



CEOs Sense a New AI Economic Future Emerging

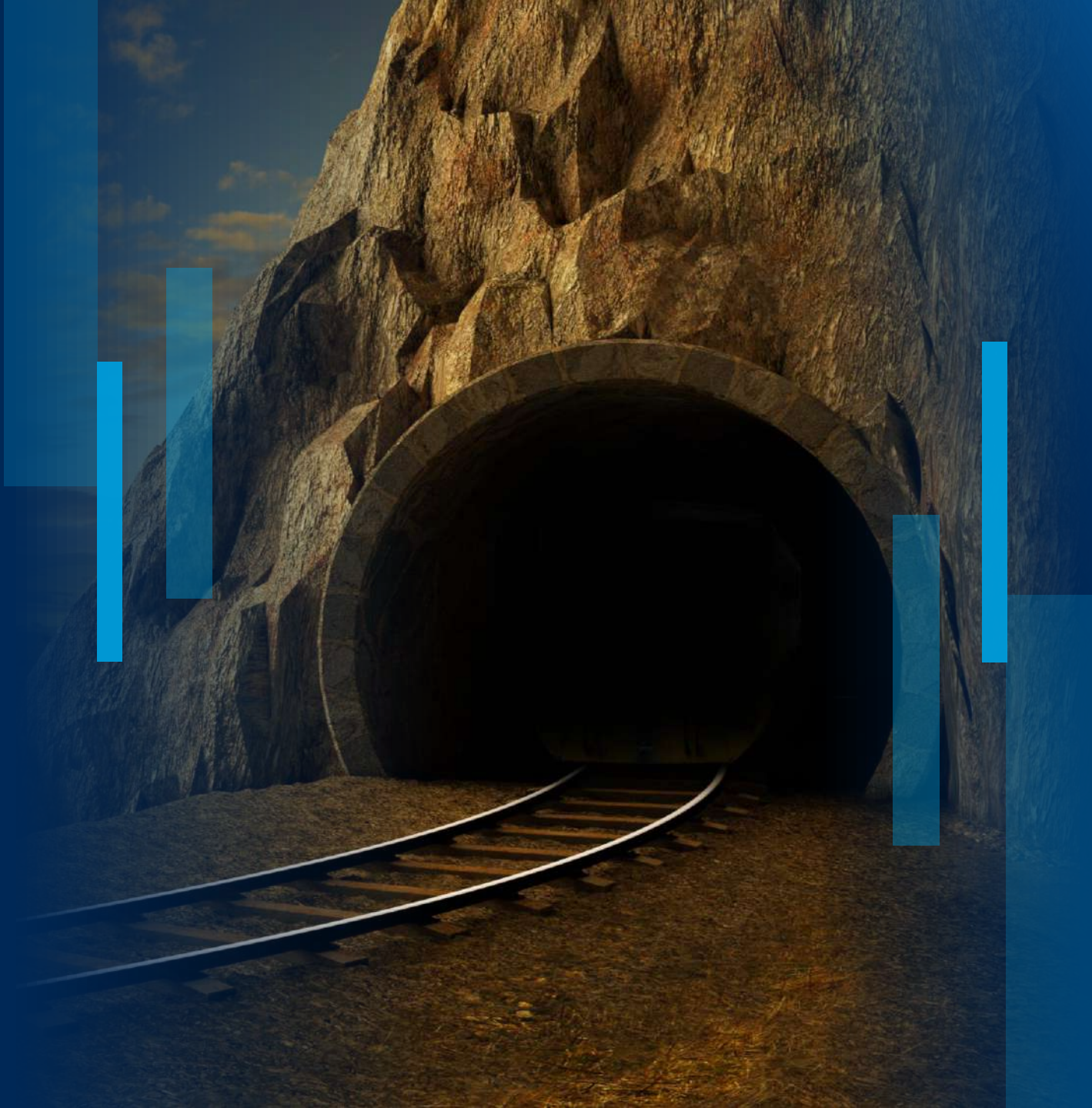
The Year Everything Changed

Ben Tan

Senior Executive Partner
