

# CIO Playbook 2024

## It's all about Smarter AI



### The key insights

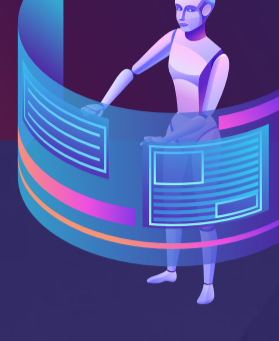
Based on a survey involving 600 CIOs and IT/business decision-makers (ITBDMs), this infographic sheds light on the 2024 priorities of IT professionals in Europe, the Middle East, and Africa (EMEA). It also captures their evolving perspective on AI, specifically generative AI (GenAI).

### The backdrop

AI takes a prominent role in organizations' 2024 agendas across EMEA, yet its importance is not isolated. Organizations delve into AI technologies to address broader business priorities and tackle key challenges.

### Top business investment priorities in 2024

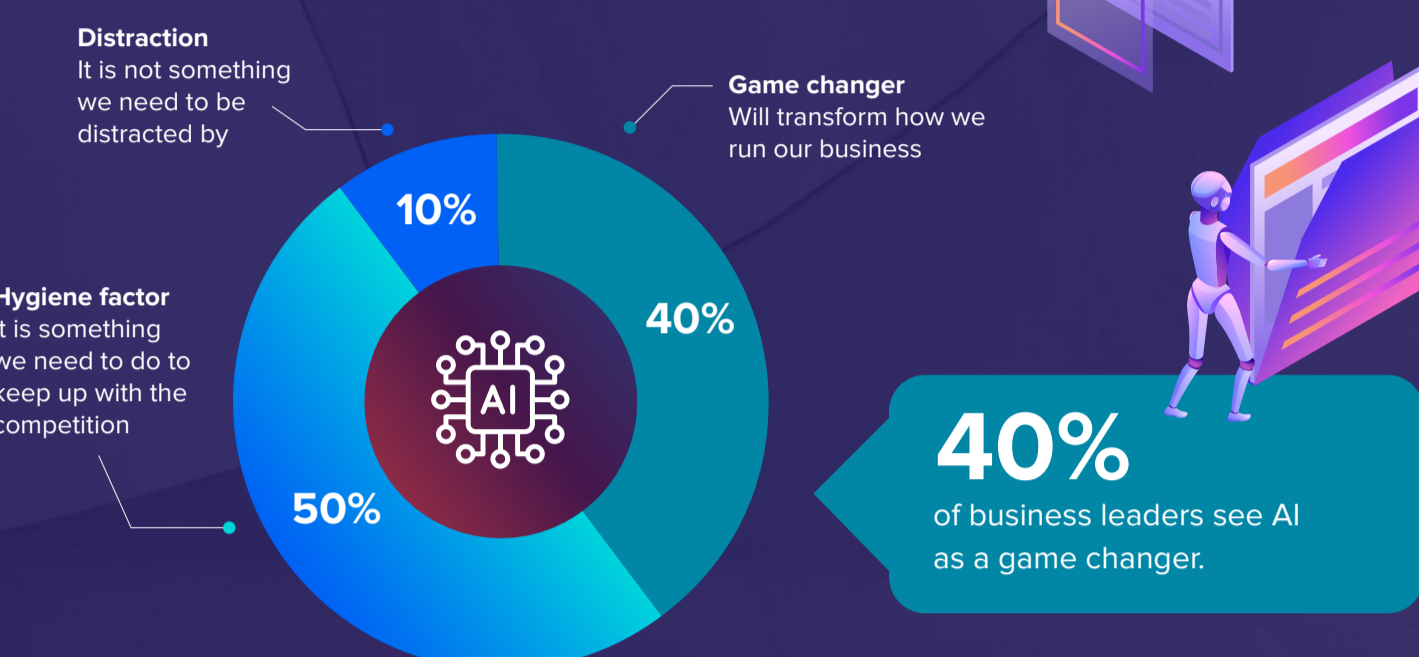
- #1 Higher customer experience & satisfaction
- #2 Adopting emerging technologies (e.g., GenAI)
- #3 Improved sustainability



