Generative AI

POV

July 30, 2023

AGENDA.

- Generative AI Overview

- Market Dynamics

- How GAI impacts IT industry thinking

- How Industry & Tech organizations adapting GAI

- Relevant GAI use cases

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What's Generative AI

Generative artificial intelligence (AI) *describes algorithms (such as ChatGPT) that can be used to create new content, including audio, code, images, text, simulations, and videos. Recent breakthroughs in the field have the potential to drastically change the way we approach content creation.*

Generative AI is the technology linking popular applications

ChatGPT

Text based AI

Launched in November 2022, amassing more than 1 million users in five days

DALL-E

Text to Image AI

Launched in January 2021, amassing more than 1.5 million users in one year

… and many more

Gato is a multifunctional agent

Make-a-video is a text-to— video generator

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How GAI impacting the IT industry thinking

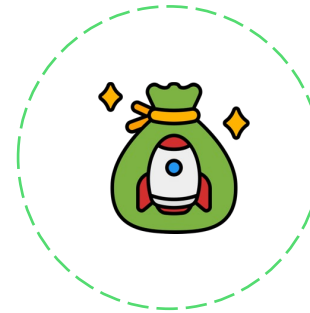Driving the next wave of **innovation/monetization** in enterprise software after cloud computing

AI is expected to drive **significant productivity gains** for the economy, as well as the software sector.

Generative AI tools have far-reaching **implications across industries**, from enterprise software to healthcare, financial services, and more

Venture capital firms **have invested over $1.7 billion i**n generative AI solutions over the last three years, with AI-enabled drug discovery and AI software coding receiving the most funding

Many **start-ups** have received some of the largest funding rounds, with the excitement surrounding ChatGPT and DALL-E prompting **venture capital firms to invest** in even more young companies.

Price pressure and market adaptability are the top-of-mind issues for most buyers in 2023

Price/Cost Pressure

Rapidly changing Customer Needs

Rapid advances in Technology

Higher value capture on existing investments

Slowdown in Demand

How the Industry is embracing Generative AI (External)

"**Compute Anywhere Data Anywhere**", is a game-changer for businesses of all sizes and across a wide range of industries.

Democratize Data

- Ability to drive decisioning across various data sources

- Combining one's own proprietary data with public or other data, and from many external parties can serve to dramatically improve the AI's ability to understand context

Deliver Semantic Enterprise

- Industry is evaluating and working on specific use cases to help customer to achieve their true goals

- Deliver personalized and contextual solutions targeted across personas

Differentiate via your ecosystem

- Stay relevant and embrace solutions for dynamic customer demands.

- Industry specific solutions/use cases that matter

Temper Gen AI with Responsible AI

- Generative AI use cases that could create an early impact by prioritizing safety, fairness, privacy, security, and transparency

- This amplifies the need for a sharp focus on the rules layer, where experience designers, marketers, and business decision-makers set the target parameters for the AI to optimize

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Relevant Use Cases of Generative AI by Industry

Use Cases \ Industries	HLS	BFSI	Telco & Media	Retail & CPG	Hi-Tech	PE
Virtual Assistants	✓	✓	✓	✓	✓	✓
Customer Contact Center	✓	✓	✓	✓	✓	✓
Data Privacy & Synthetic Data	✓	✓	✓	✓		
Forecasting and predictive analytics	✓	✓	✓	✓	✓	✓
Personalized Recommendations	✓	✓	✓	✓	✓	✓
Inventory Allocation, Management & SCM	✓		✓	✓		
Drug Discovery, Design & Development	✓					
Fraud Detection & Prevention	✓	✓	✓	✓		
Personalized Marketing content	✓	✓	✓	✓	✓	✓

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Thank You!