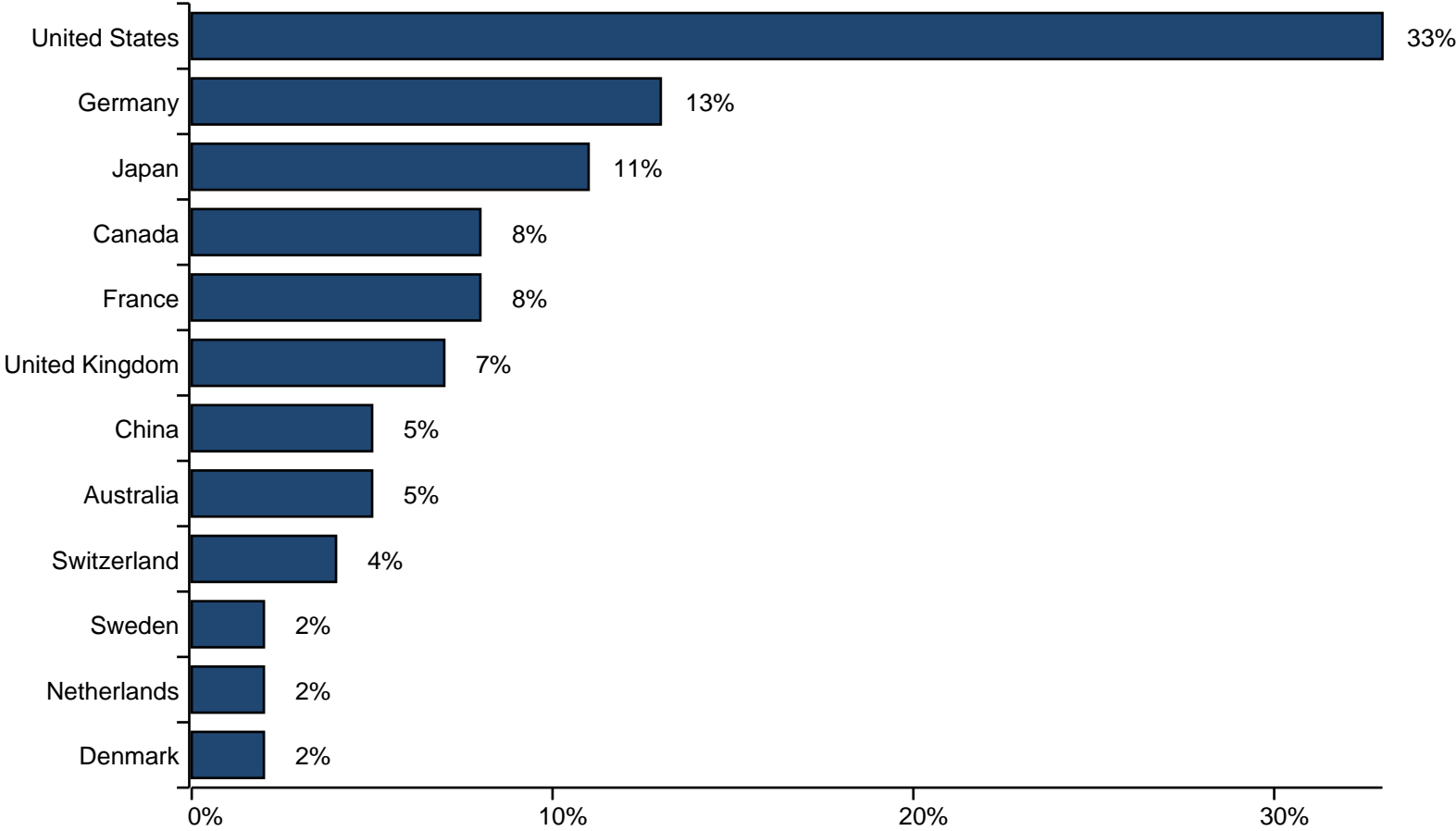


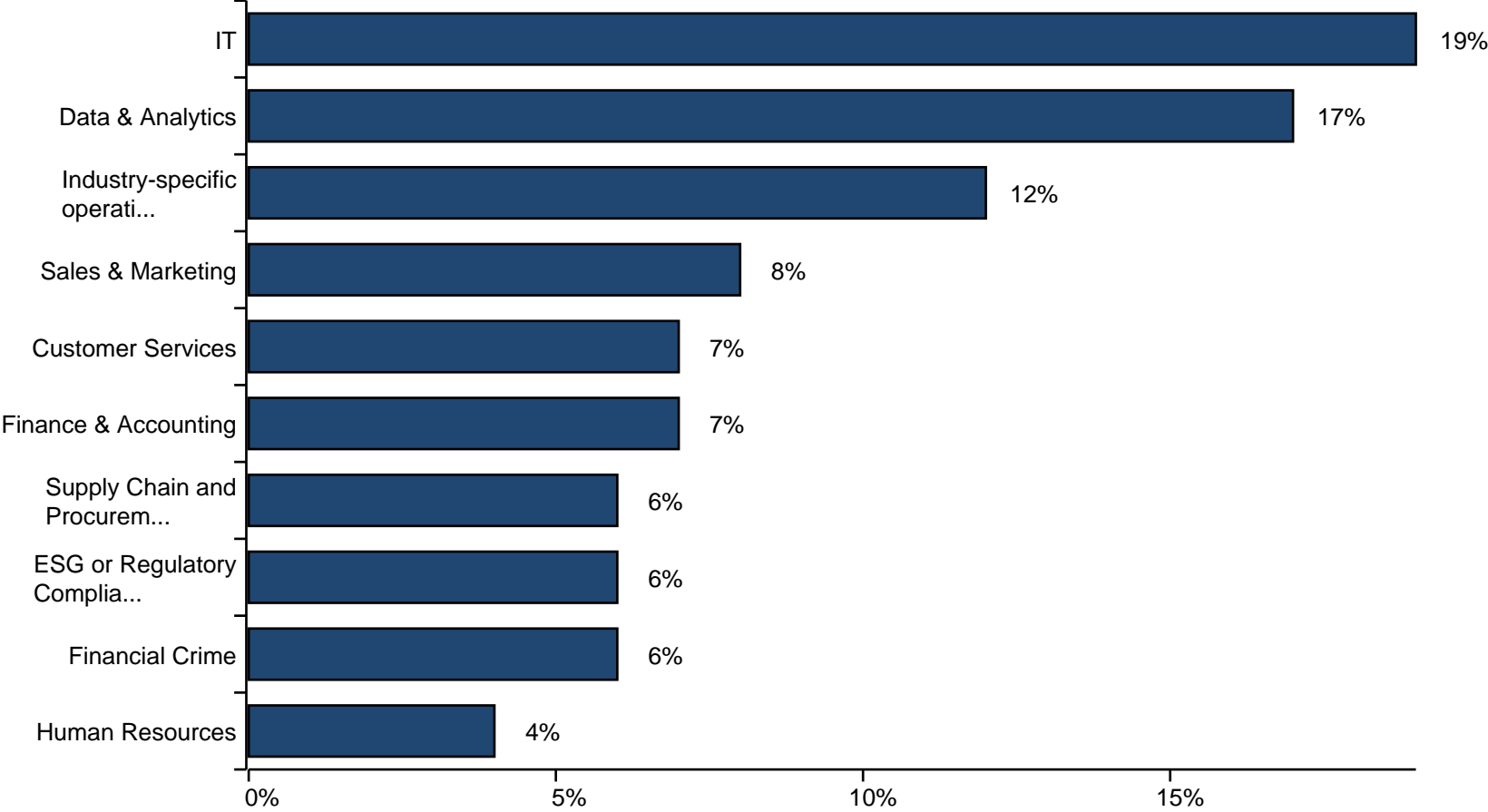
## Demographics

Banner: No Split  
Filters: none

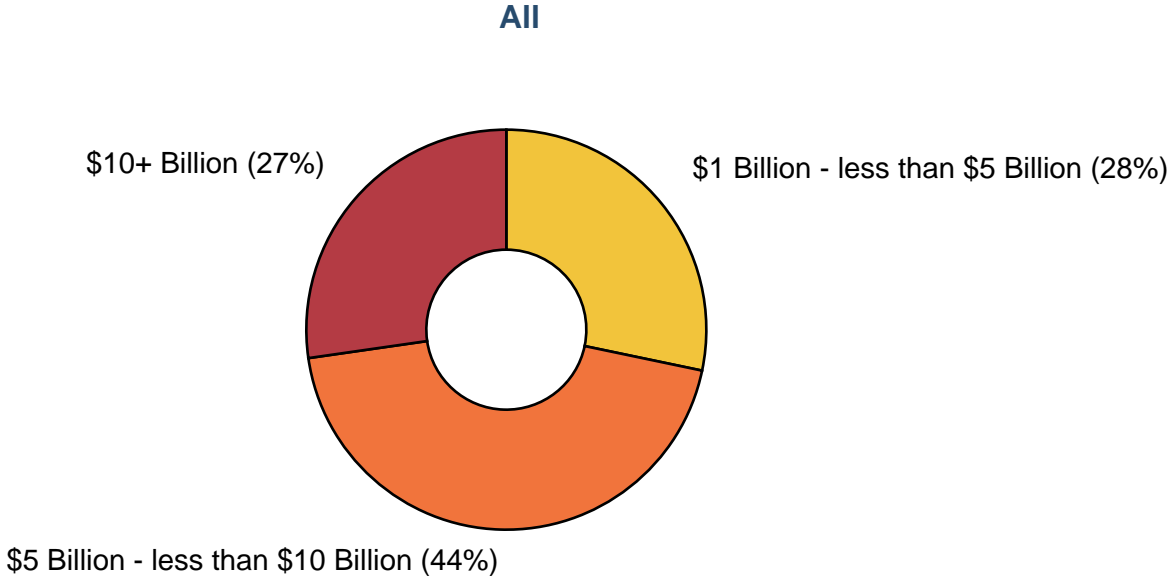
**By country**



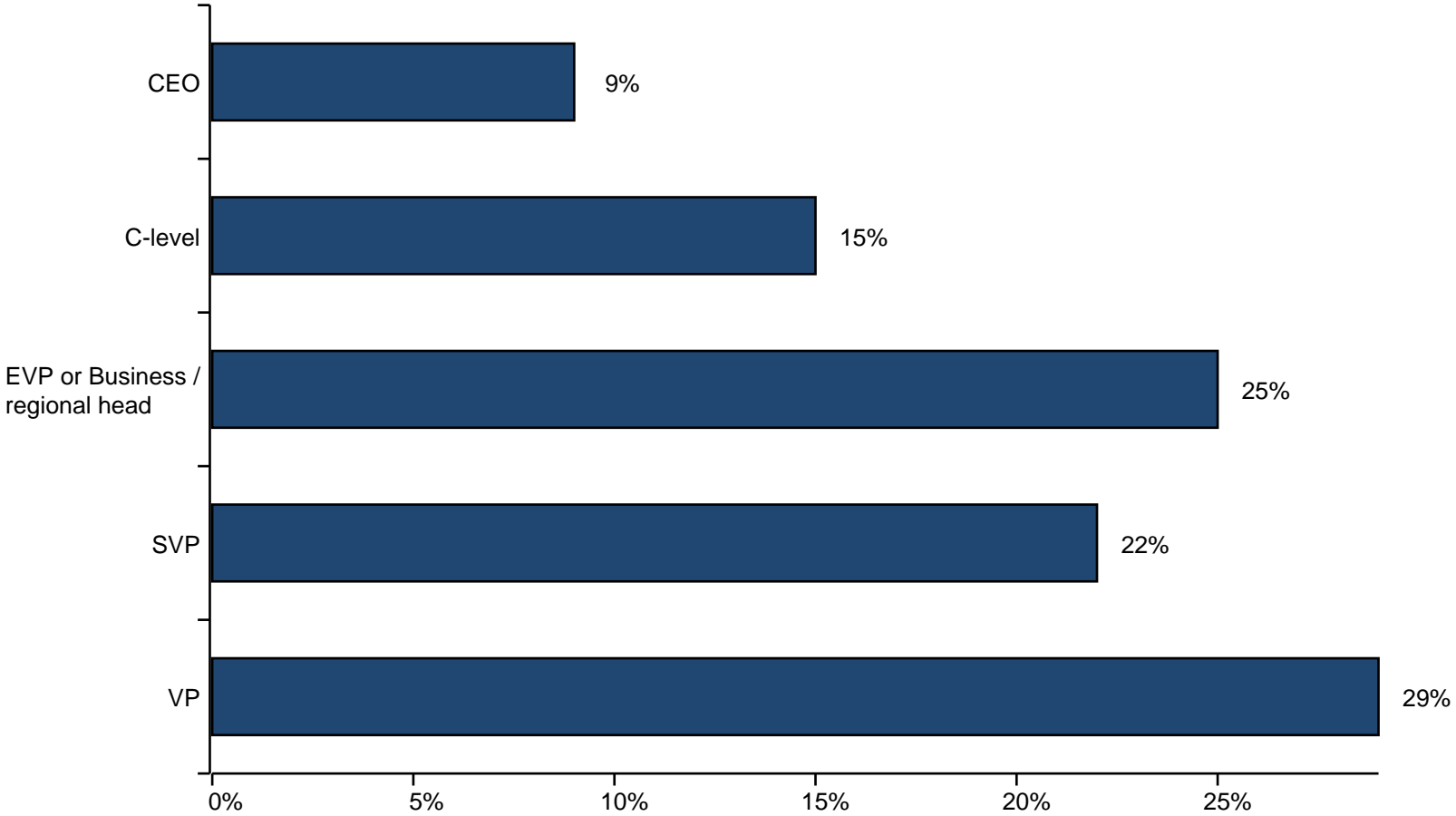
**By department**



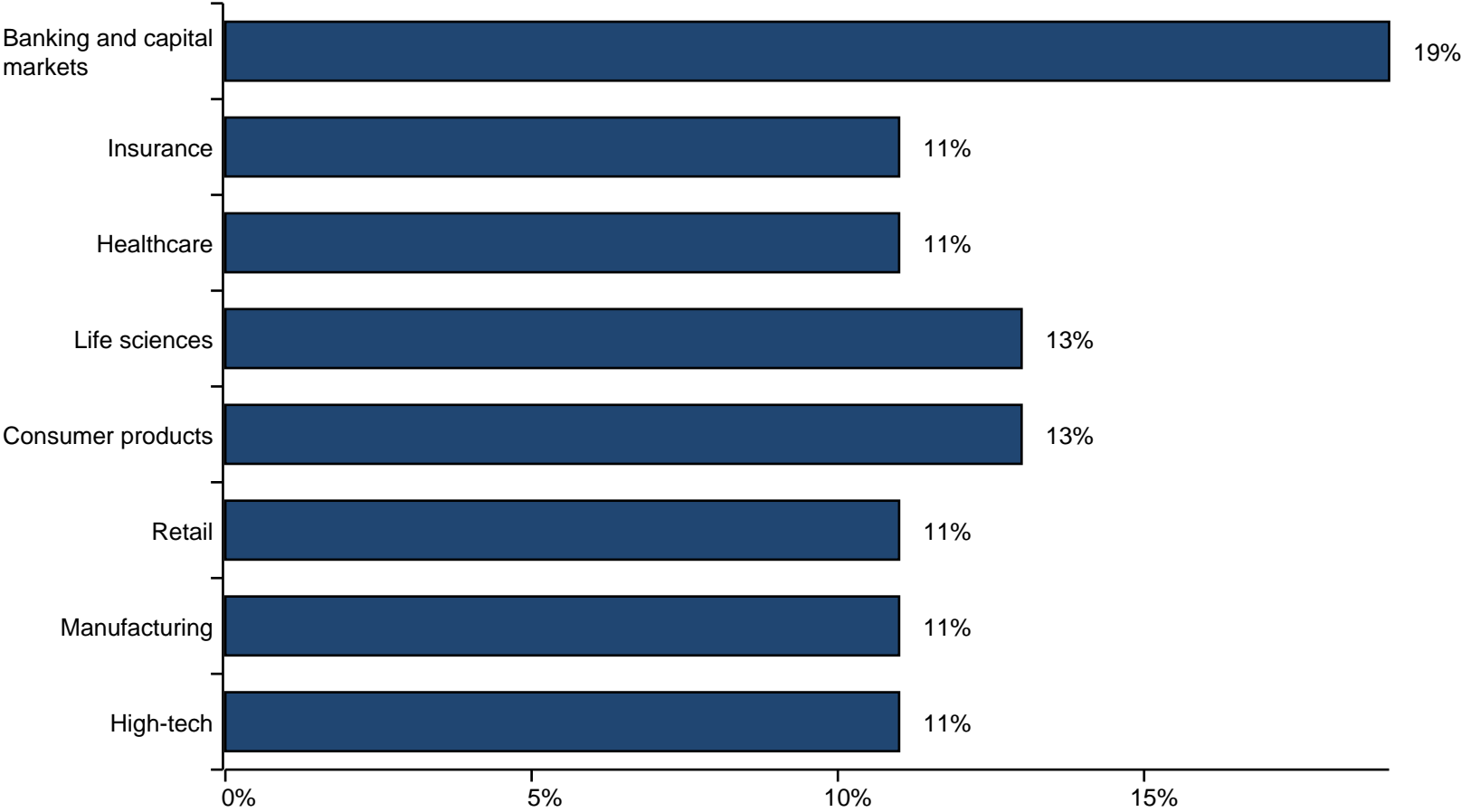
**By revenue**



**By role**



**By industry**



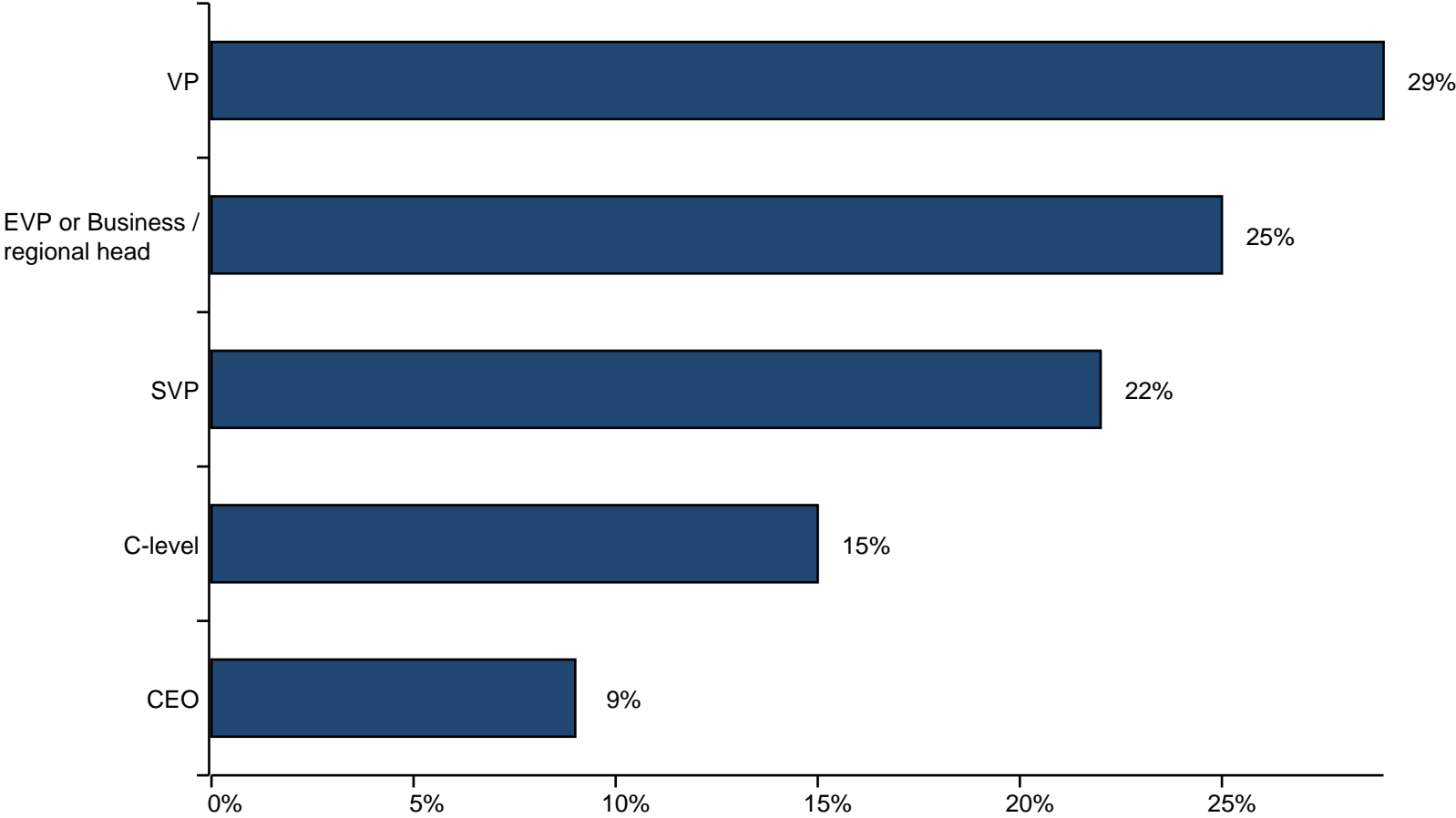
