

goto;

GOTO Copenhagen 2023

#GOTOcph



Beyond Gen AI

What's next for the enterprise?

4th October 2023

Andrew J. Turner

GM, Praxi Data

Host, The G&T Sessions Podcast





**This is where I began
at home...**



**This is where I began
at school...**



**This is where I began
at work...**



This is what launched 20 years ago...



They're taking the pistachio.

You might have heard the big mobile networks are taking your bills, again, which means you could face an even age of 100. Use you haven't got enough on your plate with the last time. The average man. The pistachio really everything else. As Tesco Mobile, we think you deserve better. When it comes for another year, we won't be raising our prices during your contract. Just our best prices that stay fixed.

This is Supermarket Mobile

TESCO mobile
Every little helps



For fettuccine's sake.

The big mobile networks are raising your bills again. Join us for prices that stay fixed.

This is Supermarket Mobile

TESCO mobile
Every little helps

That's utter horseradish.

The big mobile networks are raising your bills again. Join us for prices that stay fixed.

This is Supermarket Mobile

TESCO mobile
Every little helps

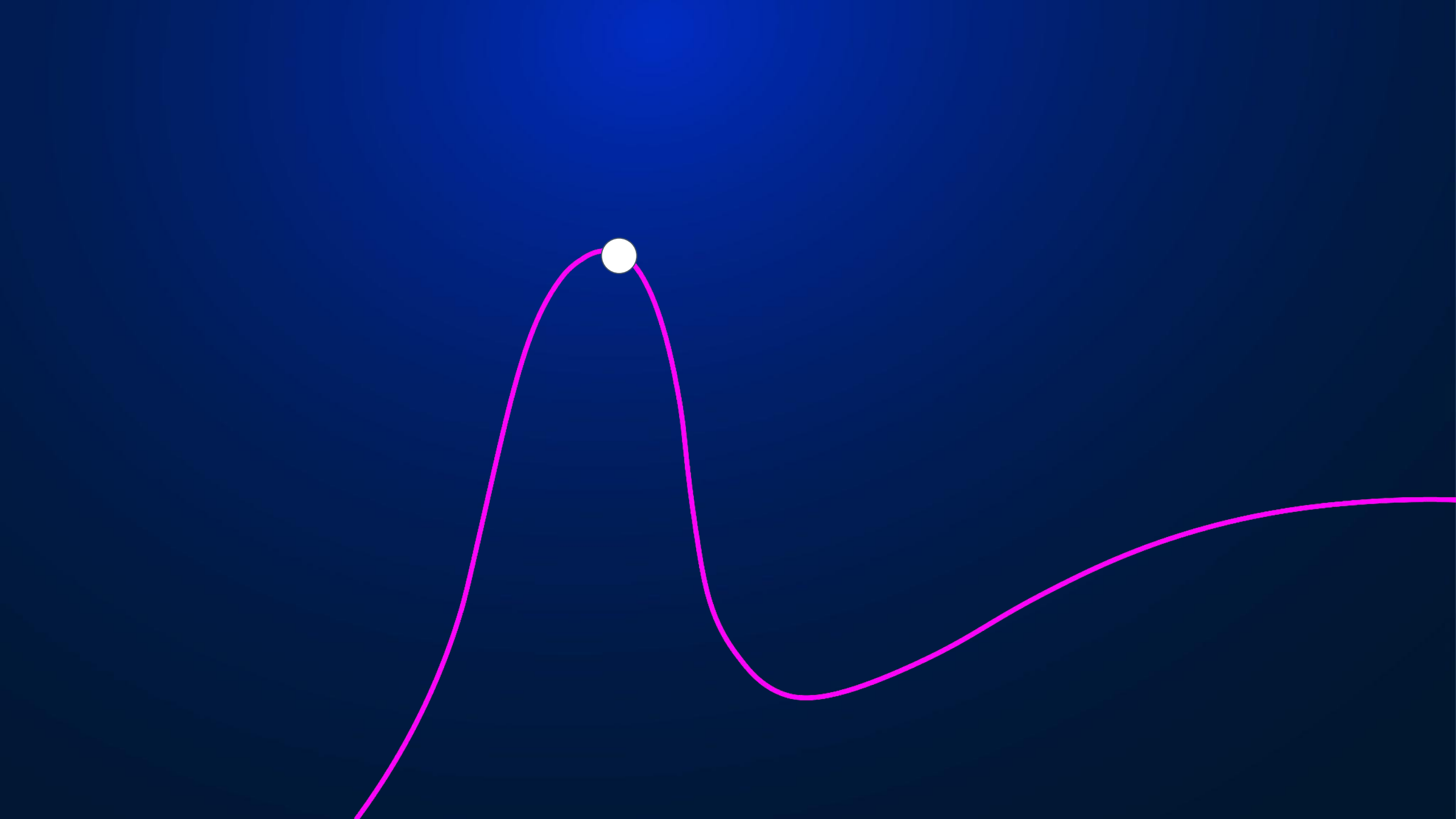
Mobile bills that don't go up during your contract. That's nuts.

