

RICOH
imagine. change.



Microsoft



IBM **Watson**TM

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Smarter Working

HOW (GENERATIVE) AI
TRANSFORMED MY JOB



A year ago

...

Recommend a
technology to
communicate
with IoT devices



Day 1

Day 7

Day 14

Day 30

Define use cases
Research
Device compatibility

Security
Data transfer efficiency
Complexity
Community Support

Pilot test
Scalability
Talk to Experts

Make
recommendation

Day 31

Day 38

Day 45


Day 60

Write abstract

Create slides

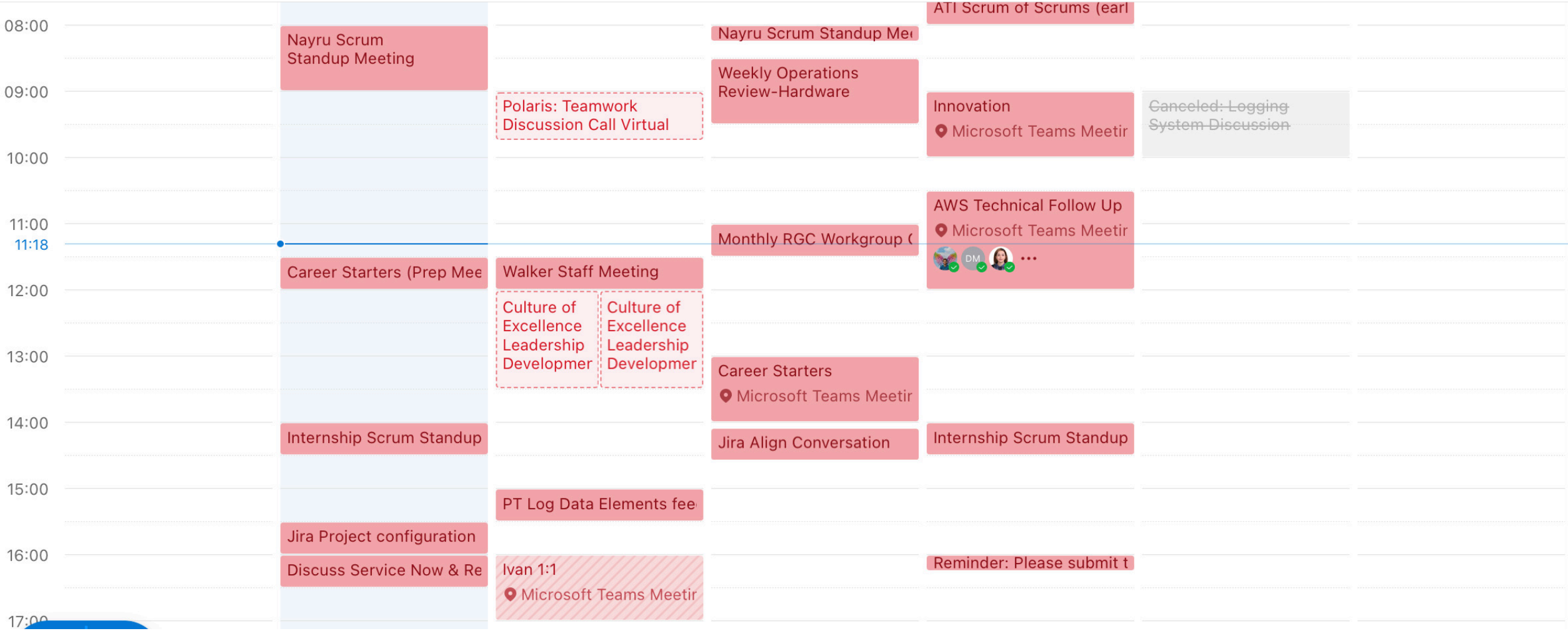
Write code

Show demo

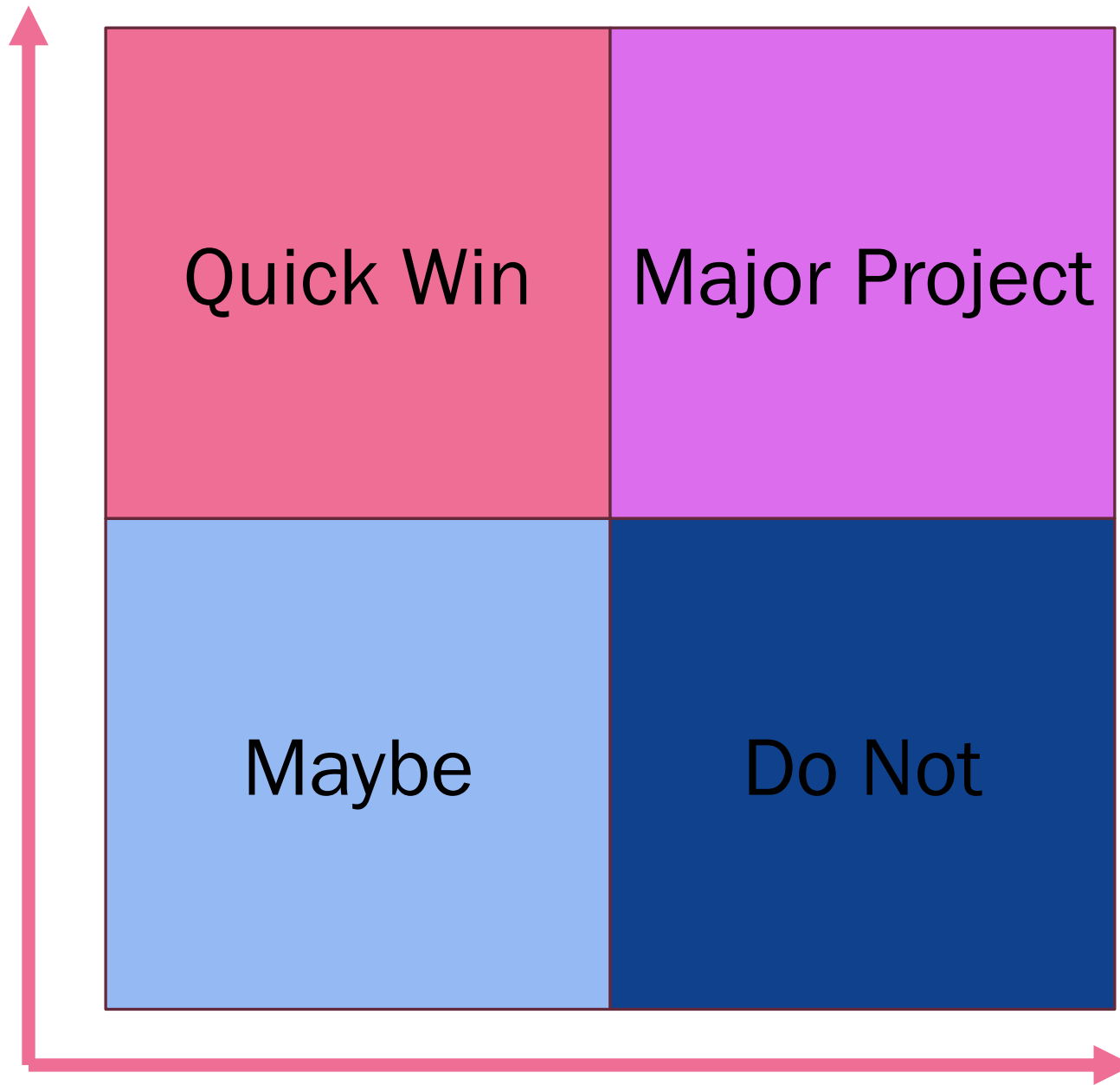
 **Daily Weather**
Come rain or shine, get ready for what's ahead with your daily weather forecast.