Gartner SEA

0	7	3	7
1	8	4	8
2	9	5	9

Two Centuries Ago



Vision





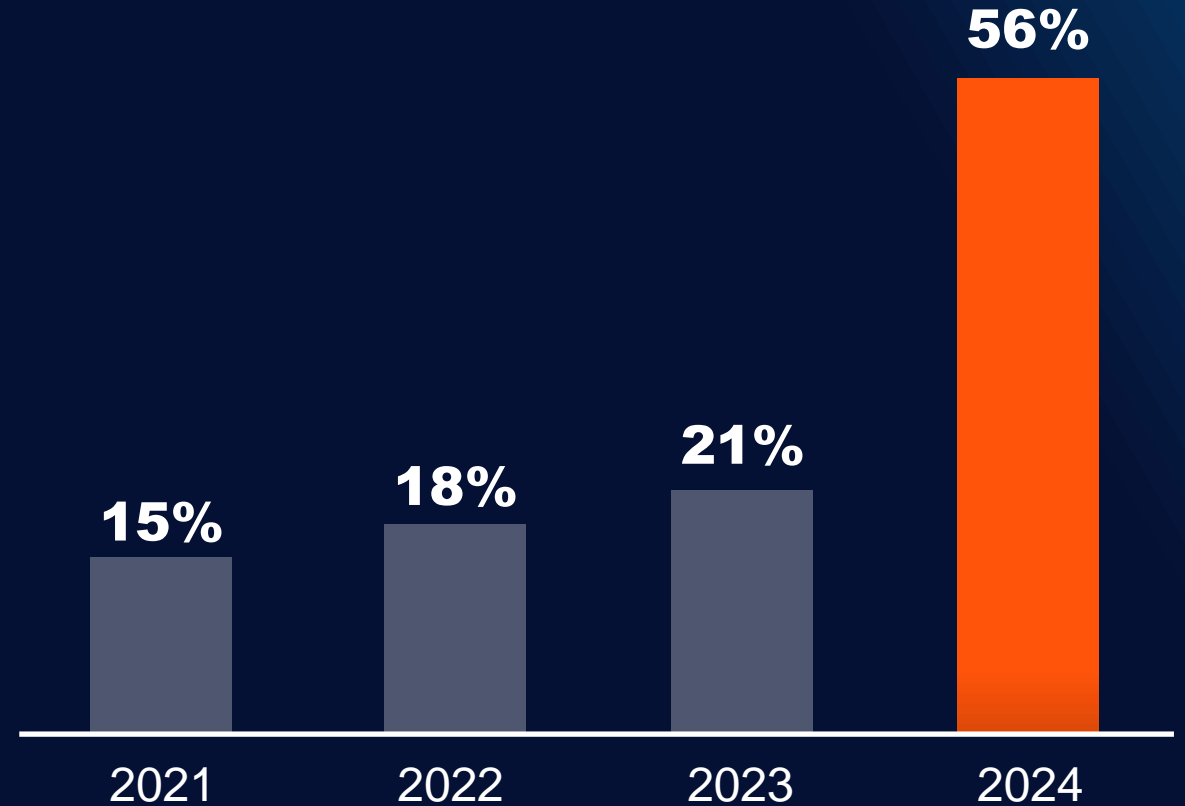
No One Is Ready for the **“Future ...”**



