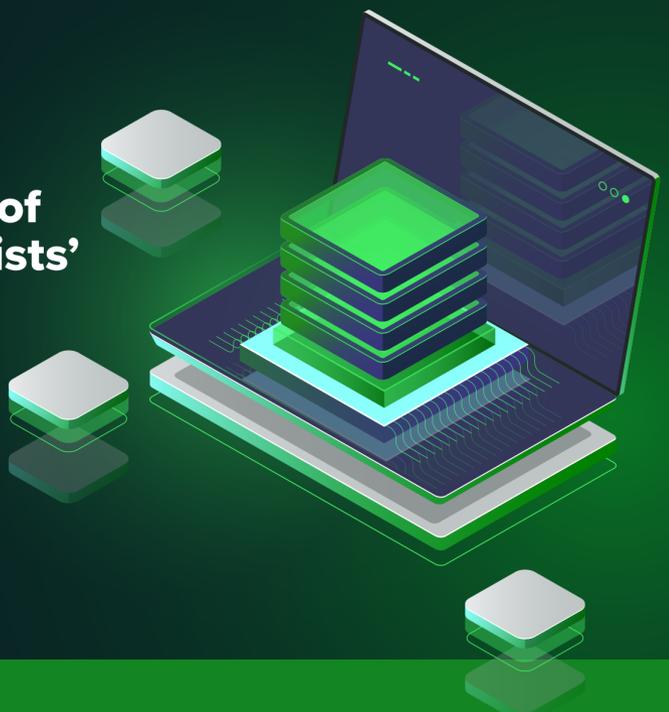


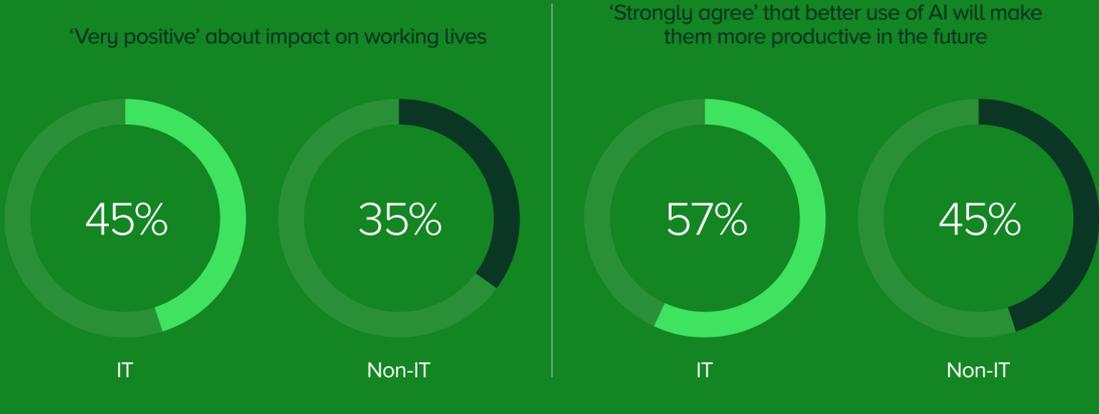
# Unlocking the Value of GenAI: the IT specialists' View

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 IT specialists.



1

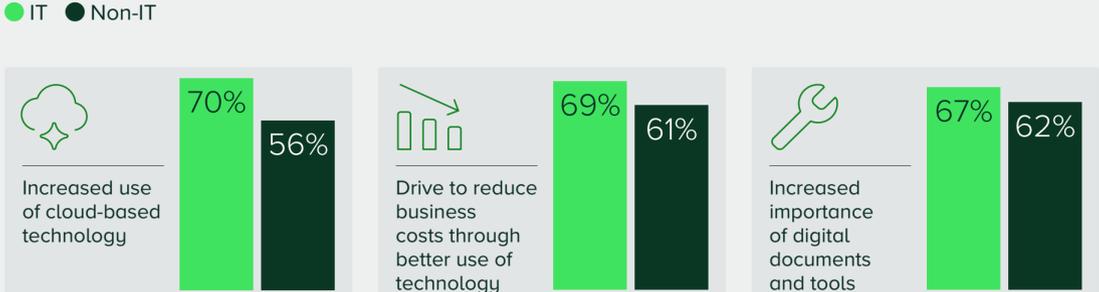
## IT specialists are significantly more likely than their non-IT colleagues to be positive about the impact of GenAI on their work lives.



