



# 90% FIRMS SEE GenAI ADDING NEW LINES OF BIZ

As many as 90 per cent of the organisations surveyed said Generative AI (GenAI) will help them add new lines of business over the next 12 months, according to PwC's 2024 Digital Trust Insights. The report is based on a survey of 3,876 global business, technology, and security executives, with 136 participants from India. PTI

**Over 50%** biz decision makers most concerned about Cloud security-related threats

**Almost 50%** worried a cyber attack could result in loss of data and revenue

**91%** say employees' personal use of GenAI will lead to increase in productivity in next 12 months

**73%** say it will lead to catastrophic cyber attacks in next 12 months

**Nearly 70%** plan to leverage GenAI in cybersecurity strategies