MGS 618 Adopting Gen AI in the Enterprise

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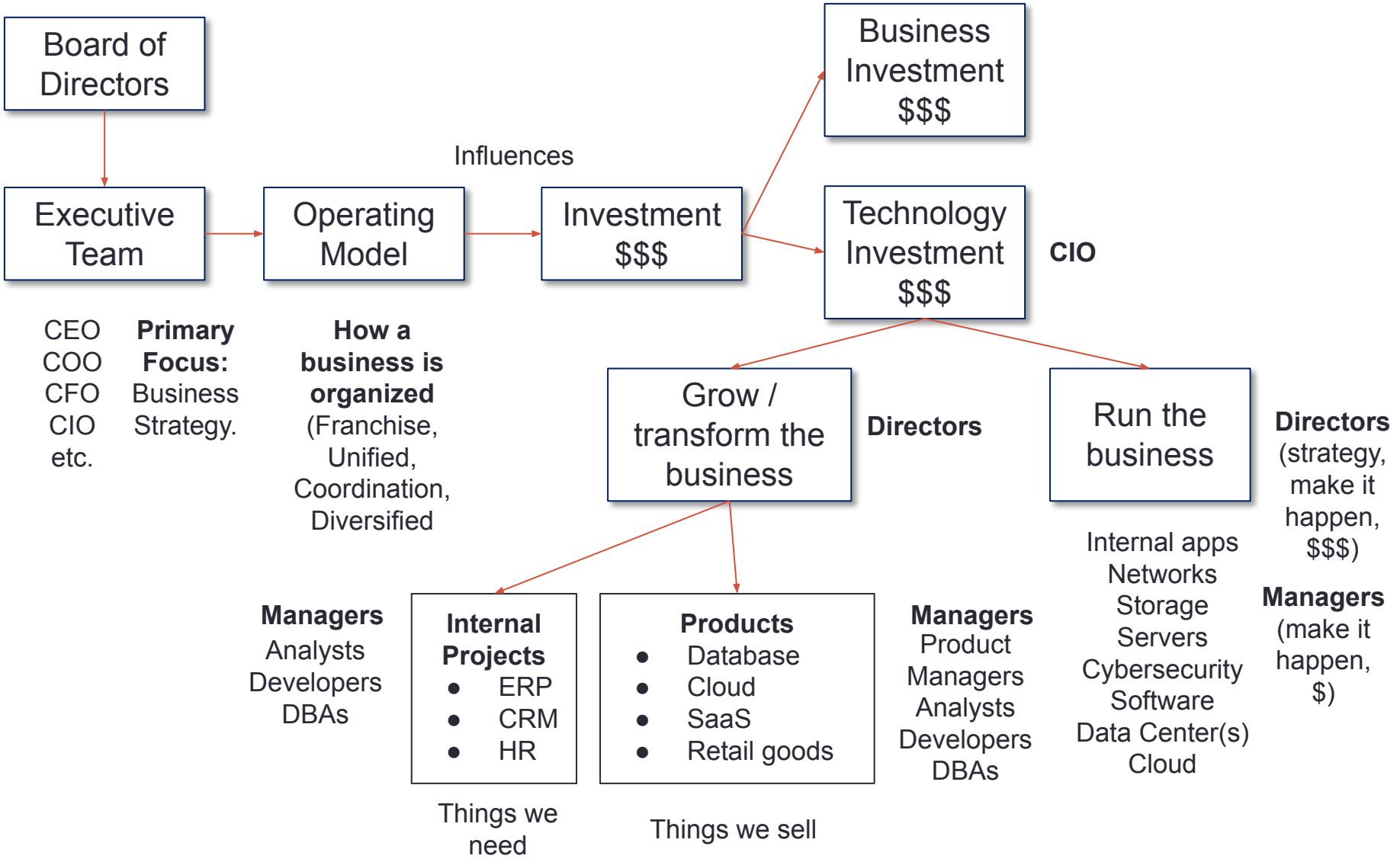
Course Schedule*

