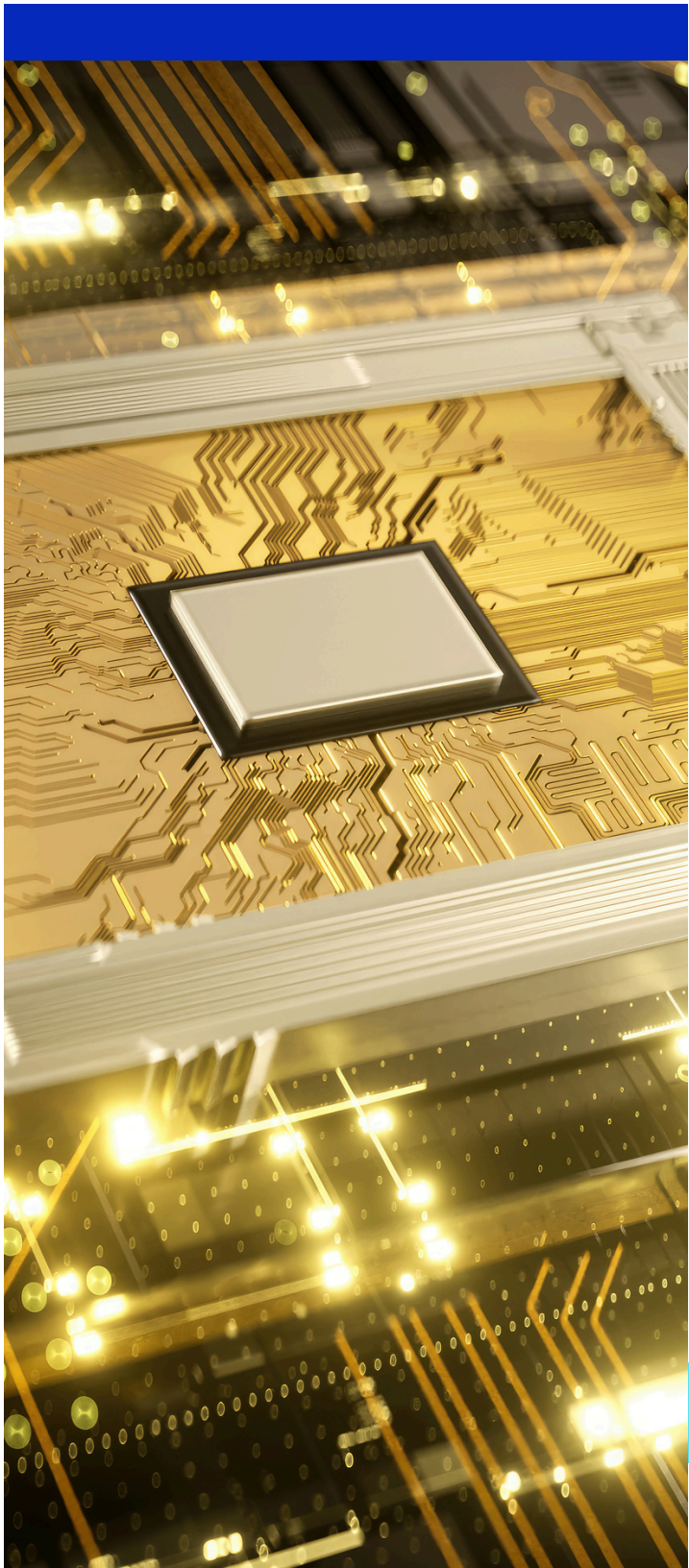




**Galson.TPI**  
Technology Prioritization Index

# Mini Report Generative AI



**Galson.**

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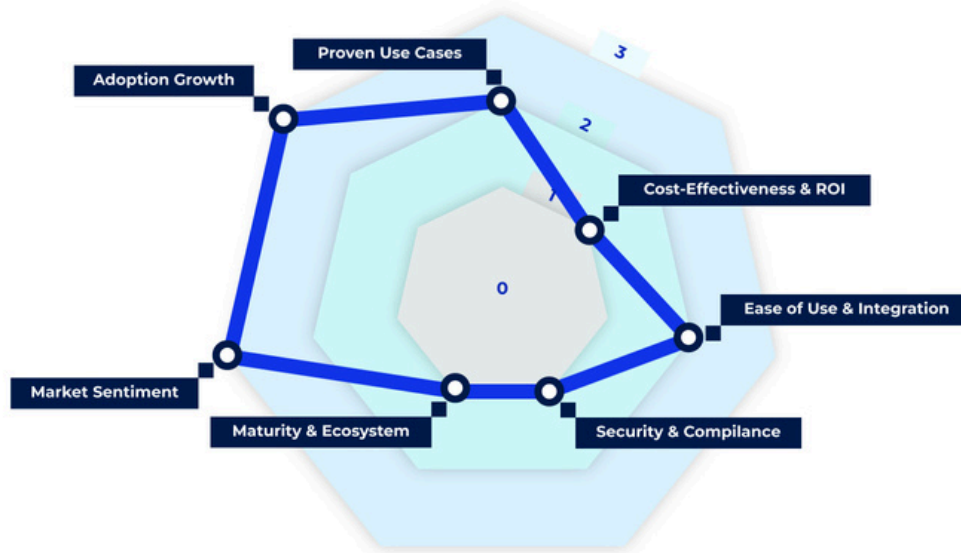
## Background

Generative Artificial Intelligence (AI) has taken the technology and business worlds by storm. Many businesses are eager to integrate Generative AI into their operations. Currently, over 85% of Generative AI proof of concept projects are failing. This mini report evaluates Generative AI through Galson's proprietary Technology Prioritization Index (TPI) framework to assess its viability and strategic value.