This is Supermarket Mobile

Get the app

A photograph of a smartphone lying flat, with a single nut placed on its screen.







What is Generative AI?



**Large Language
Model (LLM)**



**AI
transformer**



**Neural
Network**

Gen AI Capabilities



**Generating
text**



**Summarizing
text**



**Writing
program
code**



**Translating
languages**



**Answering
questions and
conducting
conversation**

GenAI AI oh !!!!

Are any of you in the audience

- Accountants
- Lawyers
- Doctors
- Authors
- Journalist
- Bloggers
- Script writers
- Product Reviewers
- Risk Assessors
- Planners
- Project Managers
- Researchers
- Developers ;)
- Customer Service Agents
- Marketing
- Website
- Therapist
- Teacher



Enterprise Gen AI Use Cases

**More relevant
customer service**



**Focused marketing
support**

**Personalized
sales**

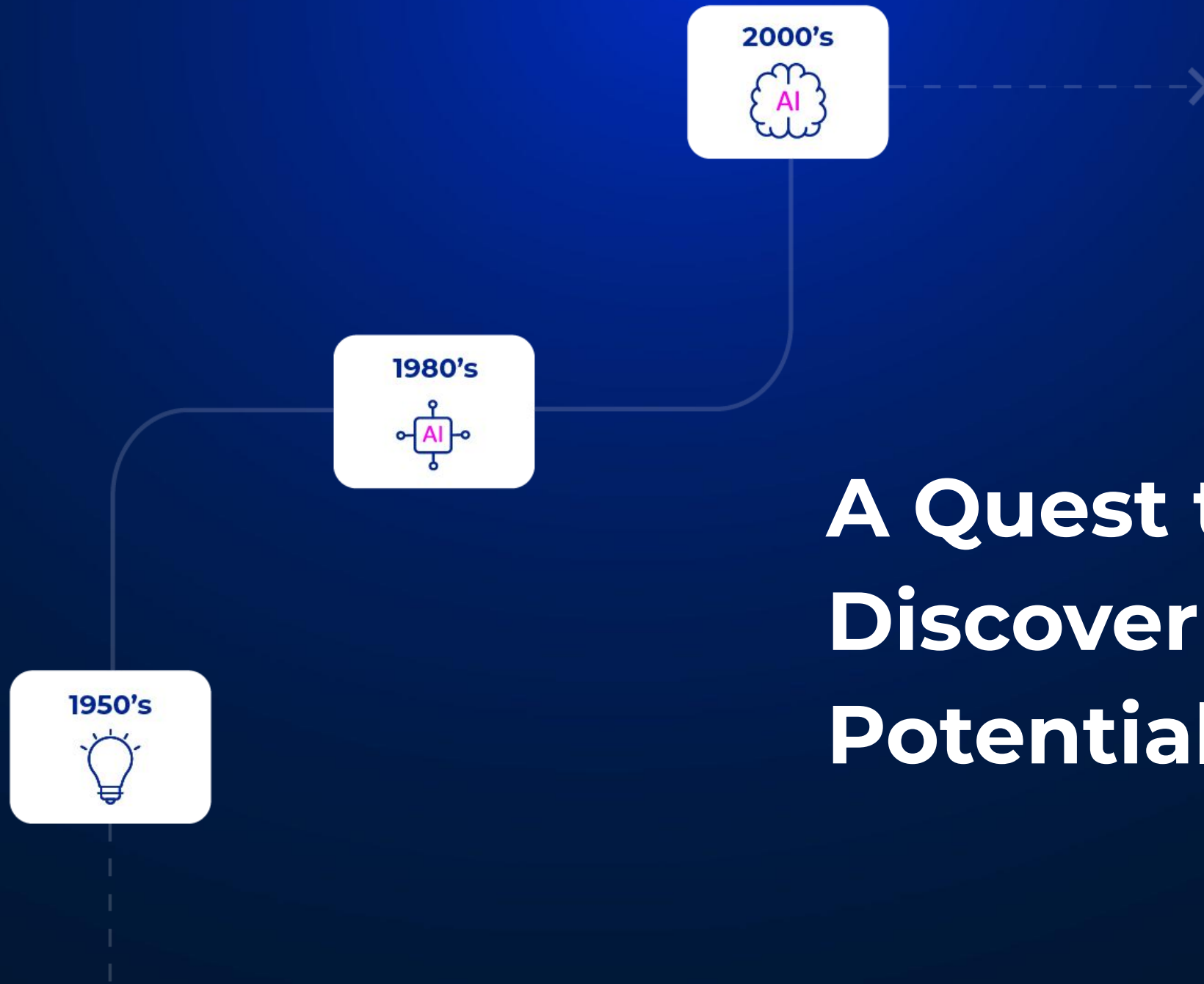