Schedule	Topic
8/28/24	Introduction
9/4	How Companies Work, Discovery
9/11	Consulting Topics, Maturity Assessment
9/18	Quiz, Discovery: open interviews, Lecture
9/25	Presentation - current state, AI maturity
10/2	Lecture + in-class work
10/9	Guest Speaker, Lecture
10/16	Lecture + in-class work
10/23	Lecture + in-class work
10/30	Mid-term
11/6	Presentation - Recommendations, use case, business case
11/13	Lecture + in-class work
11/20	Lecture + in-class work
11/27	Off
12/4	Lecture + in-class work
12/11	Team demos
12/16	Final Exam

*Subject to minor changes

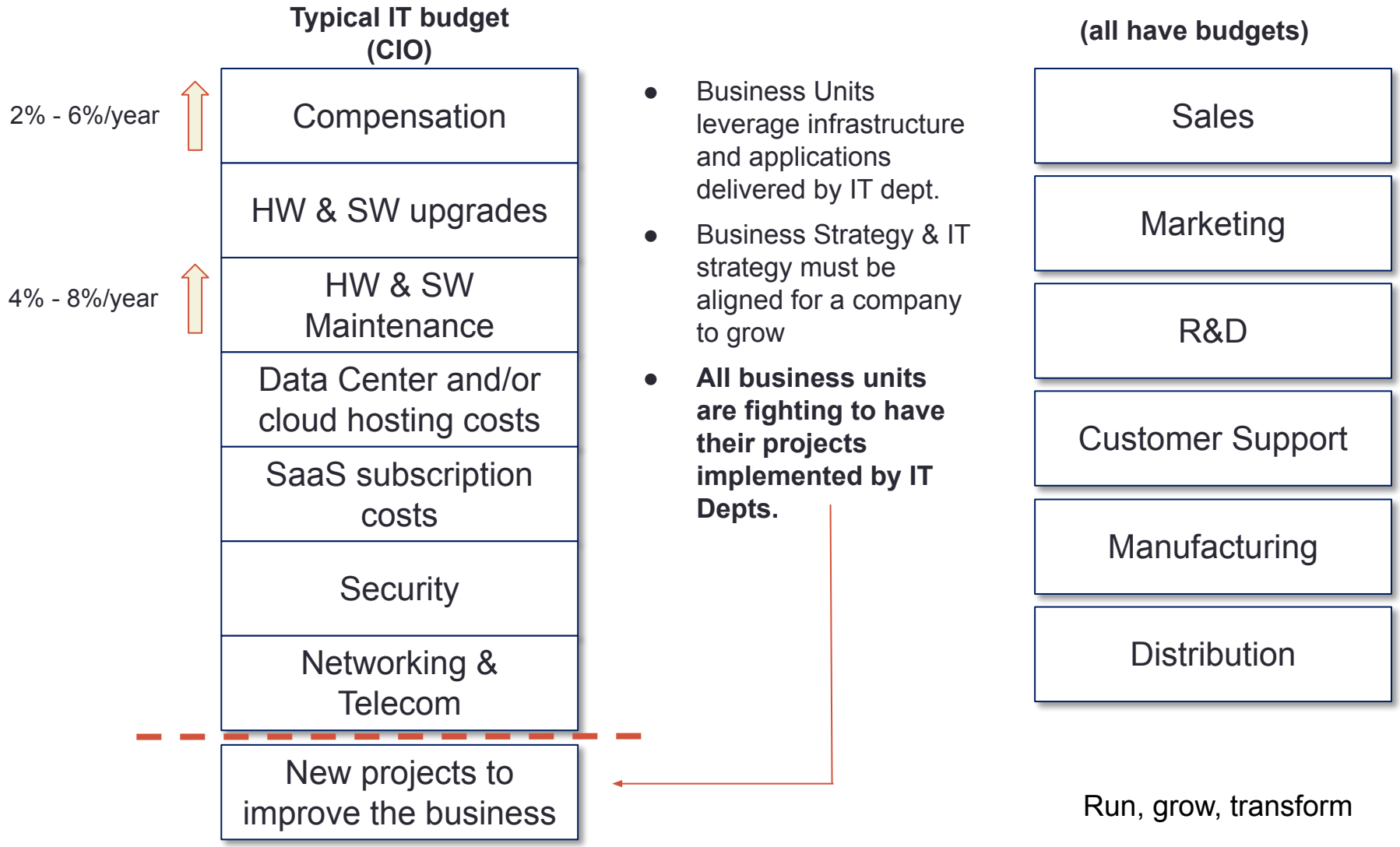
How Companies Work

How Companies Work



It's All About the Money!

