Accelerating Business Transformation with an AI Platform:

Alignment Across People, Automated Process, and Embedded Generative AI

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Table of Contents

CLICK BELOW TO NAVIGATE TO EACH SECTION IN THIS DOCUMENT.

In This InfoBrief

Business and technology leadership teams often choose generative AI (GenAI) models with little connection to their organization's critical technology, business processes, or use of automation. Many struggle to move from proof of concept (PoC) to production.

Most organizations are developing use cases that create GenAI models in a vacuum. This approach separates the models from the processes they inform and accelerate, the teams they can make more productive, and the automations that use the models to trigger automated or human-assisted intelligent actions. Risks with this strategy include higher costs, increased security exposure, misaligned business objectives, and weaker data and model transparency.

A lack of up-to-date IT operations staff, skills, and automation is the #1 challenge organizations must address to maximize the business value delivered by IT infrastructure investments over the next two years, according to IDC's *Worldwide Digital Infrastructure Sentiment Survey* (June 2024).

In This InfoBrief (continued)

When developing and embedding GenAI models within the processes they inform, the opportunity and flexibility to trigger automated or human-assisted actions can empower teams and individuals with a contextual awareness of the issues they need to solve. An AI platform enables a continuously automated set of processes that align business outcomes directly to GenAI investments for a plethora of benefits.
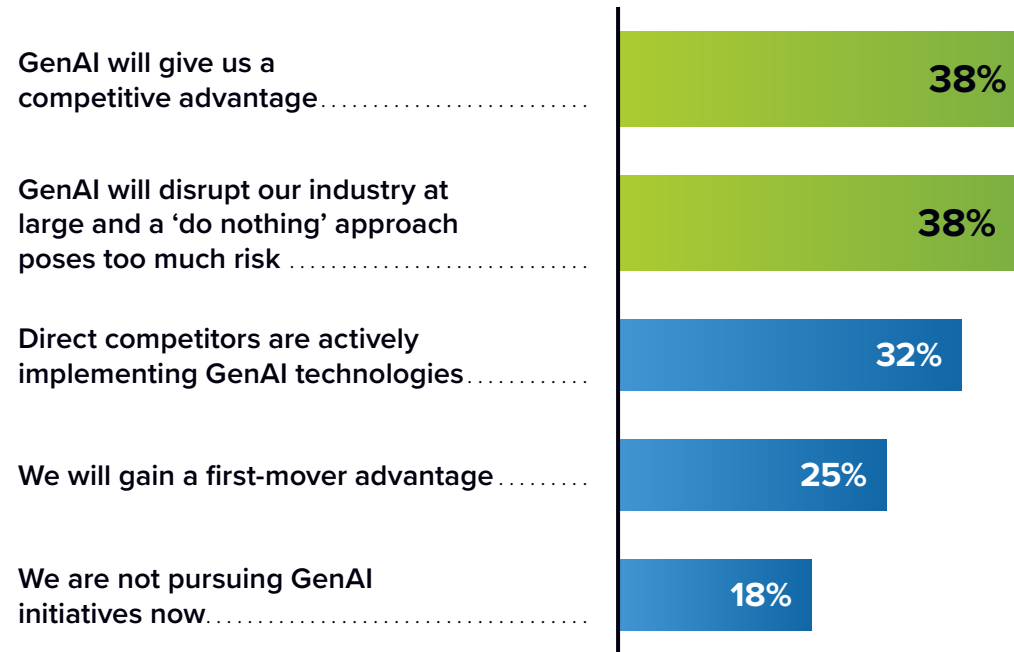
82% of organizations that converted half or more of their GenAI initiatives to production had already adopted an AI platform, compared to 55% that converted 24% or fewer of their GenAI initiatives to production, according to IDC's *Global GenAI Technology Trends Survey 2024* (July 2024).

Security Time Sinks:
Manual Reviews and Context Switching

Main Drivers for Pursuing GenAI Initiatives

Which of the following are the main drivers for pursuing GenAI initiatives?

