The Business Value of Google Cloud Generative AI

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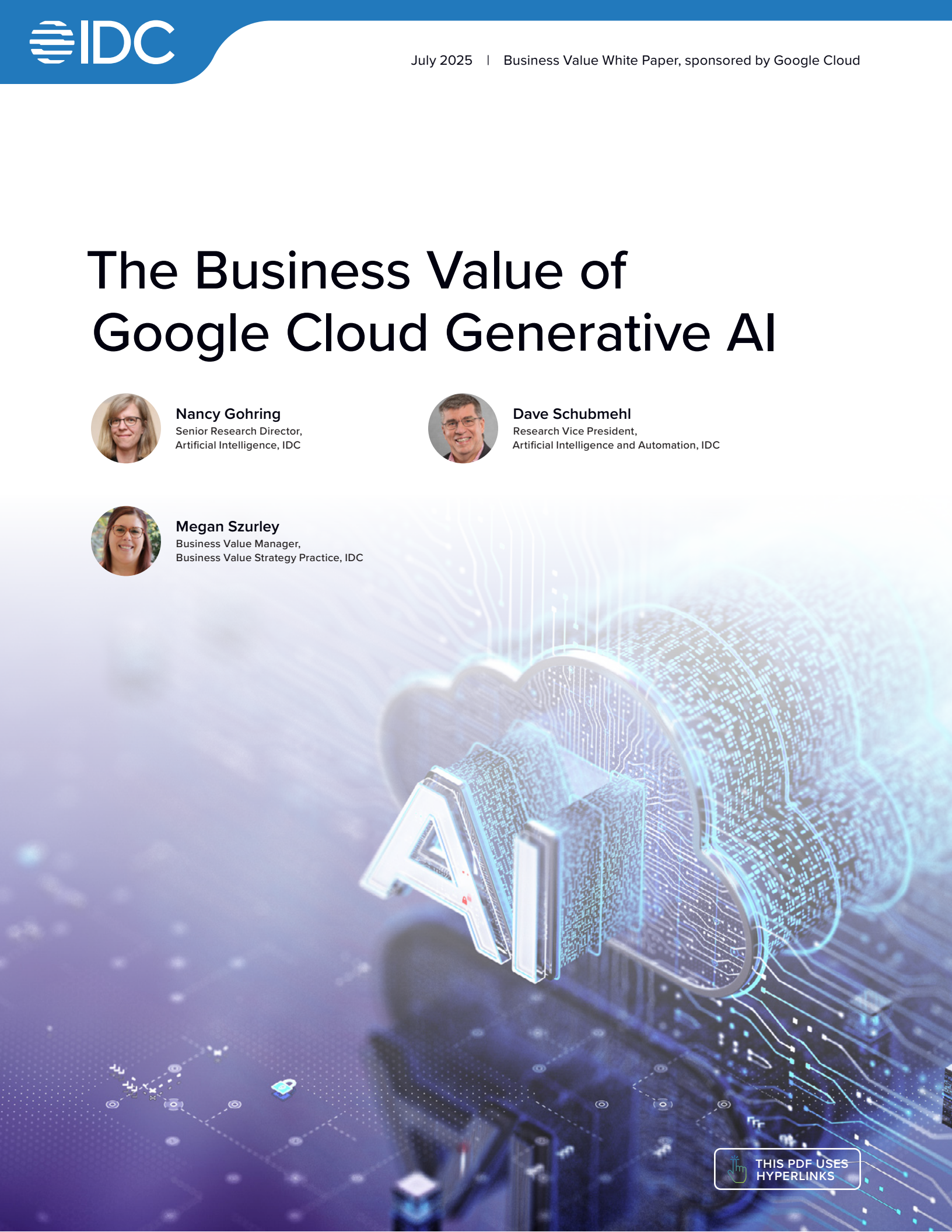

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BUSINESS VALUE HIGHLIGHTS

Click any link and look for the ➤ symbol on the corresponding page. Use the Return to Highlights button to return this page.

727%
three-year ROI

$205,000
in average annual benefits per 1,000 employees

36%
more productive end users

8-month
payback on investment

$3.29 million
reduction in annual operational costs

Executive Summary

Most organizations now recognize that generative AI (GenAI) technology will be key to business success. Over the past 12–24 months, organizations have identified and experimented with scores of GenAI use cases that have the potential to boost productivity, reduce expenses, drive revenue, and enable innovation. Now, those organizations have measured the benefits and the impact on the business, allowing them to hone their GenAI adoption strategies.

