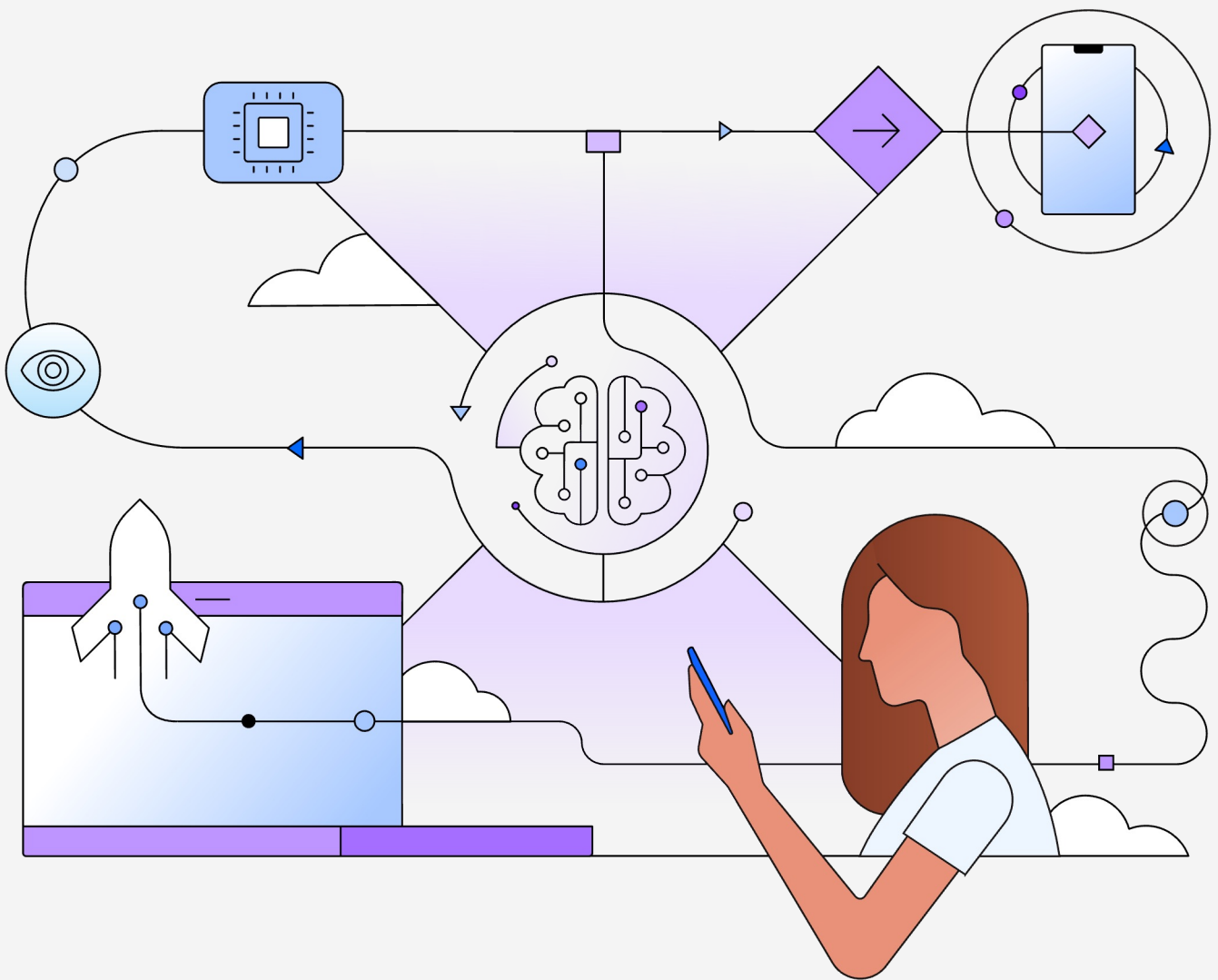# Generative AI:
The New Frontier in
Digital Experience

Unleashing Transformative Potential in Marketing, Sales and Service

IBM iX

Content

Introduction

In today's rapidly evolving business landscape, the adoption of cutting-edge technologies has become synonymous with success and competitiveness.

Among these transformative technologies, Generative AI has emerged as the 'next big thing'– in part because of its impressive range of abilities, but also largely due to its ability to exhibit human-like behaviour and creativity. It also holds the promise of delivering real business value by enabling a degree of automation in many business functions that seemed out of reach only a few years ago. Now, having such powerful tools readily available for almost everyone is a first for early-stage transformative technology.

The hype is real, and so is the urge to start leveraging Generative AI immediately for a broad range of business use cases. Two out of three CEOs feel the need to act fast (IBM IBV, 2023), and an equal share of CMOs are looking to deploy Generative AI solutions within the next 12 months (IBM CMO Survey, 2023). And these executives are guided by high hopes and expected returns on investments in Generative AI.

10%

is the expected return on Generative AI investments by business leaders.

5.9%

is the average ROI on enterprise AI initiatives as our research shows. A sobering result.

The pressure to adopt Generative AI is palpable. While acting fast is important, so is approaching this new technology with clear objectives and an overarching strategic vision. A sober look at historical data on AI investments reveals why: Many AI projects don't live up to their promise and fail to deliver financially. Our research shows that enterprise-wide AI initiatives so far have only averaged 5.9% ROI (IBM IBV, 2023).

At first glance, generative AI can produce truly spectacular results, but there is more (and in some instances less) than meets the eye. Add to this some hidden challenges that are as impactful as they are easy to overlook, and adopting Generative AI on an enterprise scale quickly becomes a daunting task, especially when dealing with IP and personal or enterprise sensitive data.

Organisations should not embrace Generative AI just for the sake of it. The key to success lies in doing it right. This relies on delicately balancing two things. First, relevant and fitting use cases must be identified to ensure taking the right actions. Second, success relies on implementing solutions based on best practices. Or, in short, doing things right.

Still, the best time to delve into the vast possibilities brought about by Generative AI is now. Paving the way to meaningful and profitable adoption across marketing, sales, and customer service early is key to securing a first-mover advantage. Navigating the limitations of today's solutions while at the same time leveraging their power in combination with existing tools, resources and expertise is crucial to stay ahead of the competition. So, start exploring Generative AI for your business today.

