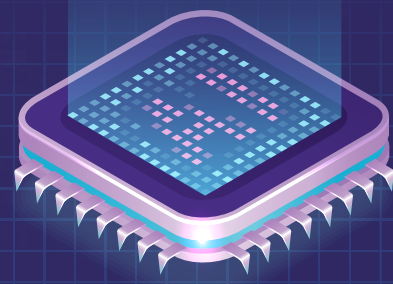


CIO Playbook 2024

Entering the Age of AI Everywhere

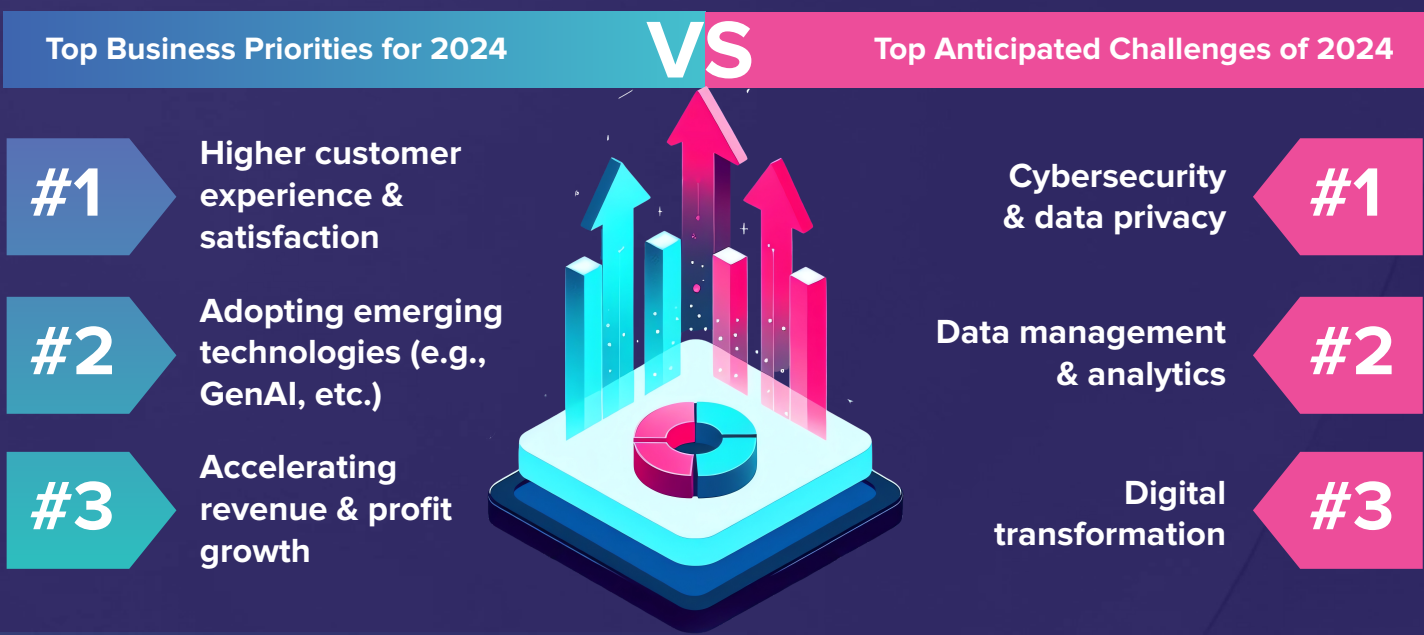


Key insights for North America

Based on a survey involving 900 CIOs and IT/business decision-makers (ITBDMs), this infographic sheds light on the 2024 priorities of IT professionals in Canada and the United States. It also captures their evolving perspective on artificial intelligence (AI), specifically generative AI (GenAI).

The backdrop

AI is prominent in organizations' 2024 agendas across North America (NA), yet its importance is not isolated. Organizations are delving into AI technologies to address broader business priorities and tackle key challenges.



93% of ITBDMs believe that AI will impact business outcomes

Organizations are eager to adopt AI for a competitive advantage and must carefully consider the complexity and interdependencies of AI within the organization to ensure success.

