TechM Generative AI Studio™
GenAI Xperiment as a Service (XaaS)

Explore new possibilities through technology EXPERIMENTS

Why Experiment is important

Increase speed and agility by validating new ideas, without investing significant time & resources

Multiple iterations leads to more **informed and accurate decisions**

Fail fast enables organizations **mitigate risk & avoid costly mistakes**

Better alignment with business goals such as increasing revenue, improving customer experience, or reducing costs

Why Generative AI Experiment?

Very early stage in the tech curve, **rapidly evolving and expanding**. But, what's possible with it – yet to be fully explored

Not enough documentations till date

Too many **disparate vendors**

Opportunities are plenty, but **not advisable to directly productionize** until the predictability, stability are validated

Expertise & support **from experienced partner** is advisable

By 2025	Up to 50%	Over 30%
Generative AI is expected to produce **20%** of all test data for consumer-facing use cases	Drug discovery and development initiatives will involve Generative AI	Manufacturers will use it to enhance their product development effectiveness

Generative AI Market Size is projected to reach US$ 30.4 Billion by 2028

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What is TechM's proposition for you to make a meaningful start with Generative AI?

Tech Mahindra's Value Add - Generative AI Studio – Accelerator for Experiment stage

Continuous experiment as a service with a **team of experts (POD) with Generative AI and Microsoft AI services expertise**

Setting up the environment deciding the **Tools & Techniques** that best suit your Enterprise

Do different **experiments** on the chosen use cases using Microsoft AI services and experts and see immediate results **ON YOUR DATA**

Leverage **TechM Generative AI Studio™** to speed up the process of experimentation on Microsoft AI services

What's in it for you?

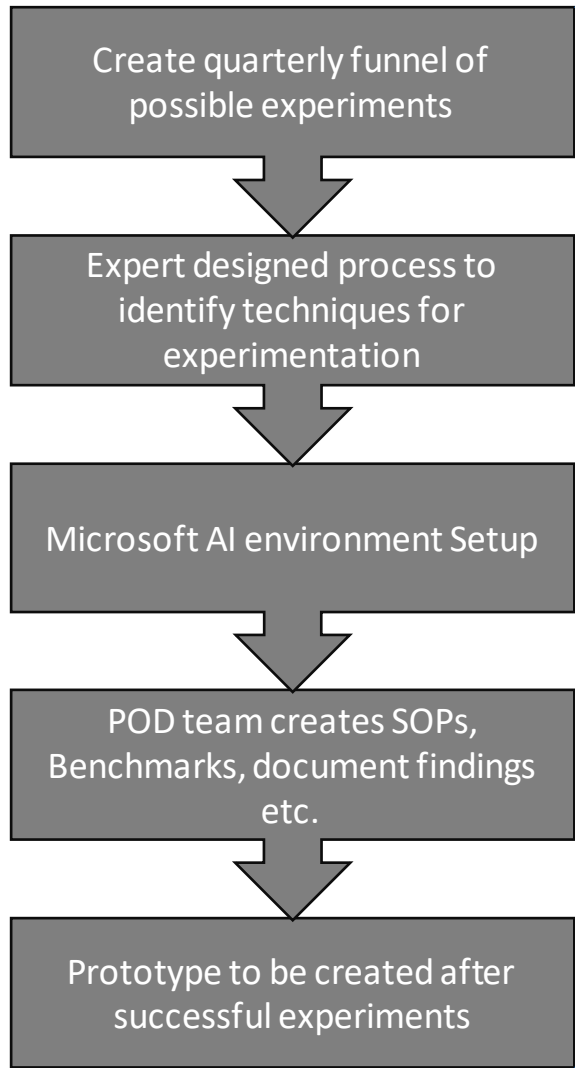Strong Partner Ecosystem with **Microsoft AI Services**

Create **SOPs**, **Benchmarks**, **To-be processes, architecture, and business case** across use cases

Collect **feedback** from the stockholders. **Review** every quarter

Speed up opportunity identification and qualification around this new and evolving area of **Generative AI**

Prototype with Audio, Visual, Image, Code, Documents

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The Lifecycle of Experimentation to Scale

Create quarterly funnel of possible experiments

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Expert designed process to identify techniques for experimentation

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Microsoft AI environment Setup

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POD team creates SOPs, Benchmarks, document findings etc.

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Prototype to be created after successful experiments

Lifecycle

01 → 02 → 03 → 04

01 Experiment

Focus: Testing an idea, hypothesis, or concept using Microsoft AI services to determine if it is worth pursuing further

Goal: To gather data, learn, and make a decision on whether to move forward

02 PoC

Focus: Building a basic version of the solution to test its viability using Microsoft AI services

Goal: To determine if the solution works as intended and to identify any potential issues

03 Pilot

Focus: Test in a real-world scenario with a small group of users

Goal: To gather feedback and data to refine the solution and identify any areas for improvement

04 Scale

Focus: Expand the solution to meet the growing demands of the users

Goal: To increase the reach and impact of the solution, while ensuring its stability and reliability

We create a wave of potential technical experiments aligned with business goals

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Generative AI - Experiment with Potential UCs and Implement Real UCs

The Realm of Possibilities

Audio
- Transcripts
- Summary (speech to text)
- Tone/emotion/sentiment
- Audio generation (e.g. Education, Music)
- Content moderation

Image
- Synthetic image creation
- Image captioning
- Summary generation, QnA
- Search & Extraction
- Image alteration (edits, backgrounds, styles and masking)
- Image enhancements
- Content moderation

Text
- Text summarization
- Semantic Search and Entity Extraction
- Chats/conversation, QnA
- Content creation (e.g. marketing, product guides, article writing)
- Text to speech (Chatbots/ Voicebots)
- Conversions - tone/grammar
- Language translations

Video
- Video generation (e.g. Education, entertainment, advertising)
- Video enhancements (quality, lost/damaged content)
- Video summarization, QnA
- Search and QnA
- Motion detection
- Language dubbing
- Subtitles
- Content moderation

Code
- Code generation
- Code documentation & summary
- Code migration
- Test scenarios and test scripts generation
- Synthetic data generation
- Log summarization

Why us?

Our labs across geographies

Our labs serve as innovation hubs. Several exciting projects are running in different areas of AI, and integrating cutting-edge technologies to build numerous solutions for various industries using Microsoft AI services

We know your ecosystem

Experience in making seamless and efficient development, deployment, scaling and maintenance of AI/ML models built using Microsoft AI services

We have a team of technocrats and domain experts

Our Microsoft AI experts help us create value propositions, define role and prioritization of the use cases and areas to solve the business problem at ease, with their experience

Robust in ensuring that there is no bias

We have defined the right principles and transparent governance structures that builds trust in AI amongst all stakeholders

Our strong Partner Ecosystem

Our partnership with Microsoft as well as our experience in niche capabilities enable us to provide the right solution to our clients.

"We strive for excellence in everything we do"

Thank You

Please write to **AIFrontdoor@TechMahindra.com** for any further details on our offerings.

Disclaimer