



Enterprise Digital Transformation

Generative AI: Executive Primer and Adoption Playbook



DEPENDABLE INNOVATION

Generative AI is changing how we do business

This guide will help you **proactively lead adoption** and navigate the massive interest around Gen AI tools.

In this primer, there are a few simple pre-planning activities to consider. Your reflections will guide you to an actionable starting point.

Gen AI Use Cases: Why might it matter for you?



EXAMPLE GEN AI USE CASES



- A global bank uses Gen AI-powered ‘empathetic’ chatbots to provide personalized customer support, answer queries, and assist with financial transactions
- A healthcare organization develops AI-powered imaging analytics solutions that employ Gen AI to analyze medical images, providing automated insights for early detection and diagnosis
- A global services firm uses Gen AI to save millions of hours annually with proprietary, secure summarization tools
- A financial advisory firm leverages Gen AI algorithms to provide personalized investment recommendations based on individual customer profiles, risk tolerance, and market trends, enhancing accuracy and effectiveness of advice
- A healthcare services firm leverages Gen AI to generate sample data for research and analysis without revealing any PII

ACTIVITY: IDEATION & PRIORITIZATION

What are your compelling use cases?

How do they align to your business strategy?



Get organized.
Assess capabilities.
Focus.



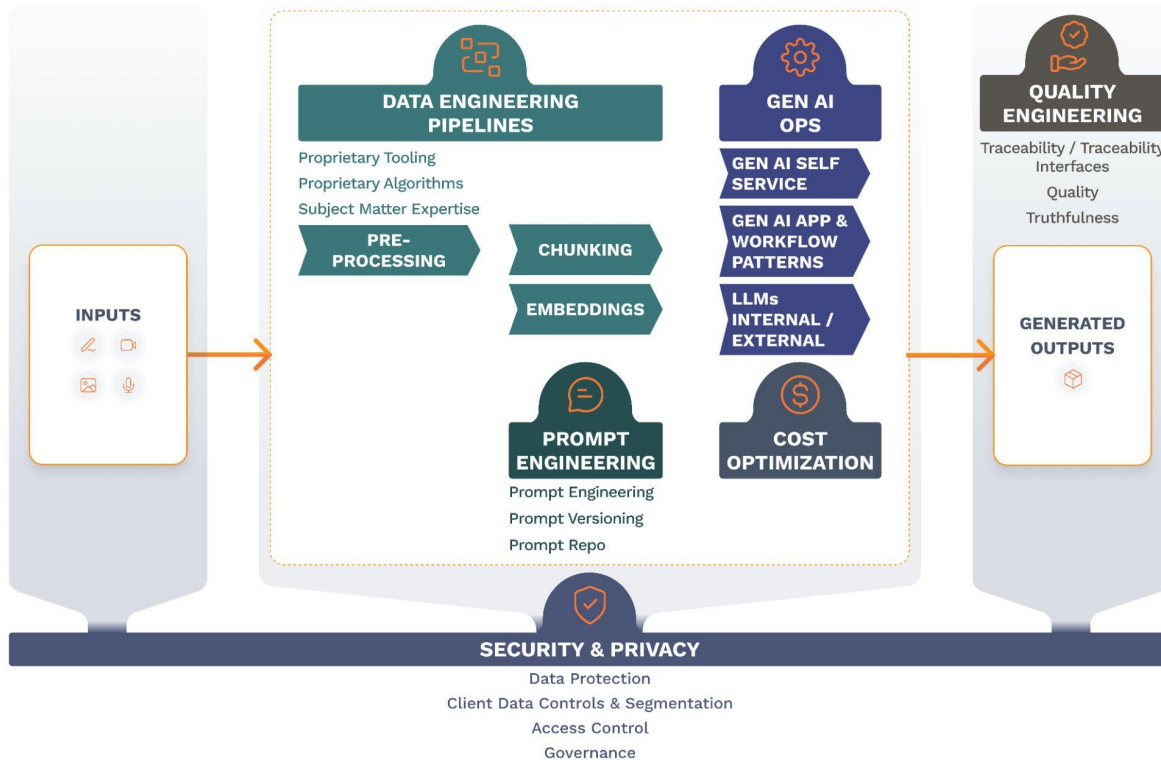
FACT FINDING



Start the path to successful enterprise execution by capturing and organizing **existing knowledge, teams & capabilities, internal research and ongoing projects/failures/successes.**

Capture idea backlogs, data & process documentation, estimated cost savings, automation considerations, legal/ethical inputs, open questions, and known risks.

CAPABILITY ASSESSMENT - A FRAMEWORK TO ORGANIZE AROUND



Whether new to Gen AI or steeped in its capabilities, **assess readiness holistically.**

Organize and evaluate **talent, infrastructure, data management practices, cultural factors, and governance** processes.