Add Weather

Dismiss



Impact
(Value \$)



Effort

Impact
(Value \$)



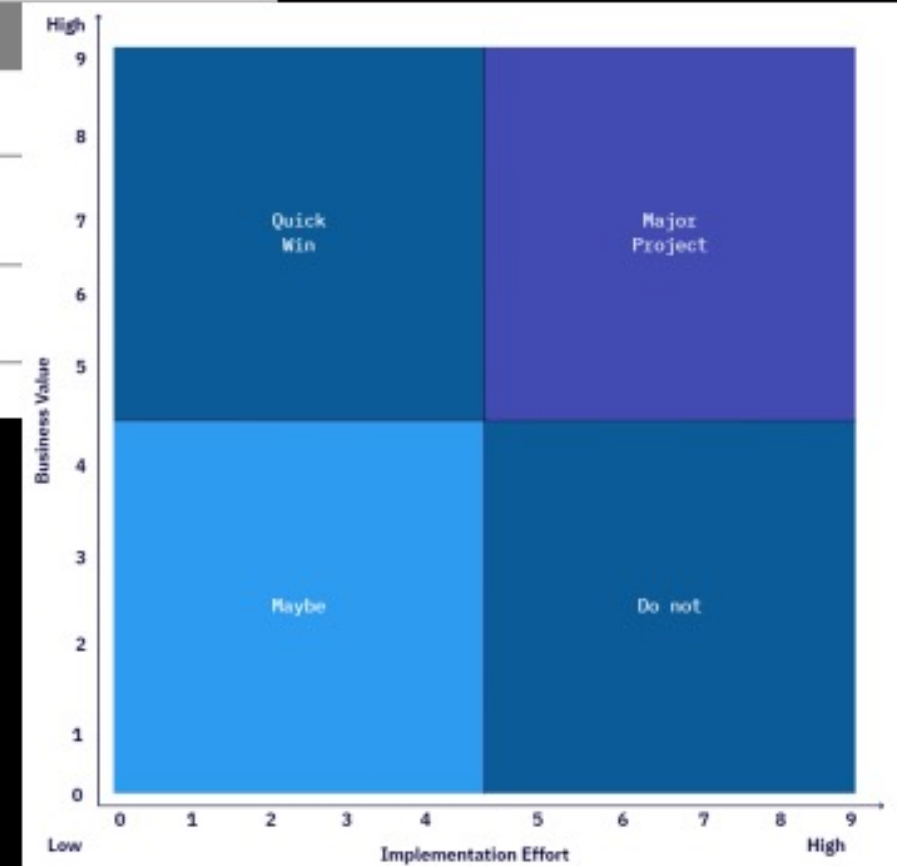
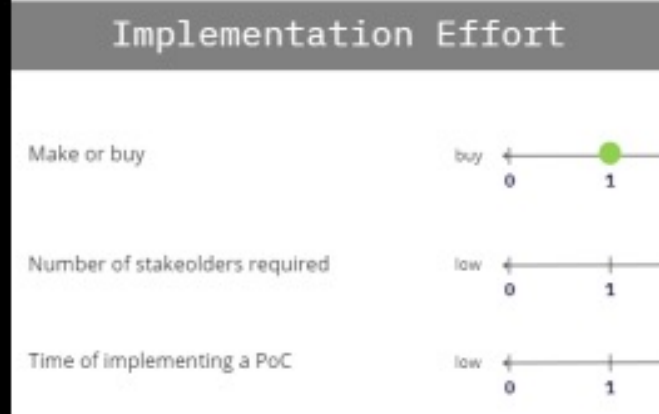
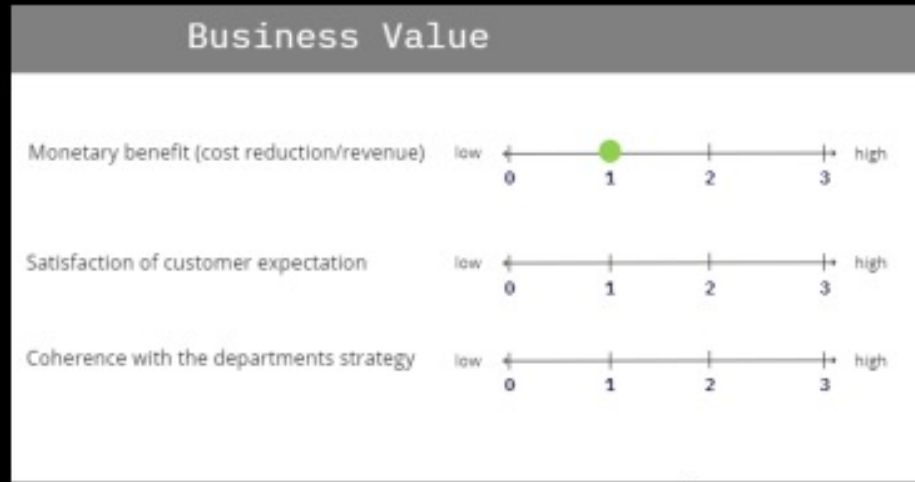
1
Major Project

