



### Director of AI & ML, Global Pharmaceutical Company

Is your spend on AI Hardware increasing in 2024?

- Yes, due to the adoption of generative AI and LLMs in applications and use cases across the enterprise.

What is going to be the greatest challenge to AI infrastructure in 2024?

- Scalability and managing LLMs in the enterprise will be the greatest challenge, however we must also tackle issues surrounding availability of knowledge retrieval systems.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- LLM deployment across the enterprise and LLMOps are our main priority.



### Head of R&D, National Aerospace Centre

Is your spend on AI Hardware increasing in 2024?

- Yes, we've increased our AI workloads, particularly across the Generative AI space and subsequently need the hardware capabilities to support this.

What is going to be the greatest challenge to AI infrastructure in 2024?

- The limited availability of NVIDIA cards and NVIDIA's dominance on the market. We're going to have shortages due to this dynamic.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- We're setting up an on-premise small-scale computing cluster!



### Director, Global Head of Smart Sensors & Hardware Systems, Global Manufacturer

Is your spend on AI Hardware increasing in 2024?

- Yes, we're seeing increased AI demand across the enterprise driven by foundation models. Generative AI has had a significant impact so far.

What is going to be the greatest challenge to AI infrastructure in 2024?

- Availability of hardware in general, there are concerns over whether we will be able to purchase the necessary hardware for our workloads in 2024.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- AI accelerators are our top priority.



### Head of AI and Data Science, European Mining Company

Is your spend on AI Hardware increasing in 2024?

- No, due to economic turbulence the spend will remain the same rather than putting further investment into our hardware this year.

What is going to be the greatest challenge to AI infrastructure in 2024?

- Whilst the significance of generative AI on the hardware and infrastructure in enterprise is still unclear, LLM scaling is certainly going to be a challenge for enterprises in 2024.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- We're focusing on increasing our number of GPUs.



### Lead Data Scientist, US Hyperscaler

Is your spend on AI Hardware increasing in 2024?

- Yes, with every new AI/ML development we are increasing our hardware capabilities. Generative AI has been a major cause of increased spend in the past year.

What is going to be the greatest challenge to AI infrastructure in 2024?

- Keeping up with demands of the latest developments from an availability and cost perspective.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- GPUs and TPUs.



### Senior Manager of Product Management, Large Scale US Retailer

Is your spend on AI Hardware increasing in 2024?

- No, our spend is looking to keep the same spend on AI infrastructure in 2024, Generative AI has caused significant demands on our infrastructure and we need to maintain this.

What is going to be the greatest challenge to AI infrastructure in 2024?

- The cost of compute is going to be significant in 2024, enterprises are going to find it challenging to keep up with this as it continually expands.

What area of AI infrastructure will see the biggest investments from your company in 2024?

- We're putting almost all of our budget towards NVIDIA chips.

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