



# Latest Advancements of GPT



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With all the buzz about GPT and its associated technology, we felt it was important to update the summary GPT article and in-depth article. One of the most notable updates is that on Tuesday, March 14th, [OpenAI announced GPT-4](#), its next-generation AI (Artificial Intelligence) language model. GPT-4 has an array of new capabilities that include processing images, better creative task performance and problem-solving, increased stability, a longer memory, more language support, more personalities, larger model, larger data sets, faster speed, and increased accuracy in responses. Following Microsoft's lead, other companies have started to utilize GPT-4, including Duolingo (DUOL), Stripe and Morgan Stanley (MS).

We specifically wanted to dive into examples of the commercialization of GPT, how enterprises are using this technology, and how similar technologies are responding. Below we break down the different examples of commercialization, showing how different enterprises are using each.

## Examples of commercialization of GPT

There are multiple examples of commercialization of GPT technology, including Plugins, Chatbots, Content Creation, Translation, Writing Assistants, and Voice Assistants.




### Plugins


One of the latest updates on GPT is the use of plugins. Plugins are tools designed specifically for language models with safety as a core principle, and help ChatGPT access up-to-date information, run computations, or use third-party services.

As of March 2023, OpenAI Plugin developers have created plugins for Expedia, FiscalNote, Instacart, KAYAK, Klarna, Milo, OpenTable, Shopify, Slack, Speak, Wolfram, and Zapier. Aside from these, GPT has created a waitlist to build a plugin. Once created, ChatGPT would then list the enabled plugin options in a prompt and include the documentation that aids in using the plugin.

	<a href="#">Expedia</a>	Expedia is an online flights, or packages
	<a href="#">FiscalNote</a>	FiscalNote is a world analysis, visualization
	<a href="#">Instacart</a>	Instacart is a grocery delivery service. Instacart offers same-day grocery delivery in North America.

	<a href="#">KAYAK</a>	KAYAK is an online travel agency that helps you find and book hotels, cars, flights, and more.
	<a href="#">Klarna</a>	Klarna is a payment service that allows you to buy now and pay later, either online or in-store.
	<a href="#">Milo</a>	Milo is an AI task automation tool that helps you organize your life by creating reminders, invites, and more.
	<a href="#">OpenTable</a>	OpenTable is an online reservation platform that allows you to book and manage restaurant reservations, read reviews, and more.

	<a href="#">Shopify</a>	Shopify is a comme reach customers wl
	<a href="#">Slack</a>	Slack is an instant n inside and outside c
	<a href="#">Speak</a>	Speak is a language and give instant fee

	<a href="#">Wolfram</a>	Wolfram creates co linguistics and depl mediums, including
	<a href="#">Zapier</a>	Zapier is a software to use and automat


## Chatbots:

GPT has been used to develop chatbots that can understand and respond to natural language queries. These chatbots can be used for customer service, support, and other applications, and can help automate interactions that would otherwise require human intervention.

### Examples of using GPT technology for Chatbots:

ChatGPT initially made a huge splash by merging AI and chat in a way that we had never envisioned before. Since then, many other companies have integrated GPT technology for their chatbots. Examples include Hugging Face, Drift, Chatfuel, and LivePerson.

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 <h1>Hugging Face</h1>	<a href="#">Hugging Face</a>	Hugging Face is a platform for the open-source community to share and use language models. It provides a variety of models, including GPT-2, GPT-3, and GPT-4. (Hugging Face)
<h1>DRIFT®</h1>	<a href="#">Drift</a>	Drift is a company that provides a platform for language models. It offers a variety of models, including GPT-2, GPT-3, and GPT-4. (Drift)
<h1>chatfuel</h1>	<a href="#">Chatfuel</a>	Chatfuel is a company that provides a platform for customer service. It offers a variety of models, including GPT-2, GPT-3, and GPT-4. (Chatfuel)

	<a href="#">LivePerson</a>	LivePersc technolog assistanc applicatic informati
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Content creation:

GPT has been used to generate a wide range of content, including news articles, product descriptions, and marketing copy. By using GPT to generate this content, companies can save time and resources while still producing quality content that is tailored to their specific needs.

Examples of using GPT technology for Content Creation:

Some examples of content creating using GPT technology include Copy.ai, ShortlyAI, Contentbot.ai, and Wordsmith.