Driver	%
GenAI will give us a competitive advantage	38%
GenAI will disrupt our industry at large and a 'do nothing' approach poses too much risk	38%
Direct competitors are actively implementing GenAI technologies	32%
We will gain a first-mover advantage	25%
We are not pursuing GenAI initiatives now	18%

High-Priority Functions for New GenAI Initiatives

Which of these functional areas have the highest priority for new GenAI initiatives in the next 12 months?

Function	%
IT security/risk management	44%
Operations	34%
Technology	33%
Customer experience (CX)	29%
Marketing	28%
Supply chain	25%
Finance	24%
Sales	23%
HR	21%
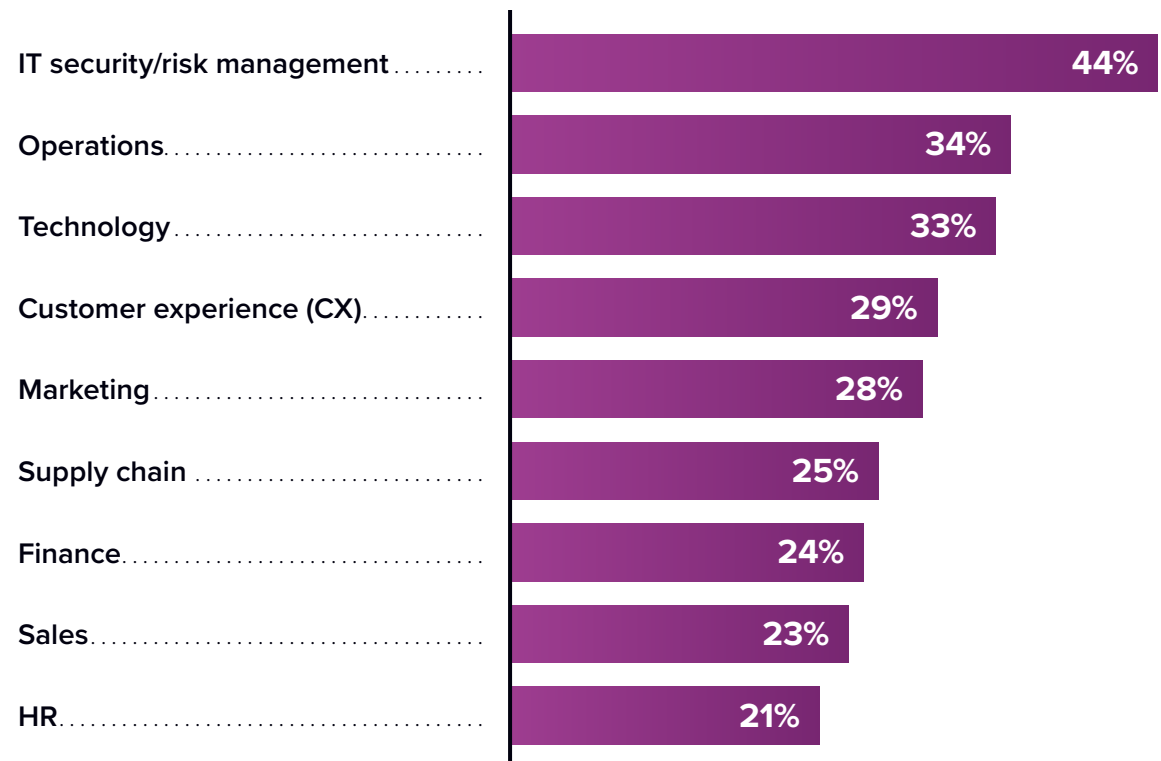
n = 354; Source: IDC's *CEO Study 2024*

GenAI Adopters Are Prolific With PoCs, but Conversion to Production Is Less than 15%

