GenAI Unleashed

Usage Insights for Security Teams

Q3 2024

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Key Takeaways

Our analysis of 1,000 enterprise users from May to July 2024 shows that:

- The average user uploads data to **8.25 GenAI apps** every month. This is a **11% decrease** from May.
- **Power users** (using 12 or more apps a month) constitute 18.9% of users.
- ChatGPT is used **6X more than Gemini,** but usage patterns are broadly similar.
- **47%** of prompts include content creation, summarizing, or editing. The next most popular was software engineering with 16% of the share.
- **30.8%** of applications declare they train on customer data.

Security teams can use these findings to prioritize efforts to uncover Shadow AI and create more tailored security policies.

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A GenAI Ecosystem

Harmonic Analysis

Of the **5,020** GenAi or GenAI-enabled tools in use:

- **25% are for content** - editing, creation, summarization, and translation.
- **18% are business tools** - Slack, Notion, Gmail, etc.
- **13% provide customer service help** - streamlining support.

Of the core GenAI tools, ChatGPT is used **6x** the rate of Google Gemini.

Fig 1: App Categorization

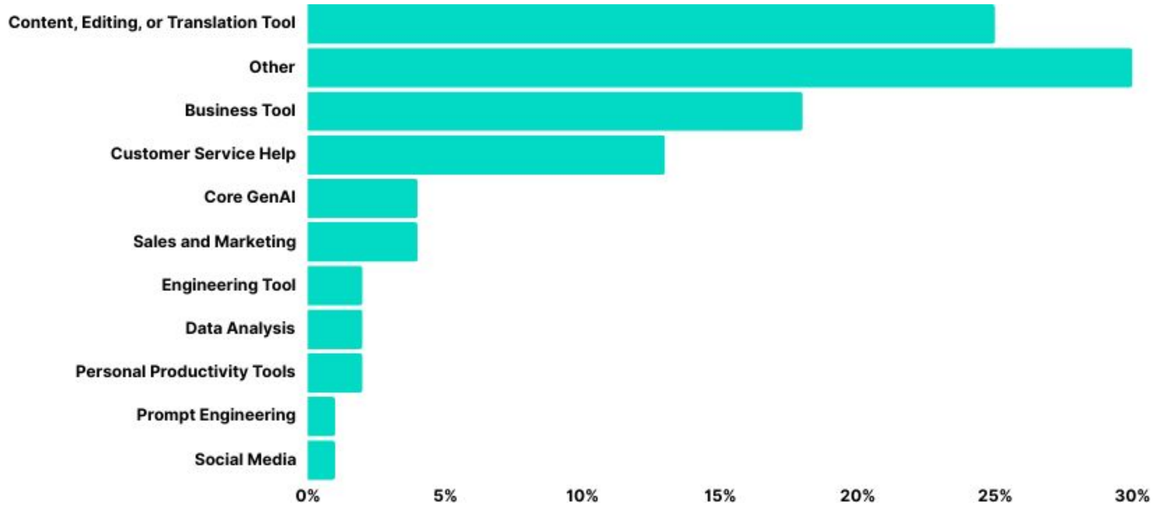
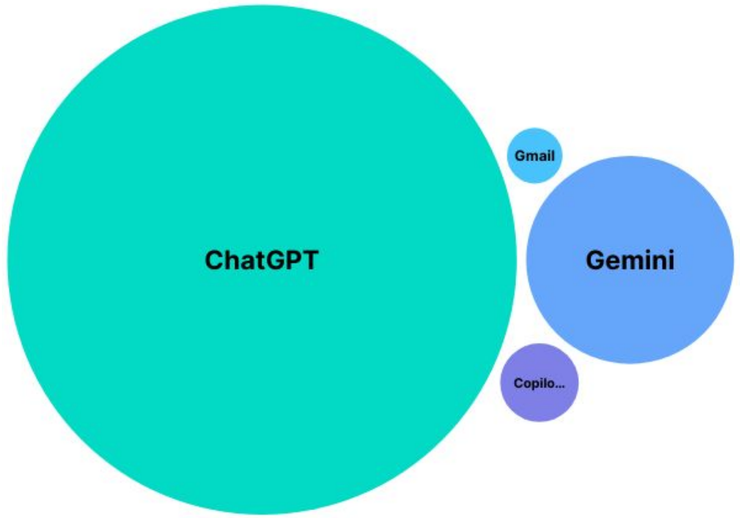


Fig 2: Core GenAI App Usage Comparison



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Enduring Usage

Harmonic Analysis

The average user uploads data to **8.25 GenAI apps** every month.

