

# MGS 618 Adopting Gen AI in the Enterprise

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# Today's Agenda

- **Reminders** **6:30 - 6:35**
- **Quiz** **6:35 - 7:20**
- **Break** **7:20 - 7:30**
- **Misc topics:** **7:30 - 7:35**
  - a. **Gen AI in the News**
  - b. **Use Case review**
  - c. **Presentation Requirements Review**
- **In-Class work:** **7:35 - 8:40**
  - a. **Discovery: Open Q&A** **7:45 - 7:55**
  - b. **Maturity assessment**
  - c. **Present one dimension** **8:40 - 9:05**

# Reminders

- **Quiz: Today      9/18**
  - a. 6 questions
  - b. Essay questions - short answer
  - c. 45 minutes
- **Presentation #1:      9/25**
- **AI Hackathon:      9/27 - 9/29**

<https://ubuffalo.startuptree.co/event/s/UEYh8bRassUBaDgKvf3YXg/AI-Hackathon-Challenge%2521>

# Quiz

Password: GoodLuck01

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  - c. Present one dimension 8:40 - 9:05
  - d. **Make a plan to complete the presentation!!!!**

# Gen AI in the News

Here are the top 5 Generative AI headlines from the week of September 11-18, 2024:

1. **Apple Unveils iPhone 16 with AI Features Under "Apple Intelligence"**

At its "It's Glowtime" event, Apple revealed the iPhone 16 series, focusing on AI-powered enhancements like text summaries and visual intelligence.

2. **Audible Launches AI-Generated Audiobooks with Narrator Voice Approval**

Audible is using AI to generate audiobooks by training models on the voices of professional narrators. These narrators can approve their synthetic voice for each title, with royalties shared based on the AI-generated content.

3. **Google Gemini Enhances Chrome with Built-in AI Support**

Google has integrated its Gemini AI directly into Chrome's address bar, enabling users to access AI assistance while browsing. This marks another step in expanding AI accessibility across Google's platforms

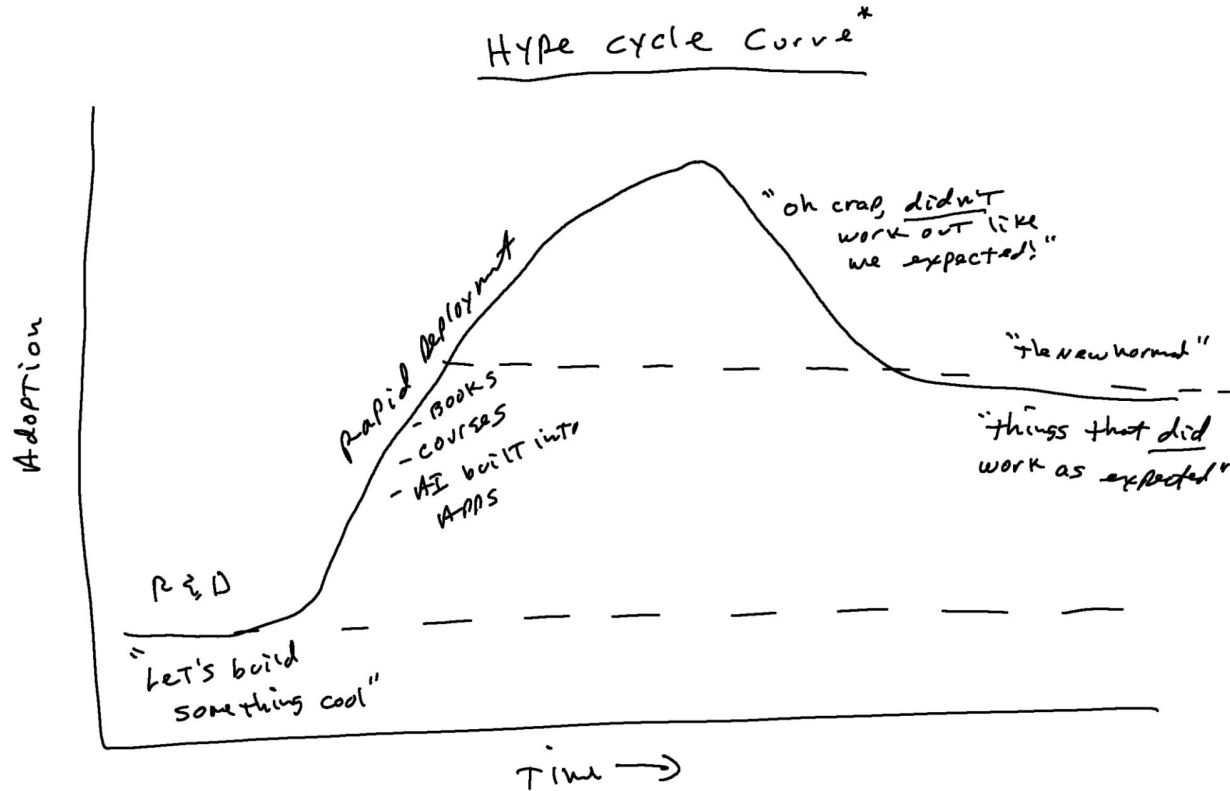
4. **Roblox Developing AI Tools for User-Generated 3D Objects**

