



Generative AI

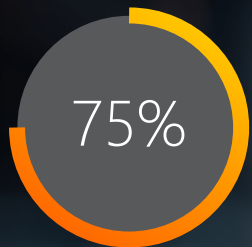
How to ready your organization now

Do what matters

Embrace the **future** of work with AI

Generative AI – specifically Large Language Models (LLM) like GPT popularized by OpenAI and Microsoft – have catapulted us into a new era by democratizing AI. Previously available to only a handful of companies with access to massive computing power and billions of dollars of yearly spend, AI is now available for all to customize and consume as a pervasive ‘copilot’ that supercharges how we work, consume and live.

But new **Avanade Trendlines research** indicates that global economic conditions are limiting digital innovation appetite, and that leaders have growing concerns about the carbon impact and general safety of AI. How can organizations get ready, while taking governance, sustainability and efficiency into consideration? This guide can help you to focus on the most critical elements for generative AI-readiness.



of organizations expect the economic slowdown and inflationary impacts to limit digital investment over the next 12–18 months

But



of IT and Business leaders say that their organization is vulnerable to reputational risk due to the use of energy resources across its operations and IT infrastructure including AI



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The unlimited human opportunity for AI

In our recent survey of Business and IT leaders, 85% expect AI to increase revenue growth in the next 18–24 months. And that will evolve over the coming years as we will continually acquire new “superhuman” working abilities with the help of machines like AI copilots and digital twins that provide unprecedented access to data, insights, and other people. This new collaboration – made possible by the collective intelligence of human and machines – will unleash more valuable and flexible ways of working.

Organizations are using generative AI to impact business now

This AI-supercharged future may sound fantastical, yet organizations around the world have been exploring these generative AI opportunities for years. Today, the opportunity with generative AI isn't merely a promise – it's becoming business as usual. These are a few examples where we've been helping clients seize the generative AI opportunity for practical purposes:

- A service company is evaluating the performance of generative AI models compared to established standards for customer document validation (e.g., compliance, completeness and accuracy) for tasks like intent classification, key extraction and text normalization.
- A manufacturer has identified the opportunities to use generative AI to inspire designers, engineers and marketing teams to create and deliver new product designs.
- A non-profit organization is exploring the use of generative AI to assist as a copilot to generate grant reporting, redirecting time spent on related administrative tasks toward delivery of the non-profit's core mission.
- An oil and gas company is improving the knowledge management and search results on trouble tickets by integrating generative AI and the existing enterprise corpus and ontology.