## Generative AI TPI Analysis

Generative AI

Galson.



TPI Navigator Rank: **Emerging** TPI Score: **13/21**

# Explanation of the Technology Prioritization Index

The Technology Prioritization Index (TPI) is Galson's proprietary measure for assessing technology domains. Every technology is scored from **1** (limited or minimal performance) through **3** (strong performance) across key business criteria foundational to technology enablement and digital transformation within an enterprise. Each domain is measured against seven key factors:

## Proven Use Cases

**2 (Moderate)**

Generative AI excels in some areas (like text and image creation), but enterprise-critical implementations are still in early stages with limited track records.

## Cost Effectiveness and ROI

**1 (Limited)**

High computational demands and specialized talent drive up costs, while concrete ROI remains speculative in most enterprise pilots.

## Ease of Use and Integration

**2 (Moderate)**

Pretrained model APIs simplify some integrations, yet custom deployments often require deep expertise, robust infrastructure and efforts to place into production with guardrails and fine-tuning to prevent unexpected or harmful outputs.

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# Explanation of the Technology Prioritization Index

## Security and Compliance

**1 (Limited)**

Governance for model outputs and data handling is underdeveloped, posing risks around sensitive information and regulatory alignment, including concerns regarding bias, misinformation, and intellectual property rights.

## Maturity and Ecosystem

**1 (Limited)**

Despite rapid advancements, the technology lacks the proven vendor support, standardized frameworks, and long-term stability typical of mature solutions.

## Market Sentiment

**3 (Strong)**

Media coverage, investor interest, and analyst hype are exceptionally high, positioning Generative AI at the forefront of emerging technology discussions. The global Generative AI market is projected to grow by 41.53% annually from 2025 to 2030, reaching a volume of \$356.10 billion by 2030.

## Adoption Growth

**3 (Strong)**

Many organizations have already launched pilots or proofs-of-concept, leading to a notable surge in short-term adoption across multiple industries. In early 2024, 65% of organizations reported regularly using Generative AI, nearly doubling from the previous year.

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# Generative AI: A Tale of Two Worlds

Generative AI is a rapidly evolving technology with model and interface improvements on an almost daily basis. Consumers are able to enjoy new products and services, however, there is a struggle to find use cases that justify investment in Generative AI at an enterprise scale.

## High: Market Sentiment

Generative AI enjoys high market sentiment, with over 90% of enterprise grade organizations looking to make an investment into Generative AI this year. Major Software-as-a-Service (SaaS) and Infrastructure-as-a-Service (IaaS) providers are integrating Generative AI into their products and services. This high market sentiment is deceiving. Currently, over 65% of poll respondents have a negative view of Generative AI. Some of the factors mentioned are distrust of results, safety and security, impersonal nature of results, and fear of job loss. Companies looking to integrate Generative AI into their products should design with these factors in mind or risk losing customers.



# Generative AI: A Tale of Two Worlds

## Low: Security & Compliance

Generative AI has major security challenges, particularly around data. Publicly available large language models are currently the most used method of accessing Generative AI, though they are not the only way. When using a large language model, you must weigh the cost of a hosted solution over hosting a solution locally. The price and resource availability of compute power at scale can be costly. Implementing a Retrieval Augmented Generation (RAG) system can help mitigate some risk, though the cost and resources needed to create and maintain a RAG system may not be worth the investment.

Currently, there is limited standardized policy regulating the use of artificial intelligence. This means that governance, by and large, is up to the individual organizations and users. Intellectual property violations are a major problem being explored in the judicial system around products created with Generative AI.



## Considerations

When implementing Generative AI into your organization, it is important to ask and answer key questions:

- Does the organization understand the investment needed (both implementation and maintenance)?
- Does the organization have clearly identified use cases?
- Does the organization have internal expertise?
- Has the organization identified external system integrators and consultant?
- Does the organization have a governance strategy in place?
- Does implementing Generative AI align with the organization's strategy?
- Does the organization have a robust change management strategy?
- Does the organization have a learning management team/strategy?

These key questions lay the foundation for the robust strategy required before investing in proof of concepts. If you're in need of assistance crafting strategy, please go to [galson.com/researchlab](https://galson.com/researchlab) for our half day seminar and strategy program.





## Summary

Generative AI has demonstrated potential as an industry shifting technology, though its realized enterprise value hasn't materialized yet. With significant investment coming this year, expect to see major improvements and some advancements in the space that will hopefully overcome some of the stated challenges, based on the TPI scorecard.

Galson is committed to real time industry research analysis. A scorecard update will be published in **Summer 2025**. For a full domain TPI report or for industry specific TPI reports, visit [galson.com](https://galson.com) or email [hello@galson.com](mailto:hello@galson.com) with the subject TPI Inquiry.

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Galson is a technology research and training firm that serves business advisors and consulting firms. We focus on researching technology domains most relevant to business success. Our signature tool, the Technology Prioritization Index (TPI), ranks technology domains based on their business impact.

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