

# Accelerating Business Transformation with an AI Platform:

## Alignment Across People, Automated Process, and Embedded Generative AI



Stephen Elliot  
Group Vice President,  
I&O, Cloud Operations, and DevOps, IDC



# Table of Contents

 [CLICK BELOW TO NAVIGATE TO EACH SECTION IN THIS DOCUMENT.](#)

In This InfoBrief .....	<b>3</b>	An AI Platform Requires a Robust Engine to Deliver Sustainable Business Outcomes .....	<b>11</b>
Security Time Sinks: Manual Reviews and Context Switching .....	<b>5</b>	An AI Platform Delivers Value Across Three Levels of Use Case Sophistication .....	<b>12</b>
GenAI Adopters Are Prolific With PoCs, but Conversion to Production is Less than 15% .....	<b>6</b>	Policy and Process Are Requirements for Successful AI Deployments .....	<b>13</b>
AI Conversion Challenges Lack an AI Platform Approach .....	<b>7</b>	Essential Guidance for AI Platform Success .....	<b>15</b>
An AI Platform Simplifies the Requirements for AI Production Success .....	<b>8</b>	About the IDC Analyst .....	<b>16</b>
Coordination Between IT and LOB Is Key in Successful Deployments .....	<b>9</b>	Message from the Sponsor.....	<b>17</b>
An AI Platform Delivers Trusted, Optimized Value .....	<b>10</b>		

# In This InfoBrief

Business and technology leadership teams often choose generative AI (GenAI) models with little connection to their organization's critical technology, business processes, or use of automation. Many struggle to move from proof of concept (PoC) to production.



Most organizations are developing use cases that create GenAI models in a vacuum. This approach separates the models from the processes they inform and accelerate, the teams they can make more productive, and the automations that use the models to trigger automated or human-assisted intelligent actions. Risks with this strategy include higher costs, increased security exposure, misaligned business objectives, and weaker data and model transparency.



A lack of up-to-date IT operations staff, skills, and automation is the #1 challenge organizations must address to maximize the business value delivered by IT infrastructure investments over the next two years, according to IDC's *Worldwide Digital Infrastructure Sentiment Survey* (June 2024).



# In This InfoBrief (continued)



When developing and embedding GenAI models within the processes they inform, the opportunity and flexibility to trigger automated or human-assisted actions can empower teams and individuals with a contextual awareness of the issues they need to solve. An AI platform enables a continuously automated set of processes that align business outcomes directly to GenAI investments for a plethora of benefits.



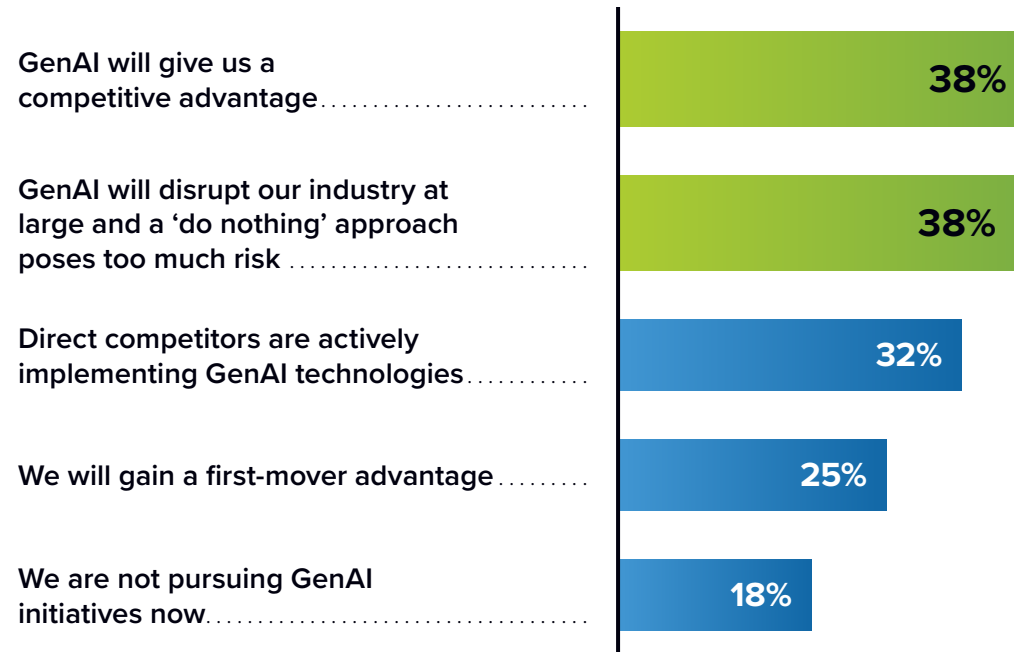
82% of organizations that converted half or more of their GenAI initiatives to production had already adopted an AI platform, compared to 55% that converted 24% or fewer of their GenAI initiatives to production, according to IDC's *Global GenAI Technology Trends Survey 2024* (July 2024).