**HR and employee
support Smarter data
analytics (AI + BI)**

**Order tracking and
status updates**

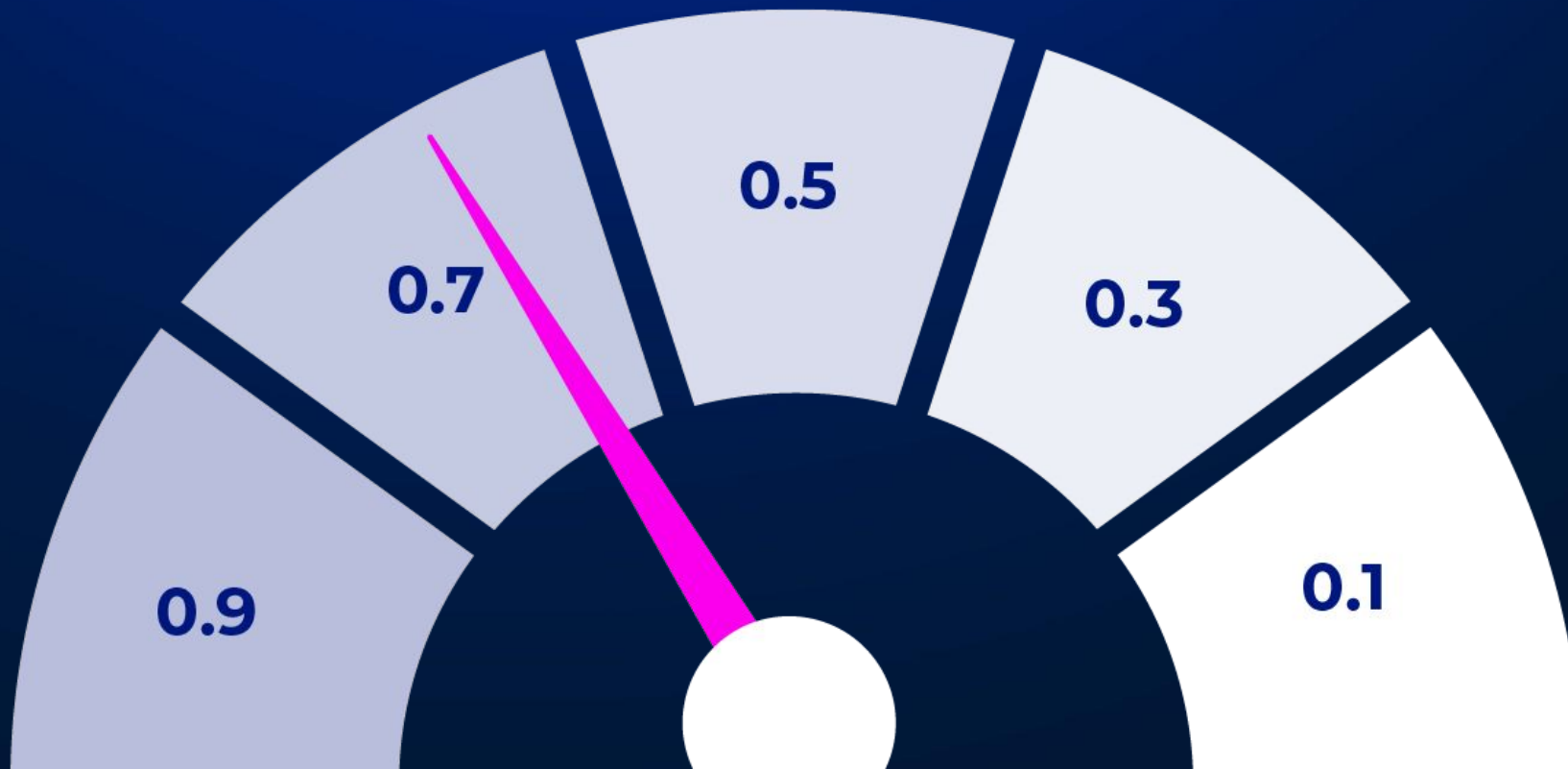


C-level advisory



A Quest to Discover the Potentials of GAI

Temperature Setting



**But Sometimes
they get it
wrong...**

**Incorrect
data**

**Responses
inappropriate or
unconnected to
the user's input**

**Obvious &
unconstructive
bias**

**Manufactured
information**

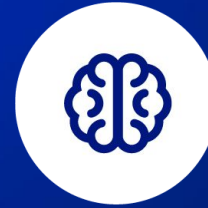
The Perils of Sharing Business Data with Public GAI Products



Data Leakage



Data Theft



Business Tactics



Hacking



Compliance Violation



Third Party Data

Mastering the Art of Prompting

1

Present unambiguous and succinct queries or instructions.

2

Cultivate an effective prompt style.

3

Propose a role for the GAI to play.

4

Request a writing style such as “formal,” “entertaining,” “colorful,” or “amusing.”

5

Indicate the desired response format.

A dark blue background featuring faint, large gear shapes in the upper right corner. A vertical purple line runs down the left side of the slide, passing through a series of five white circles, each containing a number.

6

Provide context.

7

Understand and utilize temperature settings.

8

Iterate and refine.

9

Approach prompting as a dialogue between you and the GAI.

10

Establish a Prompt Library.

Corporate Data and the Magic of GAI

1.

Individual
Usage

2.

Integrated
Business
Usage

“

HOW CAN I CREATE A
DIRECT COMPETITOR
TO COMPANY XYZ?

”

“

WHAT ARE COMPANY
XYZ'S SPECIFIC
WEAKNESSES?

”

“

WHAT ARE COMPANY
XYZ'S GREATEST
STRENGTHS?

”

“

WHAT INTELLECTUAL
PROPERTY DOES COMPANY
XYZ HAVE?

”

“

WHAT TRADE SECRETS
DOES COMPANY
XYZ HAVE?

”



