xoriant

FROM HESITATION TO INNOVATION
Overcoming Challenges in Gen AI Adoption

The Current Landscape
Generative AI is transforming businesses:

80%
of decision-makers are experimenting with it.

20%+
are integrating Gen AI into regular operations.

But Hesitation Remains: Many enterprises are stuck in the adoption phase despite enthusiasm.

The Barriers to Adoption
Even as **89%** of enterprises recognize AI's role in achieving business priorities, they face significant hurdles:

Assessing ROI
90% struggle to define clear business value

Talent Shortages
90% cite a lack of skilled professionals

Data Privacy & Security
90% worry about governance and compliance risks

Functional Silos
90% face hurdles with enterprise-wide solutions

Data Management
89% grapple with obtaining and cleaning large-scale datasets

> There is incredible excitement around Generative AI, and CEOs want to move beyond the AI hype to deliver business impact. Yet, without the right people and culture in place, progress will be slow. As they embed Generative AI in their enterprise strategy, it's critical that executives build a cultural mindset that fosters adoption and leads people through the changes.

Matt Candy
Global Managing Partner at IBM Consulting

The 4S Strategy: A Roadmap for Gen AI Success
To overcome these obstacles, enterprises must adopt the 4S Strategy:

Strategy
1
- Align AI initiatives with business priorities
- Focus on use cases with measurable outcomes, such as enhanced customer experiences or operational efficiency

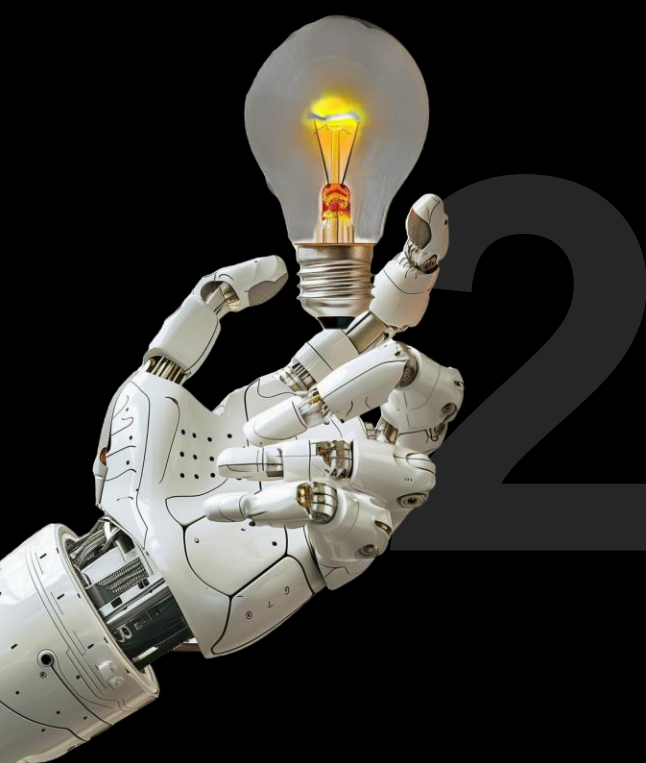**Outcome:** Clearer ROI pathways and informed investment decisions

Scale
2
- Upskill teams to close talent gaps and foster a culture of AI fluency
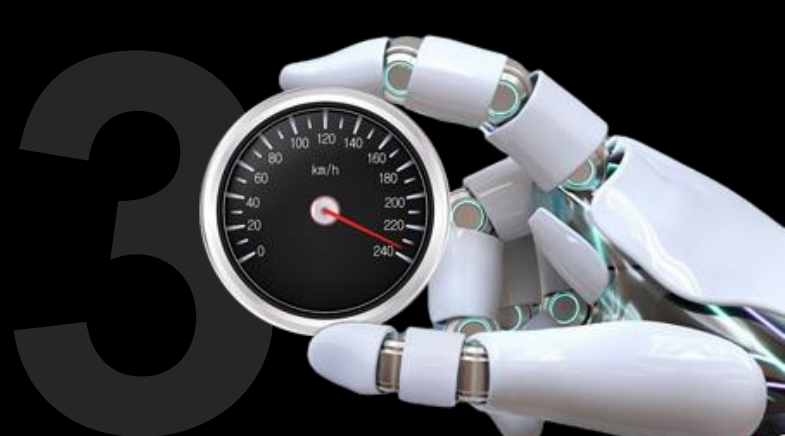- Leverage partnerships to access infrastructure and expertise

Outcome: Enterprise-wide adoption with minimized risks

Speed
3
- Deploy agile methodologies for iterative Gen AI implementation
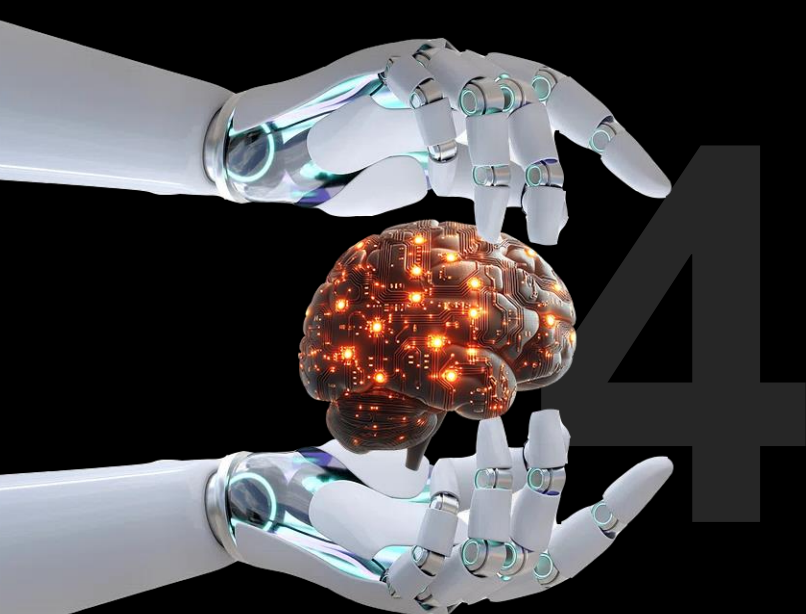- Enable rapid prototyping to validate use cases quickly

Outcome: Accelerated innovation cycles and early value realization

Solution
4
- Address organizational silos by integrating tools and systems
- Build governance frameworks to ensure data compliance

Outcome: Enterprise-wide adoption with minimized risks

By overcoming challenges and fostering a forward-thinking culture, organizations can transition Gen AI from a buzzword to a business-critical driver of success.
The **4S Strategy** ensures secure, scalable innovation in today's digital landscape.

Ready to adopt Gen AI seamlessly?
Contact us to begin your journey today!

Sources:
https://ventionteams.com/solutions/ai/adoption-statistics
https://www.xoriant.com/thought-leadership/pov/genai-a-reality-check