



BUSINESS GUIDE TO

Generative AI

Use cases and insights for
successful implementation

Content

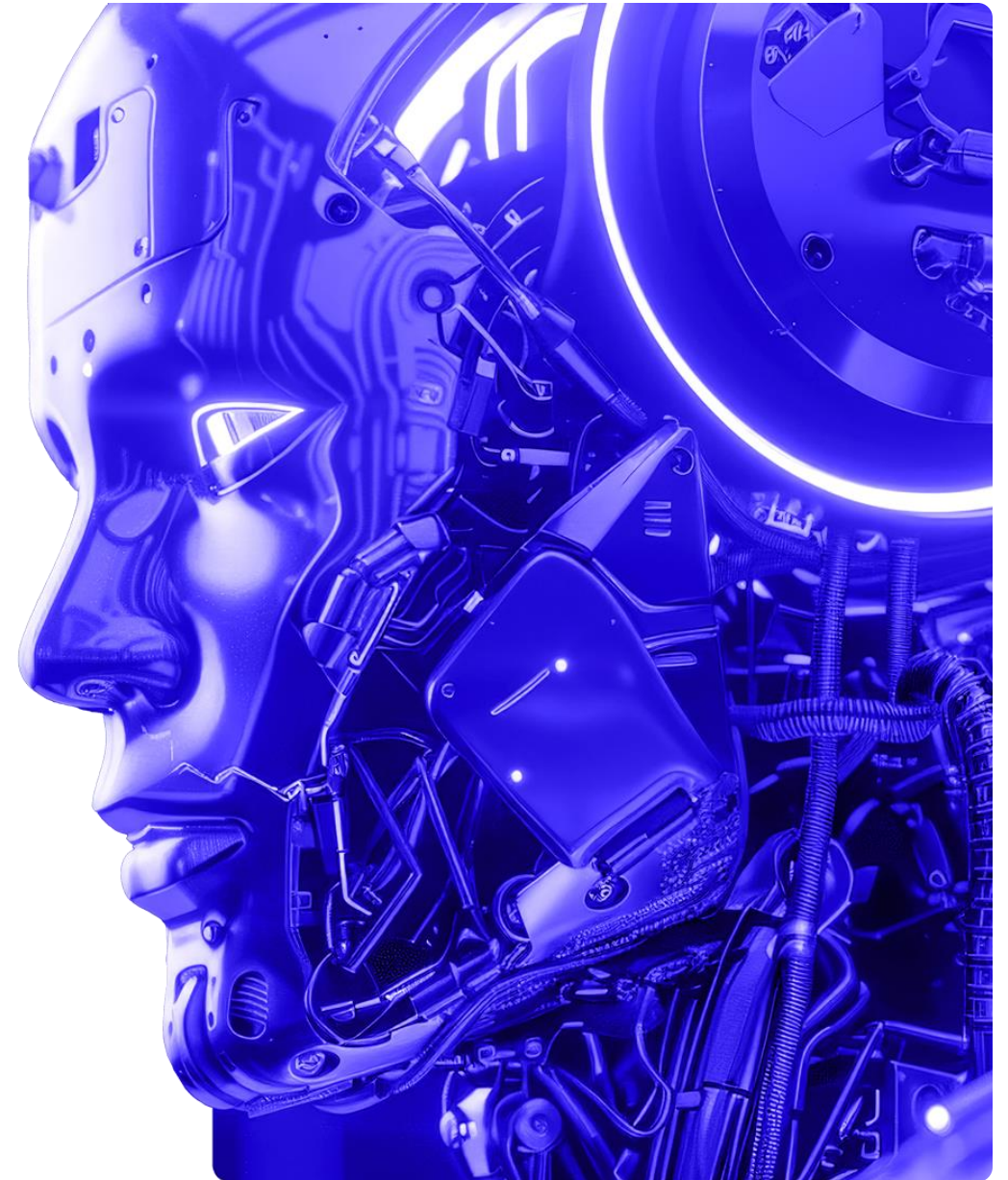
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Introduction

Generative AI is rapidly becoming a game changer in the global market, with its size projected to reach an impressive **\$36.06 billion** by 2024 according to a Statista report. The market is set to experience a staggering annual growth rate (CAGR) of **46.47%** from 2024 to 2030, leading to a market volume of **\$356.1 billion** by 2030, according to Statista Market Insights.

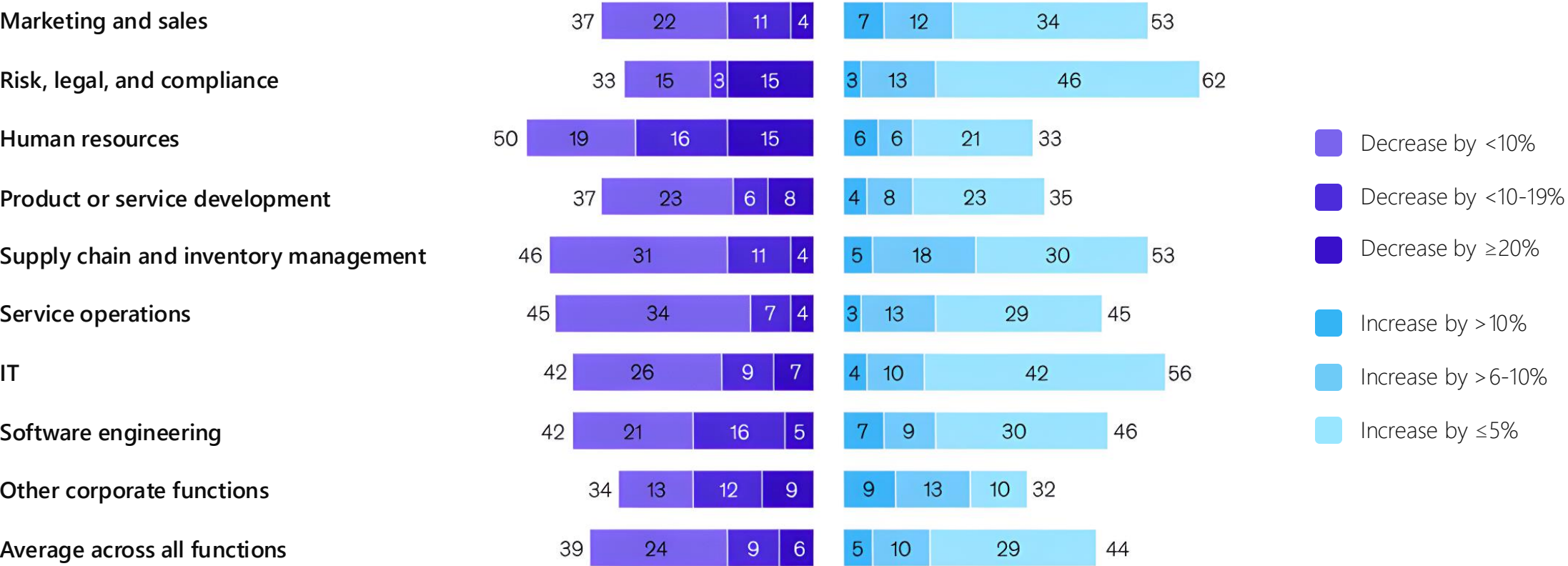
The potential impact of Generative AI on productivity is enormous, with McKinsey's latest research estimating that it could contribute between **\$2.6 trillion to \$4.4 trillion** annually only across the 63 most popular use cases the company analyzed. To put this into perspective, the United Kingdom's entire GDP in 2021 was **\$3.1 trillion**. This surge in productivity could enhance the overall impact of artificial intelligence by 15 to 40 percent.

