NTT DaTa

Navigating the GenAI revolution

A strategic guide to harnessing the power of Generative AI in your organization

Contents

Executive summary

The transformative arrival of AI in the workspace has revolutionized how we work. We must embrace its power to stay competitive in a constantly changing business environment.

Generative AI is here to stay

In recent years, the realm of Artificial Intelligence (AI) has been in constant flux, with Generative AI (GenAI) emerging as the latest breakthrough. This new paradigm is expected to disrupt existing economic and social levers, holding the revolutionary power akin to past innovations such as the internet and electricity. GenAI leverages AI's capacity to automate tasks, handle large volumes of information, and propel innovation through predictive analytics and other conventional AI methodologies. Staying abreast of this transformative trend is essential for organizations seeking to remain competitive and innovative.

The rise of GenAI-driven organizations

Organizations are becoming increasingly enticed by the potential of GenAI for their business endeavors. However, to successfully adopt this technology into their operations, companies should initially assess how GenAI can align with their strategic objectives and enhance overall business outcomes. Once this alignment is established, a clear and actionable AI strategy can be developed.

This whitepaper aims at demystifying the role of generative AI and outlining its components. It also delves into current state of affairs and associated hype, exploring potential pitfalls and an exclusive 'behind the scenes' view. Ultimately, we present NTT DATA's proposed adoption framework, designed to empower organizations not only keep pace but to thrive with this fast-moving, groundbreaking field.

This comprehensive framework covers a holistic offer comprising the fundamental building blocks for identifying business value through use case discovery and leveraging the technical backbone to materialize it, simultaneously adapting talent and workforce management, nurturing a robust ecosystem and encapsulating the entire process within the blanket of a governance approach. Indeed, we help organizations get ready to multitask!

At NTT DATA we believe the key lies in posing the appropriate questions. Therefore, we provide a guide to initiate this process, including a maturity assessment, self-reflection inquiries, culminating in and actionable roadmap to propel organizations forward in their GenAI journeys.

Chapter 1: Decoding GenAI

Generative AI unravelled: definition and characteristics

Generative AI, also referred to as GenAI, is a type of artificial intelligence that creates new content, including text, images, audio, and video, based on patterns it has learned from existing data.

GenAI is driven by a variety of evolving techniques, with AI foundation models at the forefront. These models are trained on extensive sets of unlabeled data, granting them the versatility to resolve various tasks with additional fine-tuning. Intricate mathematical frameworks and vast computational resources fuel these models, which are still, in essence, prediction algorithms.

Beyond buzzwords: clarifying misconceptions

The excitement around GenAI has led to exposed hype through several myths permeating mainstream media, in board meetings and across organizations. Concerns range from fears of "almighty" AI dominating the world, to dismissals of AI as a mere fleeting buzzword. GenAI innovations project rich promises but addressing the entailing misconceptions that often arise is essential too.

1. The ultimate model for all

An individual, comprehensive model cannot cover all potential use cases, underscoring the importance of acknowledging the diversity among models. This emphasizes the necessity for customization, enabling enterprises to align these models with their specific company language and requirements.

2. GenAI will replace human jobs

While its undeniable that it holds the capacity to automate certain tasks across industries, GenAI is anticipated to complement human abilities rather than completely replace human jobs.

3. GenAI is a threat to human intelligence and creativity

GenAI can create new content based on patterns it has learned from training data, but it lacks the human depth and complexity required to understand emotions and nuances that humans possess. In the same way, it can be a tool to augment human creativity, instead of diminish its value. Ultimately, human creators are responsible for bringing their unique artistic vision to light.

"

CIOs largely frame AI as a copilot rather than a rival to human employees[1].

Building blocks for Generative AI

Every towering figure has a steadfast foundation

Architecture is moving in a way that supports democratization of analytics[1]. Organizations therefore need an infrastructure that optimizes the value of data without compromising safety and security, particularly as regulations concerning data protection and AI thicken. To democratize AI effectively, this infrastructure must feature a user-friendly interface for users to query data and execute complex tasks via natural language.

