The rise of Generative AI

Revolutionizing business success in the age of AI

AKKODIS

Artificial Intelligence (AI) has emerged as a transformative force in the digital era, with AI reshaping industries and redefining the way businesses operate. At its core, AI is a discipline that aims to build machines capable of demonstrating human like capability at defined activities.

Generative AI, a subset of AI, takes this a step further. It leverages advanced machine learning techniques to generate content. This could be anything from writing text, creating images, writing code and even generating video. The key aspect of generative AI is its ability to create something new, rather than just analyzing existing data.

Generative AI (GenAI) has emerged as a critical success factor within the rapidly evolving business landscape.

The transformative power of GenAI is underscored by its unprecedented growth and widespread adoption. ChatGPT, a high-profile example of GenAI, has become the fastest product ever to reach 100 million users in less than two months.

In modern business, a significant portion of activities revolve around communication and content creation, including presentations, reports, business plans, documentation, and policies. The proliferation of AI usage has been propelled by the remarkable advancements in natural language processing (NLP) models, which enable the interpretation of information, and GenAI's ability to interpret and generate content across various mediums.

As a result, businesses can now embrace new AI systems capable of comprehending and generating content across diverse formats, encompassing long-form text, data visualizations, dashboards, and video footage.

McKinsey has projected that GenAI, along with other technological advancements, holds immense potential for automating manual administrative tasks that currently consume a significant portion of employees' time—ranging from 60 to 70 percent.

McKinsey research suggests that GenAI could add an equivalent of US$2.6 trillion to US$4.4 trillion annually across various use cases, an impact that could increase the overall influence of AI by 15 to 40 percent.
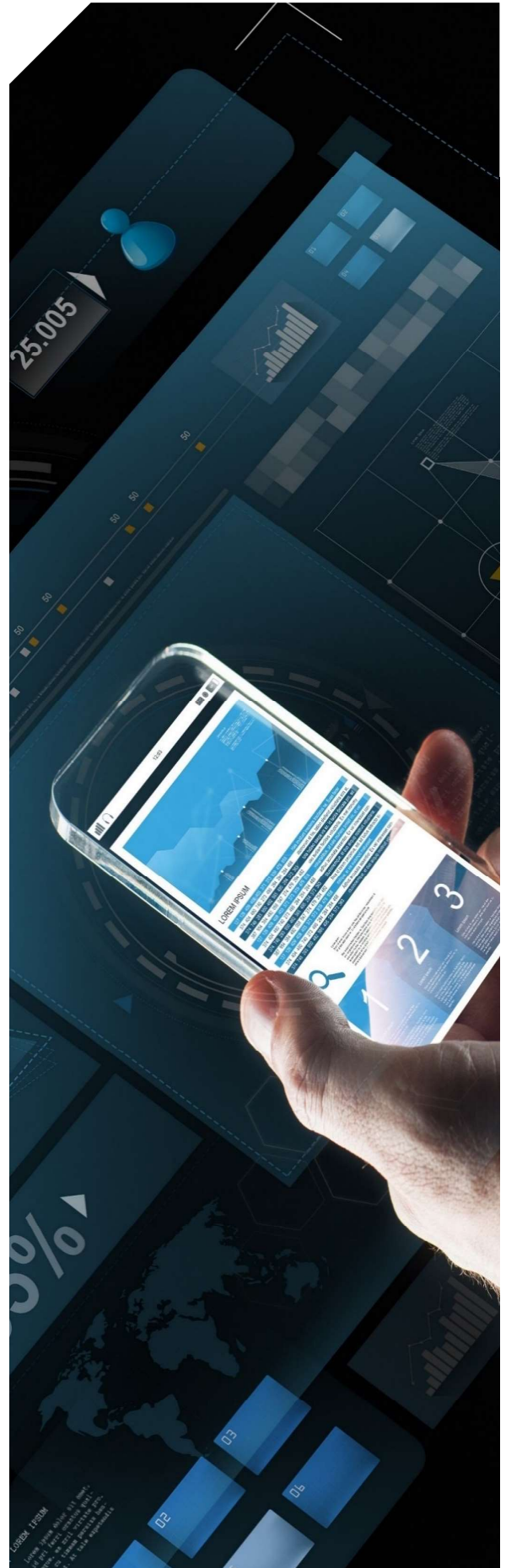
Embracing this transformative shift requires a careful and strategic approach that includes targeted workforce training and development, change management, and the mitigation of significant risks. Mishandling these efforts could render organizations susceptible to unintentional consequences including data leaks and decision-making discrimination.

