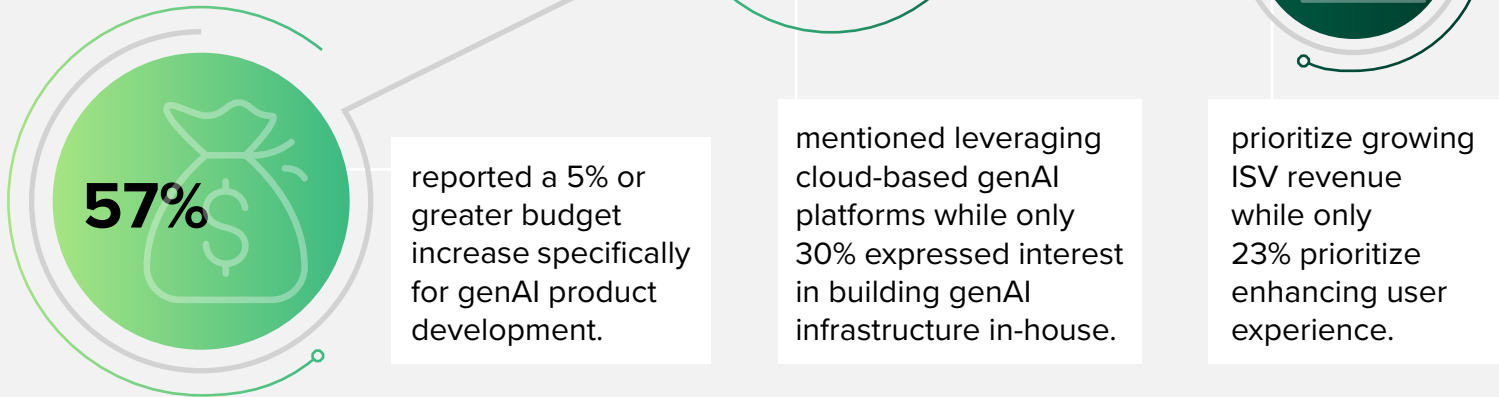


Extracting Value From The Generative AI Gold Rush

ISVs must pause, reflect, and strategize for profitable growth in generative AI (genAI).

ISVs MUST BALANCE ENTHUSIASM AND A SUSTAINABLE BUSINESS MODEL IN EARLY GENAI ADOPTION

GenAI investments are on the rise, but dependencies grow and customer interests fall short.



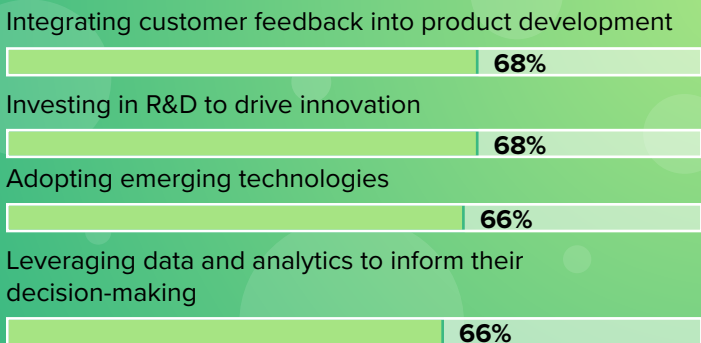
ISVs CHASE OPPORTUNITIES, BUT AREN'T CLEAR ON COSTS

Despite genAI fervor, rushed adoption disrupts planning and leads to uncertain business models.



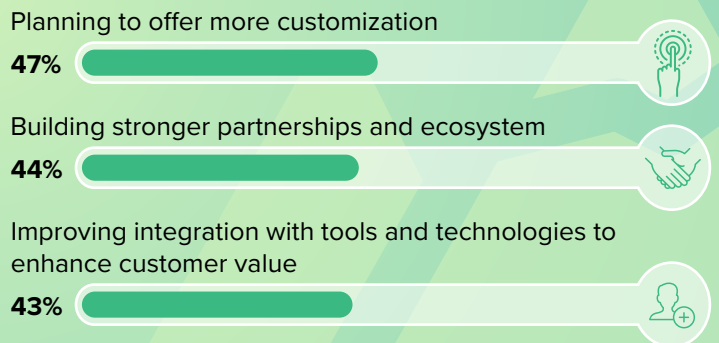
ISVs MUST SHIFT THEIR FOCUS BACK TO THE CUSTOMER

ISVs can quickly align to customer expectations by:



THE MOVE FROM SURFACE-LEVEL SOLUTIONS TO DEEPLY INTEGRATED PRODUCTS

ISVs can transition to complex, integrated products by:



Base: 657 ISV executives and decision-makers with responsibility or influence of AI strategy for their organization
 Source: A study conducted by Forrester Consulting on behalf of Amazon Web Services, December 2024