Overview
The next AI (r)evolution is here

Artificial Intelligence has undergone a profound transformation since its early stages, with Generative AI emerging as the latest and most captivating evolution of this technology. However, despite the allure surrounding Generative AI, it's not a 'one-size-fits-all' solution.

Each phase in the evolution of AI has come with new capabilities. What has now been coined – given Generative AI's dramatic leap forward – 'Conventional AI' moved from advanced analytics to machine and then deep learning. It primarily offers deterministic solutions focused on single use cases with a focus on data analysis, pattern recognition, prediction, and providing data-based recommendations. These systems often require intense training as well as supervision to function optimally.

AI models have evolved significantly in the past decade
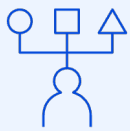
Advanced Analytics

Step-by-step logic & instructions coded by human developers. Very deterministic.

e.g., BI, rule-based anomaly detection, etc.

Machine Learning

Human-crafted features with supervised learning to analyse data for a specific task.

e.g., prediction, price optimisation, etc.
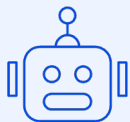
Deep Learning

Unsupervised learning where AI is fed outcomes and data to create rules and algorithms.

e.g., image recognition, autonomous driving, etc.

Foundation Models

Unsupervised AI that ingests massive amounts of data, to then generate net new human-like text, art, images, video, etc.

e.g., DALL-e, ChatGPT, BERT, T5, LaMDA, etc.

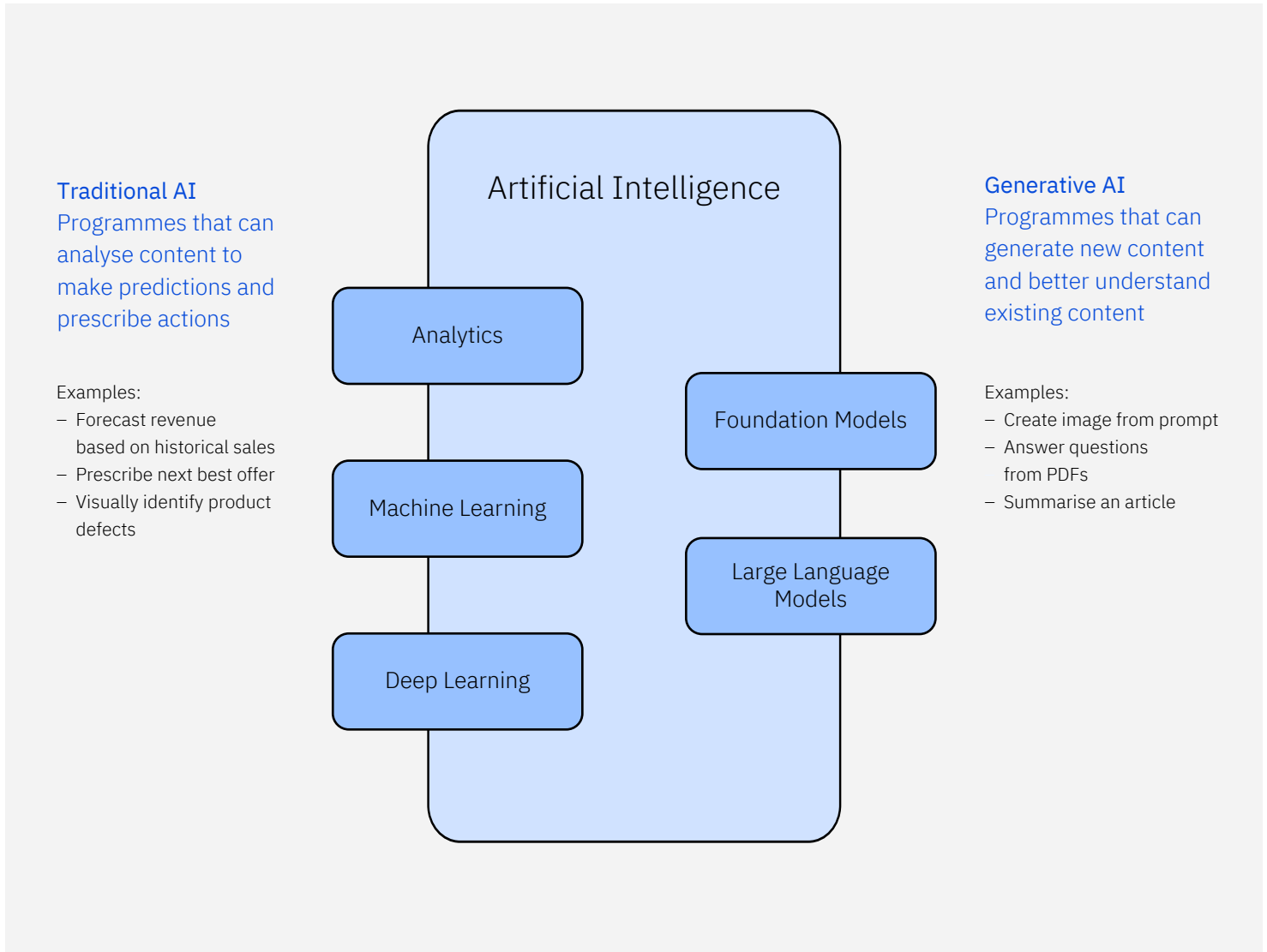# Artificial Intelligence $\longrightarrow$ The ability to mimic human intelligence, e.g. understand, reason and learn

Traditional AI
Programmes that can analyse content to make predictions and prescribe actions

Examples:
– Forecast revenue based on historical sales
– Prescribe next best offer
– Visually identify product defects

Artificial Intelligence

Analytics

Machine Learning

Deep Learning

Foundation Models

Large Language Models

Generative AI
Programmes that can generate new content and better understand existing content