34
The average number of **GenAI PoCs** that organizations have done in the past 12 months

4.8
The average number of **production** launches with GenAI elements that organizations have done in the past 12 months
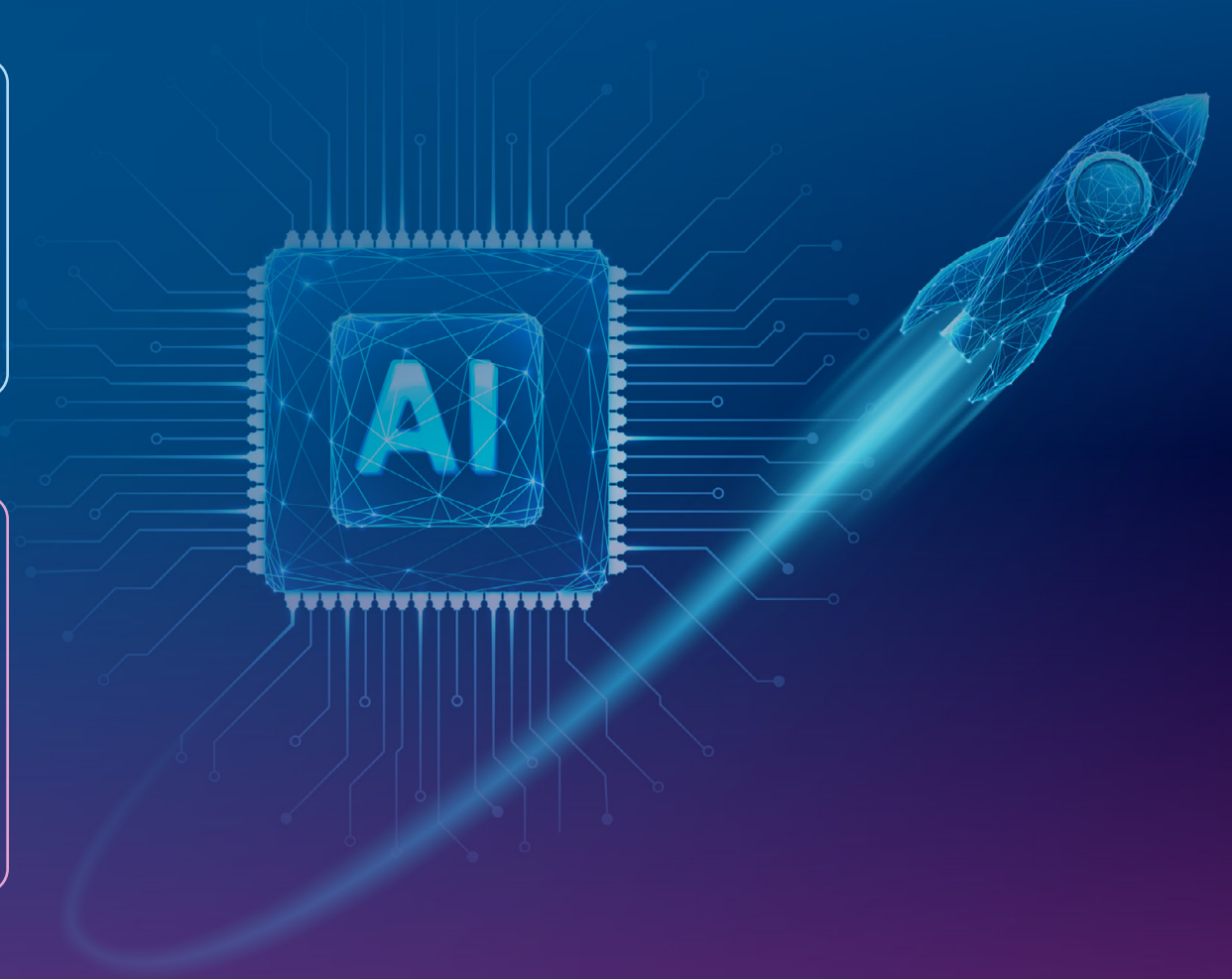
AI Conversion Challenges Lack an AI Platform Approach

For those less successful: What three factors prevent you from achieving more success?

