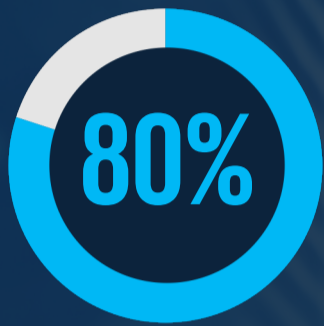




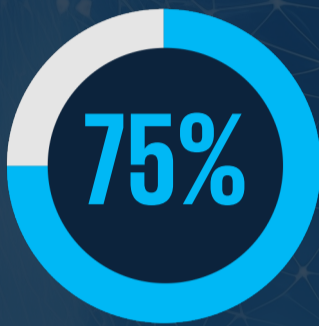
How technology companies are embracing generative AI

2024 GenAI survey:
Technology, media, telecom (TMT) sector

TMT leaders are confident in GenAI investments



Plan to **increase** GenAI investment



Feel confident about the **ROI** of GenAI

More than one-quarter plan to invest



over \$100 million in the next 12-18 months

Enterprise-level change expected



69%

More data-driven decisions will change business models



61%

Plan to expand GenAI to new business functions

Top barrier: Data security

Data privacy and security

59%

Rapid technological change

45%

Navigating regulations

39%

Vendors, partners, and upskilling play key roles in GenAI adoption

41%



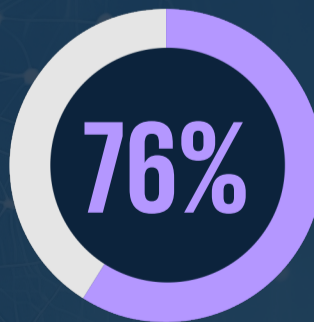
Prefer to **buy or lease** from a vendor

35%

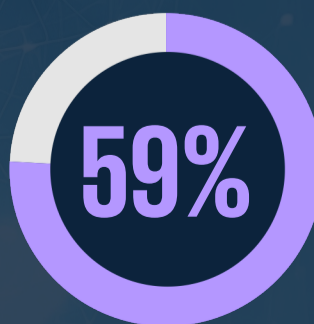


Plan to **mix building**, buying, and partnering

Actions to close skills gaps



Upskilling current employees



Hiring new employees

Top reason to pick a partner: **Specialized tools and tech**