Current CEO Priority Outlook for 2023-24



**Is the Tech That Will
Most Significantly
Impact Industry Over
the Next 3 Years**





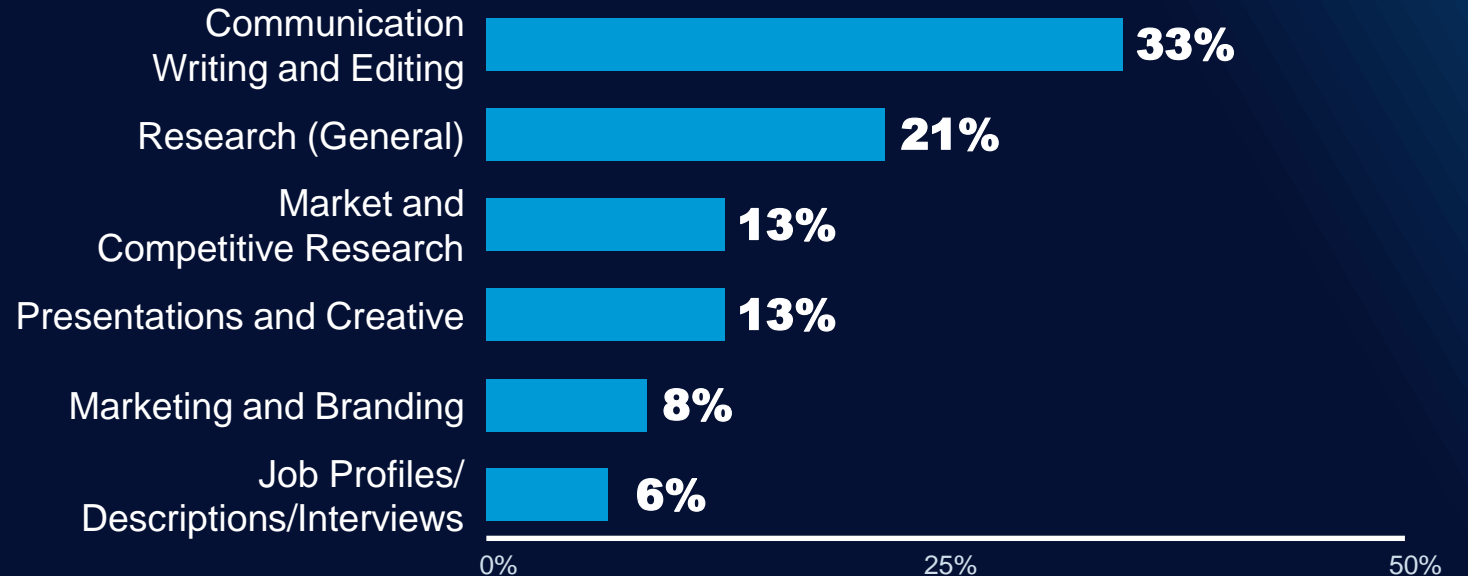
**But Does Your CEO Appreciate
What AI Is Capable Of?**

The background of the slide is a dark blue night cityscape, likely Dubai, with numerous skyscrapers illuminated. Overlaid on this are vertical columns of glowing blue binary code (0s and 1s) and horizontal streaks of light, creating a high-tech, digital atmosphere.

Yes,
44% of CEOs Used ChatGPT
in Their Job in 1H23

The **Top 6** Ways CEOs Used ChatGPT in Their Jobs in 2023

CEOs' Use of ChatGPT for Work



“I am chatting with ChatGPT everyday
— I am a heavy user.”



= SoftBank

— **Masayoshi Son**
Chairman and CEO





Everything Is Trending, Everywhere, All at Once

A horizontal timeline arrow pointing right, set against a background of a starry night sky and the Earth's horizon. Three vertical lines connect specific years to the timeline: 1993, 2007, and 2022. Each year is accompanied by a technological milestone.

1993

World Wide Web

2007

iPhone

2022

Chat GPT

Post Digital... New Era ...

