



Oracle and Accenture
Generative AI:

Unlocking Enterprise Value

Are you prepared for the
Gen AI revolution?



Generative AI is the next new frontier

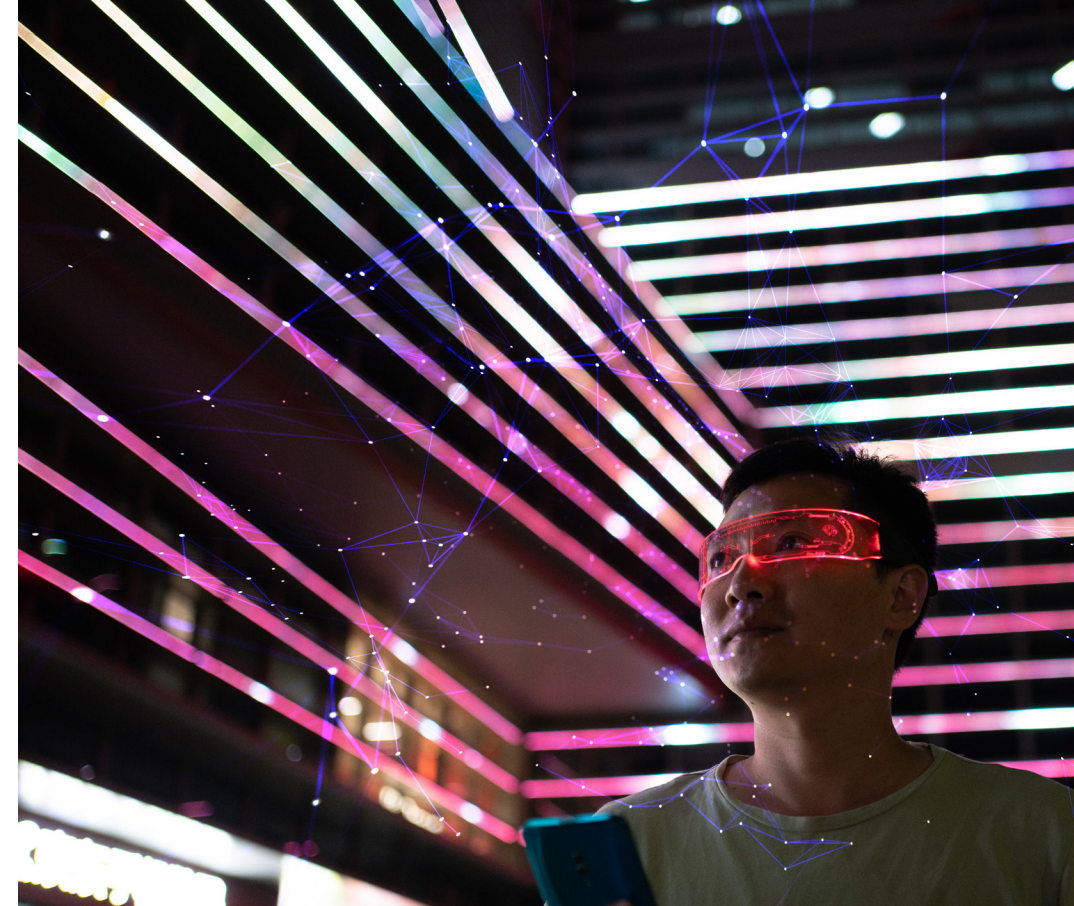
With the emergence of ChatGPT in November 2022, generative AI (Gen AI) became accessible to the entire world overnight, changing the conversation around AI's potential forever.

Accenture found across all industries that 40% of all working hours can be impacted by Large Language Models (LLMs) like GPT-4. This is because language tasks account for 62% of the total time employees work, and 65% of that time can be transformed into more productive activity through augmentation and automation.¹ Such a massive productivity increase can help enable businesses to achieve more with the same budgets and staff, helping industries where staff shortages are a major concern.

Although 98% of C-level leaders agree that generative AI foundation models will play an important role in their organizations' strategies in the next 3 to 5 years, enterprise adoption has been slow.² Businesses are cautiously experimenting with Gen AI in order to assess potential risks and challenges they may face.

98%

of C-level leaders agree that generative AI will be key to their strategies in the next 3 to 5 years.



Source:

1. "A new era of generative AI for everyone - The technology underpinning ChatGPT will transform work and reinvent business", Accenture, 2023.

2. "When Atoms meet Bits - The foundations of our new reality", Accenture, 2023.

How organizations can prepare for Gen AI adoption today:

1.

Create a Gen AI strategy and select LLMs that fit your business needs – for example, is your business going to consume or customize the models? How large and tailored do they need to be?

2.