Examples:
– Create image from prompt
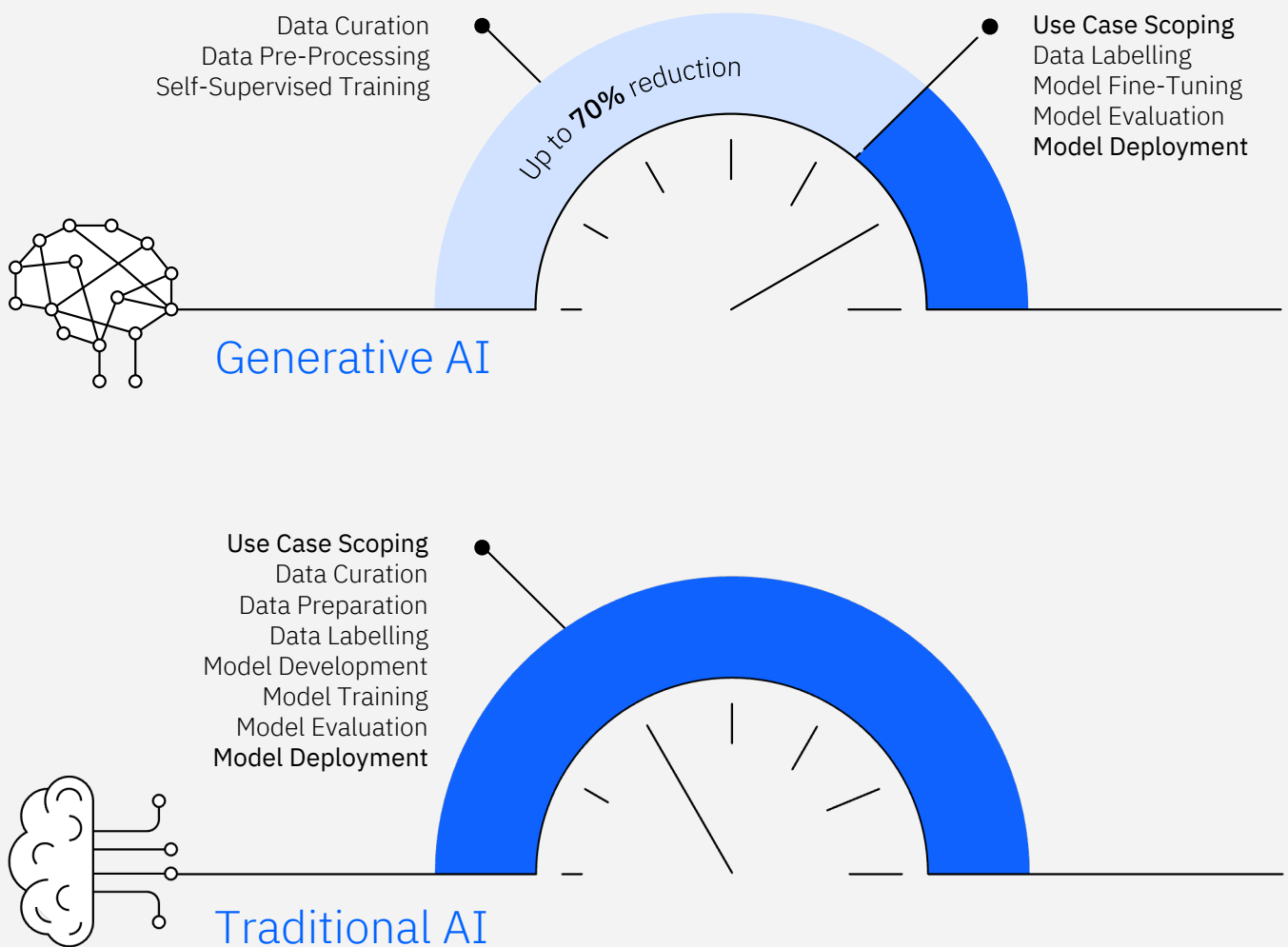– Answer questions from PDFs
– Summarise an article

Generative AI shifts the focus towards creating new content, imitating human creativity at an unprecedented scale. Leveraging foundation models, in particular large language models (LLM), Generative AI exhibits multi-tasking capabilities, excelling in natural language processing (NLP) tasks, summarising complex content, and creating content in diverse forms, including text, visuals, and even code. These systems are predominantly based on pre-trained models which, while convenient, also come with certain limitations.

However, Conventional AI is by no means inferior to Generative AI. Each offers unique strengths that make them valuable assets in building a comprehensive, value-adding AI tool stack. The power of AI lies in strategically combining Conventional and Generative AI approaches, each supercharging the other to deliver superior solutions.

Generative AI established a new paradigm for AI enabling greater speed and efficiency.

AI Development Lifecycle:

Data Curation
Data Pre-Processing
Self-Supervised Training

Up to **70%** reduction

Use Case Scoping
Data Labelling
Model Fine-Tuning
Model Evaluation
Model Deployment

Generative AI

Use Case Scoping
Data Curation
Data Preparation
Data Labelling
Model Development
Model Training
Model Evaluation
Model Deployment

Traditional AI

Time to value

Discovering Opportunities
Leveraging the power of Generative AI for digital experiences

Generative AI augments both Conventional AI and human abilities by building on and enhancing established capabilities while introducing new dimensions of functionality. It's a dynamic new chapter in the history of AI, where there is no best AI solution but rather a vibrant ecosystem of interconnected technologies and skills.

This becomes evident when exploring potential use cases in digital experience design and management. There are a multitude of opportunities, ranging from digital marketing to commerce and sales enhancement all the way to delivering superior customer care and service. Some opportunities are more obvious than others and spread across a diverse set of use cases in these fields. This wealth of options explains why customer experience and retention is one of the focal areas of current Generative AI investments with a 38% share (Gartner, 2023). While generating creative content is an important and high-profile use case that quickly comes to mind when thinking about Generative AI, it's far from the only area of application.

