

Gartner®

Map Your AI Use Cases by Opportunity

Ready the IT team to
drive success.



Act now to get your organization AI ready

As your organization looks to capture the opportunity of AI, it's key to decide and articulate early the type and extent of your AI ambitions — in particular, whether you:

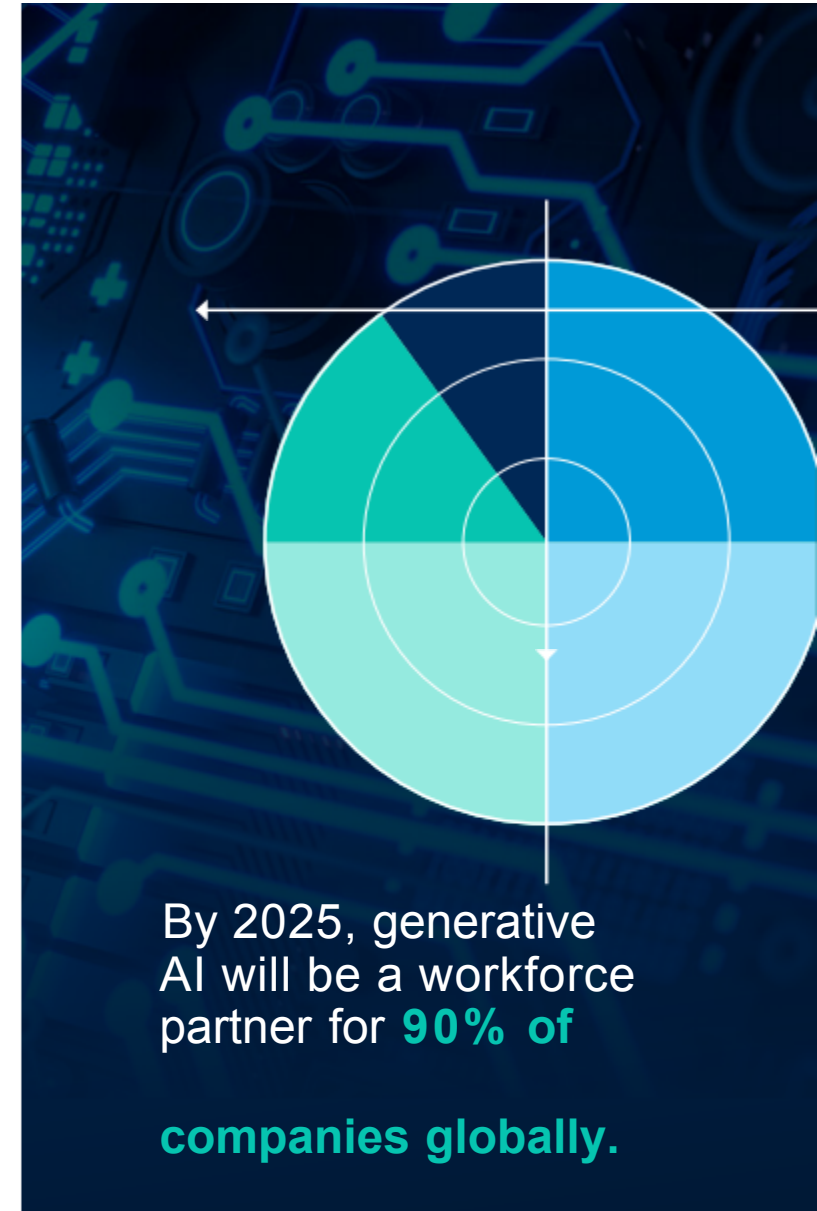
- Intend to go beyond everyday AI productivity gains and seek game-changing impact and disruption
- Are willing to put AI in front of customers and/or want to keep it behind the scenes to super-charge operations

Gartner designed an AI Opportunity Radar to help you map your AI ambitions. Use this powerful visual to help executives explore and commit to different AI opportunities.

IT leaders are key stakeholders in these conversations and should work with executive peers to set AI ambition early and revisit it frequently as the AI landscape changes.