Data lakehouses have emerged as a favored infrastructure solution, blending the principles of two traditional approaches-data warehouses and data lakes. This hybrid model integrates the flexibility and scalability of data lakes and data quality management inherent in warehouses, providing an open architecture that embodies the strengths of both paradigms.
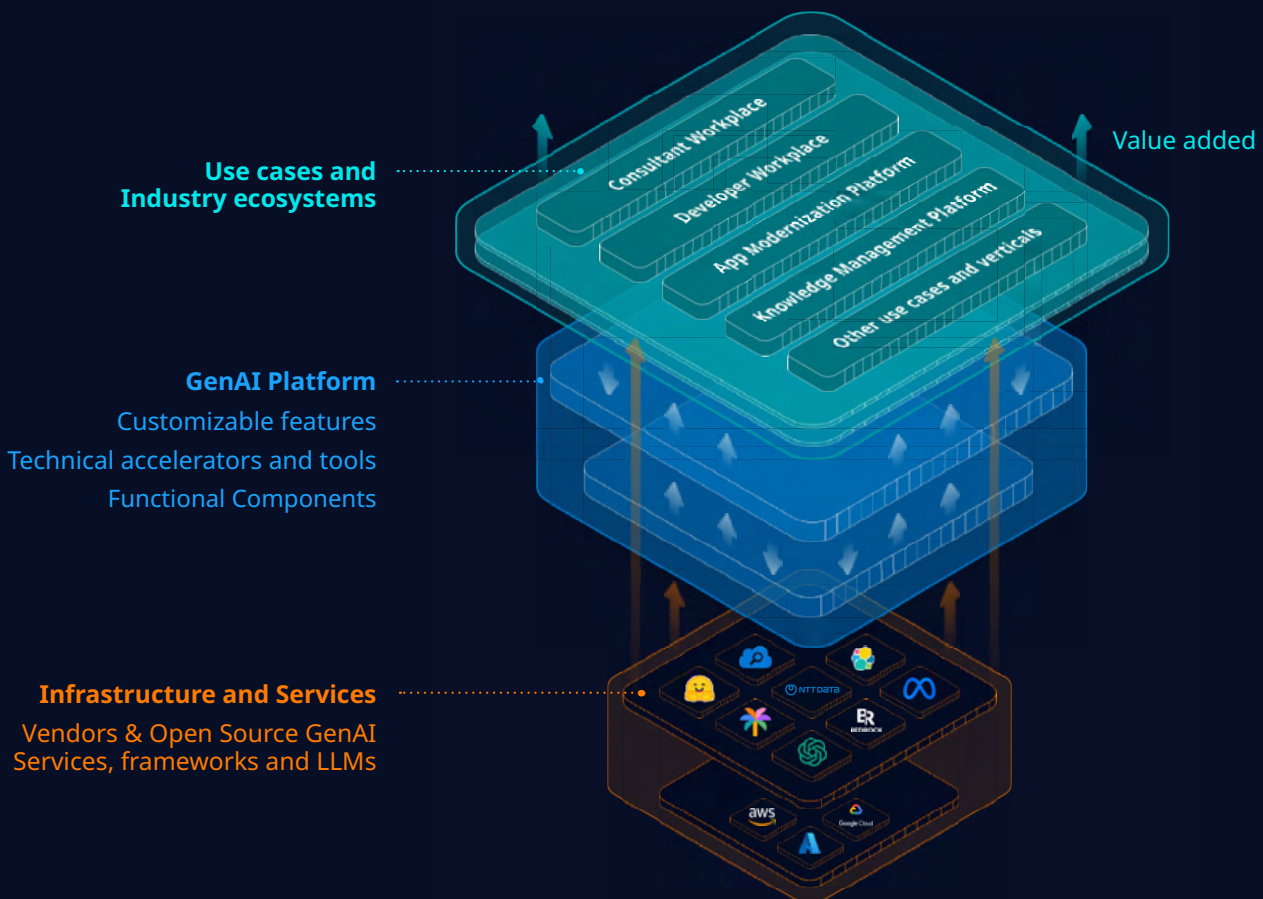
Generative AI Vs LLMS

GenAI and large language models (LLMs) often create confusion. The former primarily concentrates on content generation, while the latter are integral to language-related systems. Both rely on massive machine learning models, often referred to as foundational models (FMs). LLMs are a subset of these that undergo training on vast multilingual datasets and use natural language processing (NLP) to understand and generate humanlike text-based content in response. These models can engage in interactive conversations and support diverse language-related applications; ChatGPT's ability to deliver uncannily human-sounding new content probably comes to mind.

The 'GenAI iceberg'

To truly understand the intricacies of generative AI, we need to venture beneath the surface to examine the three core components blocks that sustain its functionality.