Image: Data Space at the IBM Innovation Studio Munich

AI Use Cases in Marketing, Commerce, Sales & Service
→

Marketing → Commerce → Sales → Service

Marketing

Customer Segmentation & Targeting
Analyse customer data to more effectively segment and target audiences based on behavioural and contextual data

Customer Lifetime Value Prediction
Analyse customer data and behaviour to predict customer lifetime value (CLV)

Content Planning
Analyse (social) media data, trends, and audience behaviour to plan social media content, formats and frequency

Content Generation
Automatically generate content such as digital ads, blog articles, social media posts, and email campaigns

Content Personalisation
Curate and recommend relevant content and offers to customers based on their preferences and interests

A/B Testing Optimisation
Optimize A/B testing with auto-generated content variations including copy, landing pages and calls to action

Social Media Listening & Insights
Analyse social media conversations and provide insights into brand mentions, customer sentiments & trends

SEO Optimisation
Optimise search engine keyword strategies based on performance and competitor data

Commerce

Product Content Generation
Automate product descriptions and content generation based on product attributes and customer reviews

Personalised Product Recommendations
Analyse customer data, browsing behaviour, and purchase history to provide personalised product recommendations

Dynamic Pricing & Discounting
Analyse market conditions, customer behaviour, and competitor pricing to optimise pricing strategies

Inventory Management & Demand Forecasting
Analyse historical sales data and market trends to optimise inventory management and demand forecasting

Customer Sentiment Analysis
Analyse customer feedback, reviews, and social media mentions to better understand preferences

Visual Search
Enable visual search capabilities that allow customers to find products by uploading images or taking photos

Virtual Try-On
Enable virtual try-on or see-in-usage experiences for products leveraging computer vision and augmented reality

Fraud Detection & Prevention
Analyse patterns and anomalies in transaction data to detect and prevent fraudulent transactions

Sales

Lead Scoring & Prioritisation
Analyse customer data and behaviour to score and prioritise leads based on their probability to convert

Sales Forecasting & Pipeline Management
Analyse historical sales data, market trends, and customer behaviour to forecast future sales and manage sales pipelines

Cross-Selling & Upselling
Analyse customer purchase history, preferences, and behaviour to identify cross-selling and upselling opportunities

Intelligent Sales Lead Routing
Route sales leads to the most suitable sales representative based on lead characteristics, territory, and sales expertise

Sales Performance Benchmarking
Compare sales metrics across teams, territories, or time periods to identify top performers and best practices

Sales Territory Optimization
Analyse customer and market data to optimise territory planning and resource allocation

Competitive Analysis
Analyse data on competitors' products, pricing, and market strategies for optimised win rates

Deal Analysis & Win Probability Prediction
Analyse deal data, customer interactions, historical win/loss patterns and deal attributes to predict win probability

Service

Automated Customer Support
Leverage AI-powered chatbots and virtual assistants to automate customer support and query handling 24/7

Voice-Based Customer Support
Offer voice-based customer support with natural language processing through voice response and IVR systems

Service Ticket Classification & Routing
Automatically classify service tickets based on content, urgency, and required expertise to streamline ticket mgt.

Complaint Resolution & Escalation
Analyse customer complaints and determine best resolution while flagging complex issues that require attention

Multilingual Customer Support
Provide real-time translation services during customer interactions

Interactive FAQs & Knowledge Bases
Generate interactive FAQs and knowledge bases that dynamically respond to customer queries

Customer Feedback Analysis
Analyse customer feedback such as surveys, reviews, and comments to identify issues and gauge satisfaction

Service-Level Agreement (SLA) Management
Monitor and manage SLAs by tracking service metrics, identifying potential breaches to ensure SLA compliance

Marketing

Marketing is one of the most vibrant areas of Generative AI activity, with new tools that promise to turbocharge the process of creating compelling content and campaigns cropping up left and right. And the range of applications is broad: From creating and optimising creative assets, enhancing analytics and improving targeting accuracy to create personalised content at scale, Generative AI can support businesses in refining internal processes and, at the same time, elevate the customer experience like never before.
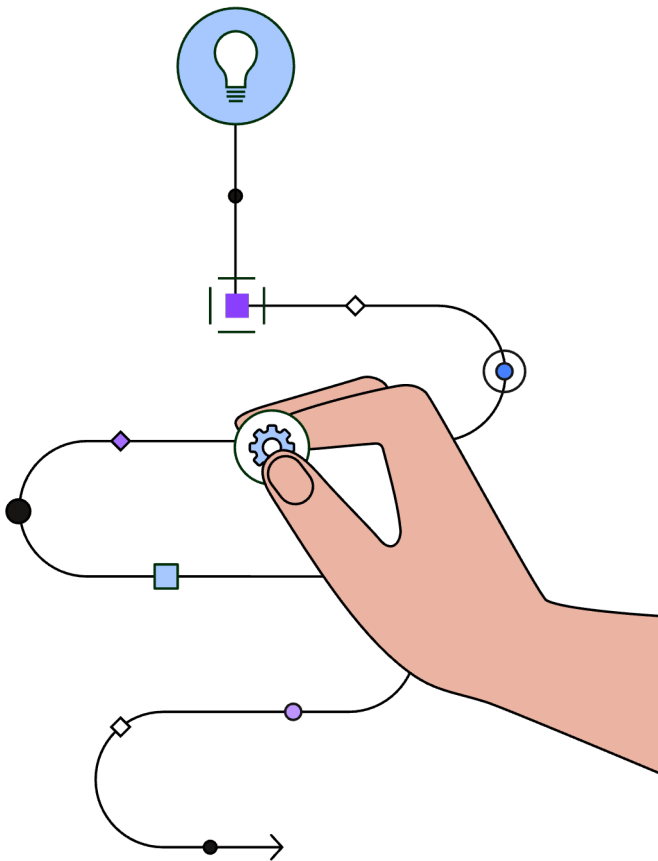
Use Case Spotlights

1. **Customer segmentation & targeting**
   Generative AI models can augment traditional AI to analyse customer data to identify hidden patterns and characteristics. By learning from existing customer profiles, these models can generate new customer segments based on shared attributes, behaviours, or preferences. This enables businesses to create more granular and meaningful customer segments for targeted marketing campaigns.

2. **Content production**
   Generative AI can automatically produce texts, pictures and videos at scale based on prompts. This can speed up the content creation process and yield high efficiency gains. Generative AI can be leveraged for campaign ideas, headlines, ads, visuals and even full-length articles. In addition, Generative AI helps to explore innovative and creative ideas with unique angles, visuals, and messaging. By combining these aspects, delivering truly personalised content at scale becomes easier than ever.

3. **Personalised experiences**
   Generative AI can be used to develop recommendation systems that provide personalised product or content suggestions to customers. By understanding the preferences and behaviours of individual customers, these systems generate tailored recommendations that increase the likelihood of engagement and conversion. This can enhance the overall customer experience and drive customer loyalty.