IDC conducted research that explored the value and benefits for organizations using Google Cloud generative AI technology to create and deliver GenAI-enabled solutions to support their businesses.

Based on these interviews and its Business Value methodology, IDC calculates that these customers achieved annual benefits worth an average of $205,000 per 1,000 employees and a three-year ROI of 727% by:

- Significantly improving internal GenAI end-user productivity levels by reducing the occurrence of repetitive, time-consuming processes
- Increasing revenue opportunities by driving innovation, strategic thinking, and a better ability to support customer demand
- Decreasing reliance on third-party support, licenses, and subscriptions
- Enabling existing staff to work with greater agility

Situation Overview

The adoption of GenAI is no longer a question of "if." To remain competitive, organizations will need to use GenAI strategically across a variety of use cases, including those that are used by essentially all employees, as well as applications that target departments and are core to the business.

Prioritizing investment in GenAI deployment across use cases requires an understanding of the costs and returns. Organizations are gaining experience in determining which KPIs are most meaningful and tracking metrics that support ROI analysis.

In addition, organizations are seeking and adopting tools and platforms that enable them to rapidly experiment with, iterate on, and deploy GenAI applications that have meaningful impacts on the business. Technology that supports GenAI is evolving rapidly, requiring organizations to navigate a complex ecosystem. Strong partnerships will be critical, allowing organizations to take advantage of new technology developments.

Google Cloud Generative AI Overview

Google Cloud offers a wide range of services that enterprises use to build, deliver, and manage GenAI applications, including managing data, customizing and deploying models, and operating GenAI applications in production. With Google Cloud's Vertex AI, organizations can train, test, and tune models and select from hundreds of available foundation models.

Vertex AI offers a model garden that supports model discovery, testing, customization, and deployment. Customers use evaluation tools to ensure reliable and compliant outcomes and monitor models in production for drift.

Google Cloud's AI platform offers the full suite of tools, technologies, and services that enterprises require to rapidly build, deploy, and manage GenAI applications that deliver business value and competitive differentiation.

The Business Value of Google Generative AI Use Cases

Study Firmographics

IDC conducted research that explored the value and benefits organizations achieved by utilizing Google Cloud generative AI to create solutions that better support business operations. The project included nine interviews with organizations that have successfully deployed Google Cloud generative AI technologies and have experience with and/or knowledge about the benefits and costs of using the solutions. While participants had several GenAI use cases, for this study, IDC specifically focused the questions on their most successful and widely leveraged Google Cloud generative AI use case. During the interviews, IDC asked companies a variety of quantitative and qualitative questions about the use case's impact on productivity, business operations, and costs.

Table 1 presents the study firmographics. The participants represented small-sized (80 employees) to enterprise-sized (110,000 employees) organizations, with an average base of 27,798 employees and an average annual revenue of $7.7 billion. Most participants were from the United States, with additional representation from Germany and the United Kingdom. Participants were from the marketing or advertising, financial services, healthcare, media, and technology sectors. Table 1 also shows additional metrics.

TABLE 1

Firmographics of Interviewed Organizations

Firmographics	Average	Median	Min.	Max.
Number of employees	27,798	14,000	80	110,000
Number of IT staff	2,981	3,250	50	4,450
Number of business applications	675	75	15	2,152
Annual revenue	$7.7B	$2.9B	$237.0M	$27.1B
Countries	United States (7), Germany, United Kingdom			
Industries	Marketing/Advertising (3), Financial Services (2), Healthcare (2), Media, Technology			

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Choice and Use of Google Cloud Generative AI

Study participants selected Google Cloud generative AI for several compelling reasons. They appreciated Google Cloud's strong data capabilities and the flexibility of its AI models, which met their throughput, latency, and accuracy needs. The innovative nature of Google Cloud, its responsiveness, and its ability to push boundaries were also significant factors. Participants also valued the robust partnership and platform services that Google Cloud offers, which supported their transformation efforts. Additionally, Google Cloud's integration capabilities, particularly with the Vertex AI platform and models, such as Gemini and Imagen, were crucial for building solutions.

