On your marks:

How every business can win with generative Al

Gen Al is slated to deliver up to \$4.4 trillion in business value annually.1

From productivity gains to product innovation, the opportunities are vast. And those who don't embrace them will get left behind.

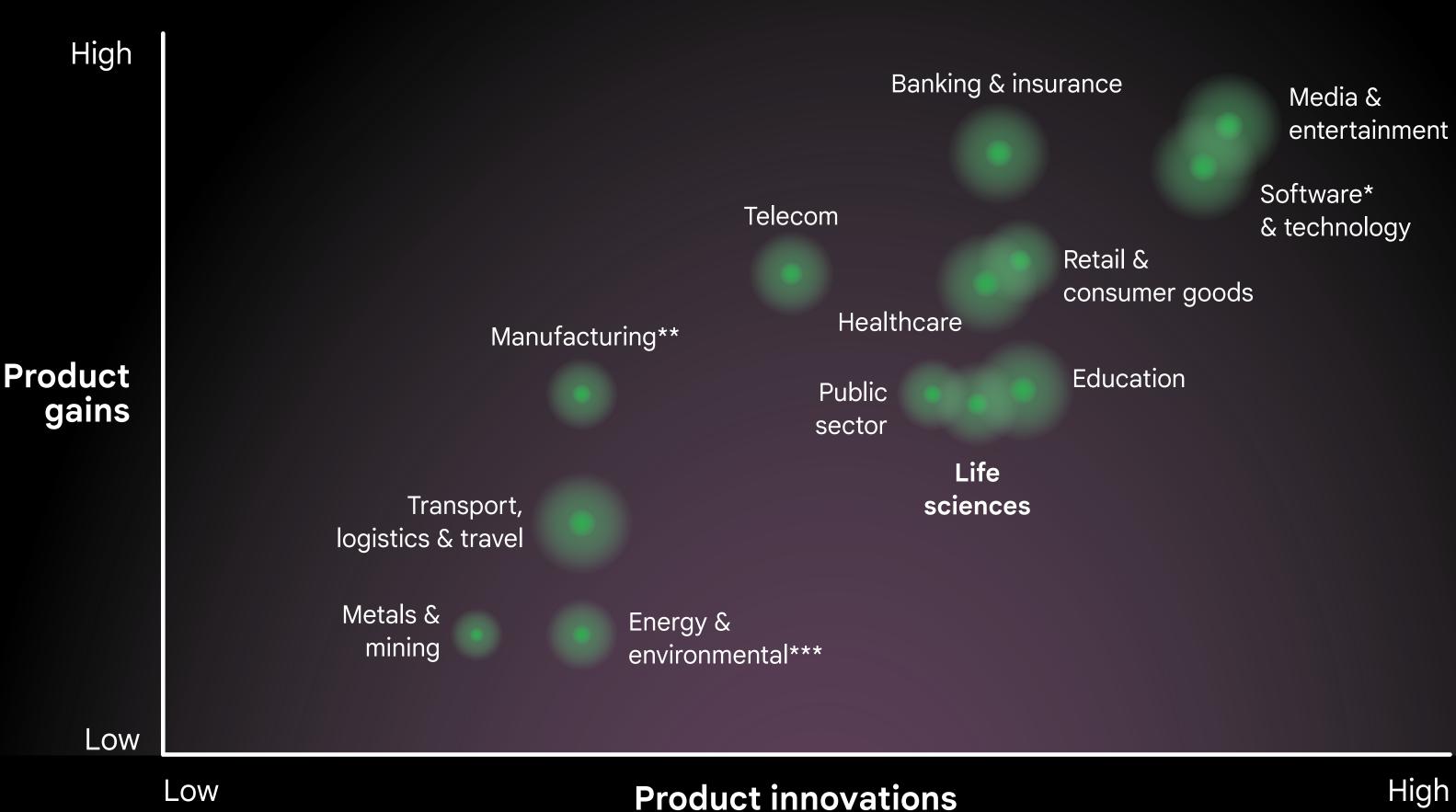
of organizations regularly use gen Al in at least one function²

50% of today's tasks estimated to be

automated with gen Al by 2060¹

particularly in the US.