The adoption of Generative AI is accelerating at an unprecedented rate. Gartner predicts that by 2026, **over 80%** of organizations will have employed Generative AI in some capacity. This widespread adoption highlights the growing recognition among organizational leaders of the transformative power of Generative AI in driving performance and innovation.



Generative AI's Impact by Business Function in 2023

In a recent survey, McKinsey explored the value generated by Generative AI across various business functions. The findings reveal that the highest percentage of respondents reported cost reductions in Human Resources, while significant revenue increases – over 5% – were most commonly observed in Supply Chain and Inventory Management. Overall, Generative AI is showing a widespread positive impact on both cost reduction and revenue growth across multiple functions, making it a compelling investment for businesses looking to enhance efficiency and profitability.



Generative AI: History and Definitions

1956

Artificial Intelligence

The field of study focuses on teaching machines to think and perform tasks like humans.

1997

Machine Learning

A subset of AI that enables machines to learn from existing data and improve their ability to make decisions or predictions.

2017

Deep Learning

A machine learning technique in which layers of Artificial Neural Networks (ANN) are used to process data and make decisions.

2021

Generative AI

A type of ANN that generates new written or visual content similar to the data it was trained on.

GenAI vs Traditional AI: difference

Traditional AI analyzes, classifies, or predicts based on existing data. Without the "right" input data, it may produce unsatisfactory results. Generative AI, on the other hand, creates something new using the knowledge acquired during training. It often doesn't require input data from the user, just a text description.

Different Types of Generative AI Models



Language Models

Large Language Models (LLMs) process and understand human language in text or voice format. These models are trained on extensive text datasets and can generate coherent and contextually appropriate language outputs. A well-known example of an LLM is OpenAI's ChatGPT.



Visual Models






Visual or imagery models can generate images, videos, or graphics based on inputs such as text descriptions, sketches, or pre-existing visuals. An example is DALL·E, a model that creates images from text prompts.



Voice Models

Voice models can generate natural-sounding speech, music, or other audio based on inputs like text, melodies, or spoken language. OpenAI's Jukebox is an example, capable of generating music and lyrics in various genres and styles.

Key LLM Platforms and Model Providers: Summary Table

Company	Generative AI Models Strategy
	<ul style="list-style-type: none"> In-house developed models: GPT-4, GPT-3.5, and DALL·E models.
	<ul style="list-style-type: none"> Platform approach with Azure OpenAI Service that offers secure access to leading models like GPT-4, GPT-3.5, and Codex. Support for Meta's Llama 2 and other open-source models. Seamless integration with Windows 11, Microsoft 365, and GitHub Copilot enhances productivity while maintaining enterprise-grade security.
	<ul style="list-style-type: none"> Platform approach with Google Cloud Vertex AI. In-house models with PaLM 2, Gemini 1, LaMDA, and BERT.
	<ul style="list-style-type: none"> In-house models: LLaMA 2 (various sizes) with plans for LLaMA 3.
ANTHROPIC	<ul style="list-style-type: none"> In-house models: Claude 3 and Claude Instant (successors of Claude 2).
	<ul style="list-style-type: none"> AWS Bedrock platform offering access to multiple third-party LLMs. (Anthropic, Stability AI, etc.) and in-house models like Amazon Titan.
Open-source & Proprietary	<ul style="list-style-type: none"> Wide range of custom and open-source models, including leveraging LLaMA and other community-driven projects. Proprietary models developed internally by various companies and organizations.

Why Companies Choose Azure OpenAI from Microsoft

Microsoft and OpenAI, the creators of the most popular GenAI model, have a long-term partnership. OpenAI leverages Microsoft's Azure cloud platform to power and improve its AI models, such as GPT, DALL·E, and Codex. On the other hand, Microsoft provides seamless and direct access to the latest OpenAI models through Azure, ensuring a secure and scalable experience.

There are several factors why companies prefer Azure OpenAI:



Access to Advanced AI

- **Latest Models:** Azure OpenAI provides early access to cutting-edge generative AI models, keeping users ahead in innovation.
- **Scalable Infrastructure:** Azure's scalable cloud environment grows with business's AI needs, without the complexity of managing infrastructure.