They also play a critical role in solidifying three pillars of AI readiness:

- 1 AI-ready cybersecurity
- 2 AI-ready data
- 3 AI principles



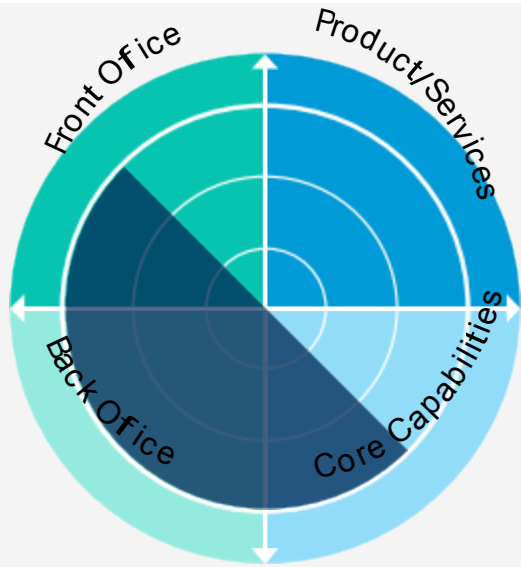
By 2025, generative AI will be a workforce partner for **90% of companies globally.**

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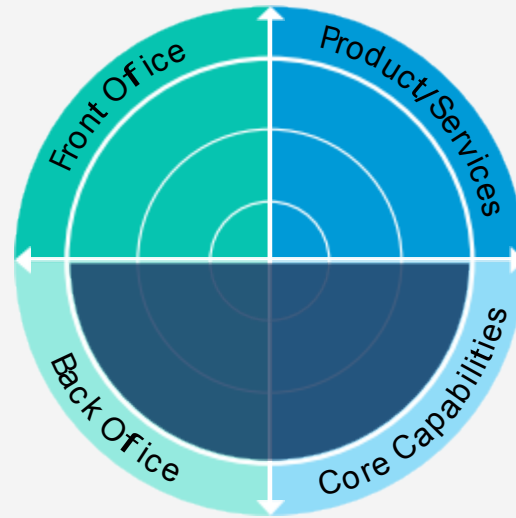
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Typical AI ambitions that enterprises are currently pursuing



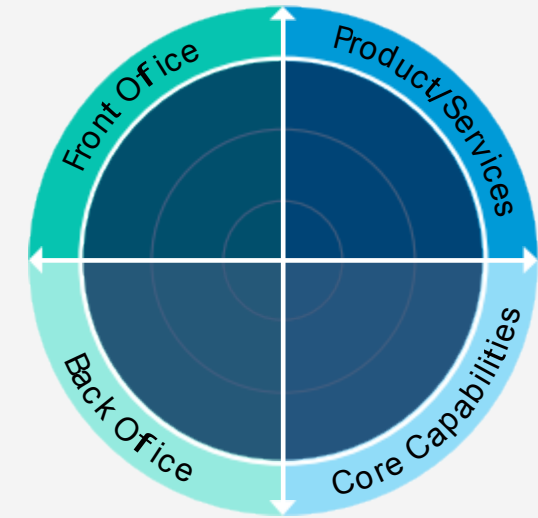
Productivity pursuers

- AI used primarily to augment and automate front and back offices.
- May cautiously use AI



Not in front of my customers

- AI primarily used internally.
- No intent to put AI in front of customers.



AI first/everywhere

- AI opportunities pursued broadly — close to customers and internally across the organization.

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Ambition is great, but feasibility is key

The three rings of the radar represent the levels of feasibility and are a combination of three dimensions:

Technical feasibility

The organization's ability to obtain and implement the technology



Internal readiness

The organization's ability and openness to utilize and incorporate the use case

External readiness

The extent to which customers/ partners and any external parties are accepting of AI

Combining these dimensions yields an overall feasibility score:

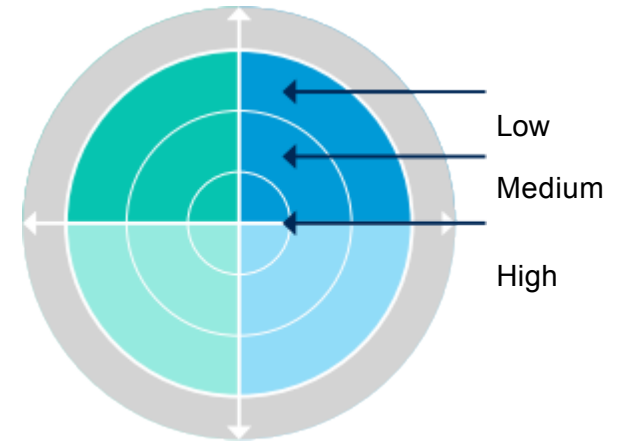


High feasibility (inner ring). The technology is ready, relatively inexpensive and blends nicely into the existing workflow, making it easy for employees to adopt. These use cases have a low barrier to adoption and are, therefore, a good starting point but won't provide a competitive advantage.