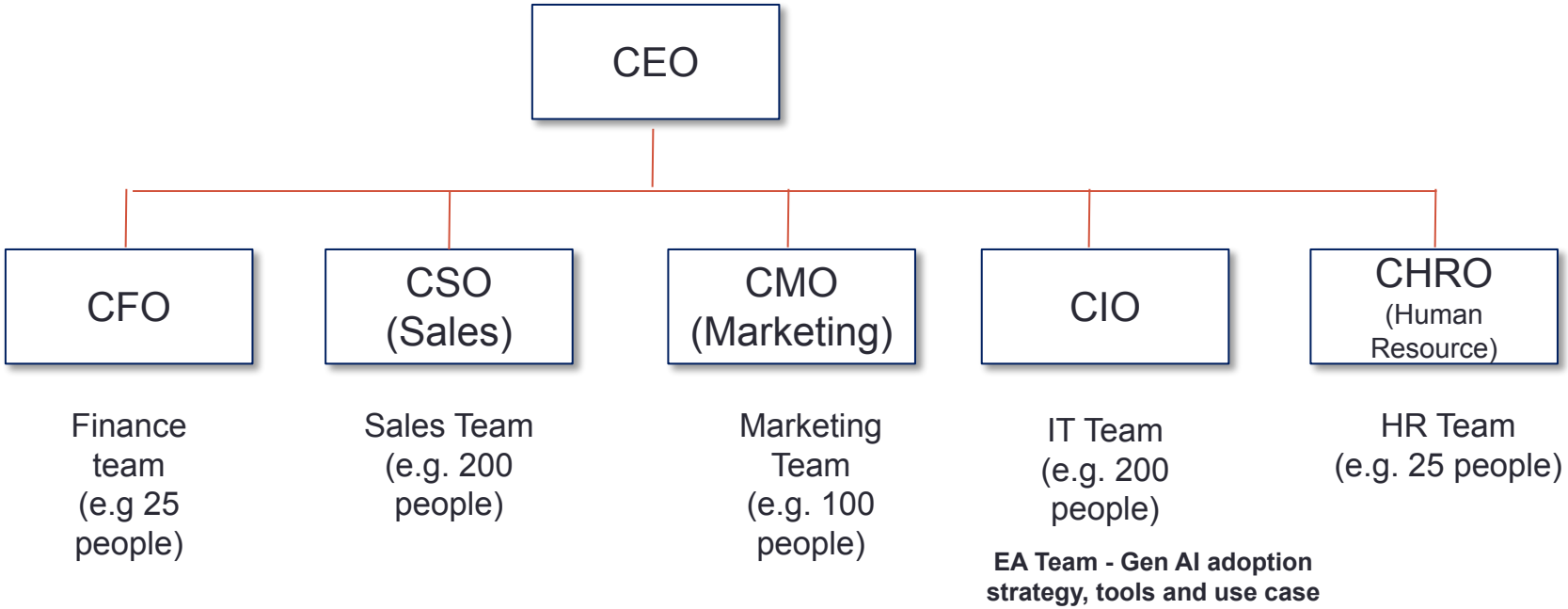
IT Budget Example



- Business Units leverage infrastructure and applications delivered by IT dept.
- Business Strategy & IT strategy must be aligned for a company to grow
- **All business units are fighting to have their projects implemented by IT Depts.**