Secure Data Integration

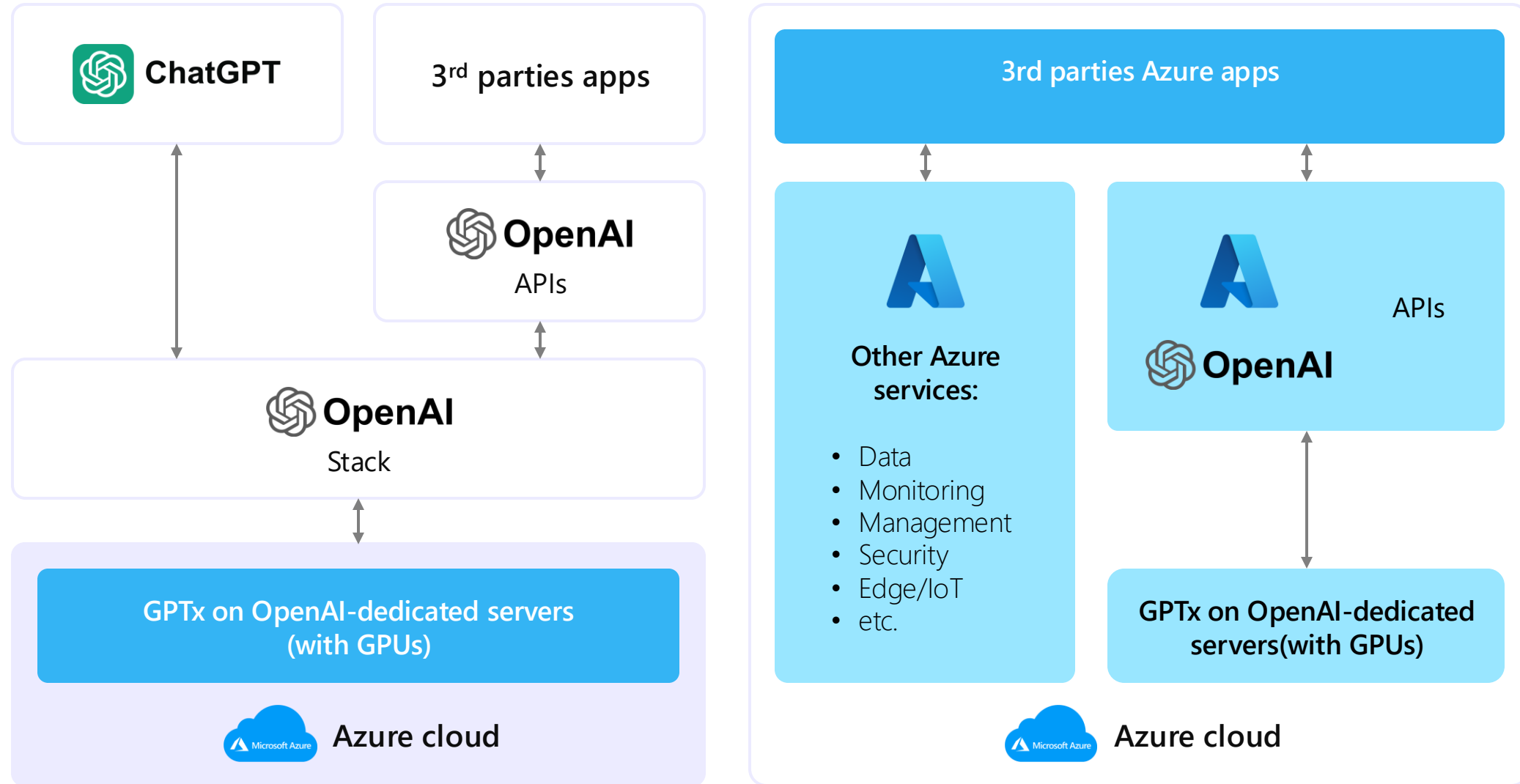
- **Data Compliance:** Azure ensures that corporate data stays secure and compliant, making it ideal for industries with strict regulations.
- **Seamless Integration:** Microsoft provides easy integration of AI with existing corporate data infrastructure.



Local Accessibility & Compliance

- **Worldwide Availability:** Azure OpenAI solutions can be deployed globally with localized support, ensuring adherence to regional regulations.
- **Local Expertise and Strategic Partnerships:** Microsoft's extensive network of local partners ensures smooth AI adoption and implementation by leveraging regional expertise. Additionally, Azure offers simplified billing processes, making it easier to manage costs and focus on innovative solutions.

OpenAI vs Azure OpenAI: Key Differences



Examples of what Generative AI can do for Business

01.

Automate Content Creation

Generative AI accelerates the creation of unique, SEO-optimized product descriptions and automates updates based on changes in inventory or specifications. This significantly increases content production efficiency.

Case study: Walmart leveraged Generative AI to automate the creation of product descriptions for its online store, resulting in a 15% increase in online sales and a 12% improvement in customer engagement due to more accurate and detailed product information.

02.

Enhance 24/7 Customer Support

Generative AI chatbots can automatically resolve up to 70% of typical customer inquiries, providing quick, personalized responses with deep contextual understanding, including multilingual support. GenAI also assists in ticket sorting by topic, transcribing calls, and analyzing conversations, significantly reducing the workload on human agents and improving customer satisfaction.

Case Study: Retailer Solo Brands deployed a generative AI chatbot that resolves 75% of customer interactions, up from a 40% resolution rate.

03.

Accelerate AI-Powered Document Search

With advanced natural language processing algorithms and contextual query understanding, Generative AI ensures fast and accurate document searches within knowledge bases. It goes beyond keyword search, offering context-aware results, thereby improving information retrieval efficiency.

04.

Virtual HR AI Assistant

Generative AI-powered HR assistants automate responses to common employee inquiries and support the creation of personalized training programs. They also help organize and conduct training sessions with interactive avatar assistants, monitor learning progress, provide feedback, and streamline the onboarding process, improving HR efficiency and employee satisfaction.

Case Study: IBM's HR team saved 12,000 hours in 18 months after using AI to automate 280 tasks.

Examples of what Generative AI can do for Business

05.