Gen Al's impact is being felt across industries,



Note: For each industry, industry-specific software is included

*Industry-agnostic software **Includes aerospace and defense, automotive and assembly, chemicals,

semiconductors, basic materials, auto retail ***includes oil, gas, power

75% of the total annual value from gen Al use cases are estimated to be realized in four areas:

operations

Customer

and sales

Marketing

engineering

Software

Research and

development¹

Customer operations 64%

of consumers expect companies to respond and interact with them in real time³

As customers demand increasingly

help enhance marketing and sales.

personalized service, gen Al can

30-45%

Gen Al helps companies deliver

the always-on support that

today's customers demand.

applying gen AI to customer care functions, valued against current function costs¹

estimated increase in productivity when

5-15%

Software

marketing function, measured against total marketing spend, with gen Al¹

estimated increase in productivity of the

71% of consumers expect personalized interactions, and 76% get frustrated

when it doesn't happen⁴

Marketing

and sales

and demand.

>55%

Gen Al accelerates and augments

to close the gap between supply

software engineering, helping

workers is expected to reach 85.2 million⁵

engineering

By 2030, the global shortage of skilled

productivity gains for developers using gen Al coding co-pilots¹

10-15%

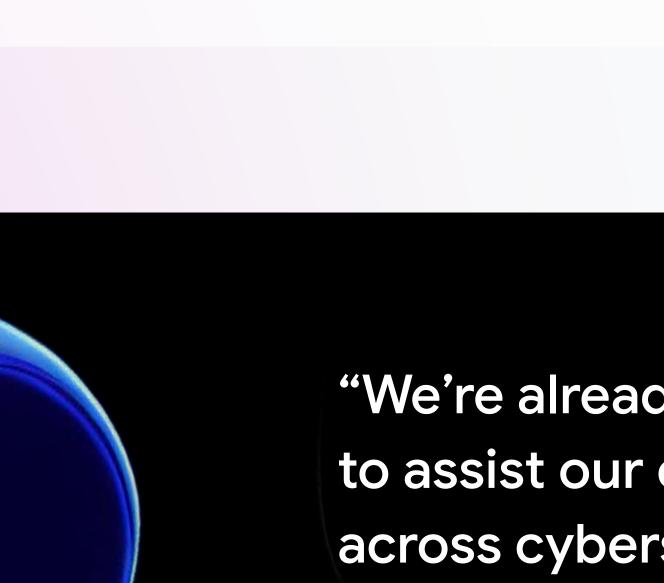
increase in productivity, measured against

