Microsoft

Workshop: Driving Gen AI Success:
Real-World Examples and Lessons Learned

- Speakers:
- Fiona Carney, COO, Microsoft EMEA (Moderator)
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The state of gen AI adoption in 2024

World AI Summit Amsterdam

October 10, 2024

Many large enterprises have experimented with gen AI in 2023-24

Morgan Stanley kicks off generative AI era on Wall Street with assistant for financial advisors

NatWest Augments Its Virtual Agent with Generative AI

Mercedes-Benz Is Bringing Generative AI to its In-Car Voice Assistant

How Epic is using AI to change the way EHRs work

Bosch Launches Generative AI Projects at Its Manufacturing Plants

Cisco brings generative AI to Webex and Cisco Security Cloud

How Zalando uses AI for hyper-personalised customer experiences

Walmart unveils new generative AI-powered capabilities for shoppers and associates

JPMorgan Is Discussing Its Generative AI Projects With Regulators

New Gucci NFTs combine fashion and art using generative AI

Artificial Intelligence Comes to the Contact Center: Verizon

AXA deploys in-house GPT platform for staff

AWS Joins Forces With Amgen on Generative AI Solutions to Accelerate Advanced Therapies

Deutsche Bank doubles down on generative AI after laying foundations with Google Cloud

Goldman Sachs pilots superhuman, generative AI banker project

Generative AI Takes Employee Experience at Delta Air Lines to New Heights

Improving experiences for CommBank's customers and its people with AI

AstraZeneca, Absci sign $247M agreement to uncover AI-driven cancer drug candidates

NEWS ANALYSIS
Here's how Slack envisions adding genAI to its software

Itaú uses AI to visualize and honor Brazil's lost generations of female soccer players

Valentino partners with AI-powered chat platform for S/S23 collection

Instacart launches new in-app AI search tool powered by ChatGPT

E.ON launches generative AI 'assistant'

Wendy's franchisees can pilot drive-thru AI in 2024

How Mastercard is using AI to boost minority business owners

Case Study: Carrefour Pioneers Use of Generative AI in Retail

Apple, caught by surprise in generative AI boom, to spend $1 billion per year to catch up: Report

New Jersey's Largest Health System Is Partnering With Google Cloud To Deploy Generative AI