**Next question »**

D1

Banner: No Split  
Filters: none



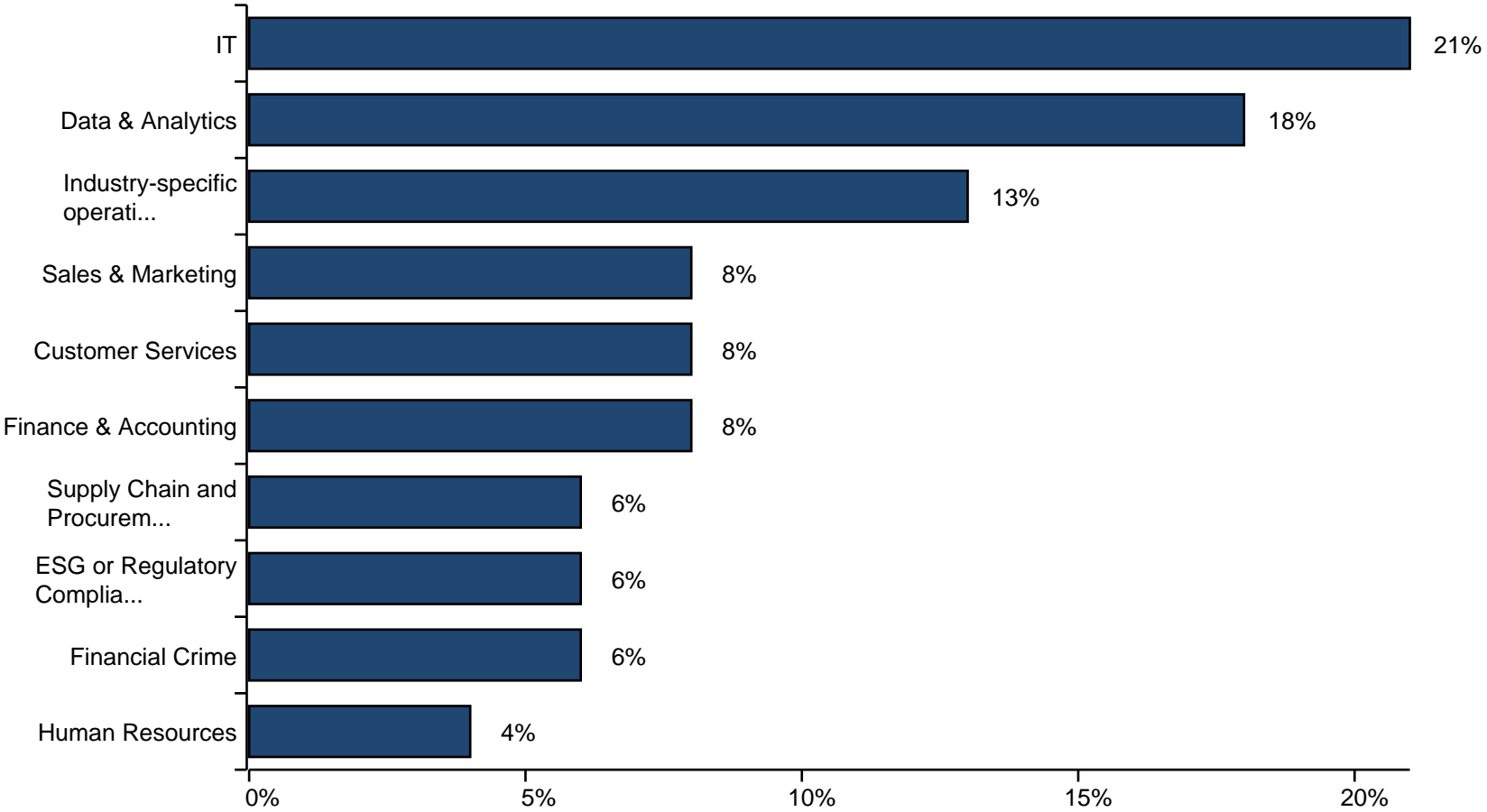
**Q - What is your role in your organization?**



D2

Banner: No Split  
Filters: none

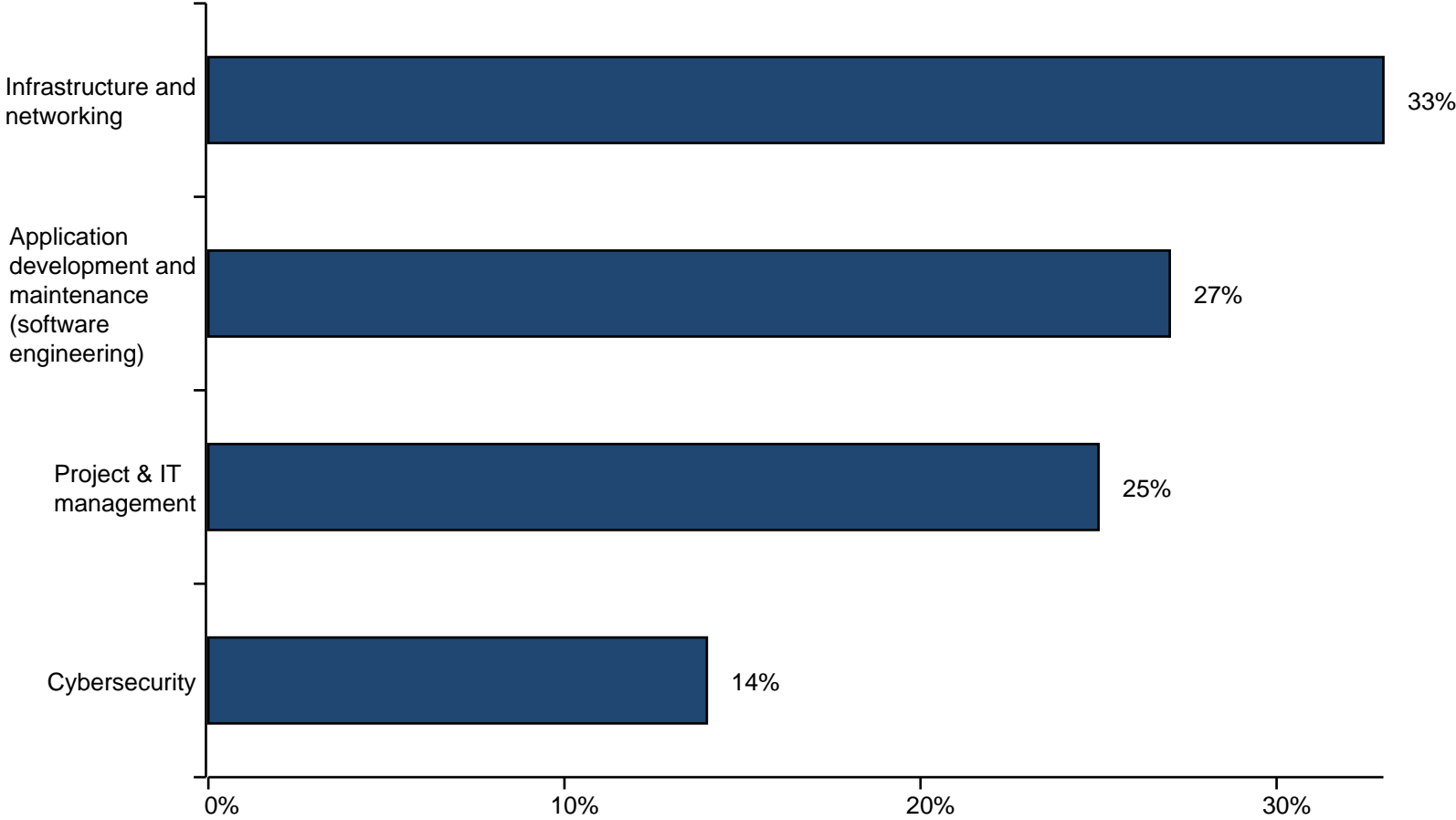
**Q - Which of the following best describes your primary function or department within your organization?**



