Transforming with generative AI: A changed world

NashTech.

What's inside

Introduction

AI has been around for quite some time, and enterprises have been quick to experiment with its capabilities and incorporate it into their operations.

AI has changed the game when it comes to innovation. From enhancing drug development in the healthcare space, delivering personalised learning to students and powering self-driving cars for automotive manufacturers, AI has proven itself as a powerful ally in human advancement.

Despite being around for decades, AI adoption has only truly skyrocketed over recent years, with organisations using AI as a means of keeping up with customer demands, delivering better customer service and experiences and keeping up with competition.

$4.4 trillion a year added to the global economy from generative AI

Up to 70% of employees time could be automated using generative AI
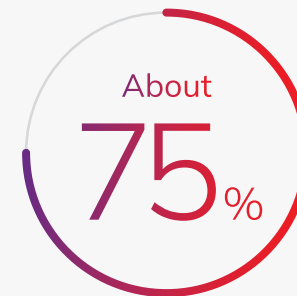
About 75% of the value that generative AI use cases could deliver falls across four areas: customer operations, marketing and sales, software engineering and R&D

The potential of AI is vast and businesses are eager to harness its power to streamline their operations and enhance customer experiences.
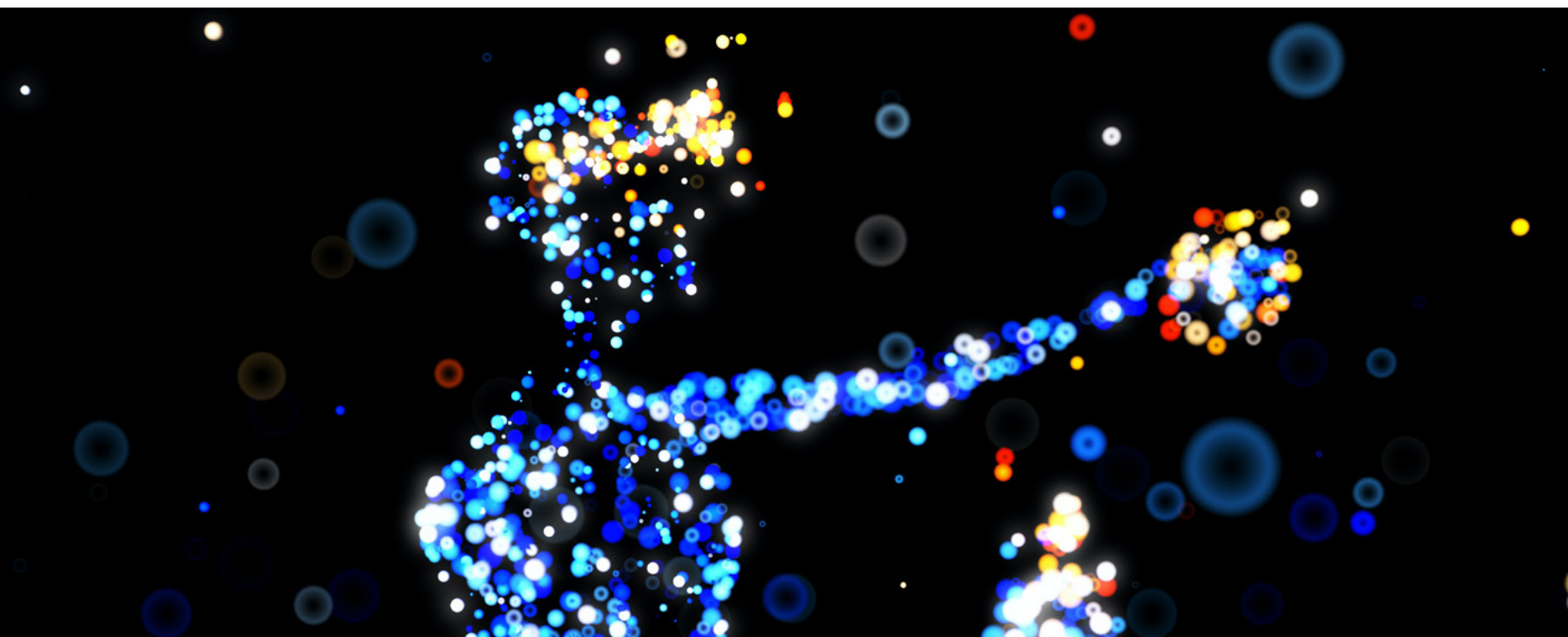
Demystifying the world of intelligence

We now find ourselves at the forefront of groundbreaking technological advancement. The introduction of generative AI has revolutionised the landscape, making it accessible to even the most non-technical individuals. Gone are the days when AI was limited to the realm of experts.

This democratisation of AI empowers business professionals and consumers alike to harness its potential. With the ability to use foundation models, also known as base models, generative AI produces astonishing results.

From generating code to crafting text, images and other media that are indistinguishable from human creations, the possibilities are endless. This newfound ease of use will undoubtedly redefine our understanding and utilisation of AI, forever altering the course of innovation.

