Lenovo

The Generative AI Revolution Reshaping the Future of Workplace

In an era where technological advancements are reshaping the very fabric of our workplaces, generative AI stands out as a transformative force. This whitepaper, "The Generative AI Revolution: Reshaping the Future of Workplace," delves into the profound impact of generative AI on modern enterprises. As we navigate this paradigm shift, it is crucial to understand how generative AI not only automates complex tasks but also acts as a strategic assistant, empowering employees and fostering holistic workplace growth.

Generative AI's ability to perform activities such as contextual conversations, knowledge orchestration, and language translation, which were once the domain of humans, positions it as a pivotal technology in today's digital workplace. Unlike traditional technologies that serve solely as productivity boosters, generative AI enhances both efficiency and employee well-being by optimizing workflows and resource allocation.

This whitepaper explores the current state of generative AI adoption across various workplace segments, highlighting its significant impact on addressing enterprise needs and employee challenges. It envisions the transformation of these segments with generative AI at their core, addressing prevalent issues such as pilot fatigue and presenting key success factors for effective deployment.

As we move forward, it is essential for workplace leaders to actively engage in the decision-making process, championing the cause of employee performance and harnessing the full potential of generative AI. Lenovo's Digital Workplace Solutions is doing just that. We offer innovative solutions and services that leverage generative AI through our Care of One™ technology platform. This approach optimizes end-user technology in the workplace, enhancing their experience, boosting productivity, and achieving cost optimization. By leverage Gen AI in our solution, we can steer organizations towards a future where leaders not only boost productivity but also enhances the overall employee experience, ensuring sustainable growth and success.

This Everest Group whitepaper is supported by Lenovo. We hope this report provides valuable insights and guidance for enterprises looking to embrace the generative AI revolution and reshape the future of their workplaces.

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The Generative AI Revolution: Reshaping the Future of the Workplace

Preparing for a Generative AI-first Digital Workplace

Contents

Introduction

Today's enterprises are navigating a paradigm shift as they integrate next-generation technologies into their operations, aiming to empower employees and achieve business advantages. Generative AI, with its ability to perform complex activities such as contextual conversations, knowledge orchestration, and language translation that were once the domain of humans, emerges as a transformative force among other new and intriguing technologies.

Unlike traditional technologies leveraged solely to boost productivity, generative AI plays a vital role in fostering holistic workplace growth. In addition to automating complex tasks and freeing up time for creativity, it serves as a strategic assistant to employees, enabling them to amplify their potential. Additionally, it promotes sustainability through optimized workflows and resource allocation, enhancing both efficiency and employee well-being.

In this report, we explore the current state of generative AI adoption across various workplace segments, highlighting its significant impact on addressing enterprise needs and employee challenges. We also envision how these segments will transform with generative AI at their core. Furthermore, we address the prevalent issue of pilot fatigue associated with implementing generative AI and present key success factors for its effective deployment.

We conclude by underscoring the crucial role of workplace leadership in driving this transformation, offering insights on how leaders can capitalize on this opportunity by actively engaging in the decision-making process, championing the cause of employee performance with respect to generative AI initiatives, in turn enhancing their involvement in effectively harnessing generative AI within the workplace to optimize its advantages.

Generative AI in the workplace: it's here, but where is it heading?

It is natural to wonder about the current state of generative AI: has it lived up to its initial hype, and are enterprises actively incorporating it into their workplaces?

It is now an open secret that generative AI has been integrated across workplace segments, showing an unparalleled potential to transform the way employees work. With generative AI at the helm, employees can execute end-to-end workflows using natural language inputs. For instance, an employee can analyze a document and a spreadsheet at the same time and then use generative AI to create charts for a presentation. Self-help solutions have become more contextual and enable employees to solve their workplace challenges. Real-time multilingual translation has evolved to become more conversational; it can now interpret data based on user sentiment and nuances. Similarly, semantic search within enterprise knowledge bases has shifted toward being more contextualized to user intent and needs, moving away from keyword reliance, and boosting employee engagement and experience.