Drawing an analogy to an iceberg, this metaphor concisely captures the layers of the technical architecture for generative AI we foster al NTT DATA: the visible. Application layer, the customization and tuning layer, and the concealed powerhouse-the Foundation Model layer.

Use cases and Industry ecosystems

Consultant Workplace
Developer Workplace
App Modernization Platform
Knowledge Management Platform
Other use cases and verticals

Value added

GenAI Platform
Customizable features
Technical accelerators and tools
Functional Components

Infrastructure and Services
Vendors & Open Source GenAI Services, frameworks and LLMs

> "
> There is considerable uncertainty regarding the evolution of emerging technologies such as GenAI. While their deployment poses higher risks, early adopters stand to gain potentially greater benefits.

Chapter 2: Evolution of (Gen) AI in organizations

The risk of ignoring strategy: Avoiding hasty AI deployments

Artificial Intelligence represents a beneficial innovation when approached wisely. The tendency toward exaggerating the capabilities of AI, or "hyping" it, poses significant risks to business practices.

The 'fear of missing out'

The swift advances in AI, notably the sudden surge of GenAI, has instilled a sense of urgency within organizations, resulting in a frenzied race to develop this type of AI. The rush to develop AI applications has led to substantial investments into projects associated with AI, even though there remains a vague understanding of both the short-term and long-term business prospects of AI. Even Sam Altman, the CEO of OpenAI has acknowledged that AI is "wildly overhyped in the short term[2]".

Sometimes we can't see the woods for the trees

Behind the dazzling realm of GenAI there are **strategies, organizational structures, and talent management** approaches that business leaders need to adopt to build a GenAI-driven organization positioned to thrive and lead in the era of GenAI, rather than merely keeping pace with its advancements.

On the crest of the the 'Hype Wave'

Technology "hype" is so common that Gartner has established a common pattern to discern the hype from commercial viability associated with novel technologies[3]. In 2023, it positions GenAI at the "peak of inflated expectations" phase, hopes are that we navigate safely through this phase all the way to the relative safety of a plateau of productivity.

Data management blind spots: Unveiling the overlooked element in AI Implementation

As an organization undertakes the journey to become GenAI-driven, understanding the crucial relationship between data management and AI becomes a pivotal element for success.

One of the most common missteps in AI implementation is forgetting about Data Management. Just as how humans rely on food for sustenance, AI relies on data. Thus, ensuring that the collection, storage, processing, maintenance, and democratization of data is congruent with the needs of AI applications is essential for their succeeding development.

The development of GenAI is commonly associated with specific solutions supported by a pre-existing foundational model, removing the need for manual training. While this approach may prove useful for certain use cases, leveraging proprietary data can be more effective and yields better results for others. However, for the latter option, resourceful training capability is required, along with extensive, diverse and high-quality data to operate effectively. Providing optimal data pipelines and workflows entails several challenges, two of the most common are the following:

Data quality

The common saying "garbage in, garbage out" holds true for GenAI. A well-defined approach to continually ensure the integrity and quality of the data feeding into Gen AI systems is crucial. Unlike other AI or analytics applications, there is unique phenomenon in relation to data quality in the context of GenAI known as "hallucination". It occurs when the model generates plausible yet incorrect or nonsensical responses; deviations that could stem from inaccurate input data.

Data acquisition and privacy concerns

Training and operating GenAI models relies on accessing large amounts of data, posing challenges in both sourcing and maintaining data pipelines of such scale. Moreover, this data is often personal and potentially sensitive information from individuals or organizations, thereby can raise concerns regarding misuse. Establishing rigid privacy policies and controls is key, although simple transparency and openness on the purpose of data and how its benefits the data provider can be the trump card to build trust. Widespread alternatives to this type of data are leveraging third-party or synthetic data for model training.

The need for Gen AI-driven organizations: opportunities and benefits of Gen AI integration

The advantages of GenAI are reflected both **externally**, seen in accelerated product development and enhanced customer experience, and **internally**, with improved employee productivity, empowered managers, optimized talent management practices and even revolutionized decision-making and leadership dynamics. Recent polls show that of more than 2,500 executives, 38% indicated that customer experience and retention is the primary purpose of their generative AI investments. This was followed by revenue growth (26%), cost optimization (17%) and business continuity (7%)[4].

Boost productivity

Gen AI has the capability to enhance workers' capacity to create and refine text, images, and various forms of media as well as optimize tasks involving the management of extensive document volumes. Furthermore, it can generate, translate, and validate software code: a recent study, for instance, found that software engineers completed their coding tasks up to twice as fast when using gen AI and reported more satisfaction with the process[5].

