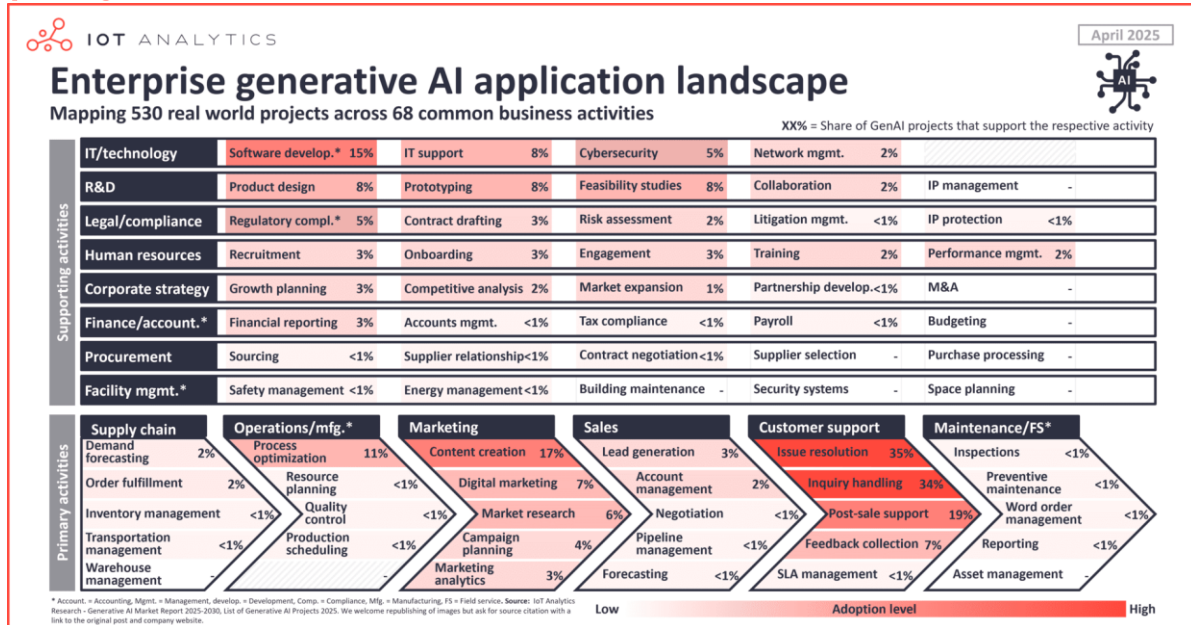


FOR IMMEDIATE RELEASE

The top 10 enterprise generative AI applications – Based on 530 real-world projects



Hamburg, Germany – April 29, 2025 – Enterprise adoption of generative AI is increasingly focused on enhancing operational efficiency, with customer issue resolution making up 35% of the identified applications, based on recent analysis by IoT Analytics. This finding stems from an examination of 530 documented enterprise generative AI projects, detailed within its [List of Generative AI Projects](#) (published February 2025) and the [Generative AI Market Report 2025–2030](#) (published January 2025).

The research indicates that generative AI is being applied across a wide spectrum of business functions. Customer support departments show the highest level of implementation activity, accounting for 49% of the identified projects. Specifically, applications aimed at resolving customer issues represent 35% of the total project sample. Marketing (27%) and IT (24%) are also significant areas of current enterprise generative AI deployment.

Analysis of the project data reveals key application areas including content creation in marketing and software development within IT functions. Geographically, North America leads in the number of recorded enterprise generative AI implementations. The technology industry shows the highest rate

of adoption among sectors analyzed, followed by manufacturing and professional services.

Key insights:

- **Generative AI is used across departments.** Most of the 530 identified generative AI implementations are in customer support, marketing, IT, operations, and R&D.
- **Customer issue resolution is the top application.** 49% of projects focus on customer support, with issue resolution alone making up 35%.
- **Tech sector and North America lead adoption.** 56% of projects were implemented inside tech companies, and 56% were implemented in North America.

Select analyst quotes:

Knud Lasse Lueth, CEO at IoT Analytics, comments that “Our research of 530 enterprise generative AI deployments shows that adoption is broad across departments and industries, with customer support, marketing, IT, and operations functions leading the way. The technology sector is the most prominent early adopter, and companies based in North America are ahead of their peers in Europe and the Asia-Pacific region.”

Joaquin Fernandez, Market Analyst at IoT Analytics, adds that "Generative AI is clearly moving past the hype phase and becoming a real part of how companies work day-to-day. The fact that so many projects focus on customer support shows businesses are chasing quick, visible wins where the technology can immediately have an impact for both customers and employees. But what's more interesting is how quickly AI is starting to show up in marketing, IT, and even product design — not just cutting costs, but helping companies move faster and be more creative. The companies that figure out how to incorporate Generative AI into their daily workflows, instead of treating it like a side project, are the ones that are going to pull ahead in the next few years."

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About IoT Analytics

IoT Analytics, founded and operating out of Germany, is a leading global provider of market insights and strategic business intelligence for the IoT, AI, Cloud, Edge, and Industry 4.0.

Our key workstreams across the tech stack include IoT applications, IoT platforms and software, IoT connectivity and hardware, and industrial IoT. We are trusted by 1000+ leading companies around the world for our market insights, including globally leading software, telecommunications, consulting, semiconductor, and industrial players.

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