Maybe

Do Not

Effort

Impact vs Effort

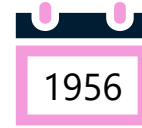


Artificial Intelligence

Machine Learning

Deep Learning

Generative AI



Artificial Intelligence

Intelligence demonstrated by machines



Machine Learning

Learn from data



Deep Learning

Model after the human brain (Neural Networks)



Generative AI

Create new written, visual, and auditory content

Generative AI

GPT-3

Prompt:

Write a tagline for an ice cream shop.

Response:

We serve up smiles with every scoop!

Codex

Prompt:

Table customers, columns =
[CustomerId, FirstName,
LastName, Company, Address,
City, State, Country,
PostalCode]

Create a SQL query for all
customers in Texas named Jane
query =

Response:

```
SELECT *  
FROM customers  
WHERE State = 'TX' AND  
FirstName = 'Jane'
```

DALL·E

Prompt: A white Siamese cat

Response:





Document1 · Saved ▾



File Home Insert Layout References Review View Help



Aptos (Body) ▾

11 ▾

B

I

U ▾



Create content with Copilot



draft a proposal from yesterday's  meeting notes|





Copilot

Create a 10 slide presentation
from the press releas|





Document - Saved



Editing

Bierstadt

11



B



Share

	A	B	C	D	E	F	G
1	Average of Actual 2022	Newsletter No	Newsletter Yes	Grand Total			
2	None	\$94.68	\$107.65	\$97.63			
3	Basic	\$74.60	\$140.29	\$125.69			
4	Premium	\$239.29	\$293.78	\$281.21			
5	Grand Total	\$112.57	\$202.64	\$157.61			
6							
7				\$153.22			
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							

Sales Dashboard

Monthly Sales

Receivable

\$26,345.00

Outstanding

< > Sheet 1 **Sheet 2** +

Copilot

What new trends are we seeing in this month's sales data?

Customers who have a subscription or receive the newsletter tend to have higher average sales amounts than those who do not.

Average of Actual 2022	Newsletter No	Newsletter Yes	Grand Total
None	\$94.68	\$107.65	\$97.63
Basic	\$74.60	\$140.29	\$125.69
Premium	\$239.29	\$293.78	\$281.21
Grand Total	\$112.57	\$202.64	\$157.61

Insert table



Ask a question or request, or type "/" for suggestions



Search

Outlook

Home View Help

New Mail

Delete

Archives

Favorites

Family Photos

Add favorite

katri@contoso.com

Inbox 14

Favorites 5

Catherine Lanco... 3

Drafts

Sent Items

Action Shortcut te

Junk Email

Archive

New folder

Add account

To: Lydia Bauer Henry Brill Mona Kane Tenzin Lasya +4 more



Calibri

12

**B***I*U~~S~~ X^2 X_2

Coaching by Copilot

Overall

Overall Room for improvement

Tone

Suggestions

Clarity

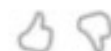
To show more appreciation:

replace "I'm reaching out to update you on the Fabrikam project" with

"I hope this email finds you well and that you are proud of the amazing work you have done on the Fabrikam project."

Sentiment

AI-generated content may be incorrect



Elvia Atkin

Intern Meet & Greet

We look forward to meeting our...

Tomorrow, 11:00 AM (3...
No Conflicts

RSVP

Sunday



Henry Brill

Back Cover Idea



Sunday

Rebecca,

I'm reaching out to update you on the Fabrikam project. Due to some illnesses on the team the project is now about 2 weeks behind the original schedule. We'll need to meet with our contact, Rob, and go over the potential impacts of this delay. He's been touchy in the past when there have been unforeseen changes to projects, so we'll need to handle the conversation carefully.