While the impact to date has been significant, this is only the beginning. Generative AI offers inherent capabilities that – when integrated into the entire workplace lifecycle, from hardware to software – have the potential to revolutionize Employee Experience (EX). For example, Original Equipment Manufacturers (OEMs) are poised to embed generative AI into employee devices, making the devices themselves smarter and enhancing their functionality, such as devices being able to adapt performance based on user behavior and application requirements. This capability is akin to a car adjusting its functionalities based on driving conditions and driving patterns. Such capabilities will provide a great opportunity for workplace leaders to expand their influence and impact within their organizations.

Exhibit 1 presents a framework that illustrates the current state of workplace segments enhanced by generative AI and our vision for how these segments will further evolve.

> “To maintain profitability, our clients’ demand for a shift from hourly billing to flat fees for certain tasks is driving us to quickly adopt and train generative AI tools.”
>
> – CTO, global law firm

Exhibit 1: Exploring the future of workplace segments with generative AI at their core

Source: Everest Group (2025)

— Current state with generative AI adoption — Future state with generative AI powering them

Service desk

Evolution of service desk with current adoption of generative AI:

- Leveraging frameworks such as RAG to transform IT from reactive to proactive, reducing ticket generation through proactive resolution
- Enabling hyper-contextualized, multilingual, human-like interactions that transcend script-based responses, cutting down on recurrent tickets
- Automated workflow generation enabling reduced reliance on human capital
- Leveraging generative AI as a centralized platform to drive an Enterprise Service Management (ESM) approach, boosting both employee productivity and experience

Future implications for service desk with generative AI at the helm:

- AI PCs using telemetry network data and facial recognition to detect and resolve issues like blue screens and password resets, proactively
- Rise of gen AI agents driving the adoption of multi-agent AI systems, where complex tasks are being resolved with inter-agent, leading to lower ticket generation
- As AI agents proactively resolve the majority of the tickets, service desks will evolve from simple issue-resolution hubs to proactive knowledge centers, offering contextual insights and boosting employee performance and experience
- Service desk agents will transform from ticket handlers to AI governors, driving user experience, while admins will focus on optimizing AI workflows and IT infrastructure to meet SLAs and XLAs
- This shift will drive the rise of hyper-contextualized personal service desks

Unified Communication and Collaboration (UCC)

Evolution of UCC with current adoption of generative AI:

- First, while the horizon is boundless with potential use cases, only a few, such as smart meeting solutions, document generation, multilingual translation, and knowledge search, have gained traction
- Furthermore, the introduction of Copilot has been a shot in the arm, spurring significant growth, especially in industry-specific use cases, as enterprises, today are leveraging various customized copilots tailored to its unique industry and enterprise contexts, exemplified by PG&E's development of its own customized Copilot, which manages 25-40% of all employee calls and saves more than US$1.1 million annually[1]

Future implications for UCC with generative AI at the helm:

- Evolution and sophistication of use cases ranging from meeting summarization and language translation to actionable task creation and calendar scheduling
- Enhanced integration of generative AI with Extended Reality (ER), creating personalized, context-aware 3D environments, driving higher experience for immersive technology tools
- Simplifying the tech stack by integrating EX and CX into a consolidated platform that offers unified solutions resulting in higher productivity and experience gains

1 Microsoft customer stories

Exhibit 1: Exploring the future of workplace segments with generative AI at their core (continued)

Source: Everest Group (2025)

Current state with generative AI adoption Future state with generative AI powering them

Workplace security

Evolution of workplace security with current adoption of generative AI:

- Security remains a critical vulnerability, highlighted by Microsoft's recent outage. Generative AI, advances both threats and defenses. Thus, the focus on **security for generative AI** has become paramount, with measures such as role-based access being used as a shield against attacks and data leaks
- Digital assistants such as Security Copilot significantly boost SOC efficiency with features such as incident summarization, script analysis, and guided responses, further its integration across security applications enhances team collaboration

Future implications for workplace security with generative AI at the helm:

- Enterprises will redesign their workplace infrastructure with a fluid and adaptive defense mechanism that incorporates data security and privacy by design
- Generative AI will be used to simulate malware and phishing attacks to improve threat detection models. By integrating these AI models into devices, phishing content will be automatically filtered out, protecting employees from cyber threats
- Higher adoption of Copilot as a personal assistant for SOC analyst in critical tasks such as identity management (policy generation and task troubleshooting and device management) insights on policy generation, monitoring, and device information, resulting in higher efficiency with lower reliance on human capital
- Using Copilot to bridge the talent gap in this space and proactively automating use cases, resulting in enhanced efficiency