Medium feasibility (middle ring). The technology is not as mature and often comparatively more expensive. Some enterprises will choose to pursue these because of an early-adopter/ fast-follower competitive desire.

Low feasibility (outer ring). The technology is unproven — markets and employees will need much convincing. Competitively aggressive enterprises that want to drastically transform the whole (or parts of the) enterprise and/or disrupt the industry before others will seek to implement a few of these use cases.



Feasibility is combination of:

- Technical feasibility
- Internal readiness
- External readiness

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Map Your AI Use Cases by Opportunity

Use the Gartner AI Opportunity Radar to map your AI ambition

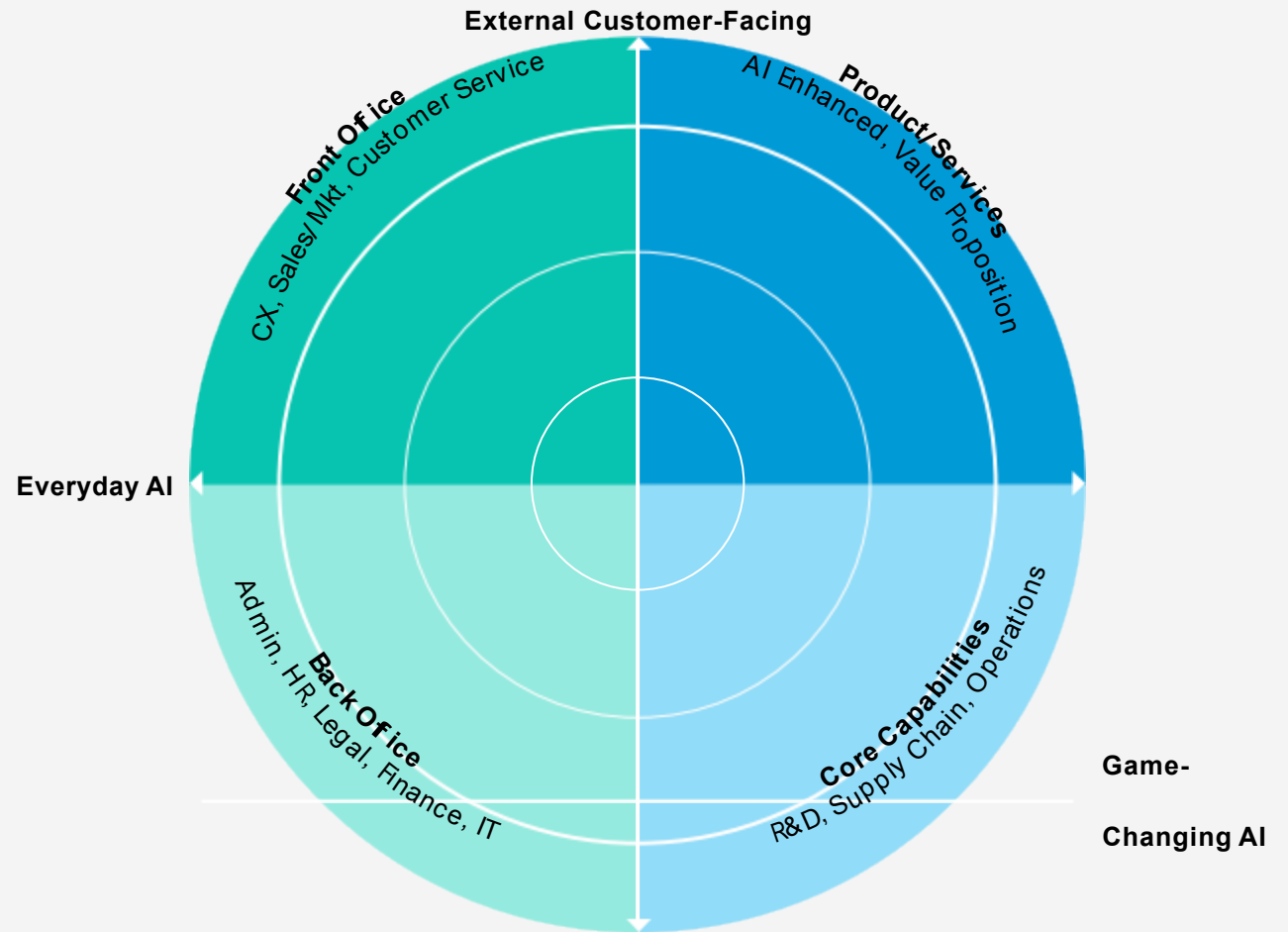
Everyday AI enables you to boost productivity and remove drudgery for your teams and your customers. It will not, however, give you a sustainable competitive advantage.