# Security Time Sinks: Manual Reviews and Context Switching

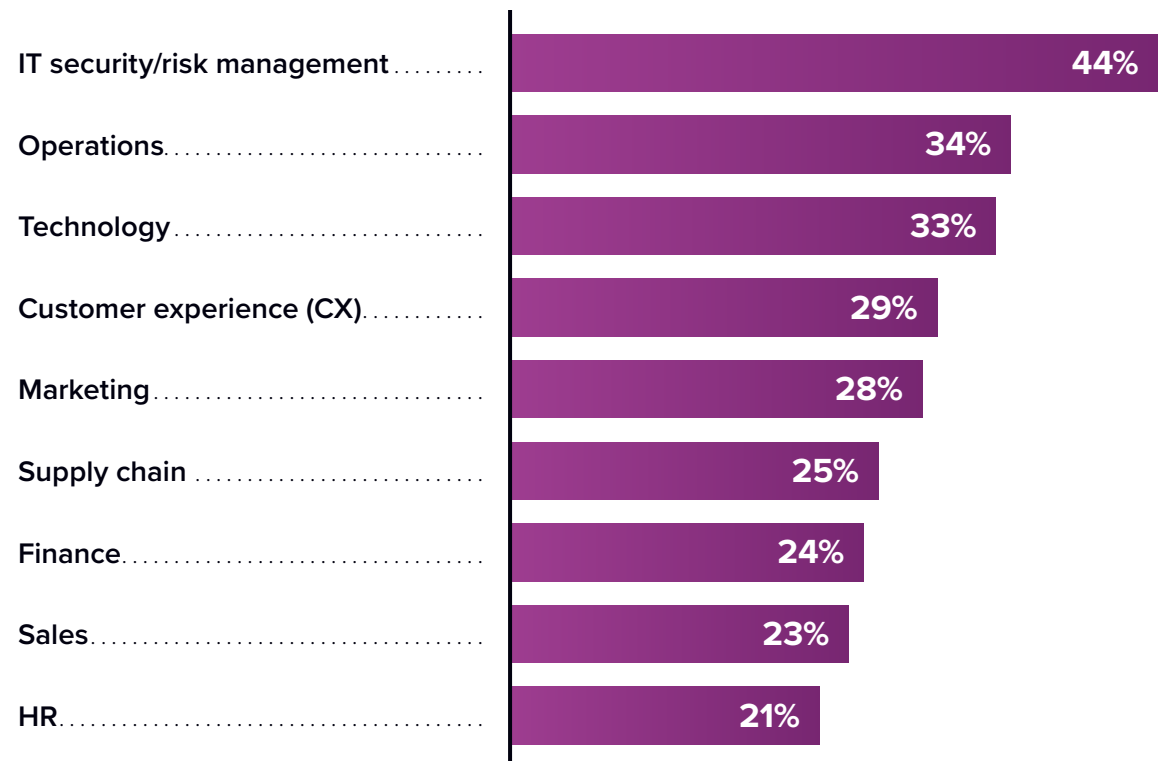
## Main Drivers for Pursuing GenAI Initiatives

Which of the following are the main drivers for pursuing GenAI initiatives?



