

On your marks:

# How every business can win with generative AI

**Gen AI is slated to deliver up to \$4.4 trillion in business value annually.<sup>1</sup>**

From productivity gains to product innovation, the opportunities are vast. And those who don't embrace them will get left behind.

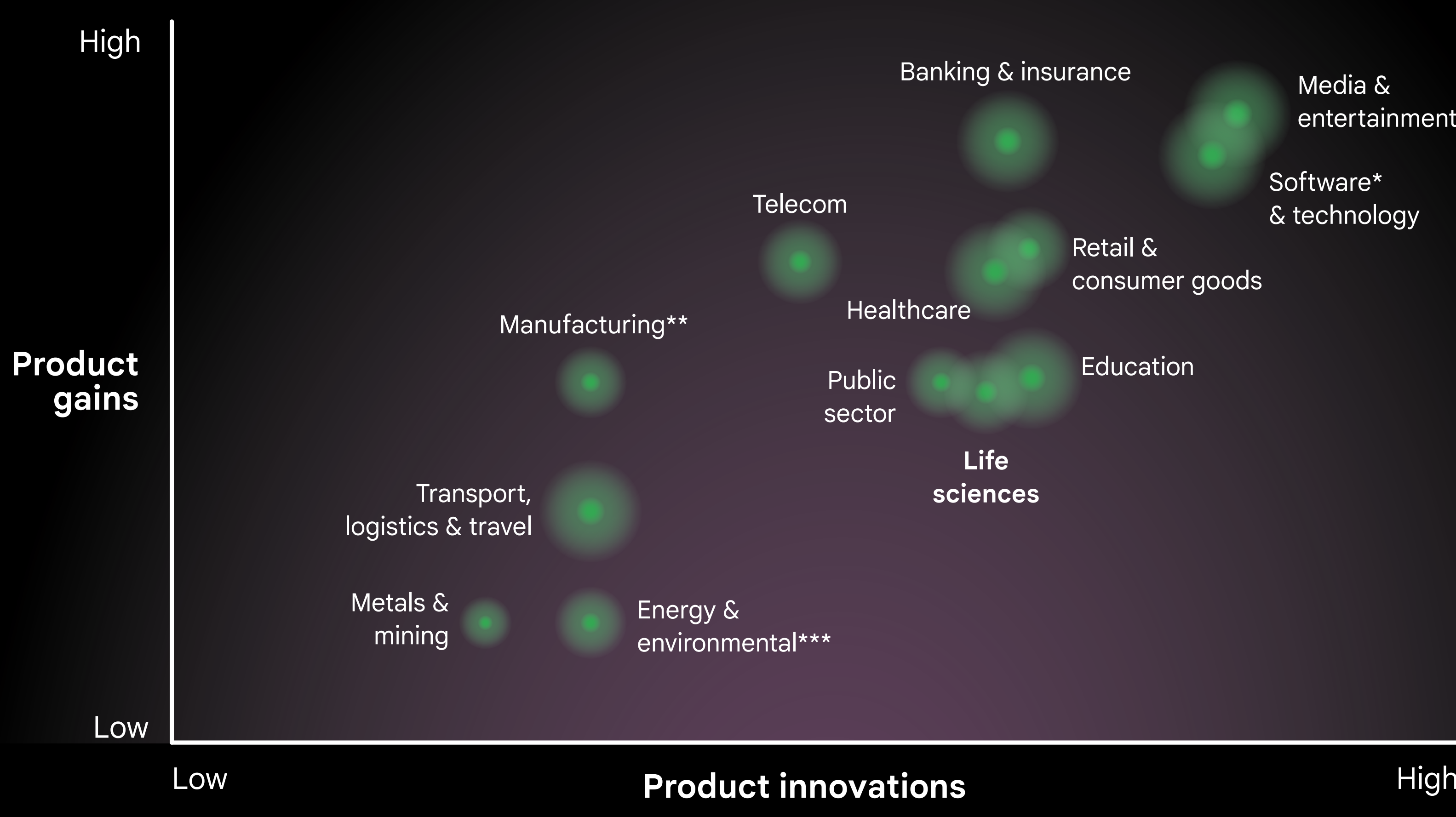
**1/3**

of organizations regularly use gen AI in at least one function<sup>2</sup>

**50%**

of today's tasks estimated to be automated with gen AI by 2060<sup>1</sup>

**Gen AI's impact is being felt across industries, particularly in the US.**



Note: For each industry, industry-specific software is included  
 \*Industry-agnostic software \*\*Includes aerospace and defense, automotive and assembly, chemicals, semiconductors, basic materials, auto retail \*\*\*includes oil, gas, power

**75% of the total annual value from gen AI use cases are estimated to be realized in four areas:**

Customer operations

Marketing and sales

Software engineering

Research and development<sup>1</sup>

## Customer operations

**64%**

of consumers expect companies to respond and interact with them in real time<sup>3</sup>

Gen AI helps companies deliver the always-on support that today's customers demand.

**30-45%**

estimated increase in productivity when applying gen AI to customer care functions, valued against current function costs<sup>1</sup>

As customers demand increasingly personalized service, gen AI can help enhance marketing and sales.

**5-15%**

estimated increase in productivity of the marketing function, measured against total marketing spend, with gen AI<sup>1</sup>

## Marketing and sales

**71%**

of consumers expect personalized interactions, and 76% get frustrated when it doesn't happen<sup>4</sup>

## Software engineering

By 2030, the global shortage of skilled workers is expected to reach

**85.2 million<sup>5</sup>**

Gen AI accelerates and augments software engineering, helping to close the gap between supply and demand.

**>55%**

productivity gains for developers using gen AI coding co-pilots<sup>1</sup>

To stay competitive, speed is a top priority — and gen AI helps bring products to market faster.

**10-15%**

increase in productivity, measured against overall R&D costs, with gen AI<sup>1</sup>

**“We’re already using GenAI in our security products to assist our customers. Natural language search across cybersecurity telemetry helps accelerate the identification of threats and ensure speedy remediation. By leveraging GenAI infrastructure, CISOs can rest assured that security is being adapted in real time to the threat, improving the efficiency of already strained security resources.”**



**Adam Bromwich**  
 Vice President Engineering and CTO,  
 Symantec by Broadcom

## Ready to get started?

Find out what gen AI could do for your business and start putting it to work.

[Take our assessment →](#)

Projected business value based on research from McKinsey Global Institute. Distribution of total GenAI use cases impact by business function per industry response, scaled by Northern American share of global GDP and North American share of global revenue.

1. McKinsey & Company. (2023). The economic potential of generative AI: The next productivity frontier.  
 2. McKinsey & Company. (2023). The state of AI in 2023: Generative AI's breakout year.  
 3. Salesforce APAC. (2023). What is good customer service: A detailed guide.  
 4. McKinsey & Company. (2023). What is personalization?  
 5. Forbes. (2021). Is there a developer shortage? Yes, but the problem is more complicated than it looks.