**IT Supported
Business**
1980-1995



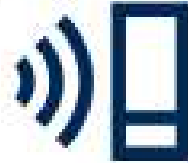
How We
Operate

E-Business
1995-2010



How
We Sell

**Digital
Business**
2010-2025



What We
Make and Do

**Autonomous
Business**
2025-2040



Who Buys,
Makes
and Sells

**Metaversal
Business?**
2040-



What We
Are Becoming

We shape AI



AI and the CxO

Human-machine Relationship



Everyday AI



Game-changing AI



AI-READY
Principles



AI-READY
Data



AI-READY
Security

AI shapes Us

Machine as **tool**



We had to learn the machine's language



We had to learn the machines' language
Now, it's learned ours



Do
for us



Be
for us

1993

World Wide Web

2007

iPhone

2022

Chat GPT

A New Era Starts

Machines as Tools

Machines as **Teammates**

Machines as **Consultants**

Machines as Coaches

Machines as Boss

Machines as **Customers**

Machines as Job Killers

Machines as **Productivity Partners**

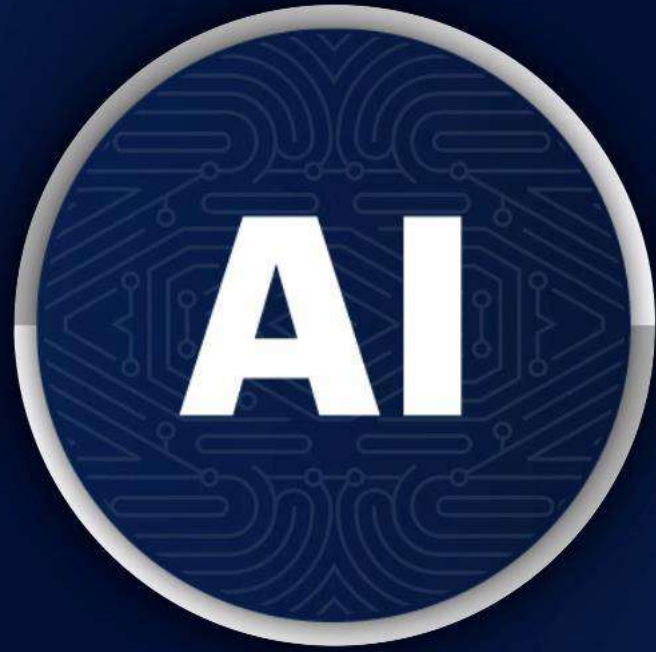
Machines as **Bullies**

Machines as Liars

Machines as Thieves

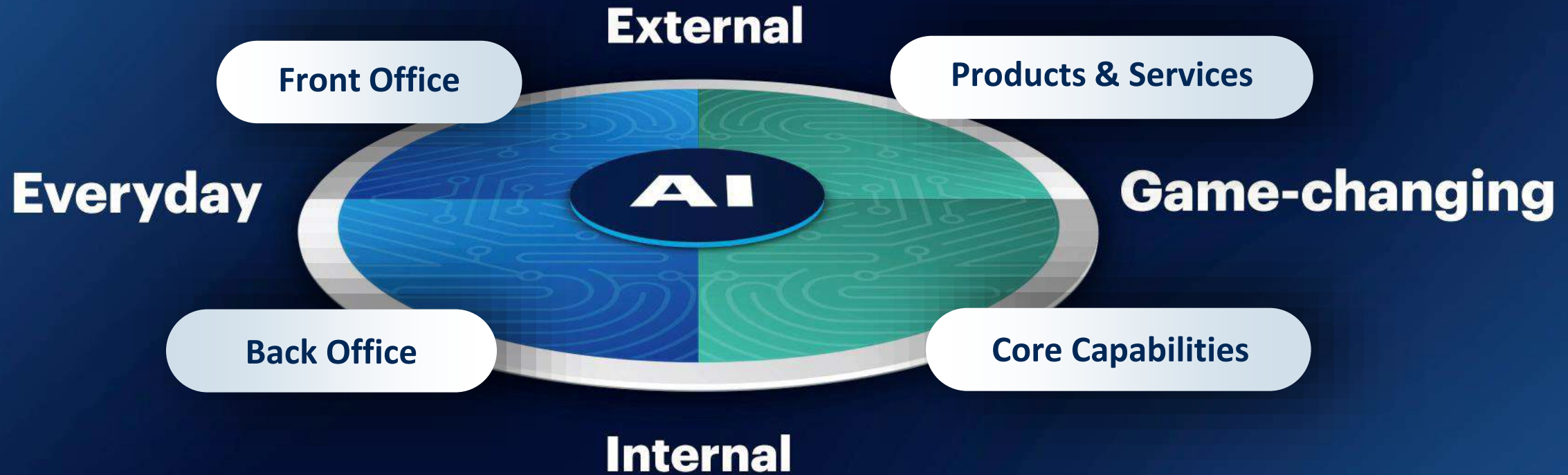
Machines as **Spies**

What is your



ambition?