## High-Priority Functions for New GenAI Initiatives

Which of these functional areas have the highest priority for new GenAI initiatives in the next 12 months?



n = 354; Source: IDC's CEO Study 2024

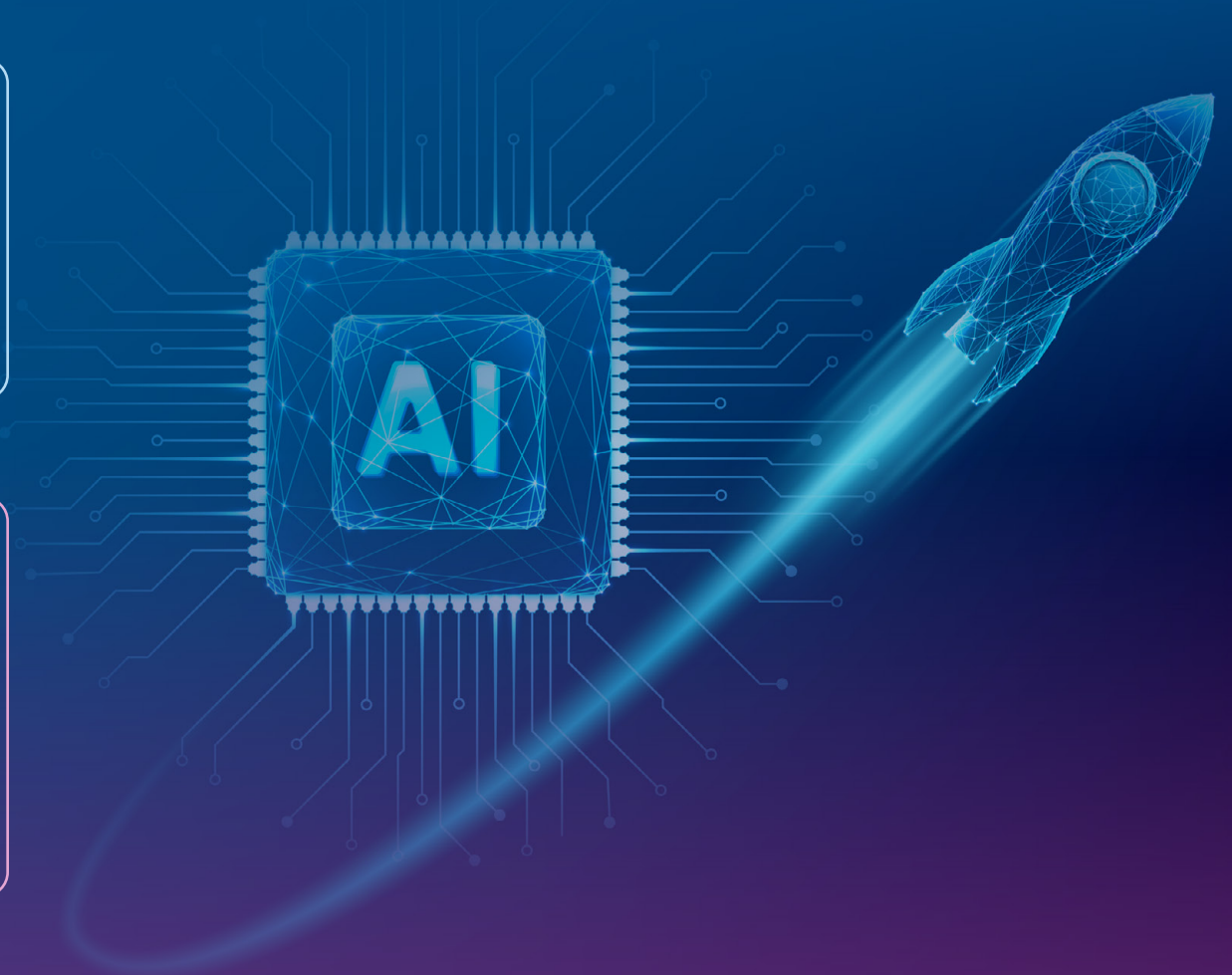
# GenAI Adopters Are Prolific With PoCs, but Conversion to Production Is Less than 15%

