birlasoft

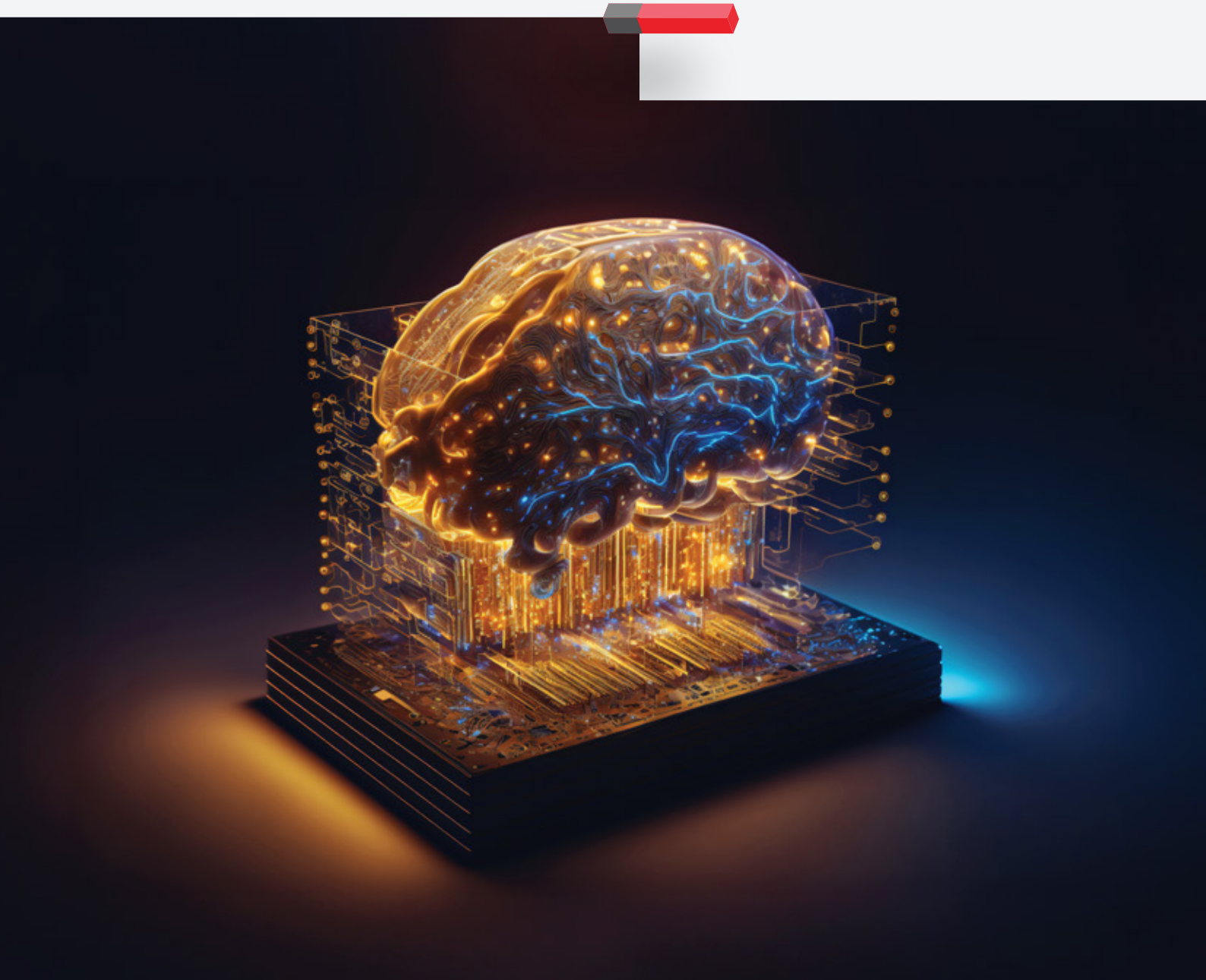
Cogito

Accelerate Everything, Everywhere

Generative AI

Accelerate Everything, Everywhere

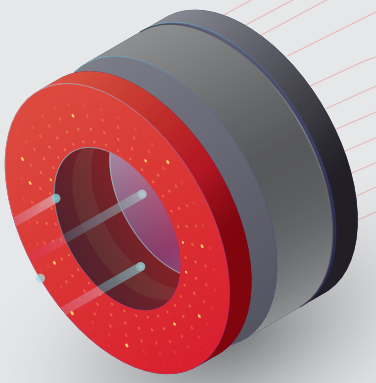
Unlock productivity. Unleash creativity. Scale performance.



The rise of Generative AI has sparked a revolution across various sectors, pushing the boundaries of work and imagination. As a catalyst for innovation, Generative AI can be pervasively applied. It holds great promise in transforming enterprises, enhancing productivity, augmenting human experience, and paving the way for exponential growth.

