

Boosting business outcomes with generative AI

NVIDIA GTC 2024

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Today's speakers



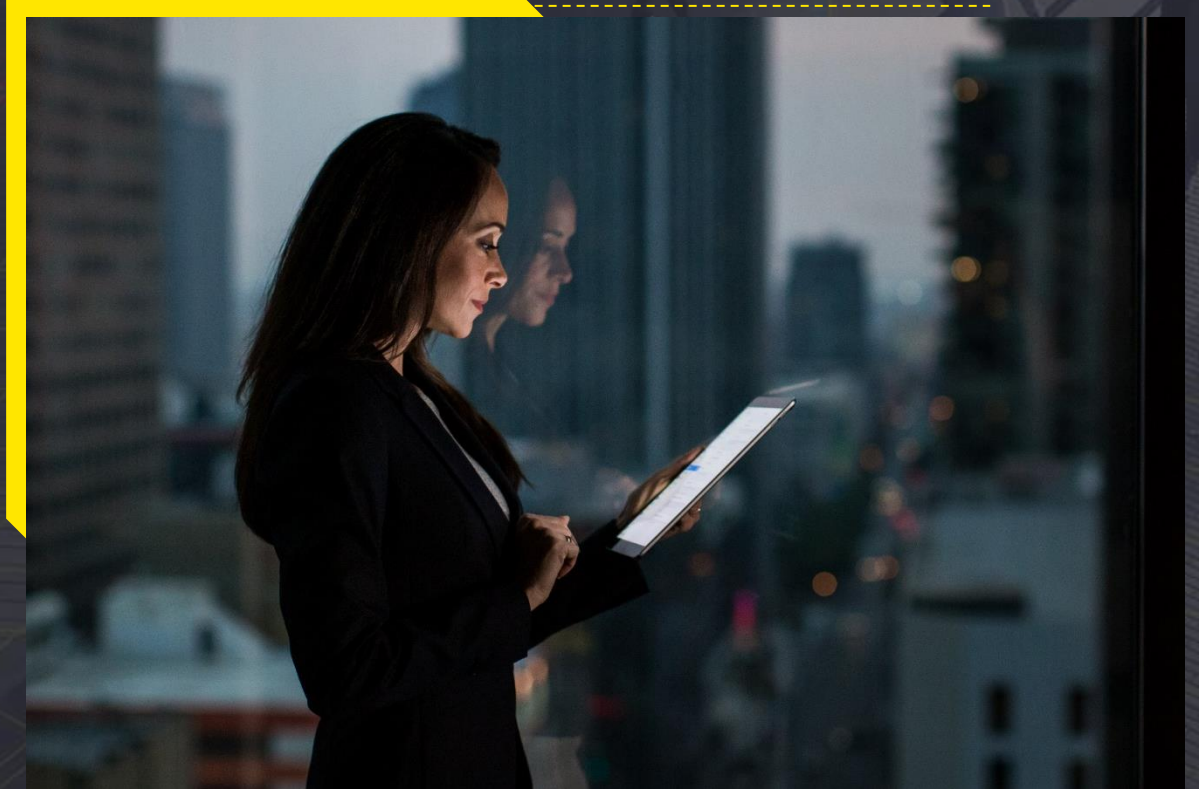
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Adopting enterprise-level AI has strategic financial advantages

- ▶ How are companies transitioning from initial experimental stages to adopting artificial intelligence (AI) programs on an enterprise level?
- ▶ How can the link between an AI program's financial benefits help the organization prioritize by organizational importance?
- ▶ Introducing a framework designed to align AI-integrated programs with overall enterprise value.