Game-Changing AI enables you to reinvent core capabilities and create entirely new products and services. It has enormous potential to help you gain a competitive advantage but is far more costly and risky.

Gartner clients: Access the full research [here](#).

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The AI Opportunity Radar



AI Opportunity Radar for Banking

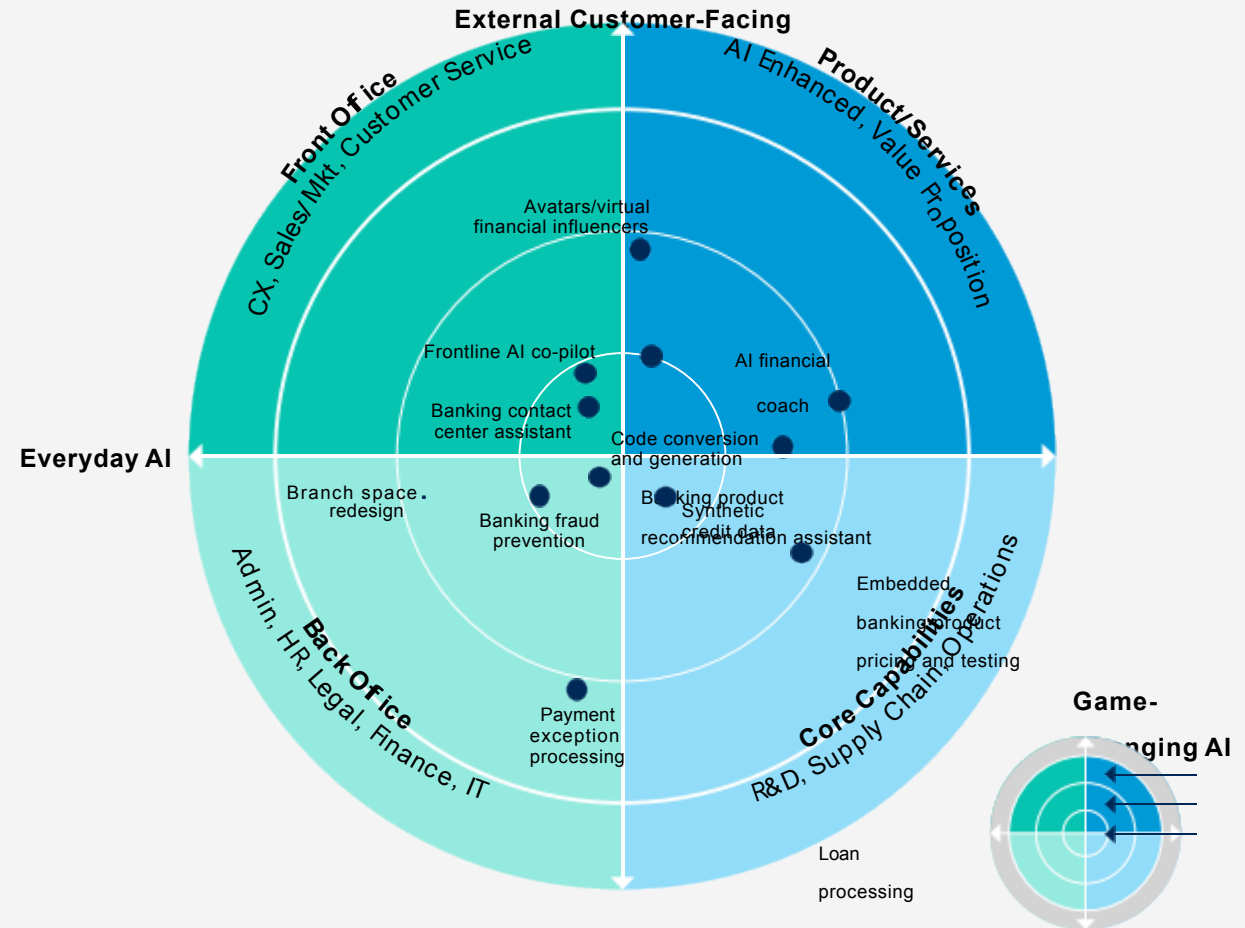
Gartner research details hundreds of industry-specific use cases for generative AI.

