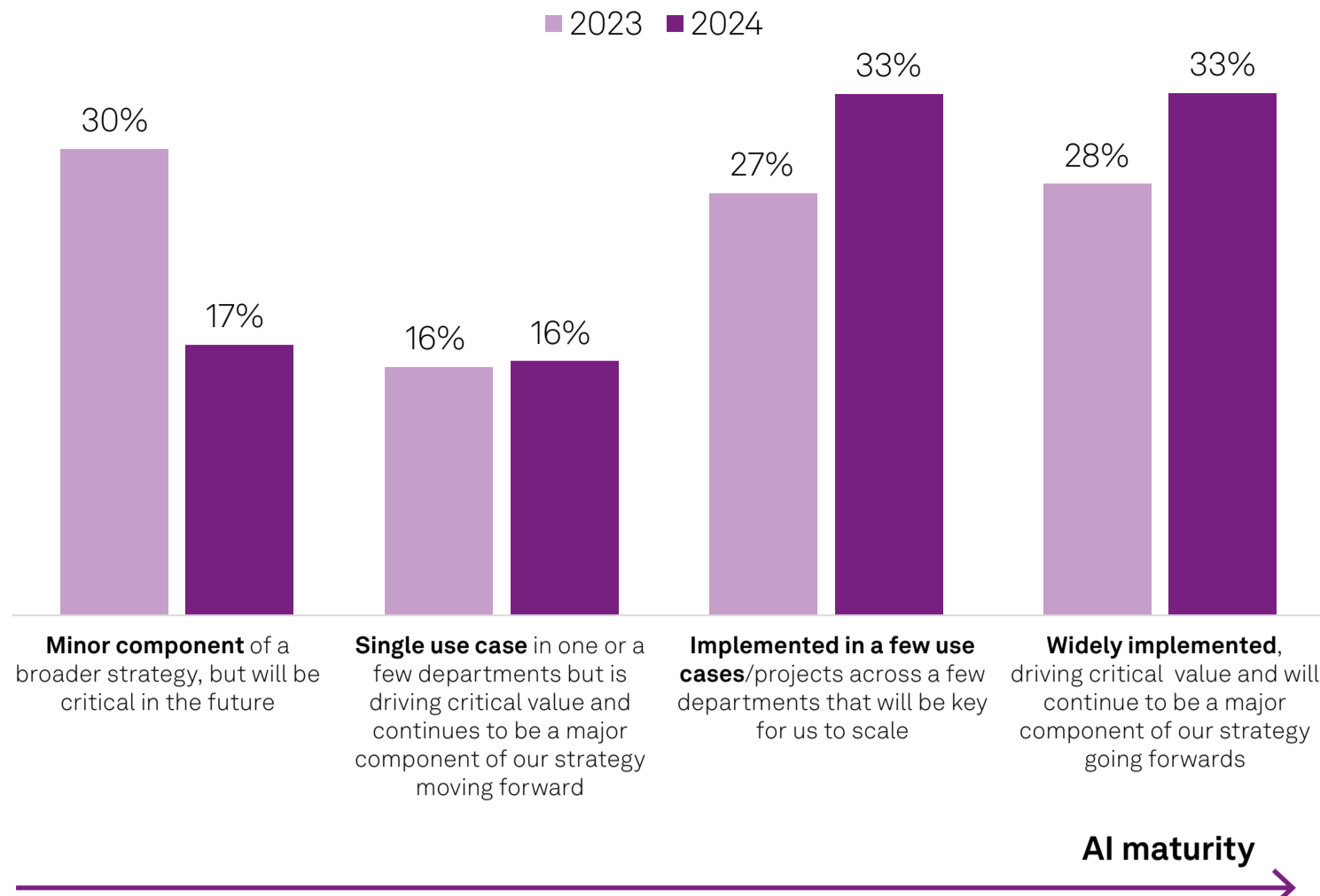


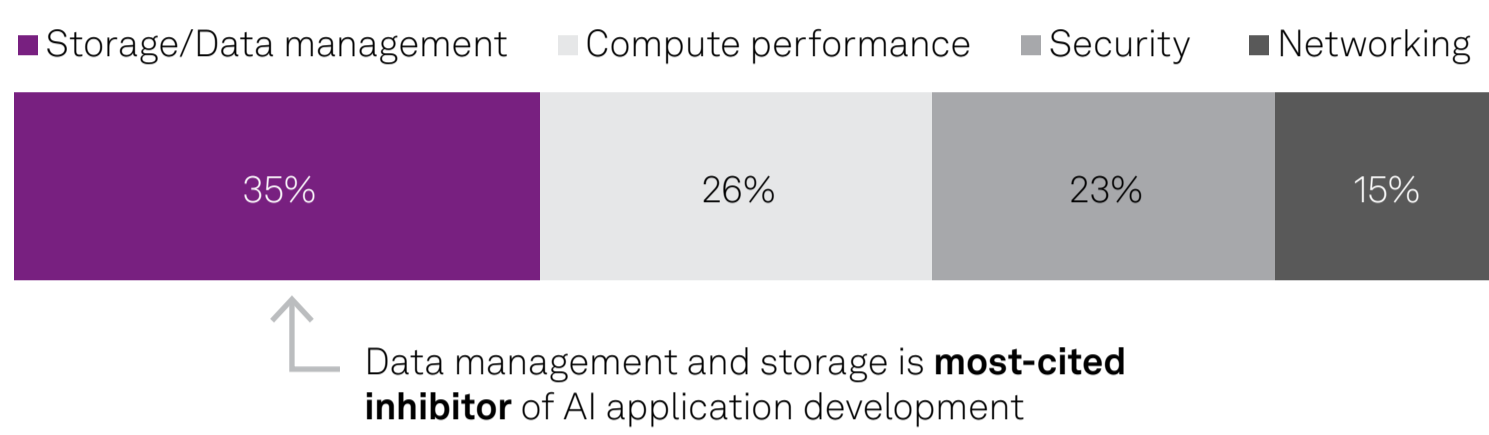
# 2024 Global Trends in AI

## AI initiatives are maturing rapidly



Q. How would you best describe the criticality of AI/ML in relation to your current and future strategy?  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.