D2a

Banner: No Split  
Filters: none

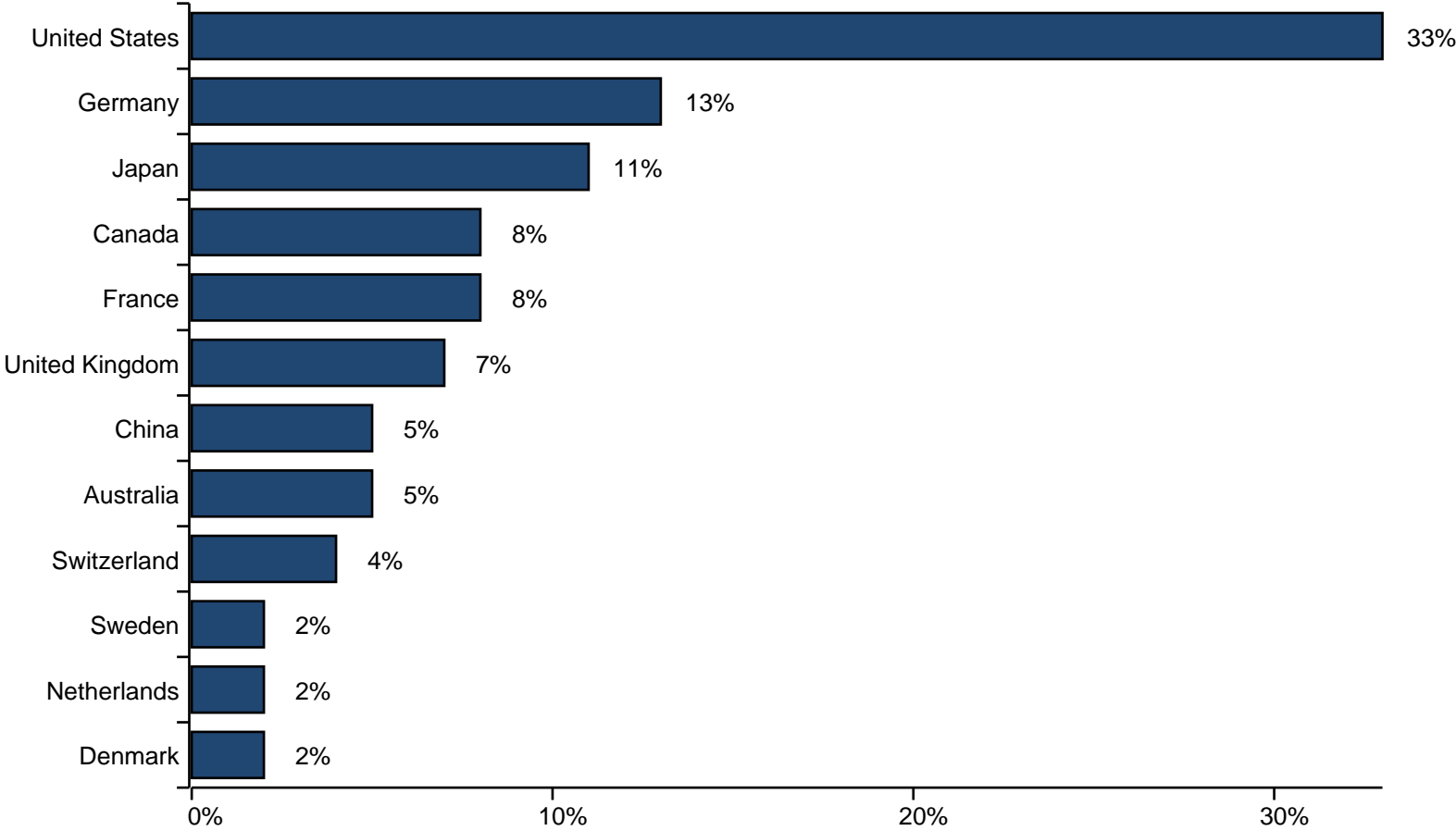
**Q - Which of the following best describes your primary function or department within IT.**



D3

Banner: No Split  
Filters: none

**Q - In which country are you currently located?**

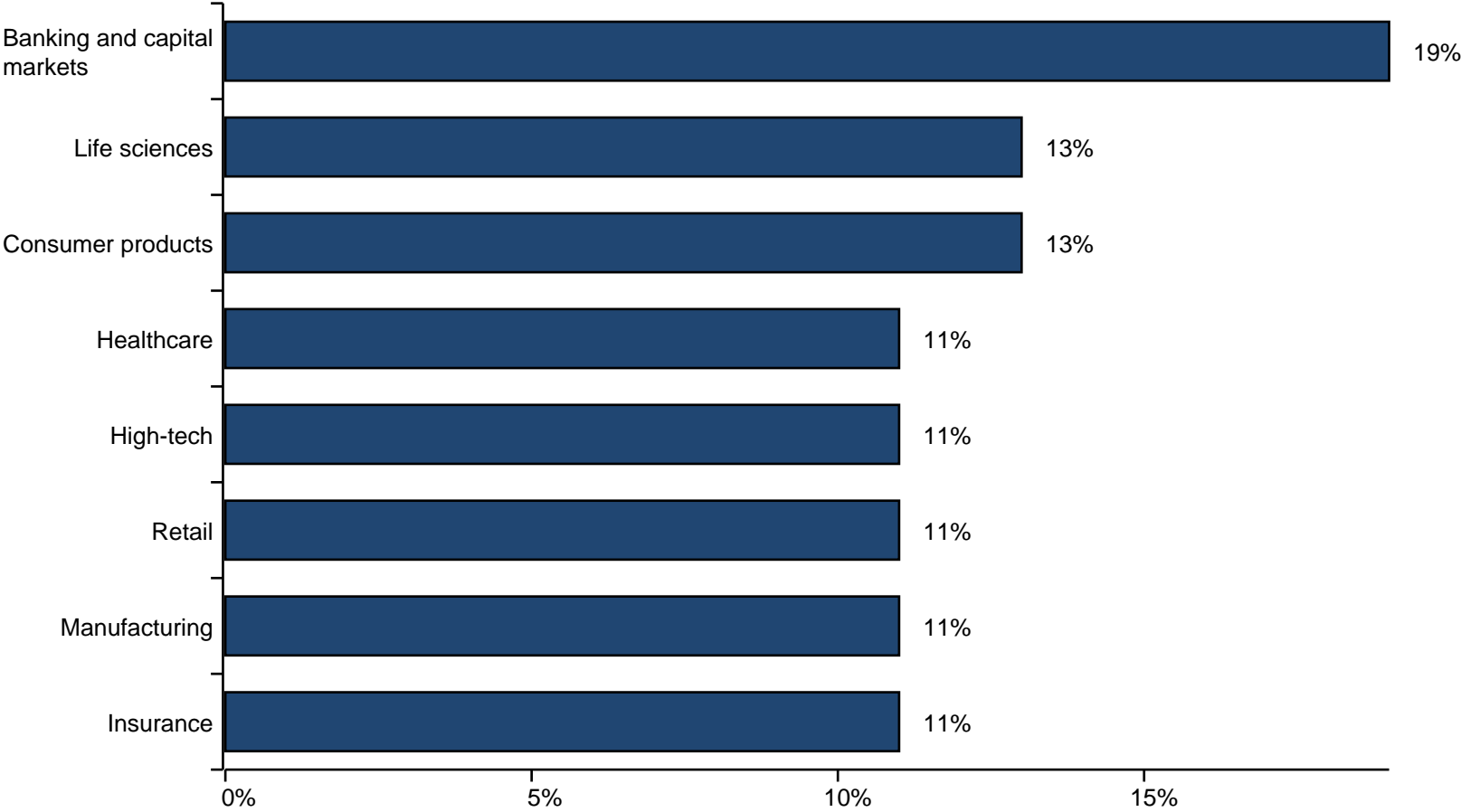


D5

Banner: No Split  
Filters: none



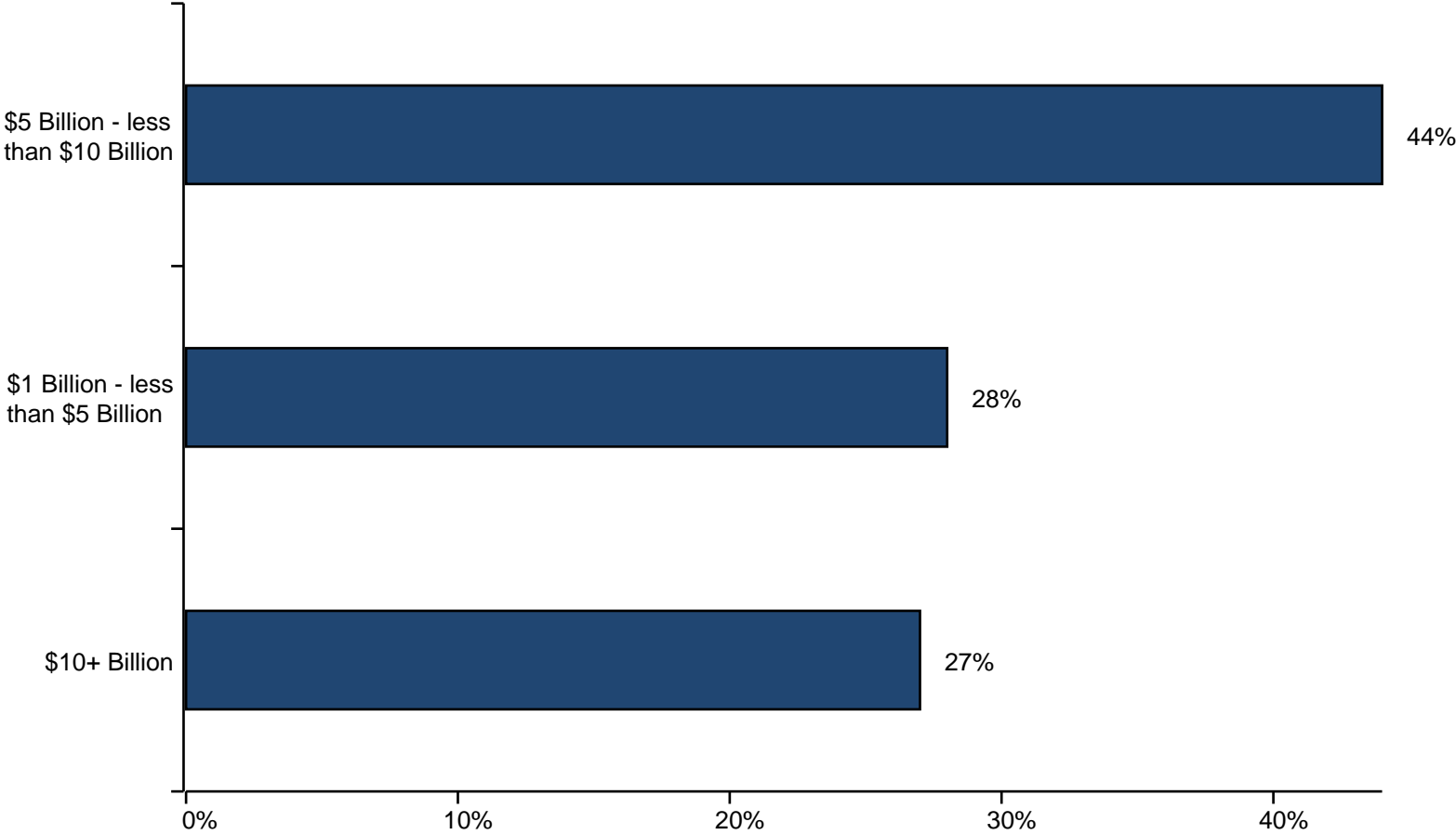
**Q - What industry does your business operate in?**



D6

Banner: No Split  
Filters: none

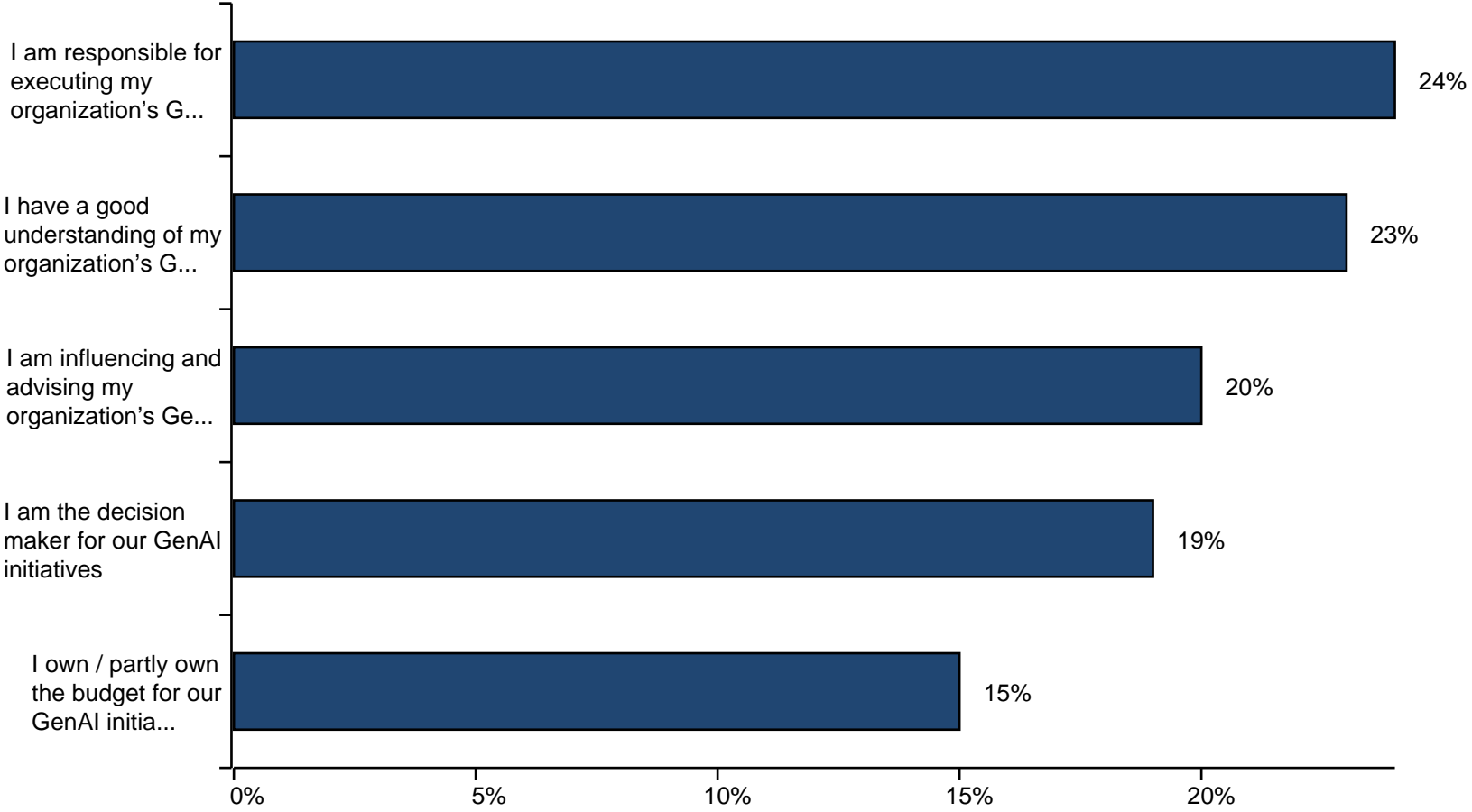
**Q - What is your organization's annual revenue range?**



