IRON MOUNTAIN®

The crucial role of chief AI officers in accelerating generative AI

Insights from 700 IT and data decision-makers

To better understand the rapidly expanding generative AI landscape, Vanson Bourne surveyed 700 IT and data decision-makers on behalf of Iron Mountain. The research reveals how organizations use generative AI, the barriers to successful adoption, and how a chief AI officer (CAIO) and a unified asset strategy could help accelerate value while lowering enterprise risk.

Generative AI | Chief AI Officer | Unified asset strategy

Use cases and challenges

Decision-makers disclose the broad use of generative AI for internal and external innovation while highlighting difficulties in implementing strategic and responsible generative AI.

93% of respondents' organizations are already using generative AI in some capacity.

Those organizations using generative AI are doing so to *create content* (**50%**), *interact with customers* (**49%**), and *develop code* (**32%**), among many other use cases.

Despite the strong uptake, the research lifts the lid on common perceptions of the obstacles that generative AI poses. The top challenges for decision-makers are:

- Planning for IT resources to train and implement generative AI models (**38%**)
- Sourcing, protecting, and preparing data from physical and digital assets for use in generative AI model training (**38%**)
- Ensuring that generative AI models are accurate, unbiased, and transparent (**37%**)
- Protecting and managing the data and other assets created by generative AI (**36%**)
- Creating and enforcing generative AI policies (**35%**)
- Complying with generative AI-related regulations and guidelines (**35%**)

The CAIO as a catalyst for opportunity

IT and data decision-makers recognize the need for a strategic and practical leader to tackle this wide range of obstacles and spearhead generative AI initiatives.

98% agree that a CAIO can accelerate the adoption of generative AI within organizations.

The most crucial benefit of having a CAIO is eliminating silos between IT and data management executives and teams (**38%**). Other top benefits include using AI-driven insights, content, or processes to accelerate innovation (**31%**) and strategic alignment on using AI across the organization (**31%**).

In addition, survey participants indicated that a CAIO can ensure that:

48% Generative AI models are reliable, fair, and transparent (**48%**)

46% Data input and output from generative AI models is governed, secured, and managed responsibility across its lifecycle (**46%**)

Why CAIOs should prioritize implementing a unified asset strategy

The top achievement respondents expect from a CAIO is implementing a unified asset strategy (**50%**).

96% agree that a unified asset strategy is critical to the success of generative AI use cases.

50% of all respondents and **70%** of public sector respondents state that a CAIO can help achieve a unified asset strategy.

By implementing a unified asset strategy, CAIOs can evolve outdated asset lifecycle management approaches, optimize physical and digital asset protection and management at scale, and catalyze value creation. Taking these steps will help these leaders remove roadblocks that hinder innovation.

A unified asset strategy helps organizations discover, protect, govern, enrich, manage, and optimize digital and physical assets used in generative AI applications.

Conclusion

Generative AI, the CAIO role, and a unified asset strategy all profoundly impact one another. Organizations need all three pieces of the puzzle to fully harness the opportunity and power of each element.

Read the full report
Capitalizing on generative artificial intelligence