NTT DATA

Global GenAI Report
How organizations are mastering their GenAI destiny in 2025

GenAI: a revolution, not hype

"Two thirds of the C-suite view GenAI as a revolutionary game changer"

Only 1%
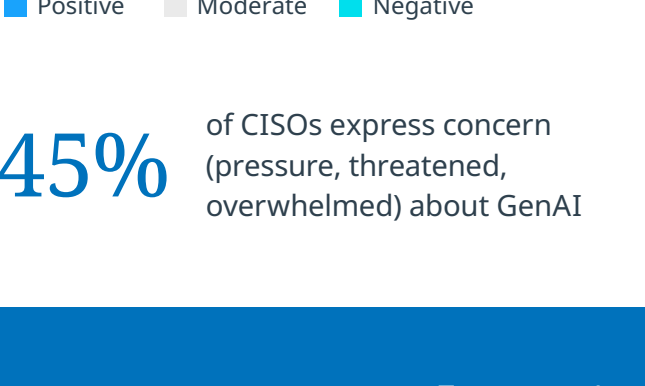of the C-suite see GenAI as overhyped

96%
of all 2300+ respondents place a growing emphasis on GenAI's long-term potential

97%
of CEOs anticipate a material impact from GenAI technology

Overarching sentiment toward GenAI is positive

Nearly 70%
of respondents globally exhibit optimism about GenAI

68% Positive | 13% Moderate | 19% Negative

45%
of CEOs express concern (pressure, threatened, overwhelmed) about GenAI

The current GenAI landscape

43%
strongly agree their existing solutions are meeting expectations

90%
say legacy infrastructure hinders effective use of GenAI

Playtime is over

99%
of organizations are planning further GenAI investment, almost two-thirds at a significant level

9 in 10
organizations are actively assessing enterprise-wide opportunity areas for GenAI

01

Strategy and transformation

83%
have a well-defined GenAI strategy in place

But

51%
have not yet aligned that strategy with their business plans

Establishing an expert GenAI team is key to success

3x
Those with dedicated teams are nearly three times more likely to be very satisfied with their GenAI efforts

Proven use cases to execute your strategy

99%
say a solution with an ROI that's been proven by real-world use cases is important to GenAI strategy

Top 3 use cases
1. Personalized service recommendations and knowledge management
2. Product and service design and development (R&D)
3. Quality control

Top 4
lessons learned from GenAI deployments

- High-quality, diverse and clean data is paramount for effective GenAI models
- It is best to begin with focused GenAI projects and expand based on results
- Much more rigorous internal testing is needed before reliably scaling GenAI
- A partner with end-to-end capabilities and proven industry use cases is imperative

Given the rapid adoption and advancement of GenAI technology, organizations will have to constantly re-evaluate, evolve and fully align strategies and operating models

02

Innovation and technology

95%
agree, 48% strongly, that GenAI is driving a new level of creativity and innovation in the organization

9 in 10
agree that GenAI will have a material impact on improving the organization's R&D efforts

81%
say it's very important that their leadership team provide guidance on balancing innovation with responsibility

44%
agree strongly that they have the necessary capabilities to integrate GenAI

96%
say cloud-based solutions are the most practical and cost-effective means to support GenAI applications

GenAI integration is stifled by outdated infrastructure

94%
agree that the integration of GenAI (and digital twins) will require significant investment in data infrastructure and computing power

But only

45%
strongly agree that they have conducted a detailed analysis or assessment of their future infrastructure (including integration) needs for GenAI

Managing the security risks that come with GenAI

89%
of the C-suite are very concerned about the potential security risks associated with GenAI deployments, but say the promise and ROI of GenAI outweigh the risk

But only

1 in 4
in the C-suite strongly agree that the security risks associated with GenAI are adequately understood and managed

less than

half
say that their GenAI and cybersecurity strategies are fully aligned

03

People and culture

GenAI is leading to a technological and a cultural revolution

96%
agree, 48% strongly, that GenAI will have a material impact on improving productivity

96%
are considering how GenAI can streamline future employee workflows and support processes

2 in 3
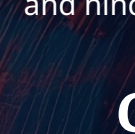organizations acknowledge their employees don't have the skills to work with GenAI

About half
are planning employee education and training to increase GenAI adoption

04

Ethics, safety and sustainability

As GenAI infuses into daily life, balancing responsibility and innovation will be a moral imperative as well as a strategic necessity

GenAI regulation

8 in 10
say government regulations on AI are unclear, which stifles innovation and hinders investment in GenAI

9 in 10
expect spending on GenAI-related regulatory compliance will increase
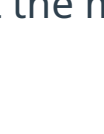
GenAI and sustainability

75%
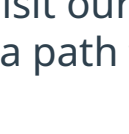say that GenAI ambitions stand in conflict with and/or are negatively affecting sustainability goals

94%
say using renewable energy to power GenAI infrastructure is a targeted business objective
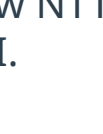
Top 3
key responsibilities in developing GenAI

- Maintaining human oversight and regularly reviewing GenAI policies
- Employee education and training on ethical GenAI use
- Establishing a dedicated team or committee for GenAI responsibility

NTT DATA can help you master your GenAI destiny

Meet the mandate head-on. Visit our **website** to see how NTT DATA can help you chart a path forward with GenAI.

Read the full report

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