Early adopters of Generative AI will reap significant dividends, if they prioritize well

Standing on the cusp of change heralded by Generative AI, enterprises need to rapidly differentiate and gain an edge over their peers in the fiercely competitive landscape. At this juncture, enterprises need to focus on the following



- Enterprise Readiness
- Identifying the Right Use Cases
- Mitigating Associated Risks

- Explainability
- Integration & Deployment Complexity
- Data Privacy and Security
- Workforce Skill Gap
- Third Party Risk
- Legal and Regulatory Compliance

Enterprise Usecases for Generative AI Adoption

Focus	Banking & Fin. Services	Life Sciences & Health Care	Consumer & Retail	Technology	Media & Telecom	Industrial & Manufacturing	Government & Public Sector
Vertical	Fraud Simulation & Pattern Detection	AR/VR Content Generation for Digital Therapy	Personalized Conversational Retail Experience	Personalized AR/ VR Experience Generation	Original Games Creation	Geological Assessment	Academic 24/7 Office Hours Virtual Assistant
	Tax and Compliance Audit & Scenario Testing	Predictive & Virtual Patient Triage	Customized Product Design & Recommendation	Automated Product & Hardware Design	Trailer & Summary Generation	Generative Simulation	Infrastructure Mapping
	Retail Banking Transaction Support	3D Images of Anatomy for Education	Product Details & Photography Generation	Personalized & Automated UI/UX Design	Script/ Score Design	3D Env. Rendering: Well Sites Pipelines, etc.	Disaster Recovery Simulation
	Personalized Virtual Financial Advisor	Health & Wellness Plan Creation	Fashion Outfit Curation	Product Testing & Feedback Generation	Personalized News	Automated Tech. Equipment Training	Fraud, Waste & Abuse Prevention Reports
	Financial Reporting Analysis & Insight Gen.	Drug Discovery Through Molecule Simulation	Personal Art Creation & Edits	Software Sales, CX & Retention Support	Original Fictional Short Stories Generation	Generative Automation for Smart Factories	Research w/ Citations & Explainers

Horizontal

End-to-end Automated Customer Service | Self-serve HR & IT Functions | Personalized Conversational Retail Experience

Customer Feedback Sentiment Classification | Automated Code Debugging | Dialogue Generation for Virtual Assistants

Marketing/Sales Content Generation | 3D Environment Rendering: Metaverse | Enterprise Search & Knowledge Mgmt.

Accessibility Support (text-to-speech & speech-to-text) | Autonomous Code Generation & Completions

Personalized Targeted Ads across platforms

Deploy Generative AI at Scale with Birlasoft Cogito Generative AI platform

Rapid rollout of Birlasoft Cogito

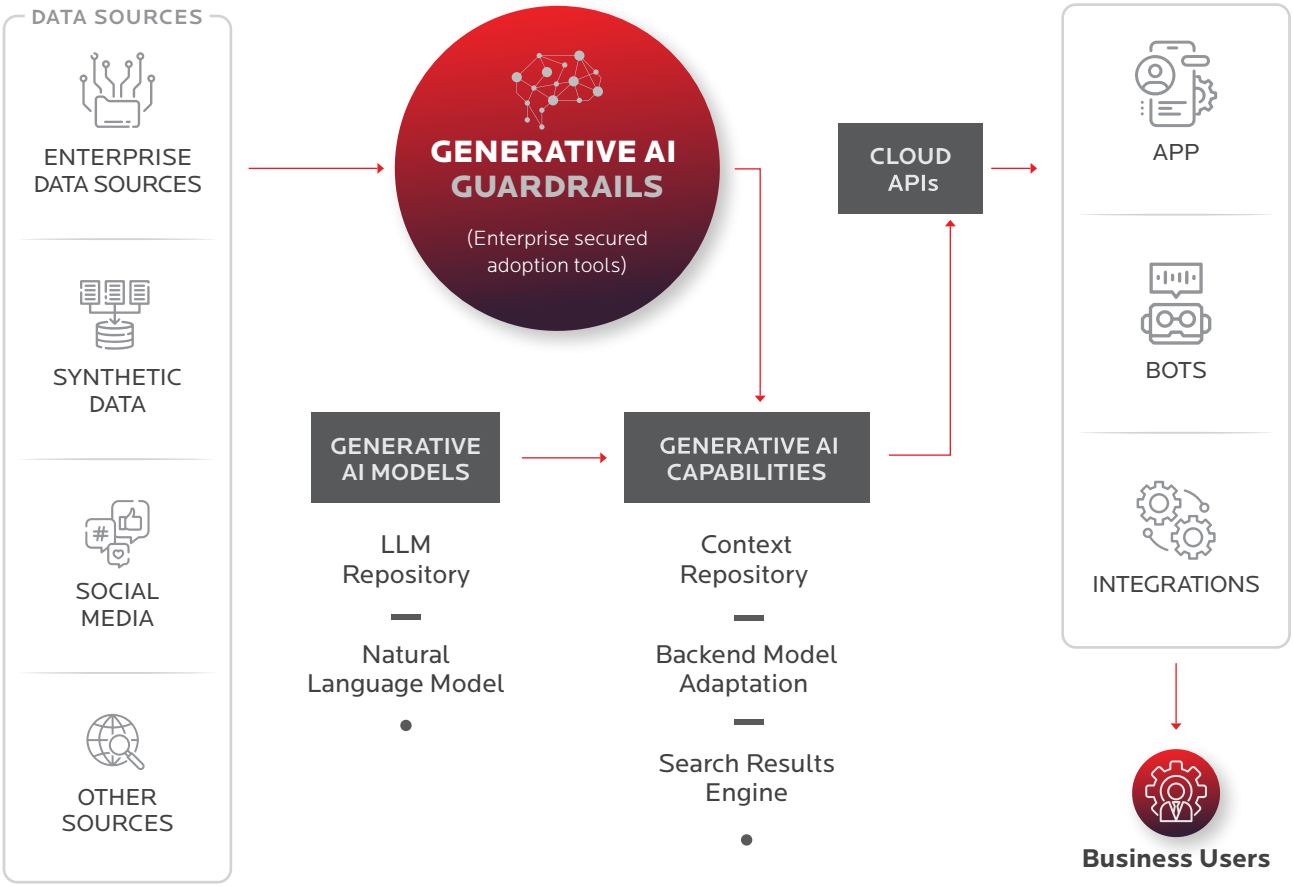
Secure & seamless implementation of diverse use cases for early value realization

