

# Global GenAI Report

How organizations are mastering their GenAI destiny in 2025

## GenAI: a revolution, not hype

“Two thirds of the C-suite in Asia Pacific view GenAI as a revolutionary game changer

Less than 1%

of the C-suite in Asia Pacific see GenAI as overhyped

96%

of all 784 Asian Pacific respondents place a growing emphasis on GenAI's long-term potential

95%

of the C-suite in Asia Pacific anticipate a material impact from GenAI technology

### Overarching sentiment toward GenAI is positive



45% of CISOs globally express concern (feeling pressured, threatened, overwhelmed) about GenAI

### The current GenAI landscape in Asia Pacific

42%

strongly agree their existing solutions are meeting expectations



91%

say legacy infrastructure hinders effective use of GenAI



## Playtime is over

99%

of organizations in Asia Pacific are planning further investment, two thirds at a significant level

9 in 10

organizations in Asia Pacific are actively assessing enterprise-wide opportunity areas or GenAI

01

## Strategy and transformation

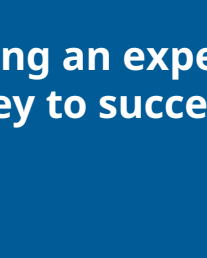
86%

in Asia Pacific have a well-defined GenAI strategy in place

→

49%

have not yet aligned that strategy with their business plans



Establishing an expert GenAI team is key to success

3x

Globally, organizations with dedicated teams are nearly three times more likely to be very satisfied with their GenAI efforts

### Proven use cases to execute your strategy

In Asia Pacific,

99%

say a solution with an ROI that's been proven by real-world use cases is important to GenAI strategy

#### Top 3 use cases in Asia Pacific

- 1 Personalized service recommendations and knowledge management
- 2 Product and service design and development (R&D)
- 3 Process automation

## Top 4

### lessons learned in Asia Pacific from GenAI deployments



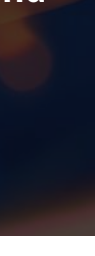
High-quality, diverse and clean data is paramount for effective GenAI models



It is best to begin with focused GenAI projects and expand based on results



Much more rigorous internal testing is needed before reliably scaling GenAI



GenAI technology features are more limited than initially envisioned

Given the rapid adoption and advancement of GenAI technology, organizations will have to constantly re-evaluate, evolve and fully align strategies and operating models

02

## Innovation and technology

96%

in Asia Pacific agree, 51% strongly, that GenAI is driving a new level of creativity and innovation in the organization

9 in 10

agree that GenAI will have a material impact on improving the organization's R&D efforts

83%

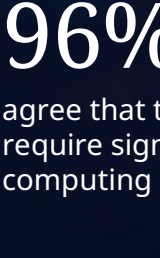
say it's very important that their leadership team provide guidance on balancing innovation with responsibility

47%

agree strongly that they have the necessary capabilities to integrate GenAI

95%

say cloud-based solutions are the most practical and cost-effective means to support GenAI applications



### In Asia Pacific, GenAI integration is stifled by outdated infrastructure

96%

agree that the integration of GenAI (and digital twins) will require significant investment in data infrastructure and computing power

But only

47%

strongly agree that they have conducted a detailed analysis or assessment of their future infrastructure (including integration) needs for GenAI

### Managing the security risks that come with GenAI

85%

of the C-suite in Asia Pacific are very concerned about the potential security risks associated with GenAI deployments, but say the promise and ROI of GenAI outweigh the risk

But only

45%

of the C-suite in Asia Pacific strongly agree that the security risks associated with GenAI are adequately understood and managed

Just

49%

say that their GenAI and cybersecurity strategies are fully aligned

03

## People and culture

GenAI is leading to a technological and a cultural revolution

In Asia Pacific

95%

agree, 51% very strongly, that GenAI will have a material impact on improving productivity

97%

are considering how GenAI can streamline future employee workflow and support processes

2 in 3

organizations in Asia Pacific don't have the skills to work with GenAI



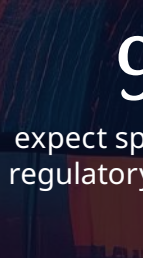
About half

are planning employee education and training to increase GenAI adoption

04

## Ethics, safety and sustainability

As GenAI infuses into daily life, balancing responsibility and innovation will be a moral imperative as well as a strategic necessity



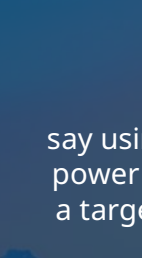
### GenAI regulation

8 in 10

in Asia Pacific say government regulations on AI are unclear, which stifles innovation and hinders investment in GenAI

9 in 10

expect spending on GenAI-related regulatory compliance will increase



### GenAI and sustainability

Nearly

3 in 4

say that GenAI ambitions stand in conflict with and/or are negatively affecting sustainability goals

95%

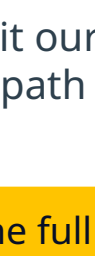
say using renewable energy to power GenAI infrastructure is a targeted business objective

## Top 3

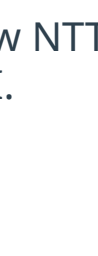
### key responsibilities for Asian Pacific leaders in developing GenAI



Maintaining human oversight and regularly reviewing GenAI policies



Integrating responsible considerations into strategic decision-making



Establishing a dedicated team or committee for GenAI responsibility

NTT DATA can help you master your GenAI destiny

Meet the mandate head-on. Visit our [website](#) to see how NTT DATA can help you chart a path forward with GenAI.

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