Generative AI has applications across the entire marketing process

Audience & Channels

Creation of customer journey maps and personas on a continual basis allows marketers to keep abreast of customer needs, desires and behaviours.

Enriched customer profiles and recommendations improve targeting and lead scoring.

Media mix and channel selection are improved through insights collected across the buying journey.

Connect, Track & Optimise

Media mix, channel deployment, and website optimisation can be continually optimised based on learned behaviours.

Content optimisation: identify patterns, suggest keywords and metadata and optimise channel delivery.

Content moderation: analyse content to ensure compliance with policies and guidelines.

Convert

Provide highly engaging self-service support at the point of purchase to optimise and /or configure the value proposition.

Provide interactive product configuration recommendations.

Deliver customised, interactive, and high-touch guidance for product usage/training.

Proposal automation – customisation with control of standard content

① ② ③ ④ ⑤ ⑥ ⑦

Marketing Strategy

Continual and extensive scanning of the internet/ social media provides insights into market and customer dynamics.

Natural Language Understanding allows marketers to analyse customer and market data quickly and iteratively in a self-service manner, providing greater insights.

Brand usage guidelines can be operationalised with automation.

Administrative enhancements with meeting summaries, reports etc.

Personalise & Prioritise

Creative customisation at the individual level of images, text, voice, and video at scale.

Content transcreation: automate language translation and adapt content to regional preferences.

Content management through asset repositories can be implemented through simple language-based queries.

Deploy

Shared customer insights, interactions and communications between marketing and sales ensure a consistent voice and message throughout the campaign process.

Automated A/B testing to ensure the highest performing assets are leveraged.

SEO/Website optimisation dynamically based on activity patterns and offer availability.

Analyse

Content analytics: insights into creative, offer, timing, ROI.

Channel analytics to inform campaign distribution strategy.

Media analytics to inform future campaigns.

Service interaction analytics to inform the value proposition.

Customer analytics: value, opportunity, risk

Insights accessible through simple language-based queries and automated reports.

Commerce & Sales

Generative AI can also help with increasing conversion rates and driving single-conversion value while also providing opportunities to allocate resources in a more efficient way. Sales-driven businesses need to focus on cost efficiency while simultaneously having to cater to different buyer types with individual preferences. Finding the optimal balance between process automation and human interaction and streamlining sales processes is one area where Generative AI can contribute meaningfully.

Use Case Spotlights

1. **Demand forecasting**
   Generative AI models can analyse historical sales data and external factors like seasonality, promotions, and economic indicators to forecast future demand. By training AI models on historical data, they can generate probabilistic demand forecasts at different levels, such as an SKU or product category. This helps businesses optimise inventory levels, plan production, and manage supply chain activities more effectively.

2. **Competitive analysis**
   Generative AI can simulate market scenarios by generating synthetic data based on competitors' strategies, market conditions, or external factors. By leveraging generative models, businesses can explore 'what-if' scenarios, assess the potential impact of competitors' actions, and develop strategies to stay competitive in dynamic market environments.
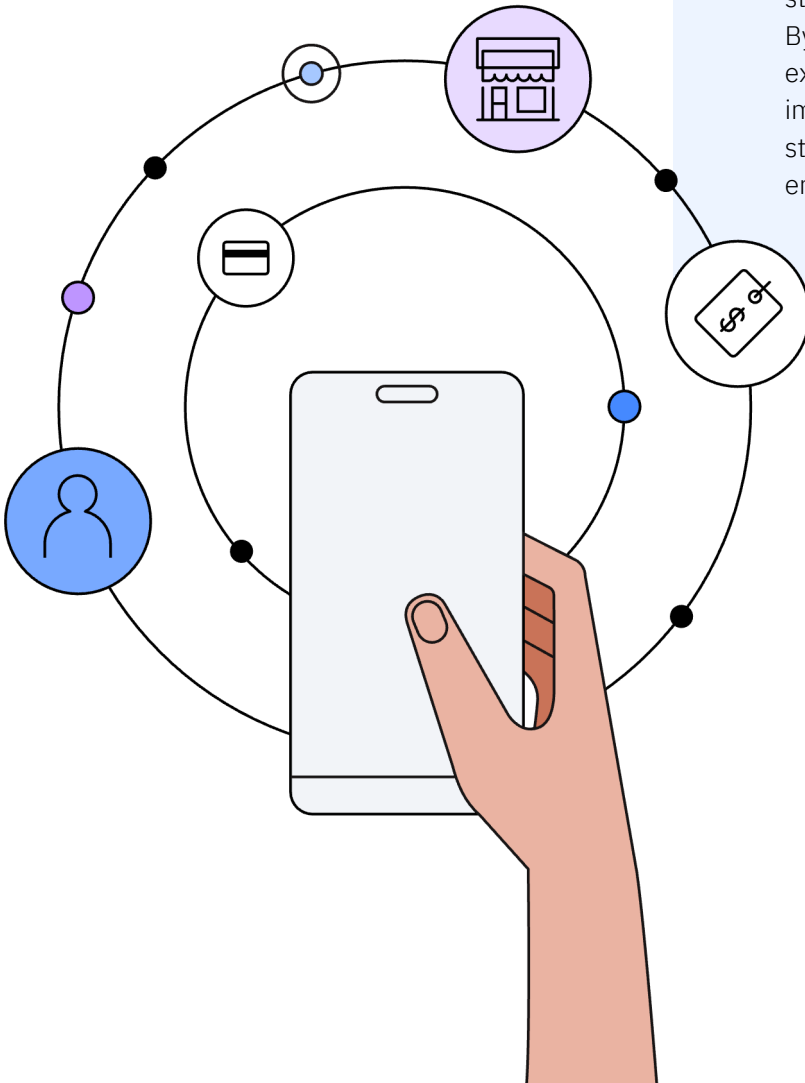
Customer Service

Getting after-sales service and customer care right is critical. They heavily influence both retention and loyalty and drive recommendations, but at the same time, they are huge cost drivers. Generative AI lends itself exceptionally well to boosting the cost efficiency of services while improving overall customer care quality. The key is to employ smart automation to identify and solve standard requests precisely and quickly. The goal: Free up service representatives' time to take on more complex and high-value cases in personal interaction with customers.

