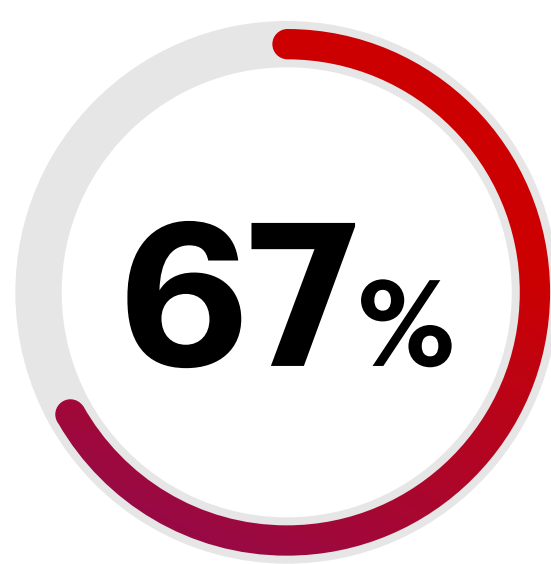


# Three Use Cases That Are Working in Generative AI Today

Leading companies demonstrate the use cases that are already delivering value and the technology required to implement them.

## Where do you stand with AI?

While few companies are taking on large AI-focused transformations today ...



of enterprise tech executives say they are prioritizing generative AI investments

... starting with experimental use cases

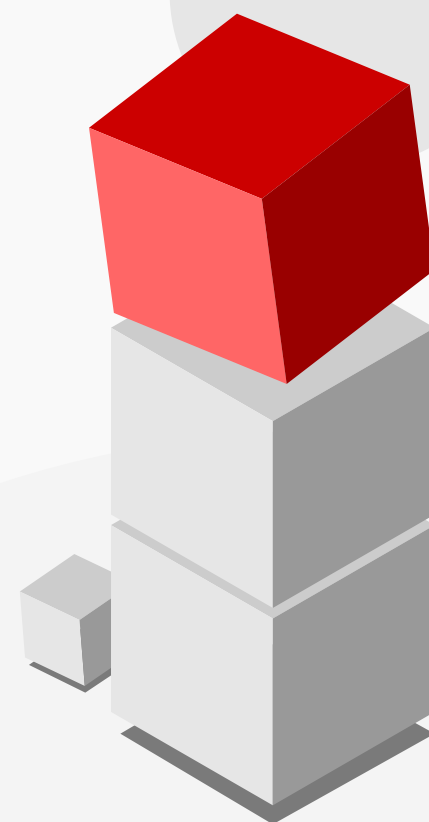


## The top use cases

In our experience working with more than **150 companies**, most of these efforts fall into three categories

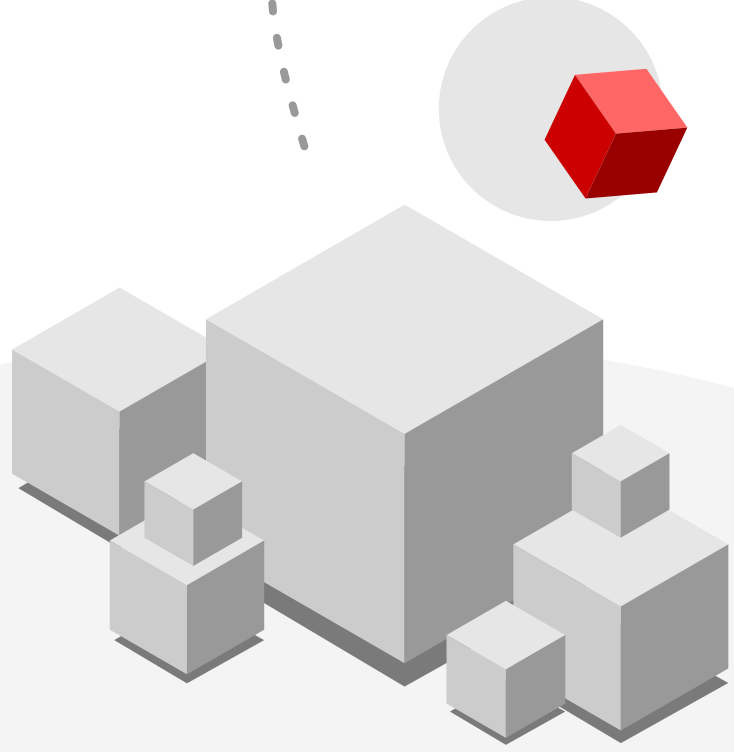
### Content generation

- ◆ **WHAT IT IS**  
Creating text, images, or code
- ◆ **WHAT YOU NEED**  
API calls to the AI model; integration with in-house systems and data
- ◆ **EXAMPLE**  
A retailer personalizes emails and sales scripts with customized, engaging content



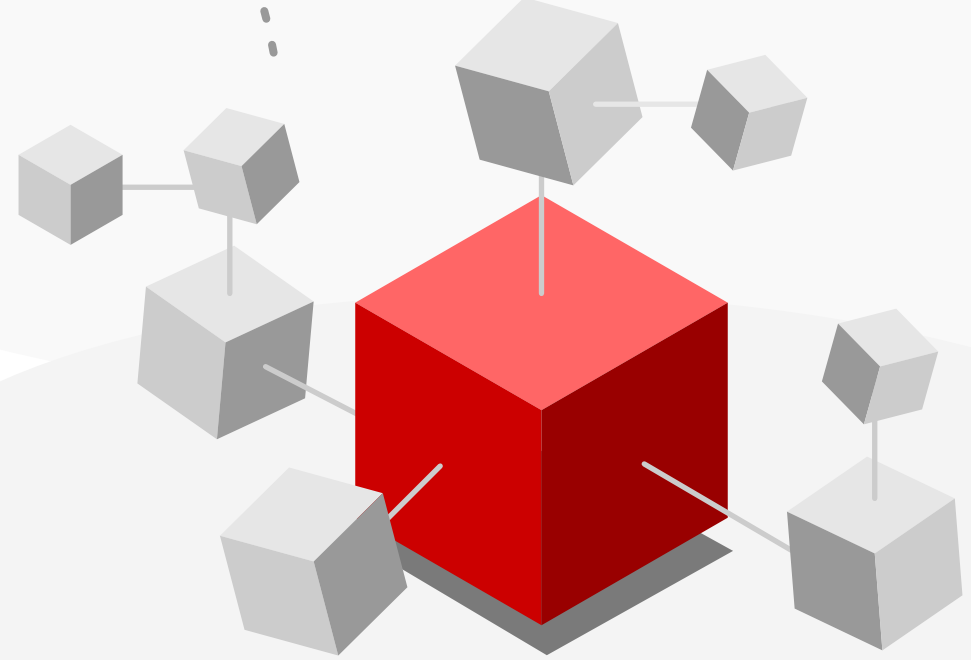
### Knowledge retrieval

- ◆ **WHAT IT IS**  
Finding information on products, services, or other company knowledge
- ◆ **WHAT YOU NEED**  
Vector database; high-quality data; good governance
- ◆ **EXAMPLE**  
A bank's virtual assistant helps relationship managers find relevant product and service info for clients



### Workflow execution

- ◆ **WHAT IT IS**  
Coordinating people, processes, and systems
- ◆ **WHAT YOU NEED**  
Deep integration with core enterprise systems; strong risk management
- ◆ **EXAMPLE**  
A utility draws data from its enterprise systems and customer history to create proposals and invoices



## Stay in the race

Exploring these low-risk applications now will build AI capabilities for more complex use cases at scale, providing real competitive advantage

