

# South African organisations are embracing GenAI as a catalyst for innovation

By [Doug Woolley](#), issued by [Dell Technologies South Africa](#)

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Large South African enterprises are wholeheartedly embracing Generative Artificial Intelligence (GenAI), underscoring the technology's transformative impact on our country's business landscape.



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This is one of the findings of The South African Generative AI Roadmap 2024, a pioneering new study published by independent technology research firm World Wide Worx, Dell Technologies and Intel. The report reveals that the vast majority (90%) of respondents currently use or have concrete plans to integrate GenAI within their organisations.



Based on 100 interviews with decision-makers at large enterprises in South Africa, the study clearly demonstrates that GenAI is no longer a futuristic concept – it's a present-day reality that South African enterprises have firmly embraced as a catalyst for innovation and growth.

One of the factors contributing to this positive uptake is that user-friendly tools and platforms have made the integration of AI into business processes a straightforward process that businesses of all sizes can undertake without requiring extensive technical expertise or large financial investments.

The key to maximising the promise of AI is to remember that its effectiveness hinges on the quality and relevance of the data it processes. By automating repetitive tasks, optimising workflows, improving decision-making with data-driven insights,

and enhancing customer experiences through personalisation, AI has the potential to drive innovation, unlock new opportunities, and contribute to long-term growth.



Key insights from the report include:

- **Widespread adoption:** Nearly half (45%) of respondents are actively using GenAI, while an additional 45% of non-users are actively evaluating implementation, leaving a mere 10% with no immediate plans.
- **Strategic deployment:** The majority are in the initial stages, experimenting with public GenAI services. However, a vanguard is leveraging advanced cloud and on-premises AI solutions.
- **Transformative impact:** An overwhelming 95.6% acknowledged GenAI's positive potential impact on productivity, competitiveness, organisation of work, logistics, sales, and customer service.
- **Critical success factors:** Strategic approach, security, organisational culture, and dedicated budgets were unanimously identified as vital for successful GenAI deployments.
- **Prevalent use cases:** Product research, market analysis and content creation emerged as the most widespread applications of the technology.

It's clear that The South African Generative AI Roadmap 2024 is a call to action for businesses to embrace this revolutionary wave of innovation. Those who fail to adapt risk being left behind in an increasingly AI-driven economy.

Dell's AI Consulting services help customers drive the rapid adoption and optimisation of their AI environments, from a comprehensive assessment, initial set-up, and integration through to extracting actionable insight from the customers' data in the new environment.

At Dell, we are committed to making AI real for our customers. We can offer personalised approach to help solve business challenges and drive innovation together. Our Customer Solution Centres offer the expertise, platforms, and tools to deliver proof of concepts and validate designs. These engagements can make use of customers' own data in a secure and isolated environment, ensuring relevance without compromising intellectual property and security.

As a definitive guide to navigating the GenAI revolution, the report provides invaluable insights and a strategic roadmap for organisations seeking to unlock the technology's potential.

All in all, The South African Generative AI Roadmap 2024 paints a promising picture of widespread GenAI adoption and its potential to revolutionise South African businesses. With a focus on strategic implementation and harnessing the power of AI, South African companies are poised to unlock significant productivity gains and secure a competitive edge in the global marketplace.

Be part of this transformative journey by accessing the webcast announcement of the pioneering study conducted by World Wide Worx, Dell Technologies, and Intel. Contact [marguerite@pbpr.co.za](mailto:marguerite@pbpr.co.za) to receive the link to the webcast.

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