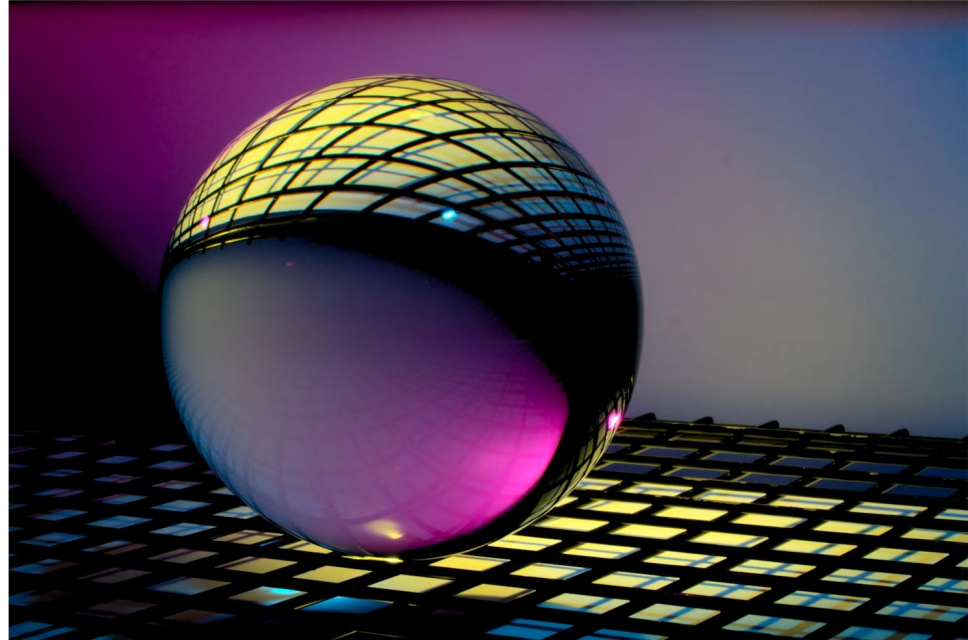
Need assistance? Elephant can help with an organizational assessment.

STRATEGY SYNTHESIS - GAIN FOCUS TO PRIORITIZE ACTION

Align Gen AI initiatives to broader business strategy and objectives.

Create your internal Gen AI enablement playbook and secure cross-function sponsorship.

Act on capability assessment findings. Leverage expert partners to fill gaps, get started, and move fast.



ACTIVITY: KNOW YOUR SPHERE OF INFLUENCE

What are you already capable of?

Where should you partner?

**What will gain support of the
broader business?**



Gen AI adoption: Real-world learnings



CRITICAL UNLOCKS TO REAP THE BENEFITS OF GENERATIVE AI

Apply the insights that experts are using to drive real-world enterprise Gen AI success:

- **Get Gen AI POCs and MVPs out of the “lab”** and deployed in use for real enterprise level solutions ASAP - *Your learnings will be invaluable.*
- **Create ‘pilot’ buy-in from business stakeholders and users.** - *They need to be enthusiastic about it.*
- **Solve for how you will build trust in Gen AI outputs** where you previously relied on people. - *They need to trust it.*
- **Align your efforts to clear business value.** - *The business needs to materially benefit from it.*

ACTIVITY: IDENTIFY YOUR BROADER TEAM AND THEIR NEEDS

Who are the key business stakeholders?

Consider both executives and in-the-trenches users.

What will make them trust and use each Gen AI tool?



GO! - Simplified Enterprise Workflow



PLAN

1

Use Case Approval

Get a small set of initial use cases approved for execution based on shared prioritization criteria.

2

Approach

Determine optimal approach:
Expedited POC vs. MVP vs. feature enhancement to an existing product.

3

Internal Review

Propose solution architecture, and complete diligence and design reviews to gain internal approvals, including security.

4

Resourcing

Route to an internal team or trusted partner like Elephant for delivery.