Importance of financial driven approach for AI

As companies get energized by the adoption of AI and LLMs, it is hard to distinguish hype from real dollars and real P&L impact

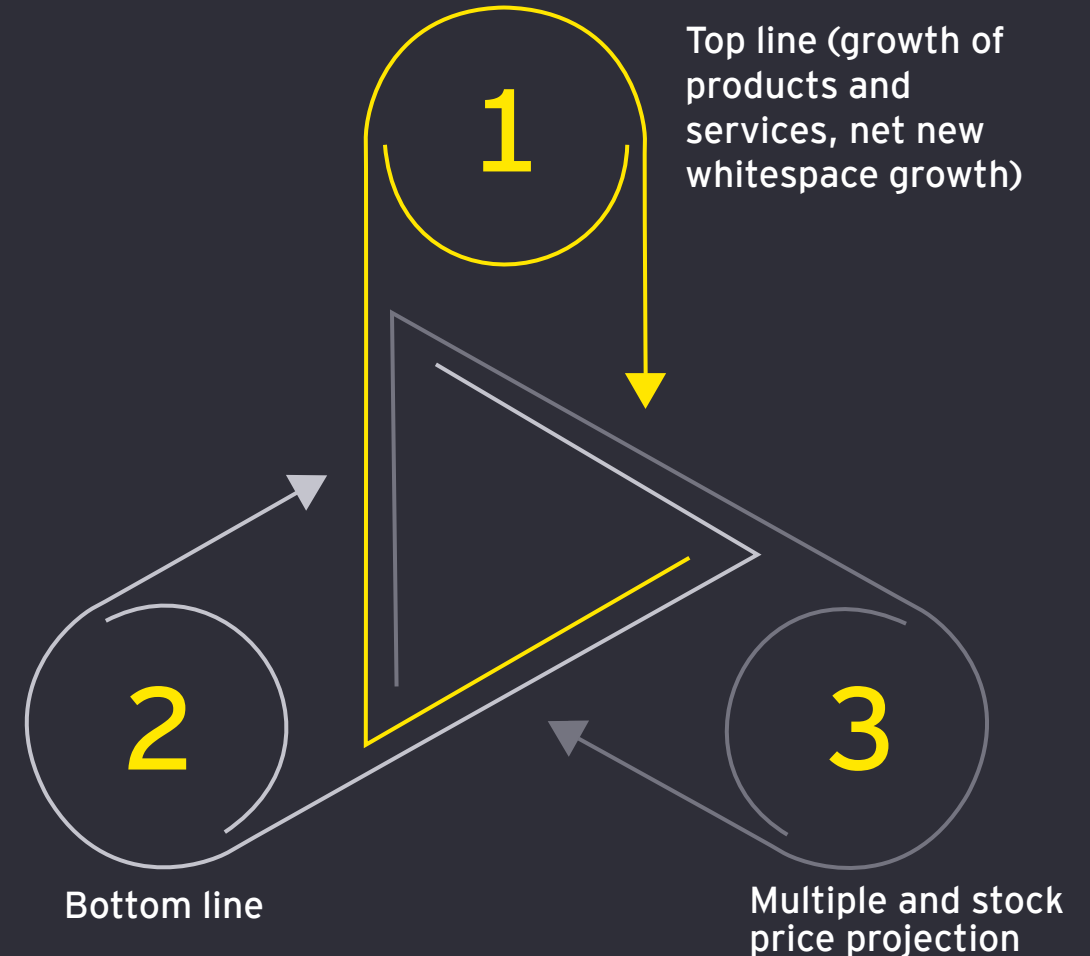
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Aiming to revamp AI investment and strategy, most companies face **paralysis** on defining where to invest

