

Generative AI – Revolutionizing the Creative Design and Development Process

April 2023: Complimentary Abstract / Table of Contents



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Background of the research

- Generative AI (GAI) as a technology has been around for the last five decades; however, recent developments in the maturity of AI models, faster computation power of systems, and the availability of high-quality training data for the models have redefined the technology in 2023
- There is a huge surge of use cases served by custom-built applications on top of the foundational models of GAI and the market is being flooded by a plethora of start-ups in the space
- While big giants such as Microsoft, Google, and Meta fight hard to dominate the GAI landscape, the market is experiencing huge investments from leading experience providers such as Adobe, Salesforce, and Oracle as well
- Enterprises in the financial services space such as Morgan Stanley and retailers such as Levi's Strauss have already begun to operationalize multiple innovative use cases of GAI for business
- In this research, Everest Group has taken the opportunity to highlight the potential of GAI for streamlining marketer's content supply chain and optimizing their UI/UX value chain. We also emphasize on the future implications of the technology for both enterprises and service providers.
- As the technology still has several limitations when it comes to its full-fledged commercial adoption, both service providers and technology vendors are working relentlessly toward mitigating the risks associated with GAI technology

Scope of this report



Geography
Global



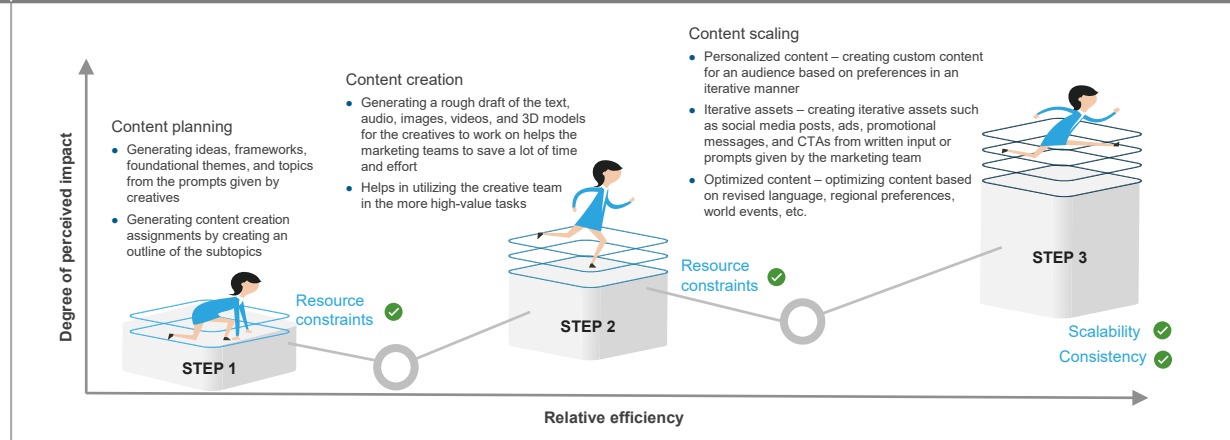
Technology
Generative Artificial Intelligence
(GAI)

This research offers distinct chapters providing a deep dive into impact of GAI technology on marketer’s content and UI/UX strategy, along with its future implications for both enterprises and service providers ; below are four charts to illustrate the depth of the report

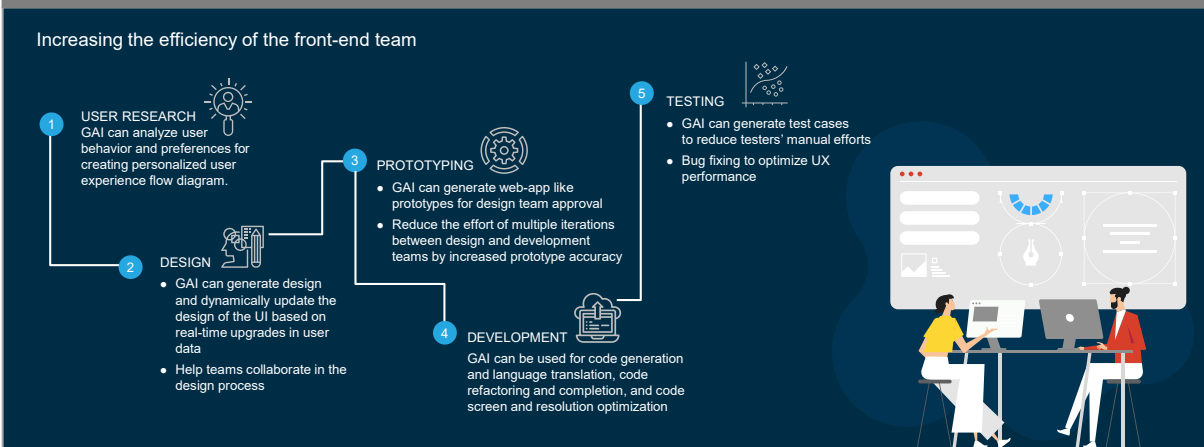
Challenges faced by marketers in their journey to manage their content supply chain at scale



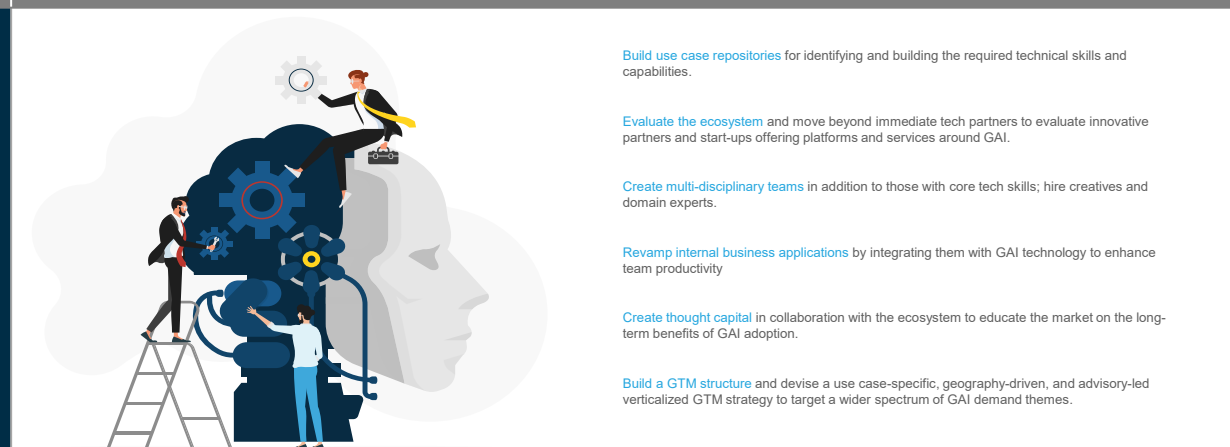
GAI helping marketers to mitigate challenges to optimize their content supply chain



GAI streamlining the UI/UX value chain of marketers



Future implications of GAI technology on service providers



Research calendar

Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021	August 2021
Digital Marketing's Reckoning with Privacy	October 2021
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences	March 2022
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	September 2022
An Enterprise Guide to Building Scalable Digital Product Experiences	January 2023
Metaverse: the New Gateway to Enhance Stakeholder Experience	February 2023
Digital Commerce Platform PEAK Matrix® Assessment 2023	March 2023
Digital Commerce Platform – Provider Compendium 2023	April 2023
Generative AI – Revolutionizing the Creative Design and Development Process	April 2023
Customer Data Platform PEAK Matrix® Assessment 2023	Q2 2023
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Marketing Cloud Vendors PEAK Matrix® Assessment 2023	Q4 2023

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