

Software

**Generative AI for Enterprise:
Navigating Risks, Unlocking
Rewards, and a Framework
for Utilisation**

Introduction

Generative AI is revolutionising our approach to innovation and efficiency in today's dynamic business landscape. Its remarkable capability to generate fresh, unique outputs from existing data sets not only fuels creativity but also streamlines workflows and unlocks solutions previously deemed unattainable. According to a recent [MIT Tech Review](#) report surveying 300 senior executives from diverse regions and industries, a staggering 78% recognize the strategic advantage of possessing custom large language models (LLMs) or other Generative AI models. Moreover, they anticipate a substantial increase in the number of functions where Generative AI will be deployed, more than doubling by 2024.

Nevertheless, identifying production-quality use cases presents a formidable initial challenge in the journey toward application launch. AI pilots and experiments, often lacking a clear strategic framework, encounter various hurdles, from limitations in use cases to unforeseen data, privacy, security, and ethical concerns. While Generative AI holds the promise of automating and accelerating tasks, it underscores the critical need for human oversight and expertise to ensure effective application.



78%

recognize the strategic advantage of possessing custom large language models (LLMs) or other Generative AI models.

This ebook serves as your indispensable guide to embarking on the [exploration](#) and identification of use cases in your [Generative AI journey](#). Offering practical guidance and actionable steps, it empowers senior technology leaders to navigate the ethical and data landscape effectively.

Furthermore, it delves into the intricacies of enterprise adoption, pinpointing impactful use cases tailored to individual business needs, thus enabling leaders to fully leverage the transformative potential of Generative AI to drive innovation and achieve unparalleled success.

An Insight into Enterprise Adoption: Where to Start

The concept of Generative AI often arrives with grand promises: increased efficiency, cost reductions, and sparking innovation at a pace previously unimagined. It's touted to revolutionise everything from customer interactions through chatbots to forecasting market trends and automating design processes. The reality, however, includes stories of projects that didn't fully meet their ambitious targets. This discrepancy arises from various factors—overestimating the technology's capabilities, underestimating the integration challenges, and sometimes, a mismatch between what AI can do and what the business actually needs.

A critical perspective is essential when considering Generative AI for enterprise adoption. The technology shines in its ability to handle

tasks that are both high-volume and systematic, freeing up human workers to focus on areas where they excel: creativity, strategy, and emotional intelligence. For example, using Generative AI to process and tag large datasets can be a boon for efficiency, but expecting it to fully grasp the nuances of human sentiment without oversight can lead to less-than-optimal outcomes.

The strategic application of Generative AI in businesses requires a clear understanding of its strengths and limitations. It involves recognizing areas where automation is practical and beneficial—such as routine data processing—and areas where human oversight is crucial—like content creation that resonates on a personal level with customers.

It seems hard for people to get the use case right...



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Levi's is using AI to generate 'diverse' models. Here's why that's a fashion fail

Levi Strauss' decision to use AI-generated models to improve representation raises thorny questions about whether companies are more interested in selling diversity than achieving it.

By Justin Phillips
April 5, 2023

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MSN readers are furious after an apparently AI-generated headline announced 'Brandon Hunter useless at 42' after the former NBA player suddenly died

Jordan Hart Sep 15, 2023, 5:54 PM ET

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What's going on here

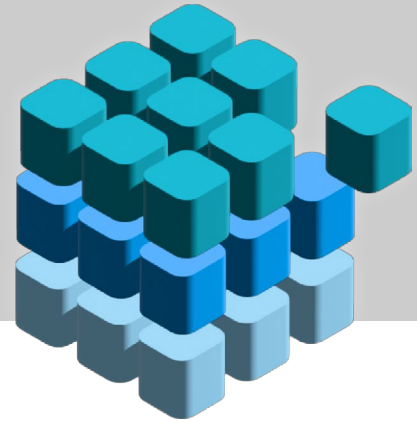
- Pizza by the Slice
- Arrabbiata Calamari Hot Cherry Peppers \$22.00
- 2 Pcs Cheesy Breadsticks with Pesto Sauce \$4.75
- Crumble Sausage & Broccoli Rabe Pie
- Medium Whole Pie \$20.00
- 1 Side
- 2 Plates Special \$18.00

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Uber Eats is using AI for pictures of food. It doesn't know that "pie" means pizza, and it invented a brand of ranch dressing called "Leinach"

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Securing the value of Generative AI securely

Despite its potential benefits we've just spoken about, many senior technology leaders hesitate to fully embrace generative AI due to concerns about security and privacy risks, particularly when it comes to integrating these models with sensitive data sets.