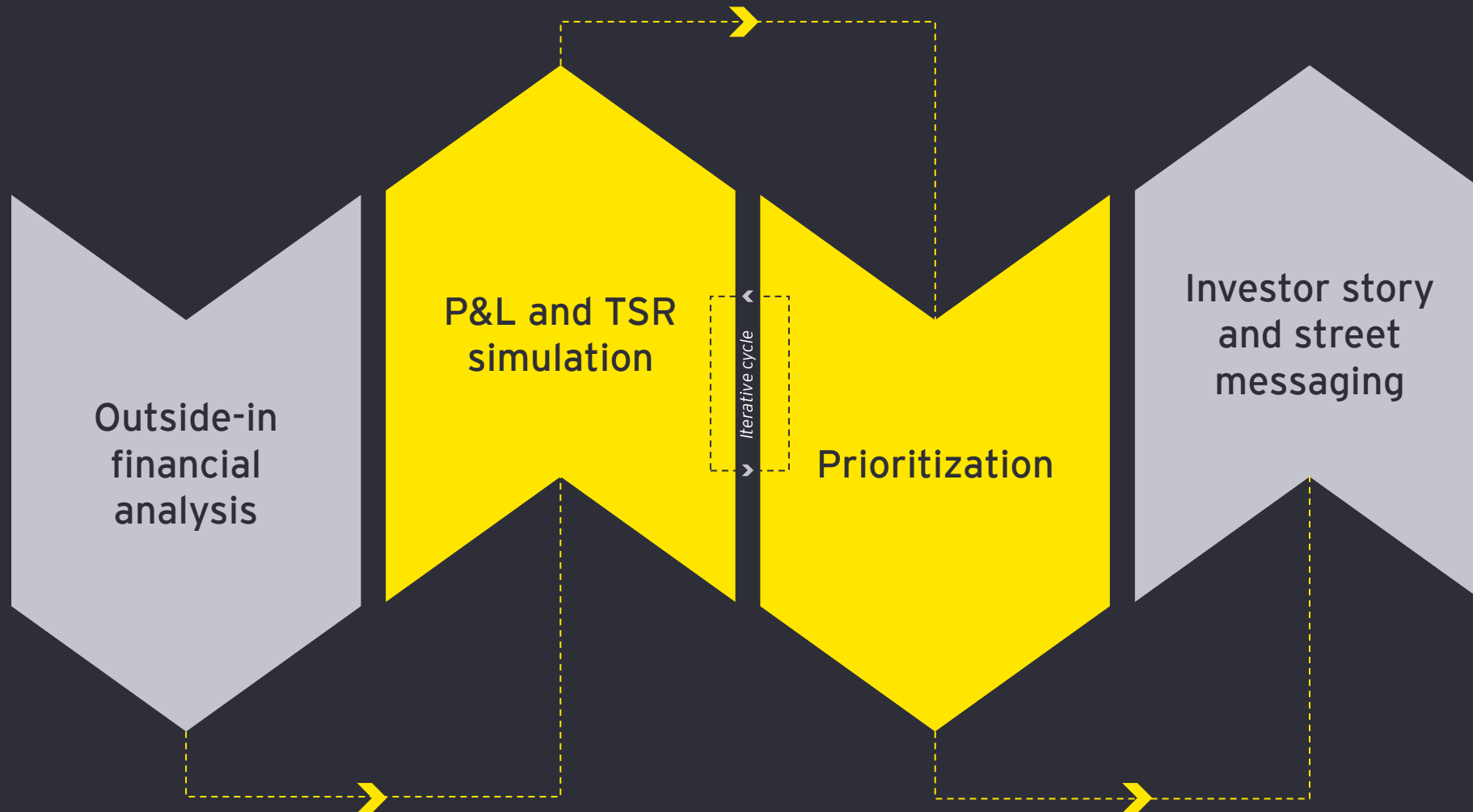
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Companies need to be confident on the actual dollar impact of initiatives to make decisions


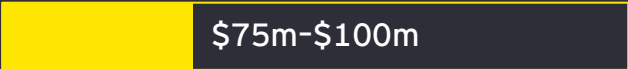




EY organization has a framework that helps quantify the impact of AI initiatives across:



Value impact of reimagining the enterprise through AI



Sample value opportunity estimate for high-impact use cases

Stage and Annual EBIDTA	Use case	GenAI Improvement
In-Product 	<ul style="list-style-type: none"> ▶ Conversational experience layer ▶ Direct content and advertising 	<ul style="list-style-type: none"> ▶ Higher engagement ▶ Increase time of use
Acquisition and Retention (B2C) 	<ul style="list-style-type: none"> ▶ Automate digital sales ▶ Increase organic marketing: content automation 	<ul style="list-style-type: none"> ▶ Increase conversion: 5%-10% ▶ Shift from paid to organic marketing: 5%-10%
Acquisition (B2B) 	<ul style="list-style-type: none"> ▶ Increase business development with automation 	<ul style="list-style-type: none"> ▶ 3x pipeline throughput (5pp conversion)
Engineering 	<ul style="list-style-type: none"> ▶ LLM Assistant ▶ Knowledge management automated workflows 	<ul style="list-style-type: none"> ▶ Reduction of Call Center FTE/hours: 20%-30%
Operations 	<ul style="list-style-type: none"> ▶ Automate development ▶ Image recognition 	<ul style="list-style-type: none"> ▶ 10%-15% reduction in dev hours/FTE
Customer Service 	<ul style="list-style-type: none"> ▶ Detect operational signal ▶ Automate back-office 	<ul style="list-style-type: none"> ▶ 30% increase in signal detection ▶ 10%-20% in Back Office expense

