

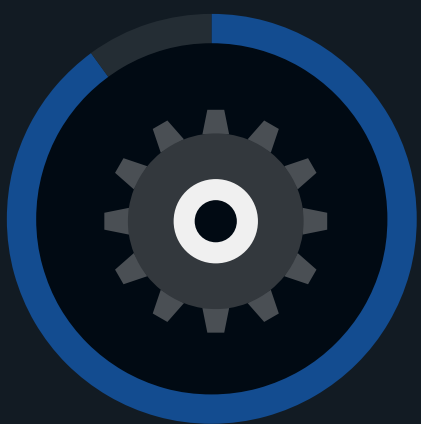
# Navigating Build-versus-buy Dynamics for Enterprise-ready AI

Massive data volumes, data privacy and security concerns, rising costs for high-performance infrastructure, advanced skill requirements, and other challenges make AI implementation a complex endeavor. Organizations want a solution that can improve the time to value but need assurances they can rapidly scale to meet the wider needs of the business. This fuels the debate of whether to build custom AI solutions or leverage third-party, pre-integrated solutions. TechTarget's Enterprise Strategy Group recently surveyed technical and business stakeholders involved with AI initiatives and projects to gain insights into these trends.

Notable findings from this study include:



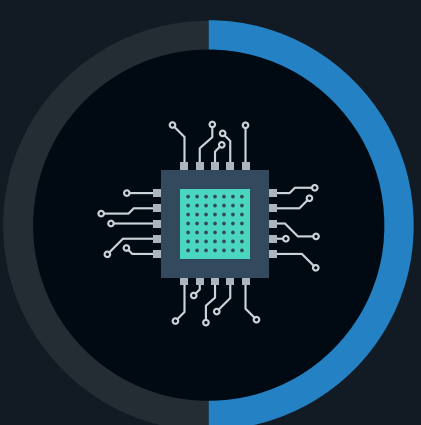
**86%**  
of midmarket and enterprise  
organizations plan to invest at least  
**\$1 million to support AI initiatives.**



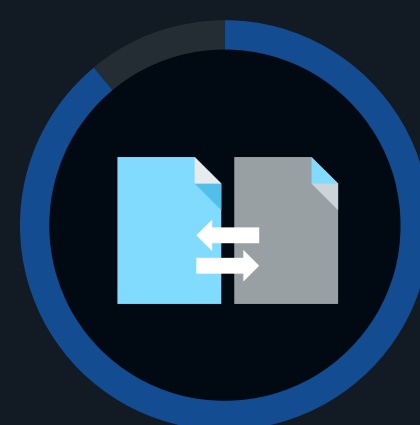
**90%**  
of organizations agree that open  
source compatibility is critical to  
satisfying their AI requirements.



**62%**  
of organizations suffer from  
moderate to extensive challenges  
moving AI into production.



**50%**  
of organizations with AI in  
production leverage GPUs to  
support inferencing.



**89%**  
of organizations move large data  
sets between environments as  
part of the AI lifecycle.



**85%**  
of organizations are currently  
**incorporating enterprise data into  
generative AI solutions.**

For more from this Enterprise Strategy Group study, read the full research report,  
*Navigating Build-versus-buy Dynamics for Enterprise-ready AI.*

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