### Key insight #1

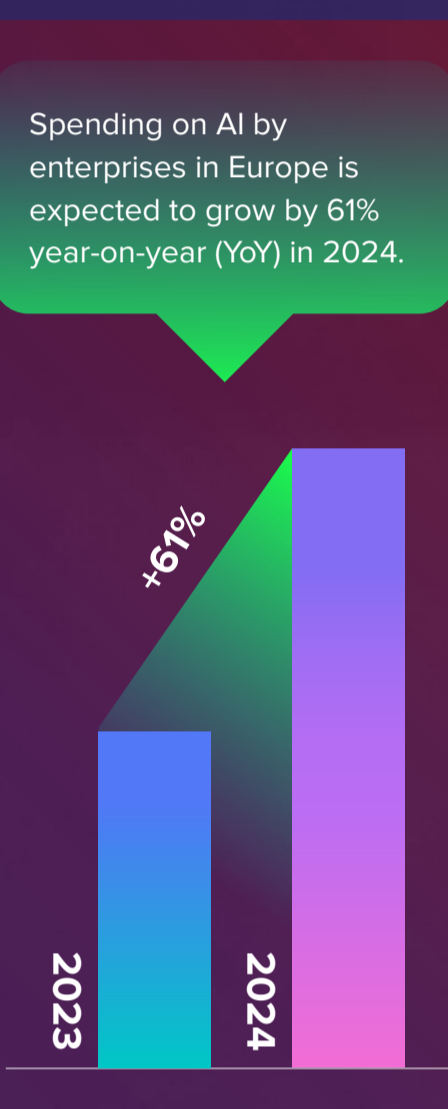
#### CIOs are tasked to deliver on the AI promise

CIOs and ITBDMs are adopting AI technologies like GenAI, but struggle to deliver its promise while aligning with broader strategy and policy for business value.



### The CIO's Role

Develop a **top-down AI strategy** that includes how the business will integrate **GenAI** with other AI investments. Be open to **reconceptualizing entire domains or processes** instead of focusing on individual use cases.



### Key insight #2

#### AI is poised to revolutionize multiple areas across organizations

AI promises to enable significant improvement across sophisticated, specific, novel, and highly generic processes. AI-led innovation will be market-defining for organizations in specific markets and industry sectors. Conversely, in others, adopting AI becomes imperative for organizations to remain competitive — whether they want to or not.

### The CIO's Role

Empower teams within the business to take charge of AI and data science activities. Avoid centralizing AI work to a single team, which may be disconnected from business problems and processes and limited to producing proofs of concept. Instead, focus on **distributing and expanding AI capabilities** throughout the organization.

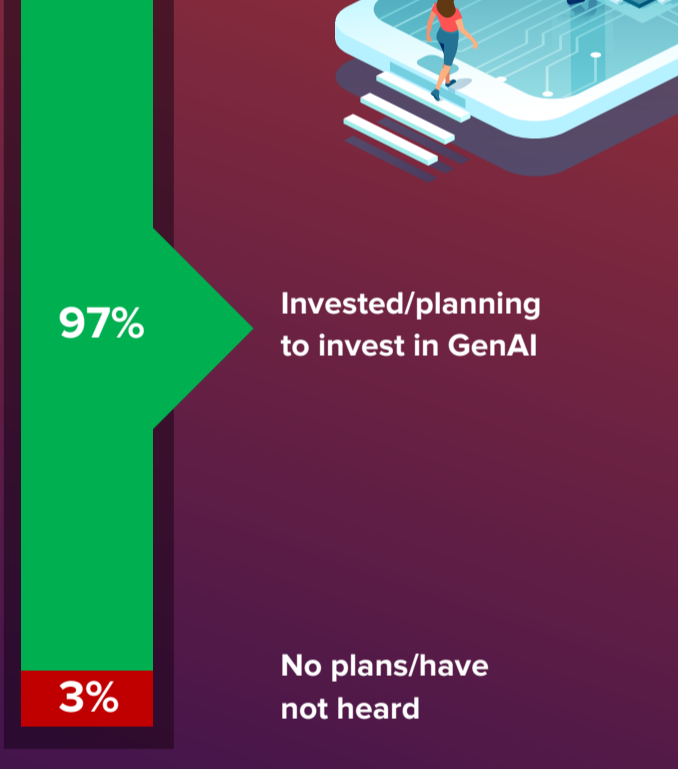


### Key insight #3

#### Significant GenAI adoption

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

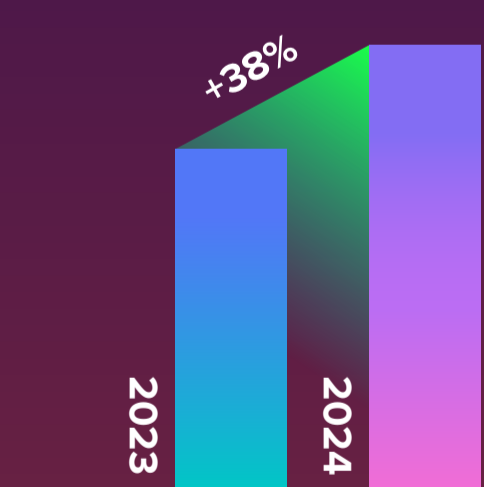
- #1 **Business intelligence** (e.g., predictive/prescriptive analysis)
- #2 **Productivity** (e.g., quality control & defect detection)
- #3 **Conversational AI** (e.g., customer support & order tracking)