	<a href="#">Copy.ai</a>	Copy.ai is product c few keyw
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	<a href="#">ContentBot</a>	ContentE social me about the
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	<a href="#">Wordsmith</a>	integrate content.
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Translation:

GPT has been used to develop translation services that can accurately translate text from one language to another. These services can be used to translate documents, websites, and other content, and can help companies reach new audiences and expand their global reach.


Examples of using GPT technology for Translation:

Currently, no products are advertising the use of GPT technology for translation services, although some small end sites do. With that said, other enterprises have leveraged GPT type technology to perform translations with excellent results. Some examples of translation services utilizing similar technology include DeepL, SDL Tradio Studio, MateCat, and Phrase.

\*It is important to note that most translation agencies forbid the use of LLM tools.

	<a href="#">DeepL</a> Supports 28 languages	DeepL is a languages, Polish. Dee millions of
	<a href="#">SDL</a>	



	<a href="#">Trados</a> Supports 100 languages	SDL Trados translation
	<a href="#">Matecat</a> Supports over 200 languages	Matecat is languages. and termin consistenc
	<a href="#">Phrase</a> Supports over 500 languages	Phrase is a languages. machine tr and quality

Writing assistants

GPT has been used to develop writing assistants that can suggest edits, provide feedback, and help improve the quality of written content. These assistants can be used by writers, journalists, and other professionals to streamline their workflow and improve their productivity.

Examples of how Writing assistants are using GPT technology.:

Some examples of writing assistants that use GPT technology include Grammarly, ProWritingAid, and Quillbot.

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[Grammarly](#)

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ProWritingAid

[ProWritingAid](#)

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[QuillBot](#)


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Voice assistants:


Voice Assistants use GPT technology to understand and respond to natural language queries. Voice assistants have a variety of uses in automating tasks and improving user experience in smart homes, cars, and other connected devices.


Examples of how voice assistants are using GPT technology .

Currently, the only voice assistant integration with GPT technology has come from Apple’s Siri with SiriGPT.

	<a href="#">Apple Siri</a>	Apple Sir message integrate with Shor
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Some other voice assistants that use similar technology include Amazon Alexa, Google Assistant, Microsoft’s Cortana, and Samsung’s Bixby.

	<a href="#">Amazon Alexa</a>	Amazon alarms, p conversa does not
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	<a href="#">Google Assistant</a>	Google A reminder
	<a href="#">Microsoft Cortana</a>	Microsoft setting re Microsoft there has and GPT
	<a href="#">Samsung Bixby:</a>	Samsung alarms, s

## How similar technologies are responding

Gartner writes that "ChatGPT has been a catalyst in the market; foundation models and generative AI have been around for some time; and many other organizations have been working on these capabilities. Foundation models (see Innovation Insight for Foundation Models), previously called "transformers," are mostly LLMs (Large Language Models). They are designed to replace task-specific models." More information can be found in [our foundation models' article](#).

\*It is important to note that while most companies are becoming increasingly

integrated with GPT, some businesses have begun to limit their employees' use of it. For example, major banks, including JPMorgan Chase, Bank of America, Goldman Sachs, and Deutsche Bank, and tech giant, Amazon, have restricted employees' use of ChatGPT.

## Where do we see GPT going in the future?

Gartner states that "LLMs such as GPT-3 can complement, but do not yet replace, analytics platforms." With the constant growth that GPT and other similar LLM (Large Language Models) are achieving, there are seemingly endless possibilities with where GPT, and others like it, can go in the future. The research seems to be pointing in the direction of a few key options, including larger and more powerful models, specialized models, more language support, improved training and capabilities, and more integration opportunities.

- **Larger and more powerful models-** As GPT's computing power is increased and as more data becomes available, its power, accuracy, and sophistication improves.
- **Specialized models-** One of the biggest components of GPT and other similar technologies is the specialization of its training. For example, it can be trained on legal documents or HIPAA rules and regulations that would be tailored to a specific field.
- **More language support-** GPT continues to be improved and is gradually trained to handle more languages which would help businesses support more countries and regions.
- **Improved training and capabilities-** GPT is constantly learning and adapting, which increases its understanding of context. The more input and data it receives, the better it begins to understand the nuances of language and the more accurate and relevant the responses will be.

More integration opportunities- Microsoft announced its integration with OpenAI which opens more integration opportunities through Microsoft products. Aside from that, GPT can also be integrated through voice assistants, chatbots, and other mediums to provide a human-like interaction.

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