Field services

Evolution of field services with current adoption of generative AI:

- Enterprises will redesign their workplace infrastructure with a fluid and adaptive defense mechanism that incorporates data security and privacy by design
- Generative AI will be used to simulate malware and phishing attacks to improve threat detection models. By integrating these AI models into devices, phishing content will be automatically filtered out, protecting employees from cyber threats
- Higher adoption of Copilot as a personal assistant for Security Operations Center (SOC) analyst in essential tasks such as identity management (policy generation, task troubleshooting, and device management), insights on policy generation, monitoring, and device information, resulting in higher efficiency with lower reliance on human capital
- Using Copilot to bridge the talent gap in this space and proactively automating use cases, resulting in enhanced efficiency

Future implications for field services with generative AI at the helm:

- Generative AI will drive the workforce-as-a-service trend in field services, enabling accurate forecasting of workforce needs and creating opportunities for gig workers
- Generative AI-powered sensors integrated with robots hold the promise of enhanced context awareness, allowing them to perform routine tasks in hard-to-reach areas, boosting efficiency

Developing a business benefit case for generative AI in the workplace

To establish our business case, we analyzed over 25 enterprise generative AI transformations using a use-case-based approach across service desk functions.

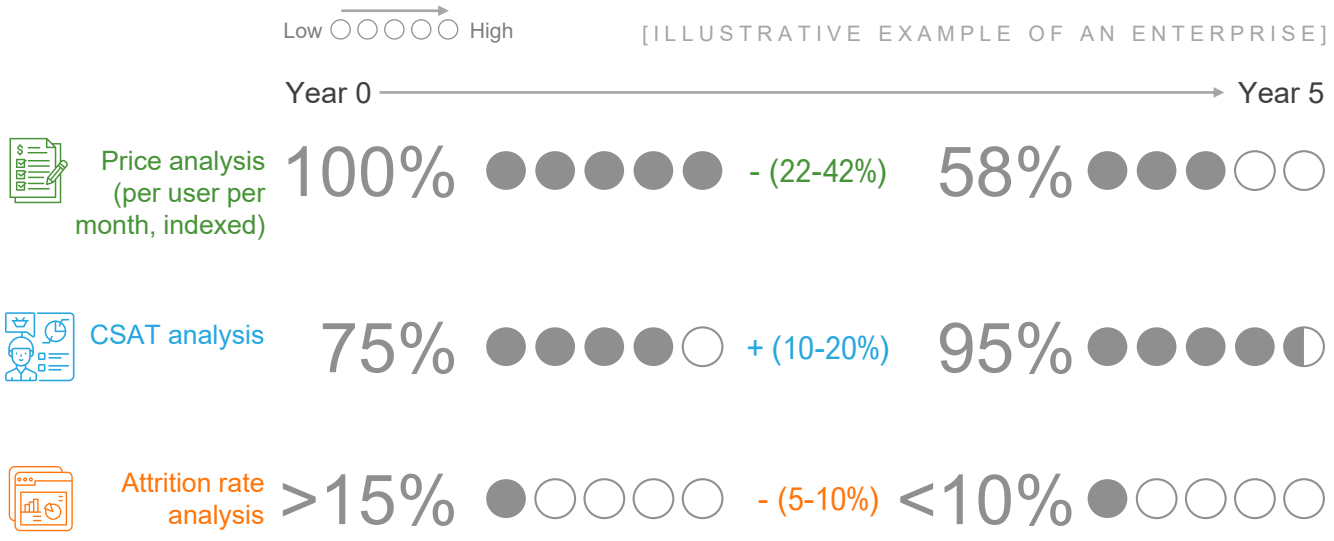
We targeted a manufacturing enterprise with low to medium workplace maturity, acting as a first-generation outsourcer with a high service desk FTE count and limited tool usage.

The following enterprise use cases were considered in this scenario, prioritized based on their potential for immediate versus long-term impact and current enterprise maturity levels, considering operational constraints for practical goal setting and milestone achievement:

- **Self-help:** account unlock, password reset, ticket status details, and conversational responses for recurring queries
- **Knowledge management:** automatic knowledge article creation and call processing
- **Pre-ticket resolution:** automatic ticket acknowledgement, categorization and routing, and personalized first response
- **During and post-ticket resolution:** real-time knowledge article suggestions and automated follow-up tasks (confirmation emails and fulfillment triggers)

Exhibit 2 outlines generative AI's potential impact on employee performance over a five-year transformation.

