

# GENERATIVE AI RADAR

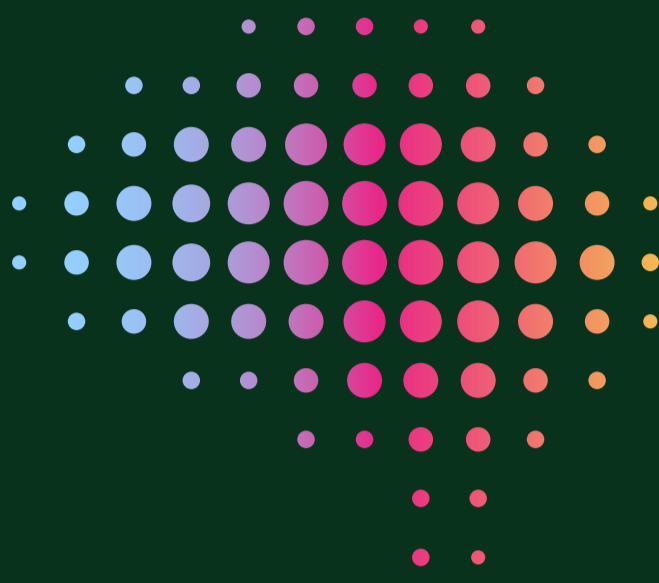
## APAC

### OPTIMIZING GENERATIVE AI INVESTMENTS FOR EFFICIENCY

APAC is spending less but creating more value from generative AI than North America and Europe. However, APAC is set to overtake North America in generative AI adoption and effectiveness. Yet, the region is more concerned about the challenges of generative AI than those in North America and Europe, possibly reflecting a realism that has developed from more experience with the technology.

### ANZ SPENDING IS LOW BUT SET TO GROW RAPIDLY

While ANZ's generative AI spending lags behind North America, its growth is expected to be among the highest globally.



143%

growth expected in APAC's generative AI investments in 2024

\$3.4bn

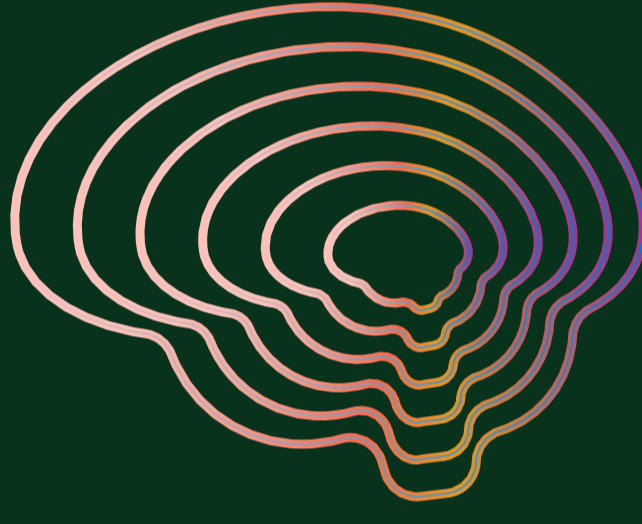
in 2024 puts APAC ahead of Europe at \$2.8 billion but behind North America at \$5.6 billion

\$142mn

in projected investments from Australia in 2024 – a rise of 154%

### ASIAN INVESTMENTS HAVE BEEN MOST EFFECTIVE

Asian companies have more generative AI projects that are past the experimentation phase and are creating business value.



56%

of Asian companies are implementing generative AI or are attaining business value, compared with 46% in North America and 42% in Europe

37%

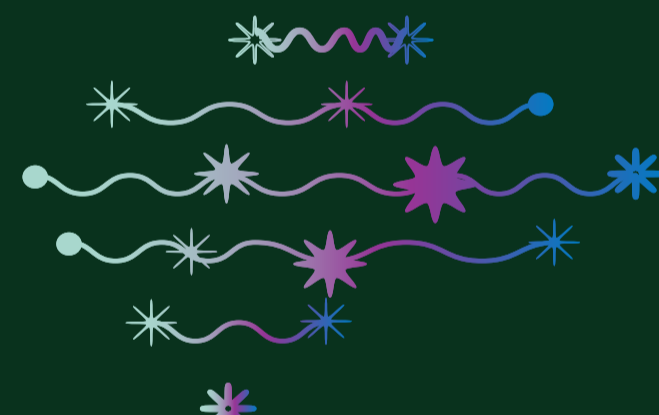
effectiveness means China is getting the most value from its generative AI spending, compared to North America (11%) and Europe (6%)

31%

of ANZ companies are in the last two phases of adoption

### APAC IS MORE CAUTIOUS THAN OTHER REGIONS

APAC is more cautious about generative AI's impact on business than North America and Europe, with particular emphasis on responsible AI and employee readiness.



10%

APAC firms expect negative impact on reputation compared with 3% for North America and 5% for Europe



**Responsible AI** (data privacy, usability, ethics and bias) is a concern for Asian countries, while ANZ is less concerned about data usability



**Employee readiness** is lowest in ANZ and will require firms to upskill, recruit new talent, and work with partners

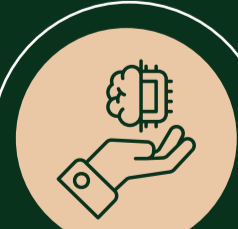
### EFFECTIVE ADOPTION NEEDS AI-CENTRIC TRANSFORMATION

To make the most of generative AI, companies need to focus on delivering business impact and creating an AI-first operating model.



#### Embed responsible AI techniques

to improve data quality and management while managing ethics and bias risks



#### Develop an AI-first operating model

prioritizing business transformation, skills development, and access to talent

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

Connect with us at [infosystopaz@infosys.com](mailto:infosystopaz@infosys.com)