Gartner clients: Access the full research [here](#).

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The AI Opportunity Radar populated with banking industry use cases

Illustrative



AI Opportunity Radar for Manufacturing

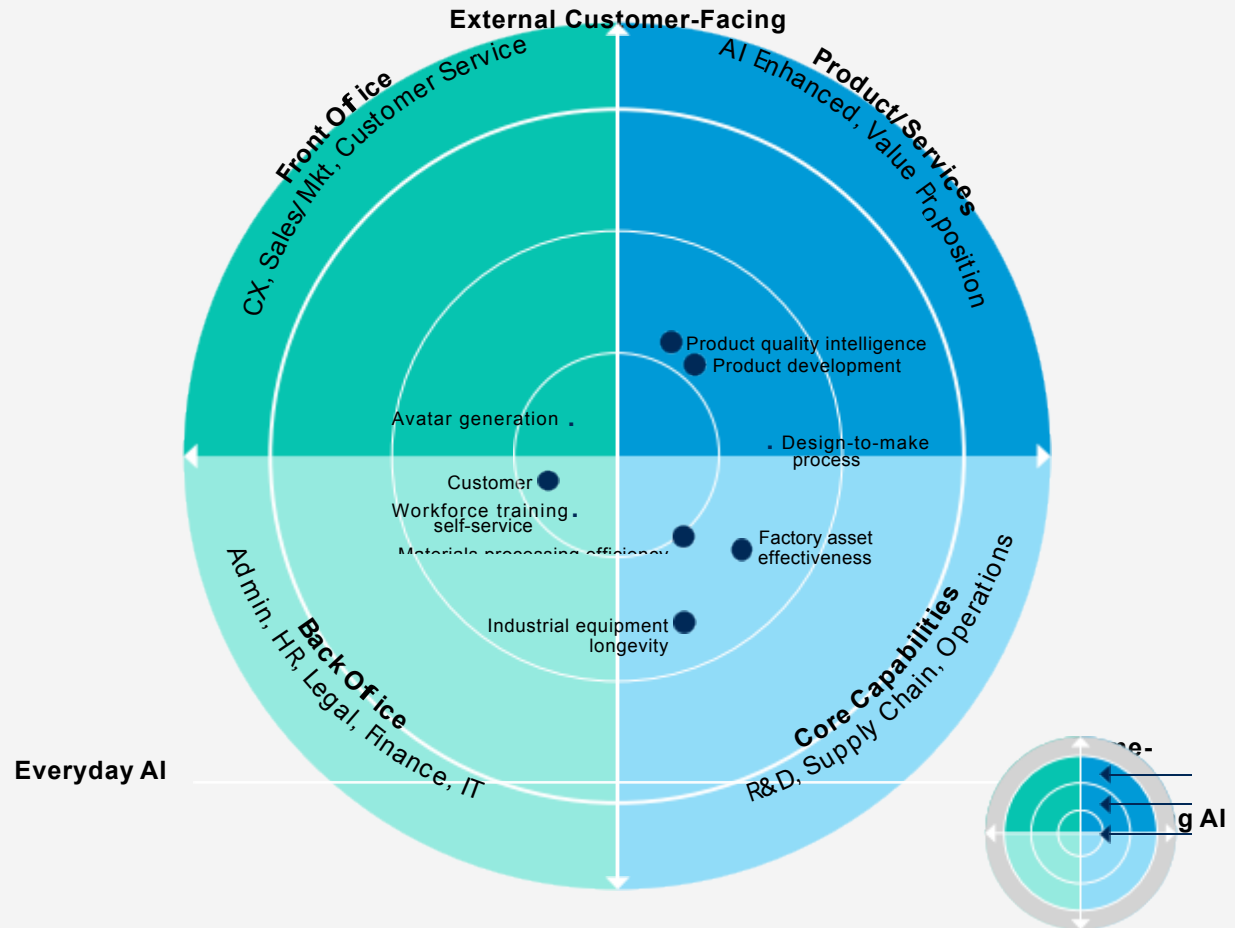
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The AI Opportunity Radar populated with manufacturing industry use cases