Our approach emphasises five key security steps that businesses can take to mitigate risks associated with generative AI implementation:



Understanding your data landscape: Before diving into generative AI projects, it's essential for businesses to comprehensively assess their data landscape. This involves identifying sensitive customer data and understanding how it will be utilised within generative AI models.



Implementing data privacy measures: Protecting customer privacy should be a top priority for any organisation. By implementing robust data privacy measures, such as encryption and access controls, businesses can ensure that sensitive information remains secure throughout the generative AI process.



Leveraging federated learning: Federated learning offers a decentralised approach to training AI models, allowing businesses to collaborate and share insights without compromising data privacy. By leveraging federated learning techniques, organisations can harness the power of generative AI while minimising privacy risks.



Establishing ethical guidelines: Ethical considerations are paramount when deploying generative AI systems. Businesses should establish clear ethical guidelines governing the use of AI-generated content and ensure that these guidelines align with their values and objectives.

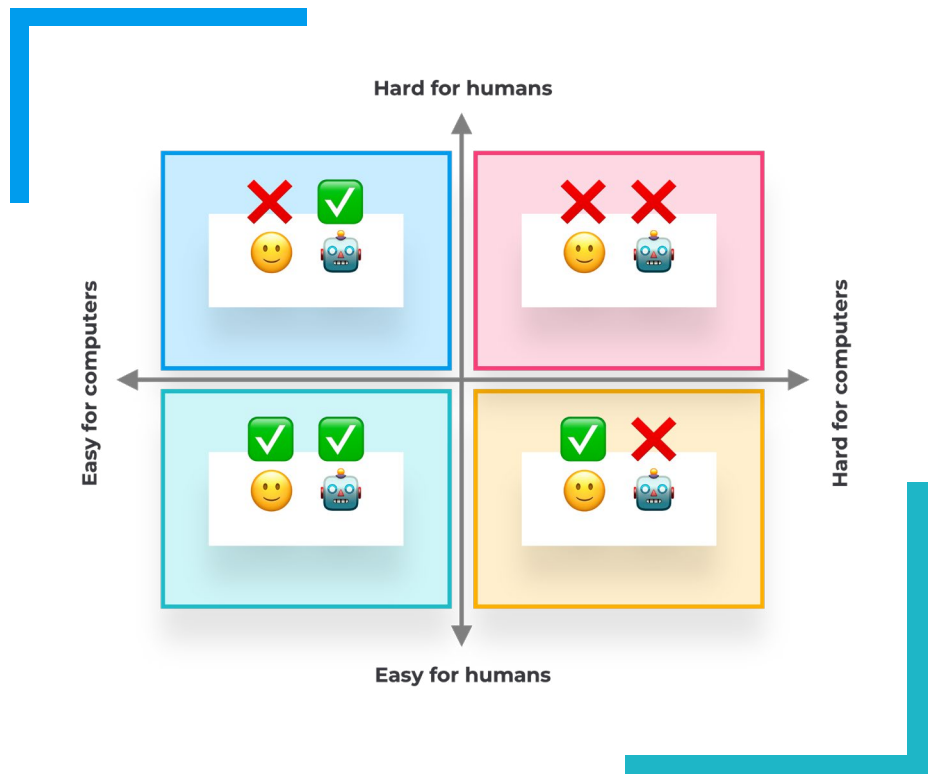


Continuously monitoring and adapting: The landscape of AI security is constantly evolving, requiring businesses to adopt a proactive approach to monitoring and adaptation. By staying informed about emerging threats and implementing proactive security measures, organisations can effectively safeguard their generative AI initiatives.

Despite the legitimate concerns surrounding data security and privacy, it's essential for all organisations to recognize that these challenges are not insurmountable. By following the security steps listed above and adopting a proactive approach to risk management, businesses can confidently integrate generative AI into their operations.