34

The average number of **GenAI PoCs** that organizations have done in the past 12 months

4.8

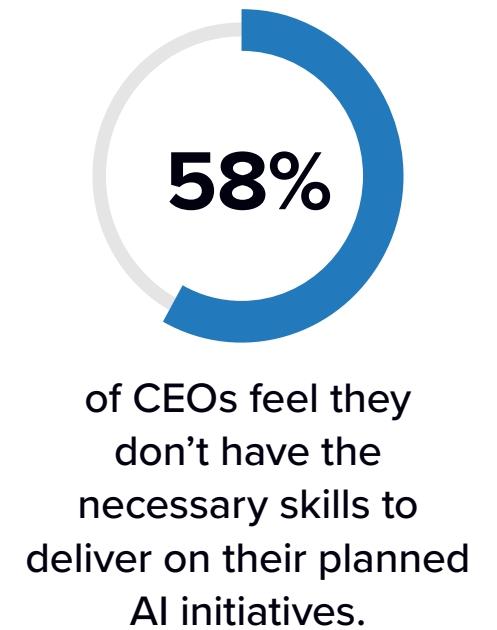
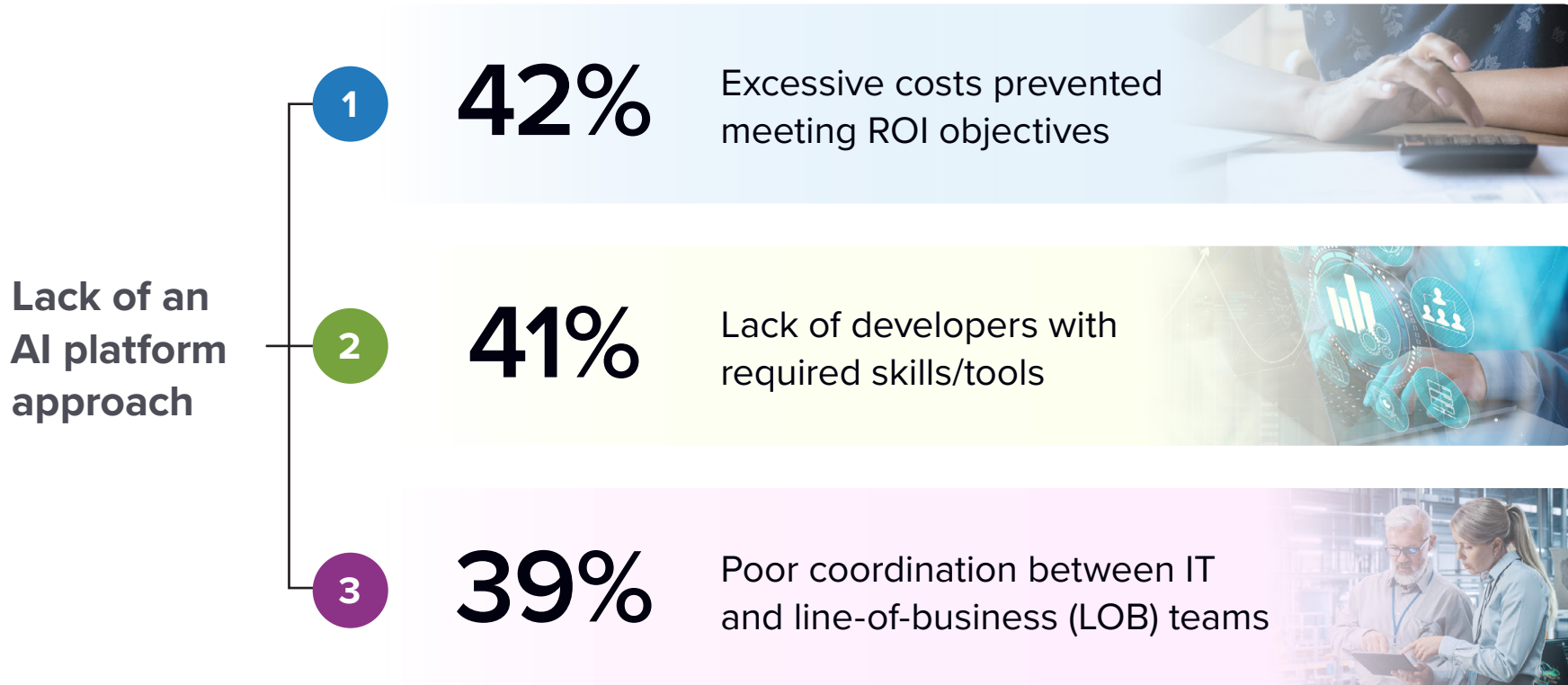
The average number of **production** launches with GenAI elements that organizations have done in the past 12 months



