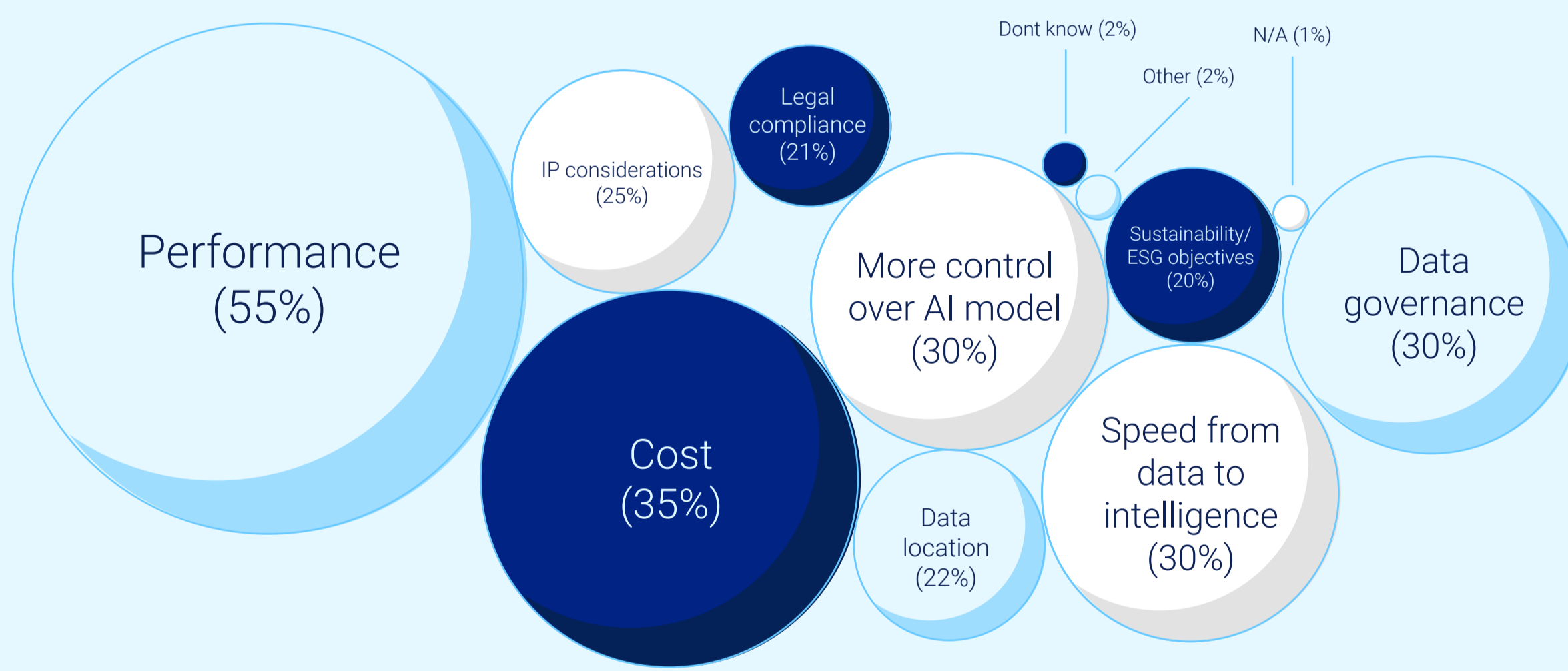
Organizations are still early in their deployment and usage of Gen AI. Only 11% are using it widely across their organizations.