Potential impact of Generative AI
on customer service delivery:

91%

accuracy when analysing
customer complaints to
address emerging issues

$20M+

in operational improvements derived from agent conversations

25%

improvement in conversational AI accuracy

Use Case Spotlights

1. **Virtual assistants**
   Generative AI can power chatbots and digital assistants to handle customer inquiries and provide automated support. By training generative models on large amounts of customer support data, these chatbots can generate real-time responses addressing common customer queries, providing product information, or guiding users through troubleshooting steps. Generative AI techniques can also be used for NLP tasks such as sentiment analysis, intent recognition, and text generation. This allows automated customer support systems to understand customer inquiries better and generate appropriate responses based on the context and sentiment of the conversation. Even today, these measures can help reduce the cost of dealing with customer inquiries by up to 80%.

2. **Knowledge-base generation**
   Generative AI can be employed to automatically generate and update knowledge-base articles, FAQs, and support documentation by training on existing support content and customer interactions, ensuring that the support resources are comprehensive and up to date.

90%

reduction in time to insight from agent conversations
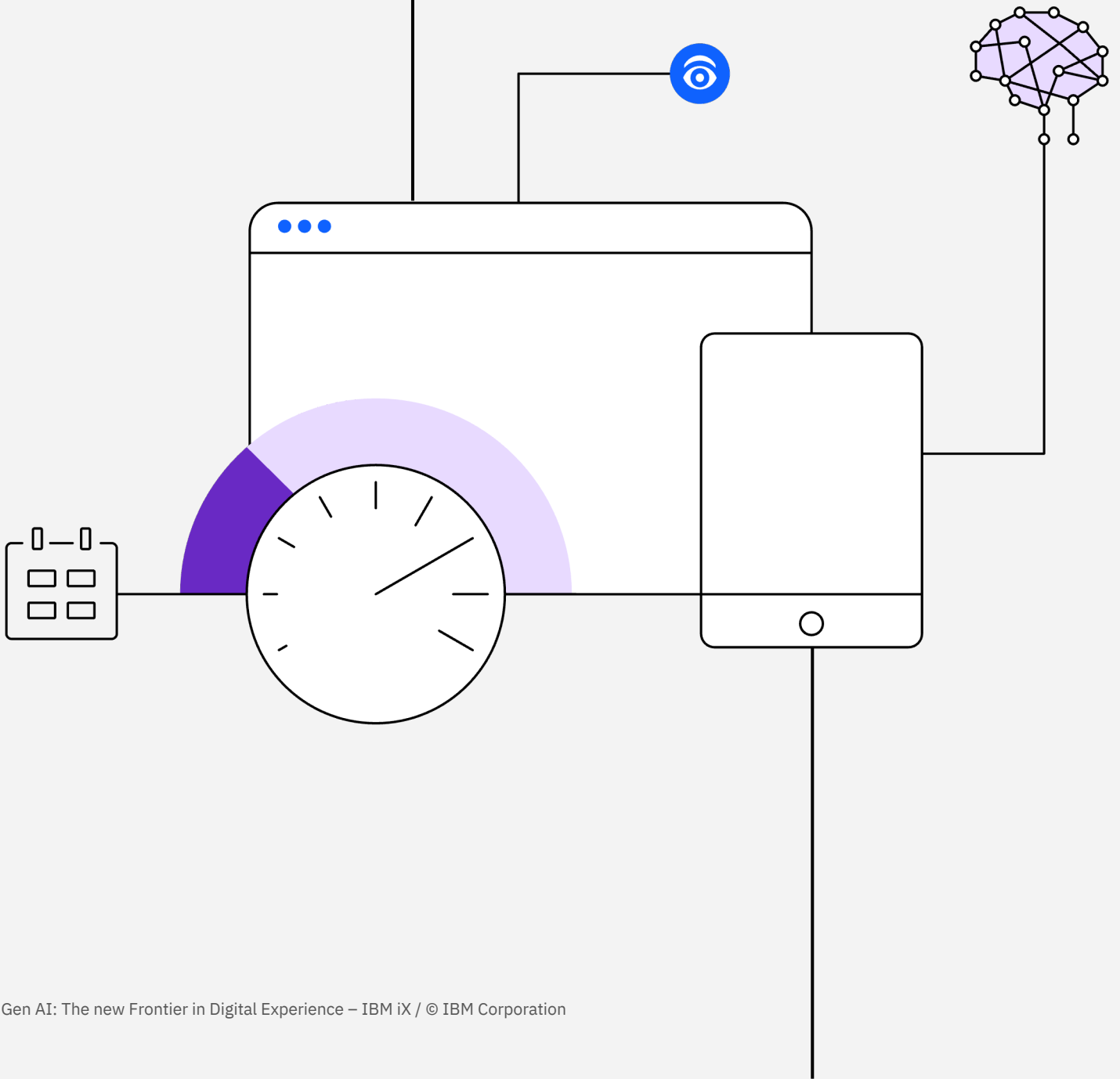
Practical examples
Client projects

