Harnessing the Power of Generative AI: A C-Suite Guide

Deploy generative AI with Nutanix to achieve optimal results and drive business value.

How should enterprises weigh the potential value of GenAI?

Enterprise GenAI offers unprecedented opportunities for productivity gains, revenue growth and value creation. Incorporating GenAI into workforce productivity plans is already underway across multiple industries.

However, enterprises must approach enterprise GenAI strategically to fully realize its true value by focusing on use cases that deliver tangible business outcomes and align with organizational goals.

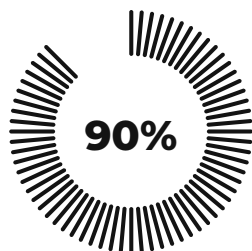## What are some common enterprise use cases for GenAI?

- **Better security:** Leverage AI models for fraud detection, threat detection, alert enrichment, and automatic policy creation.
- **Accelerate code and content creation:** Code co-pilots, intelligent document processing, and fine-tuning models on domain-specific datasets to accelerate code and content generation.
- **Supercharge the customer experience:** Customer support experience with GenAI, analysis of customer feedback, personalized chatbots, tailored engagement, and secure transactions.

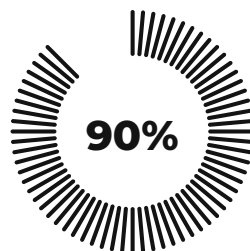## What are the expected productivity gains from GenAI?

The expected gains from deploying GenAI vary depending on the use case and industry. Gartner mentions that 49% of CEOs have a plan that anticipates productivity increases exceeding 15% within the next two years. Many organizations that have deployed GenAI enjoy double-digit improvements in revenue increase, cost savings and productivity.

The 2024 Gartner Generative AI Planning Survey shows that 79% of business executives will begin or continue to implement GenAI over the next 12 months. However, the risk of failure is predicted to hit 30%, as generative AI projects will be abandoned after proof-of-concept due to poor data quality, inadequate risk controls, costs, or unclear business value.
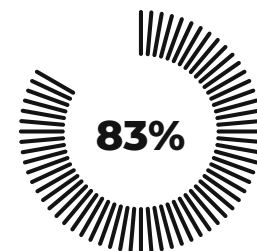
Nutanix commissioned a study to provide further insights into their plans to deploy enterprise GenAI. In the State of Enterprise AI Report, many respondents consider GenAI a priority and an investment with infrastructure improvement a key to their success.

90%
Consider AI a priority

90%
IT infrastructure needs to be improved to support AI

83%
Plan to increase investment in edge strategy to support AI

Key results published in the State of the Enterprise AI Report.

What should executives consider when deploying GenAI?

When deploying GenAI, enterprises must consider several critical factors to ensure success:

- **Define a clear business case:** Ensure GenAI goals and strategies are laid out and aligned to measurable outcomes.
- **Enterprise/private AI:** Deploying GenAI within the enterprise ensures data security, privacy and control over outputs.
- **Data security:** Encryption, access controls, and secure infrastructure are essential to protect and maintain trust.
- **Intellectual property (IP) protections:** Clear policies and mechanisms must be in place to safeguard IP.
- **Governance and compliance:** Governance frameworks ensure the responsible and ethical use of GenAI.
- **Data integration and management:** Effective data management practices are crucial for tuning GenAI models.

How can Nutanix help companies realize the value of GenAI?

Nutanix offers GenAI solutions that empower organizations while enabling them to maintain full control over their data and infrastructure, including:

- **Deploy ready-to-use AI models:** Accelerate time-to-value with validated GenAI models that can be deployed anywhere.
- **Ensure data security and protection:** Use advanced security controls, encryption, and data protection to protect the confidentiality and integrity of sensitive data.
- **Scale with ease:** Leverage resilient, high-performance Nutanix Cloud Infrastructure to seamlessly scale GenAI initiatives.
- **Simplify GenAI deployment:** Streamline complex deployment processes with intuitive management tools and support.

By partnering with Nutanix, enterprises can confidently navigate the GenAI landscape and unlock measurable business value.

Now is the Time to Deploy Enterprise GenAI With Nutanix

Nutanix helps you deliver simple and secure enterprise GenAI. By deploying infrastructure and AI models in minutes, Nutanix gives you a scalable and future-proof foundation to run your apps and data anywhere – from the edge to your private and public clouds.

Learn more at www.nutanix.com/ai

> "Nutanix's compelling AI narrative offers a unified platform solution for AI model training and implementation connected with our vision
>
> Khalid Al Kaf
> Chief Operations Officer, Yahsat

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