The Future of Generative AI
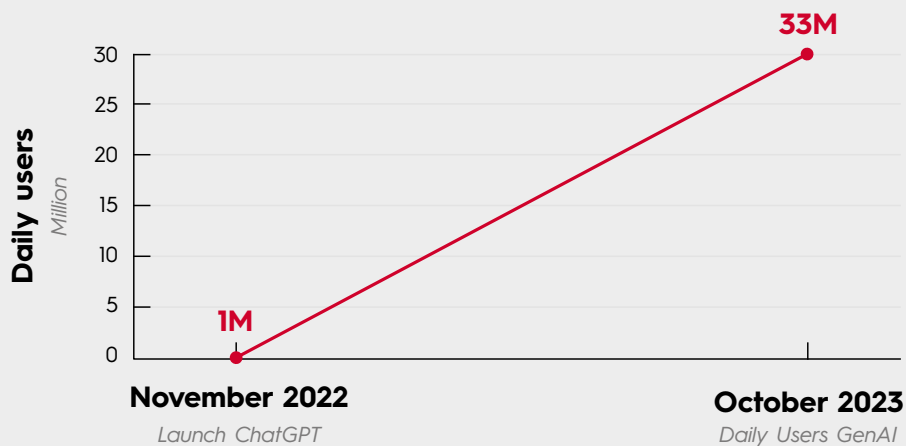
Key Insights and Figures

Download the full report for in-depth insights and strategic guidance on leveraging GenAI for your business.
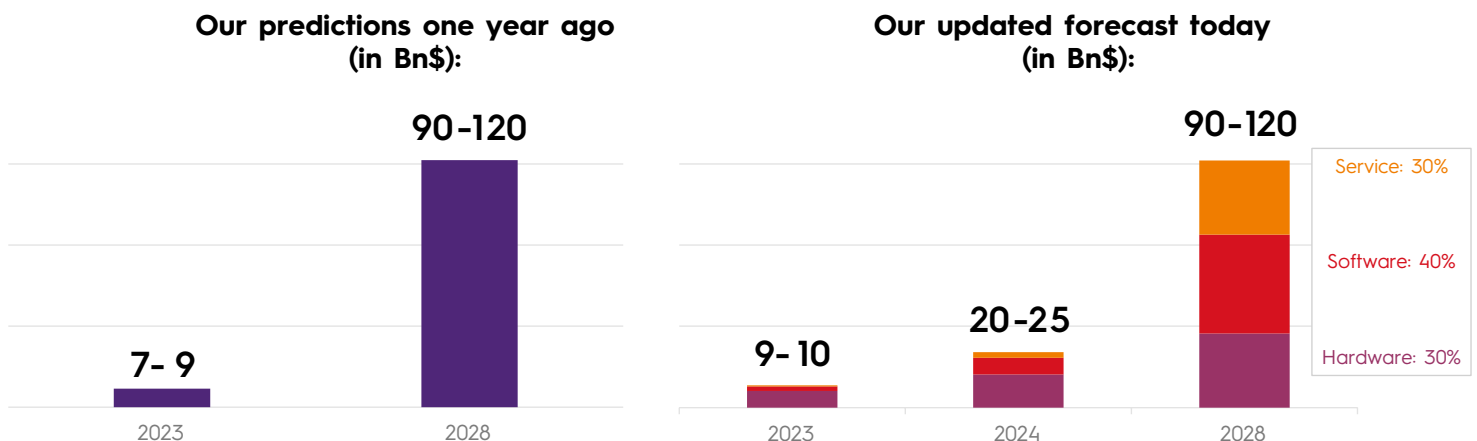
Read the report

1 Rapid Adoption of GenAI

By October 2023, 1 in 10 US adults used GenAI tools daily.

Daily users *Million*

1M

33M

November 2022
Launch ChatGPT

October 2023
Daily Users GenAI

2 Investment Surge

The GenAI market is set to grow tenfold by 2028, achieving 65% annual growth to reach a total value of $100 billion.

Our predictions one year ago (in Bn$):

7-9
2023

90-120
2028

Our updated forecast today (in Bn$):

9-10
2023

20-25
2024

90-120
2028

Service: 30%
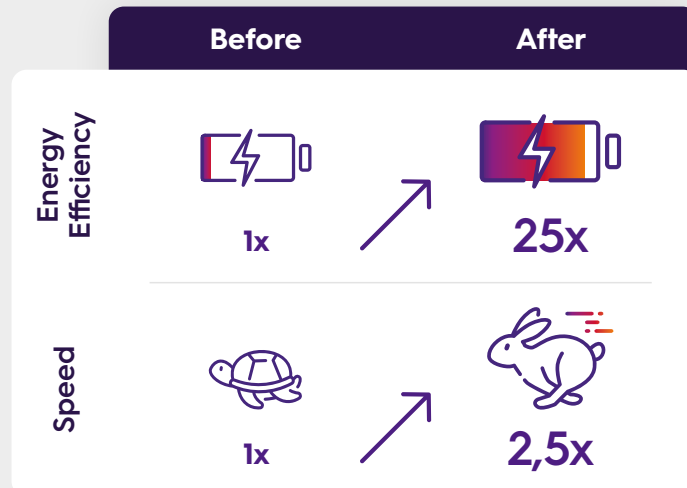
Software: 40%

Hardware: 30%

AI is nothing without you.