(PoC success rate < 80%)

Lack of an AI platform approach

1 — **42%** Excessive costs prevented meeting ROI objectives

2 — **41%** Lack of developers with required skills/tools

3 — **39%** Poor coordination between IT and line-of-business (LOB) teams

58% of CEOs feel they don't have the necessary skills to deliver on their planned AI initiatives.
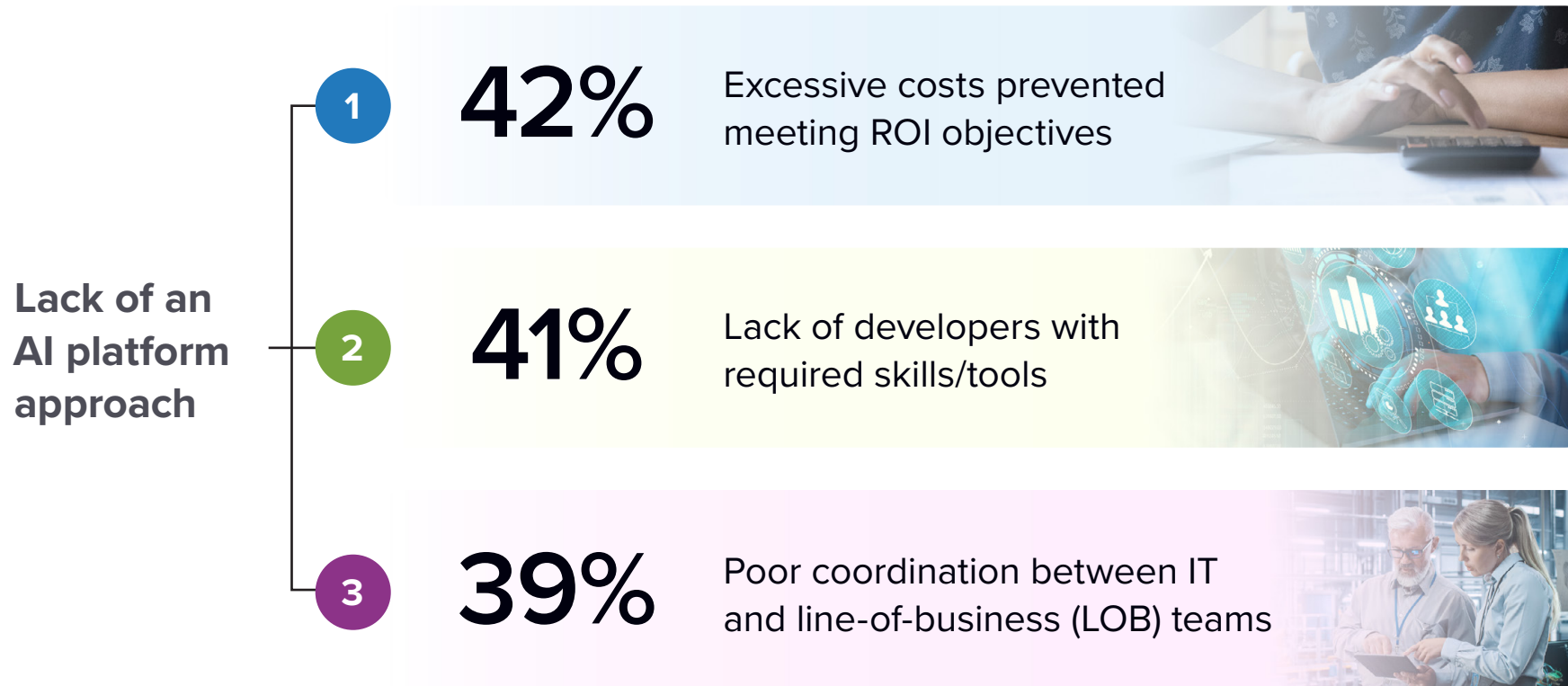
n = 889; Source: IDC's *Future Enterprise Resiliency & Spending Survey, Wave 4*, April 2024

n = 354; Source: IDC's *CEO Study 2024*

An AI Platform Simplifies the Requirements for AI Production Success

For those with a high success rate: What three factors contribute most to success?
(PoC success rate >= 80%)

1 **47%** Strong relationship with strategic GenAI partners to prioritize projects