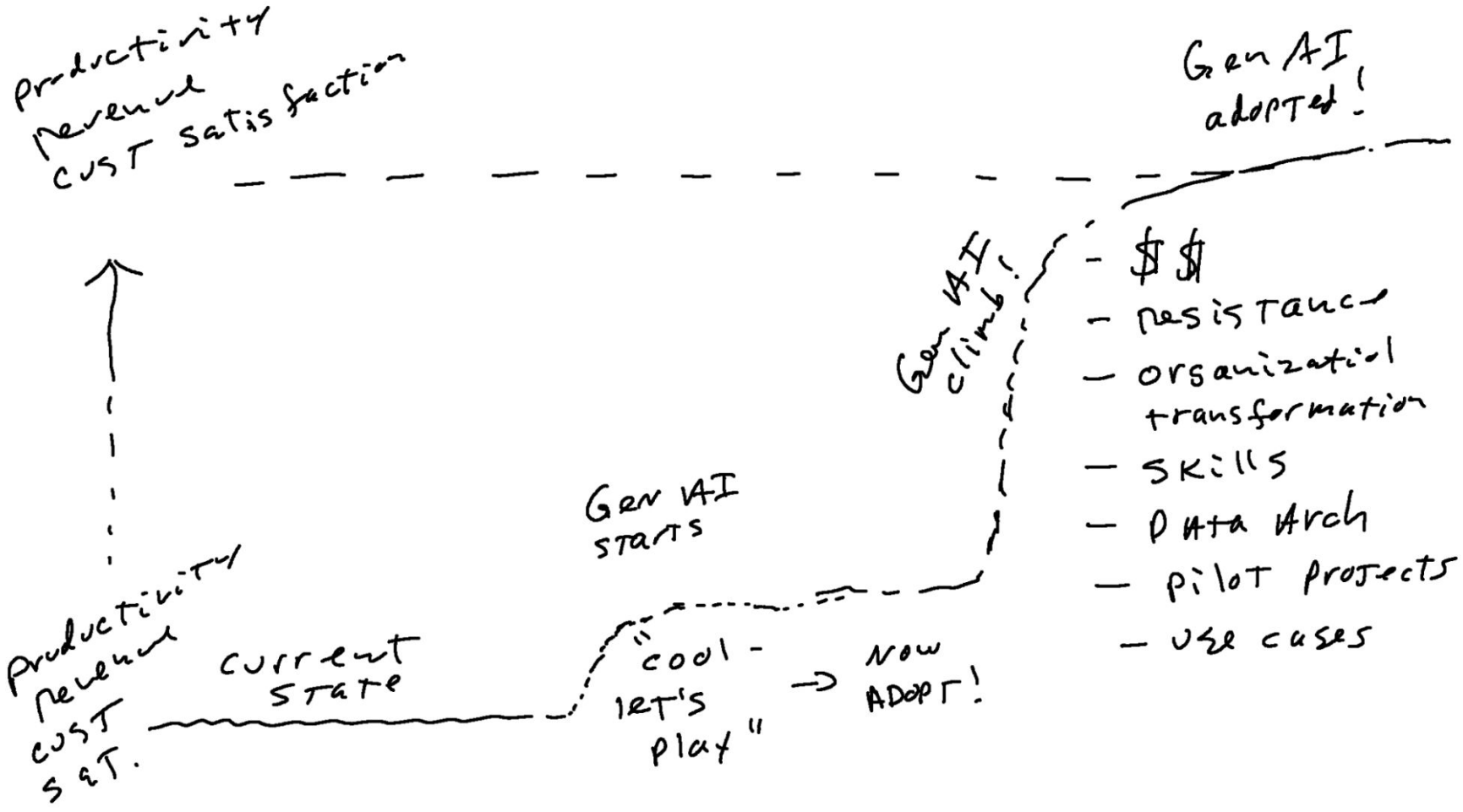
Business strategy and Technology strategy must be aligned or chaos may ensue!

Typical Org Chart



Why would any of these people want to adopt Gen AI?

Adopting Technology is like Climbing a Mountain!



Is Adopting Gen AI a Technology issue or Culture issue?

- **A culture issue!**
  - More than technology changes when adopting Gen AI
- The entire organization must change!
  - Finance - How does the Finance operations change?
  - Audit / Compliance - New policies needed for bias and hallucinations
  - HR - new roles, descriptions, salary ranges and job postings
  - SW development processes - how you develop SW will be different with use of AI
- Your existing business processes & business model need to be changed to take full advantage of Gen AI

Organizational Change

Key Concept:

A company can accept only ‘so much’ change in any period of time

Laws of Organizational Change

1/3rd of people will be early adopters

1/3rd of people will ‘get on board’

1/3rd of people will resist

Discovery

Discovery

- Your opportunity to learn!
- **Identify the key players:**
  - People and their motivations & attitudes
- **State the key facts:**
  - Things that are true. Not issues or problems.
- **Identify the key issues**
  - Some will be more impactful than others
  - Prioritize issues
- **Identify key financials**

You cannot form an opinion unless you learn first!