2

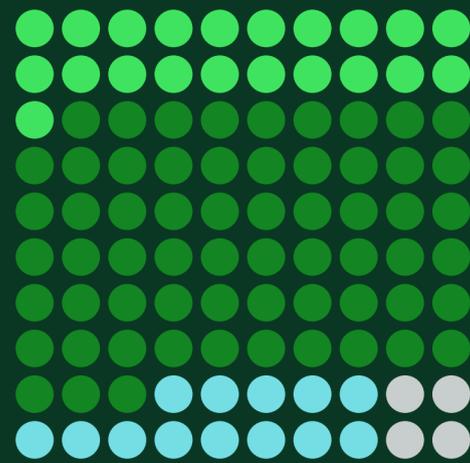
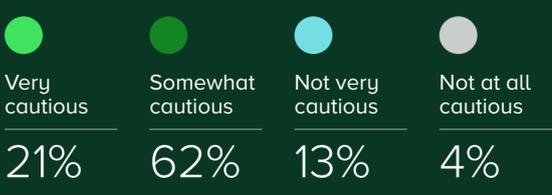
## IT specialists are also more likely than their peers to recognise the positive impact of technology on their organisations.

Proportion of respondents describing the impact of the following business trends as 'major'



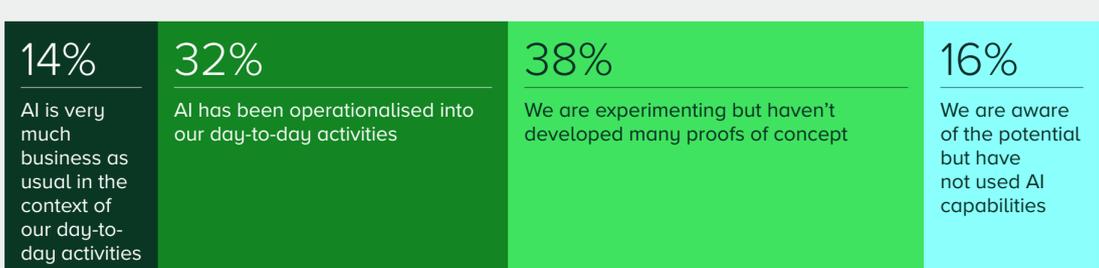
3

## IT specialists say that their organisations are typically cautious about the adoption of AI for content-related activities.



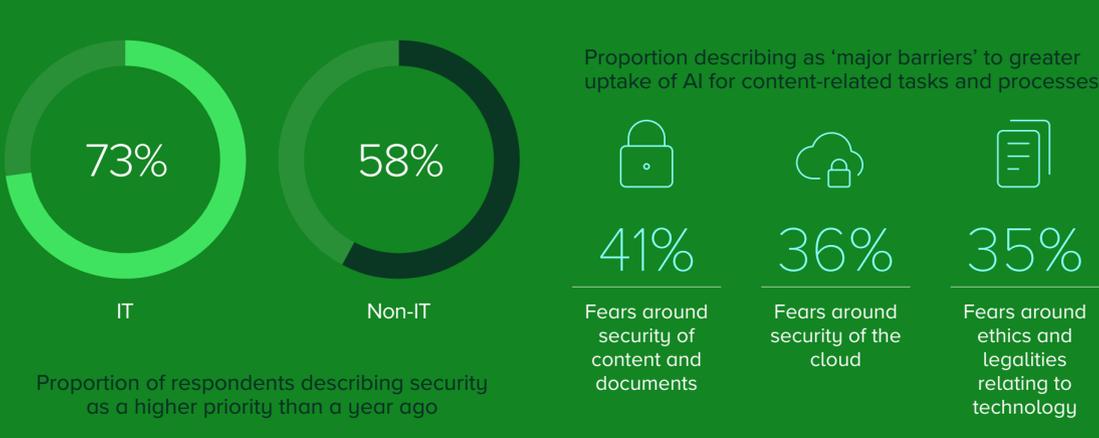
4

## Less than half of IT specialists say that the use of AI for content-related activities is either 'business as usual' or has been operationalised into their day-to-day workflows.



5

## Concerns about security are very much front-of-mind for IT specialists.



**Keen to learn more?**  
 Access the full research report to understand how you can unleash the value of GenAI within your organisation.