When harnessed successfully, GenAI stands poised to drive cost savings, generate revenue, spur economic growth, and foster a more sustainable and inclusive world. With its productivity and experience augmentation growing at an unprecedented pace, surpassing even the internet's utilization and computer incorporation, the adoption of GenAI is not merely an option but a necessity for businesses to maintain their competitive advantage.

Given its ability to automate substantial portions of administrative tasks, yield cost savings, and fuel revenue growth, the transformative potential of Generative AI is undeniable, however, embarking on the journey towards effective GenAI adoption comes with its own set of challenges - from workforce development and data security to ethical considerations that require a thoughtful and strategic approach.

Navigating these intricacies requires a trusted partner with a deep understanding of AI, the capability to align it with business objectives, and expertise in navigating the complexities of implementation. Akkodis has a suite of services to address these challenges and ensure that the promise of GenAI translates into tangible business outcomes.

Top Use Cases for Enterprise GenAI

Automated Knowledge Base Creation and Maintenance: GenAI can streamline the creation and maintenance of knowledge bases within organizations. By analyzing existing documentation, reports, and other relevant sources, GenAI algorithms can automatically generate comprehensive knowledge base articles. This includes extracting key information, summarizing complex concepts, and organizing the content in a user-friendly manner. As new information becomes available, GenAI can also update and expand the knowledge base, ensuring it remains current and relevant.
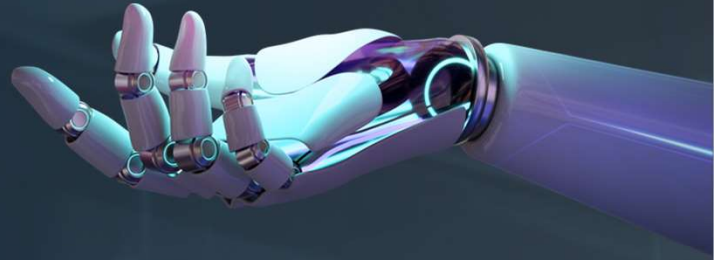
Automation through AI Agents: GenAI is redefining the landscape of automation with of AI agents becoming more useful than ever. These intelligent entities can perform a wide array of tasks, from managing routine administrative work to handling complex operational processes. AI agents can streamline workflows, reduce manual effort, and increase operational efficiency. By automating repetitive tasks, AI agents free up human resources for more strategic, value-added activities, driving productivity and cost efficiency.

Data Analysis and Insights: GenAI can facilitate automatic data visualization and dashboard creation, enabling users to interact with complex data sets in a more intuitive and user-friendly manner. GenAI algorithms can analyze large volumes of data, identify patterns, and generate valuable insights for decision-making. By leveraging this technology, businesses can uncover hidden trends, make data-driven predictions, and gain a competitive edge.

Content Generation: Enterprise GenAI can revolutionize content creation by automatically generating high-quality, personalized, and engaging content across various formats. This includes generating reports, articles, video adverts, and even digital assets (such as 3D models). By leveraging GenAI, businesses can save time and resources while maintaining a consistent stream of compelling content.

Virtual Assistants and Chatbots: GenAI can power intelligent virtual assistants, enabling businesses to provide efficient and personalized customer and employee support around the clock. These AI-powered assistants can understand natural language queries, provide relevant information, assist with inquiries, and even complete specific tasks, freeing up human resources and improving customer and employee satisfaction.