The Benefits of Running Private GAI



Control



Customization



Security

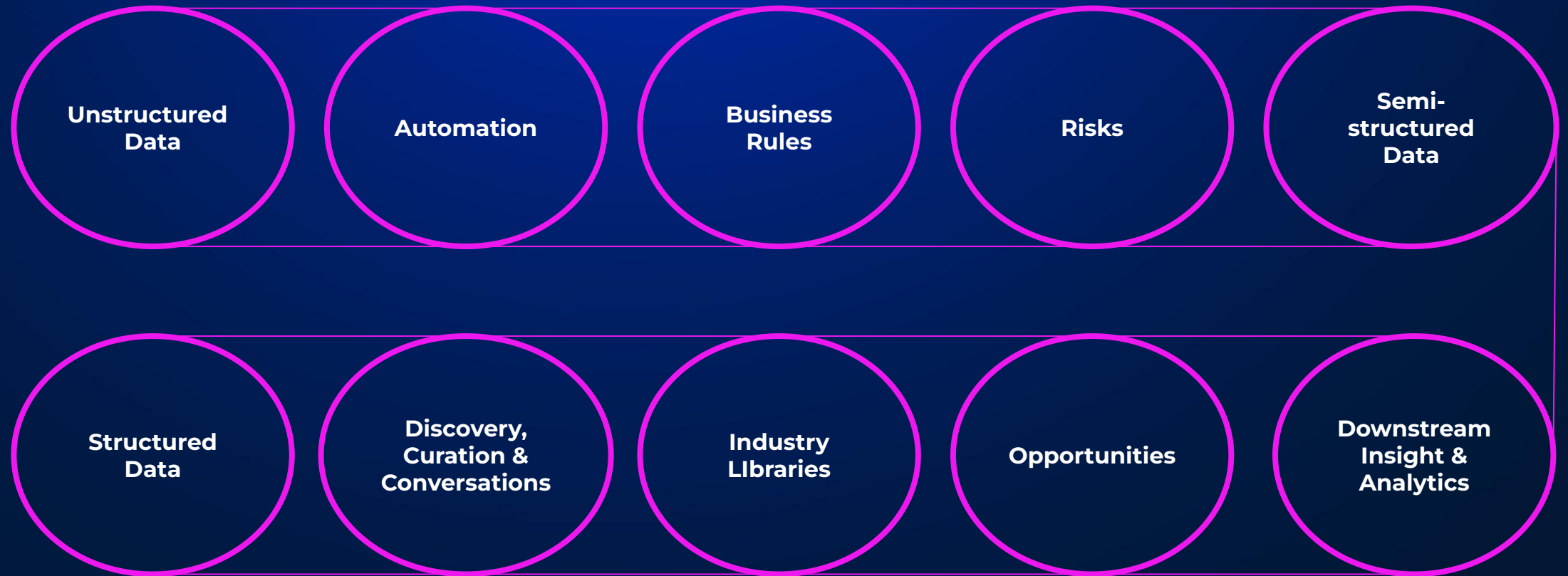


Compliance

The Future of GAI

- 1 Heightened accuracy and fluency
- 2 Voice Interaction
- 3 Enhanced programming and creative text abilities
- 4 Amplified learning and adaptation skills.
- 5 Evolution into a Platform
- 6 Stand-alone GAI products
- 7 Access to Corporate and/or Personal Data
- 8 Boosted performance