D7

Banner: No Split  
Filters: none

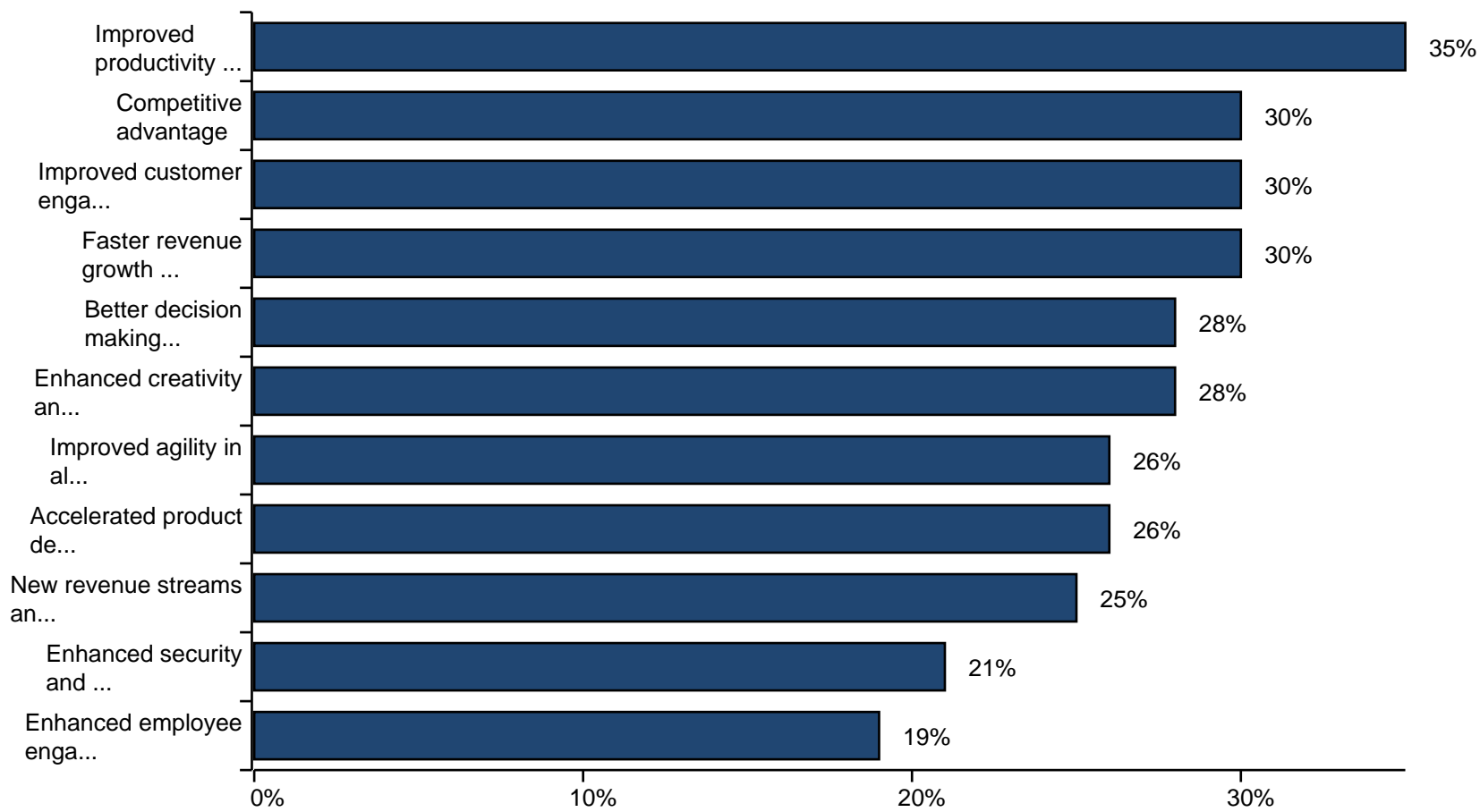
**Q - How would you best describe your role as it relates to your organization's investments and initiatives around GenAI?**



## Section 1 - Q1

Banner: No Split  
Filters: none

**Q - In your opinion, select the top 3 business benefits of using GenAI in your enterprise.**



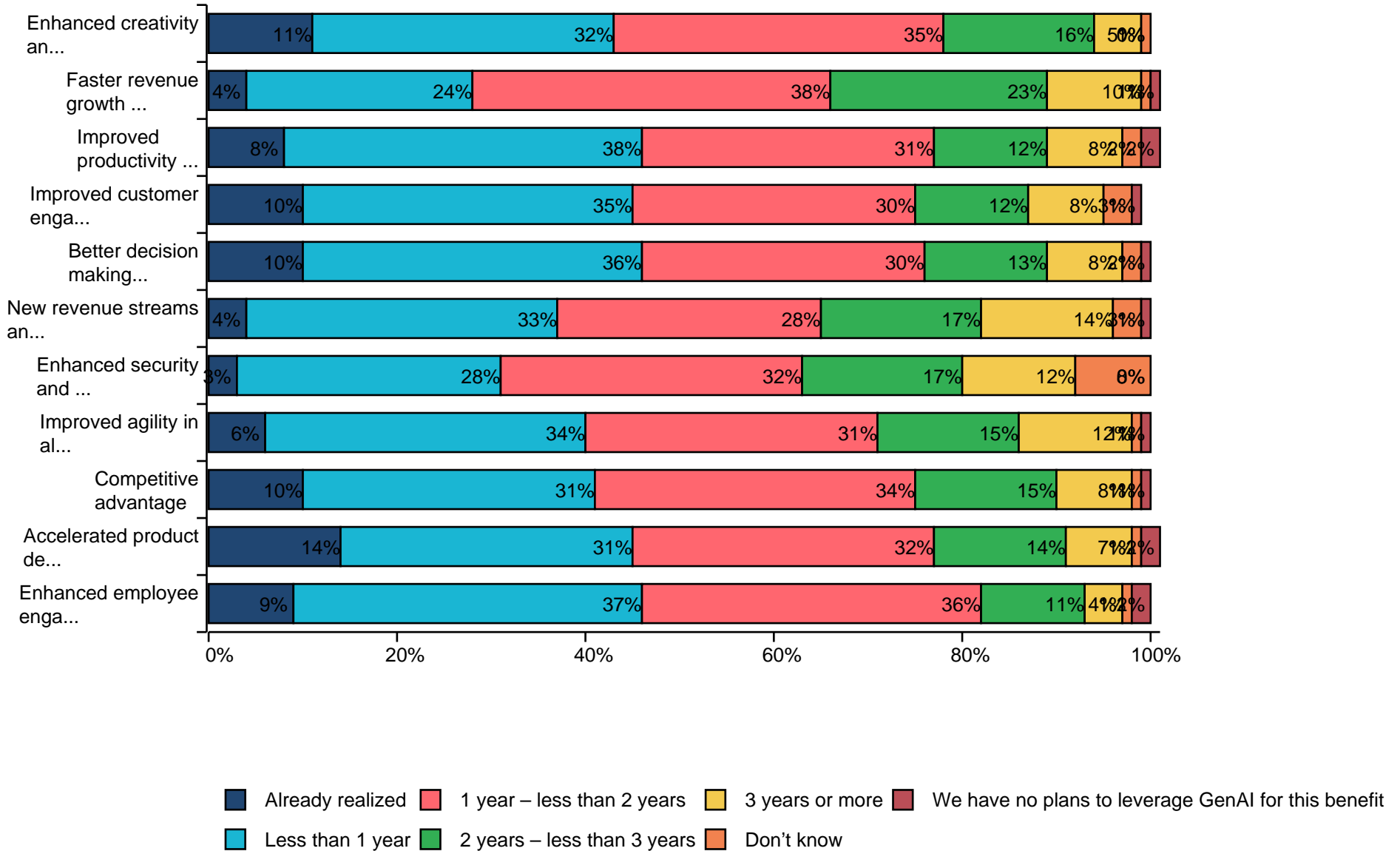
## Section 1 - Q2

Banner: No Split  
Filters: none



Choose a question:

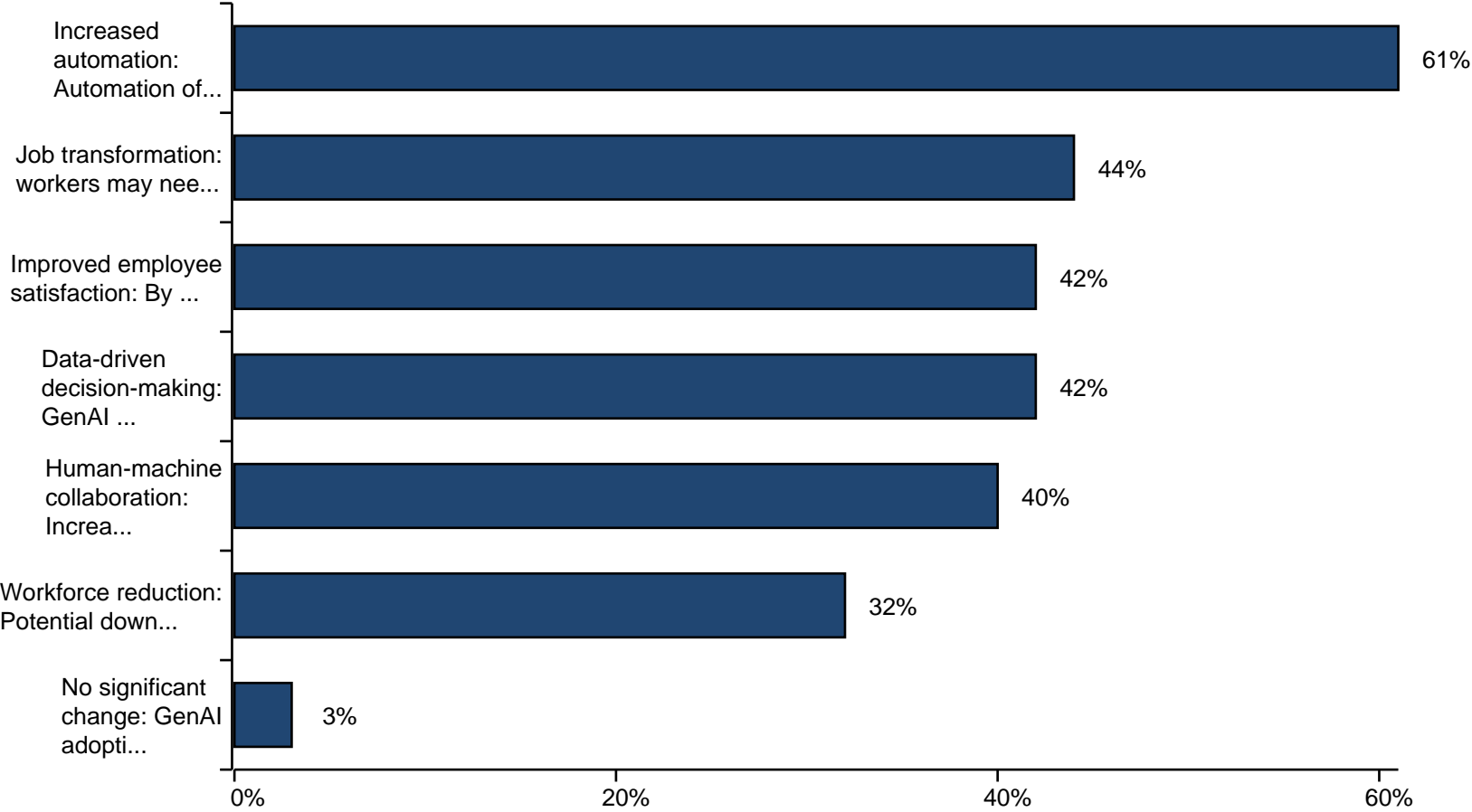
## Q - For the chosen business benefits of GenAI, by when do you anticipate realizing the full benefits?



## Section 1 - Q5

Banner: No Split  
Filters: none

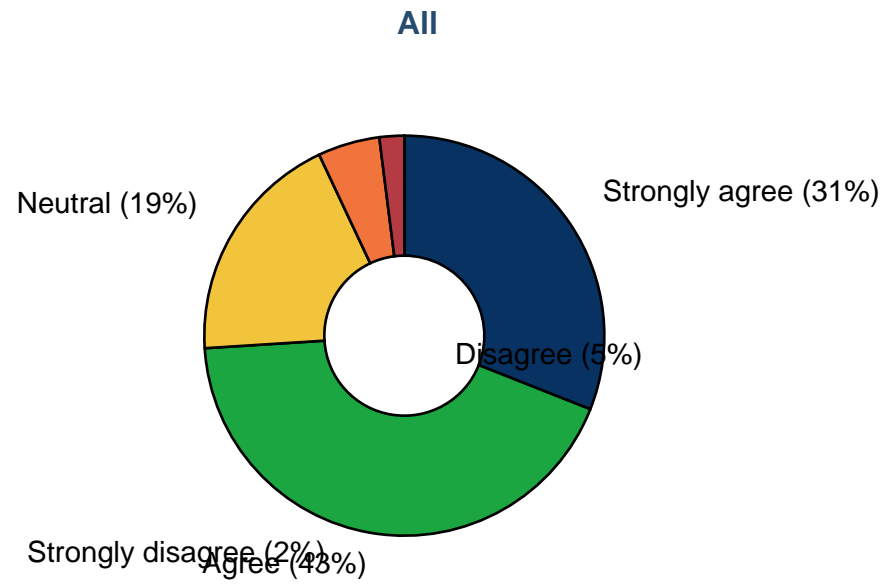
**Q - What changes do you anticipate in the nature of work as a result of GenAI adoption?**



## Section 1 - Q6

Banner: No Split  
Filters: none

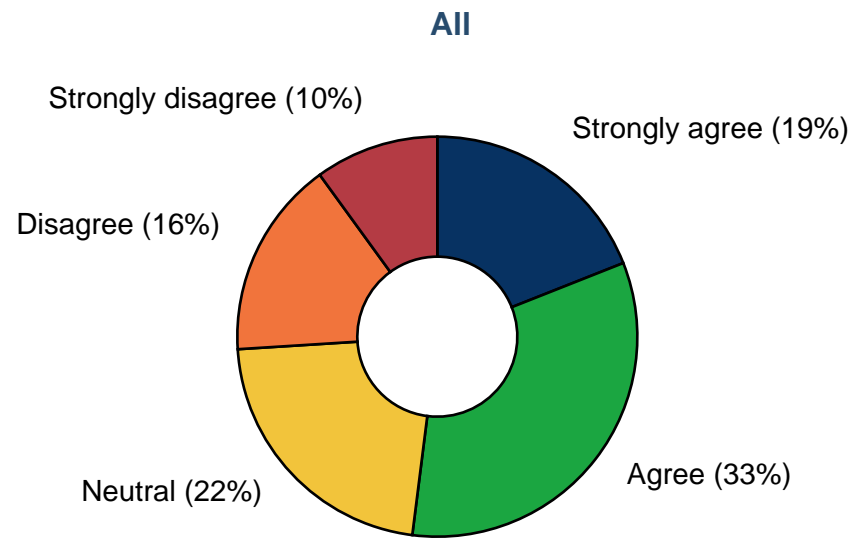
**Q. To what extent do you agree or disagree with the following statement: GenAI is inspiring our organization to adopt new and disruptive ways of value creation**



## Section 1 - Q7

Banner: No Split  
Filters: none

**Q. To what extent do you agree or disagree with the following statement: A singular focus on productivity when adopting GenAI is potentially misleading**