Unpacking the terminology

Artificial intelligence vs. Machine learning vs. Deep learning

Artificial intelligence (AI)

AI recreates or imitates human intelligence to generate brand new content. Extend that out to generative artificial intelligence where the model learns from existing prompts to generate completely unique content within seconds of a prompt being received.
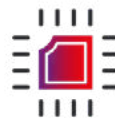
Machine learning (ML)

ML is a subset of AI technology and was innovated to create predictive models around specific tasks. Computers are given the ability to learn without being programmed explicitly.

Deep learning (DL)

DL is a subset of machine learning, in which multi layered neural networks learn and adapt from vast amount of data.

Gartner sees generative AI becoming a general-purpose technology with an impact similar to that of the steam engine, electricity and the internet. The hype will subside as the reality of implementation sets in, but the impact of generative AI will grow as people and enterprises discover more innovative applications for the technology in daily work and life.

(Source: "Generative AI: What Is It, Tools, Models, Applications…" - Gartner)

The impact of generative AI on business: unlocking new opportunities

Generative AI models such as ChatGPT, DALL-E and Google Bard have revolutionised the world of AI, unlocking tools that everyone is eager, and able, to use.

From software code developers to everyday consumers, the impact of these models is expected to be felt across the entire digital spectrum. The unprecedented ability of generative AI to cut technology friction has opened new possibilities and opportunities.

> "These are exciting times. No one can really be sure of the scale of the changes to come, but we can be sure that they are going to be significant.

George Lynch
Head of Technology Advisory, NashTech

We cannot ignore the challenges

The implementation of AI presents a challenge for enterprises, as carefully considering how to use the technology in a way that truly impacts IT operations and business functions is critical.

While foundation models are being trained, legitimate concerns surround the source, accuracy, quality, bias and consent of the training data. Despite these concerns, companies are eager to tap into the potential of generative AI but are uncertain about where to start and how to ensure **data privacy** and **security**.

It is crucial for businesses to navigate these challenges and find innovative ways to harness the power of generative AI for their success in the digital era.

The opportunities are real

We have talked about some of the possibilities that can be realised with AI but let's delve a little deeper into what this means for many companies looking to invest, as a way of enhancing customer and employer experiences and improving customer satisfaction.

Whether through chatbots or digital agents, better conversational interfaces will be made possible by generative AI for applications such as employee engagement and customer support.

Produce engaging and personalised content for your customers by writing product descriptions, reviews, blog posts, social media posts and newsletters.

Enhance your creative process by generating new ideas, concepts, images, designs, logos and slogans.
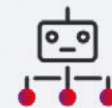
Automate and optimise your software development by generating code snippets, fixing errors and answering questions.

Improve your data quality and analysis by generating synthetic data, augmenting existing data and filling missing values.

Enhancing efficiency and reliability in software engineering processes

Breakthroughs in the field of artificial intelligence, generative AI and machine learning have drastically changed the way we approach content creation. But it is not limited to content, there are many ways where implementing this technology will enhance efficiency and reliability in software engineering processes. Let us look at a few ways we have seen:

Generative AI can be taught to migrate code across platforms, translate code between languages and supply code documentation, speeding up the entire process of developing new code.

By producing summaries of knowledge-based entries, linking together similar entries and recommending pertinent ones, generative AI can enhance knowledge-based search.

Low and no-code generative AI will be used to build frameworks for business digital assistants. Without the requirement for specialised coding skills, these frameworks may be used to develop chatbots, virtual assistants and other AI-powered apps, speeding up deployment and time-to-value.
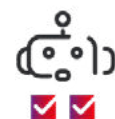
By guaranteeing that all code paths are examined, this technology will also automate the production of test cases and coverage analyses, enhancing the quality and dependability of software.

So, is this goodbye software developers?

We asked ChatGPT itself and it shared "ChatGPT, and similar language models, are unlikely to replace software engineers entirely." This is because software engineering "involves much more than just natural language processing" and requires a range of skills such as problem-solving and collaboration that are "beyond the scope" of GenAI."

Getting you started on your AI journey

Enterprise reinvention: With NashTech's generative AI services

Business optimisation

With the help of our prebuilt AI solutions for sales, marketing, customer service, finance, people, legal and more, you can optimise the operations of your business to innovate more quickly, increase productivity and cut costs.

Data-led transformation

Realising the enormous potential of data is possible, but it creates a change in how data and AI are used throughout the organisation. Data-led transformation is about linking data and people, ideas and outcomes, as opposed to earlier data and analytics programs that were in a technical silo. We collaborate with you to uncover the value in your data so you can produce quantifiable outcomes in line with your corporate objectives.

Operational efficiencies

Increased responsiveness, agility and speed to value can be achieved by streamlining processes to lower capex and opex spending and provide the flexibility needed to accommodate shifting company objectives and requirements.

New products and services

Innovate your offerings, expand into new markets and adapt to change with the knowledge that you can scale to meet shifting client needs and demands.