Marketing Brainstorm

03:00

Stop sharing

Pop out

Chat

People

Raise

React

View

Notes

Copilot

Apps

More

Camera

Mic

Share

Leave meeting

Serena Davis

Charlotte de Crum

Jessica Kline

Kat Larsson

Daniela Mandera

Marketing Brainstorm

Website Optimization

AI generated • Serena Davis

Upgrade website design

SEO Execution

AI generated

Test SEO tactics

AI generated

Focus on SEO

AI generated

Research target audience

AI generated

Consider search volume and competition

Daniela Mandera

Create a keyword list

Charlotte de Crum

Refine keyword strategy

AI generated • Jessica Kline

Monitor keyword performance

AI generated

Rank keywords based on relevance

AI generated

Prioritize keywords

AI generated

Optimize on-page content

Charlotte de Crum

Use keyword variations

AI generated

Outreach Networking

AI generated

Reach out to relevant websites

Jessica Kline

Daniela Mandera

Serena Davis

Copilot

Marketing Brainstorm

Participants:

Serena Davis, Charlotte de Crum, Jessica Kline, Kat Larsson, Daniela Mandera

Date:

Tuesday, April 25

Ideas Generated:

14 Ideas

Key Themes from Whiteboard:

- Website Optimization: Upgrade website design, optimize page speed, streamline website structure
- SEO: Focus on SEO, reach out to relevant websites, test SEO tactics, refine keyword strategy
- Target Audience: Research target audience, focus on user intent
- Keyword Optimization: Prioritize keywords, create a keyword list, rank keywords based on relevance, consider search volume and competition, monitor keyword performance

Generated from [Marketing Brainstorm Whiteboard](#)

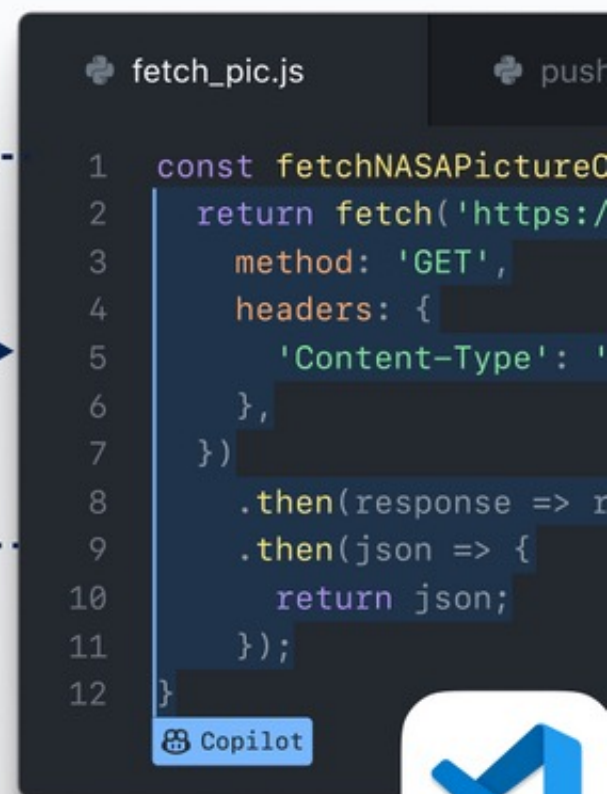
OpenAI Codex Model



GitHub



Private Code



Public code and text
on the internet



Provide Editor context

Provide Suggestions

Improve Suggestions

Impact
(Value \$)

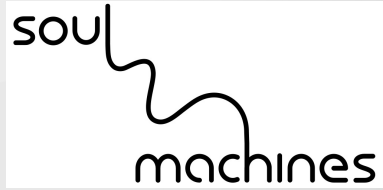


Effort

Demo

[Http://52.26.48.223](http://52.26.48.223)

<https://github.com/iportilla/ask-pdf>



Soul Machines creates digital people that transform brand experience by creating engaging and emotional connections with customers.

Soul Machines is using OpenAI for sentiment to increase the empathy of their Digital People so that conversations with users are deeper and more meaningful.

“Soul Machines is using Azure OpenAI Service for autonomous content generation for their media and entertainment products. For example, the content generation enables them to produce copy for conversations with their digital avatars and celebrities.”



Say hello to Digital People

Your journey to the metaverse starts here.

☒ I understand how to get the [best experience](#) talking to Viola and give consent to use my camera and mic

TALK TO VIOLA