# AI Conversion Challenges Lack an AI Platform Approach

**For those less successful:** What three factors prevent you from achieving more success?

(PoC success rate < 80%)



n = 889; Source: IDC's Future Enterprise Resiliency & Spending Survey, Wave 4, April 2024

n = 354; Source: IDC's CEO Study 2024



# An AI Platform Simplifies the Requirements for AI Production Success

**For those with a high success rate: What three factors contribute most to success?**

(PoC success rate  $\geq$  80%)

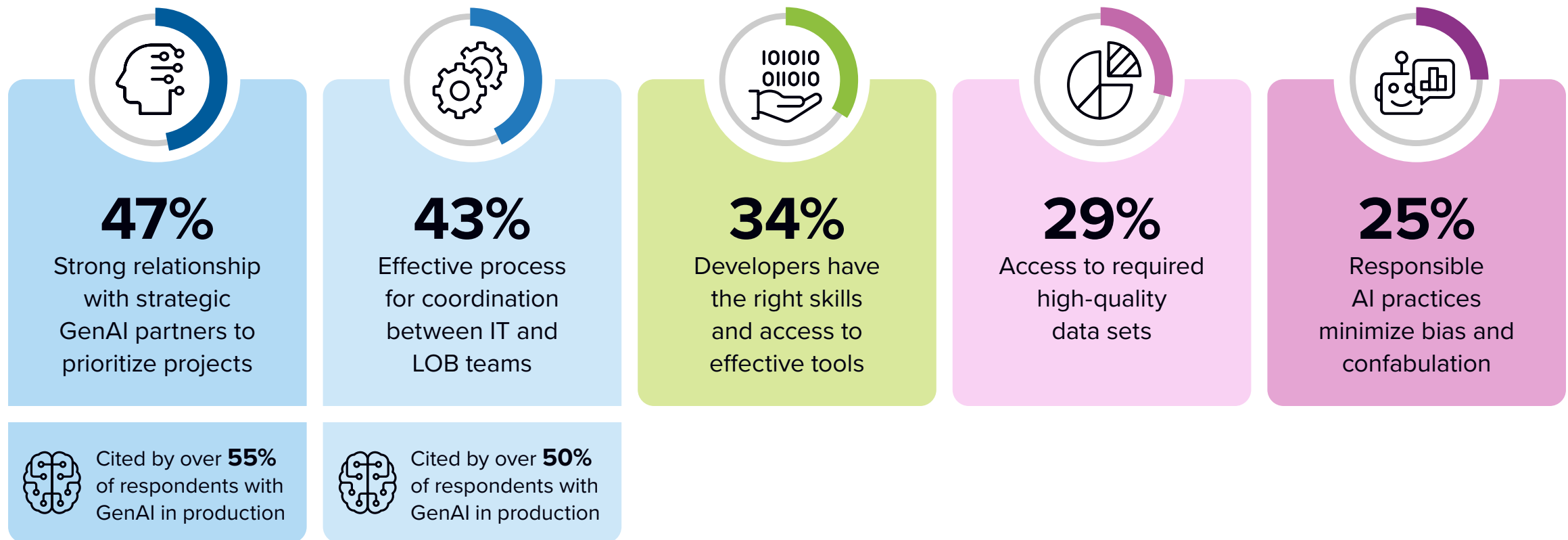


NB: Worldwide sample used. n = 889; Source: IDC's *Future Enterprise Resiliency & Spending Survey, Wave 4*, April 2024



# Coordination Between IT and LOB Is Key in Successful Deployments

Top factors enabling high success levels (> 80%) in GenAI PoCs and production rollouts



n = 101; Source: IDC's Future Enterprise Resiliency & Spending Survey, Wave 4, April 2024

# An AI Platform Delivers Trusted, Optimized Value

## Data

- ▶ Single data platform that connects data and knowledge across sources and systems
- ▶ Optimized for AI, analytics, and faster performance
- ▶ Secure, private, and compliant



## AI

- ▶ Domain-specific models purpose built for technology and LOB use cases
- ▶ Flexibility and choice to support multiple models (internal and external)



## Automation

- ▶ AI-powered workflows across the enterprise
- ▶ Technology + business processes
- ▶ Automation (human and non-human assisted)
- ▶ GenAI + AI embedded into workflows
