



The CIO's blueprint for GenAI ROI: Operationalize at scale

As generative AI investments grow, IT leaders are increasingly focused on the enterprise readiness measures required to scale, such as controlling costs, standardizing infrastructure, and operationalizing AI, according to a new Foundry study.¹

| Critical drivers for GenAI ROI | Barriers to achieving GenAI goals | Enablers for adopting GenAI at scale |
|---|--|---|
| <ul style="list-style-type: none"> 1 IT infrastructure readiness 2 Predictable and transparent costs 3 Talent and skills development | <ul style="list-style-type: none"> 1 Data privacy risks 2 Enterprise AI skills readiness 3 Unpredictable costs of running GenAI in public cloud | <ul style="list-style-type: none"> 1 Ability to demonstrate predictable ROI 2 Speed of innovation 3 Access to skilled talent |

¹ Foundry MarketPulse study, "Adopting and Scaling GenAI," January 2026

Despite the challenges, leaders are confident they can achieve positive ROI over the next one to three years.

IT leaders confident about their GenAI investments

84%

expect ROI in the **next 12 months.**

97%

expect ROI in the **next 3 years.**

ROI will come in many forms across the enterprise, across a variety of use cases.

Primary business outcomes expected from GenAI investments



Productivity and efficiency gains



Improved customer experience



Revenue growth



Innovation/new product development



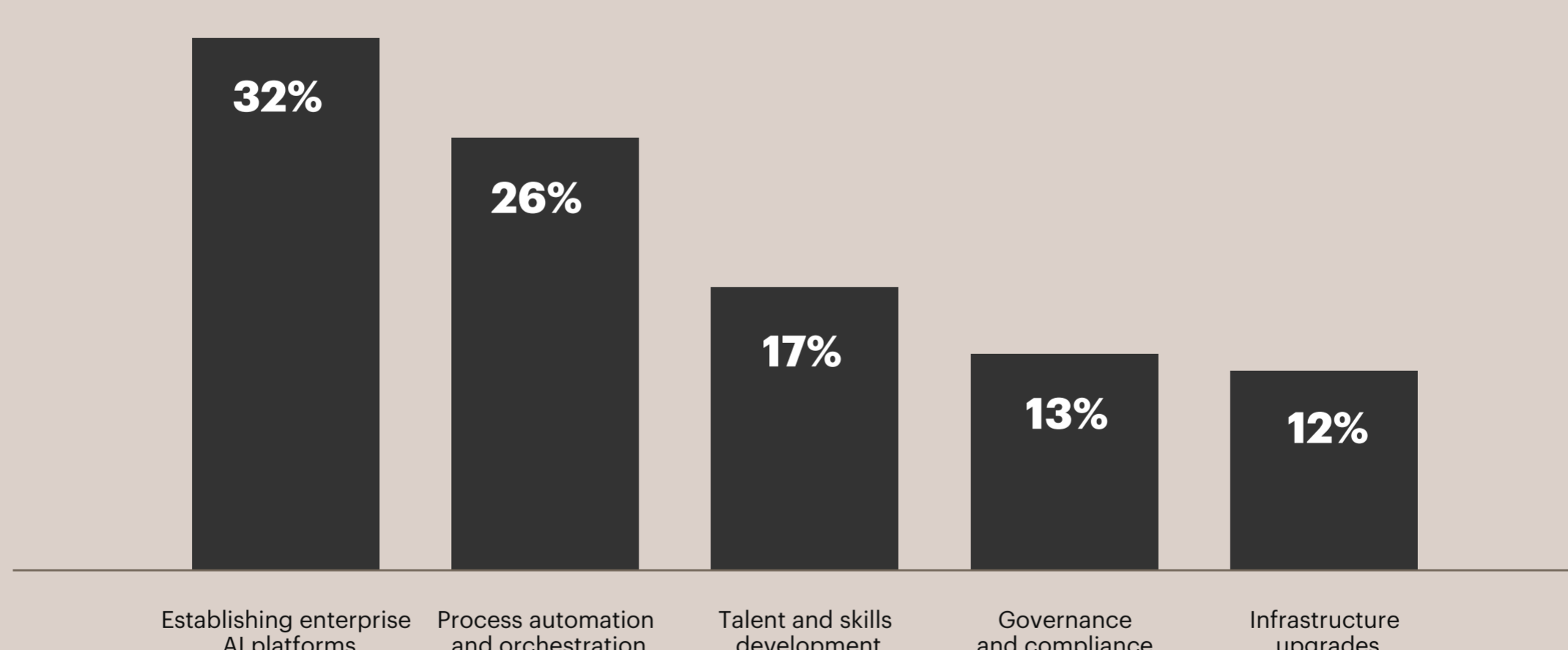
Business process transformation

A scalable and simplified operating model is the key to GenAI success — and payback.

A platform approach — anchored in resilience, consistency, security, and governance — enables organizations to operationalize and scale AI with less complexity from pilot to production across hybrid environments.

Some forward-looking CIOs (32%) recognize these benefits and are investing in enterprise AI platforms as their primary path to ROI, enabling standardization, scale, and the ability to deliver repeatable business value.

Investment areas that will deliver the greatest ROI for scaling GenAI



Achieving ROI goals requires enterprise-grade hybrid infrastructure, cost predictability, governance, and operational maturity to ensure that growing investments deliver measurable outcomes without increasing risk.

Explore how enterprise leaders are deploying, managing, and scaling GenAI through a platform approach across hybrid environments.

[Download the research report.](#)