## Modernizing data architectures is critical to success

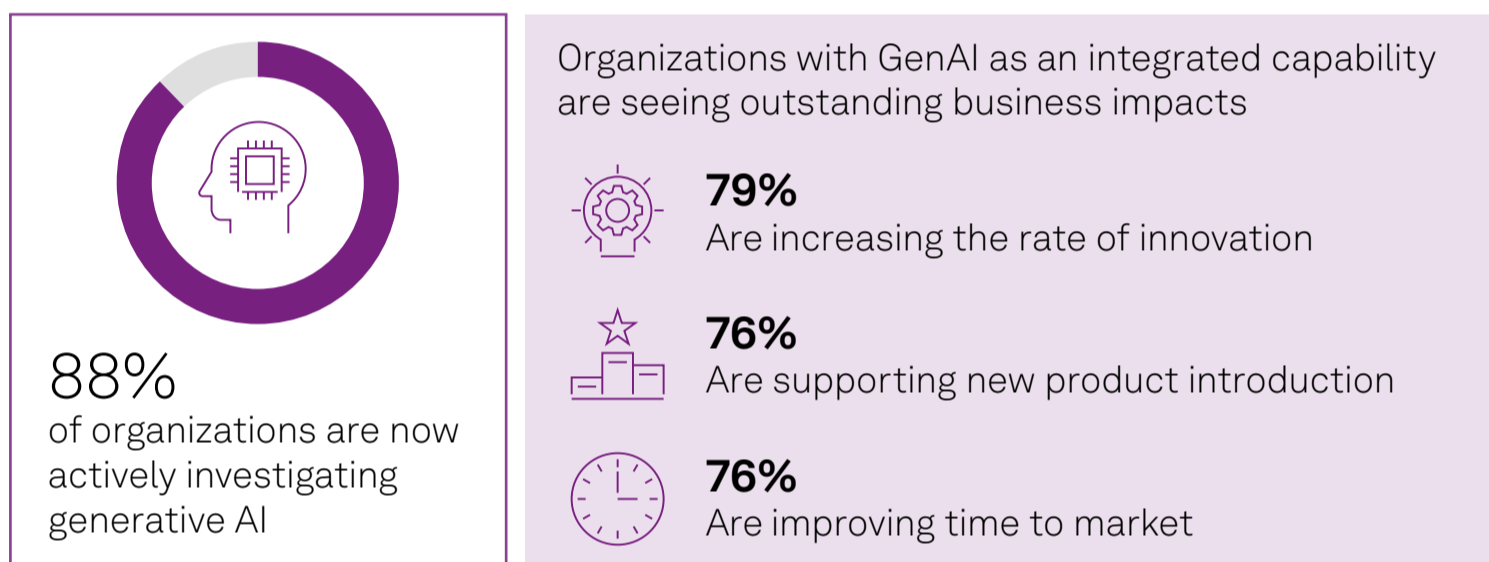


Q. What technological component of your infrastructure is the greatest inhibitor to your AI/ML application deployments?  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.