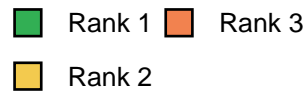
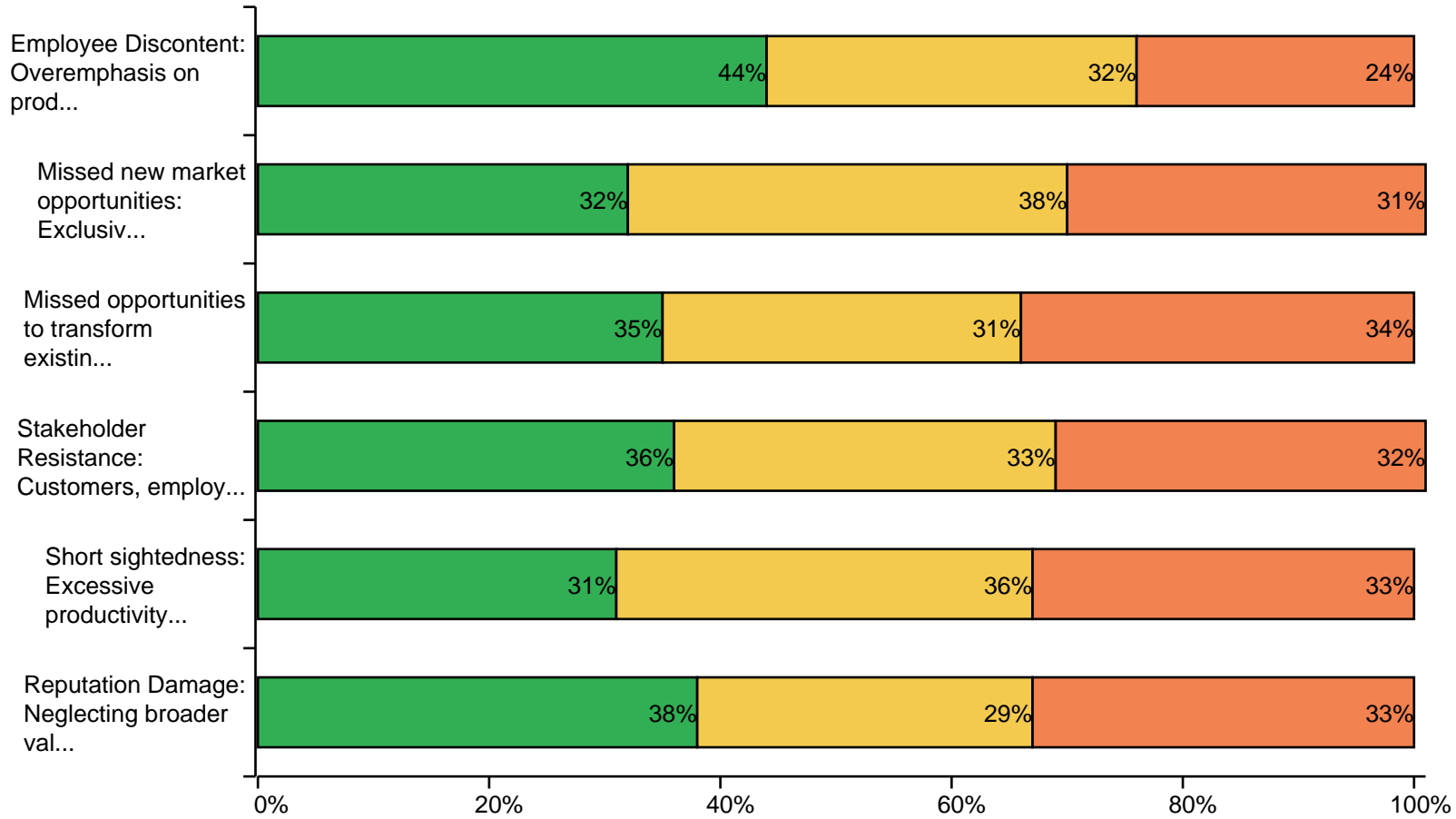




## Section 2 - Q7

Banner: No Split  
Filters: none

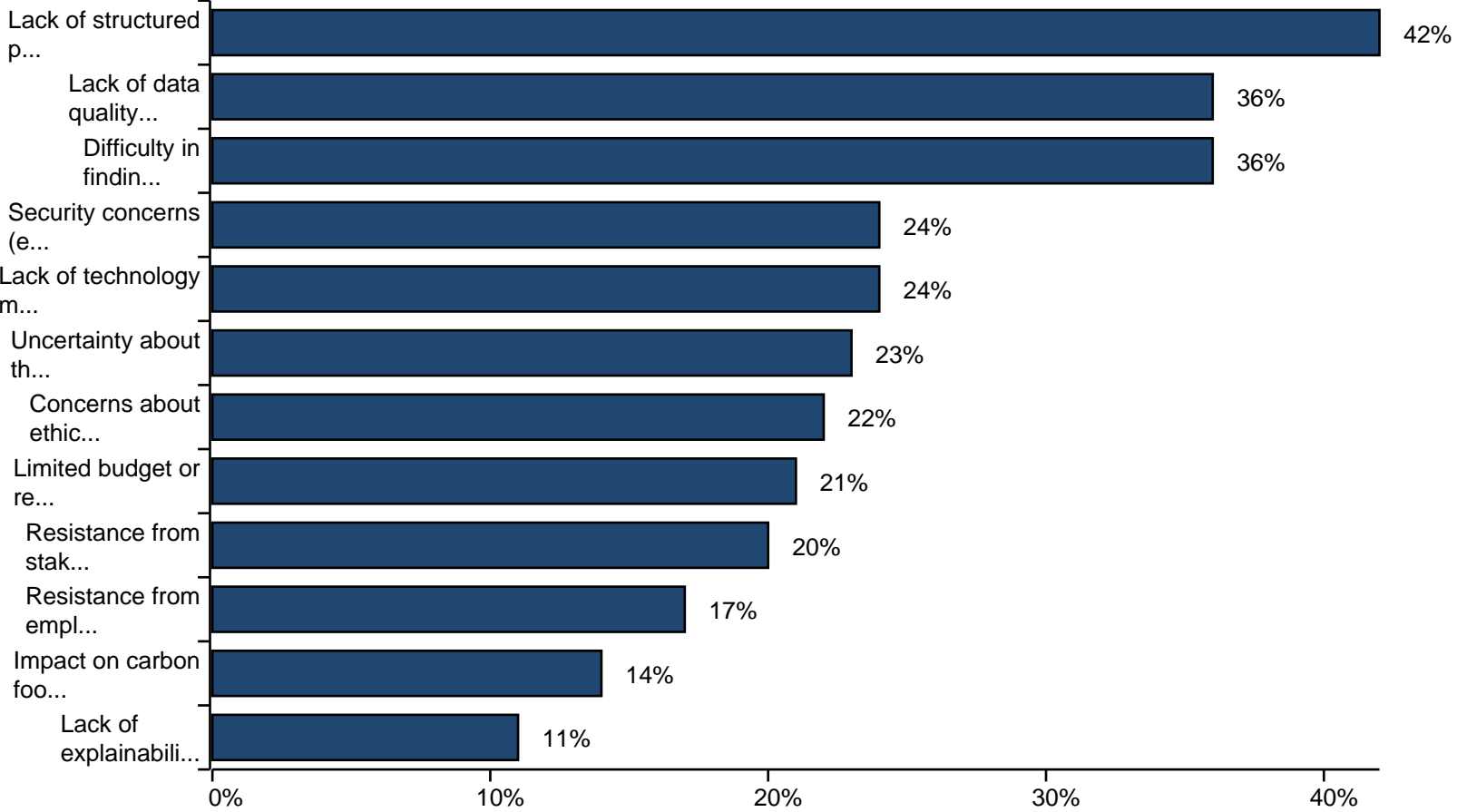
**Q. What challenges or risks do you foresee if the market places too much emphasis on productivity when implementing GenAI technologies?**



## Section 2 - Q8

Banner: No Split  
Filters: none

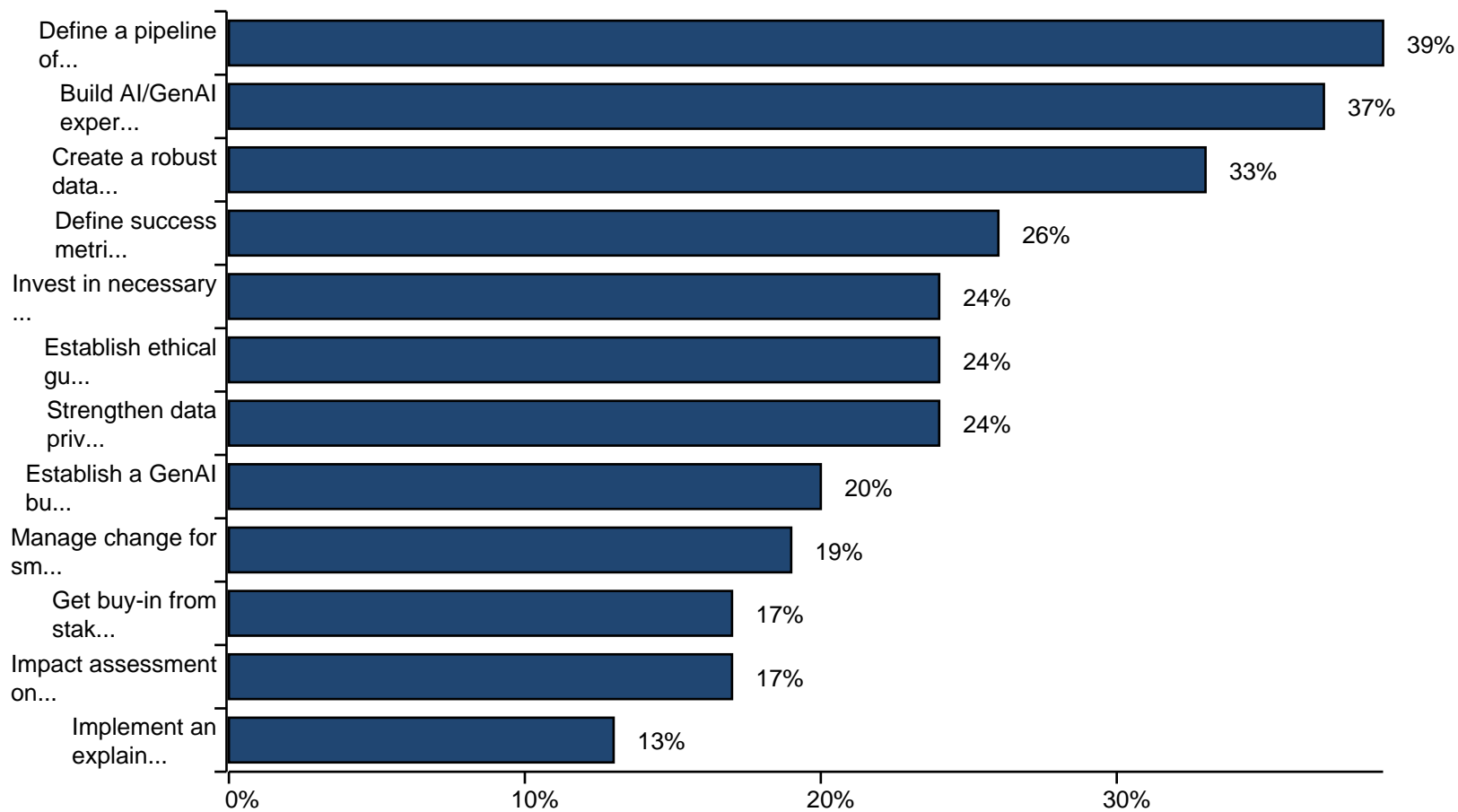
**Q - What are the top 3 barriers that hinder the adoption of GenAI in your organization?**



## Section 2 - Q9

Banner: No Split  
Filters: none

**Q - What are the top 3 initiatives that your organization must undertake to realize the expected benefits from GenAI?**



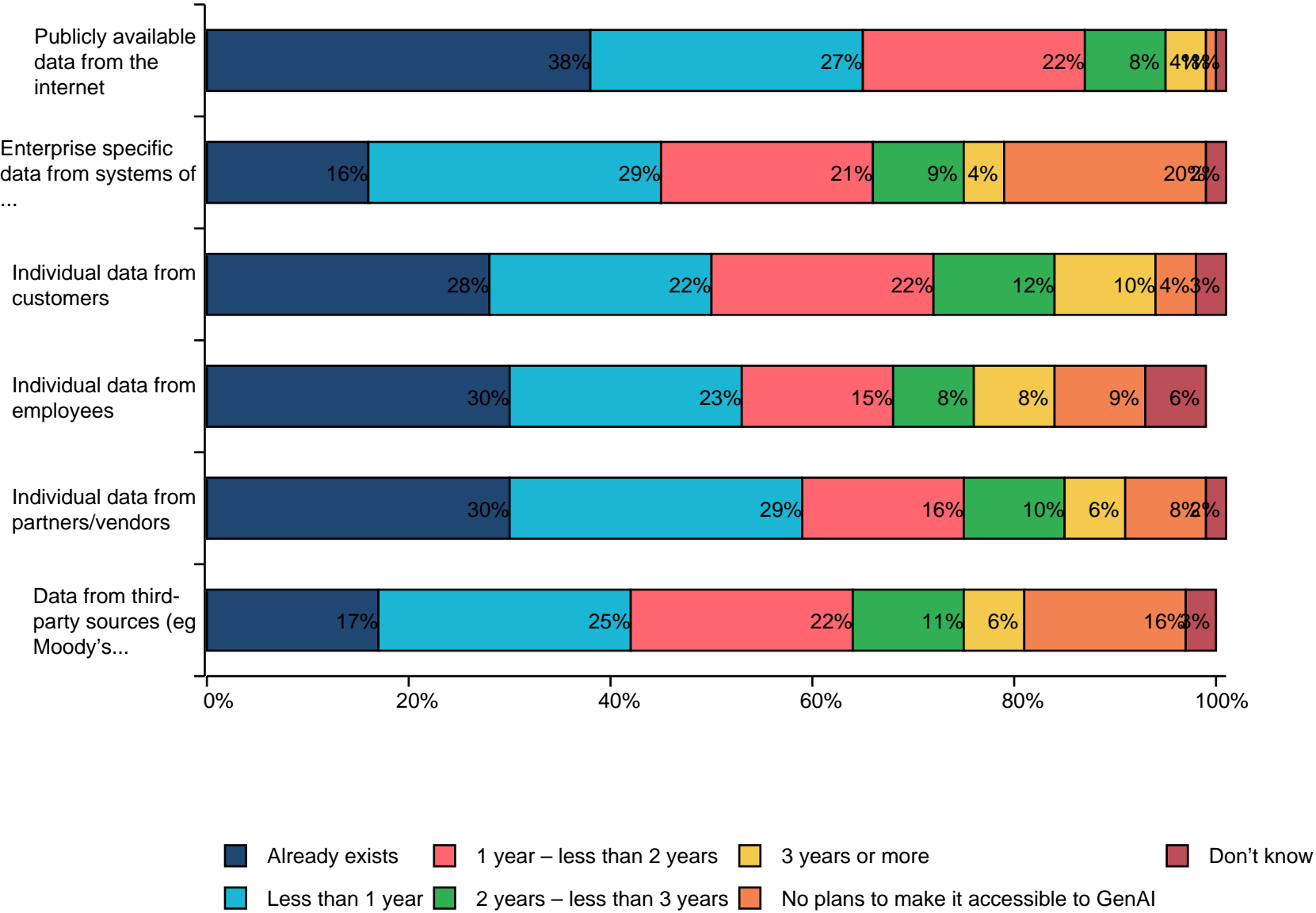
## Section 2 - Q10

Banner: No Split  
Filters: none

Choose a question:



**Q - By when do you anticipate making the following data sources accessible to GenAI within your enterprise?**

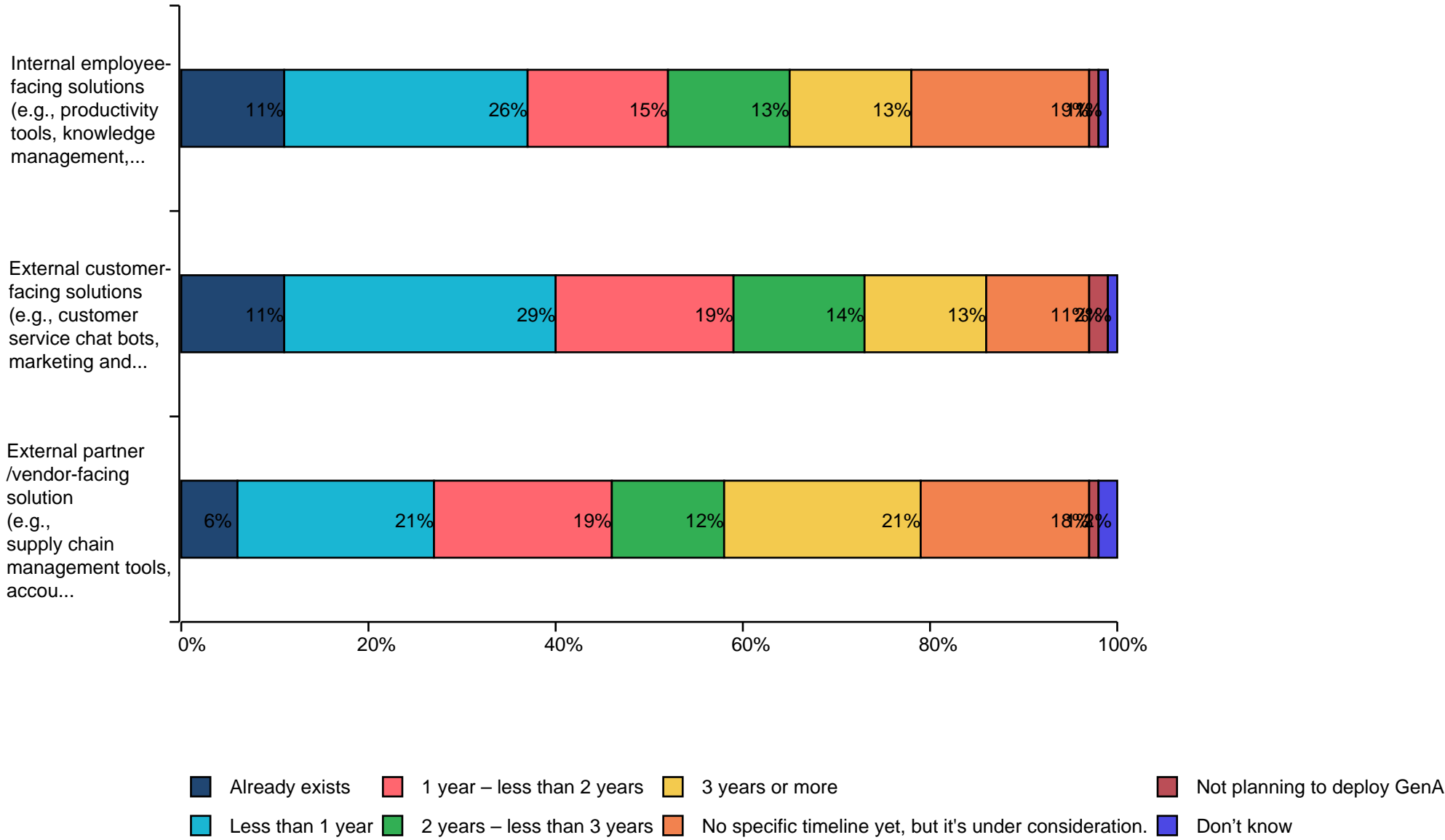


## Section 2 - Q11

Banner: No Split  
Filters: none

Choose a question:

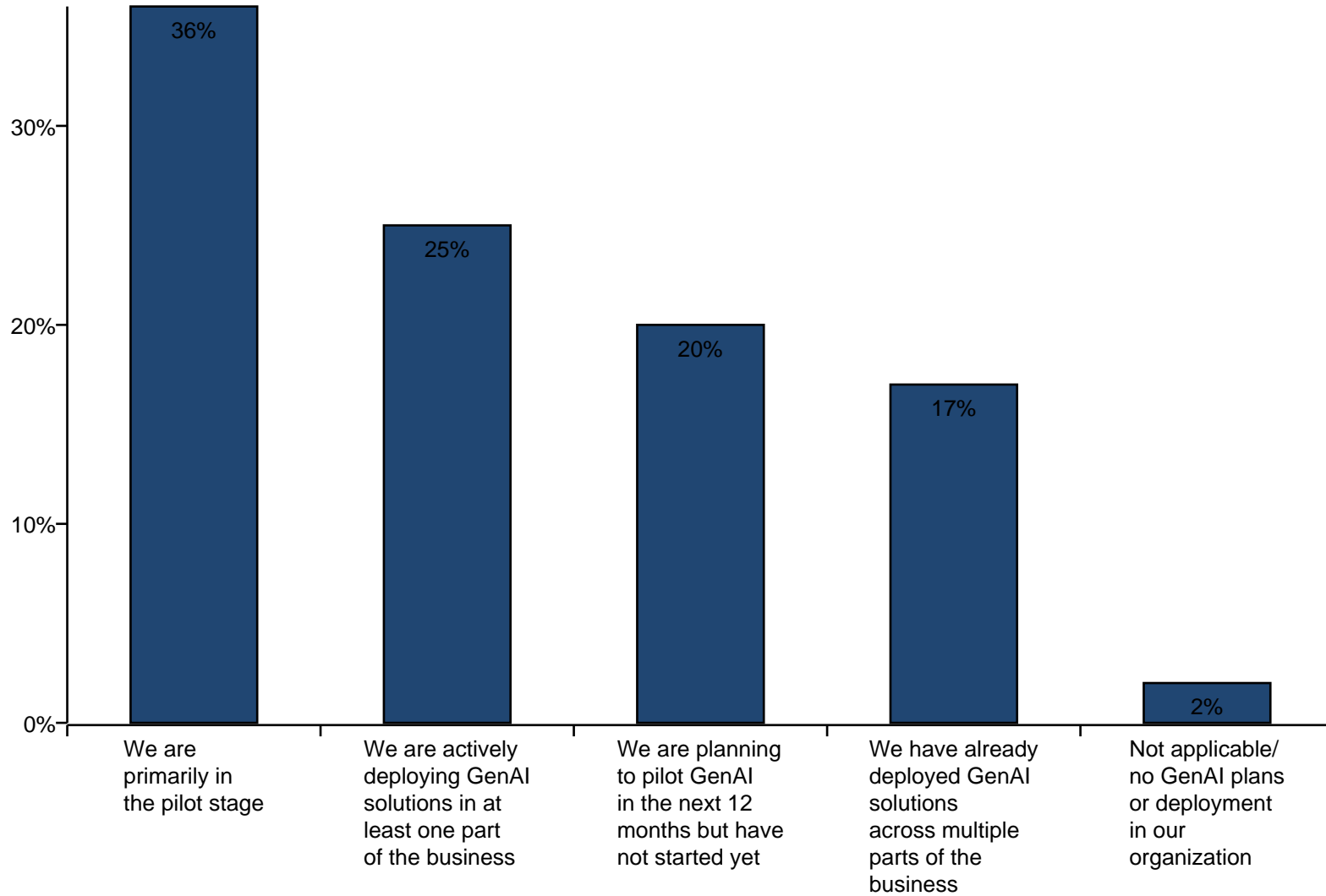
**Q - By when do you anticipate the deployment of GenAI solutions designed for employee, customer and partner/vendor interactions within your enterprise?**



## Section 3 - Q12

Banner: No Split  
Filters: none

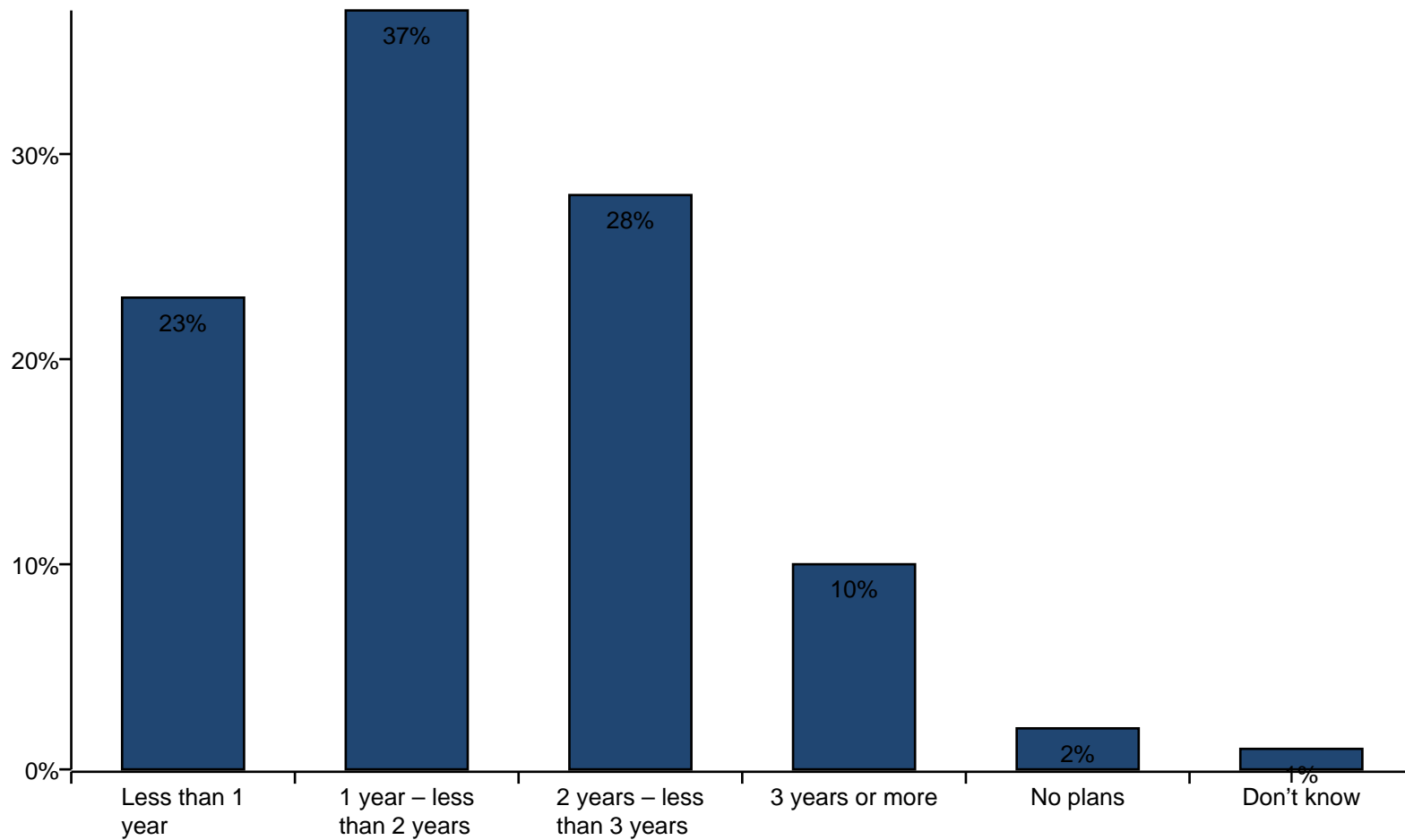
**Q - For the areas you are accountable for/have visibility of GenAI investment decisions, what best describes the status of GenAI solutions deployment?**



Q13

Banner: No Split  
Filters: none

**Q - By when do you think your business/the area of the business you are accountable for will have scaled the deployment of GenAI solutions across multiple parts of the business?**