What are we doing at Praxi Data



....making sense of messy, murky and dark data at cloud scale

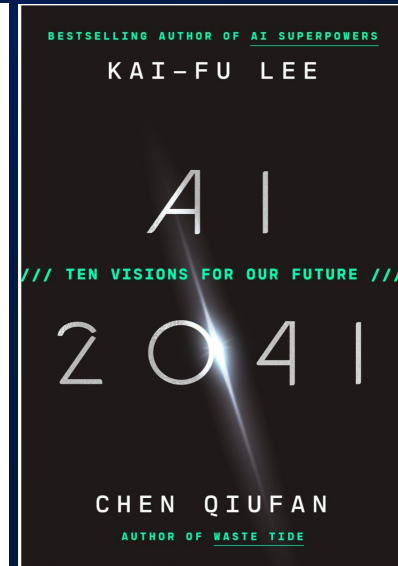
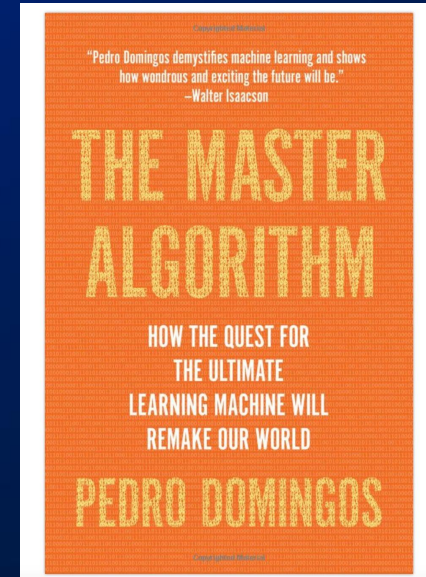
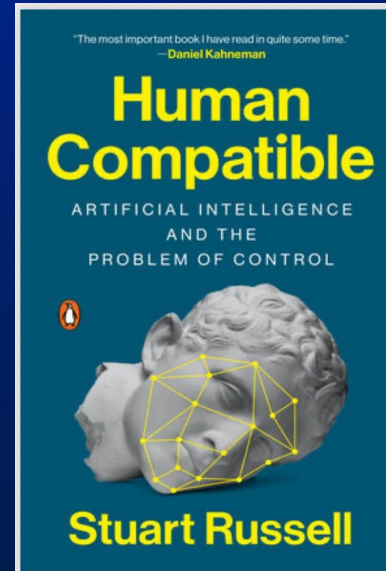
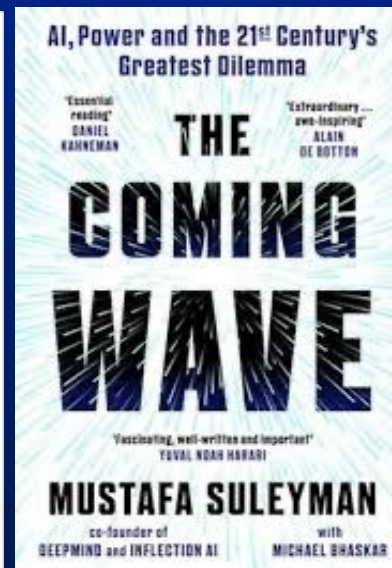
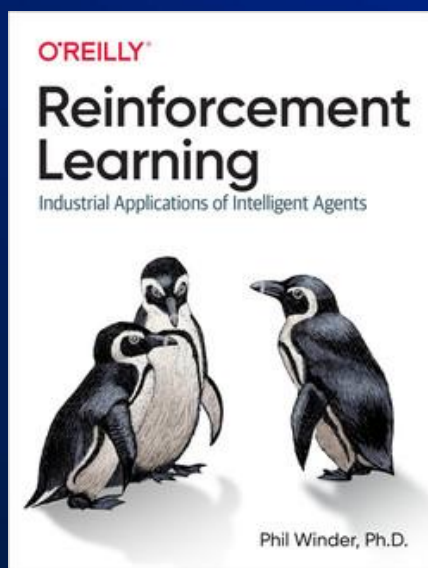
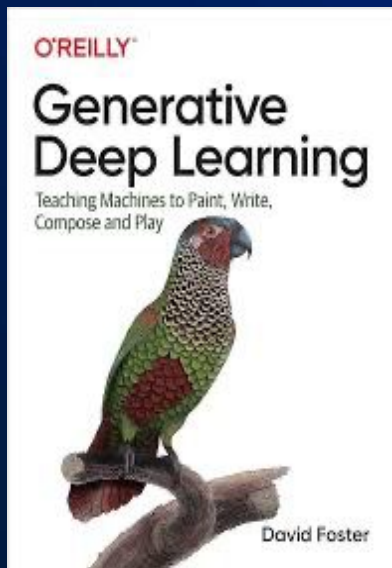
Keep up as it's moving fast...

“...because of Generative AI, over half of today's business activity, could be automated about a decade earlier than previous estimates had projected...”