Our framework for evaluating various AI use cases

Our approach

A well-designed balanced scorecard and prioritization system provides insights into:

- ▶ Strategic fit
- ▶ Economic metrics
- ▶ Sustainability

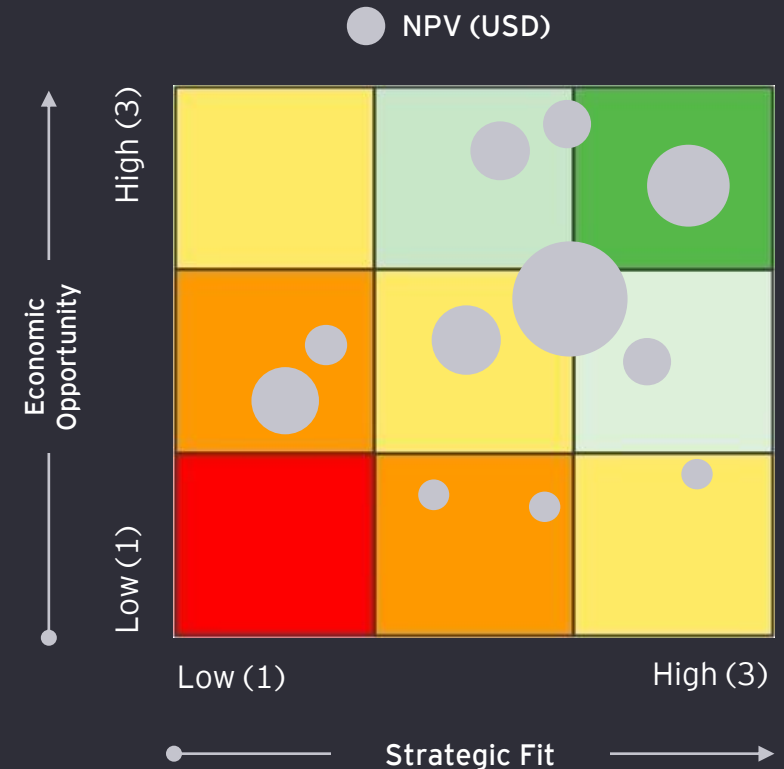
The holistic balanced scorecard approach will allow for:

- ▶ Ranking based on composite scores
- ▶ Tiering mechanism (such as validate, consider or backlog)
- ▶ Risk and return analysis

