

# Generative AI and AI/ML services

Generative AI has emerged as a transformative force for businesses across industries, particularly since the release of ChatGPT in December 2022. This rapid ascent marks a pivotal moment in AI's evolution, with organisations recognising its immense potential to provide a significant competitive edge. Over the next decade, Gen AI could increase global GDP by 3% to 7%, potentially adding trillions of dollars to the economy.

A 2024 survey reveals that 87% of CEOs believe the benefits of AI to their businesses outweigh its risks. The adoption of Gen AI has surged among consumers and digital workers, with 75% of global knowledge workers using it—46% of whom started within the last six months. Users report that AI helps them save time (90%), focus on their most important work (85%), be more creative (84%), and enjoy their work more (83%).

## Gen AI use cases – 6C framework

There is tremendous potential for applying Generative AI (Gen AI) across various business functions and industries. To maximise its impact, Gen AI should complement traditional or discriminative AI. Our 6C framework provides a broad direction for identifying Gen AI use cases, categorised into six key areas:



### Conversational AI agents

Enhancing customer interactions.



### Creative use cases

Image generation, audio-related use cases, including generating audio from text prompts, speech synthesis, and generating music and generating 3D image/video, video editing.



### Content

Creating emails and marketing content (e.g., ChatGPT, Gemini, Copilot in Windows).



### Classification use cases

Organising and categorising data.



### Concision

Extracting information and summarising content.



### Code

Use cases include generating code in different programming languages, generating SQL, explaining code and reverse engineering code to produce documentation.

We believe Gen AI has huge potential across industries and business functions, including sales and marketing, service operations, product development, R&D, IT, and HR.

# Our approach to delivering Gen AI programmes

01

## Create a business case for Gen AI/Al

Value delivered, cost benefit analysis, ROI, sustainable approach, responsive AI principles

## Identify use cases

Identify use cases that would be suitable for your need and would provide business benefit.

02

03

## Decide a Gen AI approach

Decide the Gen AI approach using Consume vs Customise vs Code Decision Framework

## Choose the model

Choose between open source vs closed source, LLM vs SLM, cloud hosted/managed vs self hosted model

04

05

## Finalise tech stack and tools

Finalise the tech stack including Gen AI framework, Orchestration library, vector database

## Collect and prepare your data

Get your data, cleanse the data and prepare your data to be used for Gen AI

06

07

## Design and implement

Implement using prompt engineering/RAG/fine tuning/pre training/build. Integrate model with the application(s)

## Evaluate and optimise

Evaluate your model for optimum output and optimise iteratively

08

09

## Deploy and monitor

Deploy your model for production use. Govern, monitor and operate your deployed model

# AI ethics and governance

As AI systems are increasingly applied to critical and impactful use cases—from identifying job candidates to underwriting insurance and healthcare applications—ensuring these systems are unbiased, fair, safe, secure, and reliable must be the top priority. Additionally, AI systems should respect intellectual property (IP) rights and adhere to AI and data-related laws, regulations, and compliances (e.g., the EU AI Act, Canada’s Artificial Intelligence and Data Act (AIDA), GDPR). Ultimately, AI systems should protect and reinforce positive human values.

Our responsible AI (RAI) framework addresses all aspects of AI ethics and governance, and we apply this framework in all our Gen AI and AI/ML projects.



## Fairness and equality

AI systems should treat everyone fairly and avoid impacting similarly situated groups (based on race, sex, age, gender, ethnicity, and disabilities) differently.



## Regulations and compliance

Countries worldwide, including the US, EU, and China, are developing regulations to ensure AI is used for the betterment of humanity.



## Inclusivity and non-discrimination

AI systems should not deny opportunities based on identity, ensuring that services or benefits are not unfairly excluded.



## Transparency, explainability and interpretability

AI systems should be explainable, interpretable, auditable, traceable, and capable of being debugged, with transparency for stakeholders and governance.



## Reliability and safety

AI systems should operate reliably, safely, and consistently, performing as designed, responding safely to unanticipated conditions, and resisting harmful manipulation.



## Protection and reinforcement of positive human values

AI systems should be designed to protect and reinforce positive human values and must not be used to cause harm.



## Security and privacy

AI security protects systems and valuable insights from attacks and vulnerabilities, while AI privacy focuses on the ethical collection, storage, and usage of personal information.



## Accountability

Designers and deployers of AI systems must be accountable for their operation. Organisations should follow industry standards to ensure AI systems are not the final authority on decisions impacting people’s lives.



## Intellectual property

Ensure AI systems do not infringe on IP, patents, or copyrights. When using IP information, proper attribution should be made to avoid infringement.



## Governance

A set of processes, policies, and tools that engage diverse stakeholders across data science, engineering, compliance, legal, and business teams to ensure AI systems are developed, deployed, used, and managed to maximise benefits and prevent harm.

# Our Gen AI and AI services

We provide end-to-end support, from AI-readiness assessments to identifying and prioritising optimal use cases, followed by Gen AI proof of concepts (POCs) and design/build services. Our offerings also include AI ethics and governance services, covering all aspects of responsible AI, FinOps for AI workloads, and sustainable AI.

## AI-readiness, design and build services

- **Gen AI-readiness assessment:** We evaluate your readiness for Gen AI by assessing your people, processes, technology (AI, data, cloud, security), and operational capabilities to build a strong business case for AI adoption.
- **Gen AI proof of concept:** After identifying the business case and use cases, we assist in conducting a technical POC, ranging from a few weeks to several months.
- **AI design and build:** We support the architecture, design, build, and testing phases across Gen AI, AI/ML, cloud, and data platforms.
- **Intelligent applications:** We enhance your existing applications with new intelligent features powered by Gen AI and discriminative AI.

## AI ethics and governance services

- **Responsible AI (RAI):** We address privacy, bias, trust, risk, security, data protection, and sovereignty to maximise AI's benefits.
- **Explainable AI (XAI):** XAI provides transparency in AI decision-making processes, ensuring clarity for users and stakeholders.
- **FinOps for AI:** As Gen AI costs rise, we help analyse, optimise, and govern your AI/ML, cloud, and data costs with a full-stack approach.
- **Sustainable AI:** We ensure your AI initiatives are sustainable, benefiting your company, clients, employees, partners, the broader ecosystem, and the planet.

For further queries, please contact:



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