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3 Technological Breakthroughs

NVIDIA's Blackwell GPU is 2.5 times faster and 25 times more energy-efficient than its predecessor.

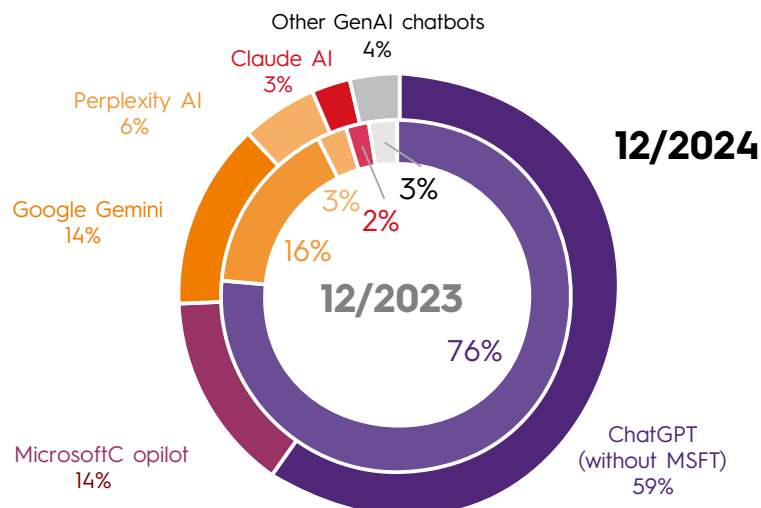|	Before	After
Energy Efficiency	1x	25x
Speed	1x	2,5x

4 Competitive Landscape

GenAI is a crowded field with new players challenging established leaders like ChatGPT.

Evolution of GenAI Lab Market share
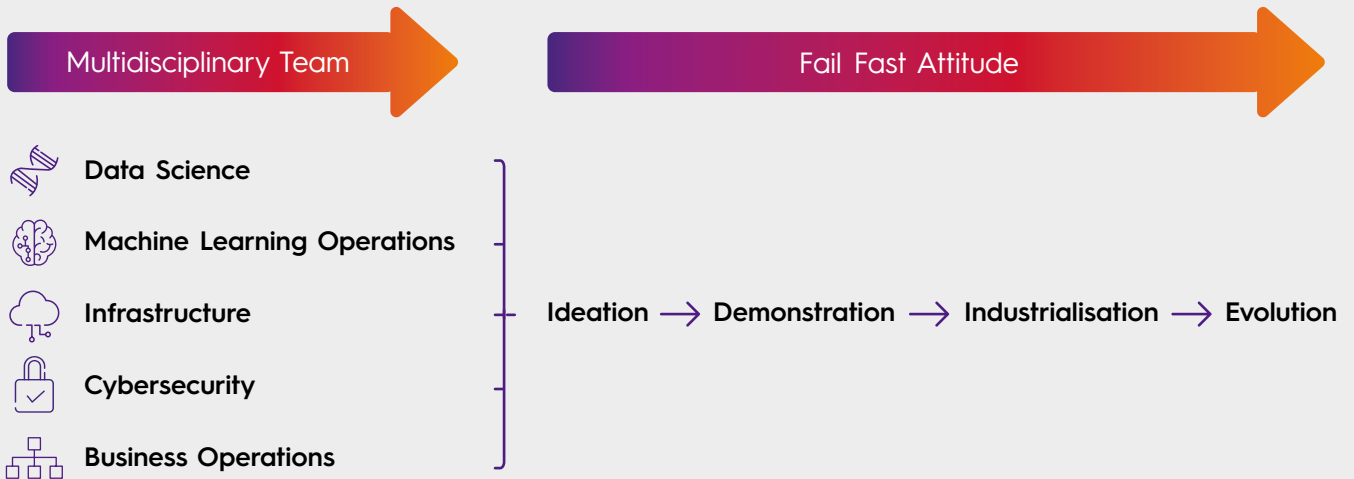Dec 2023 vs Dec 2024, %

Other GenAI chatbots 4%
Claude AI 3%
Perplexity AI 6%
Google Gemini 14%
MicrosoftC opilot 14%

12/2024
12/2023

3%
3%
2%
16%
76%

ChatGPT (without MSFT) 59%

AI is nothing without you.

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5 Deployment Strategies

Implement the "AI factory" model and focus on employee engagement for successful GenAI deployment.

Multidisciplinary Team → | **Fail Fast Attitude** →

- Data Science
- Machine Learning Operations
- Infrastructure
- Cybersecurity
- Business Operations

Ideation → Demonstration → Industrialisation → Evolution

6 GenAI Takes Off

Key Recommendations for 2025.

1 Adopt Proven Use Cases

Focus on impactful projects and scaling from the start. Shift from task automation to process optimization using Agentic AI.

2 Employee Onboarding

Integrate AI into daily practices and train AI ambassadors to bridge the gap between technical experts and users.

3 Elevate Data Management

Ensure proprietary data is well-categorized and explore synthetic data to enhance AI processing without compromising security.

4 Upgrade Tech Foundations

Develop a clear strategy for using LLMs and SLMs, and decide on open vs. closed-source technology and sovereign cloud setup.

5 Enhance AI Governance

Monitor GenAI cloud impact on costs and ESG goals. Launch an AI Act compliance program to stay ahead.

AI is nothing without you.

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