Illustrative



AI Opportunity Radar for Government-Human Services

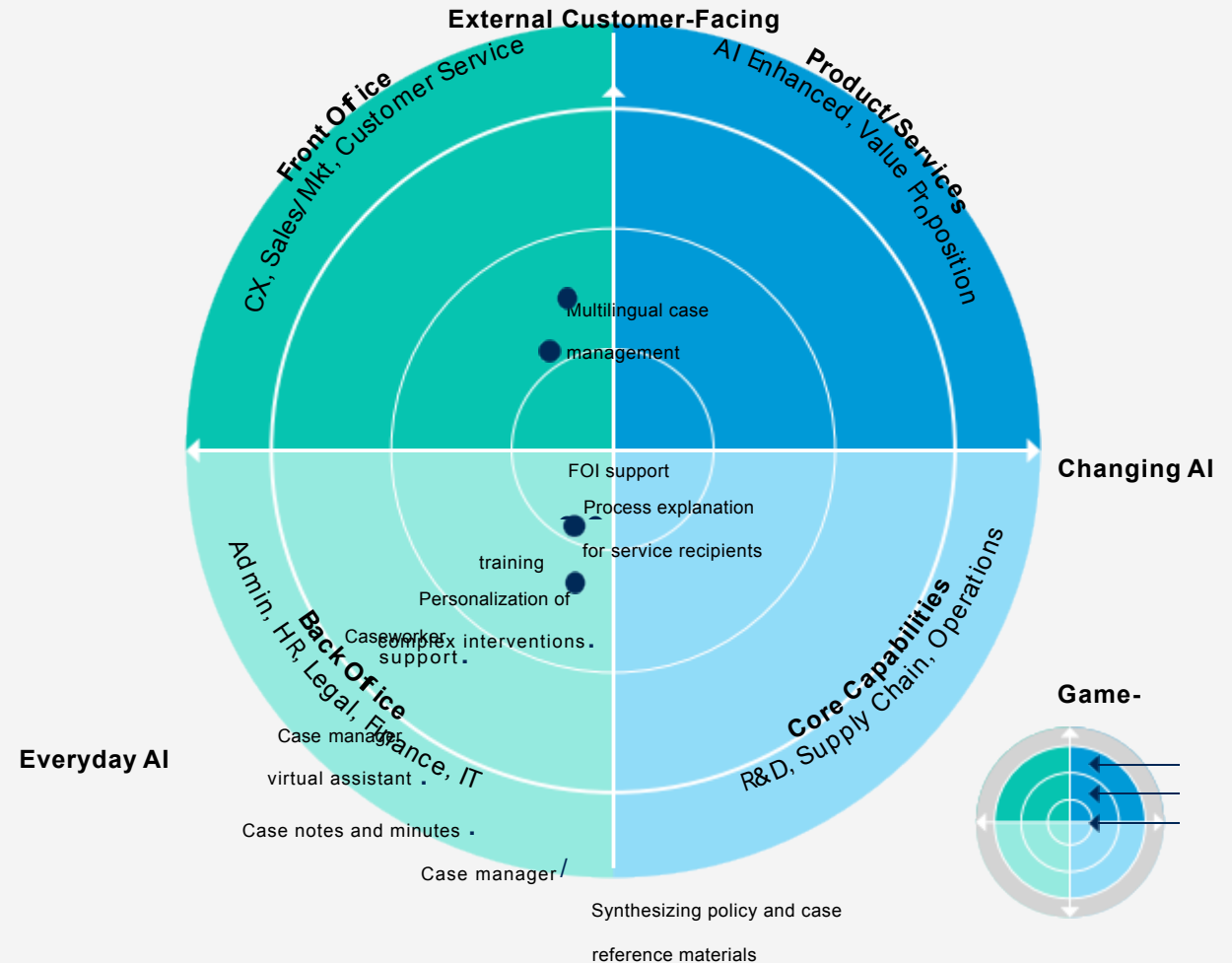
Gartner research details hundreds of industry-specific use cases for generative AI.

Gartner clients: Access the full research [here](#).