Exhibit 2: Establishing generative AI's potential impact on employee performance over a five-year transformation
Source: Everest Group (2025)



Key enterprise considerations

After exploring generative AI's transformative potential in the workplace, it is important to understand why enterprises must adopt this technology. Exhibit 3 presents a framework showing how generative AI not only addresses enterprise needs but also overcomes various employee challenges, underscoring why enterprises should intensify their efforts to embrace this technology.

Exhibit 3: Implication of generative AI's power on both enterprise and employee needs

Source: Everest Group (2025)

Factors	Enterprise needs	Employee challenges	Generative AI's power	Benefit KPIs to consider
Employee productivity 	Enterprises ranked productivity among the top three expectations from providers in 2024.[2]	71% of senior managers consider meetings to be unproductive and inefficient.[6]	A financial services company saved nearly four hours per day by using generative AI to summarize meeting notes.[5]	• Employee downtime rate • Employee utilization rate • Time to completion rate
Employee experience 	41% of enterprises identified EX as the primary objective for workplace transformation.[3]	60% of employees feel they get better treatment from companies they buy from than from their employers.[4]	Generative AI tools reduce writing and communication time by 37% while also improving quality.[4]	• eNPS score • Employee wellness scores • Quality of work scores
Employee trust and engagement 	Employees who trust their organizations are 260% more driven to work and 50% less likely to job hunt.[4]	One-third of employees feel invisible at work.[6]	Generative AI helps reduce employee attrition by 8.6%, indicating reduced burnout and higher engagement.[6]	• Employee retention scores • Employee recognition rate • Collaboration index
Employee innovation 	Two-thirds of leaders are concerned about their teams' lack of innovation.[5]	Lack of access to the right technology causes employees to waste time on mundane work and hampers innovation.	Employees with access to five generative AI ideas have shown greater creativity, with an 8.1% rise in novelty and a 9% rise in utility compared to those without access.[7]	• Innovation awards and recognition • Patent filings • R&D investment

2 Everest Group Key Issues Survey 2024
3 Everest Group research with CXO responses from 442 enterprises with revenue greater than US$1 billion
4 MIT Sloan Business Review
5 Microsoft
6 Harvard Business Review
7 Social Science Research Network (SSRN) research paper

"78% of CIOs view scaling generative AI successfully as a top priority."

– MIT Technology Review

Key success factors for generative AI adoption

While enterprises are eager to implement generative AI in their workplaces, addressing the existing pilot-to-production gap is essential.

Everest Group research shows that while 61% of global enterprises are exploring and piloting generative AI, 67% of Proofs of Concept (PoCs) in the digital workplace market may not move into production soon, leading to what is termed **pilot purgatory.**

