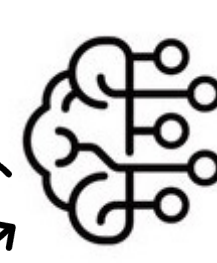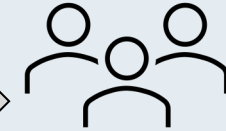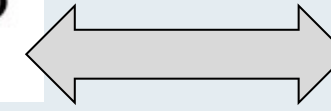# GEN-AI IN BUSINESS

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Gen-AI Technology Choices for Businesses

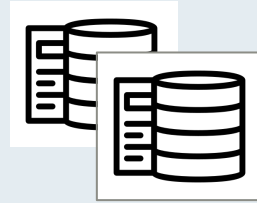**Retrieval-Augmented Generation (RAG)**

Custom Data → General-Purpose or Fine-Tuned Model
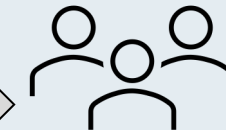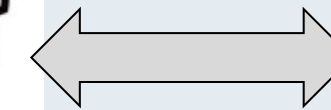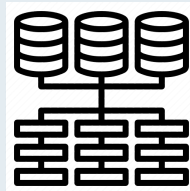
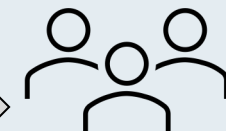**Fine-Tuning Models**

General-purpose Model + Custom Data → Fine-Tuned Model

Training Models

Large Datasets → Training → Custom-Built Model

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RAG vs Embedding vs Fine-Tuning vs Training

	Retrieval-Augmented Generation (RAG)	Embeddings	Fine-Tuning	Training LLMs
What is it?	Enhances responses of generative models by retrieving relevant information from a dataset or database.	Representation of data in a high-dimensional space, capturing semantic relationships.	Adapting a pre-trained model on a domain-specific dataset to improve performance on specific tasks.	Building large, general-purpose models from scratch that understand and generate text based on training data.
Example Use Cases	- Enhancing chatbots with external data sources for more accurate responses - Improving search results with context-aware information retrieval	- Recommendation systems - Sentiment analysis	- Customized chatbots - Market analysis	- Proprietary AI solutions - Data analysis and insight generation
Pros	- Improves accuracy with dynamic data data - Enhances model's knowledge without direct training on the data	- Captures nuanced relationships - Enables sophisticated analyses and predictions	- Leverages power of LLMs with customization - Cost-effective compared to training from scratch	- High degree of customization - Can be tailored to specific needs
Cons	- Depends on the quality and relevance of the retrieved data - Potentially increased latency due to retrieval process	- Requires substantial data for training - Difficult to interpret	- Requires domain-specific dataset - Risk of model deviation if not monitored	- Resource-intensive (time, computational power, data) - Requires significant AI expertise and infrastructure

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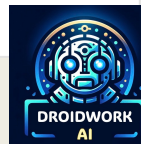
Gen-AI in Business Functions

	AI Use Case	Tech Readiness	Impactful Technology
Customer Support	- Chatbots for instant customer interaction - Sentiment analysis for feedback interpretation	High	Fine-tuning + RAG
Sales	- Predictive analytics for lead scoring - Sales forecasting and revenue prediction	High	RAG + Embeddings
Marketing	- Personalized recommendations and content - Customer segmentation for targeted campaigns	High	RAG + Embeddings
Human Resources	- Automated resume screening - Employee sentiment analysis	Medium	Finetuning
Operations	- Inventory forecasting - Supply chain optimization	High	RAG + Embeddings
Finance	- Fraud detection - Automated financial advising	High	Fine-tuning
Product Dev.	- Coding and Debugging - Market trend analysis	Medium	RAG
IT & Security	- Security and threat intelligence - Proactive system monitoring	High	Training LLMs
Legal	- Automated document review and analysis - Risk assessment and compliance monitoring	Medium	RAG
Strategy	- Market analysis and competitive intelligence - Scenario planning and strategic decision support	Medium	RAG + Embedding

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Adoption by Industries

INDUSTRY ▶
ALL INDUSTRIES

▼ FUNCTION

AI has been most widely adopted in the high-tech and telecoms space, where **38%** of people report using it.

