



Alliance Roundtable: How CEOs are Planning Their 2025 AI Roadmap

Thursday, November 21, 2024, 2:00 pm – 3:00 pm PST

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Summary of the Discussion:

- **Host:** [Paul Witkay](#), Alliance of Chief Executives, Founder & CEO
- **Moderator:** [Matthew Swanson](#), Silicon Valley Software Group, Managing Partner
- **Featured CEO Speaker:** [Alan Descoins](#), Tryolabs, CEO

This Alliance Roundtable explored how CEOs plan to integrate AI into their 2025 strategies, reflecting on adoption trends in 2024 and emerging business models.

Themes and Key Discussion Points

1. AI Adoption Across Business Functions

- **Adoption Growth (from recently conducted Alliance polls):**
 - CEO adoption of AI has risen from 70% in May to 88% in November 2024.
 - Satisfaction with AI outcomes grew from 50% to 68% in the same period.
 - **High-Impact Areas:**
 - IT leads adoption with widespread use in software development (e.g., code generation tools like GitHub & Copilot).
 - Marketing and sales leverage AI for content creation, personalization, and customer support.
 - **Lagging Areas:**
 - Regulated functions like finance and legal show slower adoption due to concerns about reliability, compliance, and regulatory risks.
 - **Industry-Specific Trends:**
 - Financial services focus on marketing and sales use cases rather than core operations.
 - Retail and consumer goods maintain a strong presence with broad AI use cases, including supply chain optimization.
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2. Business Value of AI

- **Internal Focus:**
 - Companies prioritize internal benefits like productivity enhancements and cost reductions over external revenue generation.
 - Caution prevails in deploying external-facing AI due to risks like reputational damage or errors in customer-facing interactions.
 - **Strategic Alignment:**
 - AI's ability to solve business challenges and streamline workflows is viewed as a key differentiator.
 - **Adoption Challenges:**
 - Many businesses struggle to reimagine traditional processes to align with AI's strengths, especially in unstructured data and natural language.
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3. Emerging AI Trends

- **AI Agents and “Service-as-Software”:**
 - A new paradigm where AI agents combine software functionality with service execution.
 - These agents are poised to disrupt traditional SaaS models, targeting labor-intensive processes and offering solutions for high-skill roles like customer support and sales.
 - **Voice as the Next Frontier:**
 - A shift toward voice-based AI interfaces for personalized, scalable customer interactions.
 - Real-world use cases like AI conducting prescreening interviews or collecting customer feedback at scale were highlighted.
 - **Computer Use by AI:**
 - Tools like Anthropic's SDK enable AI to interact directly with computer systems, potentially automating workflows across legacy software.
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4. AI Pricing Models and Business Implications

- **Innovative Models:**
 - Outcome-based pricing, where clients pay for measurable results (e.g., \$2 per customer conversation or a set fee per successful sales meeting).

- Some AI providers position their tools as cost-effective alternatives to human labor, aligning pricing with workforce displacement potential.
 - **Budgeting Implications:**
 - Debate about whether AI investments should be categorized under IT or HR budgets due to their hybrid role as tools and labor substitutes.
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5. Predictions for 2025

- **Increased Adoption of Voice Interfaces:**
 - AI tools enabling natural conversations will become mainstream, replacing clunky menus and chatbot interfaces.
 - **Enhanced AI System Integration:**
 - AI leveraging legacy systems to automate repetitive tasks and optimize workflows will drive significant value.
 - **Enterprise Spend and Scaling:**
 - Enterprises are investing heavily in AI, with a reported \$14 billion in 2024 (a sixfold increase from 2023), indicating aggressive scaling plans.
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Conclusion

The discussion emphasized that while AI adoption is growing rapidly, businesses are still exploring its full potential. Internal applications dominate as companies build trust in the technology, but external and revenue-generating use cases will follow. The integration of innovative pricing models and voice-driven interfaces are key trends expected to shape 2025 and beyond.