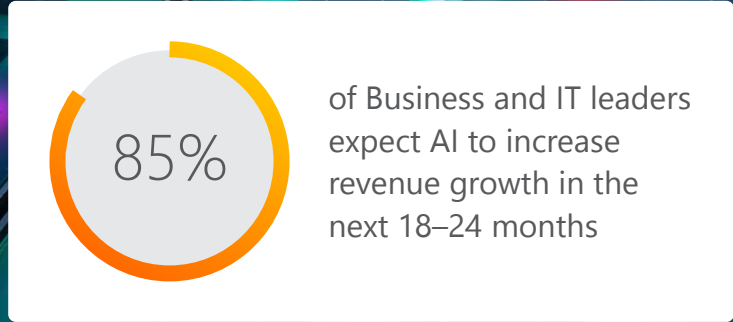
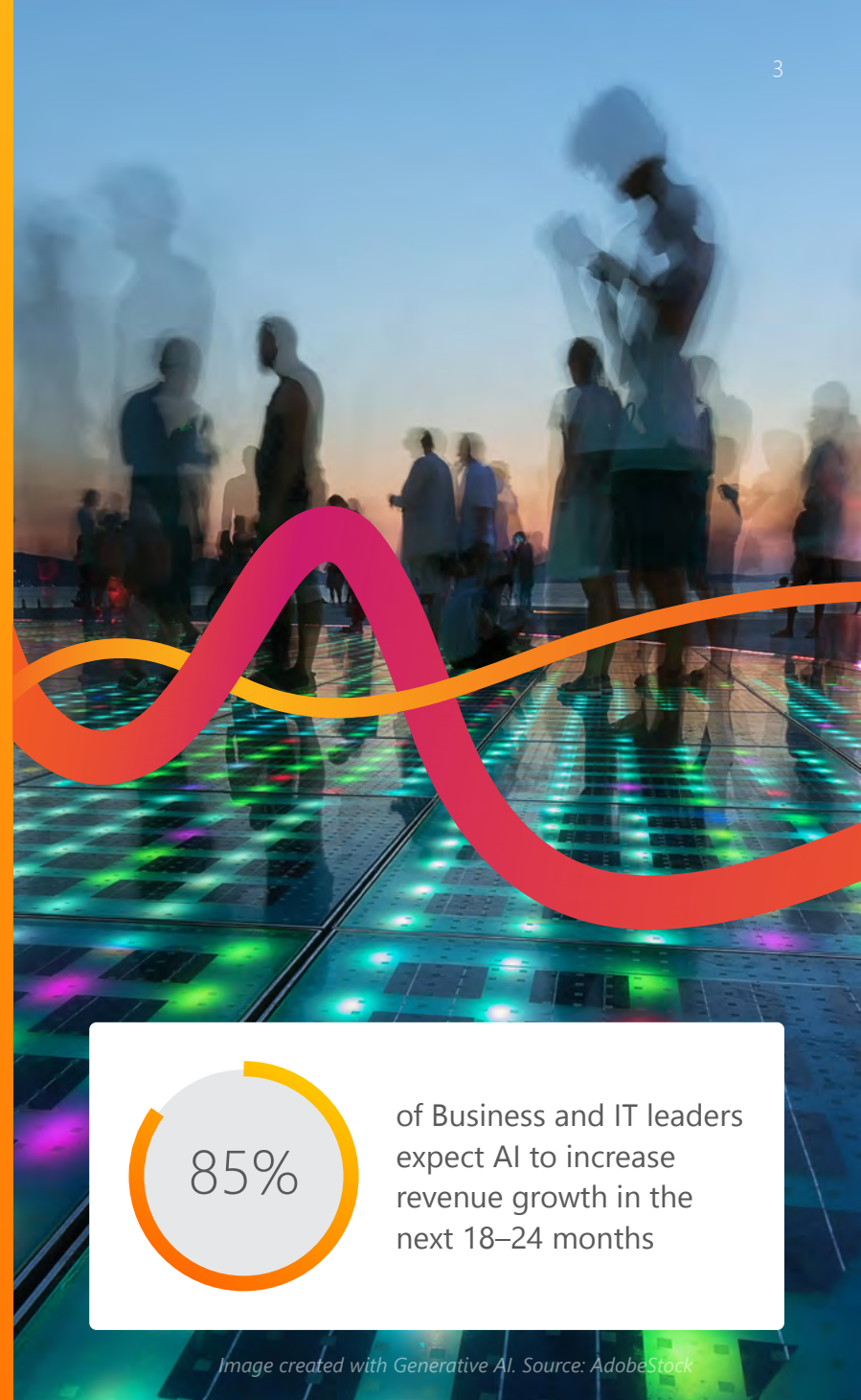


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There is no end point to AI readiness

It's critical that leaders enable their organizations and people to responsibly work and innovate with AI through continual change. Establish these fundamentals now to accelerate business value from AI and adopt an AI-first mindset.



Seize opportunities for growth with a multidisciplinary approach

Leaders need to consider more than the technology implications of AI. To ready for AI requires a multidisciplinary approach, spanning business and IT.



Supercharge workers with AI as a copilot

AI copilots can help your employees and should not replace them. Preparing your workforce for AI will require change management to get them comfortable and capable.



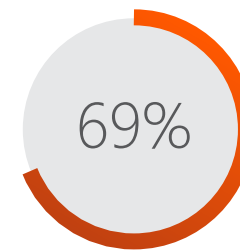
Infuse trust across the enterprise with guidance

Craft specific guidance and policies so that your employees can understand where, when, and how to use generative AI responsibly.



Build agility with a strong digital core

To fully harness its power, you need an AI-ready cloud, modern data, analytics and AI platform, and safe integrations with your enterprise's proprietary data.



