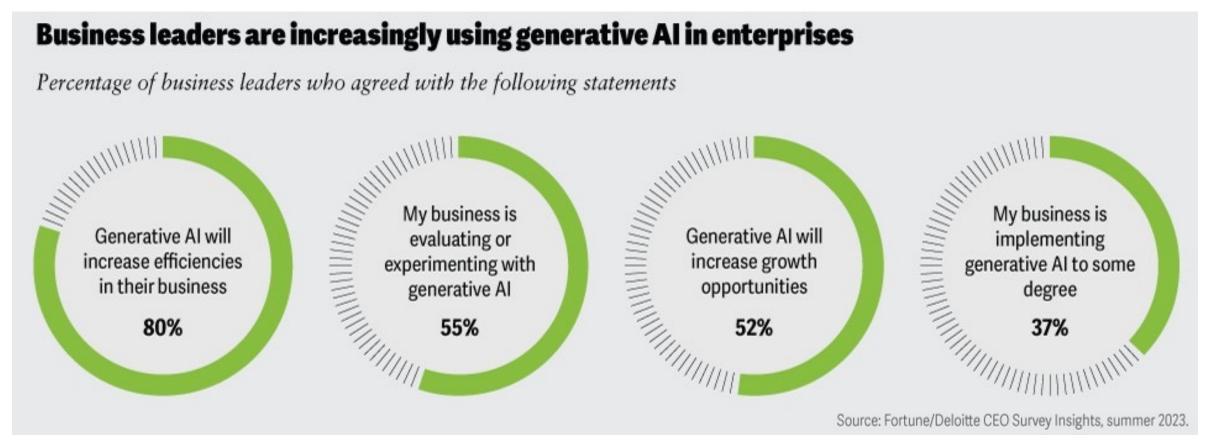


Generative AI: The business transformation catalyst



What we heard from businesses who have already adopted Generative AI -

Data is the fuel that drives the Generative Al engine

Governance is more important than ever

Make sure you have the (copy)right

Imaginative executives wanted

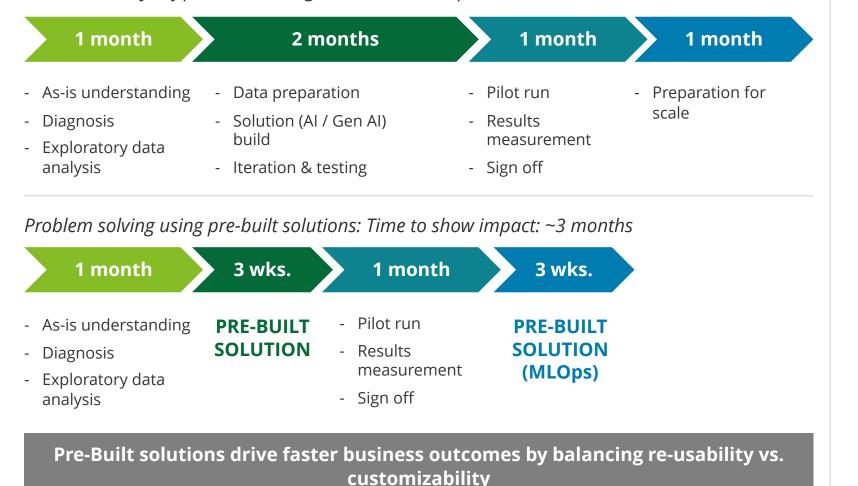
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Pre-built agile solutions: Enabling rapid scale-up and faster business outcomes

Why pre-built solutions?

Traditional ways of problem solving: Time to show impact: ~5 months



A few pre-built Generative Al solutions* **FactRover** Summarizes and searches large documents **Facts to Insights** Analyzes datasets to generate insights **Design Assistant** Creates images for design / marketing content **Digital Developer** Generates code autonomously C.R.I.S.P. Customer Review Insights and Sentiment Predictor

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Delivering business outcomes: Select Gen AI projects



Leading multi-national pharma major

Localized marketing content generation using design assistant, leading to 50% efficiency improvement



Large Canadian bank

Sentiment analysis on customer app reviews using CRISP, driving app design improvements



Leading Indian media player

Sales enabler tool for strategic decision making on prospective advertisers and brands



Large Indian e-commerce major

Personalized L&D program creation for managers based on KRAs and past performance



Global CPG giant

Insights-on-the-go on Sales data using Facts to Insights, reducing time-to-insights by half

Guiding principles -

Domain specific prompt engineering

Organization and industry context to native LLM capabilities

Optimization of costs

Optimized chunking and embedding for LLM API calls

Zero tolerance to hallucination

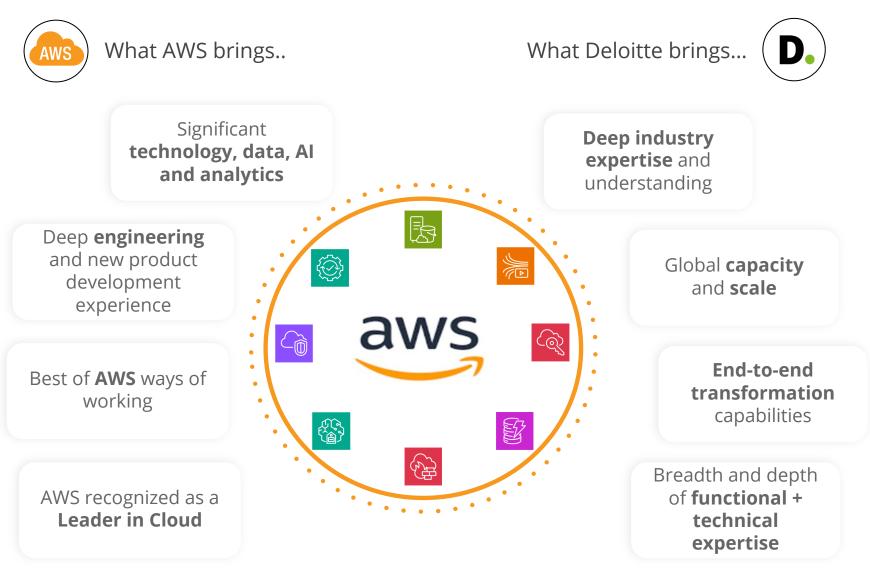
Reduced to nil hallucination through model temp. control

Trustworthy Al framework

Al-related risk management to ensure unbiased outcomes

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Deloitte – AWS partnership has helped clients realize strategic outcomes from their cloud investments



Highlights of our partnership

AWS-DELOITTE Launched "CLOUD GARAGE" in 2021 DELOITTE-AWS
GEN-AI
Collaboration in

2023



Deloitte India collaborates with AWS to provide generative Alsources of the Author India Collaborates with AWS to provide generative AI solutions for Indian companies

According to a reflect reason Prince Indianal to Author Report State (Collaborative Collaborative Co

1,200+

AWS ASSOCIATE CERTIFICATIONS

- ✓ Solutions
- ✓ Developer ✓ Admin
- Architect ✓ Sys-Ops

AWS

175+

PROFESSIONAL CERTIFICATIONS

✓ Solutions Architect ✓ Dev-Ops Engineer

60+

AWS SPECIALITY CERTIFICATIONS

✓ Networking ✓ Big Data SpecialtySpecialty ✓ Security Specialty

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