

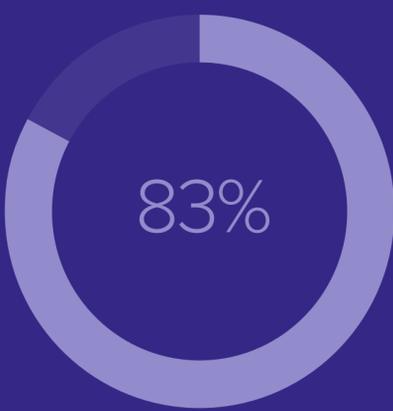
Unlocking the Value of GenAI: the Digital Vision Leaders' View

New research from London Research and Adobe explores the transformative impact of GenAI when deployed for document management and content-related activities within the workforce. Here are five key findings from our survey of digital vision leaders, including CIOs, CTOs and digital strategists.



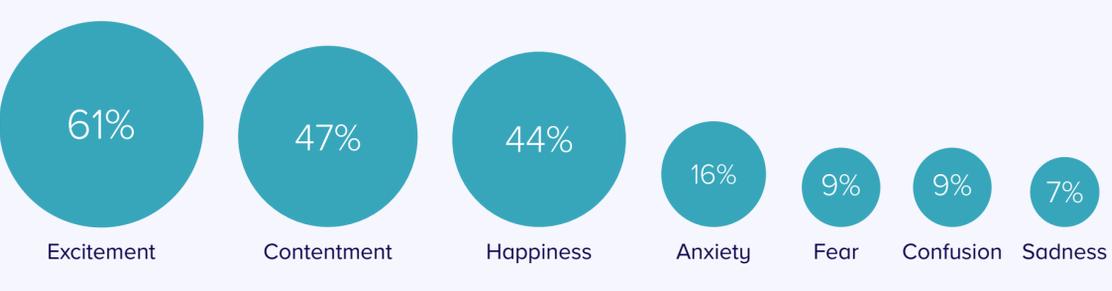
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Digital vision leaders typically describe their organisations as cautious when it comes to embracing AI for content-related activities.



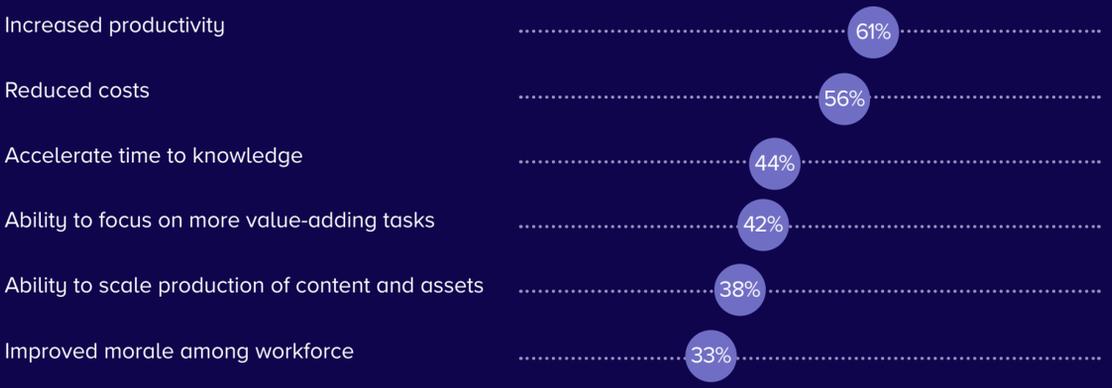
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But excitement is the preeminent emotion they are feeling as individuals about the technology's impact on their own job roles.



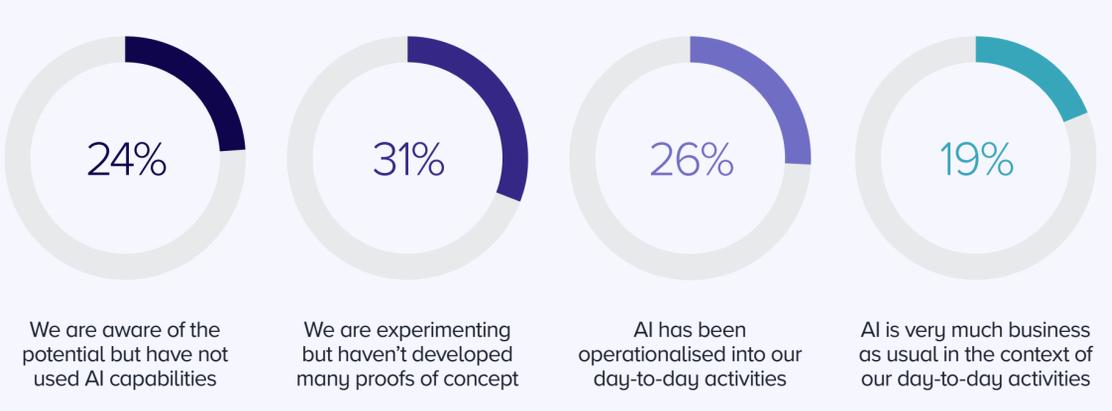
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Perceived benefits of AI include increased productivity, reduced costs and accelerated time to knowledge.



4

However, the majority of organisations are either not yet using AI, or are still only experimenting with it.



5

The main barriers to AI adoption are concerns around security, ethics and legalities, in addition to a lack of training, awareness and budget.



Keen to learn more?
Access the full research report to understand how you can unleash the value of GenAI within your organisation.