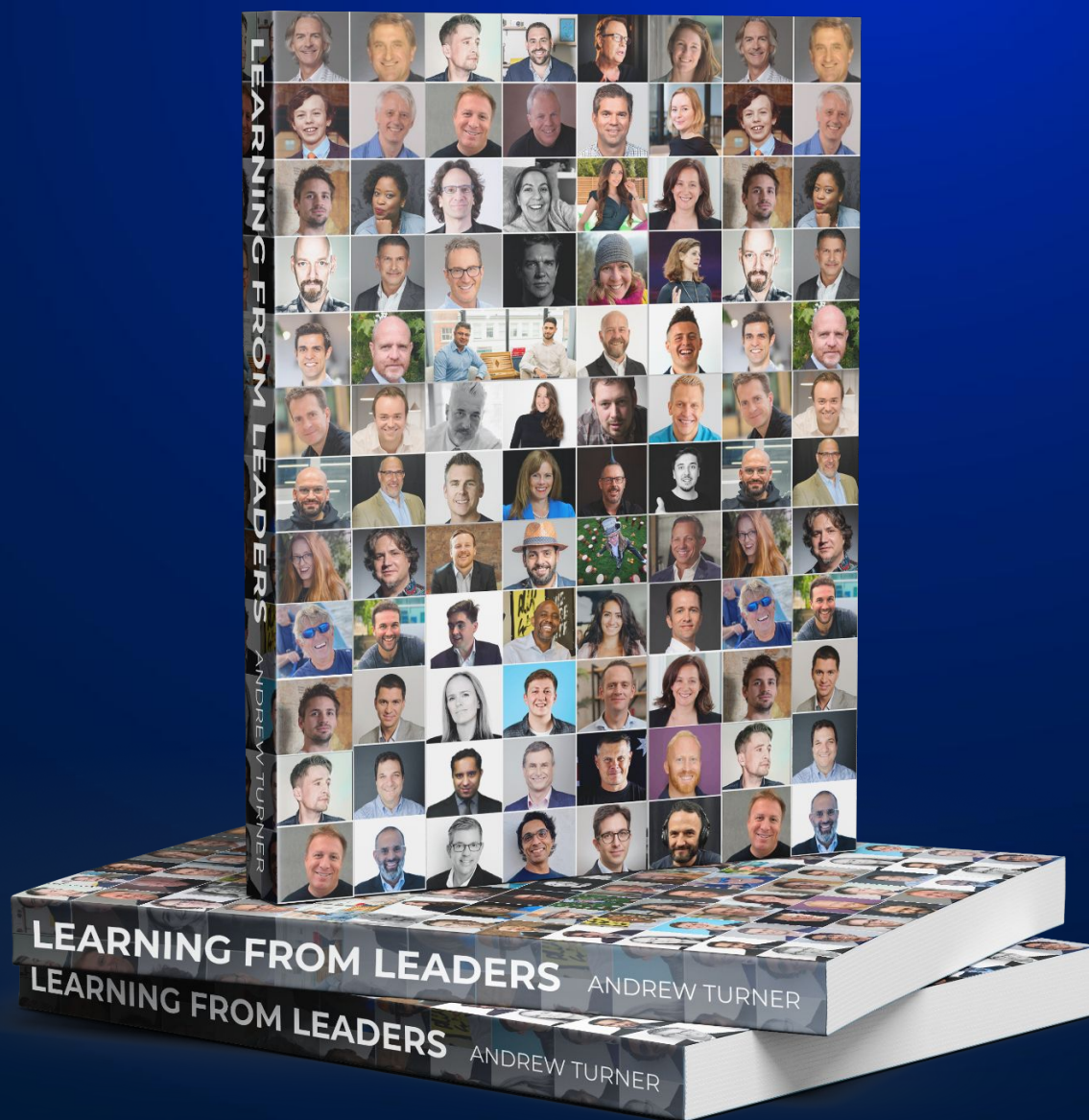
- McKinsey, 4th October 2023



Some further reading...



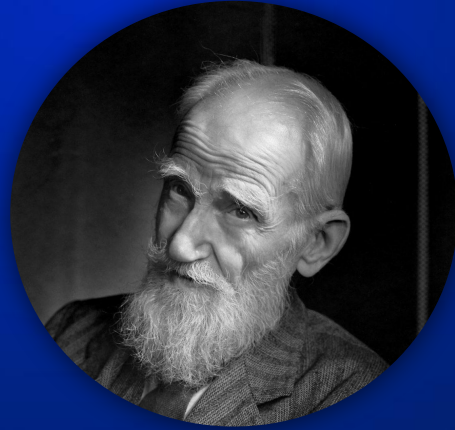




Learning from Leaders

Distilling insights from
The G&T Sessions

Launching
November 2023



"This is the true joy in life: Being used for a purpose recognized by yourself as a mighty one, being a force of nature instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it what I can. It is a sort of splendid torch which I have got hold of for the moment and I want to make it burn as brightly as possible before handing it on to future generations."

George Bernard Shaw

Let's connect



Praxi Data

at@praxidata.com
www.praxidata.com



The G&T Sessions

andrew@thegtsessions.com
linktr.ee/thegtsessions



Agile Data London

meetup.com/agile-data-london



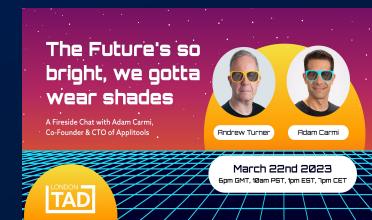
London TAD

meetup.com/londontad



The Comedy Crowd

andrew@thecomedycrowd.com
www.thecomedycrowd.com





Thank you
for your time :)

Open for Q & A

Don't forget to
rate this session
in the **GOTO Guide app**