Secure the ways users interact with the LLMs and increase adoption by creating a trusted “sandbox” where users can get familiar with Gen AI and learn about responsible AI use.

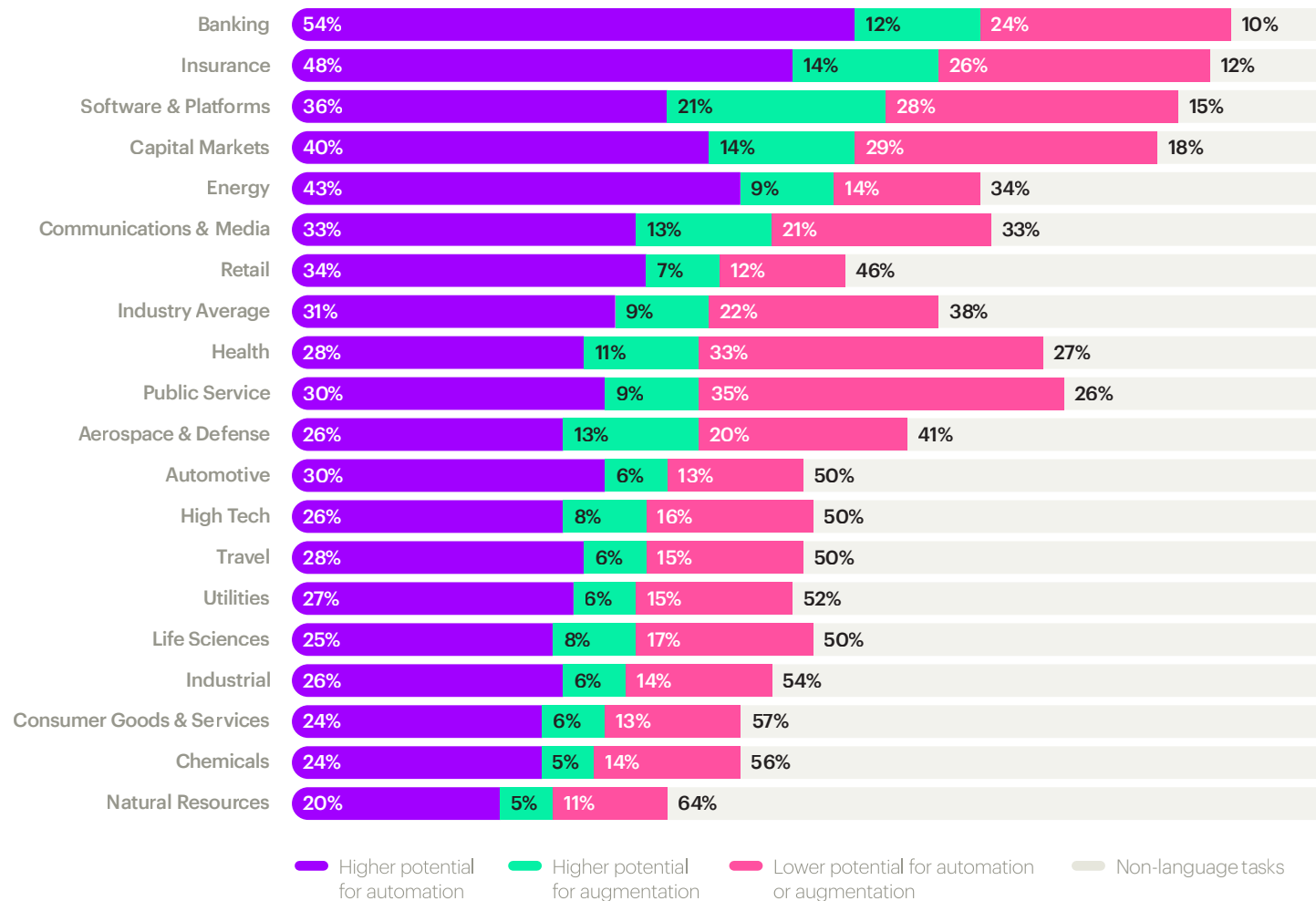
3.

Prepare your enterprise data for Gen AI. This is critical to unlocking the value of Gen AI, since the validity and accuracy of outputs directly relate to the accuracy of the data used to train LLMs. Inconsistent, non-standardized data and processes that are not documented will prevent Gen AI from providing useful, company-relevant answers.

Organizations that take steps now to prepare for the adoption of Gen AI at scale have the potential to become the future winners in this new era of AI.



Figure 1 : Generative AI will transform work across industries³



Work time distribution by industry and potential AI impact

Based on their employment levels in the US in 2021

40% of working hours across industries can be impacted by LLMs

Why is this the case? Language tasks account for 62% of total worked time in the US. Of the overall share of language tasks, 65% have high potential to be automated or augmented by LLMs.