Akkodis AI Capability

Akkodis Advisory

Responsible AI Framework

AI Consulting and Solutions

AI Change Management

Akkodis Academy

Akkodis Research

Akkodis AI Services

Akkodis Advisory

Akkodis' advisory business can guide the strategic implementation of GenAI, aligning AI initiatives with business goals, assessing AI readiness, and developing AI roadmaps to ensure organizations are primed to leverage the transformative power of GenAI.

Responsible AI Framework

Akkodis' commitment to ethical AI use is guided by an internal Responsible AI Council framework and underlying responsible AI principles. Akkodis can support businesses to develop their own AI ethics and governance structures, ensuring responsible and ethical use of GenAI.

Akkodis Consulting and Solutions

Akkodis Consulting leverages the capabilities of the Akkodis Solutions business unit to develop and implement AI solutions. From AI model development and tuning to integrating AI solutions with existing systems, Akkodis ensures organizations are equipped to leverage GenAI for productivity and innovation. This includes Akkodis Responsible AI Fast Start offering.

AI Change Management

Akkodis' AI Change Management capability is designed to guide organizations through the transition and significant changes to workflows and processes that adoption of GenAI can bring. Akkodis has deep expertise in change management and provides the tools and strategies needed to manage change effectively, ensuring a smooth transition and facilitating employee education and uptake of new ways of working with AI.

Akkodis Academy

Akkodis Academy is a global business unit is dedicated to technical training through certified upskilling and reskilling. With strong partnerships with technology vendors, Academy builds and nurtures the AI talent that organizations need, ensuring they have the skills to sustain GenAI initiatives.

Akkodis Research

Akkodis' global R&D business unit is at the forefront of the GenAI revolution, with subject matter experts in AI exploring new uses for GenAI, developing proprietary technologies, and supporting organizations to be at the forefront of the GenAI revolution.

Akkodis AI Approach

Akkodis provides strategic guidance for organizations looking to innovate with GenAI ensuring AI initiatives align with business objectives and hit strategic markers for optimal impact.

Akkodis provides robust risk mitigation strategies, helping businesses navigate the complex ethical and regulatory landscape of GenAI. This approach ensures organizations never need to back-pedal on system development and deployment within the rapidly changing legal environment.

Akkodis' bespoke AI systems, built rapidly using our foundational solutions, are tailored to each organization's specific needs, driving operational efficiency and cost savings, leveraging industry-agnostic expertise and award-winning dedication to innovation.

Key benefits of the Akkodis AI Approach

Strategic Insight

Successful adoption of GenAI begins with a clear and strategic vision. Akkodis Advisory provides expert guidance to ensure AI initiatives align seamlessly with broader business goals. Akkodis offers a comprehensive roadmap for GenAI adoption, ensuring business investments are technologically sound and strategically effective, driving genuine business value.

Risk Mitigation

The power of GenAI comes with its own set of ethical and regulatory challenges. Akkodis Responsible AI Council framework is designed to help navigate this complex landscape with confidence. The Akkodis framework ensures an organization's AI practices are responsible, ethical, and compliant, mitigating potential risks and safeguarding business reputation, people and stakeholders.

Return on Investment

Akkodis understands that every investment in technology must deliver cost savings, or revenue generation. This strategic approach to GenAI adoption focuses on maximizing return on AI investments. Identifying areas where GenAI can drive revenue growth, automate processes, and reduce costs, ensures the benefits of investments are substantial and measurable, improving bottom line results and driving business growth.

Workforce Transformation

The AI revolution demands a new set of skills. Akkodis Academy helps organizations prepare their workforces for this new era. Academy provides tailored training programs to equip employees with the necessary skills, to ensure a smooth transition, sustained success, and a workforce that is ready to harness and innovate with the power of GenAI.

Customized Solutions

Akkodis understands that every organization is unique, with its own set of challenges and opportunities. Akkodis Consulting and Solutions business units collaborate to develop bespoke AI solutions tailored to the specific needs of each business, from an acceleration catalogue of foundation pieces aligned with industry, to use cases and purpose. This ensures GenAI solutions drive maximum impact and value.