2 **43%** Effective process for coordination between IT and LOB teams

3 **34%** Developers have the right skills and access to effective tools
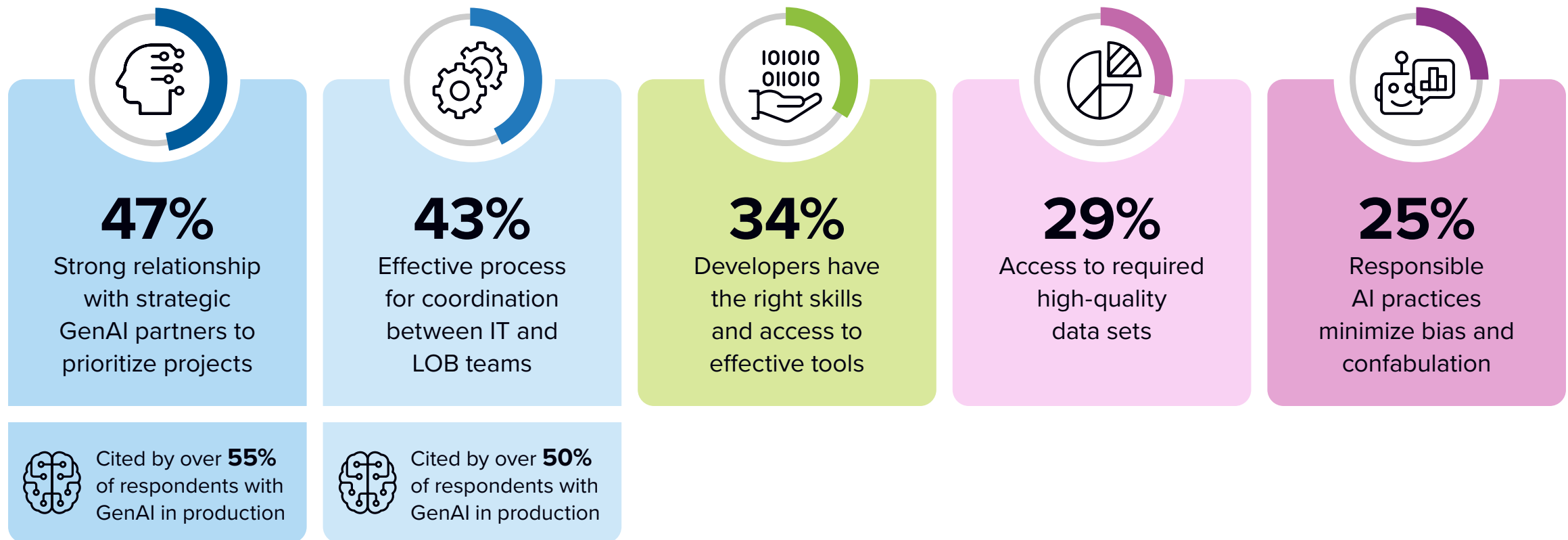
NB: Worldwide sample used. n = 889; Source: IDC's *Future Enterprise Resiliency & Spending Survey, Wave 4,* April 2024

Coordination Between IT and LOB Is Key in Successful Deployments

Top factors enabling high success levels (> 80%) in GenAI PoCs and production rollouts

47% Strong relationship with strategic GenAI partners to prioritize projects	**43%** Effective process for coordination between IT and LOB teams	**34%** Developers have the right skills and access to effective tools	**29%** Access to required high-quality data sets	**25%** Responsible AI practices minimize bias and confabulation
Cited by over **55%** of respondents with GenAI in production	Cited by over **50%** of respondents with GenAI in production			

n = 101; Source: IDC's *Future Enterprise Resiliency & Spending Survey, Wave 4,* April 2024

An AI Platform Delivers Trusted, Optimized Value

Data

- Single data platform that connects data and knowledge across sources and systems
- Optimized for AI, analytics, and faster performance
- Secure, private, and compliant

+

AI

- Domain-specific models purpose built for technology and LOB use cases
- Flexibility and choice to support multiple models (internal and external)

+

Automation

- AI-powered workflows across the enterprise
- Technology + business processes
- Automation (human and non-human assisted)
- GenAI + AI embedded into workflows
- New experiences created

=

Value

- Concise and accurate answers provided in the context of different user perspectives
- Personalized AI experiences
- Improved customer and employee experiences
- Measurable business outcomes
- Operational efficiency gains
- Higher productivity
- Faster innovation
- Faster time to value

