

Drive Next-Gen AI Models: A Tech CEO Survival Guide

Drive next-gen business models through AI.



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AI is driving the creation of completely new business models — one for how tech CEOs can deliver client outcomes and another that introduces completely new rules for commerce as we know it.

82% of tech CEOs are concerned about AI enabling competitors to replicate their capabilities.

With software differentiation windows shrinking to under six months, hesitation is fatal. You must act now to avoid obsolescence and capitalize on the shift to AI-native economics.

To secure an unbeatable advantage, tech CEOs must proactively:

- **Leverage AI** to redefine business models, deliver superior customer outcomes and outpace competitors
- **Continuously** innovate, measure and optimize AI-driven solutions for maximum revenue and impact
- **Ensure** lasting market leadership and value creation through strategic, outcome-based AI integration

Collaborate with Gartner to navigate this transformation, build sustainable moats and turn your AI ambition into market dominance.



Raymond Paquet
Distinguished Vice
President Analyst

Your roadmap to success

Tech CEOs must proactively leverage AI to redefine business models, deliver superior customer outcomes and outpace competitors. By continuously innovating, measuring and optimizing their AI-driven solutions, tech CEOs ensure lasting market leadership and value creation.

Gartner equips tech CEOs with comprehensive leadership playbooks, one-on-one analyst guidance and strategic frameworks to refine AI strategies, benchmark readiness and attract top venture capital. With Gartner, tech CEOs achieve disruptive AI-native growth, optimize product investments, mitigate profitability risks and reach the new standard of 10x revenue efficiency.

1. Understand the current AI adoption environment.

2. Discover AI opportunities.
3. Design and prototype AI-enabled solutions.
4. Implement and integrate new AI-driven models into product, operations and pricing.
5. Measure, refine and optimize AI business models.

2 key outcomes to consider in Step 1

Identify shifts in adoption behavior, including expectations for outcome-based solutions and faster time to value.

Evaluate barriers to adoption (trust, data readiness, integration complexity) and design strategies to overcome them.

Key questions your tech CEO peers are asking Gartner

Gartner clients can ask questions like these directly on [AskGartner](#).

What are the areas of opportunity for AI to transform our business as a tech CEO?

Gartner clients can click to explore answers.

[Explore Answer ↗](#)

How do tech CEOs best identify, test and verify business outcomes from our AI solutions?

[Explore Answer ↗](#)

How do we price our AI solutions to maximize revenues while supporting customer ROI?

[Explore Answer ↗](#)

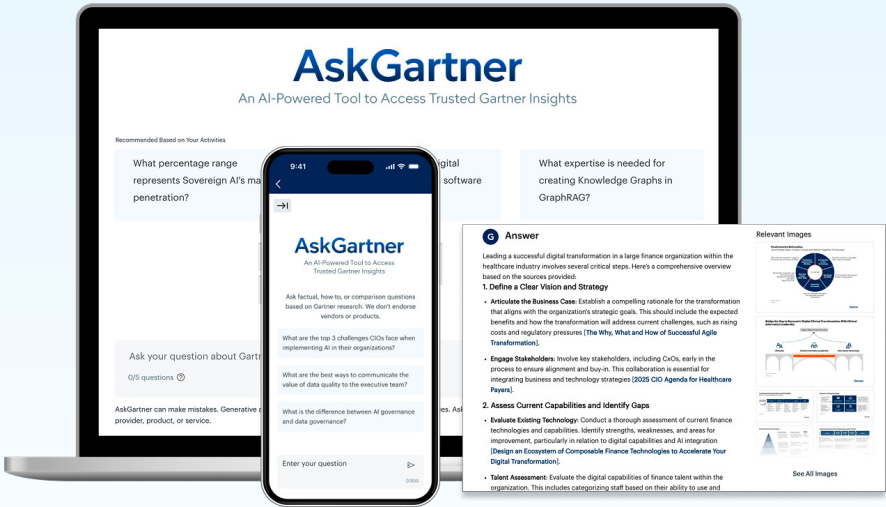
What practices improve business outcomes and sustain competitive advantage?

[Explore Answer ↗](#)

How do we verify our outcomes are a competitive advantage?

[Explore Answer ↗](#)

Your peers use AskGartner to answer these questions in minutes.



[Learn More](#)

Gartner resources turn your priorities into plans and actions

Understand the current AI adoption environment.



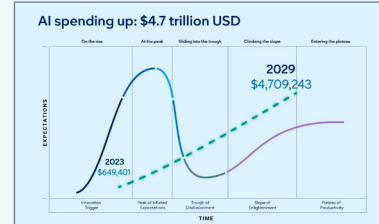
eBook: 2026 Leadership Vision for Tech CEOs ↗

Discover AI opportunities.



Insights: Discover the Top GenAI Opportunities for Tech Products ↗

Design and prototype AI-enabled solutions.



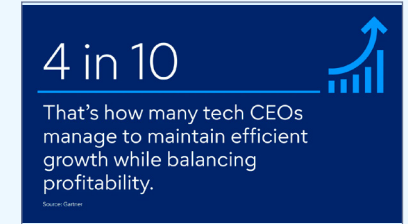
Insights: Race Ahead With AI ↗

Implement and integrate new AI-driven models into product, operations and pricing.



Infographic: Enhance GTM Strategies With GenAI for Productivity Gains ↗

Measure, refine and optimize AI business models.



Tool: Gartner Executive FastStart™ for Tech CEOs ↗

Engage with Gartner

- Connect with an analyst to identify, review and refine your AI strategy.
- Use Gartner tools, diagnostics and benchmarks to assess current AI readiness.

Expected outcomes

- Develop an AI-driven business and operating model.
- Build sustainable moats to prevent platform obsolescence.
- Align agentic capabilities with enterprise use cases.
- Drive better business outcomes.

Client Story

Druid AI Seamlessly Adopts AI With Actionable Insights

Mission-critical priority

For Druid AI, a critical priority was navigating market expansion into the U.S. while seamlessly embedding AI pipeline insights into its product strategy and roadmap.

To successfully lead the shift to AI-native economics, Druid AI's leadership team needed to position the company effectively to accelerate execution and drive impactful enterprise workflow automation.

This strategic alignment was essential for capturing new market share and integrating advanced AI capabilities into core offerings.



How Druid AI leveraged Gartner resources

The organization used Gartner market insights to directly inform and validate its product strategy and overarching roadmap.

Druid AI also leveraged the Gartner Peer Insights™ community to gain real-world perspectives, helping it orchestrate and drive the adoption of its solutions.

Furthermore, it used the AskGartner tool to rapidly summarize content and insights, which streamlined decision making and reduced the time spent searching for information.



Mission accomplished

With Gartner support, Druid AI successfully enhanced its roadmap execution, enabling the organization to move faster and with significantly more confidence.

Druid AI also accelerated its market expansion and positioning, laying a strong foundation for disruptive, AI-driven growth. Ultimately, by streamlining research efforts, it empowered the organization to maintain high focus and successfully deliver on vital enterprise workflow automation outcomes.

[Watch the full story ↗](#)



Address your other mission-critical priorities



Lead in the shift to AI-native economics.

48% of tech CEOs rely on internal AI experimentation to stay current.



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82% of tech CEOs are concerned about AI enabling competitors to replicate their capabilities.



Power go-to-market strategies with AI innovation.

87% of tech CEOs don't believe their GTM leaders are truly AI-savvy.

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