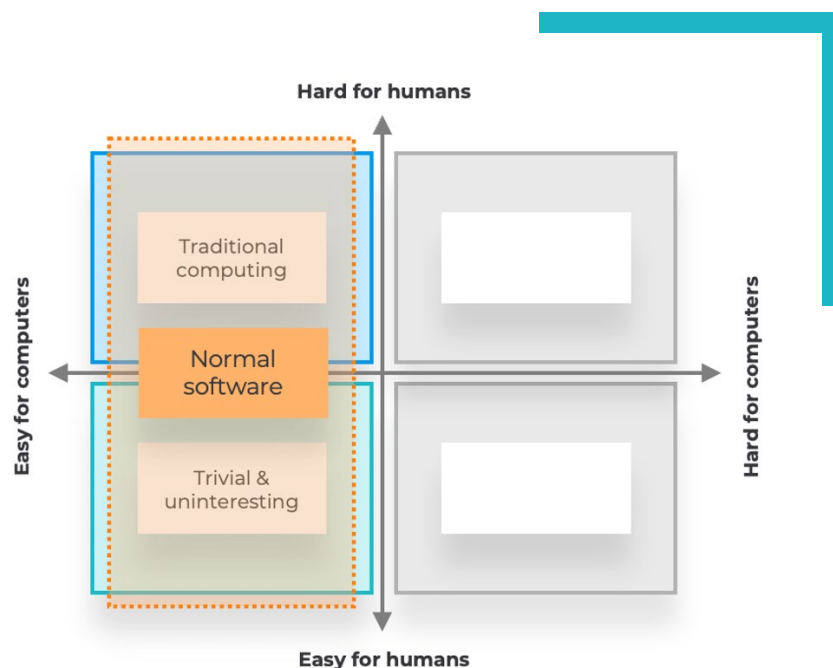
The HvC Matrix: Find your Generative AI Sweetspot

This matrix is our way of understanding AI and all its extended family, including Generative AI. It's designed to clarify the thought process and give you a clear overview of the key challenges and opportunities for your business.



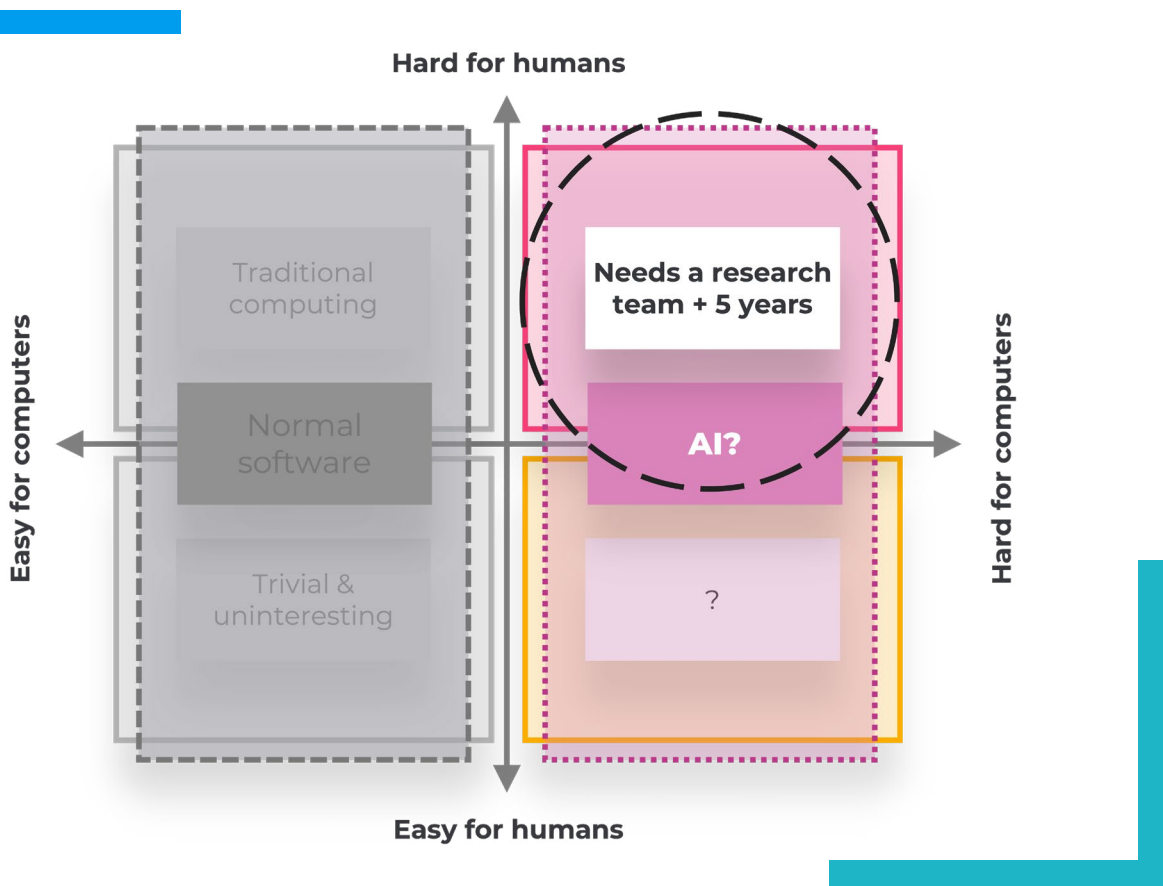
On the left-hand side of our quadrant, we encounter tasks that are relatively straightforward for both humans and computers. The bottom-left quadrant represents what we may deem as trivial tasks—activities such as simple calculations (e.g., 2+2) fall under this category. Given that both humans and computers excel at these tasks,

