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GAI Insights Names 10 Emerging Leaders in GenAI in Industry-First Report
Corporate Buyers' Guide to LLMs is designed to save CTOs, consultants, and AI teams time researching vendors for enterprise GenAI deployments

BOSTON, Mass. November 14, 2023 -- GAI Insights, an industry analyst firm helping AI Leaders achieve business results with GenAl, announced today a new report, *Corporate Buyers' Guide to LLMs,* that names 10 vendors as Emerging Leaders in the growing Large Language Models (LLMs) market. The report helps AI Leaders develop a business case for GenAI investment, finalize a short list of evaluation criteria for vendors, and understand all vendors via a GenAI vendor directory. The 4-month research effort concludes that Microsoft with OpenAI has by far the largest market share with enterprises, and that vendor market power dynamics are dominated by the big 3 cloud providers.

Twenty-seven vendors were evaluated along 20 dimensions, and ten were named as emerging leaders.

The emerging leaders are (in alphabetical order):
- AI21 Labs
- Aleph Alpha
- Amazon
- Anthropic
- Cohere
- CustomGPT
- DataBricks
- Google
- Microsoft
- OpenAI

"We're seeing an increased demand from decision makers across industries looking to leverage and integrate GenAI within their organizations," said Paul Baier, co-founder and CEO of GAI Insights. "Companies want their own ChatGPT, with their own data, but are overwhelmed by all the vendor options."

The Guide was based on research over 4 months, interviews with 100 companies, surveys, and secondary research. Other key findings include:

- The startup market is alive with innovation with $27B in investment raised by the startups analyzed.
- Microsoft with Azure and OpenAI are by far the market leaders so far with enterprise deployments in 2023.
- Significant competition exists between vendors using proprietary LLM models and solutions using open source.
- Risk management is a top concern but is manageable with a variety of technical and policy and procedural approaches.

The Corporate Buyers' Guide includes steps to evaluate vendors, ways to reduce risk, reference material.

The *Corporate Buyers' Guide to LLMs* is available as part of a yearly membership subscription which includes the report, updates to the report in 2024, and a discounted ticket to GAI Insights' annual conference, Generative AI World, held in Boston, Mass. on Oct 7-8, 2024. Individual membership subscriptions are available at $1,999. Licenses for corporate team use range from $4,999 to $44,995, depending on the size of organization. Subscriptions can be purchased at GAIinsights.com.

About GAI Insights

GAI Insights is an analyst firm helping AI Leaders and their teams achieve business results with GenAI. Our reputation is founded on key industry firsts: establishing the largest ChatGPT Meetup group in the US, curating 15 videos of high-impact ChatGPT use cases, and conducting ChatGPT workshops and webinars for Harvard Business School, UBS, Council of Foreign Relations, Boston University Questrom School of Business and dozens of companies and investors. Our newsletter is now a trusted resource for enterprise GenAI information. Our inaugural sold out Generative AI World Conference, held on September 12-13, 2023 in Boston, Mass. focused on 20 enterprise GenAI case studies. Our research was featured in Harvard Business Review.