Risk Management and Compliance

Generative AI continuously monitors regulatory compliance, provides alerts about changes in regulations, and identifies documents that require updates, ensuring that companies always meet regulatory requirements.

06.

Reputation Management and Market Research

Generative AI dives deep into context when monitoring brand mentions and customer reviews online. It analyzes customer behavior details, enabling businesses to predict market trends and develop strategies that resonate with their target audience. This proactive approach strengthens brand reputation and market positioning.

Case Study: Chanel uses Generative AI in quality monitoring, which is adding considerable value for Customer Care teams that cater to a global audience.

07.

Personalize Customer Experience

Generative AI enhances sales and brand loyalty by providing customers with rapid consultations on product features and personalized recommendations based on their preferences. This AI-driven personalization increases customer satisfaction and drives higher conversion rates.

Case Study: Car retailer CarMax implemented GenAI to provide personalized recommendations to online shoppers based on their browsing and purchase history that boosts customer satisfaction index.

08.

Uncover Data Insights and Analytics

Generative AI analyzes vast amounts of data to uncover valuable insights that may be missed by traditional methods. It helps businesses optimize operations, identify trends, and make data-driven decisions more efficiently.

Case Study: Wall Street giant JP Morgan tapped into Open AI's GPT-4 model to launch IndexGPT, which aims to identify investment opportunities based on popular trends.

GenAI-powered Chatbot for Customer Support

KEY USE CASES

Advantages:

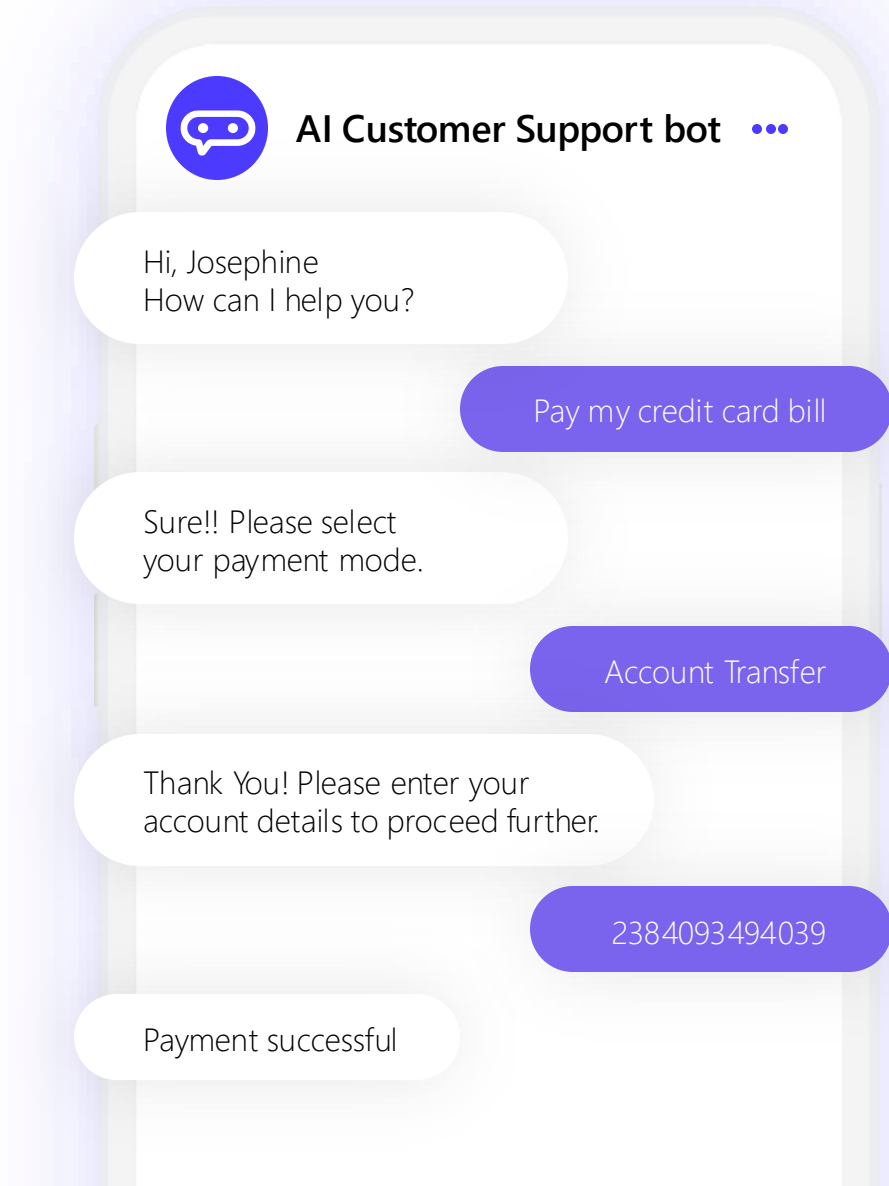
- Automates responses to at least 70% of customer inquiries
- Understands context and natural language
- Efficiently manages a high volume of customer interactions
- Supports over 100 languages with multilingual capabilities
- Provides 24/7/365 availability
- Reduces support costs significantly

How it can be used:

- Internal employee support service (Service Desk)
- Customer support service

WHO CAN BENEFIT:

- Companies with a large volume of customer inquiries
- Organizations with complex products or services
- Businesses looking to reduce support costs
- Companies operating internationally
- Enterprises aiming to improve customer experience



GenAI-powered Chatbot for Human Resources

KEY USE CASES

Advantages:

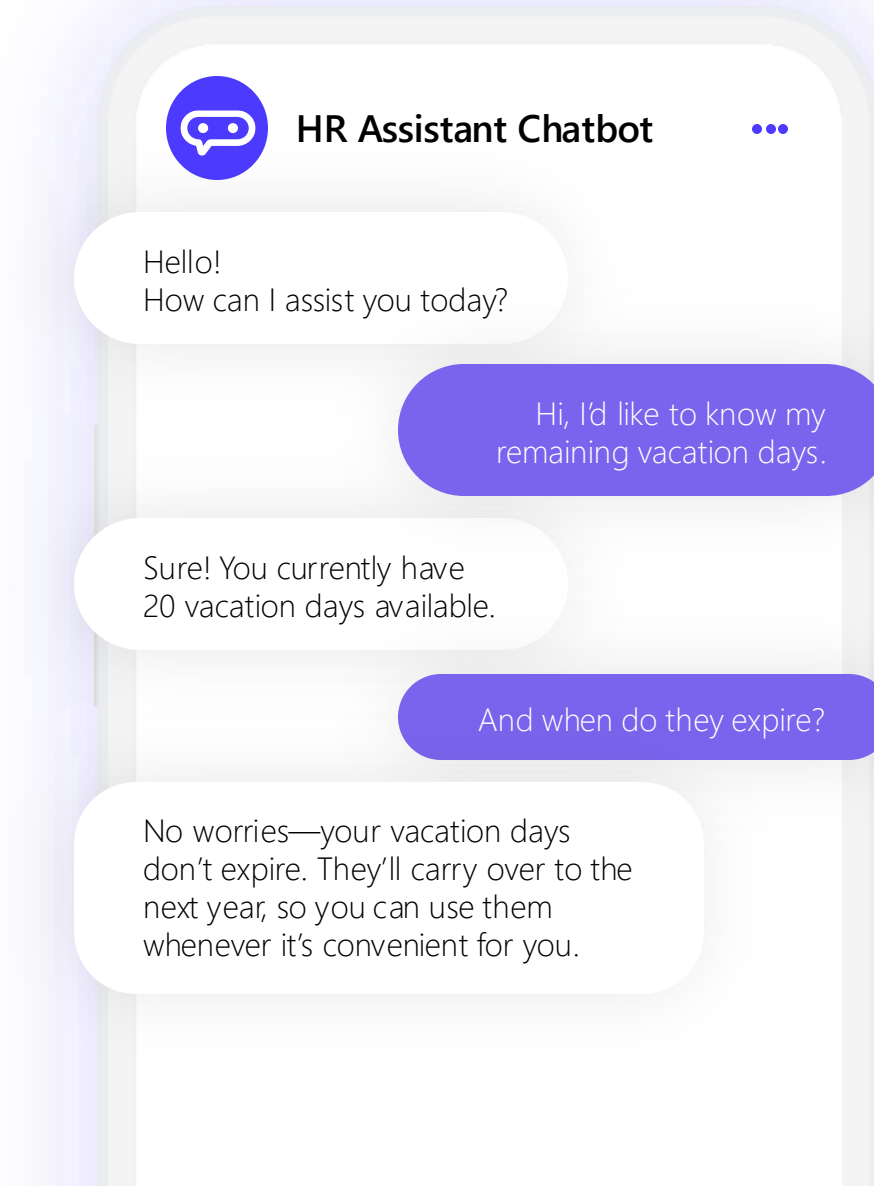
- 24/7 responses to employee inquiries
- Multilingual support (more than 100 languages)
- Optimized response time for common questions
- Enhanced discipline and adherence to company policies
- Increased employee accountability
- Streamlined onboarding and adaptation processes

How it can be used:

- Answering questions related to company policies and procedures
- Automating the recruitment process
- Measuring employee satisfaction and engagement
- Facilitating training and development
- Onboarding new employees

WHO CAN BENEFIT:

- HR departments
- Employees
- Team leaders
- Recruiters



GenAI for Enhancing Product Pages for Retailers

KEY USE CASES

Advantages:

- Automating product page updates
- Improved content quality
- Adjustment of the product information across multiple platforms
- Effortlessly enhanced SEO

How it can be used:

- As an assistant for a marketplace
- As an assistant for a website for new markets (various languages support)
- As an assistant for a website that is being filled from scratch

WHO CAN BENEFIT:

- E-commerce companies
- Marketplaces
- Medium and large businesses

GenAI Assistant for Fast Search in Documentation and Knowledge Bases

KEY USE CASES

Advantages:

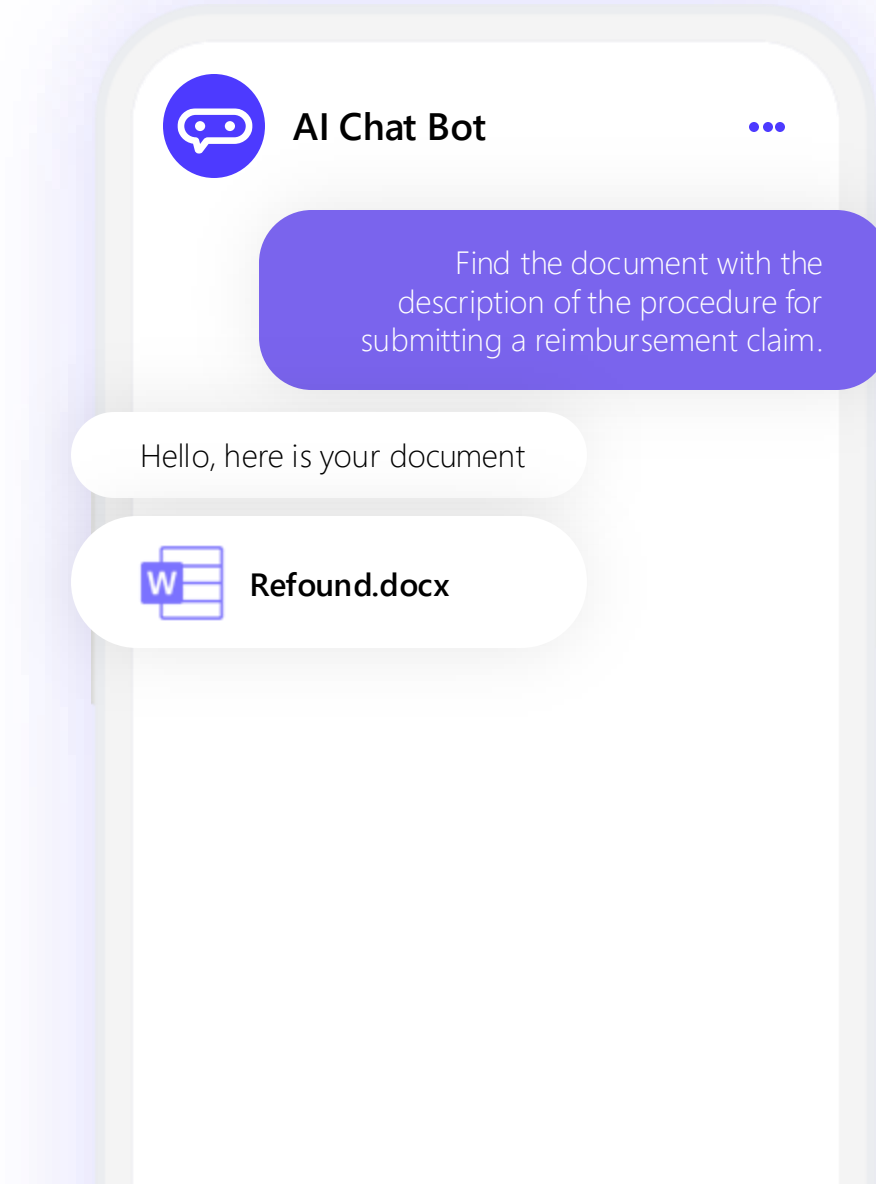
- Context-Aware Search going beyond simple keyword matching
- Retrieving answers to specific questions becomes faster and more accurate