Re-usable frameworks for early value PoCs & MVPs

Enterprise adoption guardrails and built-in compliance

Multiple Generative AI skills & capabilities with single Enterprise interface

Pilot implementation in 2-3 weeks



Win Every Stage of your Generative AI journey

Generative AI Journey

Exploring generative AI capabilities

Evaluating the right mix of tools, platforms & models

Filtering & Qualifying Use Cases

Looking for Fast Start/Acceleration for Early Value

Seeking Enterprise Scaling & Maturity

Fast & contextual PoVs across the generative AI capabilities & solution areas

Unbiased & simple to understand PoVs, decision support frameworks

Matured tools and SMEs to factually qualify top use cases

Rapid PoC PODs with several tools, platforms & models

Proven product & platform frameworks to scale fast with key enterprise guardrails

Birlasoft Approach

Case Study

Accelerating Go-to-market and Commercial Operations for a Life Sciences Organization with Generative AI

Campaign artefacts & graphics generation for Marketing & Sales Operations

Creation of first drafts of hyper-personalized visual and text-based content for promotional materials, such as videos, graphics, and social media posts, based on the campaign objectives and target audience.

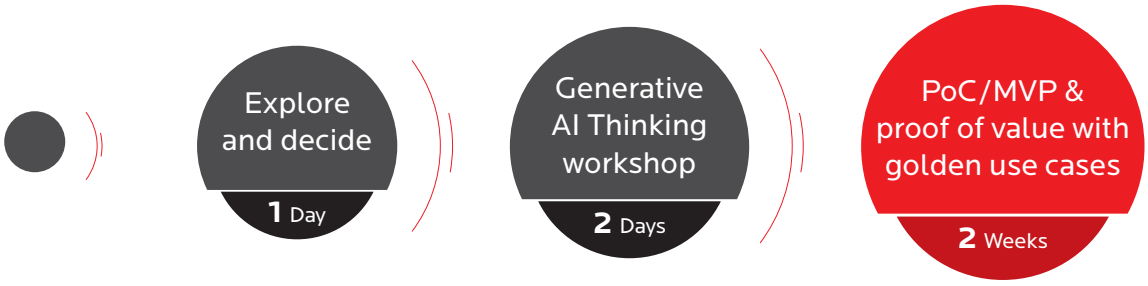
Appropriate prompt engineering guardrails ensured that content was within policy and compliance guidelines, ensuring messages and promotional materials were truthful, balanced, and accurately communicated.

Value Created

50-60% of all first drafts of brochures and other marketing operations was generated with Generative AI.

30-40% optimization was observed in launch and campaign time frames.

Engage with Birlasoft



Challenge The Norm

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultativeand design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified CK Birla Group, Birlasoft with its 12,500+ professionals, is committed to continuing the Group's 161 year heritage of building sustainable communities.

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RESOURCES

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