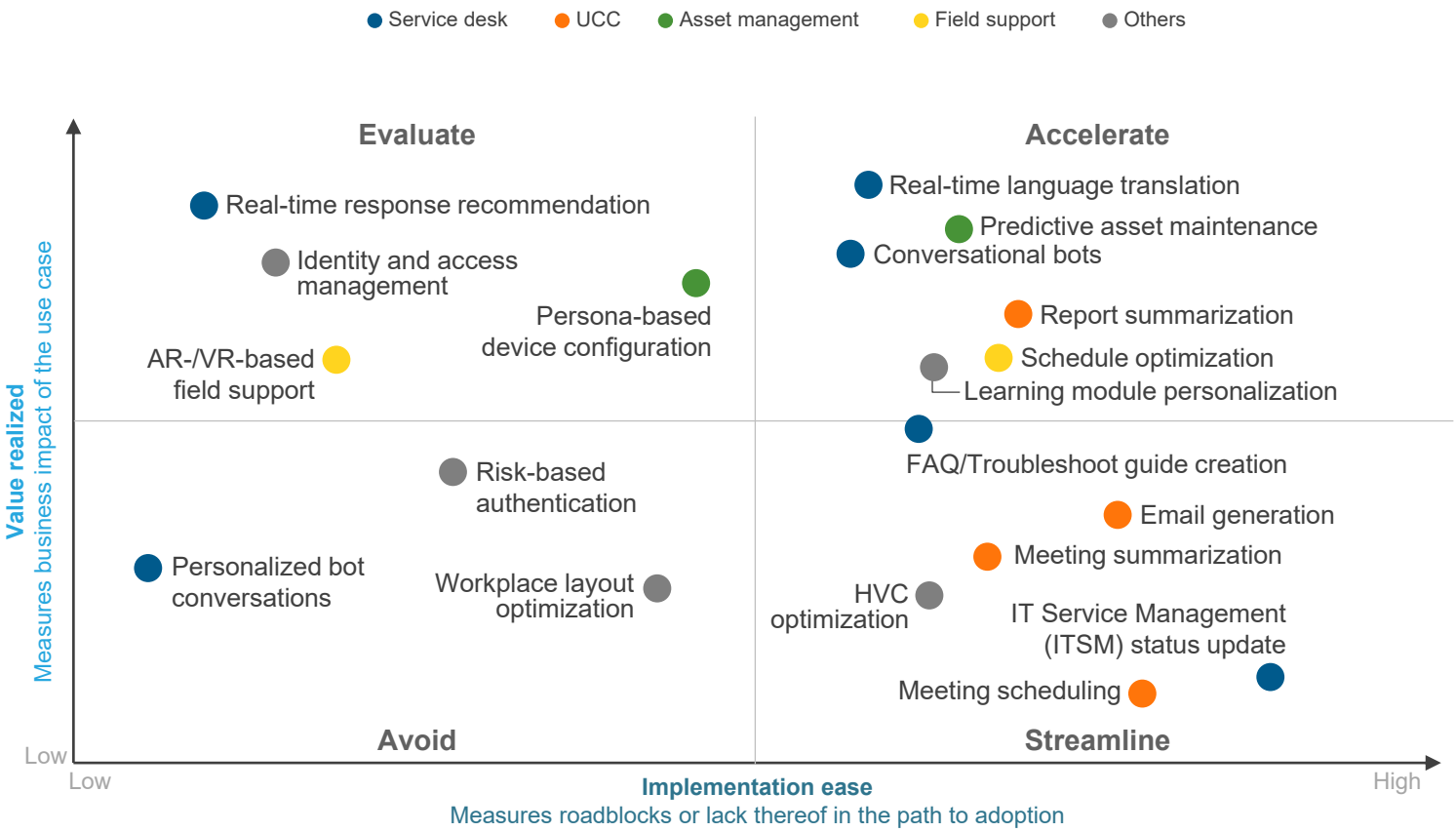
The following section outlines key success factors for effective generative AI adoption.

Identify high-potential use cases

Unlocking generative AI's full potential relies on selecting the right use cases. However, this vital step often feels like, fitting a square peg in a round hole for many enterprises. Decision-makers often lack domain and technical expertise, leading to suboptimal choices. In some cases, alternative technologies might be better suited, or generative AI may not be mature enough for robust execution in a production environment.
To facilitate the evaluation process, we created a model (depicted in Exhibit 4) that assesses the viability of each use case across workplace domains.

Exhibit 4: Prioritizing generative AI use cases across workplace domains

Source: Everest Group (2025)



EX impact

Definition: the impact on EX varies depending on the use case, ranging from assisting employees to automating tasks and, as a result, liberating employees to concentrate on more creative and strategic work

Scoring (1-3):
Low EX impact = 1, High EX impact = 3

Effort required

Definition: cost, time, and workforce required for initial implementation and post-implementation maintenance

Scoring (1-3): High effort = 1, Low effort = 3

RoI

Definition: potential value and benefits that generative AI can bring verus its cost of implementation

Scoring (1-3): Low RoI = 1,
High RoI = 3

Integration complexity

Definition: integration complexity with existing technologies such as devices, data storage, and applications. Large scale / complex systems are more difficult to integrate.

Scoring (1-3): high integration complexity = 1, Low integration complexity = 3

Enterprises can use this model to evaluate whether to proceed with implementation meticulously. Additional variables such as contextualization requirements, data availability, computing infrastructure, and privacy considerations can enhance the model's depth and sophistication.

Identify the right partners

As generative AI becomes commonplace, selecting the right partners from an expanding pool of service and technology providers demands strategic discernment.