Revenue prospects

GenAI enables organizations to create more products or upgrade existing ones more efficiently. AI is now even venturing assuredly into creative applications, once considered a uniquely human endeavor (e.g Adobe's Firefly). The energy and chemical industries are also applying AI in domains that had previously been inaccessible[4].

Cost continuity

GenAI can help organizations streamline operations, reduce costs, and maintain financial stability by automating tasks, optimizing resource allocation, and improving decision-making processes. For example, GenAI-enabled technology can also streamline health insurance prior authorization and claims processing, two time-intensive and costly tasks for private payers.

The importance of traditional AI: why skipping foundational steps could lead to pitfalls

As the field of Artificial intelligence continues to evolve, it is diverging into two distinct paths: one characterized by the analytical precision of traditional AI, and the other marked by the boundless creativity of generative AI. Recognizing the optimal application for each type of model is paramount, as it avoids being blinded with the hype surrounding GenAI and overlook situations where traditional AI may be more appropriate. However, it is equally valuable to exploit the complementary power of both strengths.

The strengths of analytical AI

Traditional analytical AI focuses on analyzing data to detect patterns, make predictions, and optimize decisions, being the best candidate for specific analytical tasks like fraud detection, predictive analysis, data classification and automating mundane tasks that follow predefined systematic rules. For certain use cases, analytical AI performs better and, above all, more efficiently, delivering higher performance, lower economic cost, and reduced environmental impact.

The creative strengths of Generative AI

In contrast to traditional AI's analytical traits, GenAI shines on creating novel, creative content that is uncannily human-like, unleashing the potential for AI-driven invention and customization across organizations. Major applications include marketing and creative media creation, software development and drug discovery.

Combined strengths for innovation

One of the techniques that is gaining popularity involves leveraging GenAI to augment training data by generating vast synthetic datasets, which are then analyzed using traditional AI methods to find patterns. This approach is particularly useful in fields such as healthcare, where access to large amounts of high-quality data is essential.

Chapter 3:
A blueprint for organizational transformation

Balancing act: integrating Generative AI within a comprehensive organizational framework

In the current Dynamic environment, organizations must strive for more than mere "keeping up". In this section, we delve into pivotal strategies, structures and talent management methodologies that business leaders should embrace to ready their organizations for GenAI adoption.

As already stated, the situation is rapidly evolving, and although there is no ultimate right answer on how to successfully integrate GenAI in organizations, a comprehensive orderly approach should be followed. The business context should serve as the guiding principle in this endeavour.

To begin with, business leaders should first step back and take a panoramic view of the organization's current maturity and the implications GenAI could have on the business. Rather than immediately diving into identifying specific use cases, leaders should broaden their perspective and contemplate GenAI's broader impact on the organization. They need to ask themselves whether they are considering GenAI's strengths and weaknesses, and how its adoption aligns with the organization's strategic objectives while considering the associated risks and opportunities for industries and business models.

In parallel, a central task is to demystify GenAI for others; emphasizing its capacity to significantly enhance the employee experience and alleviate concerns about job displacement. Business leaders can showcase the organization's GenAI capabilities by identifying a few high-impact use cases and streamlining the rapid scaling of GenAI prototypes. This entails dedicated efforts to building the required roles, skills, and capabilities for the future GenAI-driven organization to stay competitive.

