# Gen AI in Business

## Global Trends Report 2024
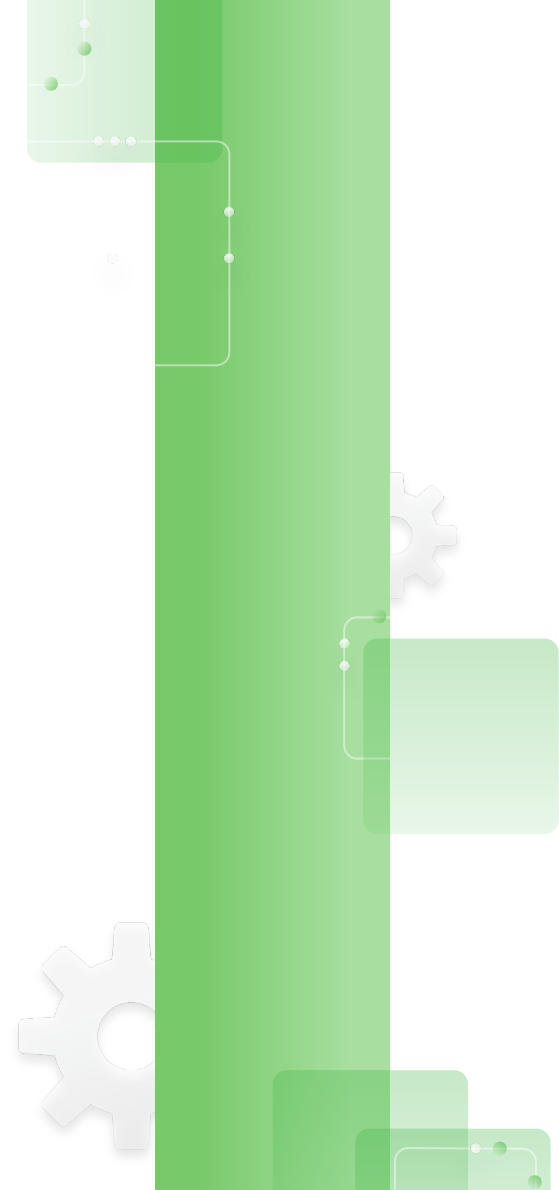
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# Overview

**The impact of Generative AI (Gen AI) is felt across various industries, with tech companies leading the charge in integrating AI into their products and services.**

At this stage, every sector has been impacted by the hype surrounding Gen AI. However, this surge of interest has particularly affected tech companies, which are under constant pressure to improve their products. Soon, failing to incorporate AI into their offerings will make it impossible for companies to keep up with the standards set by industry leaders.

**Google,** one of the leading tech companies in AI research and development, has integrated AI into various products and services, including Google Assistant, Google Translate, and Google Photos.
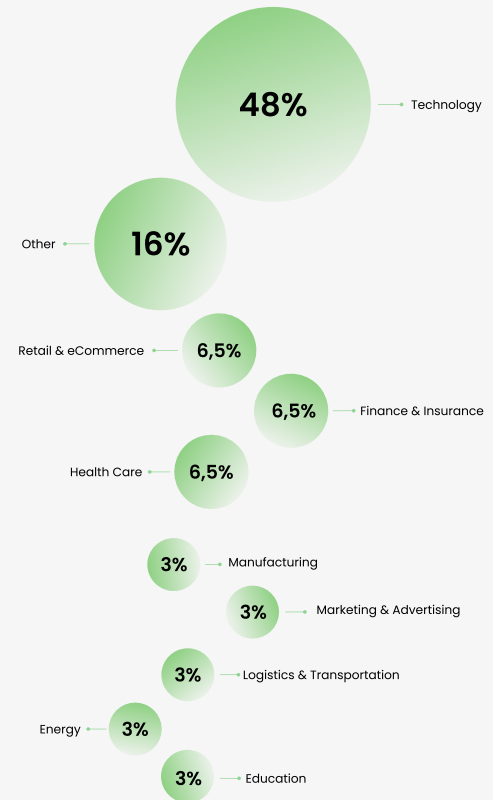
**Amazon** utilizes AI to enhance customer experience through personalized product recommendations and voice-activated shopping with Alexa. The company has also developed AI-powered logistics and delivery systems.

**IBM,** a decades-long leader in AI research and development, employs its Watson AI platform across multiple industries such as healthcare, finance, and retail.
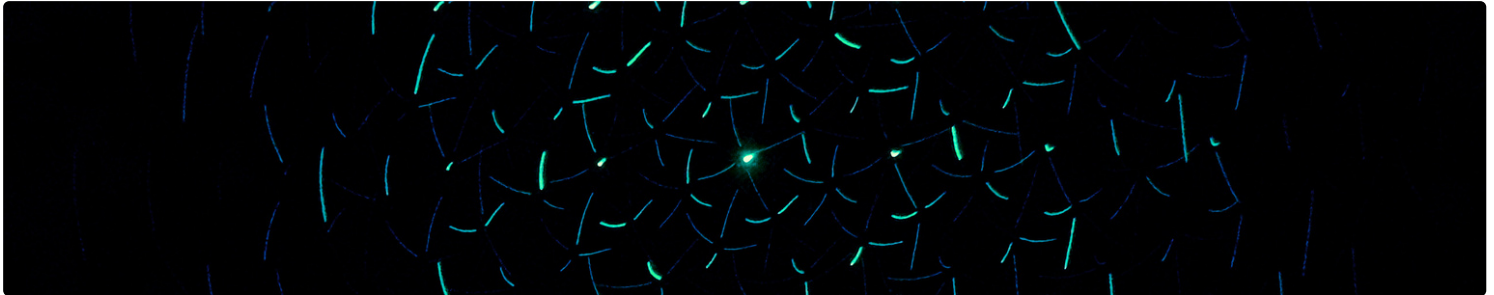
**Microsoft** focuses on natural language processing and computer vision in its AI research and development efforts. The company has integrated AI into several products and services, including Cortana and Microsoft Azure.

**Facebook** uses AI to refine user experience with features like personalized news feeds and facial recognition technology. The company is also heavily invested in AI research and development, exemplified by its AI Research division.

## Gen AI adoption across industries: Tech sector takes the lead

**48%** — Technology

**16%** — Other

**6,5%** — Retail & eCommerce

**6,5%** — Finance & Insurance

**6,5%** — Health Care

**3%** — Manufacturing

**3%** — Marketing & Advertising

**3%** — Logistics & Transportation

**3%** — Energy

**3%** — Education

# Generative AI usage



Although the technology itself has only recently entered the mainstream, many companies have already adopted it in some form.

However, many of these implementations are limited to integrating GPT-based tools into a fraction of their internal processes. This process, known for being straightforward, cost-effective, and relatively seamless, represents just the beginning of the generative AI journey.

Many companies have just started to explore the possibilities that Large Language Models offer within their organizations.

### Is your organization currently using Generative AI (Gen AI) technologies in its business practices?

**42%**
Yes

**26%**
No

**16%**
Unsure
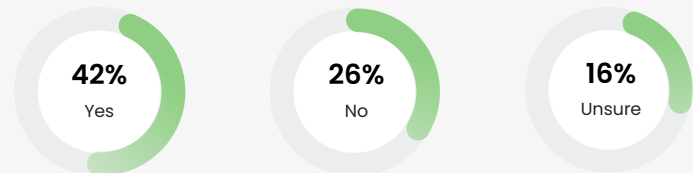
It's just a sneak peek of the comprehensive report. 😉 If you find it valuable, **download the full version** by clicking the link in the post!