TRIPADVISOR LAUNCHES NEW AI TRAVEL PLANNING FEATURES

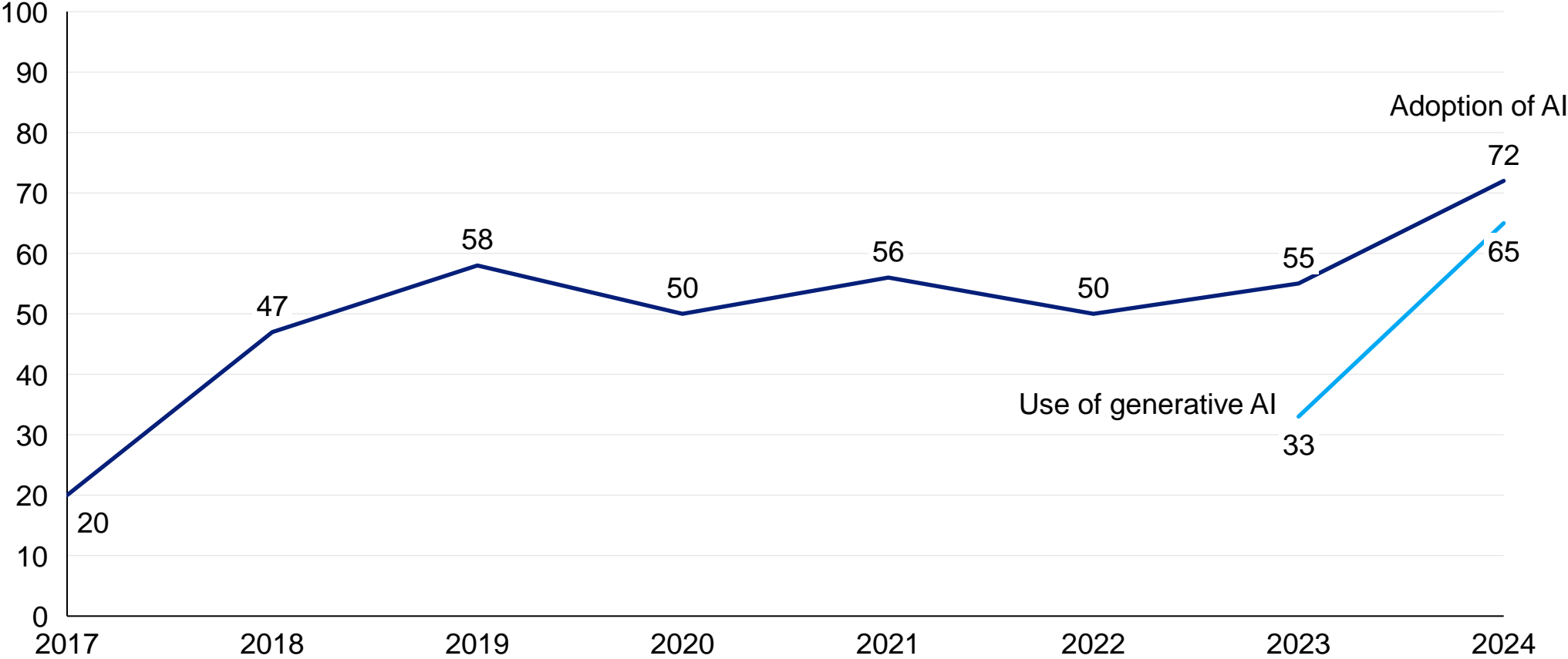bp looks to leverage power of generative AI with Copilot for Microsoft 365

Toyota transforms IT service desk with gen AI

How Singapore Is Revolutionizing Public Healthcare Using AI

Shopify Reveals Generative AI 'Sidekick' for Shopping

Source: Press search, Company websites. Last updated December 2023

McKinsey & Company   3

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change, spurred by GenAI

**Organizations that have adopted AI in at least 1 business function,**[1] % of respondents

QuantumBlack, AI by McKinsey   4

Adoption of GenAI is much more prevalent now than in 2023, with upticks across all regions across the globe…

■ Regularly use for work ■ Regularly use for work and outside of work ■ Regularly use outside of work ■ Have tried at least once ■ No exposure ■ Don't know

