

3 Categories of GenAI Value for Midsize Enterprises

Go beyond ROI to understand and communicate the full range of value your organization can achieve with GenAI.

AI requires significant resources that midsize enterprises (MSEs) don't always have.



AI isn't cheap.

MSEs spent an average of **\$1M on GenAI** in fiscal year 2024.¹



AI talent isn't available.

Only **14%** of MSEs believe they have the right talent for their enterprise's AI needs.¹



AI success is not guaranteed.

Only **29%** of MSEs rate their GenAI progress positively.²

Source: ¹ 2024 Gartner AI Mandates for the Enterprise Survey

² 2024 Gartner CIO and Technology Leader Survey

3 categories of GenAI value to help get the most out of your investments

Understand each value category to set realistic expectations for your GenAI initiatives.

Value category		Value type
<div></div> <div>Economic value</div>	<p>Economic value is hard financial value suitable for use cases that generate new or additional revenue or lead to direct cost cuts.</p> <p>At its current level of maturity, this is the most difficult value type for MSEs to achieve with GenAI.</p>	<p>Difficult to realize</p> <ul style="list-style-type: none">• Revenue growth• Cost reduction
<div></div> <div>Competitive value</div>	<p>Competitive value is value that ensures you stay competitive in your market and includes benefits that have the potential to give your organization an edge.</p> <p>When successfully attained, a long-term byproduct of competitive value types is economic value.</p>	<p>Difficult to realize</p> <ul style="list-style-type: none">• New revenue stream <p>Simpler to realize</p> <ul style="list-style-type: none">• Reputation improvement• Optionality• Learning from experimentation
<div></div> <div>User value</div>	<p>User value is value with benefits for end users, including employees and customers. User value is more straightforward to achieve for most MSEs.</p> <p>As with competitive value, when these goals are met, economic value will follow.</p>	<p>Difficult to realize</p> <ul style="list-style-type: none">• Process efficiencies• Productivity gains <p>Simpler to realize</p> <ul style="list-style-type: none">• Customer satisfaction• Employee satisfaction

Source: Gartner

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