

A GUIDE FOR IT DECISION-MAKERS: Charting an Enterprise AI Strategy in 2024

Maximizing Growth,
Return on Investment, and Data Security



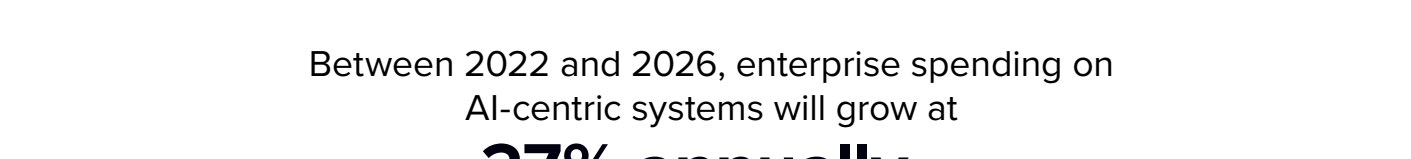
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AI Is Here to Stay

AI is now a board-level conversation. The boards of enterprises worldwide are asking the C-suite for an AI investments plan to solve business problems.

In 2023, enterprise investments in generative AI (GenAI) solutions surpassed

\$19.5 billion.



Between 2022 and 2026, enterprise spending on AI-centric systems will grow at

27% annually.

State of AI adoption

66% of enterprises worldwide said they would be investing in GenAI over the **next 18 months.**



Importance of infrastructure

Among organizations indicating GenAI will be an increased area of IT spending in 2024, infrastructure will account for **46%** of the total spend.



Resiliency of investments

Nearly **50%** of IT organizations expect investments in IT-related security, infrastructure and operations, and AI and automation to be immune from external economic pressures.

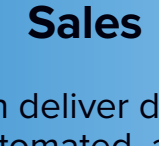


Source: IDC's Future Enterprise Survey, 2023

AI Will Be the Engine That Powers the Business

IDC sees several major use cases for AI in business in customer engagement. AI will deliver innovation using new approaches, augment human thinking and actions, streamline operations, and reduce costs.

Benefits of AI-Enabled Tools for **the Business**:



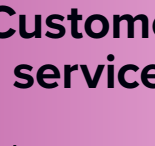
Sales

AI can deliver deeper, automated, and targeted insights to sales teams, leading to better sales margins and operating costs.



Marketing and communications (marcom)

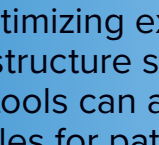
These teams can speed up and expand marketing activities, reaching new customers and/or newer geographies.



Customer service

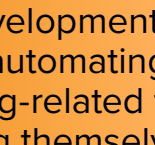
Customer service teams can leverage GenAI-enabled tools to automate engagement and boost productivity.

Benefits of AI-Enabled Tools for **IT**:



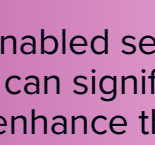
IT optimization

AI-enabled tools can improve service quality by optimizing existing infrastructure stacks. Such tools can analyze log files for patterns, detect anomalies, and notify operators of a problem before it disrupts the system.



Code generation

Developers can accelerate software development by automating coding-related tasks, freeing themselves up for more strategic initiatives.



Augmented threat intelligence

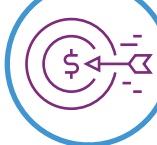
AI-enabled security tools can significantly enhance the capabilities of IT security teams, leading to better service outcomes.

Road Map for the C-Suite — Business



Get to market quickly.

Operationalize AI investments by leveraging existing investments.



Manage costs to maximize value.

Determine the optimal new investment strategy using hybrid cloud as an operating model.



Maintain data security and privacy.

Pay special attention to data security and compliance.



Practice ethical AI.

Seek to prevent bias in models, making sure AI-led or AI-influenced business outcomes are fair and unbiased.



Scale AI responsibly.

Consider the impact of increased infrastructure investments on sustainability goals.

Road Map for the C-Suite — Tech



Augment public cloud infrastructure and platform-as-a-service investments

with on-premises infrastructure for specific AI model development tasks.



Expand on-premises, collocated, and edge deployment datacenters

to include accelerated and heterogeneous compute, faster memory, high-bandwidth networking, and flash storage to make it seamless for deploying AI models in production.



Develop a data compliance and infrastructure procurement and operations cost model

that ensures the use of appropriate resources for the task in question.



Augment I/O and DevOps teams

for AI application development, optimized performance-intensive computing infrastructure, AI-centric business workflows, and AI data pipelines.

Businesses That Unlock Data's Power Will Lead the Intelligence Era

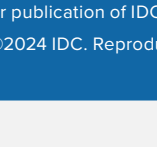
When choosing a vendor, look both at its ecosystems and its ability to help:



Reduce TCO, ensure data protection, and deploy workloads across virtually any location and deployment type

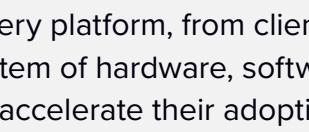


Design and implement a long-term AI infrastructure that is resilient, scalable, and responsible



Enable I/O and DevOps teams to operate with efficiency and agility

Message from the Sponsor



Intel enables the AI continuum in every platform, from client and edge to data center and cloud. Together with a world-class ecosystem of hardware, software, and cloud vendors, Intel powers solutions that help enterprises accelerate their adoption of AI and realize value faster.

[Read more here](#)