Roblox announced a new AI model that will allow users to create realistic 3D objects and scenes. This initiative will give creators the option to contribute their content to train the AI, broadening the scope of user-generated experiences in virtual worlds

5. **Paramount Debuts AI-Enhanced Shoppable TV Experience**

At the MTV Video Music Awards, Paramount introduced AI-driven shoppable TV technology, allowing viewers to interact with products featured during broadcasts in real-time, showcasing how AI can reshape media consumption

# Technology Adoption Hype Cycle



\* Adapted from Gartner, inc.

# Use Case Review

**How many teams used Gen AI during the exercise last week?**



# Presentation #1: Requirements

## Presentation #1 (full document is in UBLearns)

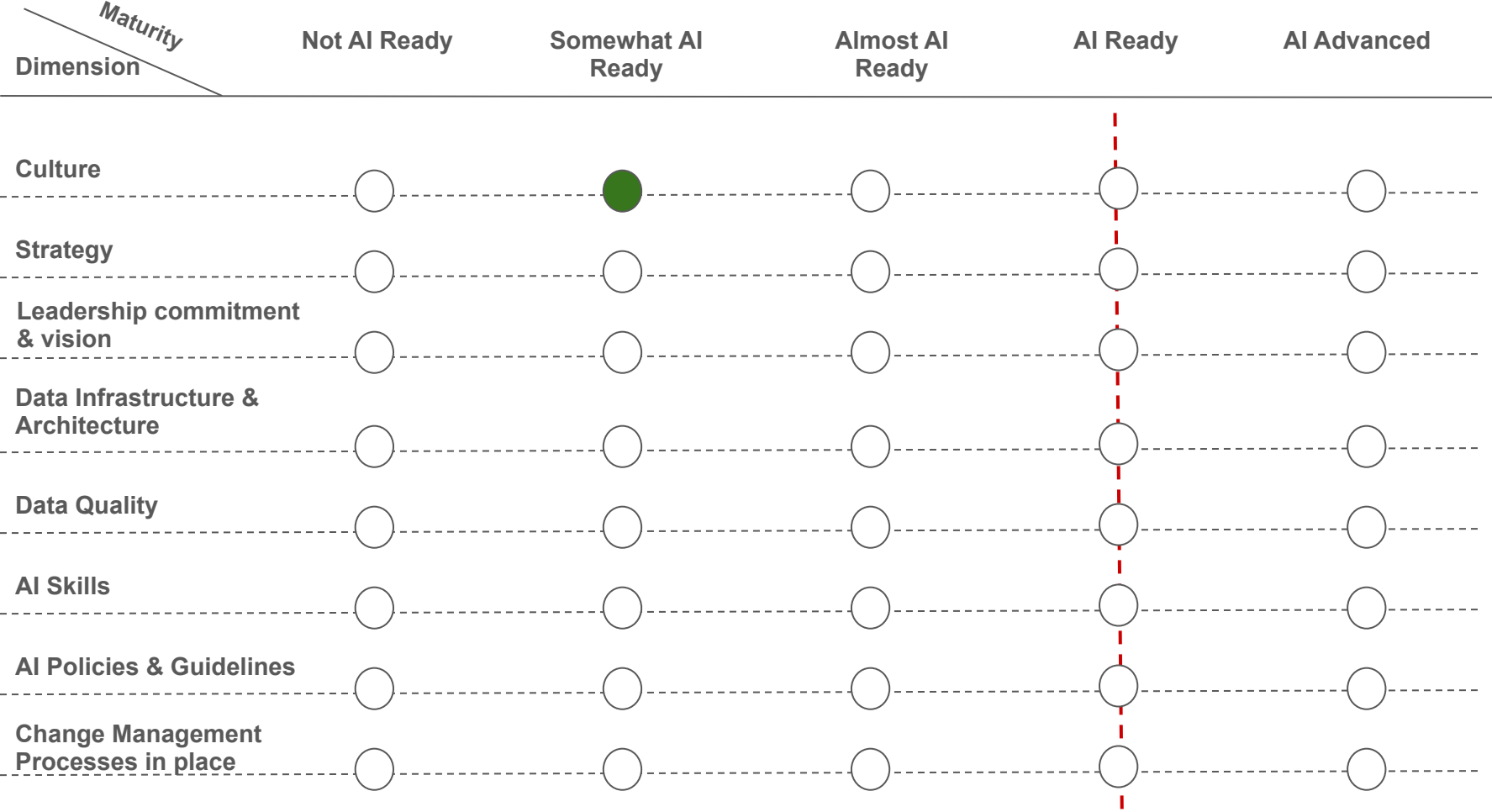
The leadership team wants to know: Are we ready to adopt Generative AI? If not, what needs to be fixed before we can proceed?

Your first readout presentation should summarize the discovery and AI maturity work that you've completed. That's it. No recommendations at this point.

1. What is the current state of Acme? Look at both strengths and weaknesses.
2. List and describe the top 3 most impactful observations / issues you've found. (use scoring sheet)
3. Show and discuss the results of the AI Maturity Assessment completed by your team
4. Discuss any conclusions from all of this work.