the additional value offered by generative AI is minimal. This raises questions about the cost-effectiveness of deploying generative AI for such tasks. While generative AI possesses remarkable capabilities, its potential might be underutilised in scenarios where tasks are already efficiently handled by existing computational methods.



Moving upwards to the top-left quadrant, we encounter tasks that are easy for today's computers but pose challenges for humans. These tasks, often categorised as traditional computing tasks, include processing large datasets, performing complex calculations, or managing vast social networks with intricate connections. Generative AI has the potential to automate these tasks, yet its true strength lies in its ability to generate new content and insights—a feature that may not be fully utilised in computational tasks. Despite the potential for automation, the fundamental question remains: Are the benefits of deploying generative AI worth the investment, particularly when considering tasks that are already computationally manageable?

Where things start to get more interesting is when we move over to the right-hand side of the matrix. As technology progresses, we're discovering innovative ways to leverage computers to assist humans in tasks that were once incredibly challenging for them to execute. Just as calculators, excel spreadsheets, and various other software and tools have historically liberated our time, there's now a burgeoning opportunity to delegate another wave of tasks to AI, thus enhancing productivity and efficiency.

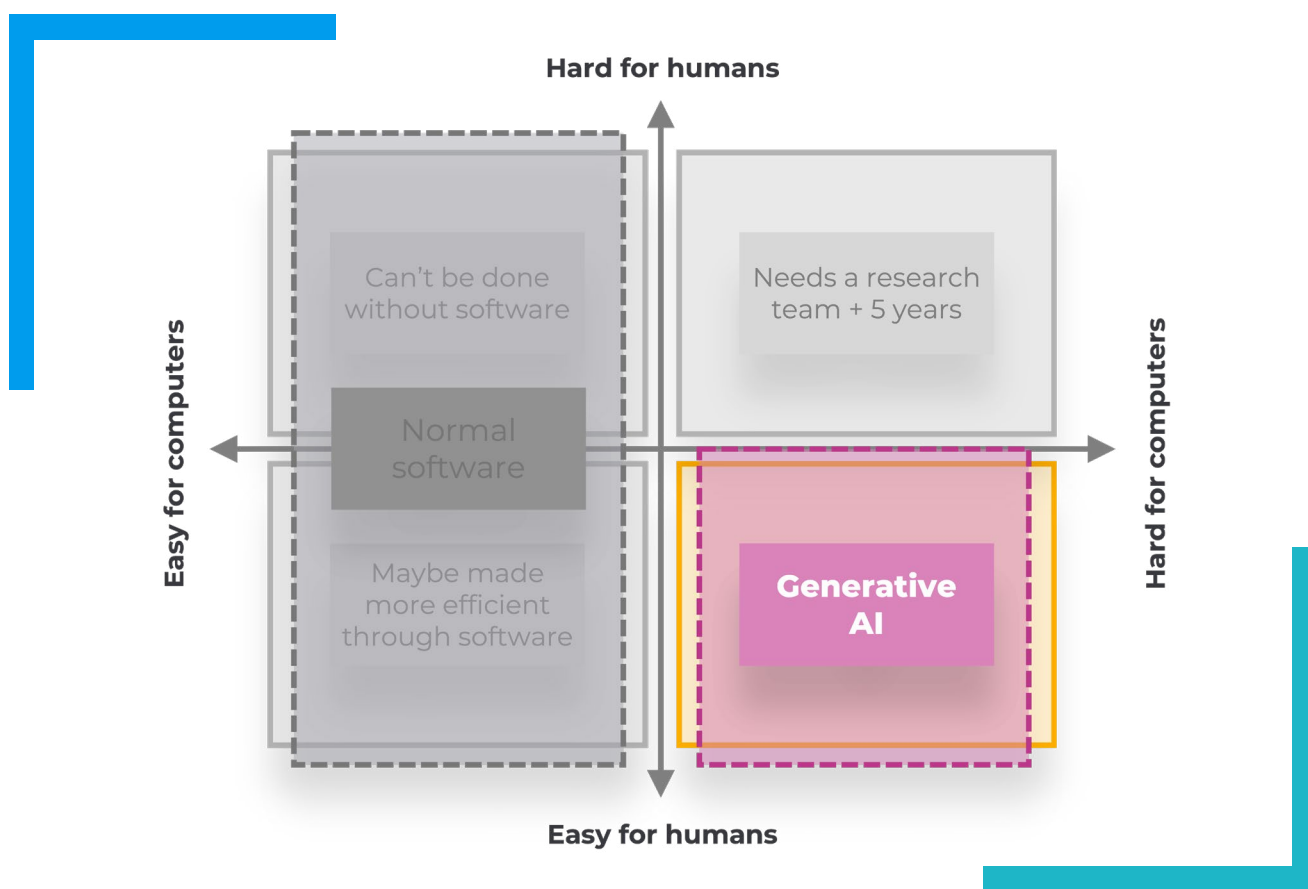


Now, the top-right quadrant presents an especially intriguing space to contemplate. Often referred to as “Amplified Intelligence,” this quadrant encompasses tasks that humans currently find exceedingly difficult—areas where computers still struggle to perform optimally. Examples of such challenges include drug discovery or predicting stock markets. These problems typically share common characteristics: vast quantities of associated data, highly unobvious correlations, and