AI Opportunity Radar



77%
Global

ANZ



80%

of CIOs and Tech Leaders

**Are focused on the
opportunities of
Everyday AI**

AI Opportunity Radar

Everyday AI
Removes
drudgery



Be My AI



be my
eyes



OpenAI



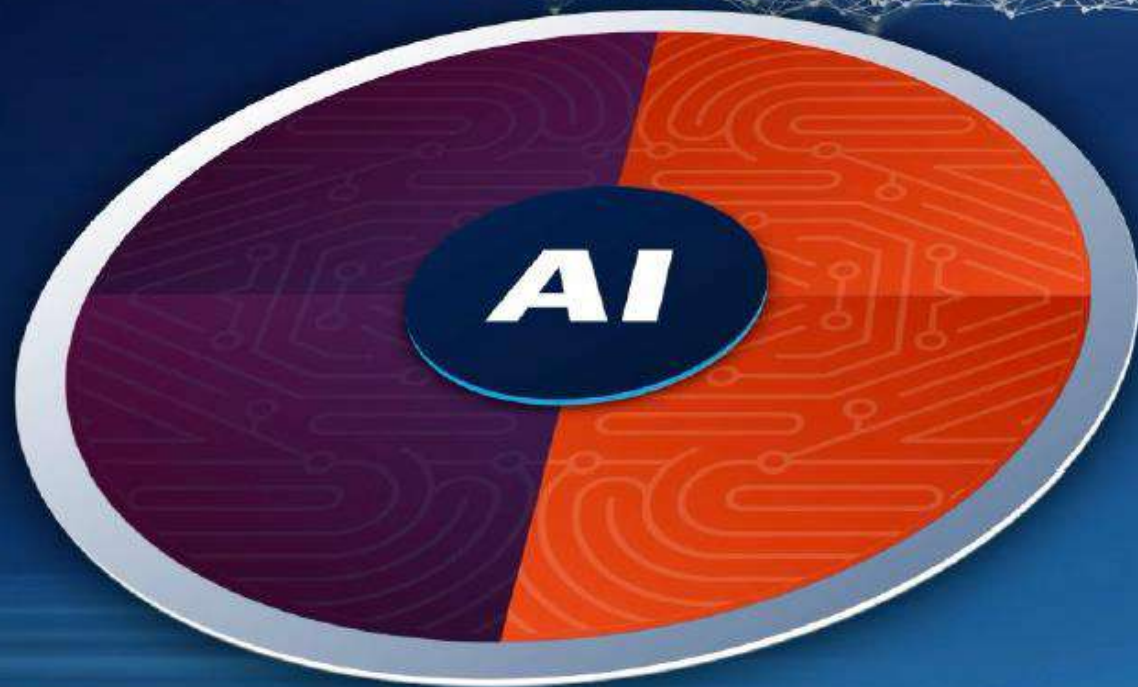


Everyday AI will **not provide
sustainable competitive advantage**



AI Opportunity Radar

External



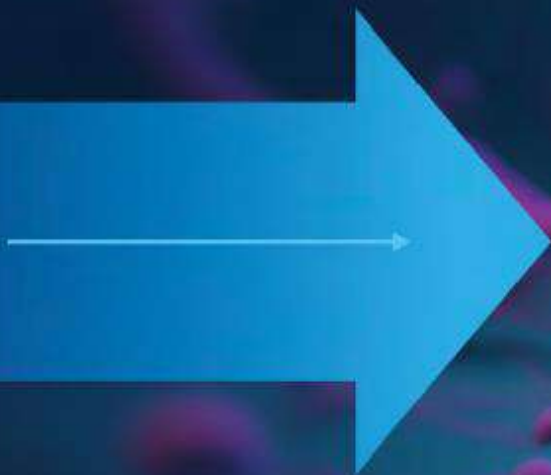
Internal

Game-changing



Big Pharma average

1 year



Nominate
4 to 5
new drugs

PHARMA.AI

1 year

Nominate
9 drugs

Several
made **Phase 1
clinical trials**

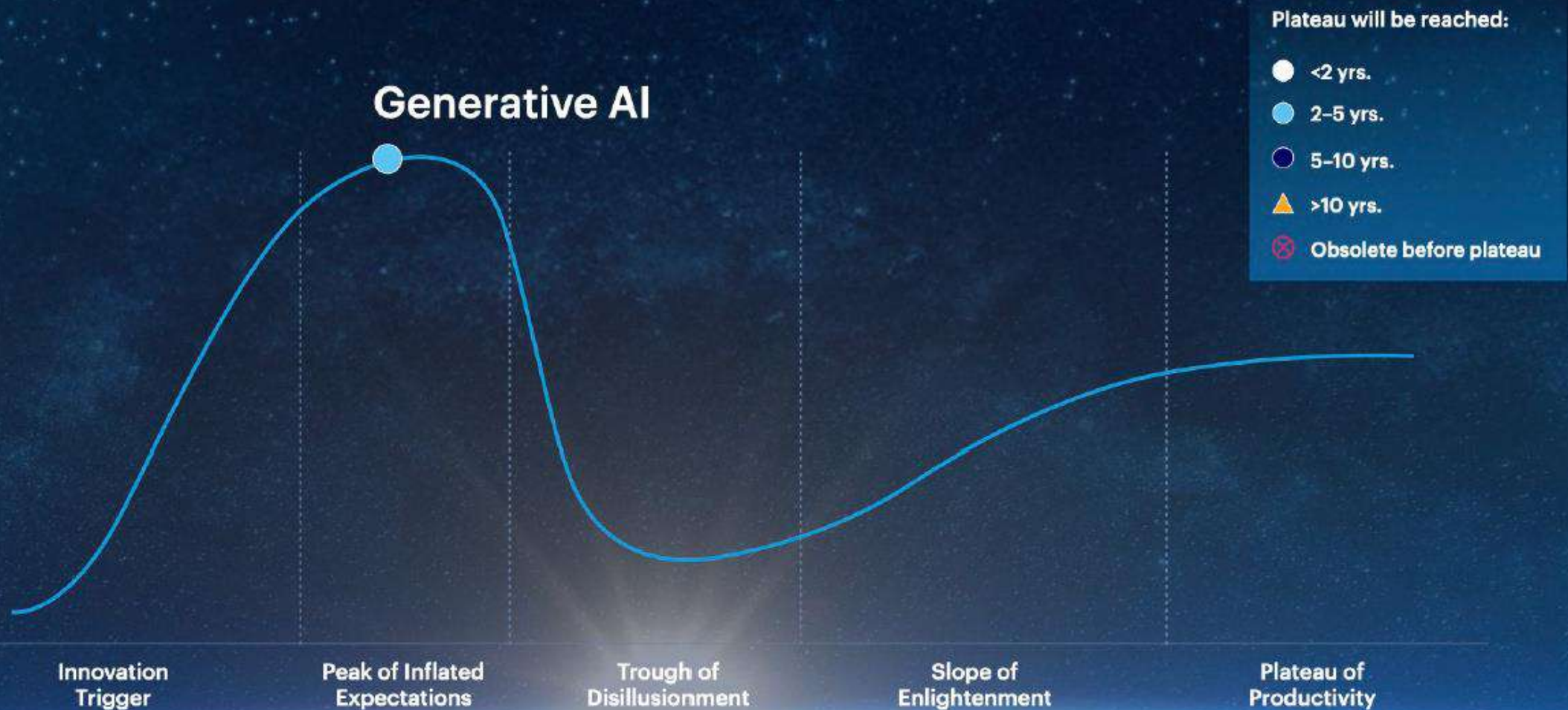
Investment Scenarios

	Defend	Extend	Upend
Trained on	Public Data	Public data & your data	Public data, your data & models
Cost	\$	\$\$\$	\$\$\$\$\$\$\$\$
Time to impact	< 1 year	1-2 years	> 2 years

A photograph of a family of three on a roller coaster. A woman with blonde hair is in the center, her mouth wide open in a scream of excitement. To her right, a young girl with curly hair is also screaming with her mouth open. To the left, a young boy is visible, looking forward. They are all holding onto the metal safety bars of the roller coaster car. The background is blurred, showing the structure of the ride and other passengers. The overall mood is one of high energy and thrill.

Excited and cautious

Hype Cycle for Artificial Intelligence



**Everyday AI
does not mean
everyday risks**



The image features a dark blue background filled with glowing yellow binary digits (0s and 1s) of varying sizes, creating a sense of depth and digital activity. On the left side, a magnifying glass with a black handle and a silver rim is positioned, its lens focused on a list of four terms. The terms are stacked vertically and centered within the lens. The text is white, except for the last word, 'gold', which is highlighted in a bright yellow color that matches the background's binary theme. The overall composition suggests a search for valuable information or a focus on specific technical details within a vast digital landscape.

Algorithms

Formulas

Blueprints

Schematics

**Your
proprietary
data is the
real gold**



**Technology disruptions lead
to governance disruptions**



The dark side of AI

Machine as liar
thief
spy



Direct

Indirect

The background is a vibrant, abstract composition. It features a dark orange base with large, flowing, wavy lines in lighter orange and yellow, creating a sense of movement and depth. Several vertical bars of varying heights and colors (orange, yellow, and dark red) are positioned around the central text, adding a layered, architectural feel to the design.

**The Future
Is Ours**