Source:

3. "When Atoms meet Bits - The foundations of our new reality", Accenture, 2023.

The value of generative AI

Gen AI can revolutionize the way businesses interact with AI and derive value from it, augmenting the human experience like never before. Enterprise integration of Gen AI can drive major benefits:

97%

of global executives agree AI foundation models will enable connections across data types, revolutionizing where and how AI is used.⁴



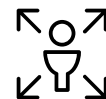
Do more:

40% of all working hours can be impacted by LLMs. This additional capacity may increase throughput and allow businesses to achieve improved operations with the same spend and staff.⁵



Help reduce risk:

A Gen AI co-pilot can support employees and enhance interactions to create more compliant business processes, helping reduce audit and regulatory risk.



Improve employee experience:

Incorporating Gen AI in operations can reduce repetitive manual work and allow employees to focus on tasks that truly require the 'human element'. This increase in focus can drive additional creativity and innovation.



Improve customer experiences:

Embedding Gen AI into engineering, operations and workflows can re-invent and improve customer interactions, product development, and sustainability.

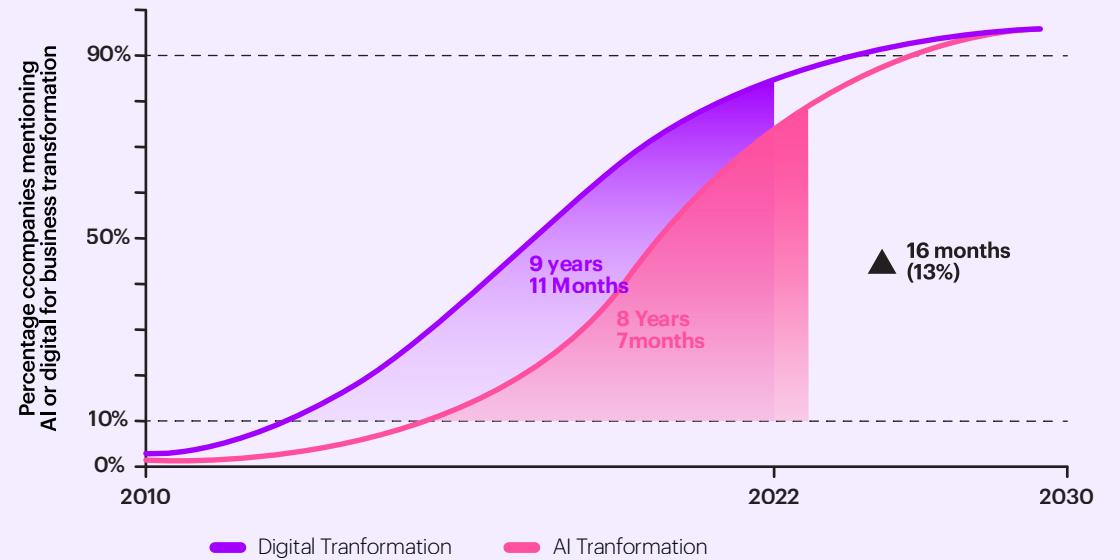
Source:

4. "When Atoms meet Bits - The foundations of our new reality", Accenture, 2023.

5. "A new era of generative AI for everyone - The technology underpinning ChatGPT will transform work and reinvent business", Accenture, 2023.

The differentiator: Ability to quickly scale enterprise-level Gen AI

We project that the AI revolution may far exceed the pace of the digital revolution we have observed in the past decade. The companies that are preparing now and have a plan to achieve enterprise-wide adoption and Gen AI ops at scale may emerge as the leaders in the pack – but the window of opportunity to get ahead is closing.



Source:

“The art of AI maturity - Advancing from practice to performance,”
Accenture, 2022, The Art of AI Maturity | Accenture

The Gen AI Adoption Challenge

While most companies recognize the potential of Gen AI, the journey to a mature Gen AI capability remains uncharted and contains plenty of known – and unknown – obstacles.

Several areas of concern are slowing down enterprise-wide Gen AI adoption. There are technical concerns around security and the ability to protect the data used to train models and retain IP. In addition, there is a technical concern around the accuracy and predictability of LLMs, especially for business use-cases where accuracy is essential.

There are also challenges when it comes to the availability and readiness of the organizational data needed to train models, with some data being obsolete and some knowledge documented sparingly or not at all.

Finally, one of the biggest challenges is around organizational readiness and the ability to trust Gen AI outputs and adopt them, especially in use cases that are seen as requiring a judgement call.



Why Oracle for Gen AI?

