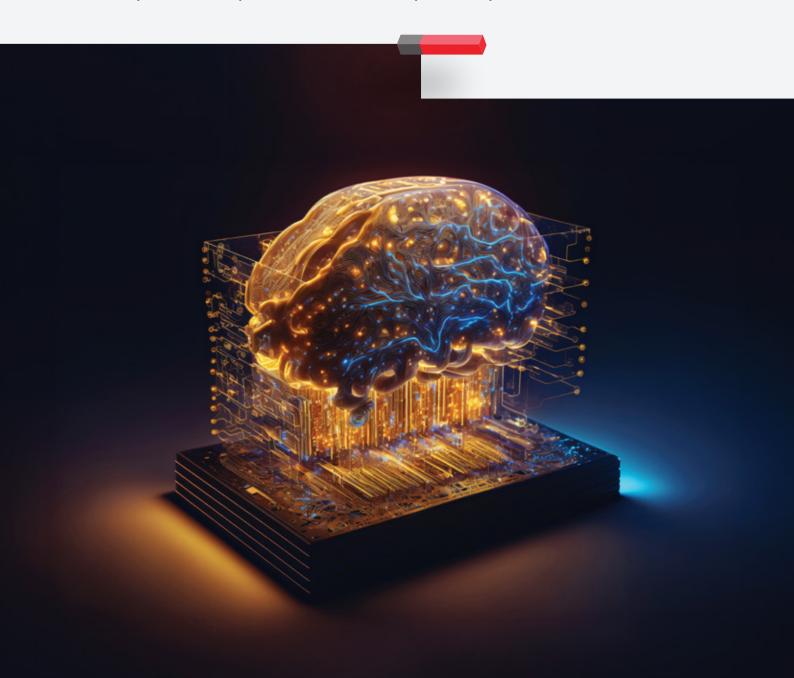


Generative Al

Accelerate Everything, Everywhere

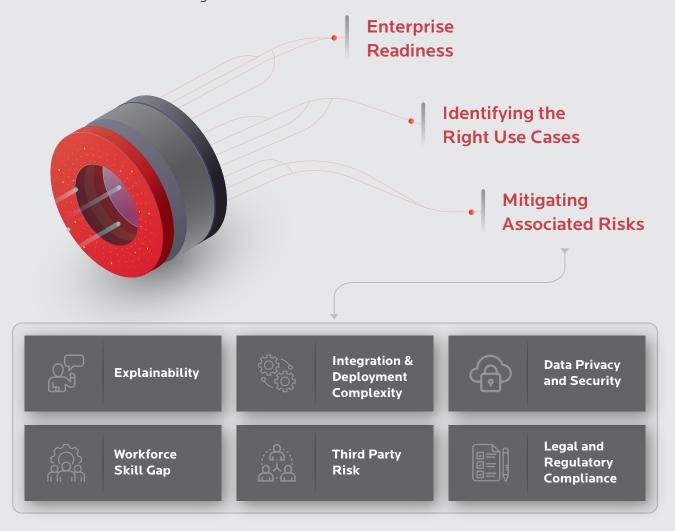
Unlock productivity. Unleash creativity. Scale performance.



The rise of Generative AI has sparked a revolution across various sectors, pushing the boundaries of work and imagination. As a catalyst for innovation, Generative AI can be pervasively applied. It holds great promise in transforming enterprises, enhancing productivity, augmenting human experience, and paving the way for exponential growth.

Early adopters of Generative AI will reap significant dividends, if they prioritize well

Standing on the cusp of change heralded by Generative AI, enterprises need to rapidly differentiate and gain an edge over their peers in the fiercely competitive landscape. At this juncture, enterprises need to focus on the following



Enterprise Usecases for Generative AI Adoption

Focus	Banking & Fin. Services	Life Sciences & Health Care	Consumer & Retail	ಕ್ಷ್ಮಿಧ್ಧಿಣ Technology	Media & Telecom	〇〇 Industrial & Manufacturing	Government & Public Sector
Vertical	Fraud Simulation & Pattern Detection	AR/VR Content Generation for Digital Therapy	Personalized Conversational Retail Experience	Personalized AR/VR Experience Generation	Original Games Creation	Geological Assessment	Academic 24/7 Office Hours Virtual Assistant
	Tax and Compliance Audit & Scenario Testing	Predictive & Virtual Patient Triage	Customized Product Design & Recommendation	Automated Product & Hardware Design	Trailer & Summary Generation	Generative Simulation	Infrastructure Mapping
	Retail Banking Transaction Support	3D Images of Anatomy for Education	Product Details & Photography Generation	Personalized & Automated UI/UX Design	Script/ Score Design	3D Env. Rendering: Well Sites Pipelines, etc.	Disaster Recovery Simulation
	Personalized Virtual Financial Advisor	Health & Wellness Plan Creation	Fashion Outfit Curation	Product Testing & Feedback Generation	Personalized News	Automated Tech. Equipment Training	Fraud, Waste & Abuse Prevention Reports
	Financial Reporting Analysis & Insight Gen.	Drug Discovery Through Molecule Simulation	Personal Art Creation & Edits	Software Sales, CX & Retention Support	Original Fictional Short Stories Generation	Generative Automation for Smart Factories	Research w/ Citations & Explainers
ı	End-to-end Automated Customer Service Self-serve HR & IT Functions Personalized Conversational Retail Experience Customer Feedback Sentiment Classification Automated Code Debugging Dialogue Generation for Virtual Assistants						
Horizontal	Marketing/Sales Content Generation 3D Environment Rendering: Metaverse Enterprise Search & Knowledge Mgmt. Accessibility Support (text-to-speech & speech-to-text) Autonomous Code Generation & Completions						

