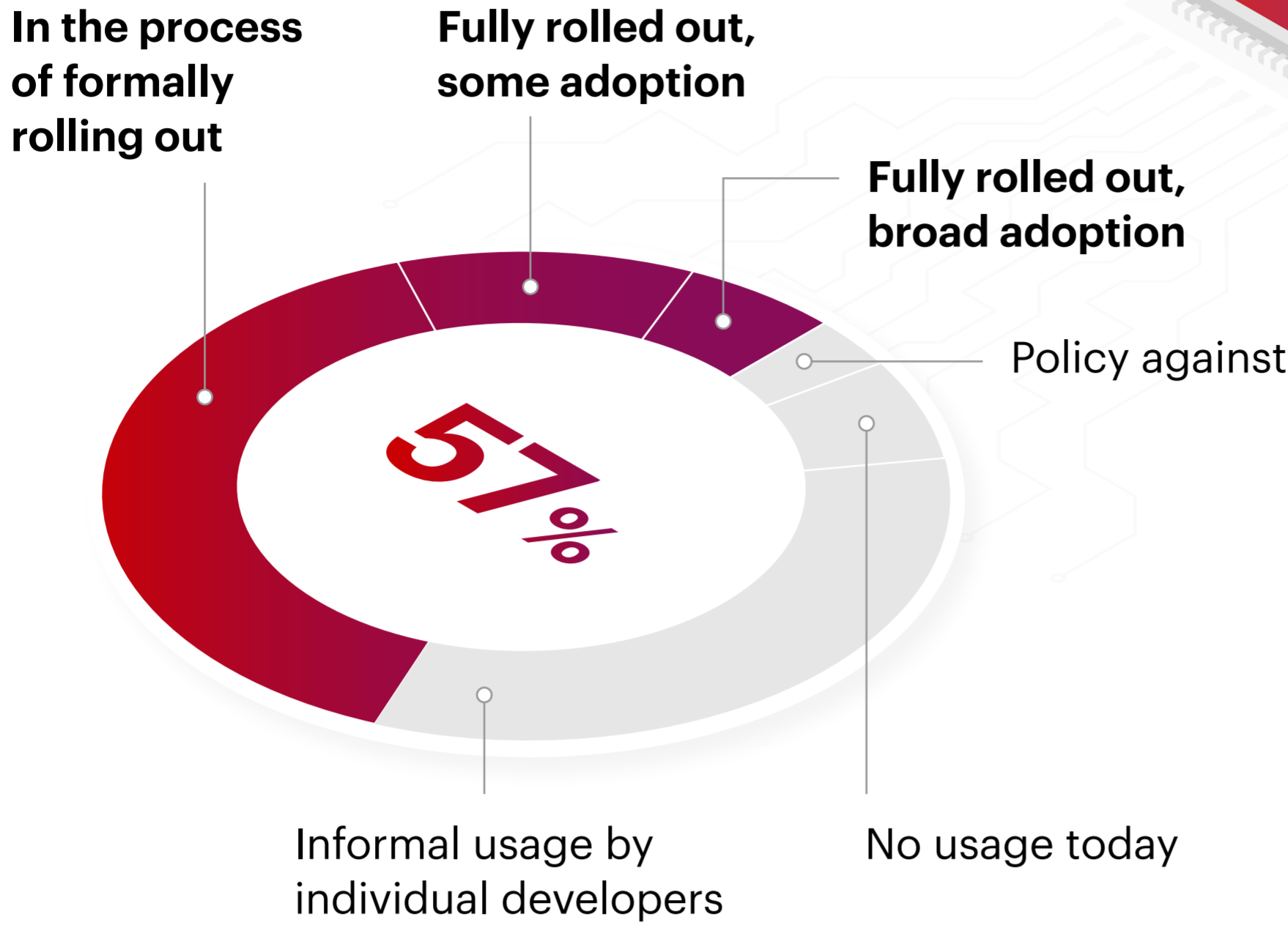


# AI Coding Assistants Are Already Living Up to Expectations

Early adopters of generative AI coding assistants say they're improving software speed to market, quality, and cost.