Reported exposure to generative AI tools, 2023–24, by location,[1] % of respondents
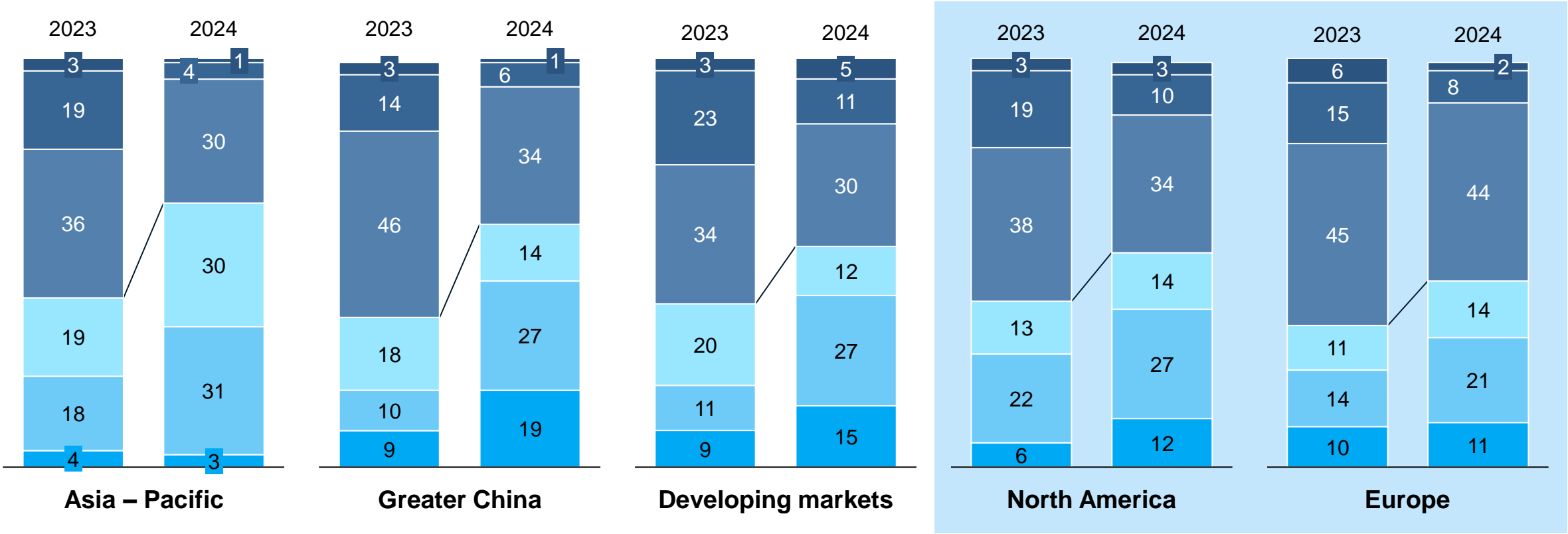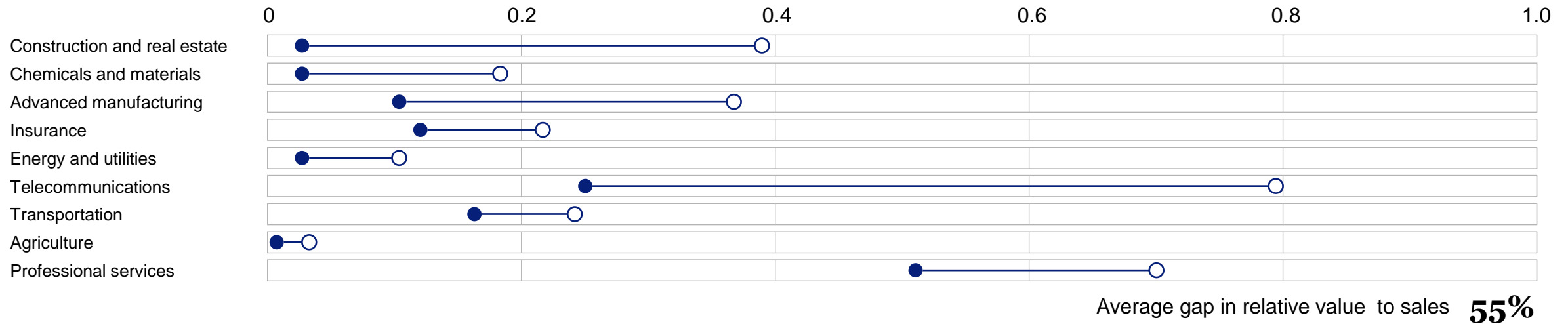

Note: Figures may not sum to 100%, because of rounding.
1. In 2023, Asia–Pacific n = 164; Europe, n = 515; North America, n = 392; Greater China (includes Hong Kong and Taiwan), n = 337; and developing markets (includes India, Latin America, and Middle East and North Africa), n = 276. In 2024, Asia–Pacific, n = 116; Europe, n = 457; North America, n = 401; in Greater China (includes Hong Kong and Taiwan), n = 153; and developing markets (includes India, Latin America, and Middle East and North Africa), n = 234.