An AI Platform Requires a Robust Engine to Deliver Sustainable Business Outcomes

AI Platform Engine

- Multi-model support
- Built-in security and governance controls
- Ethical/secure AI by design
- System of action meeting customers where they are
- Contextually aware results for different users/personas
- Pre-curated analytic models that are contextually aware
- Compounding value
- Customer in control
- Low-code/no-code app + model development
- Personalized models
- AI model library

BUSINESS-CENTRIC OUTCOMES

Business Outcomes

- Faster time to AI value
- Team efficiencies
- Accelerated cost and productivity outcomes
- Faster GenAI and AI implementations
- Smarter, cost-efficient decision making
- Higher employee and customer satisfaction
- Process acceleration

An AI Platform Delivers Value Across Three Levels of Use Case Sophistication

Baseline Analytics

VALUE OUTCOMES:
GOOD

OUTCOME:
Team productivity

USE CASES:
Root cause analysis, natural language processing interface, noise reduction, case and knowledge base summarization

➤ **Do more with less**
➤ Enable faster time to value with existing data

Embedded Process Analytics

VALUE OUTCOMES:
BETTER

OUTCOME:
Cost optimization/reduction

USE CASES:
Ticket deflection, code acceptance rates, conversational agents

➤ **Improve customer/employee experiences**
➤ Empower a processes outcome

Automated Analytics Experience

VALUE OUTCOMES:
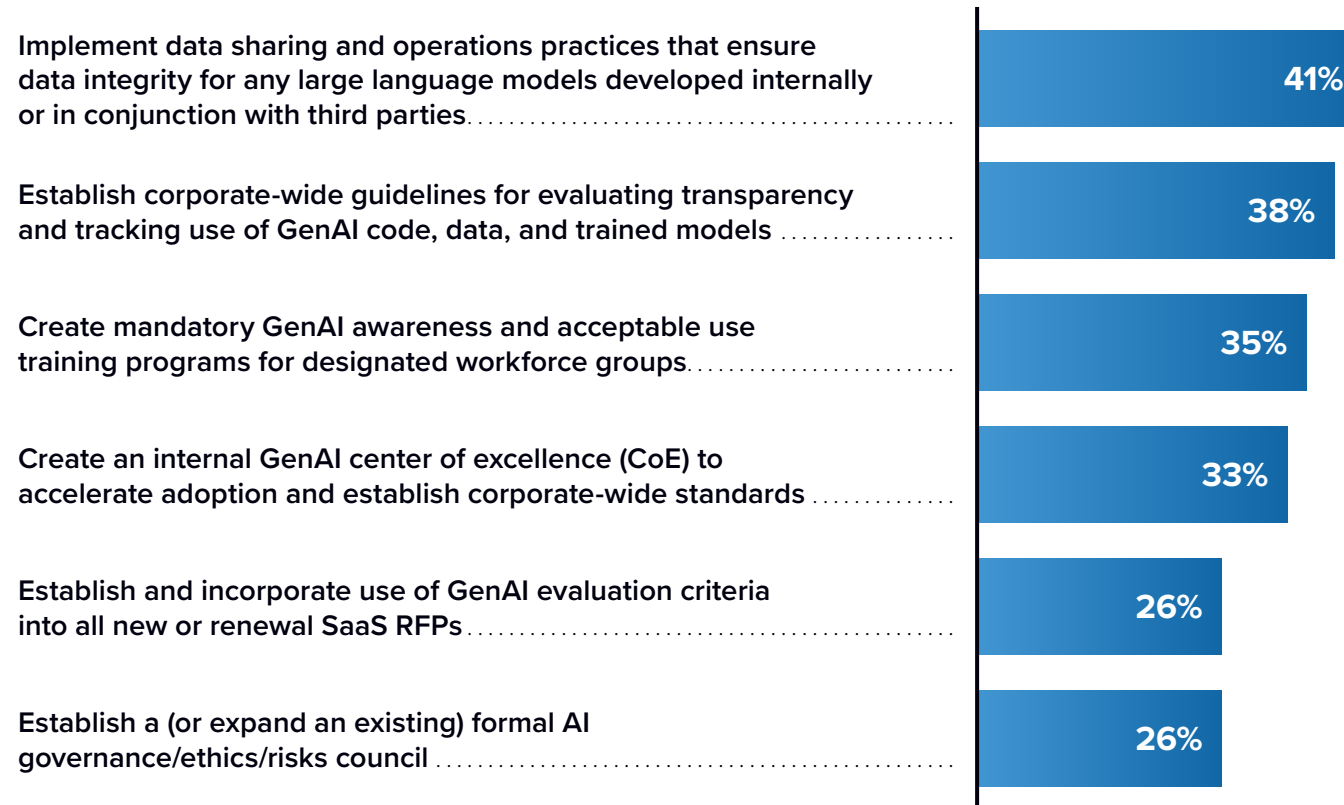**BEST IN CLASS**

OUTCOME:
Cost and productivity impact

USE CASES:
Predictive analysis, auto remediation, procurement, pre-integrated and pre-curated analytics

➤ **Personalized AI, better customer and employee experiences**
➤ Contextually aware, personalized, and industry specific
➤ Change the way humans experience intelligent design

Policy and Process Are Requirements for Successful AI Deployments

Based on your organization's current or near-term plans to develop GenAI models and capabilities as well as to leverage GenAI-enhanced software, which will be the most important for success?

Implement data sharing and operations practices that ensure data integrity for any large language models developed internally or in conjunction with third parties........................... **41%**

Establish corporate-wide guidelines for evaluating transparency and tracking use of GenAI code, data, and trained models **38%**

Create mandatory GenAI awareness and acceptable use training programs for designated workforce groups......................... **35%**

Create an internal GenAI center of excellence (CoE) to accelerate adoption and establish corporate-wide standards **33%**

Establish and incorporate use of GenAI evaluation criteria into all new or renewal SaaS RFPs.. **26%**

Establish a (or expand an existing) formal AI governance/ethics/risks council **26%**