- This is an **11%** decrease from the peak in May 2024.
- **10%** of users only use 1 app every month, on average.
- Power users, using more than **12 apps** every month, constitute **18.9%** of users.

Fig 3: Average number of apps per user over time

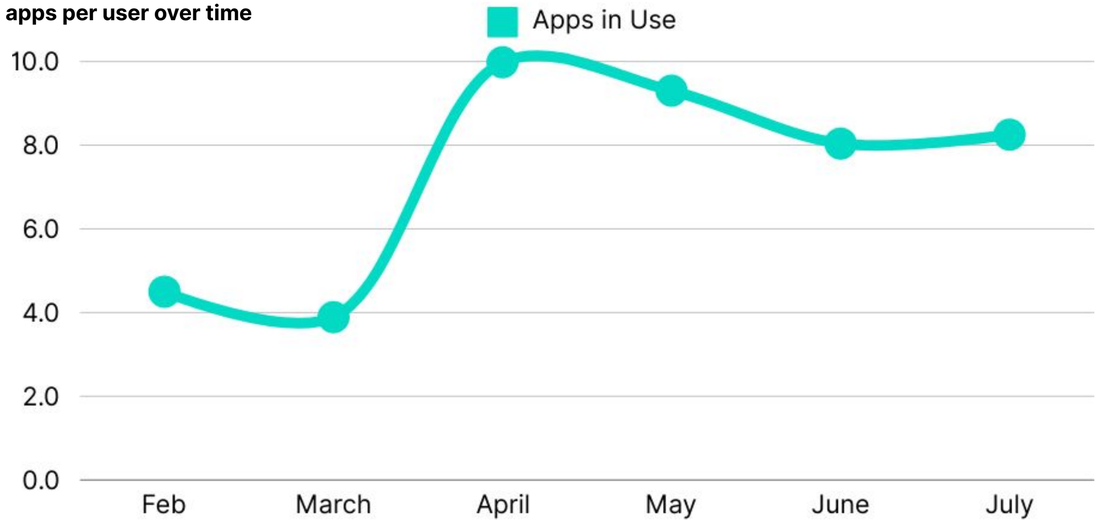
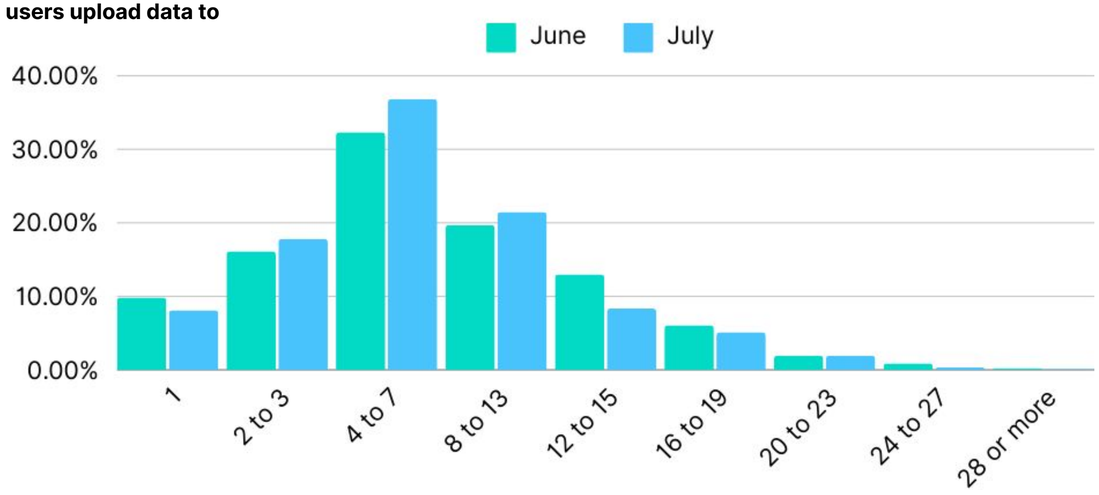