nonlinear dynamics. Due to their complexity and the computational power required, immediate and cost-effective solutions in this quadrant are rare. Investing in endeavours within this realm often demands substantial resources, whether in the form of a dedicated research team or a significant time commitment—a consideration crucial for businesses assessing the feasibility and ROI of venturing into this space.

So, if you want to get started with Generative AI and see a rapid return on your investment, the bottom right quadrant is where things become **practically interesting** and immensely useful. The Generative AI Quadrant encompasses tasks that align with human strengths—creativity, emotional intelligence, nuanced decision-making, and cultural sensitivity. These are areas where humans excel, yet computers struggle to perform optimally. Here, Generative AI can serve as a complementary tool, enhancing human abilities. Its ability to communicate primarily in natural language makes it accessible to individuals

without specialised programming or data science skills. However, the true power of Generative AI lies in the scale of its training. It's akin to having an exceptionally knowledgeable junior assistant who has absorbed vast amounts of information from the web and examined every publicly available image of a particular subject matter, such as cats or planes. This wealth of information surpasses what any human could process, enabling Generative AI to generate relevant and valuable output based on its learning.



It's essential to recognize that Generative AI is currently best suited for handling 80% of the "busy work," thereby allowing humans to focus on the remaining 20% that adds significant value. While Generative AI possesses immense potential, it should be viewed primarily as another tool in the toolbox rather than a standalone solution. Leveraging human wisdom to understand context, apply judgement and creativity, and contribute specific insights is crucial in maximising the

effectiveness of Generative AI. When utilised correctly, Generative AI becomes an incredibly potent productivity tool—an intelligent assistant that streamlines tasks and amplifies human capabilities, albeit one that is not yet endowed with wisdom.