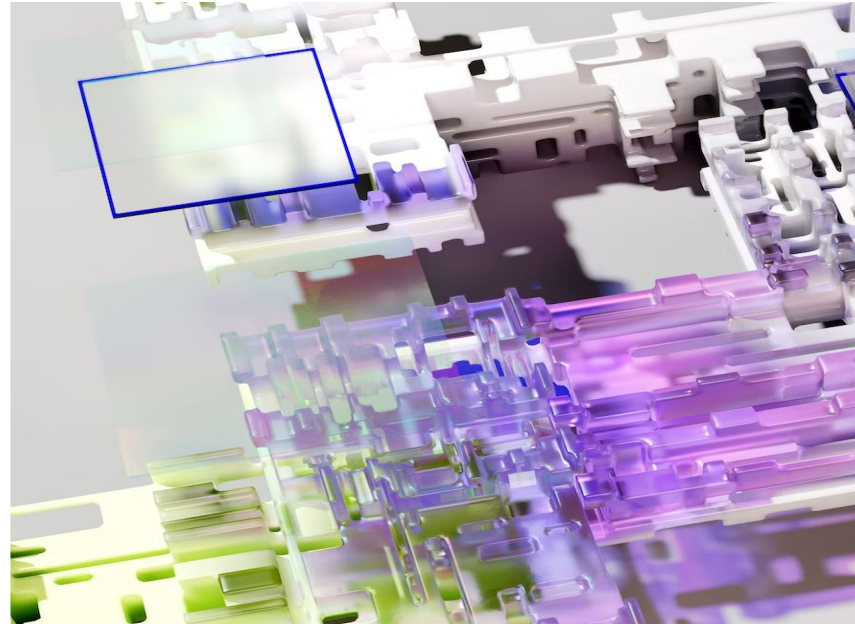
EXECUTE

Development Execution

Leverage **AI-specific agile practices** and experienced partners like Elephant for rapid Gen AI solution delivery. Take a **comprehensive, production-minded approach** to pre-processing, chunking, and prompt engineering to deliver a scalable and cost-optimized solution.

Project Governance

Define program-level tracking to ensure enterprise expectations are met. Ensure **transparent project oversight** of timelines, budget, and risks.



PILOT AND OPTIMIZE



Pilot Buy-In

Run a pilot to assess feasibility and performance, and mitigate risks, before full deployment. Act on feedback from users to maximize impact, and get early buy-in.

Model Optimization

Product evolution doesn't stop at production release. Implement scalable workflows for capturing **user-level feedback** and iteratively **fine-tuning** models using proprietary enterprise-scale data.

MAINTAIN

In the Gen AI space, big service providers are releasing small enhancements daily, which may affect performance of existing models and solutions.

Major releases occur frequently too. Set a cadence for re-tuning or re-working the highest priority use cases, leveraging model management tools and performance data to inform priorities.



ACTIVITY: IDENTIFY ACTIONS YOU CAN TAKE TODAY

What can you pilot?

Your learnings from doing are critical to maturity development and speed.

What will you learn post-POC/MVP launch?

Design the plan in terms of budget, resources, and timing to keep learning and iterating.



Gen AI success stories



Case study: Automated meeting workflows



Image Credit: DALL-E Generative AI tool

OVERVIEW

A global services firm had a promising Gen AI prototype to reduce manual labor for its 100,000 employees. However, the path from lab to production was unclear, with challenges around scalability, compliance, and security.

OUTCOME

In less than 12 weeks, a production-ready OpenAI-powered solution was developed and deployed on Azure enterprise infrastructure. The solution addressed key scalability and security challenges and was approved for a production pilot. Chunking optimization achieved a **75% cost reduction in OpenAI costs.** Traceability and self-service user feedback tools **sped up progressive trials by 60%** for Product and Engineering.

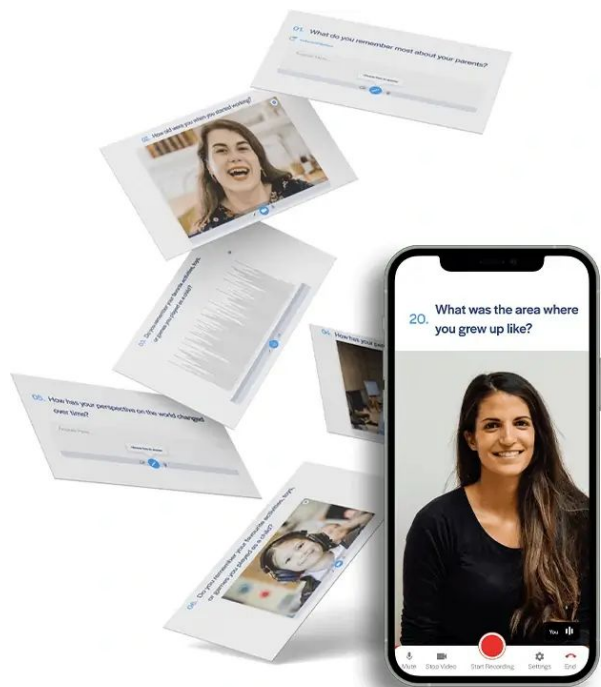
ENGAGEMENT SERVICES

Proof of Concept
Product Development

TECHNOLOGIES LEVERAGED

- Azure Cloud (Serverless), AAD SSO
- Javascript, React, Python
- OpenAI / GPT

Case study: Creating stunning autobiographies



CHALLENGE

Startup [OurStory.ai](#) (try it, it's ridiculously cool) enables families to capture and share their memories. With customers eager to turn their memories into organized, well-written life stories, the leadership team saw an opportunity to leverage Gen AI and engaged Elephant.

SOLUTION

Elephant employed open source large language models, proprietary GPT summarization workflows, and cutting-edge data processing pipelines. Text, audio, and video content gets preprocessed and merged with prompt templates to enable biography generation based on customers' recorded memories.

RESULTS

In 5 days Elephant shared a working prototype, and in 5 weeks the full solution went live, putting stunning, credible biography generation into the hands of OurStory customers.



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Looking to lead Gen AI adoption
for your organization?

Get in touch:
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