Participants discuss their partnership decision criteria below:

Innovative and high performance (financial services):

"The reason we decided to go with Google Cloud for generative AI was because Google [Cloud] is such a good data company. Our philosophy has been to use a hybrid cloud or hybrid AI strategy, using the best tool for each use case. Google [Cloud]'s generative AI models are very conducive, [they do] what we need, and they've been good about throughput and latency, as well as accuracy. Google Cloud is also very innovative; they push the boundaries, and they're quick to market. Understanding the new landscape and helping us innovate our business is important. Google [Cloud]'s team is very hungry, and they respond to feedback very quickly."

Strong partnership and capabilities (marketing):

"The transformation of AI is heavily permeating our industry. This offered us an opportunity to really think about who can be a good partner and who can provide platform services and capabilities that we need."

Integration partner (technology):

"My organization mostly partners with Google Cloud from an integration-partner perspective to build our solutions. We use Google [Cloud]'s public cloud, and the component is part of that. We use two mechanisms. One is, we require the Vertex AI GPU compute for AI-related work. The other is that Google [Cloud] has good GenAI [models] like Gemini and Imagen, and our product directly uses them to provide features to our customers. Google [Cloud] is one of the dominant public clouds, and we wanted to use good technology and solutions that were easily available within that public cloud."

Data-rich application creation (healthcare):

"My organization selected Google Cloud because we needed to create an application that would reduce the burden on clinicians. We wanted to take the rich existing data that we had in multiple systems and use Google [Cloud]'s legendary search [technology] to leverage that data to help clinicians find information quickly and easily."

Strategic partnership (healthcare):

"My organization has a strategic partnership with Google Cloud to support our living-healthy strategy to deliver more personalized, proactive, and simpler healthcare experiences. We were already on a very productive journey leveraging Google Cloud technology. We had migrated a bunch of our proprietary data into that cloud environment to drive digital experiences for machine learning and other forms of AI. When GenAI became available, it was a bit of a natural transition. We really appreciate Google Cloud's approach to this through their model [garden]. We can access not only models like Gemini but a broader set of non-Google-created large language models, very importantly, in a safe, secure environment."

Table 2 shows an aggregate view of Google Cloud generative AI usage across all participants at the time of the interviews. On average, participants had 31 Google Cloud generative AI solutions in use, with 23,529 internal users and 602,300 external users (customers). Table 2 also presents additional metrics.

TABLE 2

Google Cloud Generative AI Environment

Google Cloud Generative AI	Average	Median
Total number of Google Cloud generative AI-supported use cases	31	14
Number of internal users	23,529	2,000
Number of customers	602,300	1,500
Percentage of revenue supported	32%	7%

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Business Value and Quantified Benefits

To establish a deeper understanding of Google Cloud generative AI's impact on interviewed organizations, IDC took a deep dive into their most significantly used and successful GenAI use cases.

IDC noted that participants were using Google Cloud generative AI in three particular ways:

- **Content creation:**
  Marketing, advertising, and technology companies leveraged Google Cloud generative AI tools to operationalize GenAI to create, edit, and test creative concepts, images, text, and video.
- **Application development:**
  Three interviewed organizations (healthcare [2], media) utilized Google Cloud generative AI to quickly develop GenAI applications and/or features that provided better search, summary, and information distribution internally and externally.
- **Data enablement:**
  Two financial services organizations used Google Cloud generative AI to build GenAI solutions that extracted complex, industry-specific, and structured/unstructured data from multiple sources.

Content Creation Use Case

Four interviewed organizations, which were in the marketing, advertising, and technology sectors, leveraged Google Cloud generative AI tools to create, edit, and test creative concepts, images, text, and video. The goal of this use case was to create high-quality content at a greater speed and scale, with reduced manual effort. Importantly, while increasing content creation speed, they did not want to decrease the value and relevancy of content for their customers. One use case participant noted, *"The transformational shift is, instead of having humans edit and create hundreds of thousands of versions of ads for products in different markets, different languages, different media challenges, you can now use Google Cloud generative AI to create this. It's irreversibly shifted the unit economics of that category."*

Additionally, these participants intended to continue leveraging GenAI to push the evolution of content creation while also decreasing costs.