Throughout your AI journey, we will:

1 Find the best use cases and opportunities for generative AI in your business

2 Design and develop custom generative AI solutions that meet your specific needs and requirements
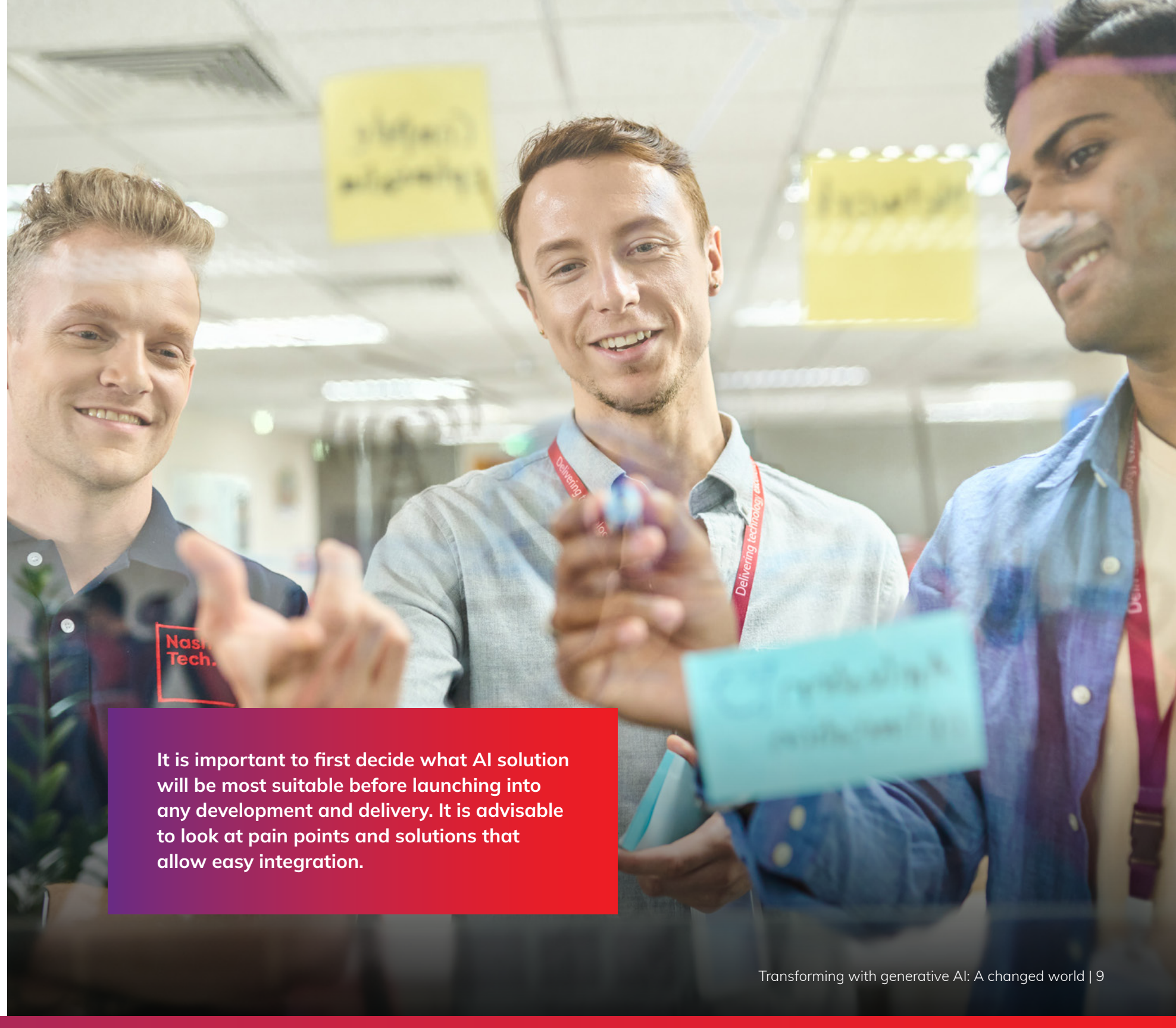
3 Integrate and deploy generative AI solutions seamlessly into your existing systems and workflows

4 Monitor and support generative AI solutions to ensure optimal performance and quality

5 Train and support your team to use generative AI solutions effectively and safely

It is important to first decide what AI solution will be most suitable before launching into any development and delivery. It is advisable to look at pain points and solutions that allow easy integration.

NashTech bring 23+ years of global software delivery experience to every partnership, helping our clients to create their own path to digital fluency and deliver game-changing products and services with unparalleled time-to-market speed.

Generative AI at NashTech

There are many ways for businesses to profit from generative AI for business gains, but they must collaborate with a knowledgeable and dependable partner who can choose the best use cases, while controlling risk and preventing unneeded delays. We have services and solutions that can give your company access to see the real potential of generative artificial intelligence.

Discover a collaboration that can help you achieve more today and in the future for your employees, your business and your consumers.

23+
years of experience

21
offices

15
countries

2,300+
engineers

We are experts in technology, delivering smart solutions that solve business challenges and create value. Our award-winning teams apply deep expertise and passion to deliver complex IT projects globally.

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