- **Service provider engagement:** Enterprises must evaluate providers on key parameters, with a major focus on the Go-to-Market (GTM) strategy for generative AI solutions and use cases in the workplace. While some providers have doubled down on fortifying their technical implementation capabilities through partnerships with hyperscalers and data platforms, others are co-creating industry-specific generative AI use cases in collaboration with established platforms. Beyond GTM strategy, enterprises must consider talent development, geographical and security compliance readiness, and data sovereignty as key parameters to identify the ideal provider
- **Technology provider engagement:** Enterprises must balance existing relationships' familiarity with new collaborations' innovation potential. Rather than seeking new providers, enterprises must prioritize current partnerships while exploring fresh collaborations. For example, partnering with technology giants such as Microsoft and ServiceNow for broad use cases such as Microsoft Copilot or service desk implementation while considering smaller providers for niche developments. Additionally, evaluating providers based on the relevance of their solutions / use cases to enterprise needs, and seeking proof of successful implementations, clear business cases, and detailed break-even analysis is important to balance short-term wins with long-term growth

Ethical, transparent, and secure adoption

Privacy and governance are perennial challenges during the adoption of any new technology, and generative AI is no exception. This challenge becomes more complex when generative AI is used to create knowledge articles or service desk bots that use enterprise data to learn and produce tailored solutions. If this data is leaked or misused by the AI provider to train the model, it poses a risk to privacy.

As businesses integrate generative AI functionalities into their workplace operations, the key question of who bears responsibility for privacy and legality gains urgency. Collaboration among enterprises, service providers, and technology providers is essential to establish robust governance frameworks. Adopting a **security by design** approach is essential, where privacy protections are embedded into the very fabric of AI implementations without compromising service quality.

Vigilance and proactive risk management are vital as generative AI evolves. Addressing these challenges head-on allows organizations to embrace AI's transformative potential while upholding ethical standards and fostering a secure environment for innovation.

Focus on sustainability

Generative AI presents significant challenges in creating a sustainable workplace due to its substantial environmental implications, such as high energy consumption, carbon

footprint, and water usage. ChatGPT is estimated to use 17,000 times more than an average US household in a day, and the demand for water for AI could reach half that of the UK by 2027.[8]

To address these challenges, workplace leaders must focus on the following key aspects:

- **Generative AI's sustainable implementation:** The first step to addressing Environmental, Social, and Governance (ESG) concerns with generative AI is ensuring its sustainable implementation. Leaders must follow an LLMOps framework, making informed choices throughout the cycle – selecting the right foundational model to reduce emissions, choosing the appropriate model size for efficiency, and optimizing deployment to lower carbon footprints
- **Generative AI for sustainability:** Once generative AI is implemented, leaders must ensure its proper use to address ESG concerns. Key initiatives include:
  - Educating users that generative AI serves both business and ESG goals
  - Training users on optimal usage – when to use it and when not to
  - Using generative AI to track ESG KPIs and ensure enterprise goals are aligned
  - Periodically evaluating the solution to ensure ESG goals are met
  - Employing generative AI for predictive maintenance to optimize infrastructure
  - Utilizing generative AI for end-to-end sustainability coverage, like DaaS providers, to implement solutions throughout the device life cycle from procurement to disposal

Key considerations for workplace leadership in the future

It is vital to highlight the need for a significant shift in leadership culture to ensure generative AI's successful adoption in the workplace.

Currently, as noted in the quote below, centralized generative AI teams manage all projects with generative AI components. While these teams excel in technical prowess to implement pilots, workplace leaders possess an innate understanding of both employee needs and enterprise readiness, which is vital for guiding the selection of appropriate use cases.

"While my team took part in the initial PoCs for generative AI, eventually our centralized generative AI CoE drove the initiative."