Customers made the following statements regarding the most significant benefits of this Google Cloud generative AI use case:

Ability to support different use cases (marketing):

"Across the marketing services supply chain, there is a wide range of different tasks that need to be done: ideation, creating new concepts, visualizing concepts, using existing information like brand playbooks and guidelines in development of ideas, managing consumer surveys. We use Gemini to summarize documents to build things like synthetic focus groups, and we use Imagen for content generation. We use Veo for shortened video recordings, and we've even adopted the podcast technologies that are now available in Vertex [AI] to summarize information in podcast form. The Google Cloud generative AI stack helps us to address all our needs."

Ability to create more relevant content (advertising):

"If you accept that the world is a dynamic, chaotic place, marketing and advertising have never really been able to address the real world appropriately because the machinery available to advertisers just can't deal with that level of complexity. Now, with GenAI, you can build a hundred pieces of content that resonate with much smaller groups of people and can be more nuanced versus writing 10 pieces of content that may be more generic to 10 groups of people. We can do so much more with the same number of staff."

Increased operational efficiency (marketing):

"Google Cloud generative AI has really created a lot of operational efficiency. It helps our staff do tasks faster with automation. It has also enhanced our creativity, enabling us to generate and visualize more ideas, faster, and to test those ideas against consumer focus groups. It has helped with both efficiency and effectiveness."

Fast, quality GenAI (technology):

"The technology built by Google Cloud helps us deliver high-quality GenAI to our customers in a short period of time. We don't have to invest in reinventing the wheel at our end. It reduces time to market so we can deliver to our customers quickly and iterate quickly in the GenAI market."

IDC also found that Google Cloud generative AI content creation users measured key performance indicators (KPIs) that their individual organizations achieved from the use case described above. Individual customer KPIs are listed below.

Customer 1 KPIs:

- 32% quicker content editing
- 42% faster than commercially available GenAI to replicate tone of voice creation
- 46% quicker content creation

Customer 2 KPI:

- Two times increase in win rate

Application Development Use Case

IDC also found that three interviewed customers from the healthcare and media sectors used Google Cloud generative AI to quickly develop GenAI applications and/or features that provided better search, summary, and information distribution for internal and external stakeholders. These participants noted that they wanted to use GenAI to increase their developers' productivity and reduce manual development errors. Ultimately, this would help developers go to market with high-quality GenAI applications and features with greater speed. A goal of higher-quality applications and features was to encourage end users to engage with the business more meaningfully, which would ultimately influence revenue generation. Agreeing with this statement, one user noted, *"The objective of using GenAI to support development was to make search functionality more engaging. Basically, increasing customer loyalty and retention will lead to increased revenue opportunities."*

Below, study participants describe the most significant benefits they achieved in this Google Cloud generative AI use case:

Happy application end users (healthcare):

"The impact of our GenAI application on physicians is huge — 5 to 10 minutes saved per patient when searching for information. Drilling in for information rather than reading whole reports saves hours a day. They are also more confident in the information they find. There's a sense of security, which leads to less stress in the day since people can do their jobs more quickly and efficiently. Most of those using the tool are extremely satisfied with it; about 91% feel that it's saving them time in their day. People are excited about it!"

Increased developer productivity (healthcare):

"The application of GenAI in the software development life cycle is revolutionizing how our software developers work. We're currently rolling that out. In our early tests, we saw anywhere between 30%–70% productivity improvements, depending on the complexity of tasks."

Better customer-facing products (media):

"Google Cloud is helping my team use GenAI to build better applications and products for customers. As a result, there is higher engagement, and we are providing what customers want in terms of functionality and ease of search."

The organizations using Google generative AI for development purposes quantified the KPIs they achieved. Individual KPIs are listed below.