Innovation Leadership

Staying ahead of the curve in the GenAI revolution is no small feat. Akkodis Research is dedicated to exploring and developing innovative technologies, ensuring organizations are not just keeping pace with the GenAI revolution, but leading it, maintaining a competitive edge, and driving innovation.

Industry Agnostic Expertise

Akkodis' experience spans various sectors including: mining, rail, energy and utilities, public sector and more. We understand the unique challenges and opportunities in each sector and can help organizations leverage GenAI to drive industry-specific transformations.

Akkodis Responsible AI Framework Principles

Privacy & Security First

Protecting the privacy and security of our/client data and implementing measures to prevent the misuse of AI in ways that could harm individuals or society. Protecting the privacy and security of our/client data and implementing measures to prevent the misuse of AI in ways that could harm individuals or society.

Ethical Usage

Ensuring that our use of AI is aligned with ethical and social responsibilities, and that we prioritize the well-being of individuals and society.

Human Oversight & Control

Ensuring that human oversight and control is maintained over AI systems to prevent unintended consequences and harm.

Transparency

Ensuring that our use of AI is transparent, and that stakeholders have access to information about how AI is being used, what data is being collected, and how decisions are being made.

Inclusivity

Prioritizing inclusivity and diversity in AI development and use.

Environmental, Social, & Governance

Implementing best practices in governance, to ensure that our use of AI does not have negative implications on environment or society.

Why Akkodis

Akkodis has a proven track record of delivering successful Data & AI projects across a range of industries including Public Sector, Mining, Energy and Utilities.

This is demonstrated through a portfolio of high-impact projects that allow businesses to harness the power of their data to drive operational efficiency, enhance customer experiences, and unlock new growth opportunities.

From implementing real time biometric streaming and analysis in healthcare, machine learning ATAR prediction models in Education and AI modelling of relationships and entities for criminal investigation purposes, Akkodis has developed data and AI solutions across diverse industries and use cases.

Akkodis' commitment to delivering exceptional value to clients has been recognized on a global scale. Akkodis was awarded "Microsoft Global Data Analytics Partner of the Year" in 2019, validating Akkodis' expertise in leveraging Data & AI to drive meaningful business outcomes; and an AWS Advanced Tier Services Partner since 2013.

Microsoft Partner
Microsoft

2019 Partner of the Year Winner
Data Analytics Award
2019 Partner of the Year Winner
Australia
2019 Partner of the Year Finalist
AI and Machine Learning Award

aws PARTNER Advanced Tier Services

- Govt. Services Competency
- Security Services Competency

Akkodis operates with a technology-agnostic approach, providing clients with the flexibility to choose the platform that best aligns with their needs. Akkodis expertise in navigating the intricacies of various cloud environments ensures solutions are built on cutting-edge technology and are also tailored to the unique requirements each business.

This combined IT and engineering expertise brings a unique end-to-end solution offering, with four service lines – Consulting, Solutions, Talent, and Academy – to support clients in rethinking their product development and business processes, improve productivity and minimize time to market.

Akkodis is part of the Adecco Group.

Empowered by a culture of inclusion and diversity, our 50,000 tech experts in 30 countries across North America, EMEA and APAC, combine best-in-class technologies and cross industry knowledge to drive purposeful innovation for a more sustainable tomorrow.

Engineering a Smarter Future Together

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About Akkodis

Smart Industry is connecting people, data and machines, creating opportunities for new and improved business models, optimized and automated processes, informed decision making, and new user experiences.

Akkodis is a global Smart Industry leader, with digital, engineering and R&D capabilities that leverage the power of connected data to accelerate innovation and digital transformation.

We co-create and pioneer solutions that help solve major challenges, from accelerating the clean energy transition and green mobility, to improving user and patient centricity.

Engineering a Smarter Future Together

Leveraging the power of connected data to accelerate innovation and digital transformation.

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