How it can be used:

- As an assistant for document search
- As an assistant for information retrieval in documents

WHO CAN BENEFIT:

- Contact centers
- Legal firms and departments
- Large businesses with multi-tiered structures
- Compliance departments
- Auditor firms and departments
- Medical institutions
- Distributors and resellers



AI Assistant for Website

KEY USE CASES

Advantages:

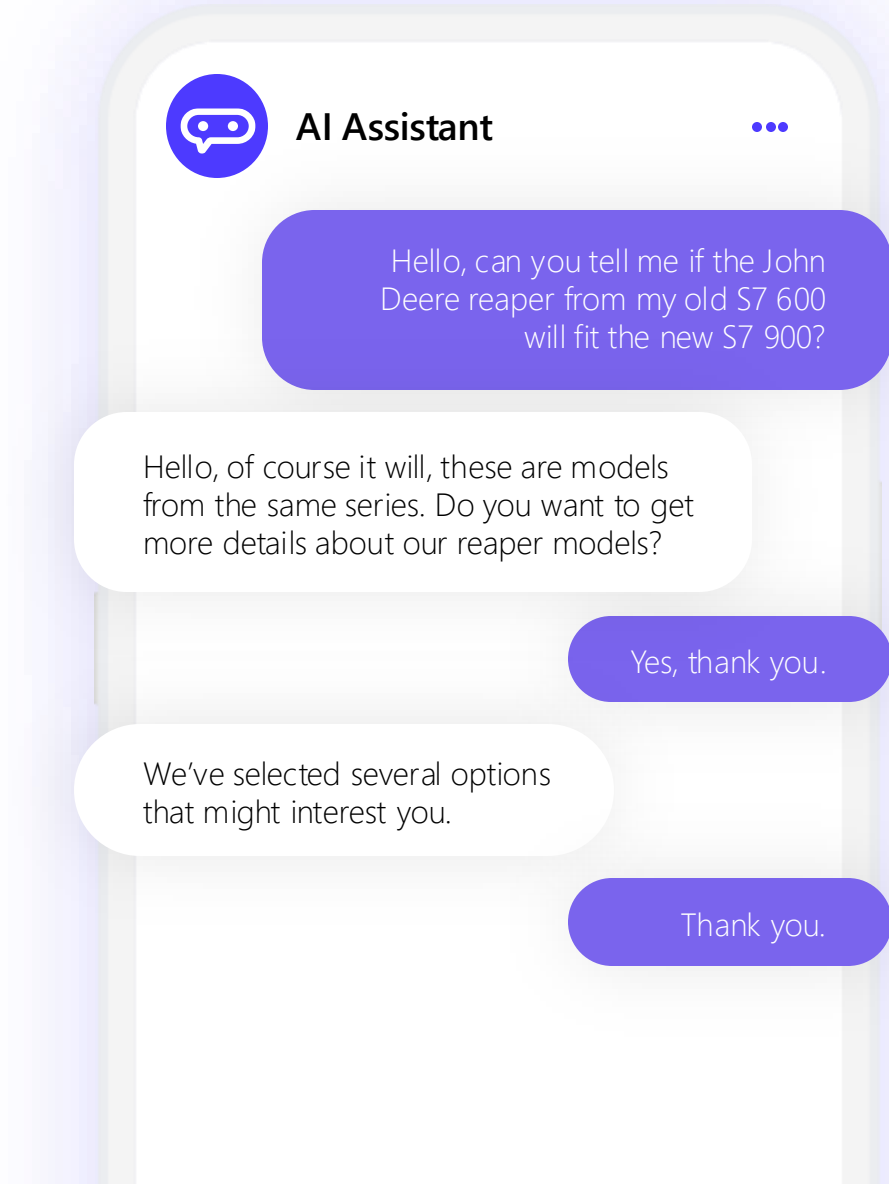
- 24/7 customer support
- Multilingual assistance
- Help with product search and comparison
- Providing answers to specific inquiries, such as product specifications
- Guidance not only on products but also on their usage
- Creating a competitive advantage

How it can be used:

- As an assistant for all customers
- As an assistant for authorized customers
- As an assistant for VIP, Premium, or Corporate customers

WHO CAN BENEFIT:

- Potential customers
- Existing customers
- Businesses



GenAI Solution for Customer Service Quality Assessment

KEY USE CASES

Advantages:

- Automation of feedback analysis
- Personalized recommendations
- Identifying trends and issues
- Optimizing processes
- Enhancing efficiency
- Reducing human errors

How it can be used:

- As a solution for quality control in customer service (100% of inquiries)
- As a solution for monitoring weak points in products or services
- As a solution for improving business processes in customer service

WHO CAN BENEFIT:

- Companies with large customer bases
- Customer service departments
- Retail companies and e-commerce
- Banks and financial institutions
- Telecommunication companies
- Service companies

AI assistant for Compliance and Risk Management

KEY USE CASES

Advantages:

- Accelerates document analysis
- Identifies risks and inconsistencies
- Improves accuracy
- Saves resources
- Offers flexibility and adaptability

How it can be used:

- As an assistant for the legal department
- As an assistant for the risk management department
- As an assistant for the compliance department

WHO CAN BENEFIT:

- Law firms
- Large businesses
- Corporations with international operations
- Internal legal departments
- Compliance departments
- Auditors' firms and departments



Legal Assistant



Hi, I'm here to assist you with compliance and review for legal regulations.

Review this Terms of Use document for compliance with GDPR requirements. Show me the sections that do not meet the regulations.

Hi, the following sections do not comply with GDPR requirements: 2.1.3, 3.5.1, and 5.1.1.

GenAI-powered Assistant for Medical

KEY USE CASES

Advantages:

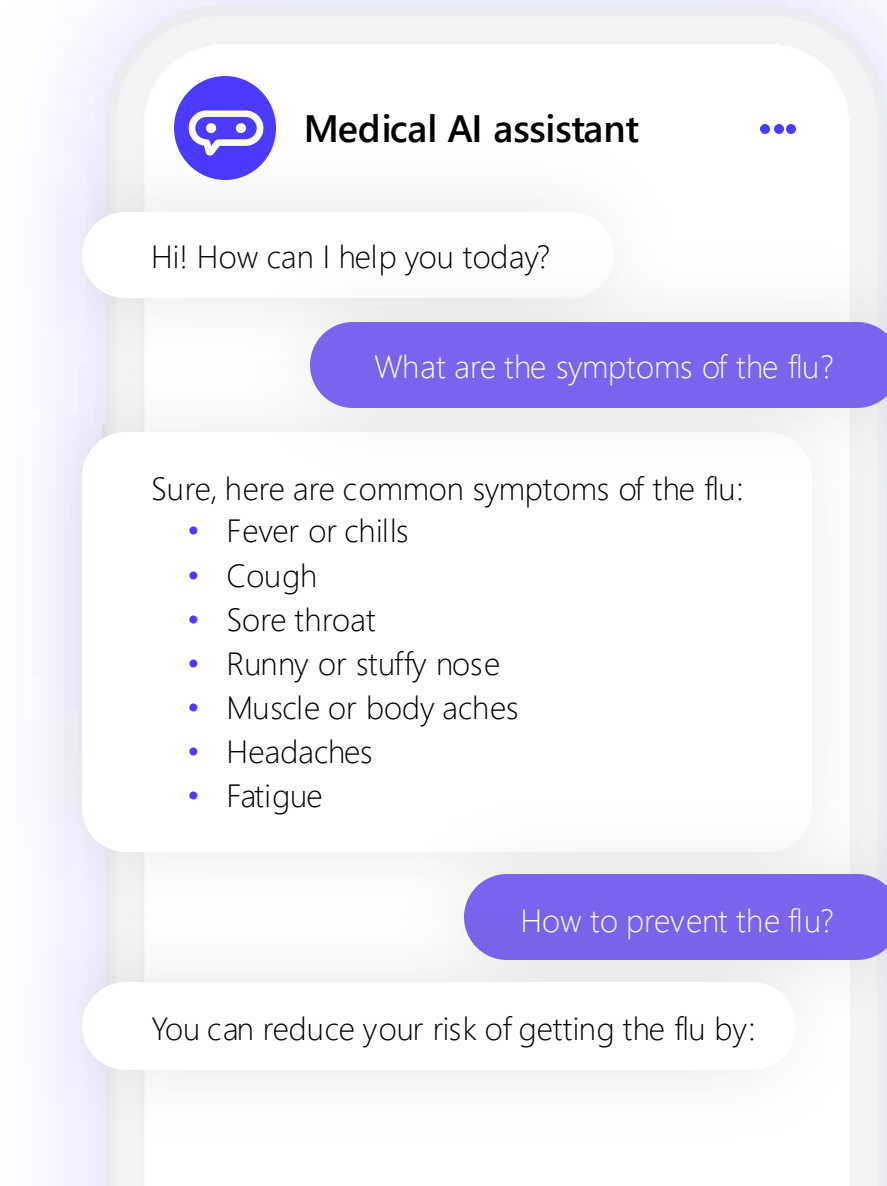
- Personalized recommendations
- Automation of routine tasks
- Improved accessibility of medical services
- Quick diagnostics

How it can be used:

- As an assistant for doctors
- As an assistant for patients
- Creation of specific solutions

WHO CAN BENEFIT:

- Doctors and medical staff
- Medical institutions
- Patients
- Insurance companies



Intelligent Social Listening GenAI solution

KEY USE CASES

Advantages:

- Real-Time Trend Detection
- Deep Sentiment Analysis
- Quick response to crisis situations
- Optimization of marketing strategies
- Competitive analysis
- Enhanced Customer Experience
- Influencer Identification
- Automation of data collection

How it can be used:

- As a solution for monitoring the company's reputation in the media
- As a solution for identifying trends
- As a solution for analyzing reactions to new products
- As a solution for automating data collection
- As a solution for tracking market and competitors

WHO CAN BENEFIT:

- Marketing teams
- Business executives and startups
- Companies with a large number of brands or products
- Competitive analysts
- Customer support teams
- Public relations and communications departments
- Research companies

GenAI Assistant for L&D Departments and Educational Institutions

KEY USE CASES

Advantages:

- Personalization of learning paths
- Quick access to information
- Automation of routine tasks
- Support for teachers
- Interactive learning

How it can be used:

- As an assistant in educational institutions
- As an assistant in companies for employee training
- As an assistant for institutions and courses with special training

WHO CAN BENEFIT:

- L&D departments
- Educational institutions
- Teachers
- Students



AI Career Mentor



Hi Alexander, I'm here to offer personalized support to help you thrive in your daily work and achieve your career goals.