- ▶ New experiences created



## Value

- ▶ Concise and accurate answers provided in the context of different user perspectives
- ▶ Personalized AI experiences
- ▶ Improved customer and employee experiences
- ▶ Measurable business outcomes
- ▶ Operational efficiency gains
- ▶ Higher productivity
- ▶ Faster innovation
- ▶ Faster time to value

# An AI Platform Requires a Robust Engine to Deliver Sustainable Business Outcomes

## AI Platform Engine

- ▶ Multi-model support
- ▶ Built-in security and governance controls
- ▶ Ethical/secure AI by design
- ▶ System of action meeting customers where they are
- ▶ Contextually aware results for different users/personas
- ▶ Pre-curated analytic models that are contextually aware
- ▶ Compounding value
- ▶ Customer in control
- ▶ Low-code/no-code app + model development
- ▶ Personalized models
- ▶ AI model library



**BUSINESS-CENTRIC  
OUTCOMES**

## Business Outcomes

- ▶ Faster time to AI value
- ▶ Team efficiencies
- ▶ Accelerated cost and productivity outcomes
- ▶ Faster GenAI and AI implementations
- ▶ Smarter, cost-efficient decision making
- ▶ Higher employee and customer satisfaction
- ▶ Process acceleration



# An AI Platform Delivers Value Across Three Levels of Use Case Sophistication

## Baseline Analytics



VALUE OUTCOMES:  
**GOOD**

**OUTCOME:**

Team productivity

**USE CASES:**

Root cause analysis, natural language processing interface, noise reduction, case and knowledge base summarization