Observations vs. Inference

Observation

A statement of something that is seen, heard or read

How Gathered?

Typically through on-site visits, interviews, conversations or document reviews

Validated?

Observations MUST be (typically):

- Heard from more than one source
- Seen two or more times
- Read from multiple document sources
- Explicitly validated by your customer
- Contain NO attribution to a person

Observations vs. Inference

Inference

A conclusion, recommendation or guess

How Created?

Created by your (or a team) based on your skills, knowledge, research and observations

Validation

Recommendations MUST be validated prior to presenting to senior leaders

- Conduct a review with people lower in the organization
- Discuss one-on-one with someone lower in the organization
- Socialize with several people prior to presentation delivery

Team Assignments

Name	Team	Case Study		Name	Team	Case Study
Ashif,Tanweer	1	Acme Explosives		Devraye,Darshan	7	Acme Explosives
Gupta,Sonali	1	Acme Explosives		Kothari,Akanksha	7	Acme Explosives
Mestry,Pranjal	1	Acme Explosives		Razdan,Varun	7	Acme Explosives
Smallhorne,Miles	1	Acme Explosives		Venugopal,Avinash	7	Acme Explosives
Azami,Ishaq	2	Acme Finance		Dwivedi,Divya	8	Acme Finance
Hassan,Soumaya	2	Acme Finance		Kumari,Saumya	8	Acme Finance
Modi,Aman	2	Acme Finance		Saket Kumar,Saket	8	Acme Finance
Srivastava,Ashirwad	2	Acme Finance		Verma,Pranay	8	Acme Finance
Badgujar,Dhanashree Nitin	3	Acme Health		Ghule,Piyush Ramesh	9	Acme Health
Hipparge,Suraj	3	Acme Health		Madnani,Prateek	9	Acme Health
Murci,Mercy	3	Acme Health		Sakkaram,Adit	9	Acme Health
Srivastava,Harshul	3	Acme Health		Vij,Yatin	9	Acme Health
Bopalkar,Rajat	4	Acme Explosives		Grizzle,Saquan	10	Acme Explosives
Hotwani,Sonali Kripal Kripal	4	Acme Explosives		Medhe,Aishwarya Ashok	10	Acme Explosives
Nath,Divyanshi	4	Acme Explosives		Singh,Tanya	10	Acme Explosives
Teraif,Amal	4	Acme Explosives		Yadav,Vibhor Kumar	10	Acme Explosives
Chen,Patrick	5	Acme Finance		Rashidi,Parsa	11	Acme Finance
Jaiswal,Prachi	5	Acme Finance				
Pakina,Neelima	5	Acme Finance				
Tom,Liz	5	Acme Finance				
Chhangani,Ishita	6	Acme Health				
Joshi,Chaitanya Shrikrishna	6	Acme Health				
Patnala,Jhansi	6	Acme Health				
Ved,Komal	6	Acme Health				