In many cases, Generative AI solutions will touch upon multiple functions across marketing, sales and service simultaneously. Let's shine a light on some cases where creating unique or personalised content and experiences for end users goes hand in hand with adding tangible business value.
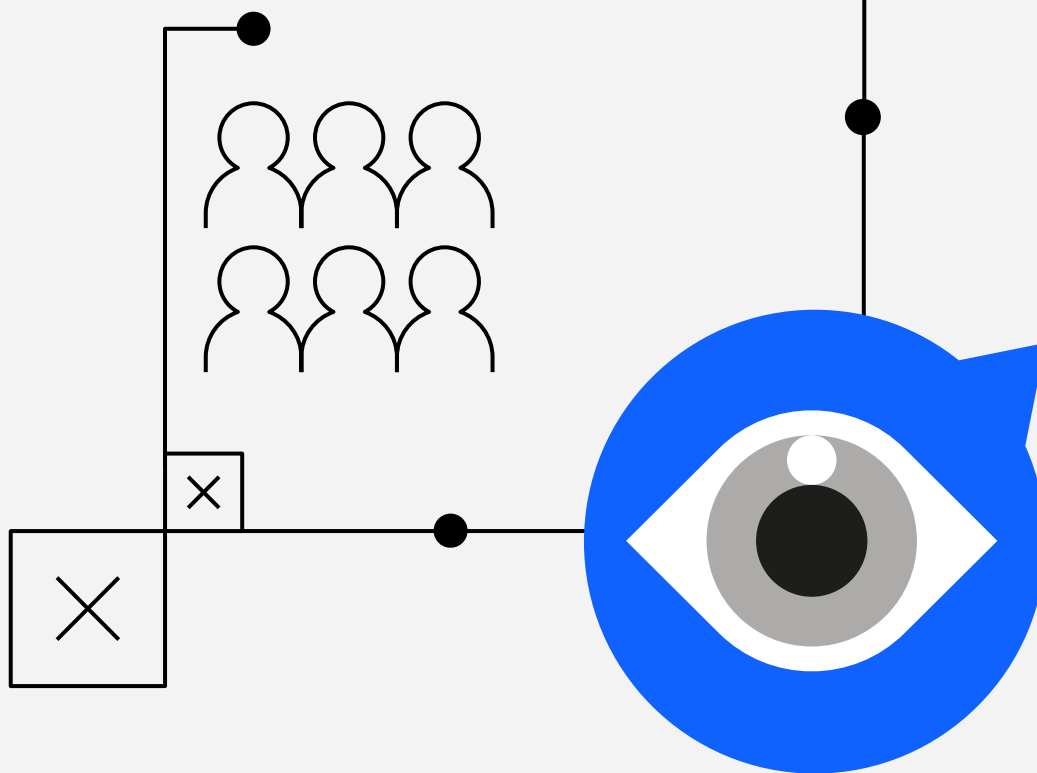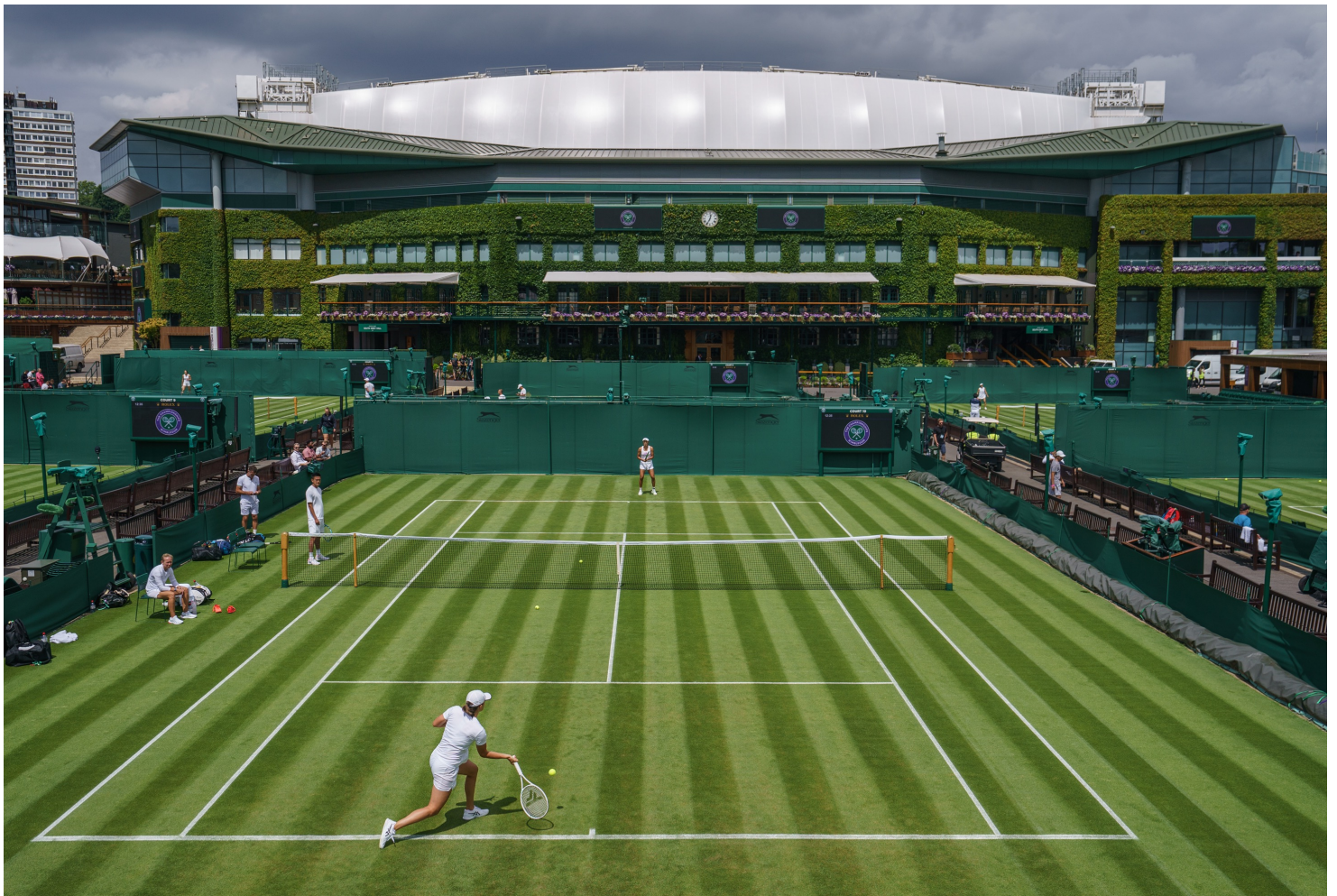
The Championships, Wimbledon

For the 2023 Wimbledon Championships, IBM elevated the fan experience with two new features leveraging Generative AI. IBM AI Commentary autogenerates audio commentary and optional captions on match highlights via the Wimbledon app and website. Leveraging watsonx AI models, it provides insightful and varied commentary, particularly for matches outside Wimbledon's Show Courts. IBM AI Draw Analysis is a unique tennis statistic that uses AI to predict each singles player's odds of reaching the final.

This is based on matchups, player positions, and other factors, revealing unexpected insights and sparking fan discussions. These AI applications not only create a more immersive experience for tennis enthusiasts all over the world but also help The Championships better leverage and capitalise on its media assets.