A wide variety of processes and policies are required to deliver reliable, trustworthy AI-powered capabilities. Data-sharing practices, GenAI code tracking, acceptable-use policies, and evaluation criteria are among the activities required for successful GenAI implementations.

n = 889 (total), n = 369 (North America), n = 220 (Western Europe), n = 300 (Asia/Pacific); Source: IDC's *Future Enterprise Resiliency & Spending Survey, Wave 4,* April 2024

Real Deployments, Real Business Outcomes
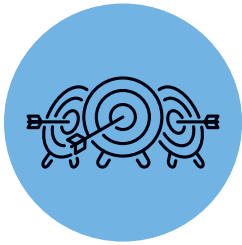
Objectives:

A global customer had fragmented teams, tools, and processes that were inhibiting growth, limiting scale, and impacting agents and customer experiences.
Service operations were under pressure to scale faster to meet business growth and "do more with less."

Goals:

Deploy predictive intelligence to quickly identify forms for employees using a GenAI-powered virtual agent with a unified knowledge base of third-party data sources for faster problem resolution, improved team communications, and the elimination of low-value work that improved customer satisfaction and cost efficiencies.

Outcomes:

- ‣ 10% improvement in ticket deflection rates
- ‣ 15–20 minutes saved per major incident
- ‣ 5–6 minutes saved per day per agent with chat summarization and resolution notes

Source: ServiceNow

Essential Guidance for AI Platform Success

1 Embed GenAI models into business and technology processes.

2 Track success with measurable KPIs.

3 Prepare for scale and time to value.

4 Build collaboration with GenAI stakeholders outside of the IT organization (LOB, legal, and security).

5 Select trusted vendors and partners.

AI platforms are delivering value across three vectors:

Baseline analytics

Pop-up GenAI capabilities that improve a product, service, or customer experience

Embedded GenAI models in the process workflow of technology and business teams that transform the outcomes and experiences of the user for business growth

About the IDC Analyst

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Stephen Elliot manages multiple programs spanning IT operations, enterprise management, ITSM, agile and DevOps, application performance, virtualization, multicloud management and automation, log analytics, container management, DaaS, and software-defined compute. Stephen advises senior IT, business, and investment executives globally in the creation of strategy and operational tactics that drive the execution of digital transformation and business growth.

More about Stephen Elliot

Message from the Sponsor

servicenow.

The race to put AI to work has begun, and first movers are already turning AI into real business value by embracing a platform approach with built-in AI capabilities that space the enterprise.

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