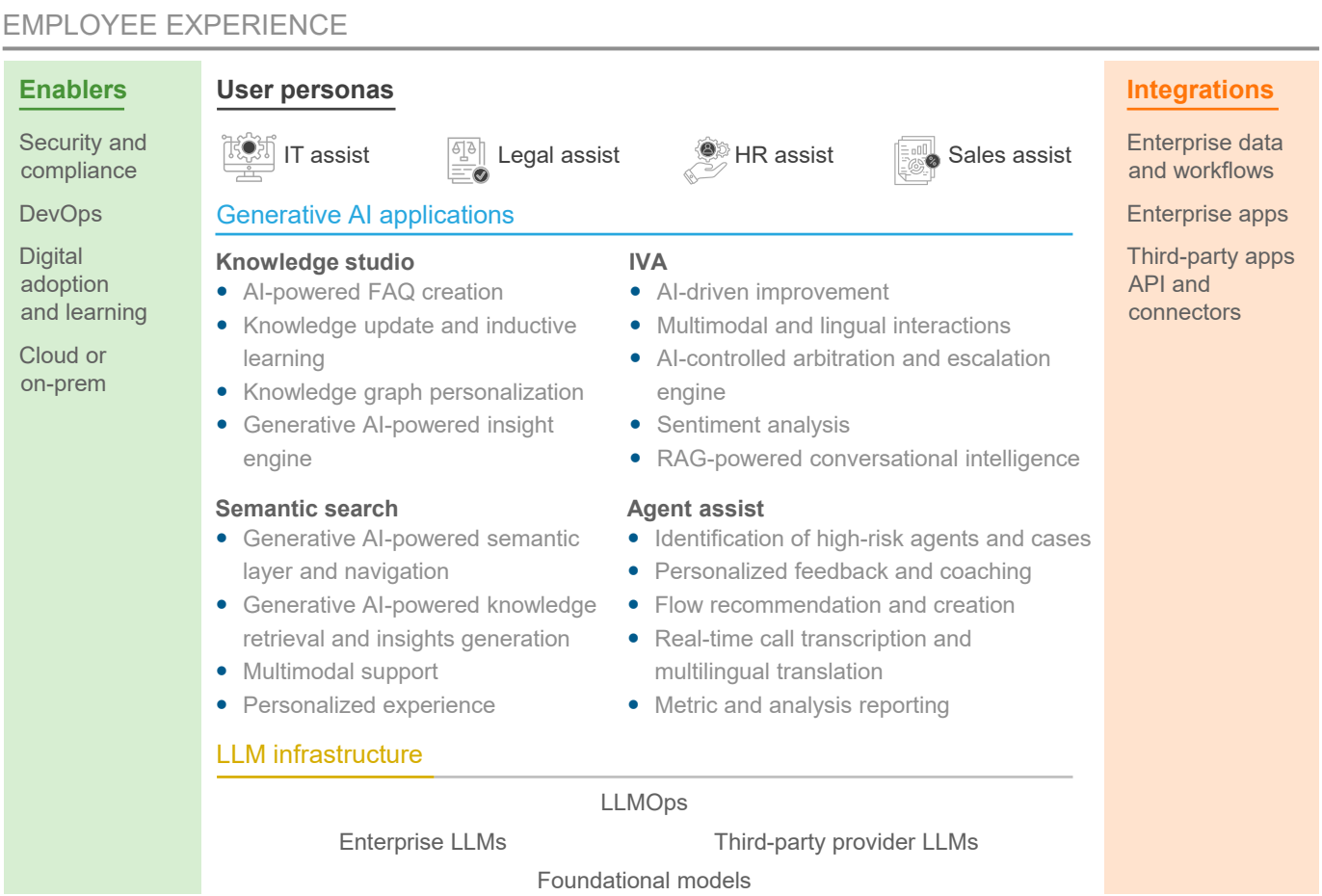
– Workplace leader, leading Australian enterprise

8 arXiv:2304.03271 (Cornell University)

Workplace leaders need to step up and recognize the vital role they play in this process. They must transcend the conventional notion of being mere managers of devices and instead become custodians of employee growth and experience. Their role is to maintain a balance between boosting productivity for higher business benefits and ensuring a positive employee experience to prevent digital toxicity. This responsibility also includes addressing employee challenges such as training and adoption for effective implementation. Exhibit 5 illustrates how workplace leaders should use generative AI as an experience orchestrator rather than just a productivity booster.

Exhibit 5: Generative AI experience orchestrator

Source: Everest Group (2025)



To further drive the decision-making process, workplace leaders must demonstrate how enhanced employee experience and engagement yield tangible business benefits. The narrative must go beyond individual productivity metrics to encompass a broader view of individual experience productivity.

By presenting generative AI's capabilities through this comprehensive lens, which spans both IT and business domains, workplace leaders can elevate their role, drive lasting enterprise success, and become indispensable architects of lasting enterprise success.

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