Fig 4: Distribution of how many apps users upload data to



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Consistent Usage Patterns Emerge

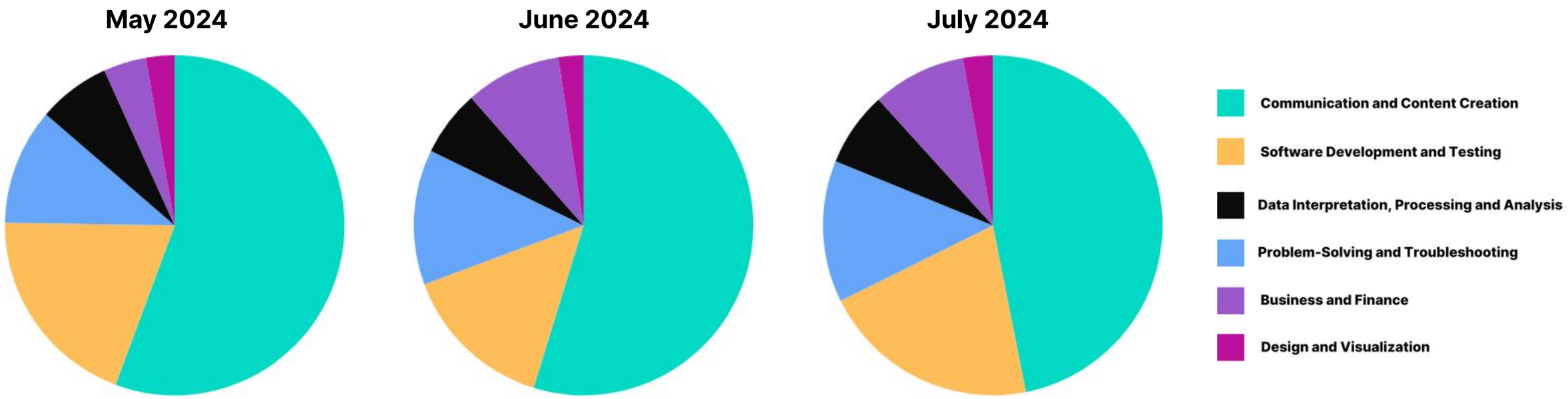

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Fig 5: Categorizing prompts across May, June, and July 2024

Content is King

Harmonic Analysis

- 47% of analyzed prompts include content creation, summarizing, or editing. The next most popular was software engineering with 16% of the share.
- Of those, most employees are looking for help editing and summarizing the text (30%).