The AAA Framework: Automating, Accelerating, Augmenting

Understanding and applying Generative AI effectively requires a clear framework. That's where the Triple A (Automate, Accelerate, Augment) framework comes into play. The HVC matrix is your map, giving you an overview of the terrain – outlining the easiest paths and the most challenging obstacles. The AAA framework is the compass – helping you, as navigators, decide on a direction for traversing the land within that map.

By categorising use cases into these three critical areas, you can more easily pinpoint how Generative AI can serve specific needs, whether it's freeing up human talent from repetitive tasks, speeding up processes that are a bottleneck to

efficiency, or enhancing the capabilities of teams and allowing them to perform at their peak.

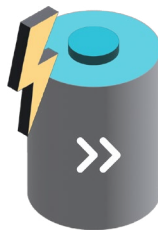
The Triple A framework is not just a theoretical construct; it's a practical tool that you will explore and learn to apply through this piece. By breaking down the complexities of Generative AI into manageable, understandable components, the framework empowers you to start thinking strategically about integrating this technology into your business practices. Whether you're looking to automate mundane tasks, accelerate decision-making, or augment your team's creativity and problem-solving abilities, the framework offers a clear path forward.

The AAA Framework for generative AI use cases

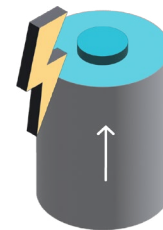
Automating



Accelerating



Augmenting



In considering the realistic application of Generative AI, we must remember that it is a tool designed to work alongside human intelligence. For instance, when automating tasks, prioritise those that are repetitive and time-consuming for humans but can be easily handled by AI. Conversely, tasks that require nuanced decision-making and creative thinking may be better suited for human intellect, with AI providing support in the background.

A conceptual framework can help businesses navigate these decisions. Think of it as a guide, with three key focal points: **Automate, Accelerate, and Augment**. Each point represents a potential area of impact for Generative AI within a company:

Automating

Beginning with automation, generative AI presents an opportunity to revolutionise how businesses handle mundane and repetitive tasks. One prime example lies within customer service operations, where AI-driven chatbots can seamlessly address common inquiries round-the-clock. By automating these interactions, businesses not only achieve cost reduction but also unlock the potential to redirect human creativity and intelligence towards strategic initiatives. This shift not only enhances overall productivity but also fosters a culture of innovation within the organisation.

In strategizing for automation with generative AI, it's crucial to identify tasks characterised by high volume and low complexity. These are the ideal candidates for automation, as they can yield significant efficiency gains without sacrificing quality. Additionally, ensuring data quality and addressing privacy considerations are paramount to building trust and maintaining compliance. Regular monitoring and refinement of AI outputs are also essential to uphold quality standards and ensure that automated processes continue to deliver relevant and valuable outcomes.

What are some industry examples of this:

Healthcare Automatically transcribe doctor-patient conversations	Financial Services Automate the creation of financial reports	Retail Automatically generate product descriptions	Legal Automate the drafting of legal documents and contracts
Real Estate Automate the creation of real estate listings	Education Automate the generation of educational materials	Manufacturing Automate the generation of maintenance and incident reports	Media & Entertainment Automate the writing of scripts for videos, podcasts, or advertisements

Accelerating

Acceleration with generative AI entails expediting operations and decision-making processes to enhance overall efficiency and agility within an organisation. Take, for instance, content creation, which traditionally demands substantial human effort and time. Through the implementation of generative AI, businesses can automate the production of written content across various domains, including marketing materials and reports. By harnessing generative AI's capabilities, organisations can significantly reduce the time and resources invested in content creation, ultimately accelerating their go-to-market strategies and decision-making processes. In strategizing for acceleration with generative AI, it's imperative to prioritise areas where speed to market or decision speed is paramount. These areas represent prime opportunities for leveraging

generative AI to streamline operations and gain a competitive edge. Additionally, implementing robust data analysis and modelling capabilities is essential to ensure that accelerated processes are founded on accurate and insightful data. Moreover, fostering a culture of agility and continuous improvement is crucial for capitalising on accelerated processes, enabling organisations to adapt quickly to changing market dynamics and seize new opportunities as they arise.