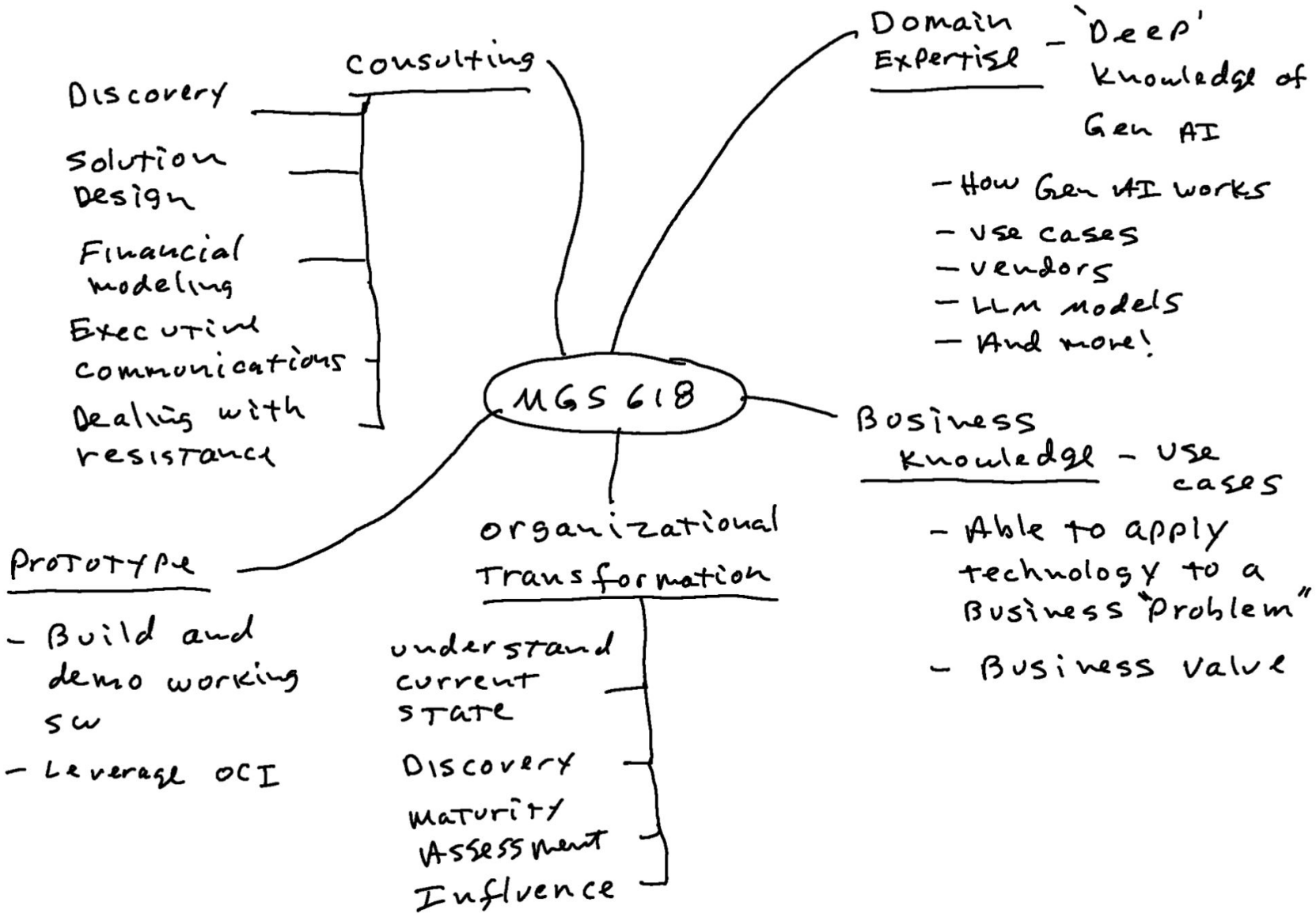
In-class Assignment #1

- Organize into your teams
- Meet your team members:
  - Where are they from?
  - Why did they come to UB?
  - Share one thing about yourself (e.g. hobby, play an instrument, etc.)
  - Goal for this course
- Pick a spokesperson
- Pick a team name - email me your team name and group number
- Read and familiarize yourself with the case study. Look for:
  - Major players
  - Key facts
  - Key issues
  - Start to craft a set of observations that tell the current state of Acme
- During last 20 minutes of class:
  - Share your team name - why did you pick that name?
  - Share **one** observation about your case study