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The AI Opportunity Radar populated with human services industry use cases

Illustrative

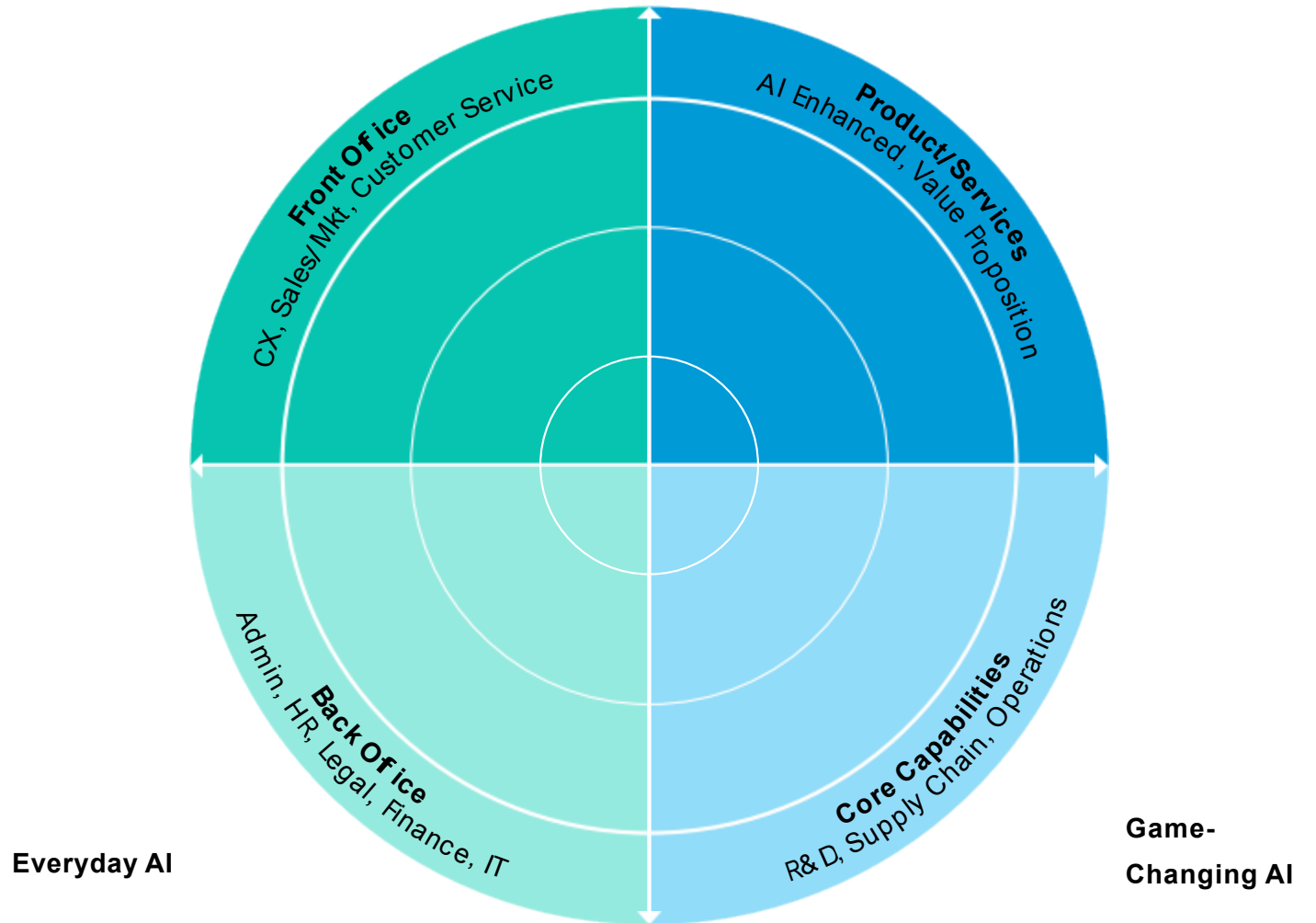




Where are your Aopportunities? Plot some ideas.

Ask, "How far does our enterprise want to go with AI?"

Remember: Every enterprise will pursue Everyday AI. Competitive advantage will come from Game-Changing AI.



Internal Operations

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Map Your AI Use Cases by Opportunity

3 sets of activities for IT leaders to set up the organization for AI success

1

AI-ready security



Understand and prepare for new attack vectors made possible by AI, and make sure to create an acceptable use policy for public generative AI solutions.

2

AI-ready data



Make your valuable data AI-ready, meaning it's ethically governed, secure, free of bias, enriched and accurate.

3

AI principles



Define your organization's boundaries for using AI, articulating clearly what you will and will not do.