Given the complexity and breadth of tasks involved, a structured method is indispensable for managing these efforts efficiently and effectively.
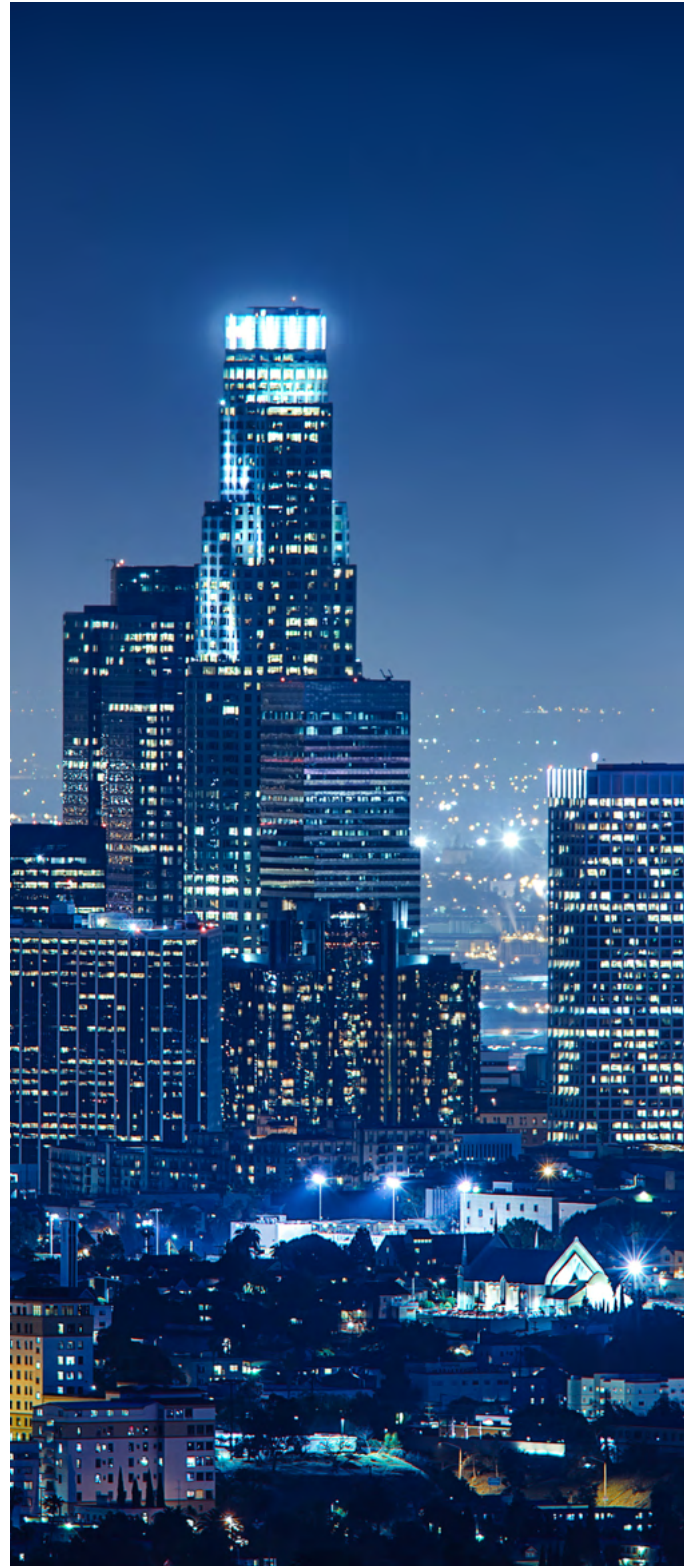
Our approach to building a Gen AI–driven organization

NTT DATA's data and intelligence end-to-end framework covers the whole cycle of practices and services to bring our clients all D&I capabilities to build and scale their GenAI strategy.

Business value

Responsible governance

Core tech & Next Gen operations

Ecosystem & Innovation

Culture & Change management

Business value

Design an ethical and trustworthy GenAI strategy to transform business objectives, including growth, profit, innovation and sustainability into real business value. This involves identifying value-adding GenAI use cases as well as transforming them into a standardized and prioritized portfolio for strategic implementation.

Responsible governance

To navigate the inherent complexity of the current expansive landscape requires a collaborative approach. Therefore, a robust and adaptable governance to orchestrate all actors, data, AI models and tools involved and ensure common standards is a fundamental requirement for successful GenAI operations.

Core tech & Next generation operations

Technology enablement stands as a pivotal factor for success, emphasizing the need for strategies and methods for adoption and management of new technologies and trends that include harnessing the transformative potential of cutting-edge technologies like generative AI and its subsequent scaling.

Ecosystem & Innovation

Organizations must be able to leverage market-ready, commoditized developments from the partner ecosystem to strengthen their technological capabilities, create joint offerings and accelerate innovation. This strategic approach is complemented by implementing a prototyping methodology to accelerate PoC creation.

Culture & Change management

Organizations must upskill employees and raise awareness of novel GenAI tools and guidelines to build an augmented workforce that makes responsible use of the technology. Simultaneously, they must strategically design the future organization that will effectively respond to the talent challenges posed by the advent of GenAI.

Identifying business value in Gen AI

Upon grasping the organization's strategic goals and ongoing initiatives in the organization: Where can generative AI be a lever for change? What tailored AI solutions can we identify to target these unit's specific challenges?