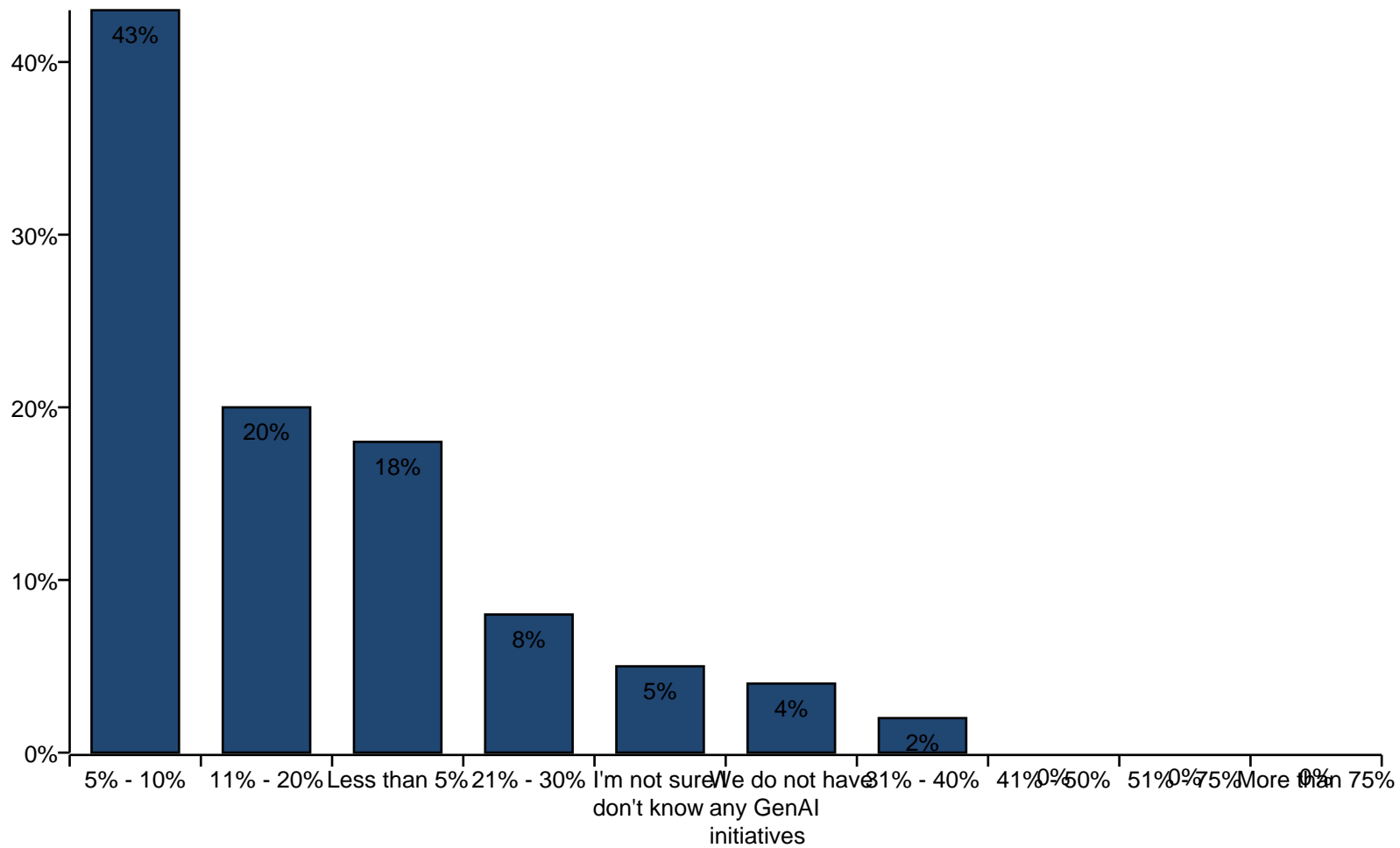




## Section 3 - Q14

Banner: No Split  
Filters: none

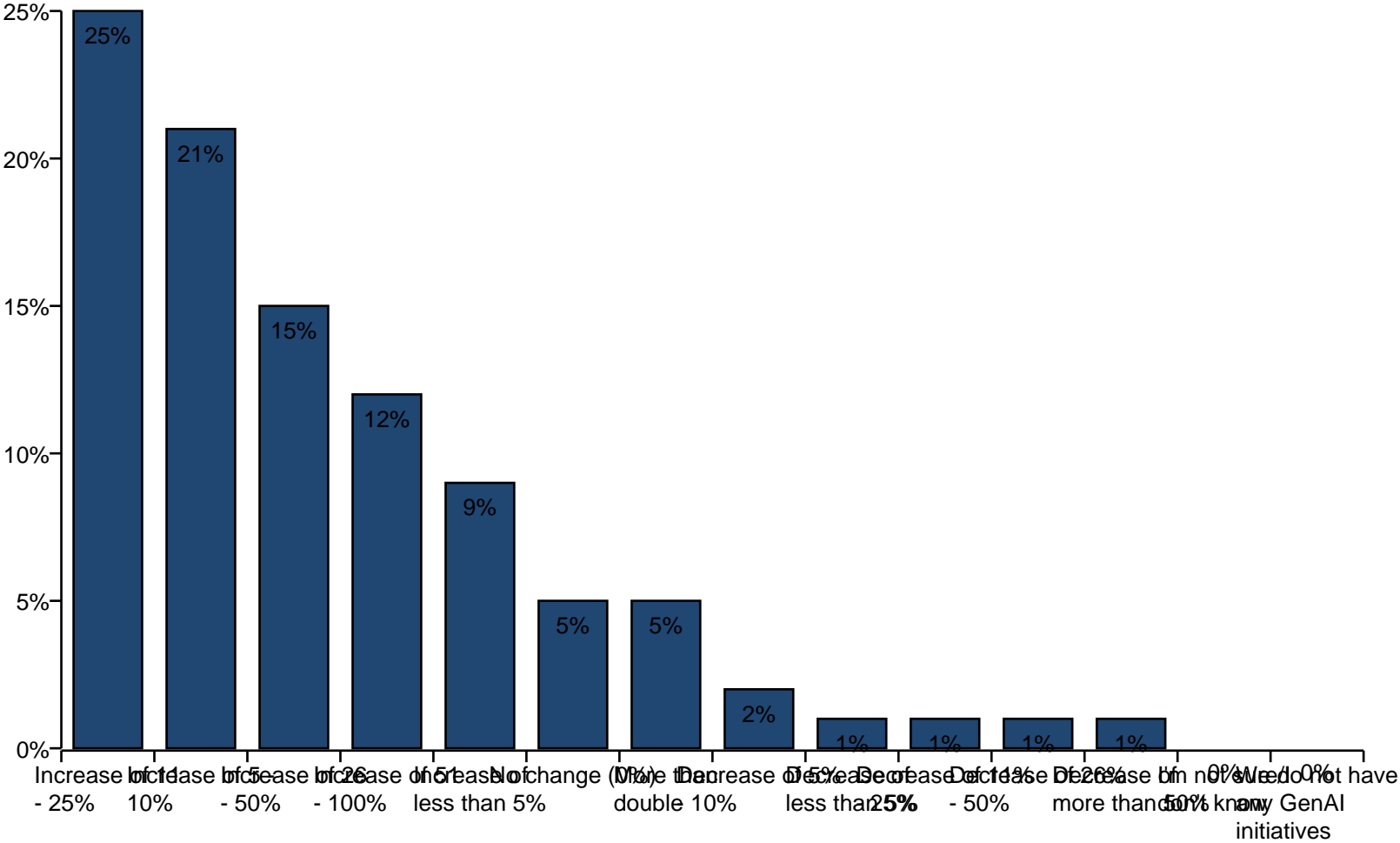
**Q - Approximately what percentage of your organization's overall technology budget is dedicated to GenAI initiatives?**



## Section 3 - Q15

Banner: No Split  
Filters: none

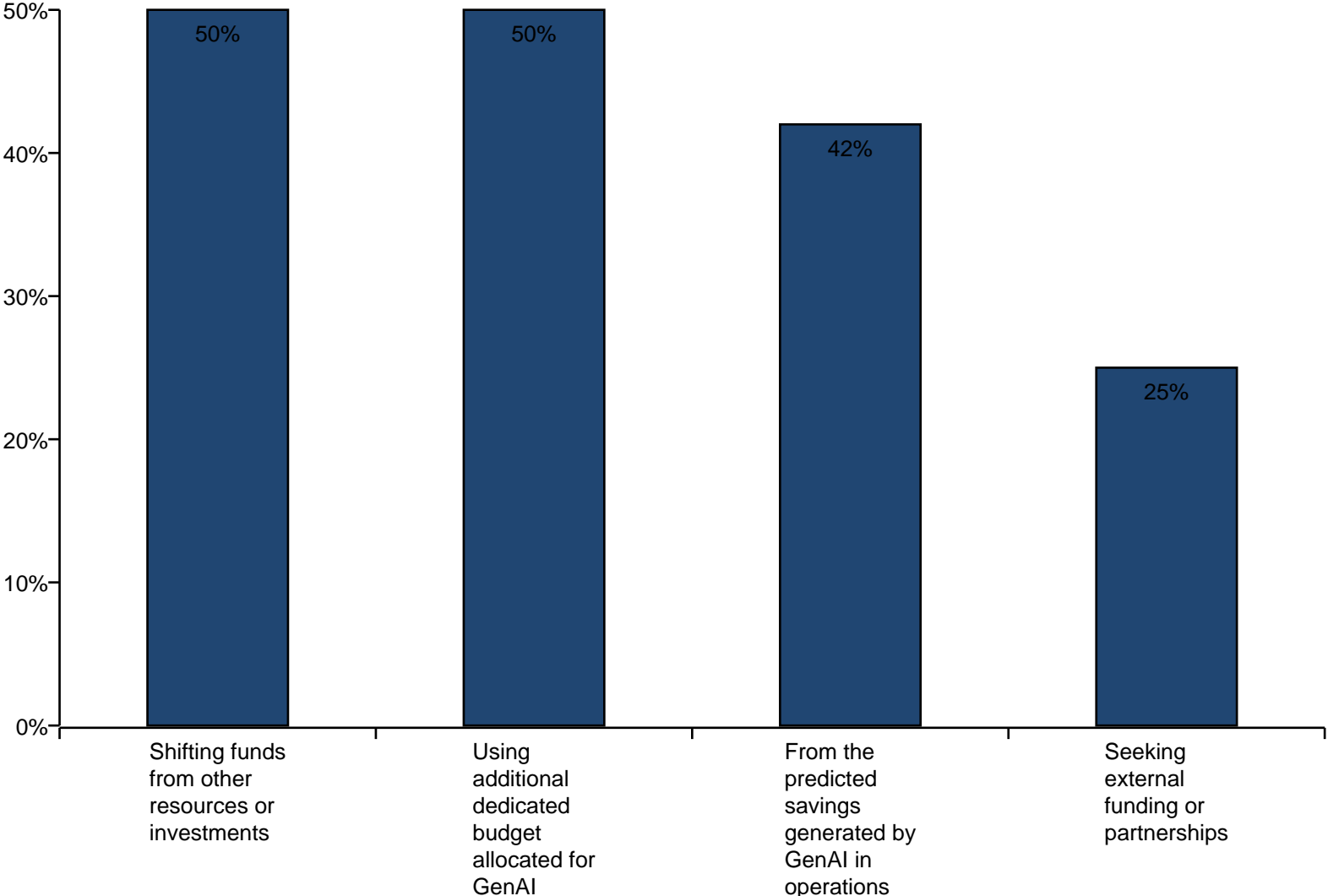
**Q - Please estimate the expected percentage change in your organization's investments in GenAI over the next 12 months compared to the current level of investment.**



## Section 3 - Q17

Banner: No Split  
Filters: none

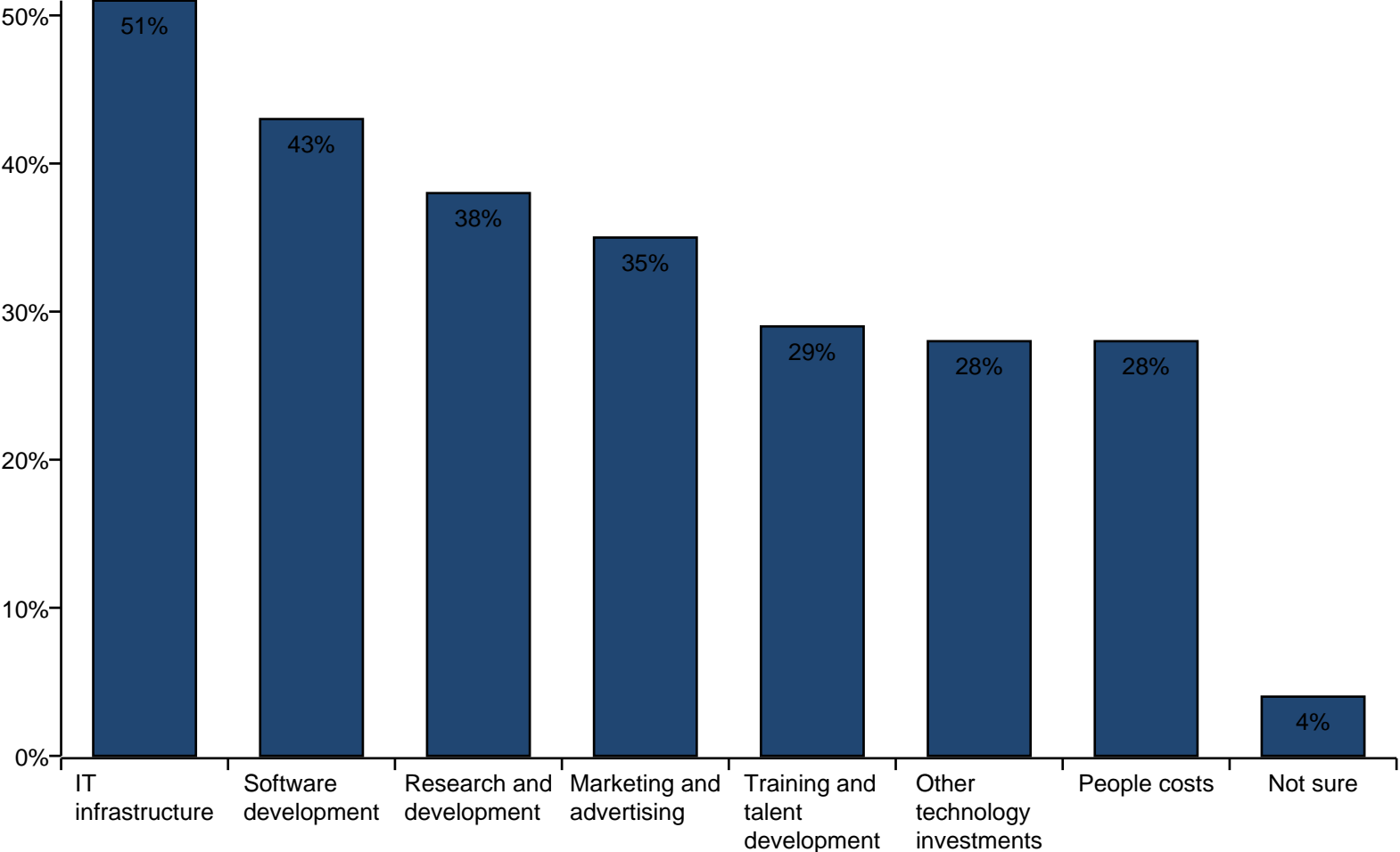
**Q - How are you funding your GenAI investments?**



## Section 3 - Q18

Banner: No Split  
Filters: none

**Q - Where are you shifting funds from to invest in GenAI?**

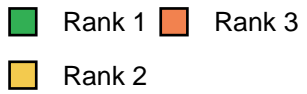
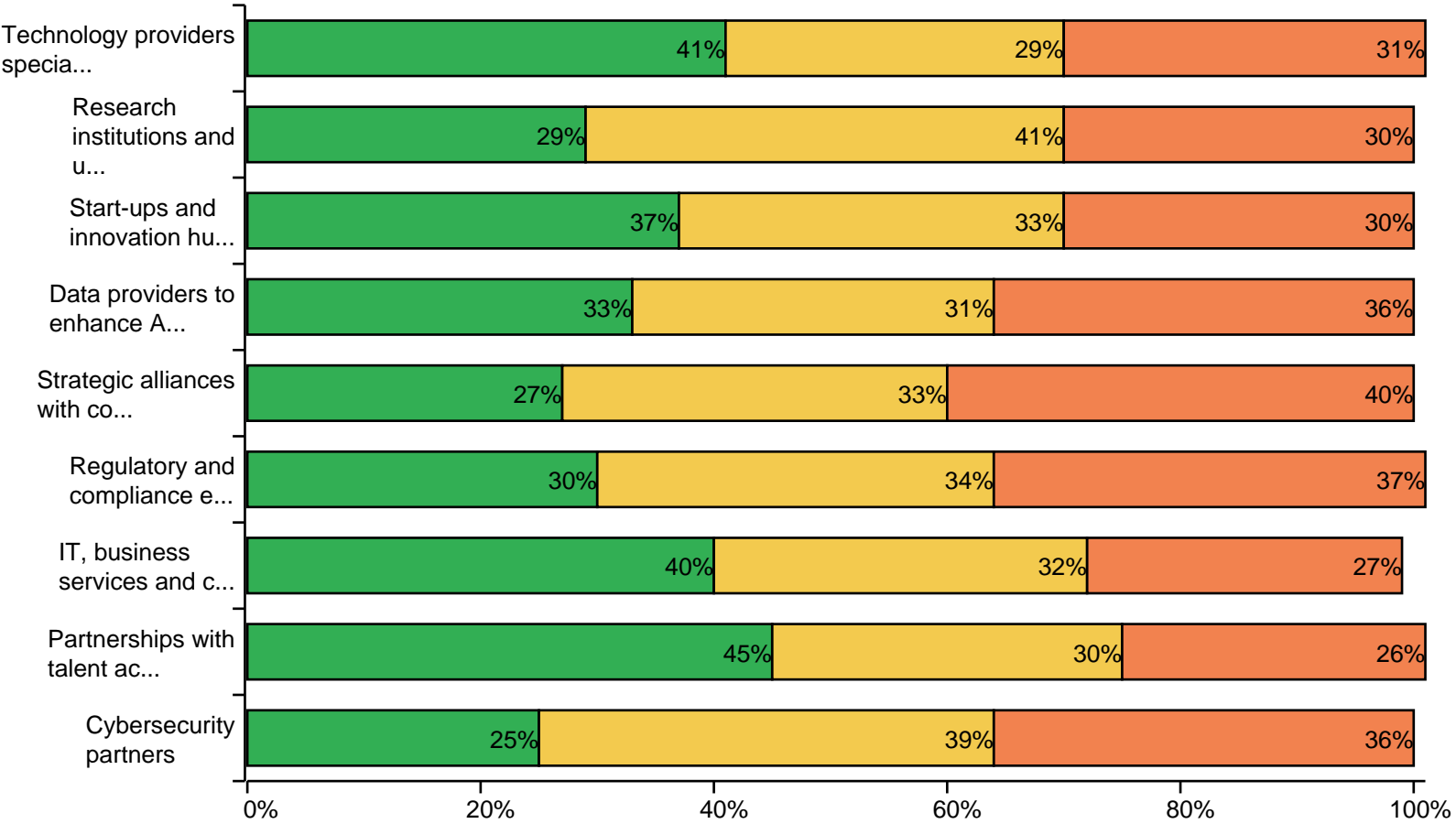