Customer 1 KPIs:

- 30% quicker go to market with applications and features
- 50% more productive developers
- 30% quicker feature development
- 30% fewer test failures
- 30% higher developer career satisfaction

Customer 2 KPIs:

- 50% quicker customer onboarding
- 50% quicker go to market with applications and features
- 13% higher doctor efficiency (end user)

Customer 3 KPIs:

- 20% increase in time spent in application by end users
- 400% increase in end-user interactions
- 50% increase in application traffic

Data Enablement Use Case

Two interviewed organizations used Google Cloud generative AI to build GenAI solutions that extracted complex, industry-specific, and structured/unstructured data from multiple sources. In using Google Cloud generative AI to support this use case, the two financial services organizations were looking to decrease the manual effort of data extraction and classification in their industry. Ultimately, they wanted to reduce the burden of data extraction on staff and help their overall productivity levels. As one financial services organization noted, *"My organization collects a lot of unstructured data. Our analysts used to do this manually. The purpose of the data acquisition platform is to help us scale our data collection and address gaps in our quality and transparency of data in a cost-efficient fashion."* Another major goal of this use case was to use GenAI to reduce errors that resulted from manual extraction and classification. These organizations made it clear that they needed to use this data to inform strategic decisions with speed, scalability, and agility.

The two organizations describe the most significant benefits they achieved from their respective Google Cloud generative AI data extraction solution:

Quicker data collection and model creation (financial services):
"My company collects up to 3,000 data points per company in the sustainability business, with 2,000 people involved. Using Google Cloud's Vertex AI, we've reduced model development time from 12 months to 1 month, increasing data collection speed and accuracy. This new approach allows us to extract, categorize, and gain insights from unstructured data, pushing the boundaries of our operations."

Increased business efficiency (financial services):
"Using Google Cloud generative AI, we address business efficiency by extracting niche industry information with specific jargon. Vertex AI's long context windows and customizable models have increased accuracy by 90%, automating processes that previously required manual data extraction. This allows us to scale our workforce to handle more tasks."

Keeping in mind the intent and benefits described above from using Google Cloud's generative AI technology to support data enablement, IDC found that each participant achieved the following KPIs.

Customer 1 KPIs:

- 300% improvement in staff productivity regarding the development of data models
- 92% accuracy for English documents
- 40% of once manually collected data now automated

Customer 2 KPIs:

- 20% increase in NPS
- 97% customer retention

Aggregated Use Case Business Value Results

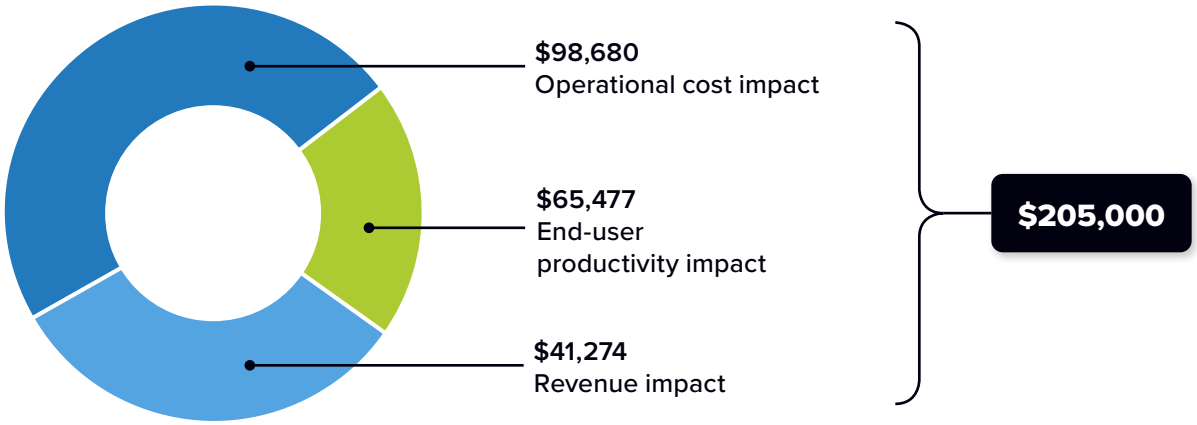
To establish and understand the impact of these use cases on business value, IDC aggregated results from the three Google Cloud generative AI use cases previously described. The data confirmed that the most significant Google Cloud generative AI use case for each of the nine interviewed organizations provided significant operational benefits. **Figure 1** (next page) presents an aggregate view of IDC's calculations of the customer benefits from the Google Cloud AI use case it studied. As the figure shows, factoring in deployment time, average annual benefits amounted to $205,000 per 1,000 employees.

