

# Gartner® Research 10 Best Practices for Scaling Generative AI Across the Enterprise

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Gartner can assist enterprises in scaling GenAI by embracing emerging industry best practices. This report provides business value focus on AI literacy and responsible AI, culture cross-functional collaboration, and other continuous learning to drive successful outcomes.

## Overview

### Key Findings

- Enterprises in GenAI have the potential to transform business and/or operations. When business and technology leaders understand the value of GenAI, they are more likely to invest in the space for significant value creation and operational capabilities that will emerge in the near future.
- Enterprises are increasingly likely to adopt an edge-to-core business strategy centered on a change in technology stack. Enterprises should adopt a strategy to change the architecture of their applications as an enabler of operations and data management that emerges from GenAI capabilities to continuously operationalize and scale emerging business capabilities.
- The area of change in the GenAI ecosystem makes it hard for IT leaders to choose the right approaches and technology for their organizations. In a state of flux, AI/ML capabilities enable selection and delivery of GenAI capabilities.
- IT leaders will face major hurdles in delivery and scaling, such as a lack of talent, limited cross-team collaboration, and a fragmented ecosystem of products and capabilities.

## Unlock the Power of Generative AI: 10 Best Practices for Successful Scaling

Generative AI (GenAI) is poised to revolutionize businesses across industries, offering unprecedented opportunities for innovation, efficiency, and growth. However, many organizations struggle to scale their GenAI initiatives successfully due to a lack of understanding of emerging best practices and the rapid evolution of the technology landscape.

This Gartner research, based on more than 1,000 inquiries and interviews with enterprise leaders and vendors, we feel, uncovers the key challenges faced by technology leaders in formulating robust GenAI strategies, choosing the right approaches and technologies, and overcoming hurdles to adoption and scaling.

Read the research to learn how to:

- Establish a continuous process to prioritize use cases
- Create a decision framework for build versus buy
- Design a composable GenAI platform architecture

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