What are some industry examples of this:

Healthcare Speed up the drug discovery process	Financial Services Analyse vast amounts of data to assess credit risk, market risk	Retail Analyse consumer behaviour and market trends	Legal Sifting through vast databases of legal documents
Real Estate Provide rapid property valuations	Education Rapidly developing and updating curriculum materials	Manufacturing Generating and evaluating multiple design variations	Media & Entertainment Predefined editing of video content

Augmenting

Augmentation underscores the enhancement of human capabilities by leveraging AI-driven insights and predictions. Consider the field of healthcare, where generative AI assists doctors in providing personalised treatment options based on comprehensive patient data analysis. This augmentation not only improves treatment outcomes but also elevates the quality of patient care. Similarly, in strategic business decisions, AI offers predictive analytics to forecast market trends, enabling leaders to make informed choices about future investments and strategies. This augmentation of human intelligence with data-driven insights showcases the transformative power of AI as a strategic partner, empowering teams to achieve more nuanced

and effective decision-making.

To effectively augment with generative AI, focus on areas where human expertise is essential but can be amplified by AI-powered insights and capabilities. These areas represent opportunities to leverage AI as a supportive tool to amplify human capabilities rather than replace them entirely. Additionally, ensuring transparency and understandability of AI-driven insights is crucial for building trust among users and fostering acceptance of AI-driven decision-making processes. Moreover, continuous training and education of teams on the potential and limitations of AI are essential to create a collaborative environment where humans and AI work seamlessly together.

What are some industry examples of this:

Healthcare Second opinions on medical imaging analyses	Financial Services Generating predictive models and simulations based on historical data	Retail Generating personalized product offerings & shopping recommendations	Legal Analysing contracts and legal documents to identify negotiation points
Real Estate Creating virtual tours and realistic property visualisations	Education Creating customized learning materials and assessments that adapt to individual students	Manufacturing Identify defects or deviations from quality standards in real-time	Media & Entertainment Generating initial ideas, drafts, or even creating complex works

The journey towards leveraging generative AI is not without its complexities. From navigating data security concerns to identifying impactful use cases tailored to individual business needs, senior technology leaders face a myriad of considerations. Yet, armed with practical guidance and actionable steps, businesses can confidently navigate this landscape and unlock the full potential of generative AI. As we move forward, it's essential to maintain a balanced perspective, recognizing both the promises and pitfalls of generative AI. By embracing a strategic and measured approach, informed by frameworks like the AAA Framework, organisations can harness the transformative power of generative AI to drive innovation, enhance decision-making, and propel their businesses into the future.

The Path to Scaling Gen AI



Stage 1 Explore and Identify

- ◆ Align on goals, establish key performance indicators, and prepare for transformative integration.
- ◆ Audit your existing technology stack and capabilities to determine the best approach for integrating AI solutions seamlessly.
- ◆ Create detailed use-case scenarios and map user journeys to identify critical points where AI can add the most value, focusing on projected ROI and necessary features

Stage 2 Strategy and roadmap

- ◆ Outline timelines and resources for implementing generative ai
- ◆ Agree on ethical and data guidelines to secure user safety and avoid missuse.
- ◆ Analyse how generative AI will impact your current systems and outline a strategic roadmap for its adoption.

Stage 3 Experiment and Deploy

- ◆ Choose the most effective AI models and tailor them to your needs, supported by comprehensive reports and technological assessments.
- ◆ Develop prototypes that align with your business objectives
- ◆ Rigorously test and refine before launching the solution

Stage 4 Optimise and Scale

- ◆ Ensure your solution meets your goals with continuous monitoring
- ◆ Data-driven optimisation of your models
- ◆ Use your learning to drive successful POCs and expand applications



Not sure where to go next? Consider a workshop for your team

Whether you're beginning your Generative AI journey, or you've already attained some level of understanding and maturity through resources like this one, our specialist teams can help build, enhance, and bolster your capabilities while ensuring an unrelenting focus on maximising value, security, and efficiency.

Our carefully calibrated approach to Generative AI is based on real-world experience, generating value from our clients through intelligently applied use cases underpinned by peerless technical skills.

Designed to help you focus on practical understanding, tangible outcomes, and opportunities, our bespoke AI Workshops will help you lay out a path and harness AI's potential, no matter your starting point. Led by our team of experts, our workshops are anything but standard. We offer a dynamic, tiered approach that will help you understand, explore, and begin utilising the power of AI

[Get Started Here](#)