69% of Business and IT leaders feel that their organization is vulnerable to reputational risk given its current and planned use of AI

Accelerate your technical AI readiness with Microsoft

When it comes to a unified enterprise, organizations should look at harnessing the power of their Microsoft investments to supercharge their workforce with AI. Not only has Microsoft invested in OpenAI and the development of large language models (LLMs) and the generative AI space for years, but it is continually releasing high-impact products and capabilities to democratize AI for all workers – frontline, “knowledge workers”, and even developers. Some of these advances include:



Microsoft Fabric

The end-to-end, unified Microsoft data, analytics and AI platform – offers a new data foundation approach that can help organizations prepare to harness maximum value of today’s generative AI technology and the rapidly-evolving AI innovations of tomorrow. [Read about the lessons we’ve learned strengthening Avanade’s own data strategy.](#)



AI Copilots

Will soon be embedded across the entire Microsoft ecosystem, meaning developers, makers and business users engaging with Microsoft’s cloud, workplace, security, low/no code tools and business applications will be able to collaborate with AI to get work done more efficiently.



Azure AI Studio

Enables developers to create their own AI copilots with the context of their organization’s own proprietary data, accelerating productivity and creating a richer, more insightful work experience.

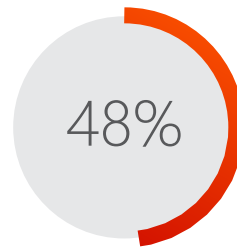


What’s more, built-in security and governance delivers trustable data that underpins responsible AI.

Hit the ground running with a Responsible AI framework

We are shaping a future where trust is embedded at the core of everything we do with and through technology. And once trust is lost, it is nearly impossible to regain. As AI becomes as pervasive as the mobile phone and the Internet, organizations need to rethink how they can – and should – do what matters.

Trends are indicating that organizations are shifting from an isolationist mindset and instead prioritizing trust and ecosystem cooperation to use resources more responsibly. Equity, safety, and transparency will be built into all aspects of AI, the network, cloud and devices. It's possible to start building that trust now with an intentional approach to responsible AI.



Nearly half (48%) of organizations do not have specific guidelines and/or policies put into effect yet for responsible AI

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Tips to start responsibly innovating with generative AI

IT leaders may be concerned about how to start training AI on their proprietary data safely and to embed transparency throughout the process and usage of AI. These are practical ways to get started.



1. Start with the most important question – “Why?”

Generative AI, as with all other technology trends, will only bring value if you truly understand why you are using it. What problem are you solving? Does the business case stack up? What outcomes and benefits do you really want to achieve? Being clear as to why this is good for your business and not just a thing to implement is fundamental to embracing generative AI.



2. Set the right foundation

Start simple in areas where you may have already deployed capability, like an existing chatbot. Select the use cases where introduction and integration of OpenAI capabilities can be done in a modular and scalable way with continuous evaluation of the model's performance.



3. Prepare your people

Generative AI is not all about cost cutting and automation. Change enablement will help users work iteratively from generated concepts that need to be tweaked, refined, enriched and approved. AI is your employees' productive assistant, not their replacement.



4. Appoint responsible AI ambassadors

Select for specific use cases and consider the availability of quality, diverse data for the domain, and the ability to incorporate human subject matter expertise feedback for rapid, iterative re-training of the model(s).



5. Establish governance

Consider a centralized function to investigate, validate, refine and channel AI across your business. There needs to be a robust approach of transparency to and communication with customers, partners and employees on risks, limitations and uncertainties. Risk control and mitigation plans need to be aligned with the affected stakeholders and legal requirements.

Seek an experienced partner you can trust

With more Microsoft MVPs, Microsoft Accreditations and Microsoft Partner Awards than any other organization on the planet, Avanade can meet you where you are on your AI journey and help you take advantage of all it can offer while maximizing returns on your technology investments. Our professionals have been working with OpenAI since its early integration with Microsoft and can leverage the collective knowledge we've cultivated across technology, people enablement, and responsible AI.

Need help? We're here for you.

Wherever you are on your AI journey, Avanade offers workshops and assessments that can help. [Contact us](#) with your specific needs.

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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers.

With the most Microsoft certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

As a responsible business, we are building a sustainable world and helping young people from underrepresented communities fulfill their potential.

Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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