

# Generative AI Proof of Value Workshop

Why consider Generative AI for your business?

## Promising Advance

As per MIT Technology Review<sup>1</sup>, GenAI is one of the biggest leaps in AI in the past decade.

## Idea and Content Generator

Create new content, including audio, code, images, text, simulations, 3D objects and videos.

## Analysis at Scale

Analyze vast amounts of data and find patterns and correlations that humans may not identify for new avenues of growth.

## Step 1: Introductory workshop on GenAI

Persistent conducts workshops for Enterprises and ISVs on GenAI.

Get a firm understanding of what is possible with GenAI today.

Know about high-impact use cases for your business that GenAI can enable with optimal ROI.

## Understand GenAI

Get to know the history and current state of GenAI as it is today for an Enterprise.

## Demos on GenAI

Go beyond the popular ChatGPT 4 and see the art of the possible with GenAI.

## Prompt Engineering

Know about this AI engineering technique for refining LLMs with specific prompts / inputs to get desired outcomes.

## Measurement

Understand the metrics to measure success and ROI in any GenAI-driven use case.

# Step 2: GenAI Proof of Value Workshop

**Initial workshop**  
to understand business needs and data availability

**In 60 days**  
Persistent implements appropriate GenAI pipeline on your datasets


**Additional 15 days**  
to fine-tune fresh input data and minor enhancements

**You decide on the next steps:**

- \ Engage with Persistent for implementation of the GenAI use case in production or;
- \ Transfer knowledge and continue the work in-house or;
- \ Decommission the GenAI use case, data and outcomes


## The value Persistent delivers

**Always at the forefront of new technology-enabled services for our customers.**


**Ideate**

- \ Obtain a series of GenAI-supported use cases for your business lines.
- \ Get a critical thinking method that works for GenAI associated ideation.


**Recognized for our innovation and customer-centric approach to challenges.**

**Assess**

- \ Get a framework to be able to assess “achievability” and ROI of exploratory GenAI use cases.
- \ Know how to measure the “promise” of each GenAI use case.

**Select**

- \ Jointly select the series of use cases that would benefit your business objectives and your organization the most.

**Implement**

- \ Discuss the implementation framework, resources, timelines and estimated expenses.
- \ Measure the success and iterate with next use case.

# Collaborating with Persistent

## Single Point of Contact (SPOC)

A SPOC for the engagement to help us schedule time with a variety of stakeholders and teams.

## Attendees

People who have a strong business understanding, who face challenges and evaluate the results from a business perspective.

## Diversity

Business members, operations teams, client / relationship managers, data scientists, IT team.

## Availability

Access to relevant data sets within the enterprise and across public sources, and to the right knowledge workers.

## Enablers

Representative business stakeholders should be empowered to assess outcomes and make decisions.

## Reference

1\ <https://www.technologyreview.com/2022/12/16/1065005/generative-ai-revolution-art/>

**Schedule your workshop**

**Register now**

### About Persistent

With over 22,750+ employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. We work with the industry leaders including 14 of the 30 most innovative companies as identified by BCG, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare and software ecosystems. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, as well as take actions that advance societal goals.

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