

5 generative AI questions on every chief product officer's mind

For today's product leaders, adopting generative AI is no longer optional. But how can you move from running pilot projects to achieving enterprise-grade speed, scale, and impact? This infographic reveals key strategies to help you select the right use cases, build responsibly—and turn AI's potential into a source of innovation, a driver of cost savings, and a lasting competitive advantage.

67%

of orgs plan to increase gen AI investments due to the value they've already achieved¹

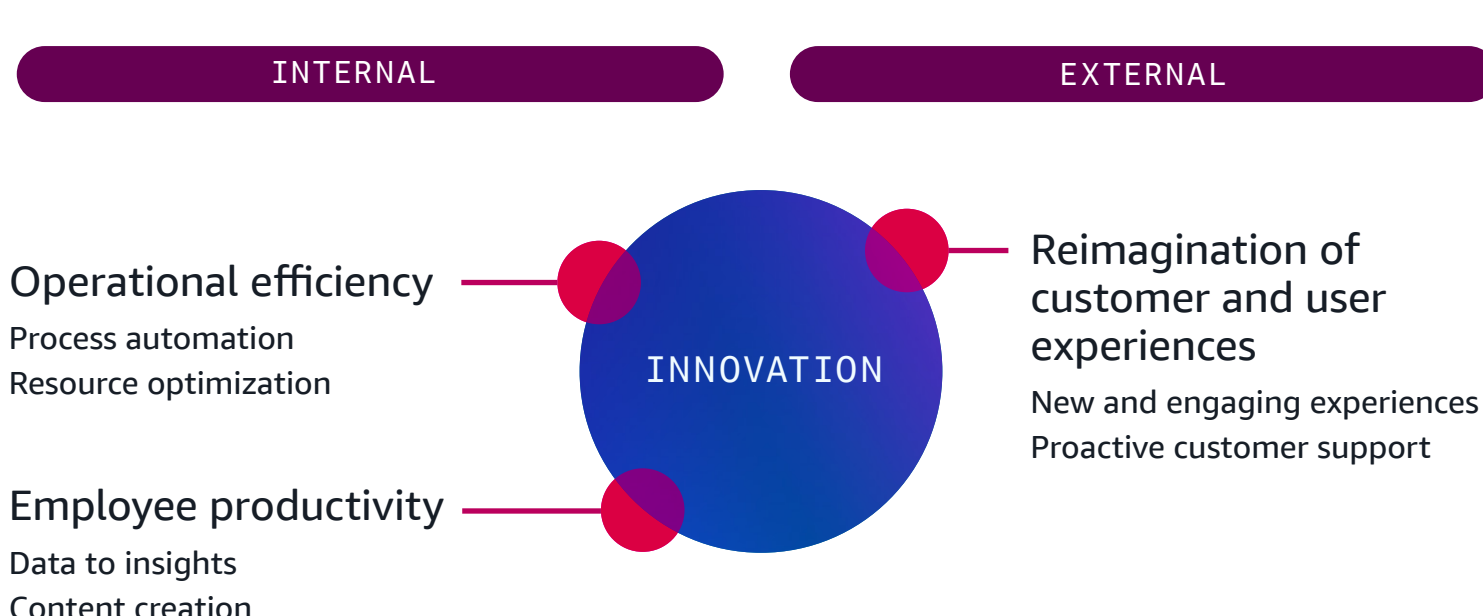
30%

of gen AI projects will be abandoned after proof of concept by the end of 2025²

QUESTION 1

How can we quickly add business value with gen AI?

Gen AI can quickly increase your internal team's productivity and efficiency through capabilities like process automation and content generation. Externally, you can improve customer engagement with personalized experiences or accelerate support through virtual agents and self-service tools.



QUESTION 2

How do we identify and prioritize the right use cases?

Start by choosing low-risk, easy-to-implement pilot projects that deliver a fast return on investment (ROI). Next, evaluate and rank your chosen use cases based on budget, feasibility, data availability, risks, and your team's skill sets.

Selecting the right use cases



QUESTION 3

How do we build a sustainable competitive advantage with gen AI?

87%

of organizations are making their data gen AI-ready³

You can't expect to win in the gen AI era by relying on the same foundation models (FMs) that everyone else uses. Customizing gen AI with your own proprietary data allows you to build apps that understand what your customers want—and deliver it like no one else.

QUESTION 4

How do we innovate responsibly with gen AI?

Responsible AI isn't just about mitigating risk—it's about protecting the trust between your business and its employees, customers, and partners. Build responsibly with gen AI by prioritizing workforce education, assessing risk on a case-by-case basis, and implementing appropriate safeguards for higher-risk use cases. Continuously improve your responsible AI efforts by collecting feedback and rigorously testing throughout the AI lifecycle.

↑ 25%

increase in customer loyalty expected from responsible AI-enabled products and services⁴

QUESTION 5

How do we bridge the gen AI skills gap?

Prioritize upskilling:

Training the staff you have is faster and more cost efficient than recruiting

Define clear goals:

Ensure employees understand how new skills apply to their work

Deploy skills instantly:

Deliver training when employees can immediately apply the knowledge

Provide hands-on application:

Offer opportunities to practice skills through real projects

75%

of companies will have a gen AI training plan by the end of 2025⁵

NEXT STEPS

Fuel your AI breakthroughs with AWS

AI is shaping the future of business, and Amazon Web Services (AWS) meets you where you are on your journey. Whether you want to build custom AI solutions, deploy pre-built applications, or partner with experts, AWS provides the flexibility to choose your path while maintaining control of your data and costs.

Join the hundreds of thousands of AWS customers that are using our secure, flexible, and scalable AI services to innovate continuously, deliver exceptional customer experiences, and drive sustained growth—all while maintaining the highest levels of trust, privacy, and security.

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