

Global GenAI Report

How organizations are mastering their GenAI destiny in 2025

GenAI: a revolution, not hype

“ Nearly half of the C-suite in Australia view GenAI as a revolutionary game changer

0%
of the C-suite in Australia see GenAI as overhyped

98%
of all respondents in Australia place a growing emphasis on GenAI's long-term potential

91%
of the C-suite in Australia 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 Australia

41%
strongly agree their existing solutions are meeting expectations

96%
say legacy infrastructure hinders effective use of GenAI

Playtime is over

100%
of organizations in Australia are planning further GenAI investment, 59% at a significant level

9 in 10
organizations in Australia are actively assessing enterprise-wide opportunity areas or GenAI

01

Strategy and transformation

91% in Australia have a well-defined GenAI strategy in place

→ **49%** But 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 Australia, **100%** say a solution with an ROI that's been proven by real-world use cases is important to GenAI strategy

- Top 3 use cases (Australia)**
- 1 Personalized service recommendations and knowledge management
 - 2 Process automation
 - 3 Infrastructure maintenance

Top 4 lessons learned in Australia from GenAI deployments

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

GenAI technology features are more limited than we initially envisioned

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

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

97% in Australia agree, **50% 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

84% say it's very important that their leadership team provide guidance on balancing innovation with responsibility

50% agree strongly that they have the necessary capabilities to integrate GenAI

97% say cloud-based solutions are the most practical and cost-effective means to support GenAI applications

In Australia, GenAI integration is stifled by outdated infrastructure

87% agree that the integration of GenAI (and digital twins) will require significant investment in data infrastructure and computing power

But only **43%** 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

98% of the C-suite in Australia are very concerned about the potential security risks associated with GenAI deployments, but say the promise and ROI of GenAI outweigh the risk

But **>1 in 3** of the C-suite in Australia strongly agree that the security risks associated with GenAI are adequately understood and managed

Just **48%** 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 Australia **95%** agree, **51% very strongly**, that GenAI will have a material impact on improving productivity

99% are considering how GenAI can streamline future employee workflows and support processes

Nearly **3 in 4** organizations in Australia acknowledge their employees don't have the skills to work with GenAI

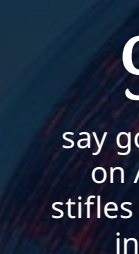


Nearly half are planning employee education and training to increase GenAI adoption

04

Ethics, safety and sustainability

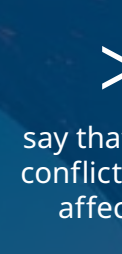
As GenAI infuses into daily life, balancing responsibility and innovation will be a moral imperative as well as a strategic necessity



GenAI regulation

9 in 10 say government regulations on AI are unclear, which stifles innovation and hinders investment in GenAI

98% expect spending on GenAI-related regulatory compliance will increase



GenAI and sustainability

>8 in 10 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 Australian leaders in developing GenAI

Maintaining human oversight and regularly reviewing GenAI policies

Employee education and training on ethical GenAI use

Integrating responsible considerations into strategic decision-making

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.