



Fine Tuning

Artificial Generative Intelligence (Gen AI)

Use Case

- Enterprise company documents with their standards
- Make the model understand content better
- Response tailored to customer's document's standards
- Enable industry knowledge
 - General Industry
 - Enterprise Industry content – Tailored to Enterprise
- Provide much improved content generation following enterprise content standards

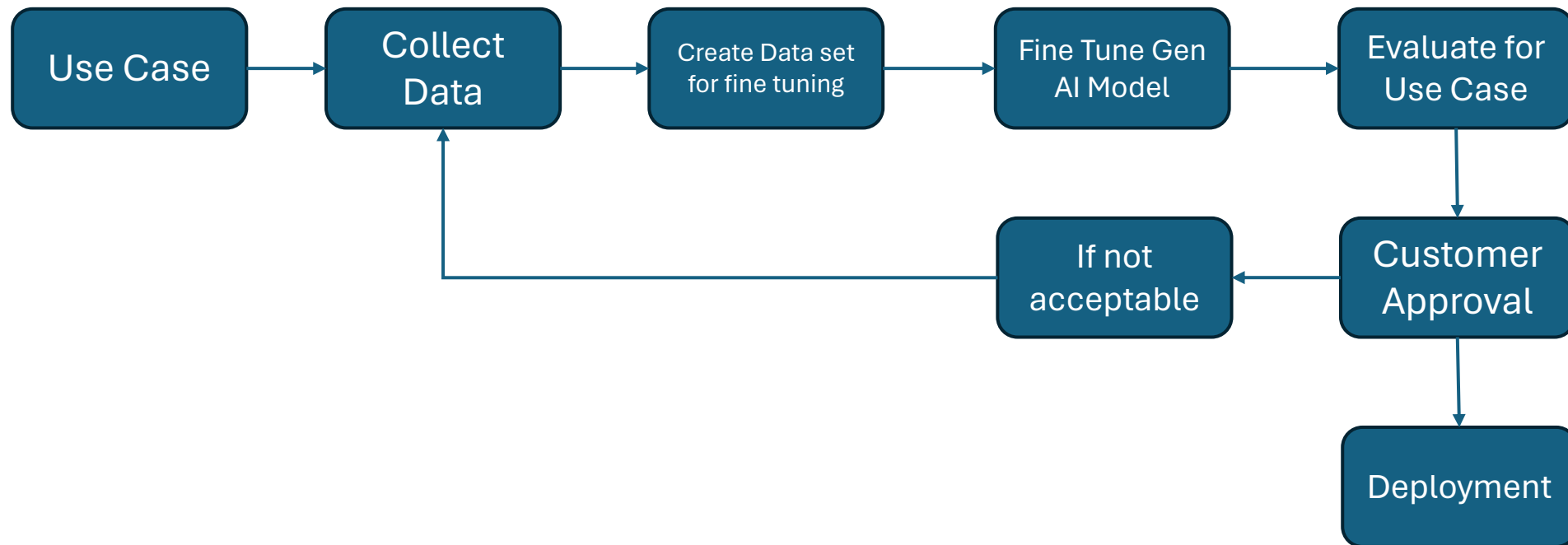
Challenges

- Spending more time to find content that is needed for use case
- Existing model doesn't understand corporate content as it hasn't seen in training.
- Rag is also limited to certain accuracy.
- Creating data set with corporate content is another hard challenge to solve
- Data set creation is still hard manual work (even with chatgpt or gpt support)
- Fine tuning is also expensive with GPU compute
- GPU compute availability is another challenge
- Skills is also another gap
- Tools and Process are not available
- Need Industry SME (Subject matter experts) to formalize content

Outcomes

- Provide employees tools to better write content that tailors to enterprise content and based on that content create new one.
- Improves productivity in creating business proposal, SOW, RFP, RFQ
- Improves productivity for legal team to create contracts and legal terms
- Sending content in Email, Social Media or other platforms to Customer's based on enterprise content and standards
- Understanding customer issues using call center calls and improve customer satisfaction
- Improve employee productivity 20%
- Target Users: Sales, Marketing, Legal, Purchasing, Supply Chain, Program Management, Events, M&A, Finance

Fine tuning process



Skills Needed

- Business requirements collection
- Data Engineers to bring data and munch data
- Data Scientist or AI developer to understand data source and build the application
- AI DevOps Eng – LLMOps
- Program/Project Managers
- Solution architects
- Legal for Responsible AI
- IT Security, Infra and Compliance teams

GTM

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- Sales Pitch deck
 - Execution Model – Project based or placement of skills
 - Cost to customers
 - Our value prop – why they have to come to us
 - Advertisement
 - Finding customers
 - Pitch to customers
 - Follow up with customers