Executives are embracing generative AI and large language models (LLMs) to optimize and automate:

63%
Automate IT

57%
Customer Service Workflows

45%
Supply Chain

41%
HR & Talent Mgmt

40%
Sales & Marketing

35%
Operations

34%
Finance

Sources: IBM Institute for Business Value

*"Executives say they expect nearly half (**48%**) of the staff in their organization will use generative AI to augment their daily tasks in the next year"*

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GAIA

Business leaders anticipate significant returns from Gen AI

Increasing Gen AI investments

>50%

of executives have a focus on topline value drivers such as capabilities and growth from their generative AI investments.

Concerns around Gen AI must be overcome

56%

of executives have security concerns with generative AI, these concerns about trust and effectiveness create barriers to adoption.

Financial returns on AI investments edging up

6X

ROI growth from AI projects throughout the pandemic and returns from generative AI build on that baseline with an expected 41% growth expected ROI by 2025.

Source: IBM Institute for Business Value

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Azure Open AI Features

Secure

Deployed within your Azure subscription, secured by you, accessed only by you and tied to your datasets and applications

Powerful

Large, pretrained AI models to unlock new scenarios

Flexible

Custom AI models fine-tuned with your data and hyperparameters

Safe

Built-in responsible AI to detect and mitigate harmful use

Private

Enterprise-grade security with role-based access control (RBAC) and private networks

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