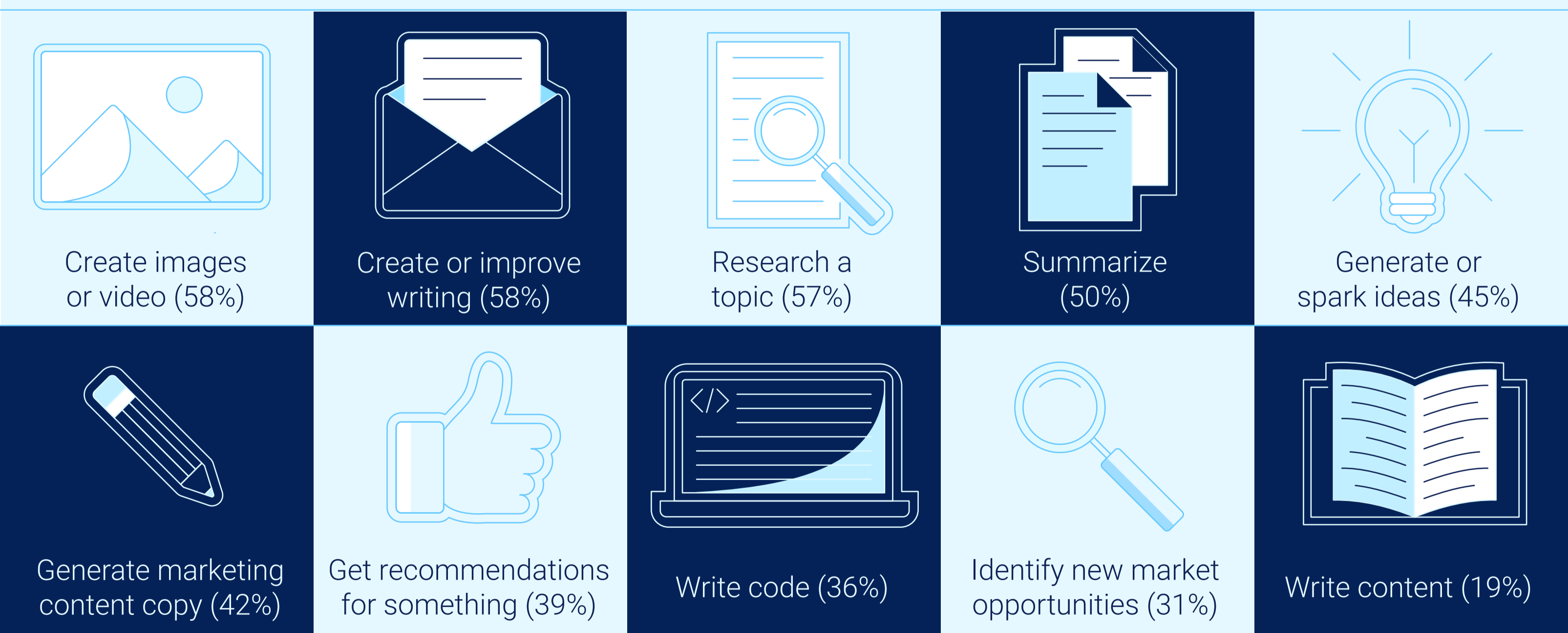
Embracing Generative AI as an organization requires a strategy. Those who have found success are more structured than their peers.



Not all implementations are equal. Many organizations are prioritizing building or training models on-premises. These were the top reasons why.

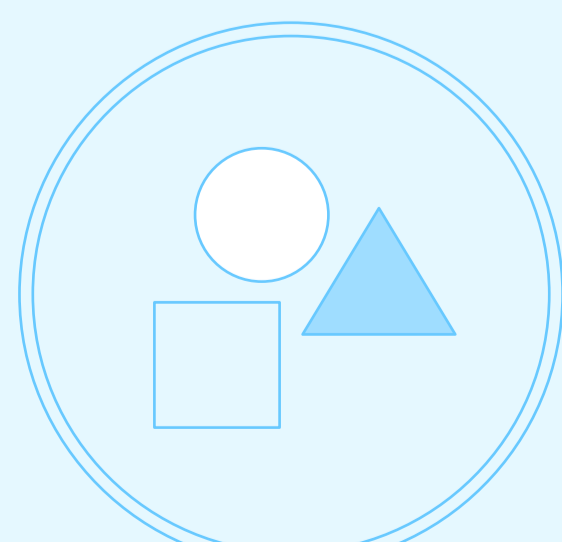


Gen AI usage is prolific across many use cases and most respondents are using it in multiple facets of their work.

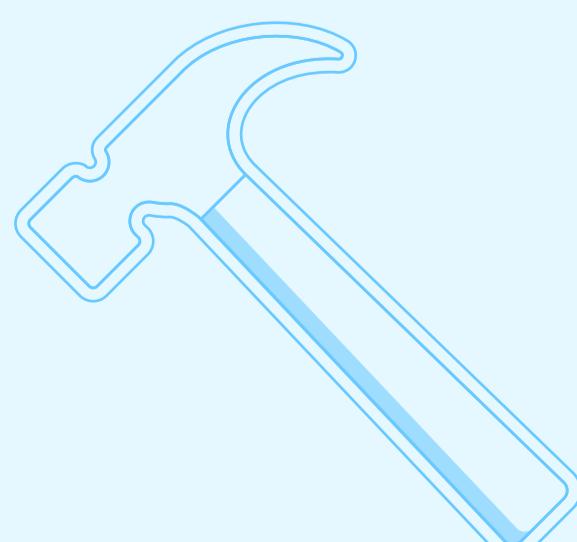


Dell Technologies can help you succeed in your Generative AI effort

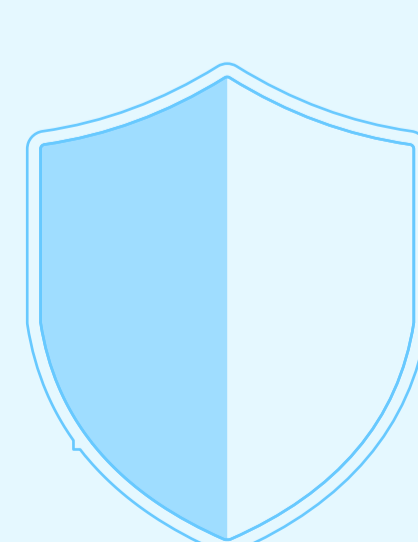
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