How can I get a promotion?

To boost your chances of securing a promotion, it's important to focus on honing these key skills:

1. Leadership: Strengthening your leadership capabilities is essential for stepping into higher-level roles. Demonstrating your leadership potential...

Solving Generative AI Challenges with Support from a Microsoft Partner

1. Lack of Business Alignment

Challenge: Organizations often struggle to define clear use cases for generative AI, leading to a lack of alignment between GenAI initiatives and business objectives. This can hinder the full potential of GenAI in driving innovation or optimizing processes.

Mitigation Strategy: A Microsoft Partner can work closely with stakeholders to develop a tailored GenAI strategy, ensuring the alignment of GenAI initiatives with business goals. Through workshops and industry expertise, partners help define clear use cases that deliver measurable outcomes.

4. Regulatory and Ethical Challenges

Challenge: Privacy concerns, security risks, and ethical issues such as AI bias create regulatory hurdles and foster skepticism about generative AI's responsible use.

Mitigation Strategy: Microsoft Partners help organizations navigate complex regulatory landscapes by ensuring compliance with regional and global standards. They also assist in developing ethical AI guidelines, raising awareness about the augmentative nature of AI, and dispelling misconceptions around job displacement.

2. High Costs

Challenge: The initial investment in generative AI technologies can be significant, with high costs associated with implementation, infrastructure, and ongoing maintenance.

Mitigation Strategy: Microsoft Partners provide flexible cost models and scalable solutions through Azure, enabling businesses to adopt AI at their own pace. By optimizing resource use and identifying high-impact areas, they help businesses maximize return on investment while controlling costs.

5. Technical Complexity & Expertise

Challenge: Implementing and managing generative AI systems require specialized expertise, which many organizations may lack, leading to underutilization or failure in leveraging the technology effectively.

Mitigation Strategy: A Microsoft Partner provides access to skilled professionals and offers comprehensive training programs to upskill internal teams. By simplifying complex technical processes and providing ongoing support, they help organizations overcome expertise gaps and fully leverage AI capabilities.

3. Data Security

Challenge: Concerns over data security, especially in industries dealing with sensitive information, can prevent organizations from adopting generative AI.

Mitigation Strategy: With Microsoft's industry-leading security frameworks and compliance solutions, partners can ensure data protection and minimize risk. They provide guidance on best practices for securely managing AI systems and adhering to regulatory requirements.

Different Types of Generative AI Models

At SMART business, we offer a range of services to guide your organization through the journey of implementing Generative AI solutions:



1. Free Strategic Session

We provide a free session where we dive deep into your business operations, analyze your business needs and identify the best-fit AI solution with measurable outcomes.



2. Custom AI Solutions

We develop custom Generative AI projects, leveraging the power of Azure OpenAI in a secure environment. Your data remains safe and protected, while we create GenAI solutions that address your unique business challenges and drive innovation.



3. Ongoing Support and Improvement

Once the project is implemented, we offer continuous support to optimize and enhance your AI systems. Our Microsoft-certified specialists provide training to your teams, ensuring a smooth transition and helping you fully leverage the capabilities of Generative AI. SMART business is here to ensure your AI journey is smooth, strategic, and tailored to your business needs.

GenAI implementation roadmap

SMART business's Approach to Developing GenAI Solutions in 10 days

At SMART business, we adhere to a meticulous approach when crafting GenAI solutions for our clients. This roadmap outlines our structured process, ensuring that each step – from analysis to deployment – aligns with your unique business needs and objectives. Our method guarantees a tailored and effective implementation of GenAI technologies to drive your business forward.

1. Process Analysis and Opportunity Identification.

The journey begins with a thorough analysis of your business processes, data usage methods, technical stack, and interviews with your team. This comprehensive evaluation helps us identify pain points and assess how GenAI can enhance the efficiency of your business operations.

2. Concept Development.

Based on the insights gathered, we develop a GenAI solution concept, detailing specific Azure OpenAI tools for implementation and outlining the expected outcomes. This stage ensures that the proposed solution aligns with your business needs and objectives.

3. Prototype Creation.

After the concept is developed and approved, we proceed to create a working prototype of the solution. This prototype is essential for validating functionality and testing integration capabilities within your existing systems.

4. Concept Validation.

In this phase, we test the prototype on a smaller scale under real-world conditions. We evaluate its effectiveness and alignment with business goals using quantitative metrics such as productivity improvements, revenue growth, and cost savings.

5. Project Launch.

Once the benefits are confirmed, we move forward with the full-scale deployment of the solution. This includes integration with all systems and training for specialists. Even after implementation, we provide ongoing support to ensure smooth operation and address any business needs that arise.

Benefits of Implementing GenAI with SMART business



Cost Efficiency

- Optimize your investment with flexible pricing models and efficient resource management, making cutting-edge AI solutions affordable for your business.



Ongoing Support and Innovation

- Benefit from ongoing support and innovation, with regular updates and improvements driven by SMART business's dedicated team and Microsoft's advancements in AI.



Enhanced Security and Compliance

- Benefit from ongoing support and innovation, with regular updates and improvements driven by SMART business's dedicated team and Microsoft's advancements in AI.



Tailored Solutions

- Our Microsoft-certified specialists design personalized GenAI solutions that align with your business goals, maximizing impact and relevance.



Enhanced Integration and Scalability

- SMART business helps you easily integrate GenAI solutions with Azure's cloud infrastructure, providing scalable, adaptable solutions that evolve with your business.



End-to-End Project Development

- We manage the entire project lifecycle, from strategy to implementation, ensuring a comprehensive and effective solution tailored to your needs.



ARE YOU CONSIDERING ADOPTING GENAI SOLUTIONS BUT UNSURE WHERE TO BEGIN?

Get in touch: sales@smart-it.com