Customer benefits comprised three categories:

- **Operational cost:**
  The solutions increased the agility of organizations and decreased their overall operational costs.
- **End-user productivity impact:**
  Interviewed companies found that end users of their respective Google Cloud generative AI use case significantly improved their productivity levels by reducing the occurrence of very manual processes.
- **Revenue impact:**
  The Google Cloud generative AI use cases helped participants innovate and better support customer demand.

FIGURE 1

Average Annual Benefits per 1,000 Employees



n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

End-User Productivity Impact of Google Cloud Generative AI Use Cases

To calculate the business value of Google Cloud generative AI use cases, IDC first quantified their impact on internal end users. Interviewed organizations made it clear that their GenAI use case increased the productivity and agility of internal users by automating manual, time-consuming tasks such as data extraction, content creation, and application development. This reduced the risk of manual errors and increased their work quality.

A marketing participant described the important impact their Google Cloud generative AI use case had on end users:

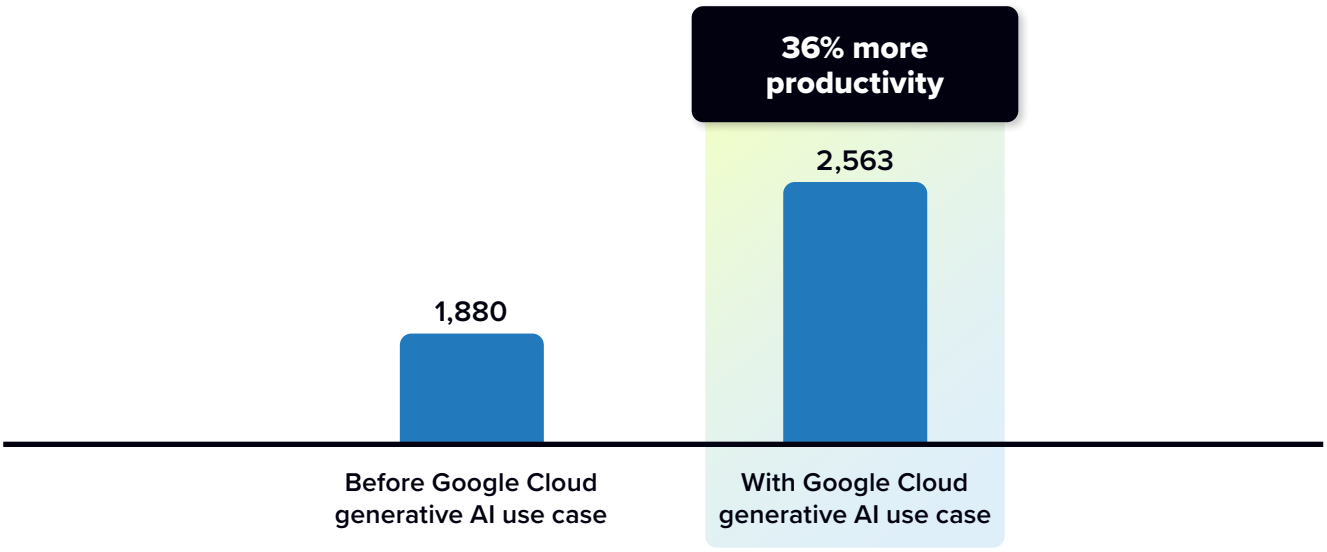
"My organization wants to scale [it's use of] Google Cloud's generative AI and make it usable for most of our staff because it has had such a large impact. The first area of impact for my organization was immediate, meaning we have implemented Google Cloud's generative AI to make our organization more efficient and operate faster and leaner. It has had a tremendous impact. In the future, we are thinking about what will happen to marketing services if GenAI tools do this job better for us. How do we add value on top of it? Our job is to advise the customer with creative ideas. GenAI will help us upscale ourselves to the next evolution of work."

Figure 2 illustrates the significant 36% productivity enhancement that participants' Google Cloud generative AI use cases had on internal end users and their ability to scale their workload to better support growth and new business initiatives. IDC uses the standard assumption that an FTE will work 1,880 hours per year. This 36% productivity gain meant that internal end users of the use case could work with the equivalent speed of having 683 additional hours to work per year. This clearly demonstrates that the interviewed participants achieved their goal of increasing the agility of their staff utilizing Google Cloud generative AI solutions. In total, this productivity gain is valued at $2,184,139 annually. For additional calculation details, please reference the table in Appendix 2.