**“The first thing I’ve done is doubled down on data strategy**, effectively building a data platform and governance and capabilities around that. This gives us more control over our data. You’ll probably find in a lot of companies that they bolted on many of these acquisitions and have a lot of disparate systems, which means disparate data – that’s a challenge”

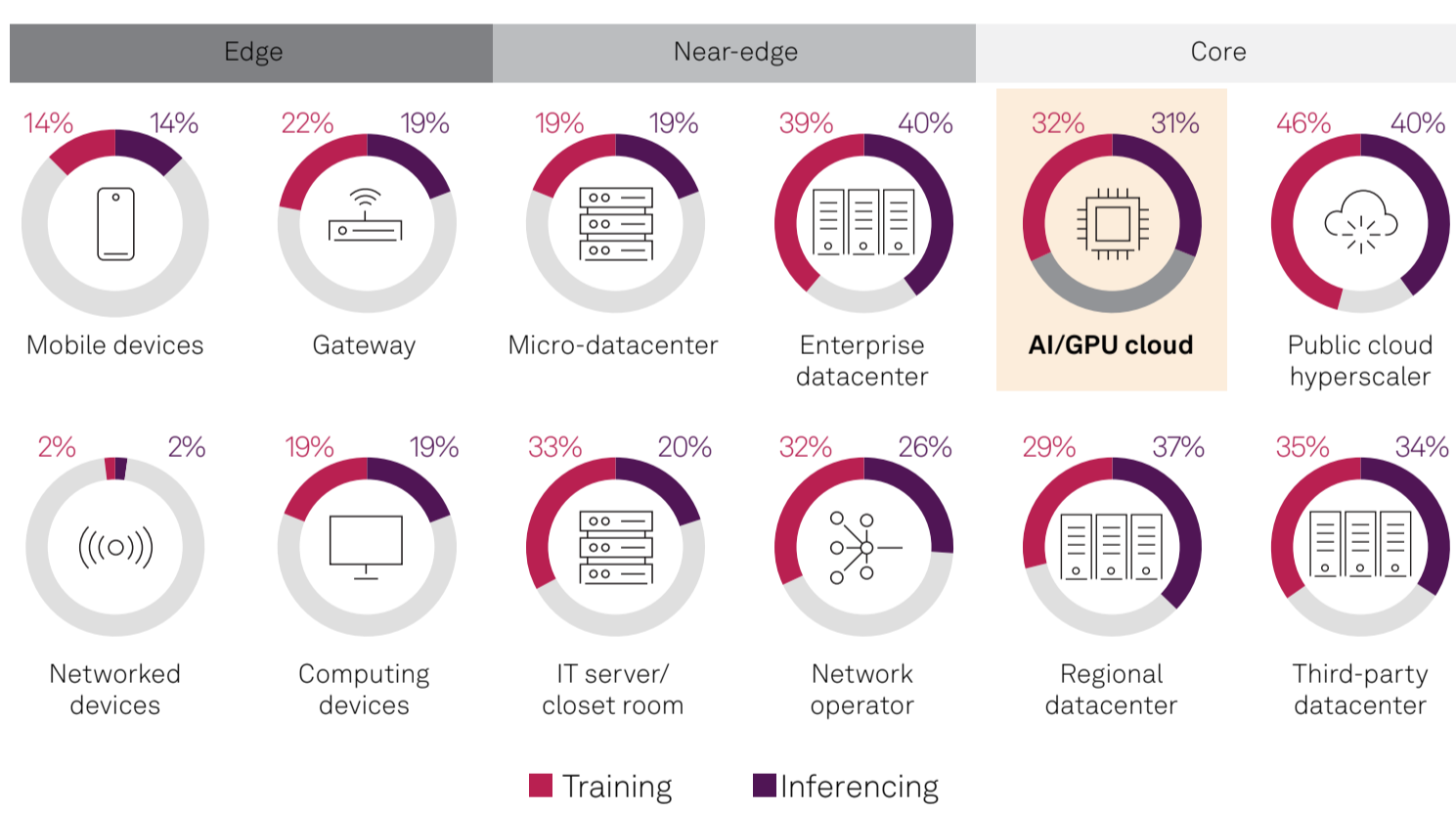
– CIO, manufacturing/Food & beverage  
 1,000-5,000 employees, UK

## Generative AI adoption is exploding



Q. In terms of your investment in AI, which of the following types of AI are you investigating as an organization?  
 Q. What are the primary driver(s) for developing AI/ML applications at your organization?  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.