Identifying a few high-impact use cases to kickstart GenAI expansion

Leaders should carefully identify those GenAI use cases that promise enduring business value while remaining economically viable. This process begins with analyzing and understanding enterprise strategic objectives, followed by a drill down into the challenges and needs of business units, and culminates in the creation of a time-actionable prioritized portfolio of GenAI use cases. Two key aspects must be considered: the potential **impact** of the initiative and its **feasibility**. This comprehensive approach is delivered through **workshops** containing divergence and brainwriting sessions for identification and evaluation of initiatives. Pairing this with a comprehensive analysis of market top contenders will provide insights into market trends, innovations, and emerging technologies that may serve as a guiding light for the definition of new use cases and open pathways to collaboration.

Once initiatives have been outlined, they can be translated into end-to-end solutions adhering to client's needs with our **Solutions Design Methodology**. Business and technical levers are explored, wrapped up in a human-centered experience, fueled by informed market insights and competitive analysis to find the perfect fit tools for development.

Securing an ethical approach to use case discovery.

The definition of an **ethical GenAI strategy** to govern the end-to-end identification and definition of novel GenAI solutions is crucial. This entails establishing principles, standards, and best practices that influence GenAI-related projects, including privacy, fairness, transparency, and accountability. It's imperative to adhere to ever-changing regulations, like the EU's AI Act, throughout all stages of the data and model lifecycle.

Integrating responsible data & AI governance across the board

Balanced governance approaches for decentralized business decision-making

One of the main pillars for a successful long-term implementation of GenAI across the organization is establishing an **organizational model** wherein defined policies, processes, roles and tools converge to address organizational needs. By defining clear roles and responsibilities and promoting synergies the execution of an AI strategy across the organization is optimized; this awakens the need to assign accountability to new roles coupled to the emergence of GenAI.

We should never forget that data is AI's fuel; therefore, a coherent definition **of a data management strategy** is essential to guarantee access to clean, complete, and trustworthy data, removing barriers that hinder the democratization of data. In tandem, **AI model governance** is a complementary cornerstone to understand, stabilize and effectively manage operations across the entire AI model lifecycle. Its primary goal is to prevent deviation from agreed standards and best practices by continuously monitoring, updating and refining algorithms. Machine Learning Operations **(MLOps)** practices automate this entire process, ensuring seamless integration and orchestration of model governance across the model lifecycle.

Furthermore, integrating **risk management** is key to cultivate resilience against unforeseen challenges, safeguards the integrity and reliability of data management practices whilst addressing potential risks associated with AI models, ensuring robust and secure operations.

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By 2026, 15% of large enterprises will have evaluated connected governance to effectively manage complex cross-organizational challenges with governance programs[7].

Core technology & Next Generation operations

One of the key requirements of organizational adaptability is to align GenAI solutions with digital platform ecosystems that can seamlessly integrate this technology into products and services and orchestrate complex dataflows underlying LLMs.

NTT DATA's **Global Intelligent Platform** is the evolution of traditional monolithic data platforms to a highly customizable platform driven by new technological enablers including Hyperscalers such as AWS, Azure and Google, hyperautomation approaches like MLOps, AIOps, LLMOps and disruptive concepts like Data Mesh, Data Fabric and GenAI.

Beyond monolithic data platforms, towards a data value and intelligence-oriented architecture

Our Intelligent Platform is founded on paradigms like Data Mesh and Data Fabric which enable companies to overcome the limitations of a centralized government and architecture by means of a product-centric approach, integrating cutting-edge capabilities of modern data platforms to support previously defined strategic use cases.

The substantial resource demands associated with GenAI highlight the urgency of sustainable practices. The development, use and maintenance of these systems is hugely energy intensive6. Our Intelligent Platform optimizes processes, scales solutions efficiently and promotes shared responsibility for an organization's cloud computing infrastructure and costs.

Becoming a GenAI–driven organization requires automating and managing numerous processes to guarantee quality, stability, reliability and governance of diverse AI models and practices like Machine Learning (ML), Deep Learning (DL), Large Language Models (LLMs). NTT DATA's **Data & MLOps** framework ensures this end-to-end harmonization of the AI lifecycle.