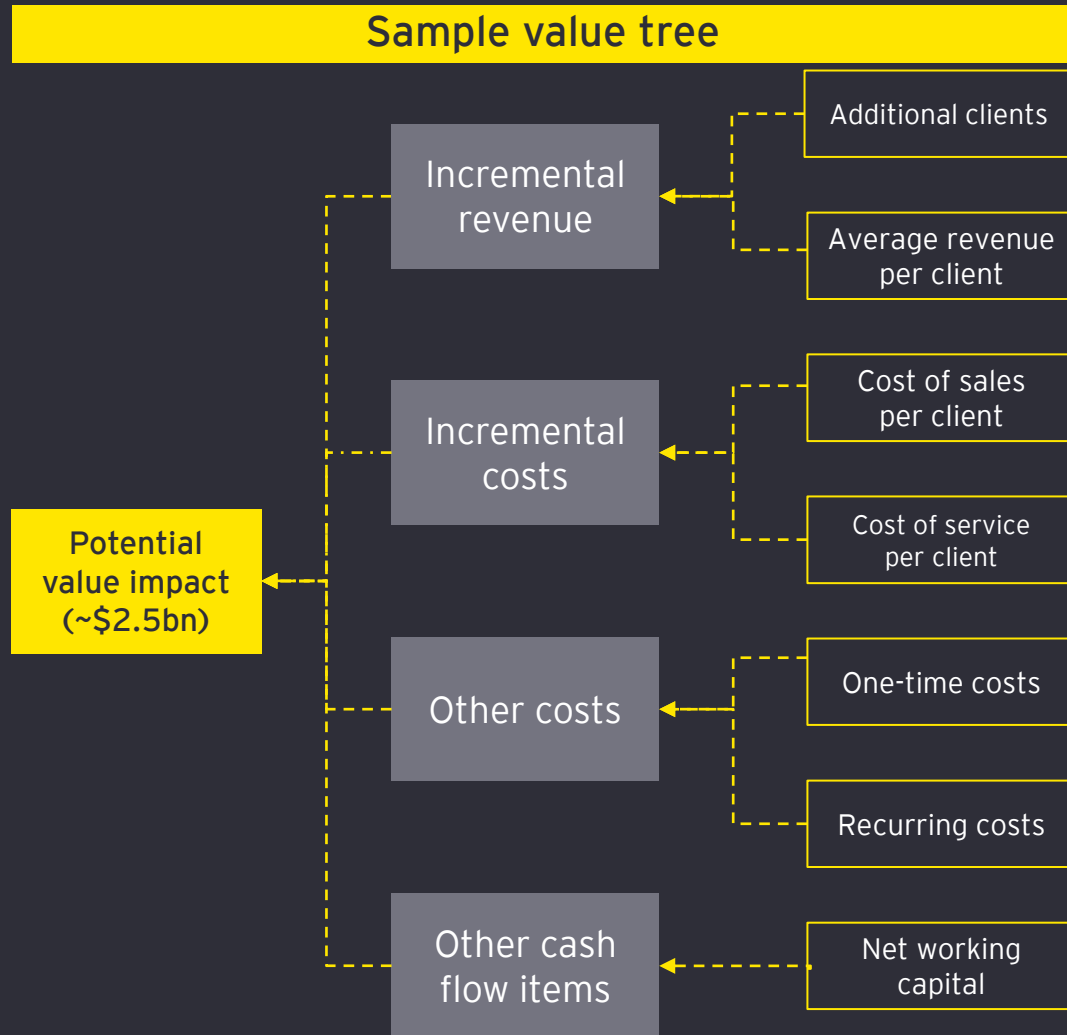
Sample criteria

Economic oppty.	Impact [E.g., NPV, ROIC, payback , required investment]
Strategic fit	Market dynamics
	Capabilities
	Portfolio alignment
Disruption	Innovation

Illustrative



Value drivers, P&L and TSR Simulator applied to AI



Applied to AI		
Stage and annual EBIDTA	Use case	GenAI improvement
Net new revenue 	<ul style="list-style-type: none"> Direct content and advertising offerings Conversational experience layer 	<ul style="list-style-type: none"> Higher engagement Increase time of use
Acquisition and Retention (B2C) 	<ul style="list-style-type: none"> Automate digital sales Increase organic marketing throughput with auto generation of content 	<ul style="list-style-type: none"> Increase conversion: 5%-10% Shift from paid to organic marketing: 5%-10%
Sales efficiency 	<ul style="list-style-type: none"> Increase business development by automating knowledge management & business development tasks 	<ul style="list-style-type: none"> 3x pipeline throughput (5pp conversion)
Engineering 	<ul style="list-style-type: none"> LLM Assistant Knowledge management automated workflows 	<ul style="list-style-type: none"> Reduction of Call Center FTE/hours: 20%-30%
Operations 	<ul style="list-style-type: none"> Automate development (coding, back/front end dev) Street view image recognition programs (plant, field ops) 	<ul style="list-style-type: none"> 10%-15% reduction in dev hours/FTE
Service 	<ul style="list-style-type: none"> Detect operational signal (cyber, risk management, fraud, etc.) Automate back-office (procurement, legal, etc.) 	<ul style="list-style-type: none"> 30% increase in signal detection 10%-20% in Back Office expense

Building the case for change

- ▶ Building the narrative and rationale to explain the program's benefits will help enhance its support and adoption.
- ▶ Prioritizing the impacts of AI programs can support the roadmap creation for present and future deployment of AI solutions.
- ▶ Providing business case-driven models creates the baseline for measuring the benefits of an AI-driven transformation.

Learn more, visit us in the EY booth #416.



questions?



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