## GPU cloud deployments emerging as a critical venue



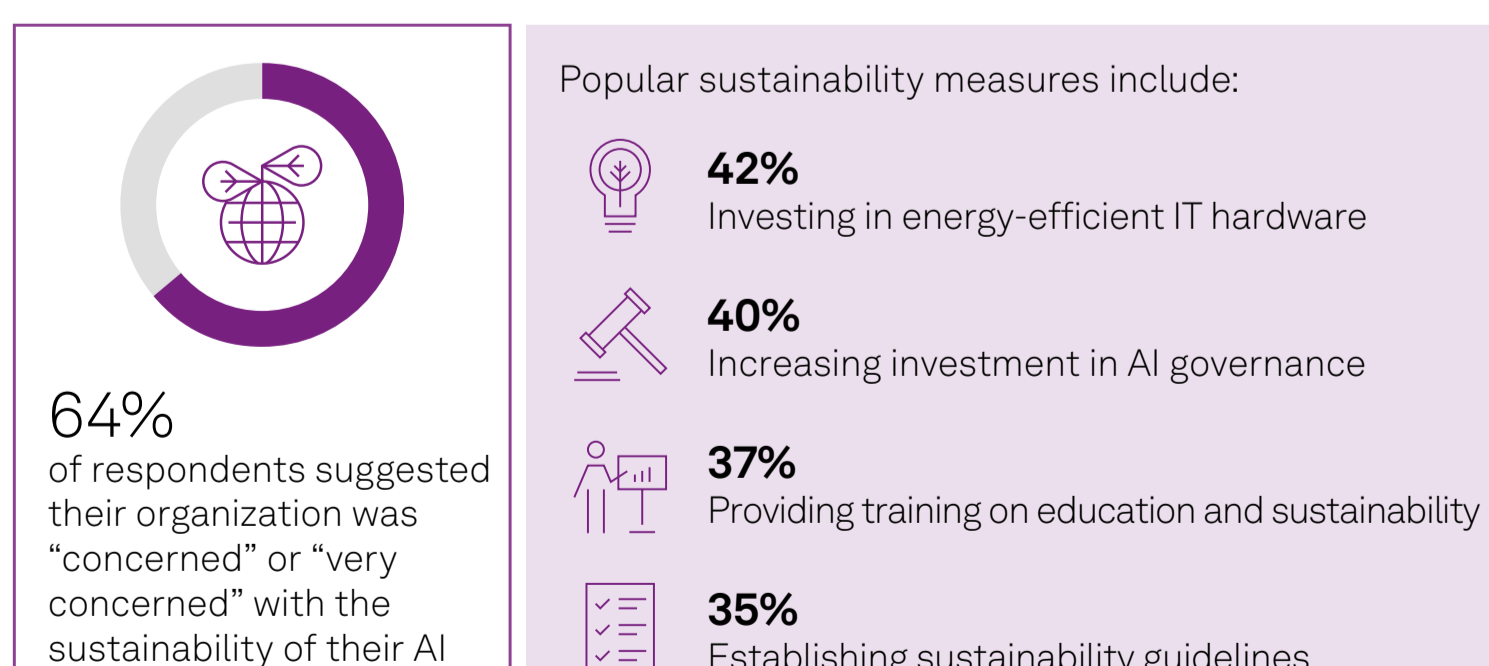
Q. Which of the following deployment venues does your organization use for inference from trained AI/ML models? Select all that apply.  
 Q. Which of the following deployment venues does your organization use for training AI/ML models? Select all that apply.  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.



After security, the leading factor in infrastructure decision-making is **accelerator availability**, identified by **44%** of organizations.

Q. What are the primary challenges or impediments to moving an AI/ML application from proof-of-concept/piloting stages to production environments?  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.

## Adoption of sustainable data infrastructure technologies is on the rise



Q. How concerned is your organization with the impact AI/ML has on its energy use and carbon footprint?  
 Q. Which of the following steps has your organization taken to address environmental impacts of your AI projects in the last 12 months?  
 Base: All respondents (n=1,519).  
 Source: S&P Global Market Intelligence 451 Research Global Trends in AI custom survey, 2024.



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