## Software teams are adopting generative AI at a staggering pace

Nearly **60%** of software CTOs and engineering leaders we surveyed are actively rolling out coding assistants based on foundation models and generative AI



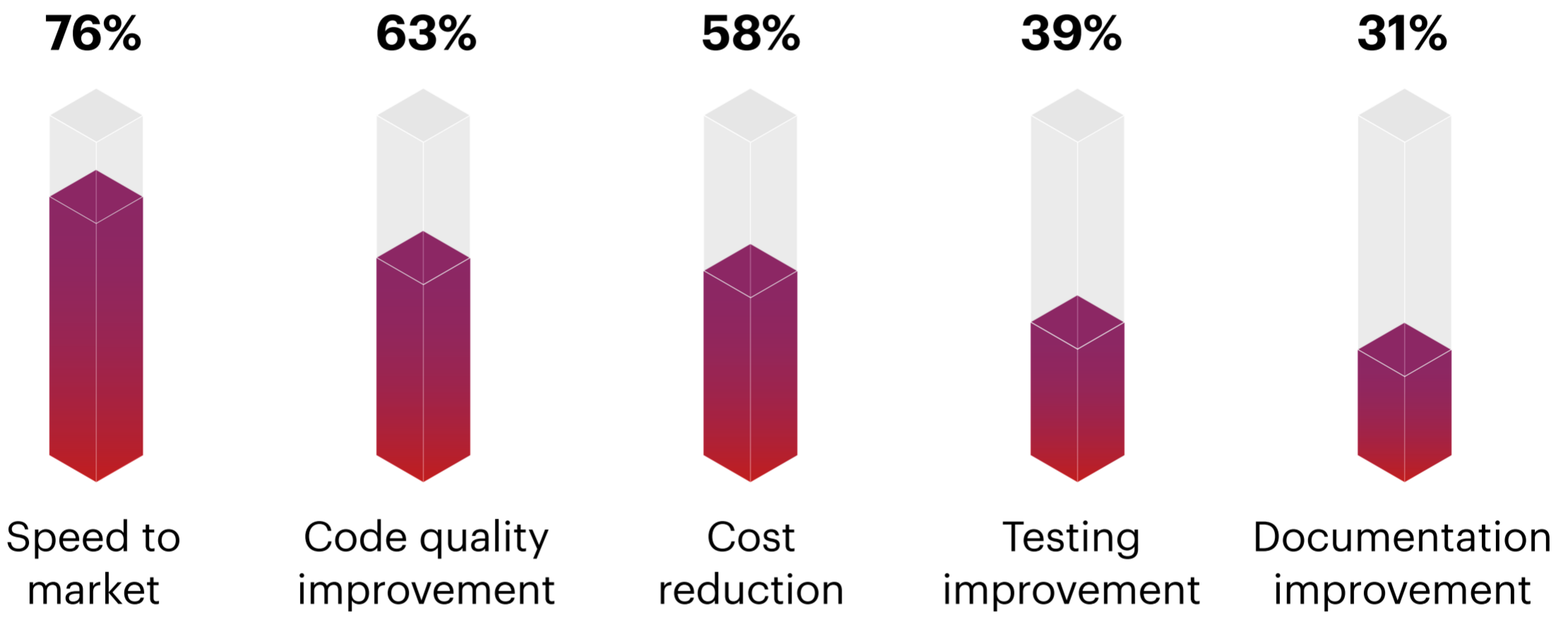
## The results have been impressive

**75%** of generative AI coding assistant adopters say it's met or exceeded their expectations



## Speed to market is the biggest bonus

Early adopters also cited quality of code and cost savings as key benefits of AI coding assistants



## Generative AI is poised to transform the software and tech ecosystem

**Customer experiences and expectations** undergo a step change, starting with chat-based interfaces

**New products and services** emerge, while others are commoditized

**Engineering productivity** gets a substantial boost

**Differentiated data assets** rise in value

**The P&L** is fundamentally reshaped

**Business models, competitive advantages, and incumbent-disrupter dynamics** all shift

The field is moving rapidly, leaving behind those who wait and see

## How leaders get the ball rolling

**Create a use-case roadmap** across all functions, prioritized by value, technology readiness, differentiation, and risk

**Prepare the organization** by opening secure, experimental sandboxes to employees

**Reimagine core product** differentiation

**Invest in standardized technology**, such as coding tools, knowledge worker support, and software environments

**Establish governance**, such as processes to assess code quality and to identify and manage risks

**Test and learn** to build conviction around the business case

Note: Survey respondents included software company CTOs, chief architects, vice presidents of engineering, software engineering directors, and senior software engineers. Source: 2023 Bain Survey of Software Engineering Leaders-Generative AI Coding Assistant Adoption (n=150).