- ▶ **Do more with less**
- ▶ Enable faster time to value with existing data

## Embedded Process Analytics



VALUE OUTCOMES:  
**BETTER**

**OUTCOME:**

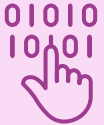
Cost optimization/reduction

**USE CASES:**

Ticket deflection, code acceptance rates, conversational agents

- ▶ **Improve customer/employee experiences**
- ▶ Empower a processes outcome

## Automated Analytics Experience



VALUE OUTCOMES:  
**BEST IN CLASS**

**OUTCOME:**

Cost and productivity impact

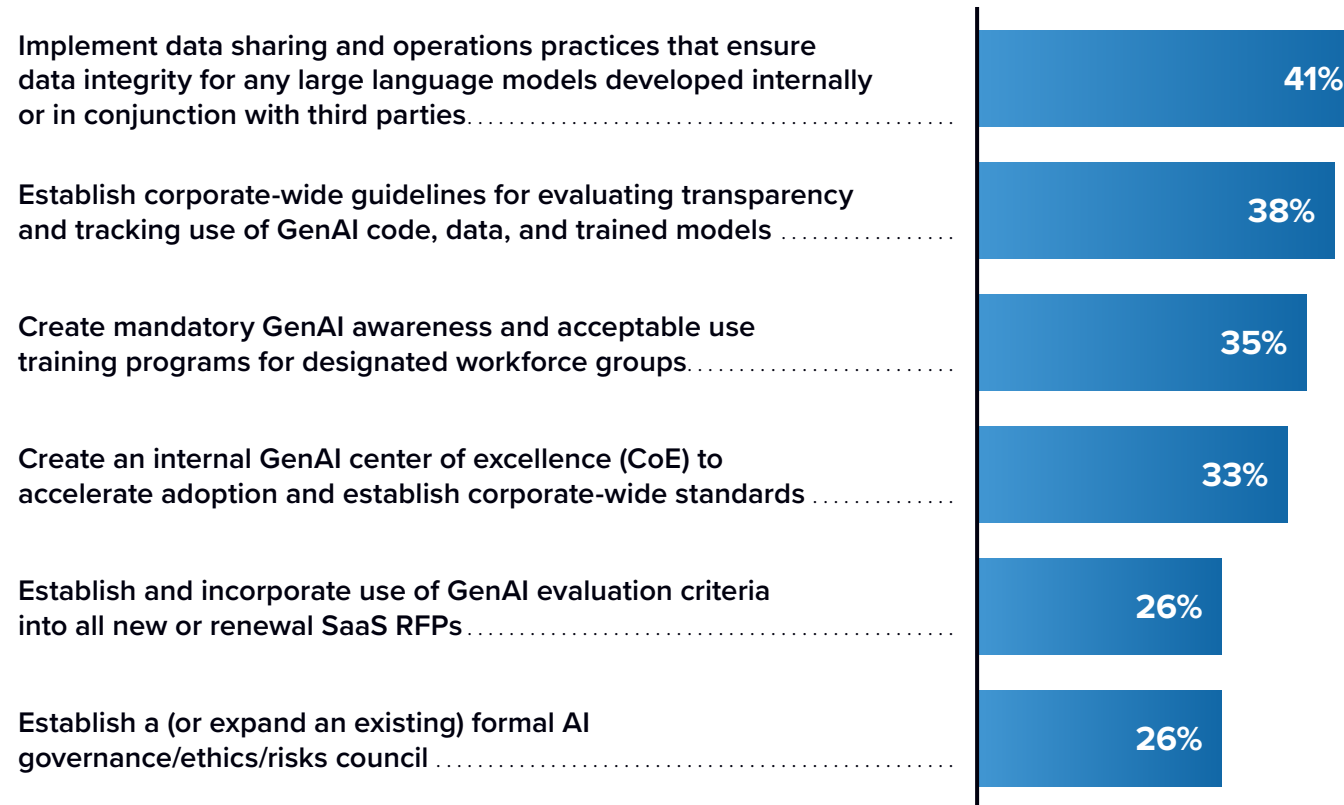
**USE CASES:**

Predictive analysis, auto remediation, procurement, pre-integrated and pre-curated analytics

- ▶ **Personalized AI, better customer and employee experiences**
- ▶ Contextually aware, personalized, and industry specific
- ▶ Change the way humans experience intelligent design

# Policy and Process Are Requirements for Successful AI Deployments

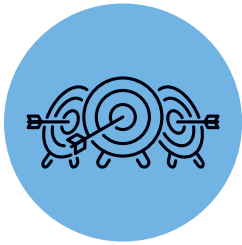
Based on your organization’s current or near-term plans to develop GenAI models and capabilities as well as to leverage GenAI-enhanced software, which will be the most important for success?