AI is a top priority, with 43% believing it will be a 'game changer,' transforming how they run their business

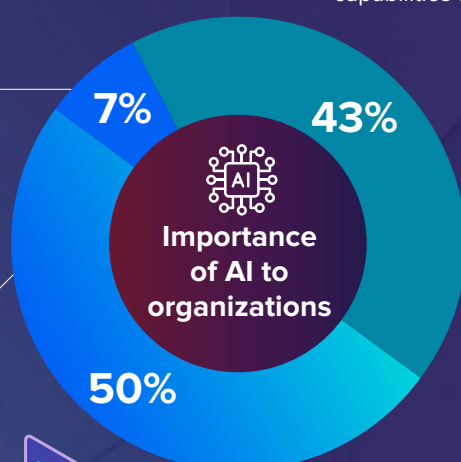
Half of the ITBDMs express the need to invest in GenAI capabilities to stay competitive.

Distraction

It is not something we need to be distracted by

Hygiene factor

It is something we need to do to keep up with the competition



Game changer

Will transform how we run our business

The CIO's Role

Be the AI orchestrator

CIOs, uniquely positioned to oversee every function of the business, can enable AI for competitive differentiation. They achieve this by collaborating with the C-Suite to create a strategic approach that addresses challenges across people, processes, and technology.



The CIO's Role

Focus on both the short and long-term

Use AI to enhance productivity in the short term, and concurrently, strive to operationalize AI across the entire organization for improved customer satisfaction and increased revenues in the long term. Adopt a use case approach, experiment, and continuously learn to rapidly develop an enterprise-wide AI strategy and roadmap.

Significant GenAI adoption

A significant majority of organizations are either on the brink of investing in or have already embraced GenAI. The survey unveiled the top three types of GenAI that organizations are most interested in or have already invested in:

- #1 **Business intelligence** (e.g., predictive/prescriptive analysis)
- #2 **Conversational AI** (e.g., customer support & order tracking)
- #3 **Productivity** (e.g., quality control & defect detection)

97%

Invested/planning to invest in GenAI

3%

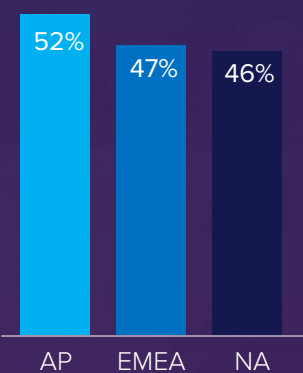
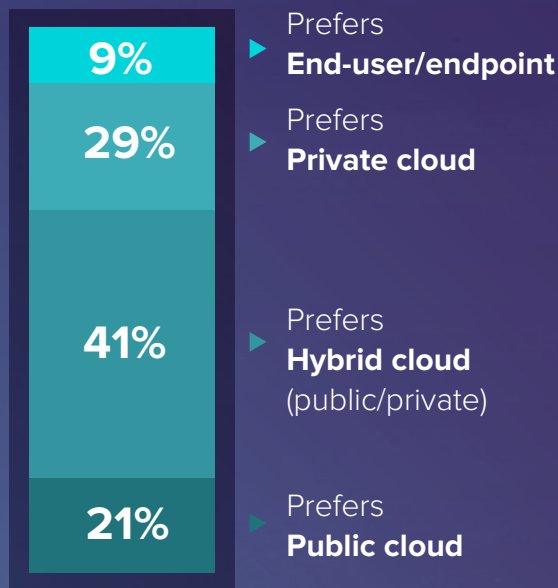
No plans/have not heard

Infrastructure decisions must align with the organizational AI strategy

While hybrid cloud deployment models are expected to be the most prominent, the anticipated growth in spending on edge computing goes beyond cloud investments and aims to support real-time analytics and insights.

Workforce concerns to AI

A key challenge to successful AI adoption is overcoming concerns that employees' jobs will be threatened. Employees need the relevant skills and a "data culture" for AI to succeed in the enterprise.



46% of employees in NA are concerned that AI will threaten their jobs

The CIO's Role

Invest in your people

Find opportunities to align employee development plans with the organization's goals. Reskilling and upskilling workers will help close the data and AI skills gap and reduce fears of AI replacing workers.



Click / scan here to download the CIO Playbook.

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