  - a. For example:
    - i. Acme can conduct a pilot of Gen AI, but wide scale adoption cannot occur until xyz issue(s) are fixed.
    - ii. Data quality is poor and there is a large percentage of key data missing. Data in this condition will not support the LLM development that is anticipated for a successful Gen AI implementation.
5. Deliverables to submit to UB Learns:
  - a. The presentation (with the Maturity Assessment)
  - b. The observation scoring sheet

The leadership team is busy and would like all the teams to present in one session. **Each team will have 10 - 12 minutes to present.** The leadership team is a stickler for timeliness - presentations will be cut off exactly after 12 minutes!

# XYZ Company: AI Maturity Assessment



# AI Maturity Assessment Review

Team Name	Case Study	Maturity Dimension
BoomGenAI	Acme Explosives	Culture
SASIA	Acme Finance	Strategy
Synergy Inc.	Acme Health	Leadership Commitment & Vision
Glitch Busters	Acme Explosives	Data Infrastructure and Architecture
Team AI	Acme Finance	Data Quality
IntelligenZ Consultants	Acme Health	AI Skills
The Bored of Directors	Acme Explosives	AI Policies and Guidelines
AI Alchemists	Acme Finance	Change Management Processes in place
NextGen Innovators	Acme Health	Culture
AI Vanguard	Acme Explosives	Data Quality
Synergy Solutions	Acme Finance	AI Skills

## Case Study: Open Q&A