

June News | Generative AI survey of 60 industry leaders! | Lots of buzz at Artefact's booth at VivaTech: GenAI demos and conferences

GENERATIVE AI SURVEY BY ARTEFACT
THE TECHNOLOGY, THE REWARDS & THE RISKS

Interviews with industry & thought leaders, early adopters in generative AI technology

Generative AI represents a major paradigm shift. It will massively impact everyday tasks and improve business productivity by simplifying processes and augmenting human capabilities.

Artefact, ***in partnership with Google Cloud***, conducted an in-depth **qualitative study** of generative AI, based on interviews with **50 key industry leaders and decision-makers**. We explored their initial experiences with GenAI in their business units and gathered first-hand advice and expertise on their technology choices, adoption plans, strategies, use cases, concerns and prospects for Gen AI for their businesses and employees.
We also explore its applications and benefits for business, as well as the impact it will have on jobs, people, ethics and ESG.

Furthermore we questioned **65+ companies** about generative AI and used their insights to create **quantitative illustrations** showcasing **emerging trends** among our clients.

"This study is a unique, useful, relevant guide for those considering leveraging the power of generative AI. It offers practical, proven advice to help navigate the complex GenAI landscape and facilitate successful adoption and implementation," *says* Hanan Ouazan, Partner & Generative AI Lead.

ARTEFACT AT VIVATECH DATA & AI CONFERENCES AND LIVE GEN AI DEMOS

Enjoy the Artefact's tour at VivaTech!

Artefact was at **VIVATECH 2023**, Europe's biggest event for innovation and new technologies. With over 150,000 visitors from 174 countries, attendance surpassed that of tech darling CES in Las Vegas!

Our booth was a great success, attracting interest from many important enterprises. We held more than 40 Data & AI conferences, welcomed over 50 client delegations, and featured 200+ live demos of new user-empowering solutions embedding generative AI technologies from our Tech partners, **Microsoft** and **Google**, as well as joint presentations on the **IBM** booth and Google VIP Lounge!

VINCENT LUCIANI, CEO OF ARTEFACT, SHARES HIS VISION FOR THE FUTURE OF AI AT VIVATECH

(For videos, you can enable subtitles in your language directly in YouTube – check settings)

TO BE COMPETITIVE, COMPANIES MUST USE GENERATIVE AI RESPONSIBLY

Read the Article

“What sets ChatGPT apart from its predecessors is its ultra-simple interface based on conversation-like ‘prompts’. This intuitive use, coupled with AI’s ability to process vast amounts of data and deliver fast, accurate results, multiplies the speed of execution and decision-making for professionals tenfold,” explains Vincent.

But with great power comes great challenges:

– Environment: LLMs have massive carbon footprints

– Employment: the impact on jobs

– Regulation: all about the coming AI Act

“We are convinced that generative AI has and will have a positive impact on the operational performance of companies and the productivity of their employees. It’s a very exciting time for businesses, with opportunities, but also challenges,” adds Vincent.

DEMOS OF NEW GEN AI APPLICATIONS: IMPRESSIVE!

A Website Knowledge Bot,
developed with Microsoft’s Azure OpenAI Service for exploiting LLMs, and Azure Cognitive Search for semantic search

This conversational bot allows users to navigate through internal resources to obtain answers that are far more precise than those from a search engine. **Website Knowledge Bot** helps reduce support costs and improve internal knowledge availability for companies.

GENERATIVE AI: A CONSUMER REVOLUTION WITH HIGH-VALUE BUSINESS USE CASES FOR COMPANIES

Read the Article

Hanan examines the four categories of generative AI Use Cases designed and tested with our clients:

Accessibility to previously complex data for roles with little or no data analysis expertise.

Customer relations technologies for chatbots that respond directly to customers or assist humans.

Content generation of texts, images, and sounds to fuel marketing initiatives.

Improving efficiency of pre-existing models or logistics processes.

“To make the most of GenAI, brands must quickly address governance, and strategy challenges, while also considering the ethical and environmental impact of the applications being developed,” cautions Hanan.

LIVE CONFERENCES RECORDED AT THE ARTEFACT VIVATECH BOOTH

Developing generative AI solutions to become an “augmented” company

Iliass Benryane, Manager Data Science , gave a talk on generative AI, beginning with a review of the events of the last six months, from the launch of ChatGPT to where we are with GenAI today. He also discussed:

How generative AI will impact operations;

How to get started with GenAI in an evolutive environment;

Generative AI uses cases and demos.

“There’s a lot of hype around generative AI today, and for good reason: we really are at the beginning of something revolutionary – but I want to stress that it’s a revolution of use cases, not simply of technologies.”

An AI Visual recognition solution to improve quality of service at Orange France

Justine Nerce, Managing Partner

Orange use case

Orange use case

How to get employees onboard through effective data governance

Watch as Fabrice Henry, Managing Partner at Artefact, discusses the many benefits of effective data governance, particularly motivating

individuals to embrace data-related roles.

“At Artefact, our focus is to make analytical products successful, so we adopt a pragmatic approach to address data access challenges.” Here are six key steps for success:

Simplify language to make concepts more relatable.

Demonstrate business value by showing attainable outcomes.

Leverage technology to facilitate data quality.

Empower end-users to democratize data usage.

Choose motivated individuals for data roles.

Align with strategic initiatives to gain traction and support.

Unlocking business value through a Customer Data Platform (CDP)

Matthieu Myszak, VP Data Consulting at Artefact, spoke about CDPs in business today, noting that companies from all industries are implementing them to generate insights, enhance customer experiences and fuel revenue growth.

“For our client STELLANTIS, a leading global automaker, the CDP enables unification of customer profiles and orchestrates the activation of data-driven insights for media personalization, customer experience personalization, and CRM and marketing automation. It also serves as a lever for the group’s measurement tools, enabling real-time and efficient performance measurement for all use cases based on the CDP.”

Identifying and prioritizing data use cases through hackathons

Christophe Fourleignie Duc, Partner Artefact Open Innovation, says: “To reach the full potential of Data/AI and digital innovation, organizations face well-documented human challenges: cultural resistance, lack of talent and skills, limited understanding of the potential of data among non-experts…

Based on Design Thinking & Lean Startup, our hackathons take into account the following key success factors:

Determine your business strategy before any investment or technical considerations.

Rely on and involve insiders to reach the full potential of digital innovation.

Design projects from the outside in (customer satisfaction and intimacy) to the inside out (our teams and resources).

Bring the start-up culture inside: iteration, prototyping, decisions made quickly; various stakeholders involved…”

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