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Generative AI and the data management revolution

Embrace generative AI with a strategy that reimagines your business model and prepares your organization for the future.



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Data fragmentation creates efficiency barriers. For example, it limits the organisational ability to fully leverage analytics solutions, which, in turn, means that IT cannot deliver enriched insights that drive business growth.

Indeed, recent research¹ indicates that 45% of CEOs believe that their business models won't be viable within the next decade if they don't undergo significant reinvention.

That's where generative artificial intelligence (generative AI) can play a significant role. By transforming data management, the technology can drive innovation, reduce costs and help future-proof business strategies. However, enterprises need to understand that business model reinvention is not as simple as implementing a technology solution.

Many organisations are eagerly embracing generative AI, because it's a hot emerging trend. But it's critical for companies to rethink their business models first to ensure that this leading technology is effectively integrated



and will provide real value. Adopting it without a legitimate business reason can lead to skyrocketing costs. Strategic planning with the aid of expert guidance can make it possible for a generative AI implementation to serve an organisation's business goals and contribute to sustainable growth.

What generative AI brings to the table

The alignment of generative AI's automation, analytics and engineering capabilities with a reinvented business model can deliver tangible benefits across the enterprise:

- **Improved productivity**
- **Better product/service quality monitoring**
- **Compliance with industry regulations**
- **Greater agility and resilience**
- **Maximised data value**
- **Advanced personalisation**
- **Higher performance of cloud tools**
- **Faster product/service development**
- **Reduced costs**

Yet these advantages won't be sufficient to reinvent a business model unless they're tied to clearly articulated goals. How generative AI is deployed depends on what an organisation wants to achieve. Business and IT leaders need to ask themselves, for example: What type of value is the business trying to create — narrowed cost cycles, targeted new demographics or industry disruption?

Developing the strategy should come first, says Nicola Quincey, partner, PwC UK. "Then work backwards. Technology forms part of

the solution, but it should be wrapped around people, process, training, engagement, adoption and regulations, for example. You have to look at it holistically.”



Coalesce strategy, investment, operations and technology

Through its collaboration with Amazon Web Services (AWS), PwC helps organisations gain a unified view of their business goals. If the business values improved demand generation or shorter time to market, for instance, PwC identifies the best-fitting technology solution to meet those objectives. At this point, generative AI can be added to the mix.

PwC and AWS have developed an impressive track record in helping organisations achieve modernisation. Here are some examples:

- AWS and PwC combined their cloud capabilities and business transformation expertise with Salesforce’s leading

customer relationship management (CRM) tools, making them even more powerful with the addition of generative AI.²

- Australia-based online retailer Adore Beauty³ was able to improve personalisation and customer experience in just four weeks, using its in-house knowledge base combined with PwC Australia’s experience in applying AI and automation. In addition, the project used Amazon SageMaker and Amazon Bedrock to create new product attributes and employ predictive modeling to forecast success. The outcome was a more personalised shopping experience for Adore Beauty customers.
- PwC US helped Wyndham Hotels & Resorts⁴ redesign its data landscape. The company had already implemented AWS cloud tools and services as the foundation of its new data processing back end, but it was still using legacy systems to move and process data. PwC helped Wyndham automate some manual processes and securely migrate data to the AWS cloud environment to take full advantage of its newly acquired technologies. Its corporate team was able to shift its focus from operations to strategic activities, devoting more time and resources to understanding guest needs and preferences.
- A local UK government authority, Hillingdon Council,⁵ has achieved its goal of becoming more human-centered and digitally enabled by automating a large number of its first-line customer contacts with a highly personalised voice service powered by AI. In just three months, the automated solution was handling calls at 5% of the cost with human operators.

Goal-setting for the future

PwC can help companies set goals based on a holistic view of the enterprise and leverage leading AWS technologies to overcome today's challenges and meet those of the future. The Salesforce, Wyndham Hotels and Hillingdon Council examples illustrate just a few of the many ways the PwC/AWS approach is able to help organisations achieve business model reinvention.

Accelerating AI-powered applications

Deploying generative AI has become even easier. PwC and AWS recently announced an expanded collaboration in which they will build a series of industry-specific applications based on proven use cases. Also, PwC will integrate Amazon Bedrock Automated Reasoning checks within existing industry solutions to mitigate hallucinations and validate AI-generated content. Visit www.pwc.com/ for more information.

¹PwC's 27th Annual Global CEO Survey, "Thriving in an age of continuous reinvention," <https://www.pwc.com/gx/en/ceo-survey/2024/download/27th-ceo-survey.pdf>

²PwC, "Reinventing business models powered by AWS and Salesforce," August 22, 2024, <https://www.pwc.com/gx/en/services/alliances/amazon-web-services/aws-and-salesforce.html>

³PwC Australia, "The future of retail with genAI: Adore Beauty works with PwC and AWS," September 17, 2024, <https://www.pwc.com.au/digitalpulse/the-future-of-retail-with-gen-ai-adore-beauty-works-with-pwc-and-aws.html>

⁴PwC, "How Wyndham Hotels & Resorts improved their data capabilities to get to know their guests better," <https://www.pwc.com/us/en/library/case-studies/wyndham-data-architecture.html>

⁵The MJ, "PwC and Hillingdon leading the way on AI for residents," <https://www.themj.co.uk/pwc-hillingdon-leading-ai-residents>