Source: McKinsey & Company Survey, Dec 2022

Function	All Industries
Human Resources	11%
Production	8%
Marketing & Sales	5%
Product & Service Development	10%
Risk	19%
Service Operations	19%
Strategy & Corporate Finance	21%
Supply Chain Management	9%

PROFESSIONAL SERVICES · RETAIL / CONSUMER GOODS · FINANCIAL SERVICES · HEALTHCARE / PHARMA · HIGH TECH / TELECOM

AI is seeing widespread adoption across the business landscape due to its potential to improve many aspects of our work and beyond.
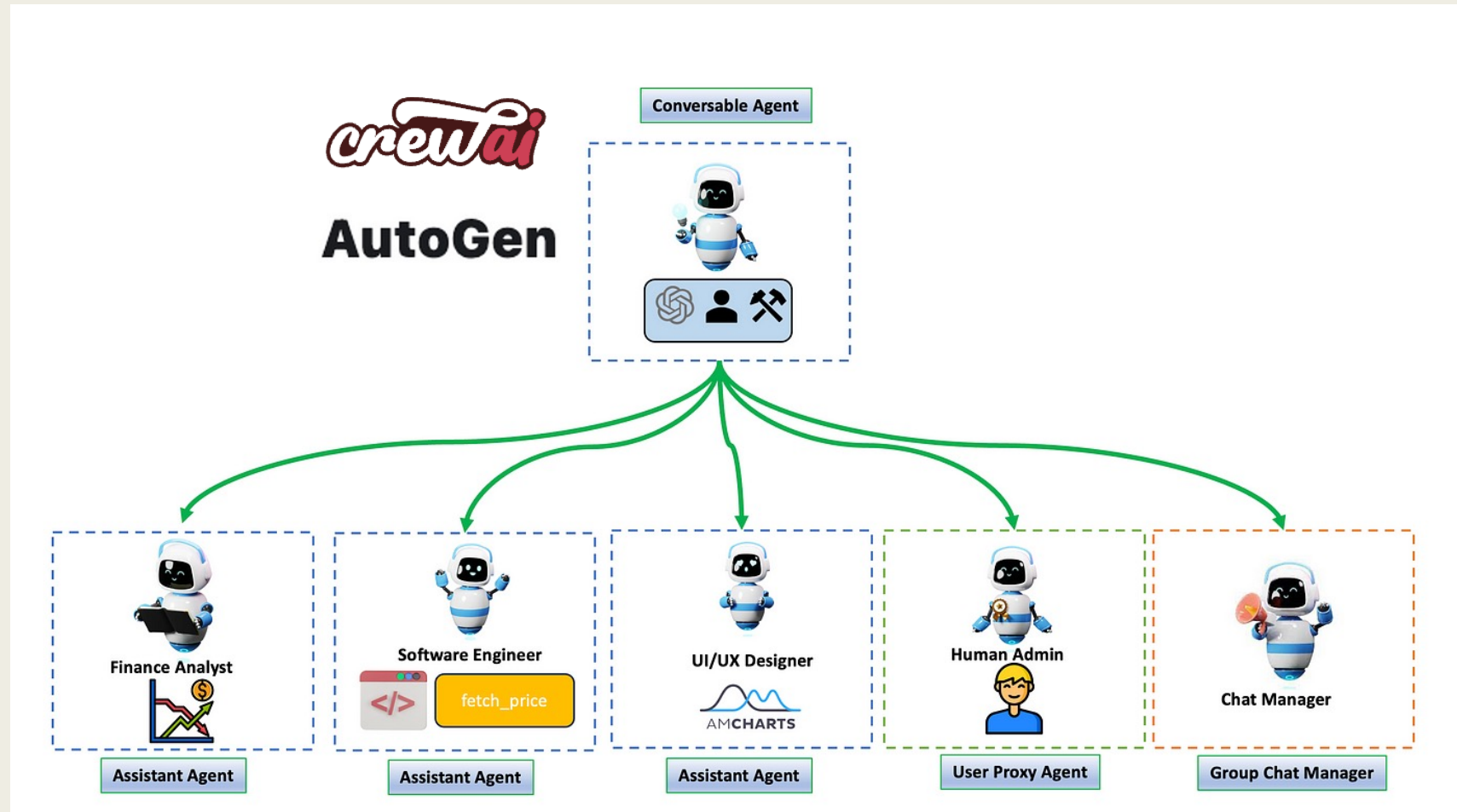
Our Prediction:

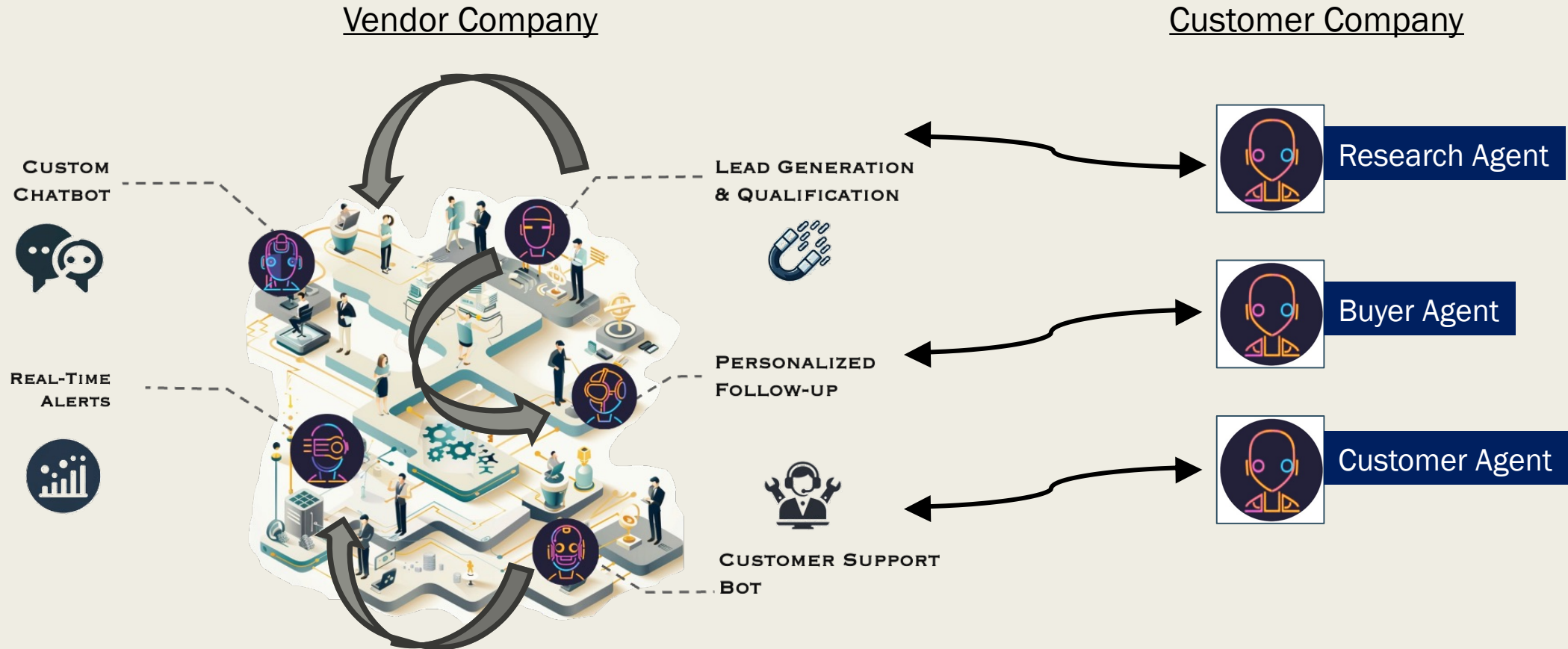The Real Competition will be between:

- AI-invested Incumbents

- AI-enabled Startups / Newcomers

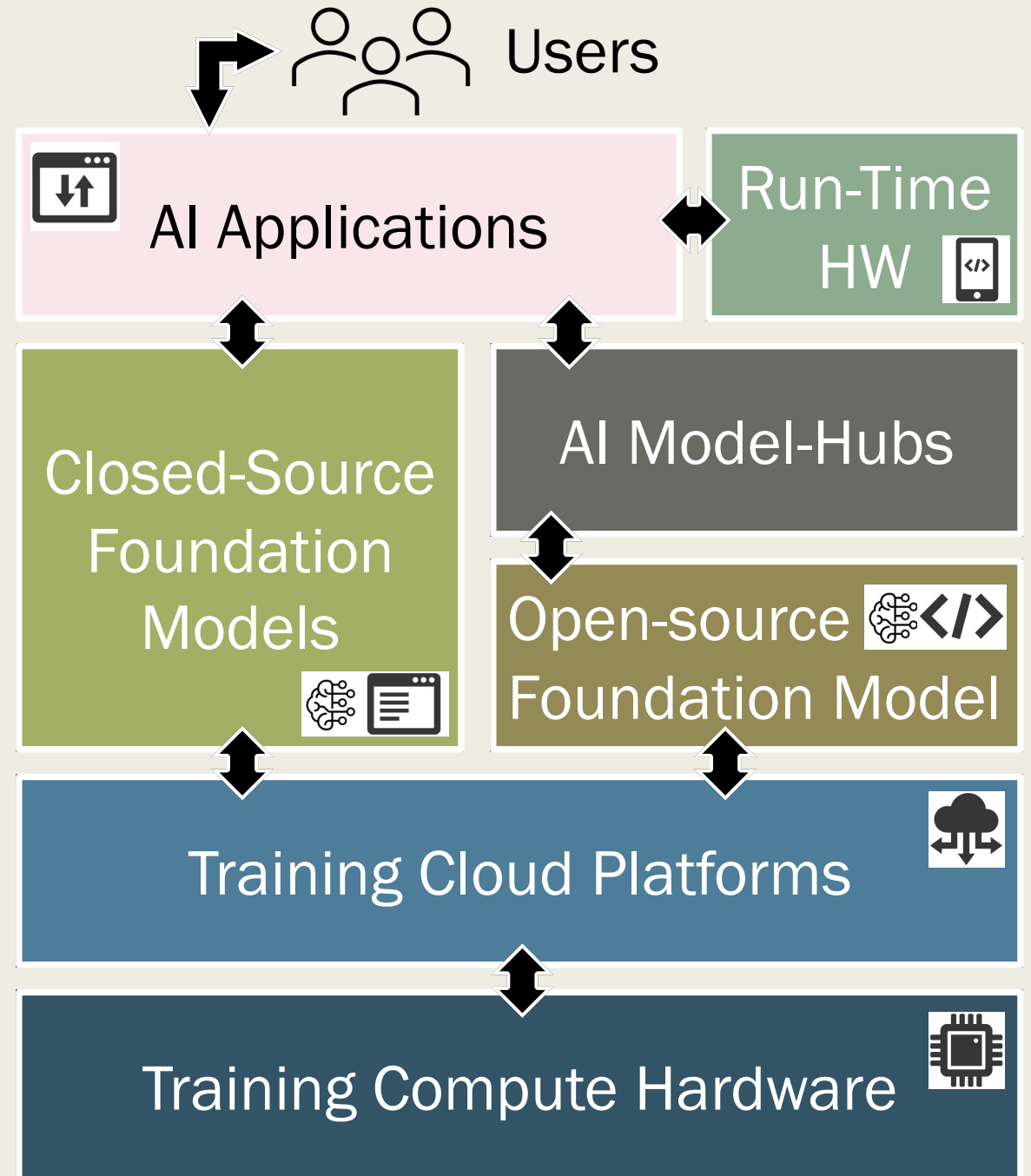Not Competition: Everyone else's Half-hearted attempts and Skeptics

