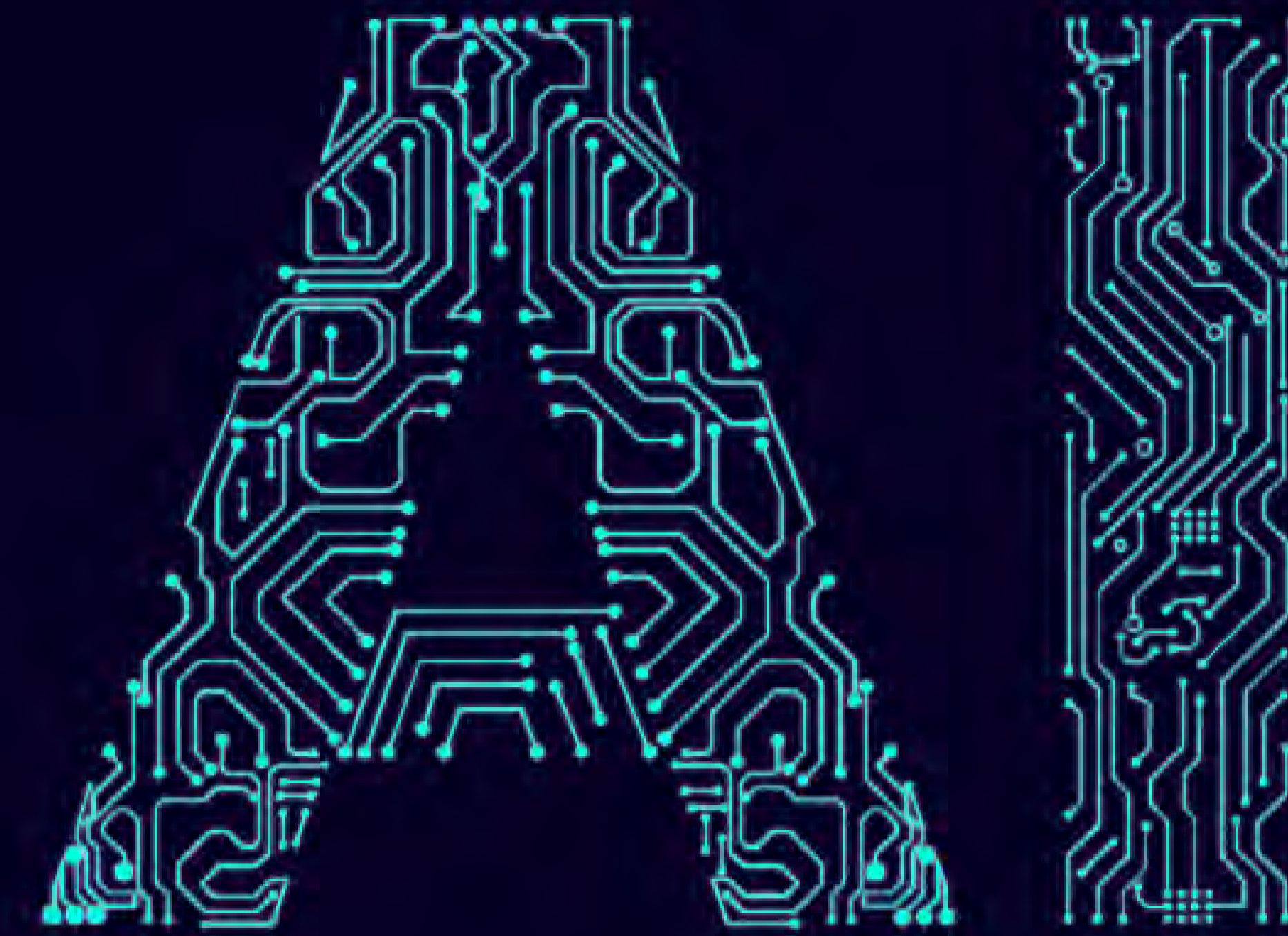


# The Next Big Thing:



AI, specifically Generative AI, has caught the world by storm. It has risen to the top of the agenda of the world's largest corporations – many of them our clients, who are seeking our advice on the practical applications of this technology, as well as longer-term strategies for scaling AI as the technology grows and matures.

Our new Enterprise AI Advisory Services business, launched in January, ranks among our most important organic business opportunities yet.

Leveraging our trusted, independent advice and long-held expertise in technology sourcing and governance, we are ideally positioned to help our clients define their AI-driven future, find the perfect partners to make it a reality, lead change in their organizations, and realize tangible value at a scale.



**\$175B**

Global Spending On  
AI-Related Services  
By 2030

**3X**

Spending Increase On  
AI In The Next Two  
Years (2023-2025)





**25%**

Of All Apps Will Be  
AI-Enabled By The  
End Of 2024



**79%**  
Of Companies Have  
Already Seen Positive  
Impacts From AI

Image generated by AI

Source: ISG Research

**35%**

Feel They Are Lagging  
Behind Competitors In  
AI



**68%**

**Believe AI Will Deliver  
Customer Benefits  
And Differentiation**





**40%**

See AI Leading To  
More Spending On  
IT Security,  
Cloud And SaaS



# Interest Is High

ISG is advising clients on how to plan and execute their AI journeys.



A major global hospitality and entertainment company



A U.S. steel manufacturer



A major global oil and gas company



A major European utility company



A major Canadian bank



A major European railway company

## Our work for these clients includes:

- Developing AI sourcing strategies
- Advising on cognitive infrastructure needed to scale AI
- Creating information and data architectures to feed AI models
- Advising on architecture for AI-enabled applications
- Piloting use of GenAI for virtual contact center agents
- Establishing control planes for AI and data governance
- Developing cybersecurity sourcing strategies for AI and data
- Developing AI-driven cost optimization strategies