### Key insight #4

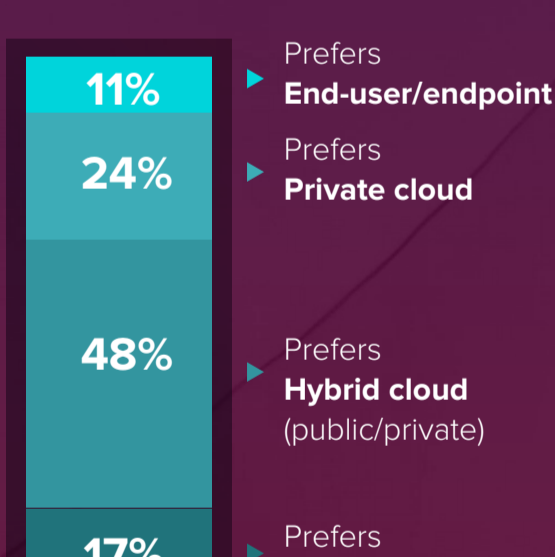
#### Edge to supercharge AI

A 38% increase in Edge technology spending is poised to boost AI and underlying platforms capabilities, particularly in industries such as manufacturing and retail.



### Key insight #5

#### Organizations prefer hybrid/private cloud for AI workloads



Organizations in EMEA plan to implement AI strategies favoring **hybrid or private cloud environments**, with public cloud options hosting a smaller proportion of workloads compared to other regions, such as North America. This tendency is mainly due to **stringent regulations in Europe** posing challenges to public cloud deployments from a data privacy compliance standpoint.

### Key insight #6

#### A methodical approach is required to navigate the multi-faceted AI landscape

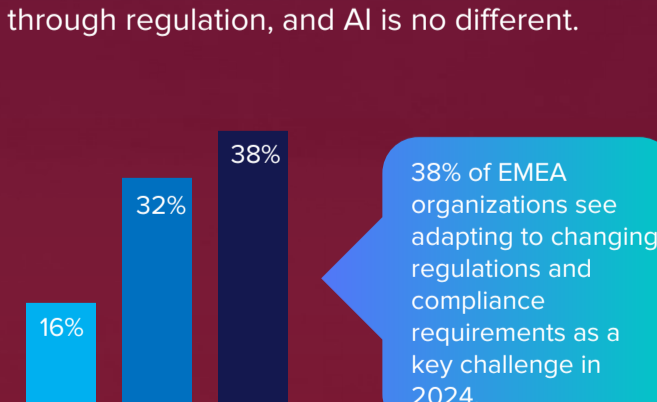
AI implementation is far from 'one size fits all.' While some AI use cases can follow traditional software consumption models, others require challenging customization or extensive training. To customize AI value, embracing multiple approaches, each with unique skills, strategies, infrastructure, data, and software tooling requirements is essential.



### Key insight #7

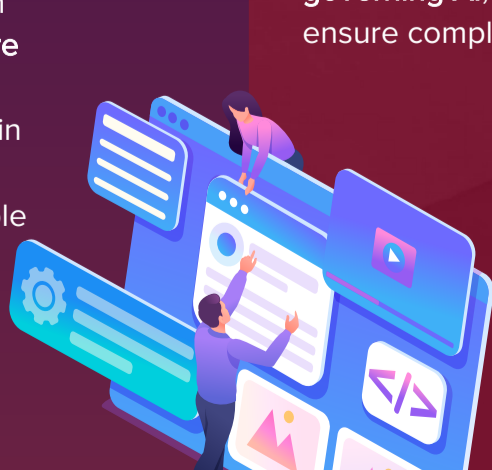
#### Regulatory compliance for AI is a top challenge

EMEA differs from other regions because national legislation activity and industry regulation are more prevalent than in other global regions. There's a push to make all industries and technologies more sustainable through regulation, and AI is no different.



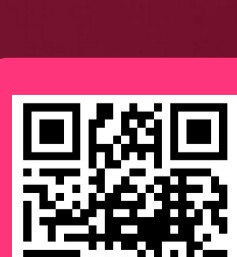
### The CIO's Role

Invest **selectively and strategically** in core enabling technologies, such as **targeted computing infrastructure and AI software platforms**, that can be utilized across the organization in a scalable and efficient manner. Embrace the need to pursue multiple implementation approaches, depending on the AI use case.



### The CIO's Role

Develop a **comprehensive framework for governing AI**, including policies and principles to ensure compliance, trustworthiness, and safety.



Kickstart your AI journey Learn more at [www.lenovo.com/ai](http://www.lenovo.com/ai)