Multi agent systems

# Multi-agent systems: Tech as a Team-mate

Vendor Company

Customer Company

CUSTOM CHATBOT

REAL-TIME ALERTS

LEAD GENERATION & QUALIFICATION

PERSONALIZED FOLLOW-UP

CUSTOMER SUPPORT BOT

Research Agent

Buyer Agent

Customer Agent

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The Gen-AI Tech Stack

Users

AI Applications

Run-Time HW

Closed-Source Foundation Models

AI Model-Hubs

Open-source Foundation Model

Training Cloud Platforms

Training Compute Hardware
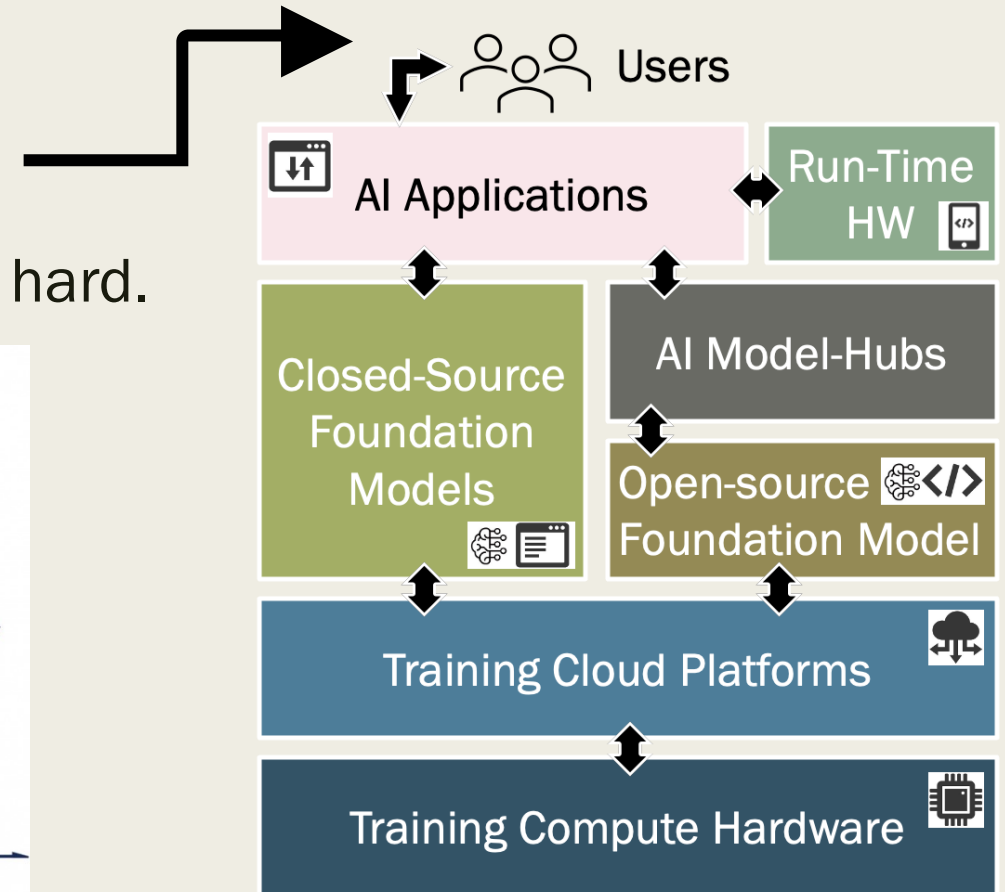
Other Predictions

1. Unforeseen issues in A.I. adoption will be …

2. Migrating away from Legacy systems will be hard.

   Remember:
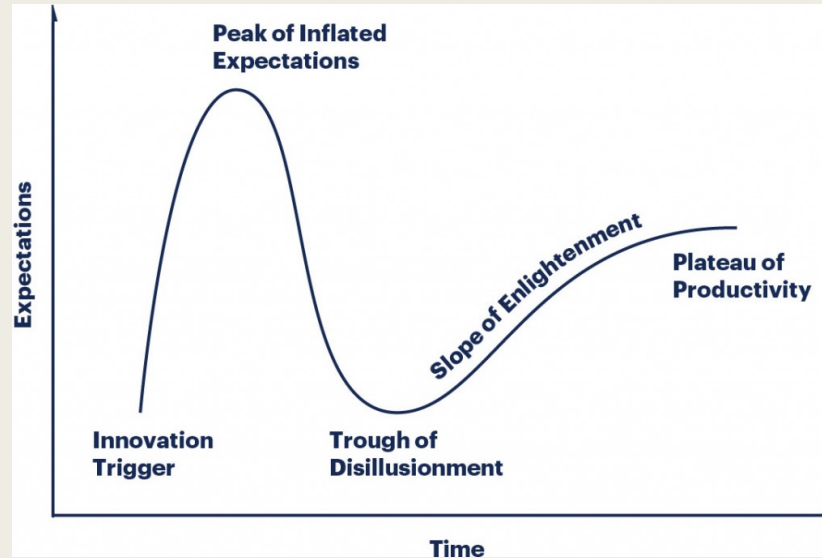
3. Start-ups will have an edge:

   1 employee start-up will hit $1B valuation

We work with CEOs and Executives to implement the AI strategy that is

right for their business; grounded in deep technical expertise.

www.DroidWork.ai