

Generative AI: The Disruption the GBS Model Needs, or Just Another Over-hyped Technology?

August 2023: Complimentary Abstract / Table of Contents



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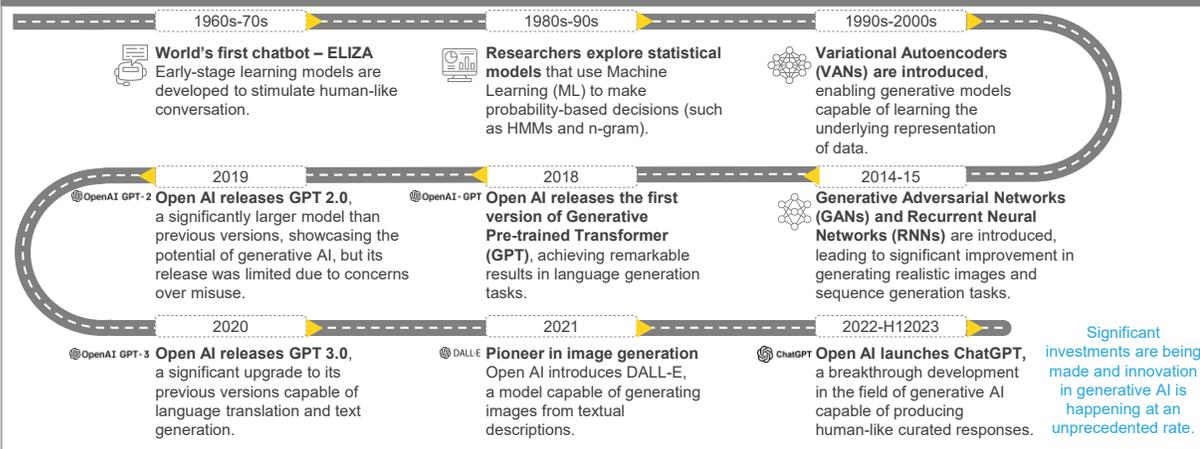
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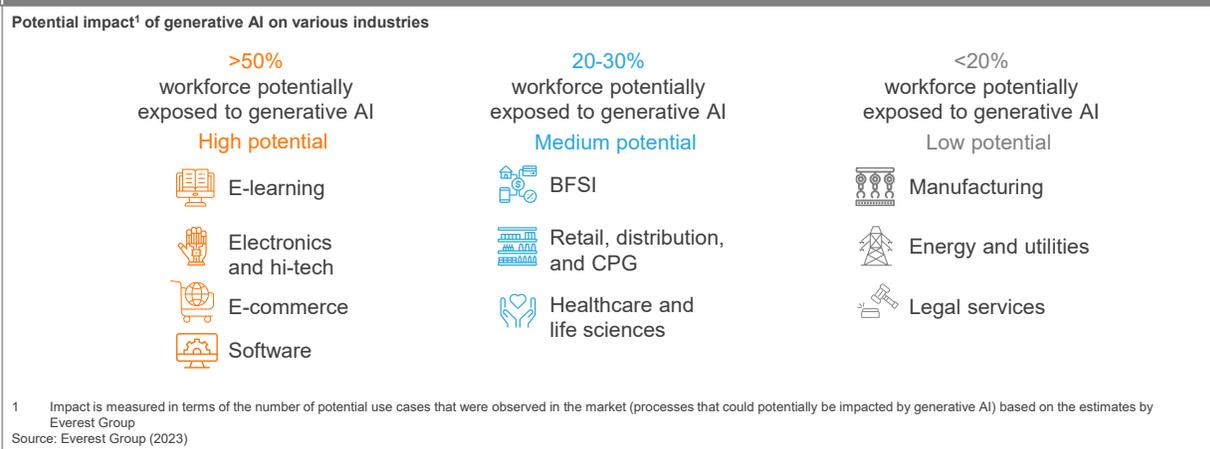
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This report examines the recent developments and initial use cases of generative AI in GBS, and associated challenges; below are four charts to illustrate the depth of the

Evolution of generative AI



Impact and use cases of generative AI across industries



Key concerns for GBS leaders around generative AI

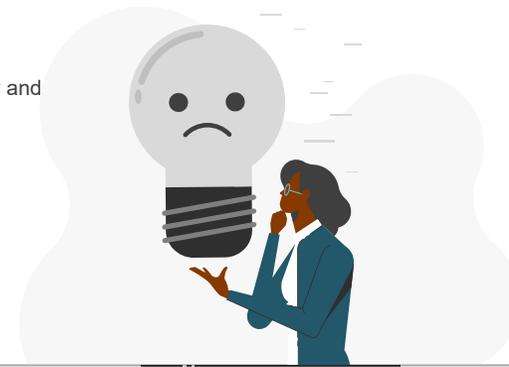
Key questions that GBS leaders are seeking answers for

- Is there a silver bullet to these challenges?
- Will generative AI become GDPR-compliant?**
- Will generative AI get cheaper?
- Does generative AI require organizational restructuring?
- Do I need to replace resources with generative AI?
- How do we ensure the quality of output?
- Will there be an additional investment of upskilling?



Risks associated with generative AI

- Data reliability
- Data privacy and security
- Cost
- Regulatory and legal challenges
- Technology and processing needs
- Ethical implications



Research calendar

GBS membership

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
GBS of the Future: Toward an Integrated and Borderless GBS Model (Redefining GBS Personas)	March 2022
“How-to” Guide to Build CoEs in GBS Organizations	April 2022
Top GBS Employers™ in India, the Philippines, and Poland 2022	July 2022
State of Play in GBS Change Management	November 2022
Integrating Sustainability into the BFS GBS Charter to Help Enterprises Realize Their ESG Goals	November 2022
GBS CXO Insights: Key Issues Report 2023	April 2023
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