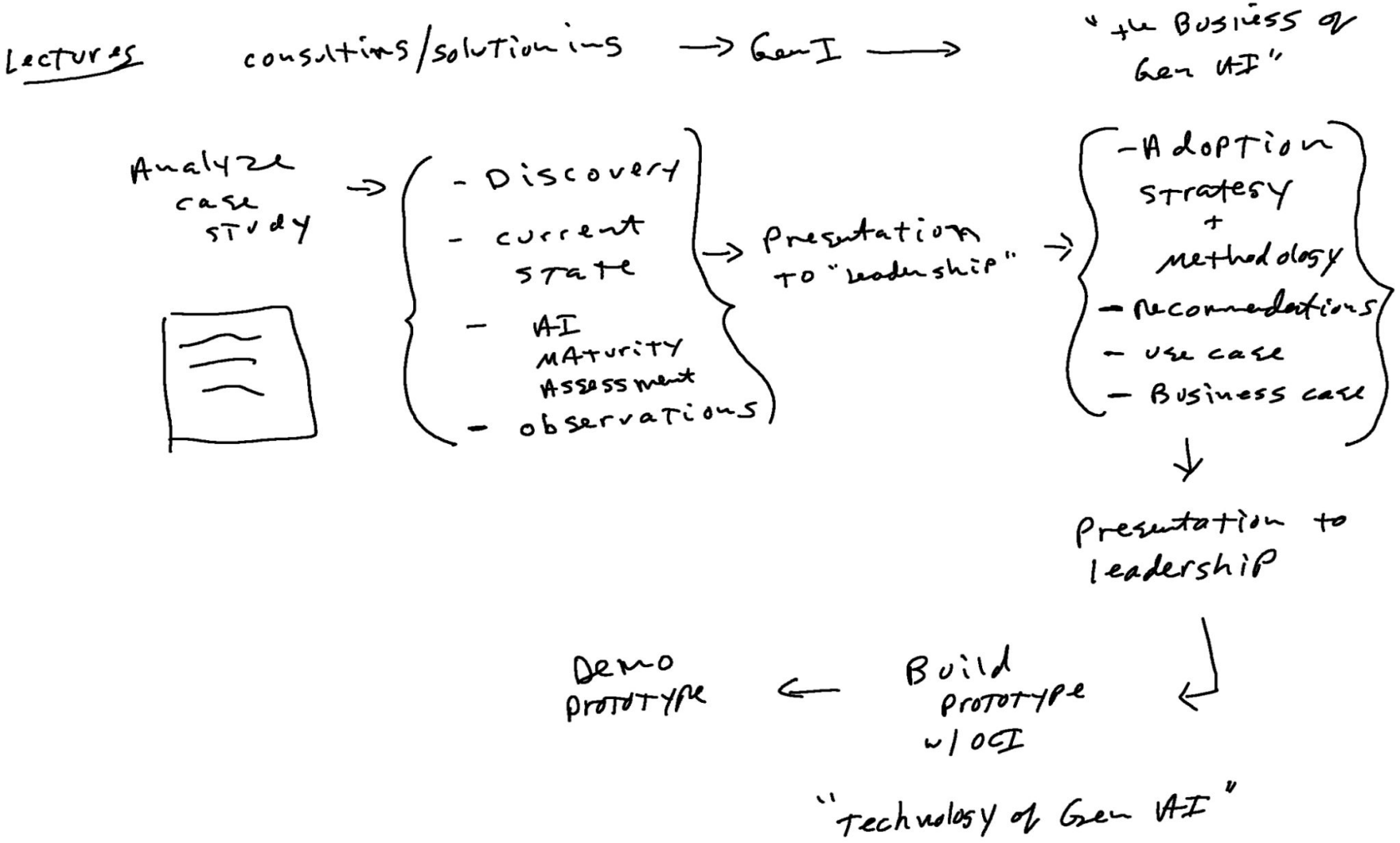
Homework

Read chapter 3, 13 and 14 from “Flawless Consulting”

Course framework



How You Will Learn



Show Video

https://www.youtube.com/watch?v=O5b0ZxUWNf0&t=150s

1:52

UB AI Hackathon

Subject: Invitation to UB AI Hackathon Event!

In partnership with Tech Buffalo, UB School of Computer Science & Engineering, the UB Institute for Artificial Intelligence and Data Science, and UB School of Management, the UB Startup and Innovation Collaboratory is proud to launch an **AI Hackathon Challenge for Fall 2024.** Through an impactful, high intensity, and results oriented challenge, students will have the unique opportunity to innovate and ideate on the current boundaries of today's industries.

Throughout this **three-day event, you will dive headfirst into the process of leveraging technology to assist local companies and community organizations in tackling real world challenges.** Your goal is to respond to one of three problem statements and **develop a technologically forward solution to the problem.** Teams are encouraged to utilize generative AI into their solutions. Guided by seasoned facilitators with extensive expertise in both theory and practice, you will embark on a high intensity experience yielding valuable knowledge and insights into AI and technology solutions to today's problems.

