

Unlocking the Value of GenAI: the Functional Business Leaders' View

New research from London Research and Adobe looks at the benefits and challenges associated with GenAI when deployed for document management and content-related activities within the workforce. Here are five key findings from our survey of functional business leaders, including the heads of departments across different lines of business.



1

Most functional business leaders say the drive to reduce costs and increase productivity through better technology usage is having a major impact on their organisations.

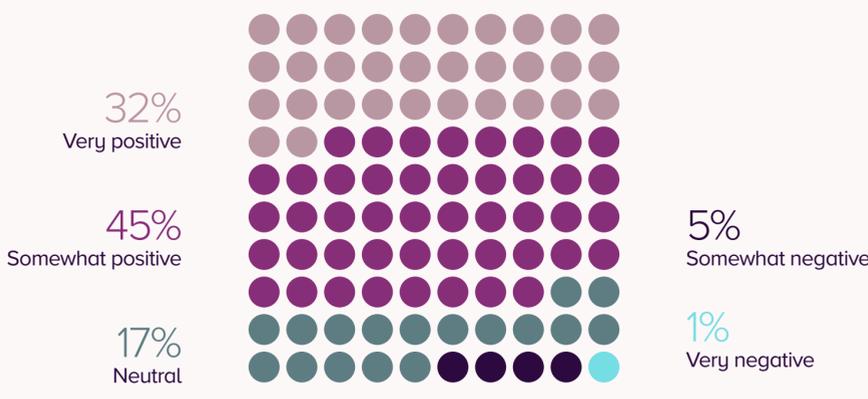
● Major impact ● Minor impact ● No impact



2

And those heading up different lines of business are typically positive about the impact of AI on their working lives, with half saying that it generates feelings of excitement.

How would you describe your own feelings about the impact of AI on your work life?



3

Most companies are already using AI for a range of content-related use cases.



4

The most widely reported AI benefits are increased productivity, reduced costs and the ability to focus on more value-adding tasks.



5

The vast majority of respondents (87%) think AI could save their average employee at least two hours a week, resulting in a significant productivity uplift for their organisations.



Keen to learn more?

Access the full research report to understand how you can unleash the value of GenAI within your organisation.