Source: McKinsey Global Survey, *The state of AI in Early 2024: Gen AI adoption spikes and starts to generate value*; 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024   QuantumBlack, AI by McKinsey   5

... however, Europe lags behind the US in AI spending across sectors, with an average of 45-70 percent

Spending gap between Western Europe[1] and US in 2022, by sector
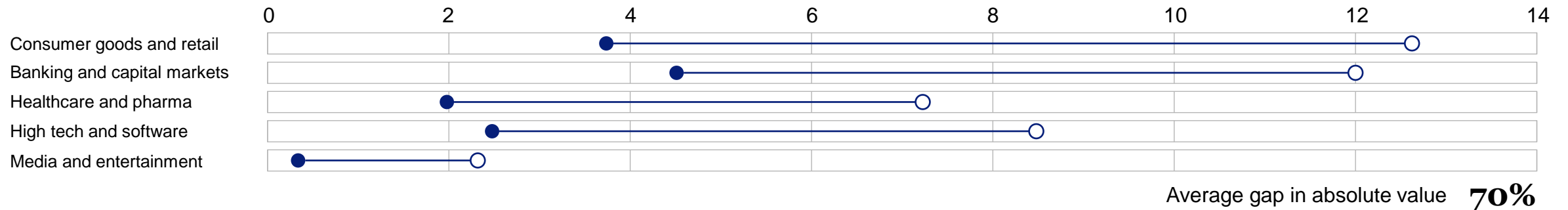
AI external spending

Spending as share of sales in sectors of similar size, [2] %

Western Europe ● — ○ US

	0	0.2	0.4	0.6	0.8	1.0
Construction and real estate						
Chemicals and materials						
Advanced manufacturing						
Insurance						
Energy and utilities						
Telecommunications						
Transportation						
Agriculture						
Professional services						

Average gap in relative value to sales **55%**

Absolute spending in sectors of differing size,[3] $ billion

Western Europe ● — ○ US

	0	2	4	6	8	10	12	14
Consumer goods and retail								
Banking and capital markets								
Healthcare and pharma								
High tech and software								
Media and entertainment								

Average gap in absolute value **70%**

Note: AI external spending measured as external spending on AI infrastructure, software, and services. Sectors ordered from most similar in size to least similar.
1. Austria, Belgium, Denmark, Finland France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK
2. Sectors with <2:1 size ratio between US and Western Europe or Western Europe and US
3. Sectors with ≥2:1 size ratio between US and Western Europe or Western Europe and US

Gen AI > three paths to value

1	2	3

Buy

Off-the-shelf software which includes Gen AI features.

Collibra   Dynamics 365   snowflake

Build

Use-cases which cannot be facilitated by standard software. Use-cases specific for our industry.

Use

Gen AI absorbed in day-to-day work of our professionals.

ChatGPT   Midjourney   perplexity

Dynamics email proposal
30% AHT reduction

Speech > Text & summary
1 minute / call

Oracle > Snowflake Migration
200hr

Delivering 'Digital co-workers' enhanced with text & speech generation

ASML

Why: 'Work smarter, not harder'

Enabling centrally governed GenAI capabilities for ASML.
Meet your ASML 'digital co-worker' Noah, your AI partner in anything.

How:

The strategy to leverage cloud services will give flexibility, but also requires strong engineering skills and preferably a long-term partner relationship (stability) for the delivery of enterprise grade solutions

What:

So what?:

- Growing backlog of 20+ concrete business requests with respect to (Gen)AI automation

- Helping 1700 engineers pinpoint issues and find resolutions with increased efficiency

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Driving Gen AI Success: Key Takeaways

Journey of Gen AI Use Cases:

Focus on **decision making & identification**, prioritizing impactful Gen AI use cases.

Decide **use case strategy** – functional / persona / industry

Traditional AI and Gen AI differences.

Governance and Ethical Considerations:

Importance of **governance** in AI projects, including legal, regulatory, and ethical aspects.

Involve **cross functional** teams involved (Legal/ Finance/ Business / HR etc)

Adoption and Measuring Impact:

Highlight the importance of adoption by **end-users** aswell as **top down vision** and leadership.

Discuss methods for **measuring the return on investment** and the impact of Gen AI use cases.

Ensure **sustainable skilling strategy** in place.