By the end of the hackathon, y**ou'll emerge with a comprehensive tool kit for creative problem solving, business plan development, and innovation.** Get ready to unlock your full creative potential and embark on a journey of innovation that transcends boundaries! Students interested in this event should register here: UB AI Hackathon Registration.

Data is the new oil

- Data is a strategic asset
- Data powers recommendation engines*, personalized marketing, targeted advertising, scientific advancements and much more
- Data is a source of competitive advantage

*Amazon non-aws revenue: $120 bill, Revenue from recommendation engine: $42 bill - $60 bill!

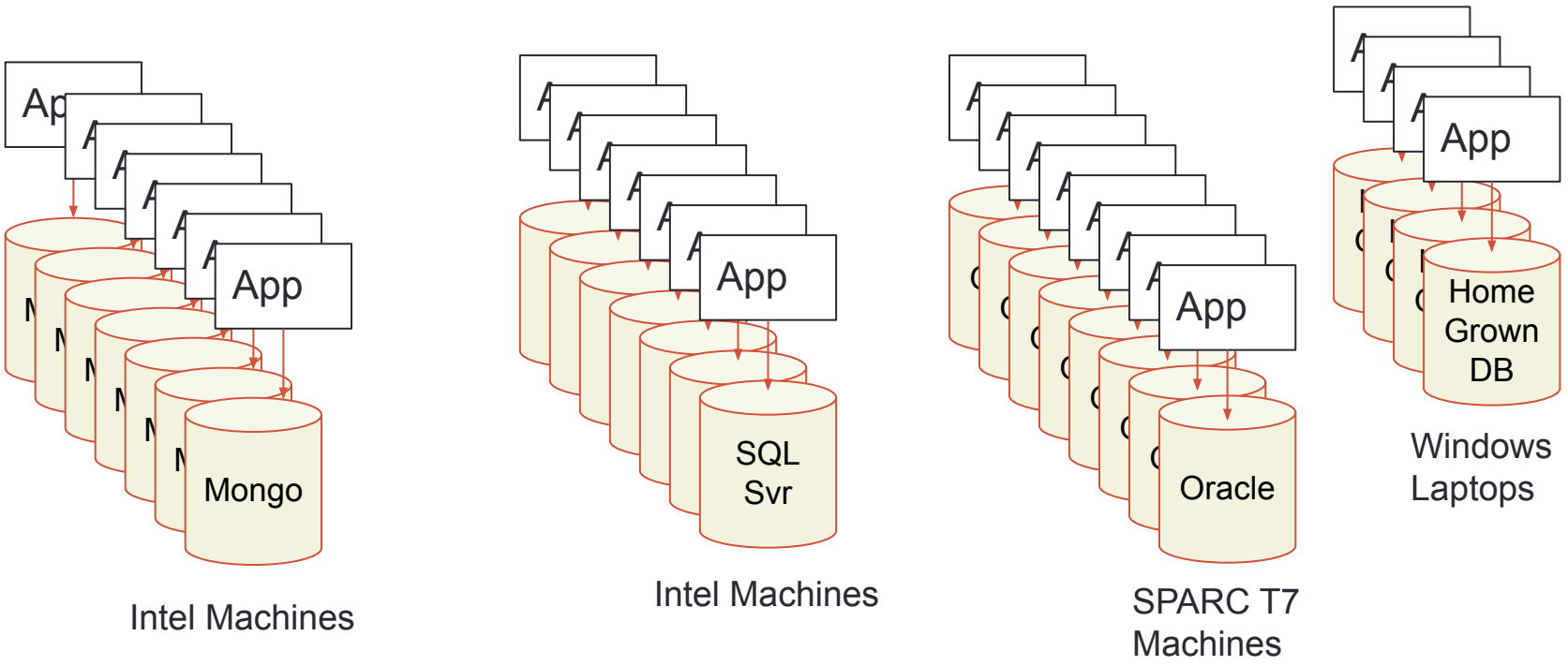
The Reality

It's a mess out there!

- Data locked in silos
- Many DB technologies are used
- Inconsistent data definitions
- Poor integration
- Multiple computer architectures (Big/Little Endian)
- Nightly batch jobs - no real-time information
- Running "old" DB SW - several version behind, lack of upgrades
- People's skills don't keep up

The Reality

It's a mess out there!



How do we do Gen AI in this type of environment?