FIGURE 2

End-User Productivity Gains from Google Cloud Generative AI Use Cases

(Value of productivity gain in hours per year)



n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Revenue Impact of Google Cloud Generative AI Use Cases

The previously described Google generative AI use cases also had a strong correlation with revenue generation at interviewed companies. This was possible because they gained the ability to manage their business strategically and with more agility. Google Cloud generative AI enabled these companies to smoothly scale as they grew, all while better supporting their customers. These characteristics had very positive impacts on revenue generation.

A financial services organization offered the following comment regarding the impact of its Google Cloud generative AI use case on revenue generation: *"The ability to sell improves when you produce high-quality output. Our ability to run trials with our customers and convert them to full customers is certainly increased since we began using Google generative AI technology."*

Table 3 calculates the aggregate impact of Google Cloud generative AI use cases on revenue. As it shows, the most significant GenAI use case at interviewed organizations enabled them to realize $9,178,571 in additional gross revenue per year. For the financial model, IDC applied a 15% operating margin assumption, resulting in annual net revenue gains of $1,376,786 per organization.

TABLE 3

Operational Cost Savings

Cost Savings	Per Organization
Total additional gross revenue per year	**$9.18M**
Assumed operating margin	15%
Total additional net revenue, IDC model	**$1.38M**

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Operational Cost Impact of Google Cloud Generative AI Use Cases

Moving to another key area of impact, interviewed organizations reported cost savings that resulted from their use of Google Cloud generative AI. Study participants found that GenAI enabled them to run with greater agility, ultimately helping them reduce hard operational expenses, which included line items such as external contracts, third-party support, licenses, and subscriptions. This factors in participants' ability to maintain stable headcounts from greater scalability and agility. A study participant from a marketing company discussed how they reduced operational costs, *"Google generative AI services has helped my organization reduce our purchasing of certain software elements."*

To assess and quantify this benefit category, IDC evaluated the aggregate impact of the Google Cloud generative AI use cases on annual operational costs. Interviewed companies reported that their most significantly used Google Cloud generative AI use case helped them reduce their annual costs by $3,291,688 (see **Table 4)**.

TABLE 4

Operational Cost Savings

Cost Savings	With Google Cloud Generative AI Use Case
Annual operational cost savings	$3.29M

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

ROI Summary

In summary, IDC calculated an aggregate three-year ROI from utilizing Google Cloud generative AI to support one use case per organization. As **Table 5** (next page) shows, IDC projects that these companies will achieve three-year discounted benefits worth an average of $13,399,600 per organization through increased staff productivity, decreased operational costs, and business enablement. These benefits compare with the total three-year discounted costs of $1,620,800 per organization. These levels of benefits and investment costs resulted in an average three-year ROI of 727%, with a payback period of eight months.

TABLE 5

Three-Year ROI Analysis

ROI Analysis	Per Organization	Per 1,000 Employees
Discounted benefits	$13.40M	$482,039
Discounted investment	$1.62M	$58,307
Net present value (NPV)	$11.78M	$423,732
ROI	**727%**	**727%**
Payback	**8 months**	**8 months**
Discount factor	12%	12%

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Challenges/Opportunities

Many organizations are overwhelmed by the prospect of GenAI, uncertain about the opportunity and the fast-moving pace of technology development. Enterprises are looking for solutions that simplify the ability to develop and manage GenAI applications.

Suppliers best positioned to support enterprise customers offer:

- Cutting-edge offerings that can build on the most recent technologies
- A wide range of offerings that help customers reduce the number of disjointed tools and services that they must employ
- Experience-based guidance toward the development of applications that will have the greatest impact on the business

Google Cloud is well-positioned to serve as a trusted partner to enterprises. It has a long history of AI advancements and offers the suite of offerings enterprises require to develop, deploy, and manage GenAI applications. Partnerships will be key for Google Cloud to deliver the breadth and depth of capabilities in a well-integrated manner to meet the demands of enterprises. In addition, Google's continued ability to innovate will be a requirement for enterprises that are keen to stay on the leading edge of AI adoption.