## Section 4 - Q19

Banner: No Split  
Filters: none

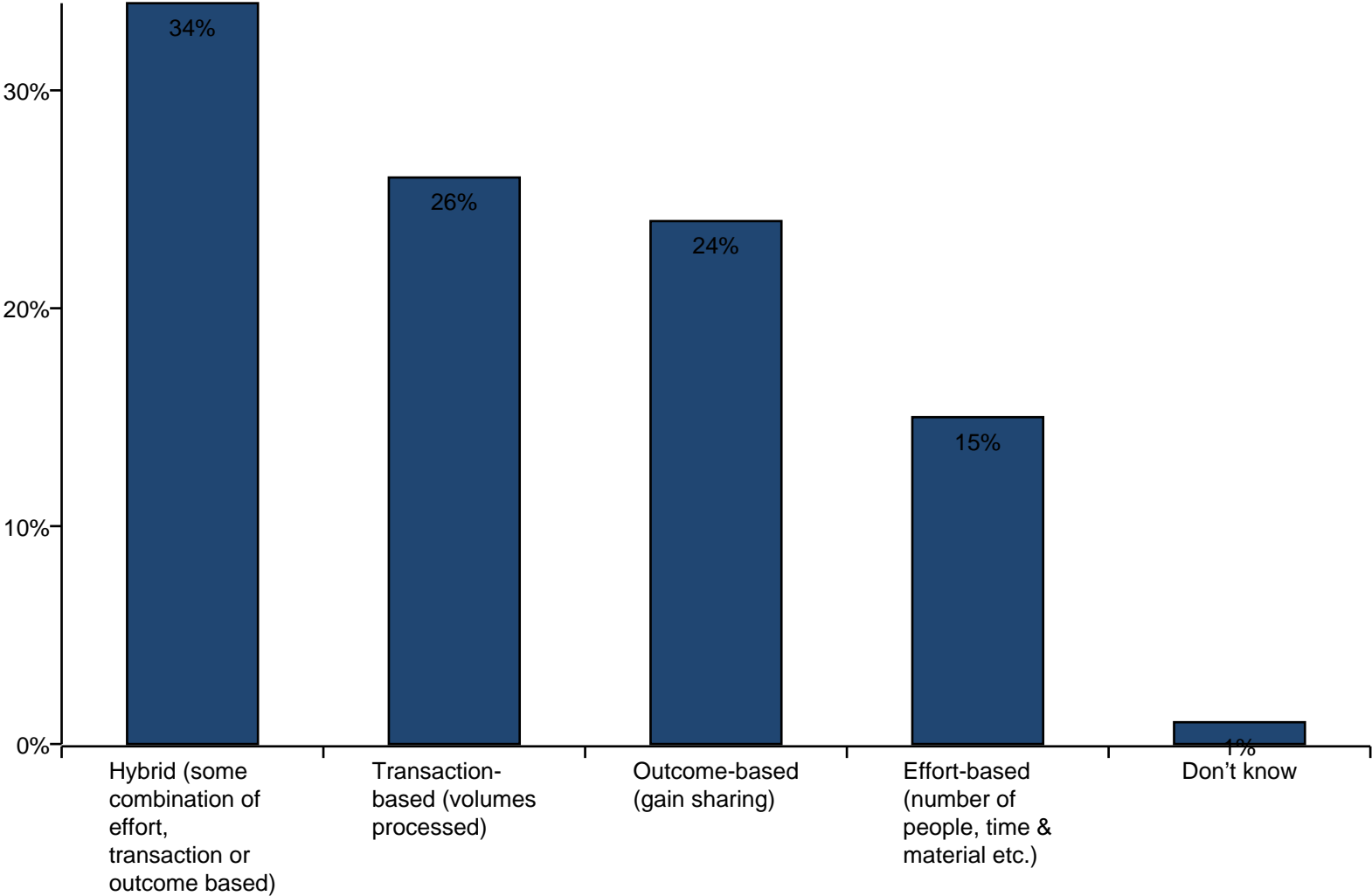
**Q - Which partners are you strategically prioritizing investments in to build and enhance your GenAI capabilities?**



## Section 4 - Q21

Banner: No Split  
Filters: none

**Q - What do you believe will be the most prevalent commercial structures will be for GenAI engagements with 3rd party service partners going forward?**

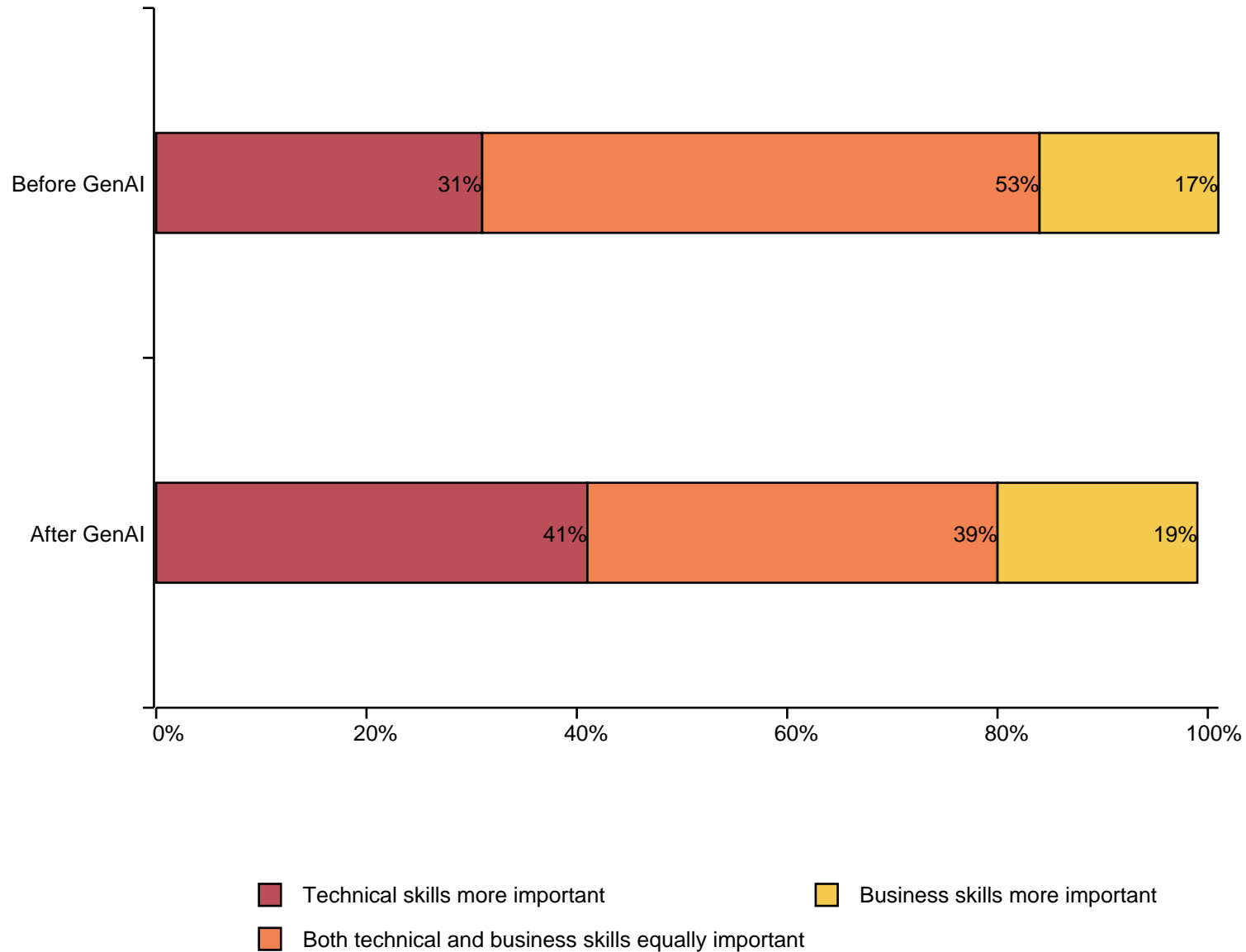


## Section 5 - Q22

Banner: No Split  
Filters: none

Choose a question:

**Q - Please rate your perception of the importance of technical skills vs. business skills before and after the introduction of GenAI.**

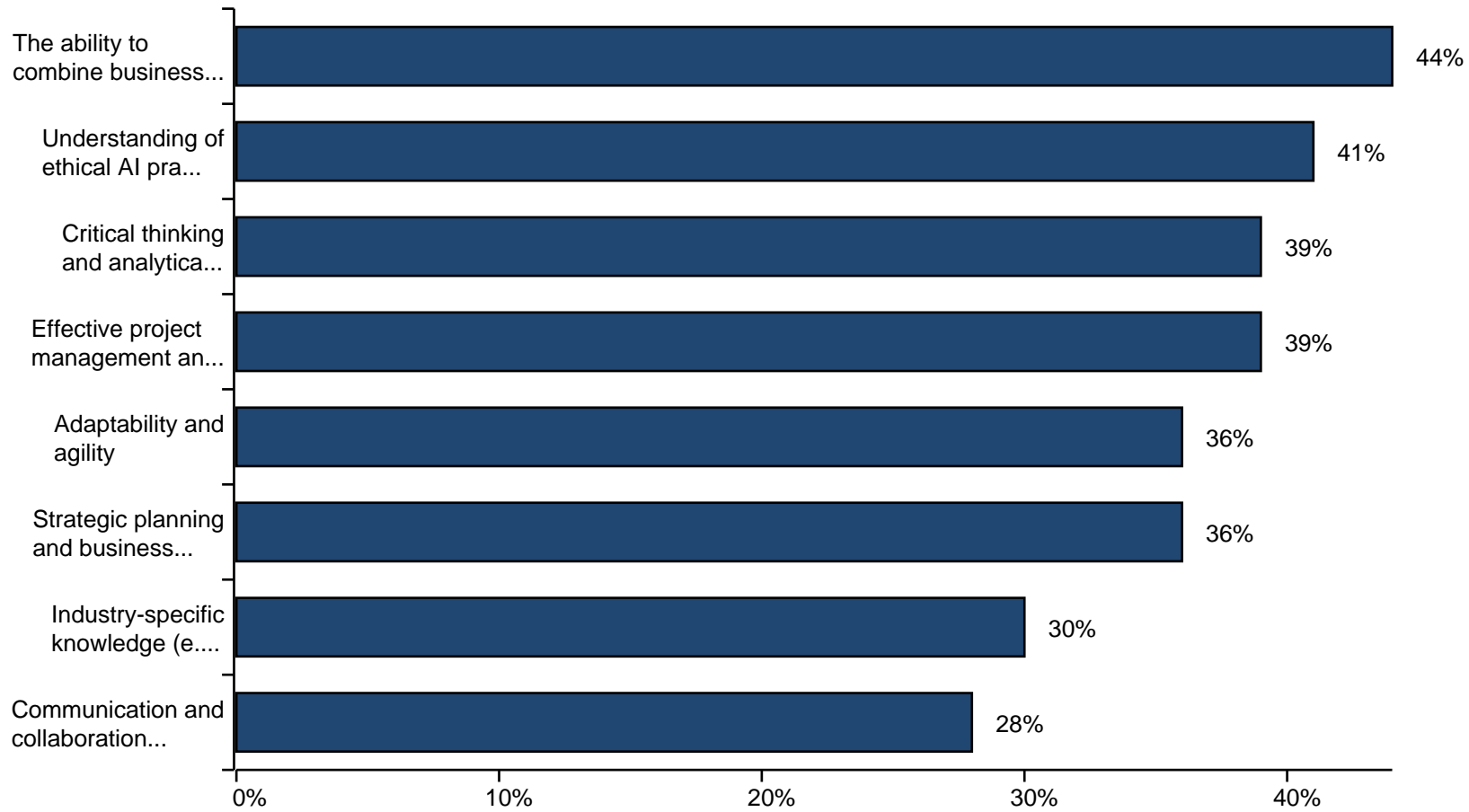


## Section 5 - Q23

Banner: No Split  
Filters: none



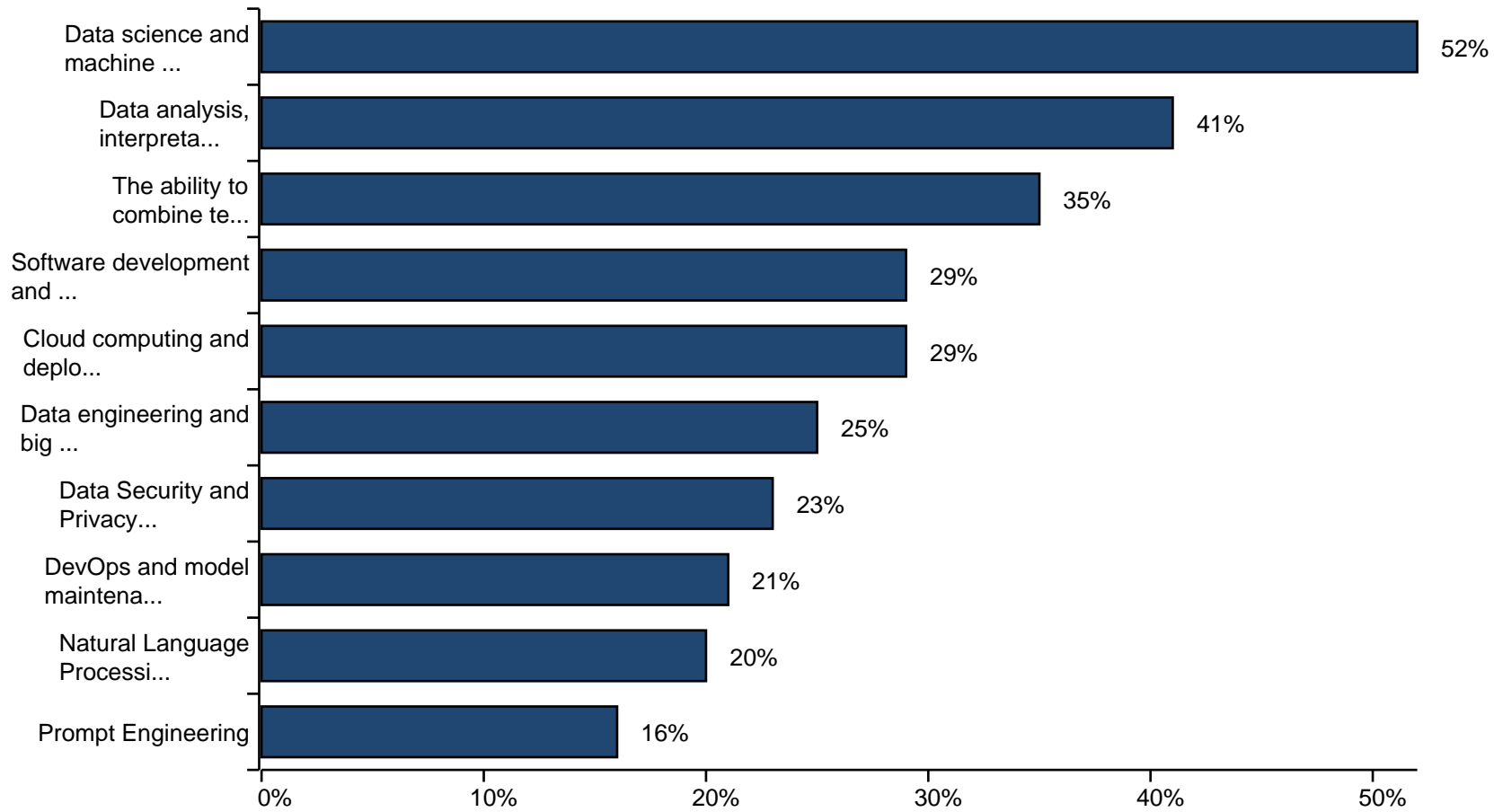
**Q - What are the top three business skills you believe are most crucial to drive the success of your GenAI initiatives?**



## Section 5 - Q24

Banner: No Split  
Filters: none

## Q - What are the top three technical skills you believe are most essential to drive the success of your GenAI initiatives?



## Section 5 - Q25

Banner: No Split  
Filters: none

**Q - Please select the top three most effective ways in which your organization is currently addressing talent development for GenAI?**