Personalized Targeted Ads across platforms



Deploy Generative AI at Scale with Birlasoft Cogito Generative AI platform



Rapid rollout of Birlasoft Cogito



Secure & seamless implementation of diverse use cases for early value realization



Re-usable frameworks for early value PoCs & MVPs



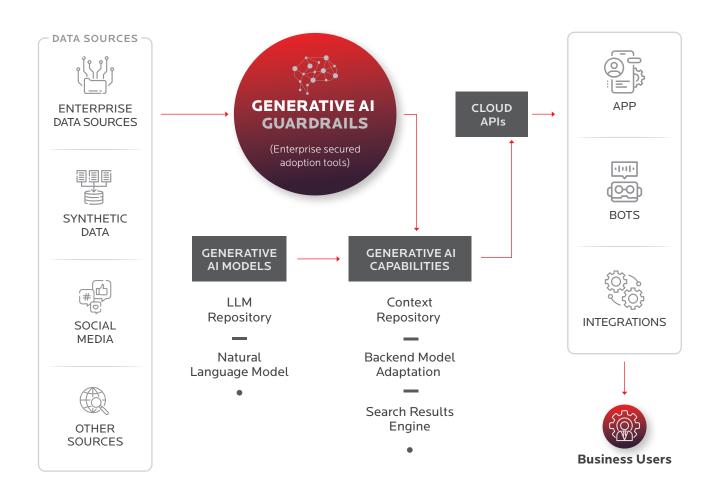
Enterprise adoption guardrails and built-in compliance



Multiple Generative AI skills & capabilities with single Enterprise interface

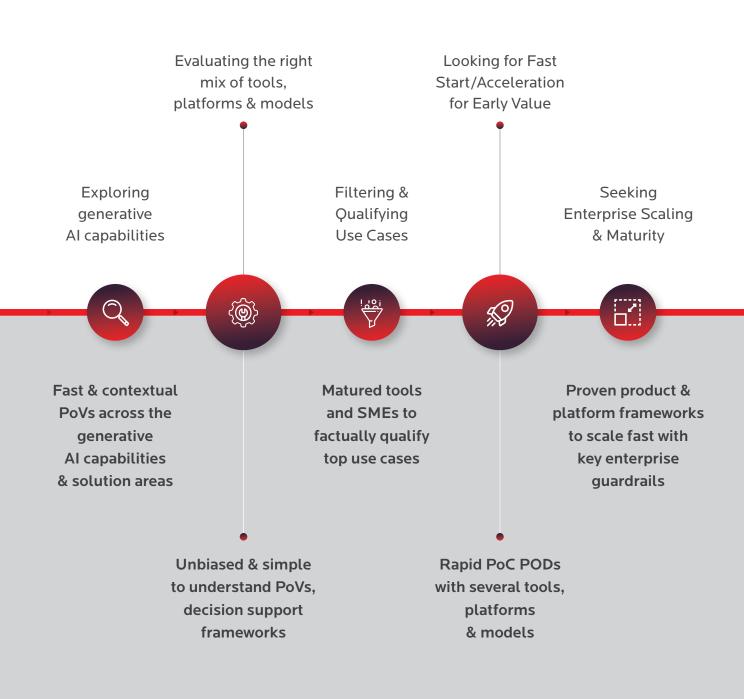


Pilot implementation in 2-3 weeks



Win Every Stage of your Generative Al journey

Generative Al Journey



Case Study

Accelerating Go-to-market and Commercial Operations for a Life Sciences Organization with Generative AI

Campaign artefacts & graphics generation for Marketing & Sales Operations

Creation of first drafts of hyper-personalized visual and text-based content for promotional materials, such as videos, graphics, and social media posts, based on the campaign objectives and target audience.

Appropriate prompt engineering guardrails ensured that content was within policy and compliance guidelines, ensuring messages and promotional materials were truthful, balanced, and accurately communicated.

Value Created

50-60% of all first drafts of brochures and other marketing operations was generated with Generative Al.

30-40% optimization was observed in launch and campaign time frames.

Engage with Birlasoft





Generative Al Thinking workshop PoC/MVP & proof of value with golden use cases

Challenge The Norm

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified CK Birla Group, Birlasoft with its 12,500+ professionals, is committed to continuing the Group's 161 year heritage of building sustainable communities.

contactus@birlasoft.com | birlasoft.com









