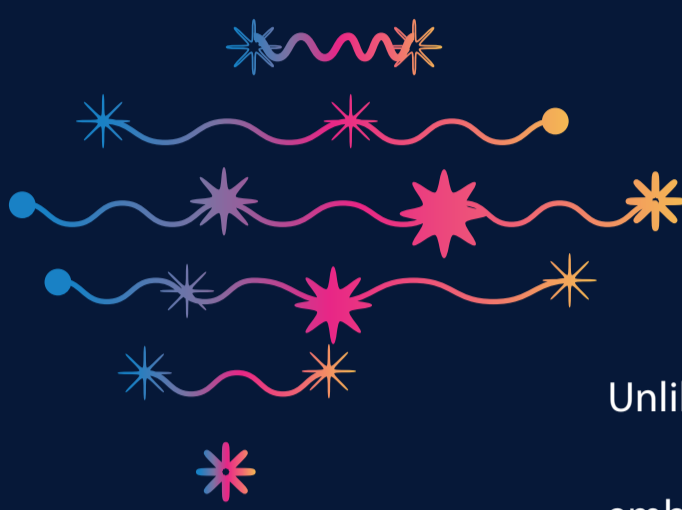


GENERATIVE AI RADAR 2023

NORTH AMERICA

GENERATIVE AI TAKES OFF

In 2024, US and Canadian firms are set to invest **\$5.6 billion** in generative AI projects, up 67% from \$3.3 billion in the previous 12 months. We surveyed 1,000 businesses from both countries to understand what's driving adoption and the path that lies ahead.



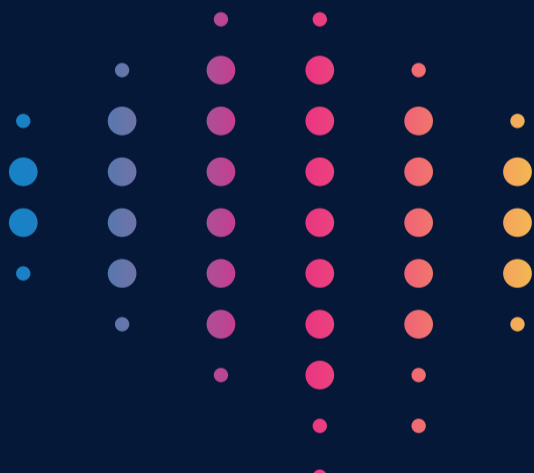
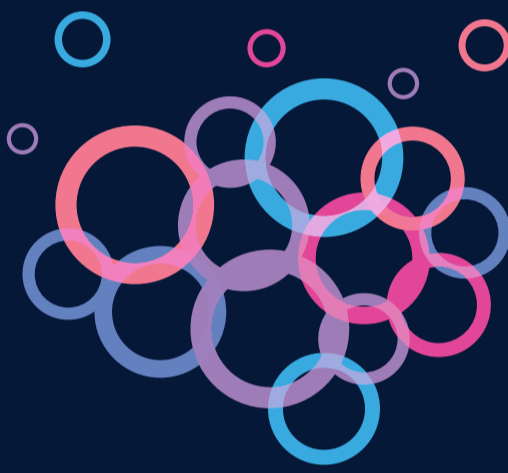
GENERATIVE AI IS BREAKING THROUGH TRADITIONAL INNOVATION BARRIERS

Unlike most emerging technologies, large companies are actively embracing generative AI, with CEOs, CIOs, and CISOs driving its adoption.



COMPANIES EXPECT GENERATIVE AI TO DELIVER MORE THAN JUST CONTENT

Enterprises see generative AI as a catalyst for business growth, efficiency, and enhanced user experiences.



DATA CHALLENGES AND LACK OF SKILLS ARE THE BIGGEST OBSTACLES

Firms must close the skills gap by upskilling, outsourcing and targeted recruiting.



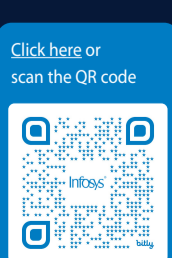
EFFECTIVE ADOPTION WILL NEED AI-CENTRIC TRANSFORMATION

Making the most of generative AI needs leadership from the top and a commitment to breaking down silos in the business.



Embed responsible AI techniques
to improve data quality and management, while managing ethics and bias risks

Develop and evolve an AI-first operating model
prioritizing business transformation, skills development, and access to talent



For more in-depth insights on how enterprises are adapting to the generative revolution, explore the **Infosys Generative AI Radar: North America**.

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