Fostering the alignment between ecosystem and innovation

Unlocking the value behind the right partnership

Leveraging a transformative and dynamic technology like generative AI often requires more than just in-house capabilities; it demands strategic **partnerships and alliances**. Engaging in collaborative agreements with key vendors and suppliers, hyperscalers, consortiums and niche companies is key to understanding and adapting market-ready services within the ecosystem, accelerating time-to-market and striving for low-risk adoption of new service offerings. These alliances also take an important role in establishing responsible and sustainable business practices in line with AI policies and guidelines.
Beyond collaborative research and development, uniting with strategic partners on the **co-creation** of AI solutions tailored to specific industries or use cases enhances the ethical development of AI systems and contributes to their social acceptability.

This collaborative approach should prioritize empowering stakeholders by giving them a real influence over decisions that impact them. Employing tools and methodologies conductive to effective participation is essential for success, ensuring inclusivity for those lacking a technical background.

Observe and you shall see

The landscape of generative AI is ever-changing. Therefore, it is crucial to establish an **observatory** into current market trends and technological movements in order to adopt the technical acumen needed to identify business value within the real of technology and effectively leverage its full potential. The cyclic nature of this approach involves the need to regularly reassess business goals and seek opportunities for optimization and growth.

"I'll believe it when I see it": GenAI prototyping

With a tangible prototype, the technical viability of a use case can be rapidly validated, and its business value can be showcased to stakeholders at early stages of experimentation.

Leaders should carefully identify those GenAI use cases that show the greatest advent in terms of scalability and long-term value considering the associated business or industry risks or opportunities. Additionally, they should contemplate the challenges involved in moving these pilots into production and integrating them into employees' day-to-day workflows.

Following this evaluation, leaders should allocate resources strategically and ensure diligent monitoring and assessing of pilot outputs. Some initiatives may yield noticeable short-term impact, and other may materialize the investment in following years. Therefore, the goal is to establish a framework that rapidly upskills employees and scaling of AI capabilities.

We provide two engagement models featuring smaller-scale **Proof of Concepts** (PoCs) and our **AI Prototyping Lab**. The former consists of expediting the end-to-end conception and development of PoCs embedding AI, the latter is an innovative approach that accelerates an organization's AI experimentation, ideation, testing, and validation processes, ultimately resulting in the development of larger prototypes.

By implementing prototypes, designs and products can be refined and validated so that only the right products are released. We first identify those areas with the greatest potential for the application of AI, and then move to experimentation with agile processes and AI cloud capabilities that allow us to accelerate the creation of prototypes. We measure the prototype value to develop an in-depth business case that evaluates its scaling potential in a productive environment. NTT DATA has embraced this approach by developing an **LLM Prototyping framework** and technology stack to expedite the end-to-end LLM prototyping process, allowing our clients to test, validate, and adopt these models confidently.

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By 2027, data science organizations will cut AI technical debt by 70% by using simulation platforms and technologies to manage complexity of AI systems[9].

Getting ready for culture and change management

Maximizing the value delivered by human staff by establishing a connective tissue that optimizes the use of intelligent technology, workforce analytics and skill augmentation to accelerate and scale talent building.

Unavoidable change in the workforce upon the rise of generative AI

Amidst the evolving AI landscape, organizations must adjust their strategy to encompass shifts in talent identification, attraction and selection processes as well as employee engagement practices. To do so, addressing key questions regarding **the potential impact of Gen AI on the talent model and workforce planning** becomes imperative, such as: 'How will Gen AI redefine job roles and skill requirements within the organization?' or 'What are the long-term implications of Gen AI adoption on workforce dynamics, and how can we proactively prepare for these changes?'

The impact of Gen AI on organizational and operational models also calls fo effective **change management** strategies. This involves identifying new roles, profiles and digital competencies, addressing requirements for re-skilling and up-skilling and adapting processes like performance appraisal.

Demystifying GenAI to build an augmented workforce

GenAI can drive value by boosting workforce productivity. It can process large amounts of data, find and summarize information rapidly, and reveal insights that can enhance worker knowledge. To unlock this value, it is essential to promote a culture of awareness regarding AI, its applications, and its importance among employees by defining GenAI-oriented literacy plans including workshops, training programs and targeted communications. This results in an augmented workforce prepared to identify and design business-oriented use cases that exploit the benefits of this technology whilst enduring ethical and sustainability principles.

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Through 2027, 25% of CIOs will use augmented connected workforce initiatives to reduce time to competency by 50% for key roles[8].

Chapter 4:
Getting started

All organizations are facing the need to measure and analyze their business performance. The challenge extends to understanding how to handle GenAI capabilities to achieve greater maturity and market success.