Fig 6: Prompt Categorization

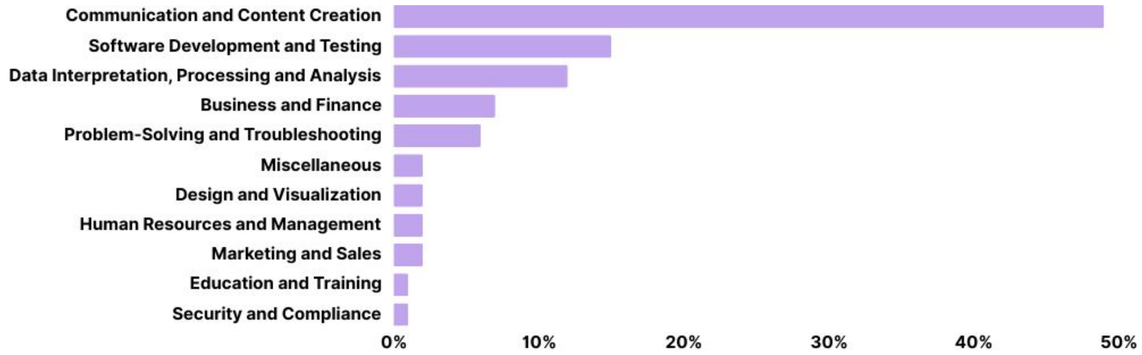
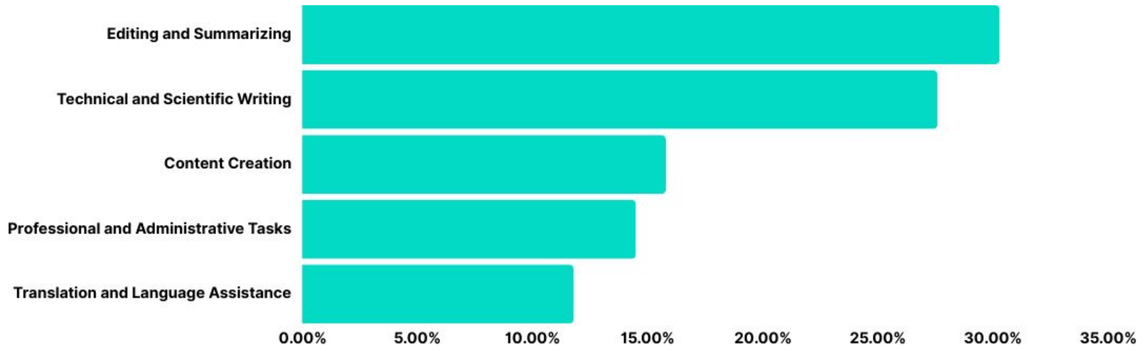


Fig 7: Content Subtypes



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App Risks

Content Training

- **30.8%** of applications declare they train on customer data
- **<1% of apps** have a published Trust Center

Fig 8: Content Training Declaration

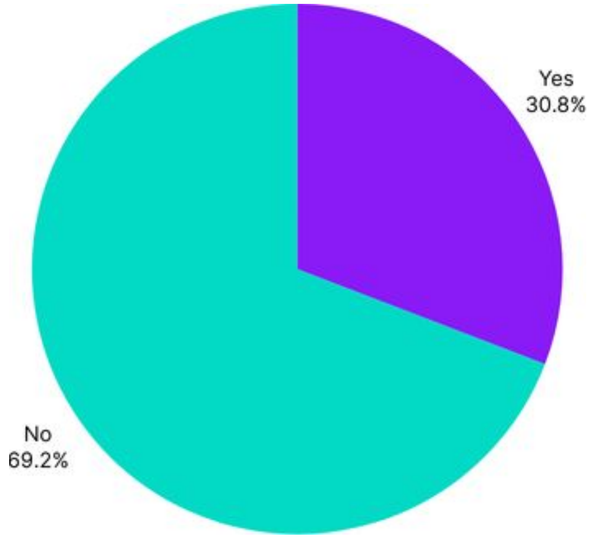
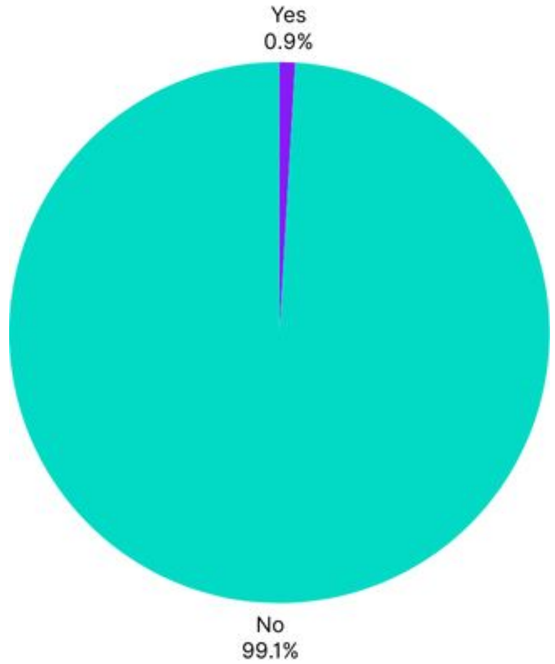


Fig 9: Trust Centers



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Summary

While users are still experimenting with GenAI, clear and define use cases are beginning to emerge.

Security teams can look to these use cases to provide guidance to teams about how they can safely adopt GenAI.