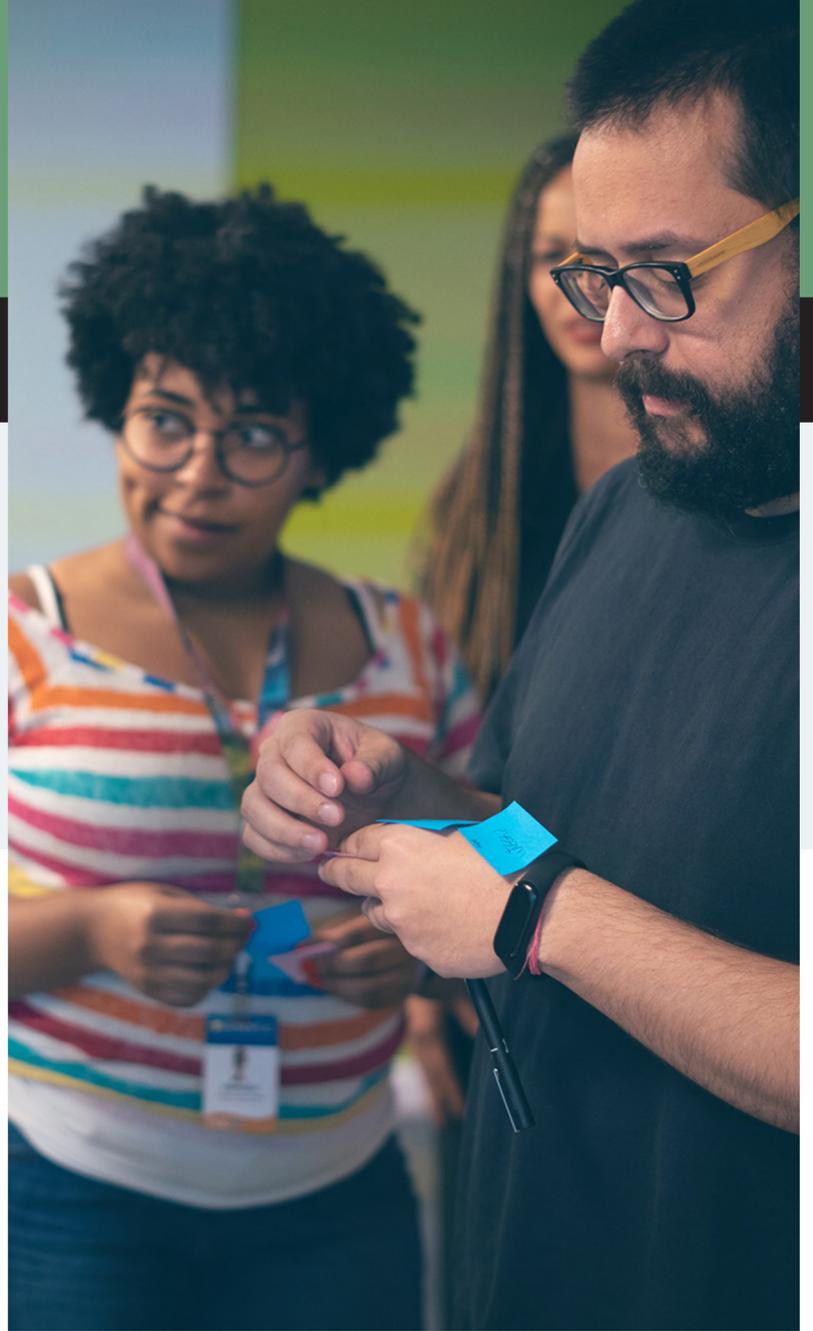# Scaling GenAI with confidence

Why scaling AI matters

60%

Say measuring the reliability of GenAI applications and models, and successfully moving them into production is important to their organization's overall success.
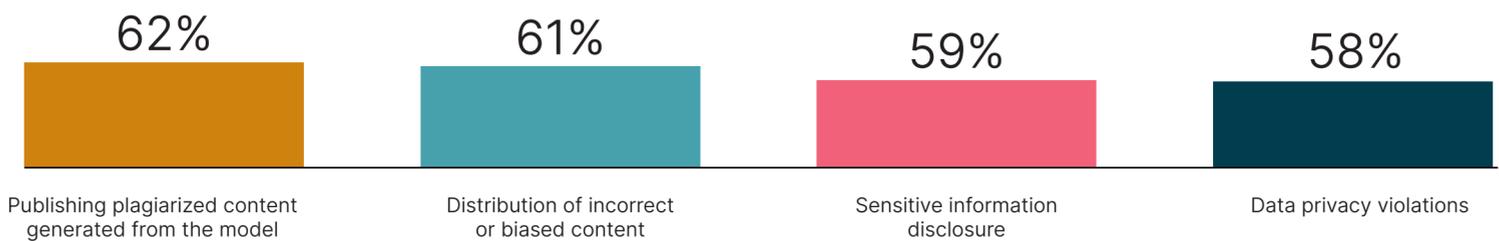
64%
Do not have a fully developed and optimized strategy for measuring the reliability of GenAI applications and models.

The impact:

Organizations are more likely to experience a negative ROI (43%) than a gain (40%).
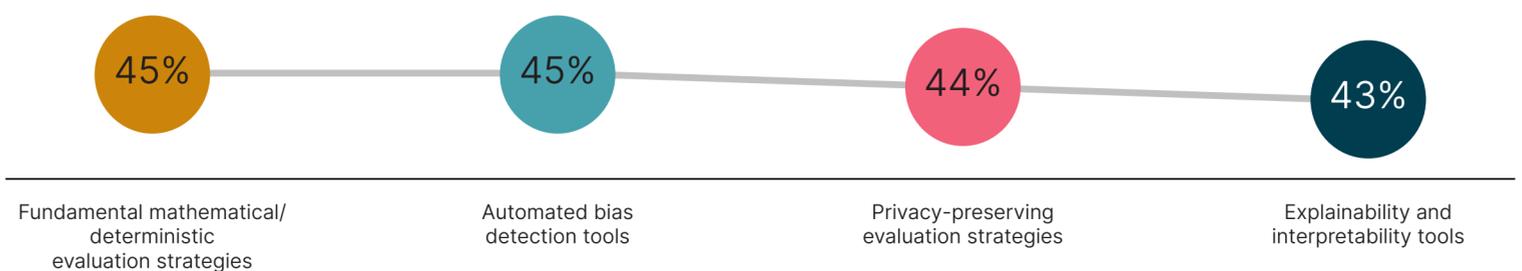
Concerns when deploying large language models:

62%	61%	59%	58%
Publishing plagiarized content generated from the model	Distribution of incorrect or biased content	Sensitive information disclosure	Data privacy violations

A call for change:

72% believe their approach to measuring the reliability of GenAI applications and models needs a complete overhaul or significant improvements.

Biggest innovation or improvements needed in GenAI/LLM evaluations:

45%	45%	44%	43%
Fundamental mathematical/ deterministic evaluation strategies	Automated bias detection tools	Privacy-preserving evaluation strategies	Explainability and interpretability tools

/thoughtworks

Design. Engineering. AI.