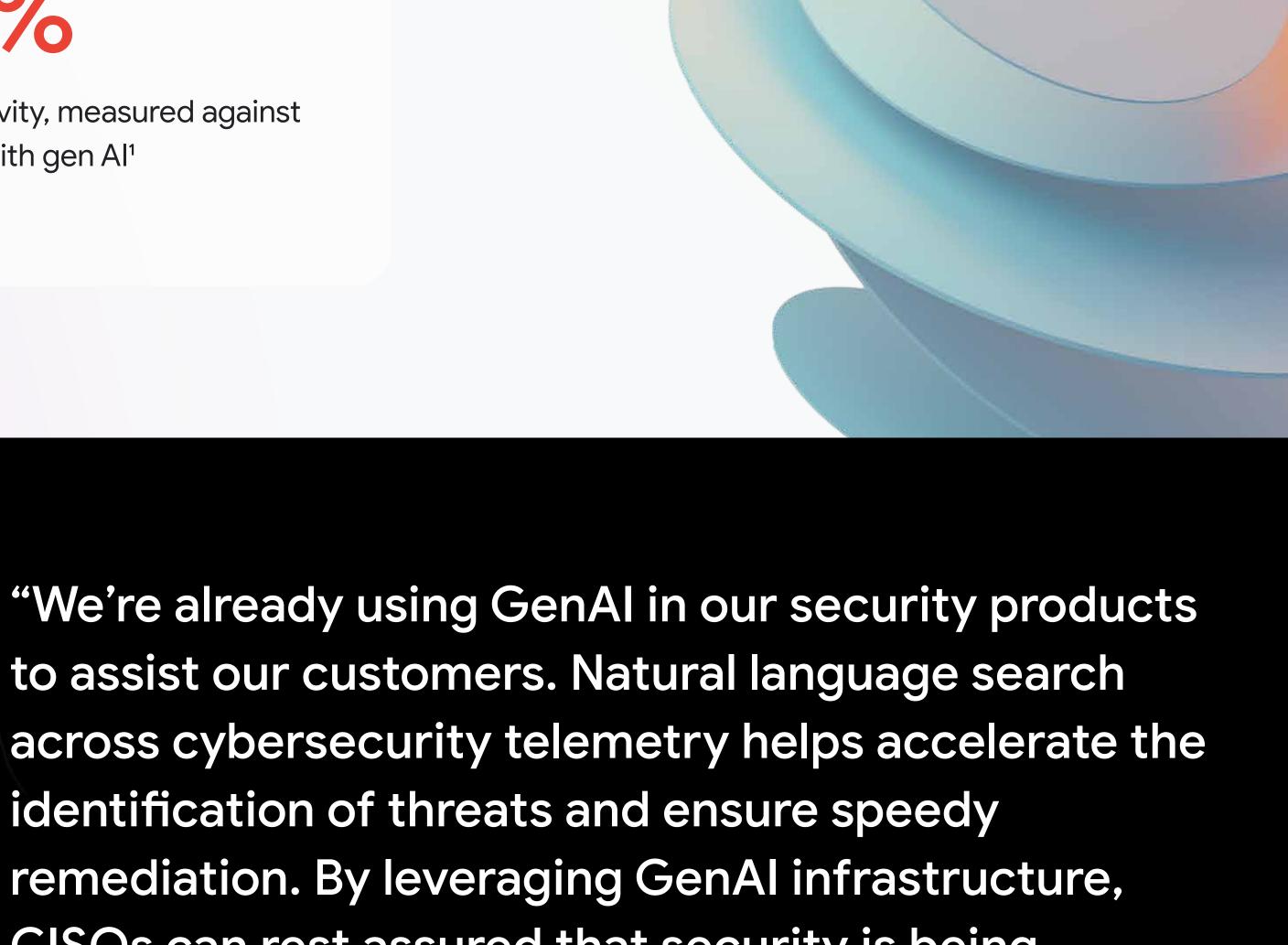
To stay competitive, speed is a

top priority — and gen Al helps

bring products to market faster.

overall R&D costs, with gen Al¹







CISOs can rest assured that security is being adapted in real time to the threat, improving the efficiency of already strained security resources."

Find out what gen Al could do for your

business and start putting it to work.

Ready to get started?

Vice President Engineering and CTO,

Adam Bromwich

Symantec by Broadcom

Take our assessment \rightarrow

Projected business value based on research from McKinsey Global Institute. Distribution of total GenAl use cases impact by business function per industry response, scaled by Northern American share of global

GDP and North American share of global revenue. 1. McKinsey & Company. (2023). The economic potential of generative AI: The next productivity frontier. 2. McKinsey & Company. (2023). The state of AI in 2023: Generative AI's breakout year.

3. Salesforce APAC. (2023). What is good customer service: A detailed guide. 4. McKinsey & Company. (2023). What is personalization? 5. Forbes. (2021). Is there a developer shortage? Yes, but the problem is more complicated than it looks.