Industry-leading AI Infrastructure. Oracle Cloud Infrastructure (OCI) provides high performance and low-cost GPU cluster technology, with one of the lowest latency and highest bandwidth networks in the cloud. With this high-performance infrastructure, Oracle accelerates generative AI model tuning at scale.

Gen AI where users need it. OCI Generative AI supports LLMs to help organizations automate end-to-end business processes, improve decision-making, and enhance customer experiences, while keeping their data secure and private. Part of a partnership with Cohere and open source models, OCI Generative AI allows businesses to integrate pre-built LLMs with their own applications via an API, then run those models on OCI's fast and cost-effective GPUs.

Intelligent apps with embedded AI. Oracle's portfolio of Cloud applications leverages embedded AI models tuned to tackle specific challenges in industries ranging from healthcare and financial services to retail, manufacturing, and the public sector. Oracle enables organizations to further augment and improve their models with data generated by the apps themselves as well as in their databases. By embedding generative AI within Oracle Fusion Cloud Applications and NetSuite, Oracle makes it simpler for organizations to automate end-to-end business processes, help increase productivity and reduce operational costs.



Oracle can help you meet your objectives with Gen AI

Oracle has a unique, holistic enterprise strategy to help companies make the most of Gen AI.

Oracle understands that businesses are constantly changing. And, that Gen AI must be delivered within business workflows and suit business needs in order to grow within an organization.

Oracle Gen AI offers embedded features in Oracle SaaS and industry applications, while Gen AI PaaS services help with building the right Gen AI delivery for specific use-cases, methods for improving model accuracy (such as prompt optimization), and various methods of tuning and training. Oracle also supports customers with frameworks and advice for adopting ever-improving use-specific foundation models, continuous testing, and maintenance of prompts.

Gen AI implementations vary in complexity, ranging from optimized prompts on the foundation model, to adapting Gen AI with agent for enterprise use cases, or fully developing a domain-centric model. Designing the best prompts and deploying scalable Retrieval Augmented Generations (RAG) solutions, as well as training methodologies, requires access to enterprise data. Most of the enterprise data is housed in Oracle databases, giving Oracle a unique advantage to leverage the data and make it available for Gen AI and analytics. Furthermore, the complexity of Gen AI features varies from simple implementations of code generation to agent-based deliveries such as RAG that are exposed to a wide variety of structured and unstructured enterprise data. Oracle has comprehensive Gen AI services and data capabilities to help enterprises develop these different features.

Together with NVIDIA, Oracle has the capabilities to fine tune Gen AI across a wide variety of use-cases at scale, including everything from customer experience and business process automation to Gen AI-based searches and code generation – all with ultra low latency deliveries.

Finally, Oracle's modern data platform is designed for Gen AI, offering customers tight control over data security and governance. Models built, trained, and tuned by customers will remain private to them, and tools for accessing data provenance and lineage align with the strictest business requirements.

How to get started

Gen AI will play a key role in the future of business. Now is the time to get ready for this next big disruptor. Here are steps to help achieve successful, enterprise-level adoption.



Step 1.

Select models that are trusted and proven, and technology partners that understand what it takes to run enterprise mission-critical systems.



Step 2.

Collect, assess, clean-up and catalog your organization's data. This can have an immediate positive impact on your business and other data and AI initiatives and lay the foundations for scalable Gen AI.



Step 3.

Train employees and conduct pilots of easy-entry Gen AI use-cases that get everyone familiar with the technology and build comfort over time through observation and data and model transparency.

Guiding principals for your Gen AI journey

1.

Lead with value

Business-case driven | Move beyond use cases to prioritized business capabilities across value chain based on ROI

2.

Understand and develop an AI enabled secure digital core

AI-Ready Data & Applications | Gen AI Backbone | Security | Ecosystem

3.

Reinvent talent and ways of working

New ways of working | New roles & skills | Continuous learning and skilling

4.

Close the gap on responsible AI

Intentional actions to design, deploy and use AI to drive value while mitigating the risks of AI

5.

Drive continuous reinvention

Multi-year journey with modular approach | Change Culture and competency

Continue the conversation

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To learn more 

About Accenture

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About Oracle

Oracle is a global provider of enterprise cloud computing, empowering businesses on their journey of digital transformation. Oracle Cloud provides leading-edge capabilities in software as a service, platform as a service, infrastructure as a service, and data as a service. Oracle helps customers develop strategic roadmaps and advance their journey to the cloud from any point: new cloud deployments, legacy environments, and hybrid implementations. Oracle's complete, integrated approach makes it easy for companies to get started in the cloud and to expand as business grows. 430,000 customers in 175 countries use Oracle technologies to seize opportunities and solve real challenges.

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