Assessing organizational readiness for GenAI

The adoption of GenAI has become one of the key strategic interests for many companies in response to its recent rise and democratization. That is why at NTT DATA we have considered it necessary to include a specific evaluation on Generative AI in our **Fast Assessment**, to assess the maturity level of our clients in this key area.

The Fast Assessment is an asset that allows us to follow a standardized identification of our clients' current maturity in all domains related to our **Data & Intelligence Journey** and deliver tailored recommendations for determining the next steps in scaling D&I efforts.

To standardize the response levels and collect the best insights from organizations we establish the following **five-level maturity criteria**:
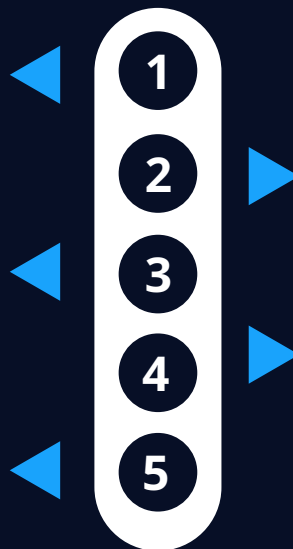
Unaware
There is little or no awareness of the relevance of D&I across the organization.

1

2

Opportunistic
The value of D&I is starting to be acknowledged, but unsure wher to begin the journey.

Tactical
D&I processes are starting to be promoted in certain areas or teams in a tactical way.

3

4

Standardized
D&I is a standard practice across the organizatione and is driving force in reaching corporate goals.

Elevated
D&I is the driving force behind the organization, helping it to stay ahead of the market and remain abreast of new developments.

5

This assessment serves as the initial step in pinpointing the needs and priorities of the business, essential for making long, medium and short-term decisions. Additionally, it raises awareness and facilitates the planning of projects by fostering alignment between different units to effectively address challenges posed by GenAI.

Conclusions

Here to stay?

In a rapidly evolving GenAI landscape, the question arises: is this technological advancement merely hype or a lasting opportunity for businesses? Despite the chaos, ChatGPT has swiftly democratized AI, enabling diverse applications accessible to audiences regardless of age, education, or geographical location with internet connectivity. This accessibility is facilitated by foundation models, intricate neural networks trained on extensive, unlabeled data in various formats like text and audio. Such models empower a broad spectrum of tasks, promising significant potential for innovation and value creation.

A responsible and cross-cutting uptake of GenAI

A responsible integration of GenAI necessitates the consideration of its counterpart, traditional AI, alongside a unified responsible governance web that seamlessly unifies the workforce and ensures ethical and effective implementation. Given GenAI's expansive spectrum and associated risks, a deliberate and harmonious approach is essential, requiring it to be a pivotal element in cross-functional management strategies.

Initiating momentum: leveraging early wins to expand new horizons

GenAI not only opens doors to innovative applications for anizations businesses but also accelerates, scales, or enhances existing ones. Orgmust evaluate their readiness across technical, data, operational, and skill domains to address the challenges inherent to its adoption. Stirring clear of omniscience, leaders can experiment with select use cases before committing to substantial investments. Our objective is to guide leaders and their teams in identifying relevant use cases and initiating their GenAI journey confidently. Stepping into the GenAI arena means not just observing but actively engaging and participating in its evolving ecosystem.

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> " In the dynamic landscape of generative AI, marked by escalating competition, rapid digitalization, and swift technological advancements, companies must swiftly innovate and embrace novel strategies and technologies across all sectors, guided by a multidisciplinary vision encompassing all business arenas.

Key contacts:

David Pereira
Head of Data & Intelligence Europe

Authors:

Marta Almendro Álvarez
Analyst

Leire Echebarria Massalleras
Tech Advisory Consultant

Adil Moujahid
Artificial Intelligence CoE

Marta Pastor Villalobos
Tech Advisory Manager

About NTT DATA

NTT DATA – part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo and serving clients over the world operating in more than 50 countries. NTT DATA enables clients, as well as society, to move confidently into the digital future, supporting their transformation through consulting, industry solutions, business process services, IT modernization, and managed services. As a trusted global innovator, our values come from our commitment to our clients' long-term success, combining global reach with local client attention.

As AI Service Provider, NTT DATA has years of experience in AI and has the necessary tools:
to create awareness of the importance of ethical AI, to define responsible governance and to implement this type of solutions in a secure and compliant way.

Learn more about NTT DATA

https://www.nttdata.com/global/en/services/data-and-intelligence

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