A wide variety of processes and policies are required to deliver reliable, trustworthy AI-powered capabilities. Data-sharing practices, GenAI code tracking, acceptable-use policies, and evaluation criteria are among the activities required for successful GenAI implementations.

n = 889 (total), n = 369 (North America), n = 220 (Western Europe), n = 300 (Asia/Pacific); Source: IDC's Future Enterprise Resiliency & Spending Survey, Wave 4, April 2024

# Real Deployments, Real Business Outcomes



## Objectives:

A global customer had fragmented teams, tools, and processes that were inhibiting growth, limiting scale, and impacting agents and customer experiences. Service operations were under pressure to scale faster to meet business growth and “do more with less.”



## Goals:

Deploy predictive intelligence to quickly identify forms for employees using a GenAI-powered virtual agent with a unified knowledge base of third-party data sources for faster problem resolution, improved team communications, and the elimination of low-value work that improved customer satisfaction and cost efficiencies.



## Outcomes:

- ▶ 10% improvement in ticket deflection rates
- ▶ 15–20 minutes saved per major incident
- ▶ 5–6 minutes saved per day per agent with chat summarization and resolution notes

Source: ServiceNow



# Essential Guidance for AI Platform Success

- 1 Embed GenAI models into business and technology processes.
- 2 Track success with measurable KPIs.
- 3 Prepare for scale and time to value.
- 4 Build collaboration with GenAI stakeholders outside of the IT organization (LOB, legal, and security).
- 5 Select trusted vendors and partners.

AI platforms are delivering value across three vectors:



Baseline analytics



Pop-up GenAI capabilities that improve a product, service, or customer experience



Embedded GenAI models in the process workflow of technology and business teams that transform the outcomes and experiences of the user for business growth

# About the IDC Analyst



## **Stephen Elliot**

Group Vice President,  
I&O, Cloud Operations, and DevOps, IDC

Stephen Elliot manages multiple programs spanning IT operations, enterprise management, ITSM, agile and DevOps, application performance, virtualization, multicloud management and automation, log analytics, container management, DaaS, and software-defined compute. Stephen advises senior IT, business, and investment executives globally in the creation of strategy and operational tactics that drive the execution of digital transformation and business growth.

[More about Stephen Elliot](#)

# Message from the Sponsor



**The race to put AI to work has begun, and first movers are already turning AI into real business value by embracing a platform approach with built-in AI capabilities that space the enterprise.**

ServiceNow is the AI platform for business transformation and the only company that offers the full stack for workflow automation on a single platform and a single data model. And that's what makes us different from any other AI solutions in the market. We are putting AI to work today by building it directly into a single workflow data platform optimized for speed and scale. Our domain-specific models are delivering more relevant and personalized results in a cost- and energy-efficient way. This enables us to bring AI to every workflow across every department and industry, transforming experiences and unlocking productivity and efficiency for every end user. You can turn your AI investment into real business value in days, not months or years, with ServiceNow.

**Unleash the potential of AI with the Now Platform**



## IDC Custom Solutions

This publication was produced by IDC Custom Solutions. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis independently conducted and published by IDC, unless specific vendor sponsorship is noted. IDC Custom Solutions makes IDC content available in a wide range of formats for distribution by various companies. This IDC material is licensed for external use and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.



IDC Research, Inc.  
140 Kendrick Street, Building B, Needham, MA 02494, USA  
T +1 508 872 8200

[idc.com](https://www.idc.com)

[in @idc](https://www.linkedin.com/company/idc)

[X @idc](https://twitter.com/idc)

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

©2024 IDC. Reproduction is forbidden unless authorized. All rights reserved. [CCPA](#)