Conclusion

Google Cloud generative AI significantly impacts productivity, revenue, and operational efficiency. Organizations using Google Cloud generative AI reported annual benefits averaging $5.7 million and a three-year ROI of 727%. Key benefits include improved productivity, reduced reliance on third-party support, and stable headcounts.
Google Cloud's Vertex AI facilitates model training, testing, and deployment, supporting diverse use cases across industries. The study, based on interviews with nine organizations, reveals that GenAI enhances content creation, application development, and data enablement. The technology's agility and innovation drive substantial operational and revenue gains, making Google Cloud a strategic partner for enterprises.

Appendix 1: Methodology

IDC utilized its standard ROI methodology for this project, gathering data from current users of Google Cloud generative AI as the foundation for the model

Based on interviews with organizations using Google Cloud generative AI, IDC performed a three-step process to calculate the ROI and payback period:

1. **IDC gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of Google Cloud generative AI.** In this study, the benefits included IT cost reductions and avoidances, staff time savings and productivity benefits, and revenue gains.
2. **It created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Google Cloud generative AI and can include additional costs related to migrations, planning, consulting, and staff or user training.
3. **IDC calculated the ROI and payback period.** It conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Google Cloud generative AI over a three-year period. ROI is the ratio of the NPV and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on several assumptions, which are summarized as follows:

- Multiplying time values by burdened salary (salary + 28% for benefits and overheads) quantifies efficiency and manager productivity savings. For this analysis, IDC has used assumptions of an average fully loaded salary of $100,000 per year for IT staff members and an average fully loaded salary of $70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- IDC calculates the net present value of the three-year savings by subtracting the amount that organizations would have realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Further, because Google Cloud generative AI requires a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Appendix 2: Supplemental Table

Table 6 illustrates the significant impact the Google Cloud generative AI use cases had on internal end users and their ability to scale their workload to better support growth and new business initiatives. As it shows, use-case end users could work with the equivalent productivity level of having 208 additional FTEs on staff, a 36% productivity gain. Factoring in a 15% operating margin, IDC estimates that this productivity gain is valued at $2,184,139 annually.

TABLE 6

End-User Productivity Gains

Productivity Gains	Before Google Cloud Generative AI Use Case	With Google Cloud Generative AI Use Case	Difference	Benefit
Equivalent productivity level, FTEs	573	781	208	36%
Total FTE count, net	573	604	31	6%
Value of staff productivity per year	$40.10M	$42.29M	$2.18M	6%

n = 9; Source: IDC Business Value In-Depth Interviews, March 2025

Note: All numbers in this document may not be exact due to rounding.

About the IDC Analysts

Nancy Gohring

Senior Research Director, Artificial Intelligence, IDC

Nancy Gohring is a senior research director, co-leading IDC's Generative AI Strategies program alongside Ritu Jyoti. Gohring covers big picture trends related to enterprise AI adoption (including GenAI). Key research themes include business, organizational, and technology architecture transformation in the context of AI and GenAI. As part of the Worldwide AI, Automation, Data, and Analytics Research practice, Gohring supports a range of clients across the technology stack.

More about Nancy Gohring

Dave Schubmehl

Research Vice President, Artificial Intelligence and Automation, IDC

Dave Schubmehl is research vice president for IDC's AI and Automation research. His research covers artificial intelligence technologies, including predictive and prescriptive AI; generative AI and agentic AI, including large language models, unstructured information representation, knowledge representation, deep learning, machine learning, unified access to structured and unstructured information, chatbots, and digital assistants; and SaaS, cloud, and installed software environments. This research analyzes the trends and dynamics of the various AI software markets and the costs, benefits, and workflow impact of solutions that use these technologies.

More about Dave Schubmehl

About the IDC Analysts (continued)

Megan Szurley

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Megan Szurley is manager for the Business Value Strategy practice, responsible for creating custom business value research that determines the ROI and cost savings for enterprise technology products. Szurley's research focuses on the financial and operational impact of these products for organizations once deployed and in production. Prior to joining the Business Value Strategy practice, Szurley was a consulting manager within IDC's Custom Solutions division, delivering consultative support across every stage of the business life cycle: business planning and budgeting, sales and marketing, and performance measurement. In her position, Szurley partners with IDC analyst teams to support deliverables that focus on thought leadership, business value, custom analytics, buyer behavior, and content marketing. These customized deliverables are often derived from primary research and yield content marketing, market models, and customer insights.

More about Megan Szurley

IDC Custom Solutions

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