

# 2023 GenAI Report

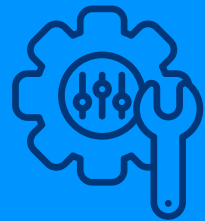
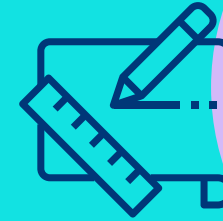
Generative AI (GenAI) is a key component for businesses, with 50% of respondents organizations using it in a production context.



A majority (60%) of companies surveyed plan to significantly invest in GenAI, allocating a large percentage of their IT budgets to the technology.



GenAI is a key factor in future planning. 63% of companies surveyed feel it is extremely or moderately important to the future.



The majority of businesses surveyed intend to tailor GenAI technologies to their needs, embedding it in existing products or creating new products around it.

In general, 41% of organizations surveyed would prefer open source GenAI technologies, compared to 9% who would prefer proprietary solutions.



Security is the primary reason why organizations do not plan to deploy GenAI-related projects, but proprietary solutions are not considered more secure than open ones.



Open source GenAI is considered better at supporting collaboration, innovation, and ease of integration over proprietary solutions, according to our respondents.



Open source GenAI leads to increased data control and transparency, according to 69% of respondents.



Openness is important. 63% of respondents are extremely or moderately concerned by the openness of GenAI systems their companies are using or developing.



Both proprietary and open source solutions are equally preferred by respondents when it comes to the scalability and accuracy of GenAI technologies.

Neutrality is a key aspect of GenAI governance, according to almost all of our respondents (95%).



For the long-term sustainability of GenAI, open source solutions (43%) are preferred over proprietary (32%) solutions.