Lloyds Banking Group

Customers of Lloyds Banking Group (LBG) struggled to find adequate answers to their inquiries using LBG's mobile app search, leading to both an increased cost-to-serve and a decrease in customer satisfaction.

The solution: Instead of using conventional keyword matching, IBM leverages an LLM-powered Generative AI expected to radically increase the number of successful searches and allow for more personalised search responses. This makes the search tool much more powerful, leading to a better customer experience and enabling service agents to allocate more time to complex inquiries, saving costs and delighting customers with a superior experience.
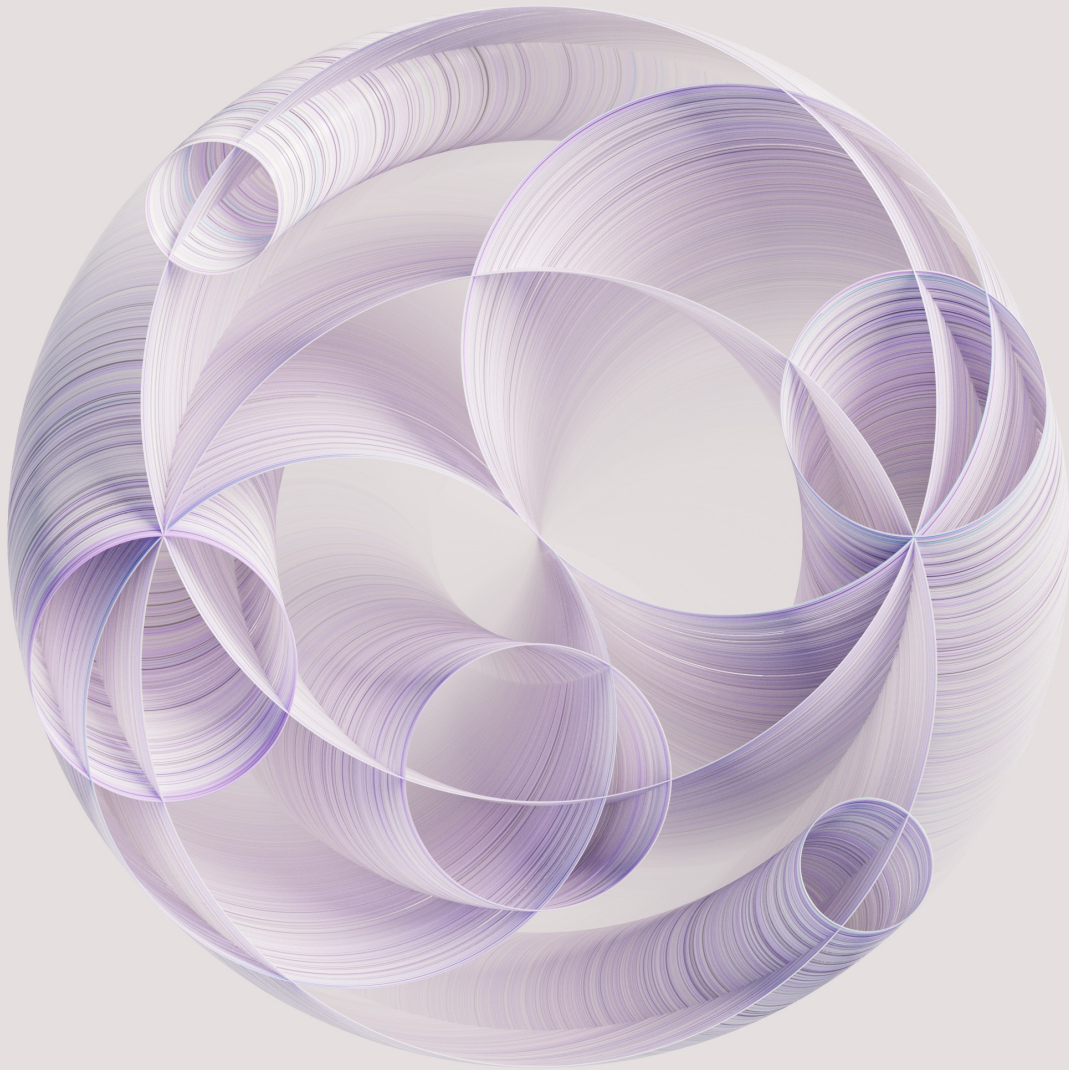
IBM Marketing

We are turbocharging our own marketing with the help of Generative AI. Leveraging Adobe Firefly, we create compelling marketing content with remarkable success.

The Adobe Firefly-generated assets for our IBM Watson campaigns drive a 26x higher engagement than our average paid social benchmark. Enabling our marketing team to use simple text-to-image functionality leads to quick and effective, fit-for-purpose AI-generated imagery based on 200 initial assets with more than 1,000 derivative assets created.

Challenges
Identifying and overcoming Generative AI hurdles

The outlined use cases in the realm of digital experience (and many more) offer a glimpse at what Generative AI can already do today, often with results nothing short of impressive.

However, not all Generative AI models are created equal. Whether leveraging or fine-tuning existing solutions or building proprietary ones, doing the right things the right way is essential and sometimes not as straight-forward as it may seem.

The reasons for this are plentiful, but essentially, they boil down to one specific aspect: trust. Current off-the-shelf Generative AI solutions – powerful as they are – often tend to give their users the impression that they can answer any question or operate complex tasks with perfect accuracy. However, it's vital to challenge this impression.

Generative AI can, in some instances, hallucinate facts due to its limited corpus of knowledge and the fact that every output is freshly generated by essentially using its training data as a source of inspiration rather than a source of absolute truth. Today, the pre-trained nature of foundational models can come with the burden of running on outdated data sets, sometimes leading to suboptimal results due to a lack of additional information. A reality that can be overcome by fine-tuning and enhancing the underlying knowledge base.

And there's more to the equation. At IBM iX, we believe that a trustworthy AI solution must be transparent, explainable, robust, fair, and honour user privacy. Unfortunately, many of today's Generative AI solutions do not perform too well against these criteria.

They are not sufficiently transparent and often the composition of the underlying data set is not clear. They lack explainability as they are not designed to explain and contextualise the exact way they reach a particular conclusion. Regarding privacy, some service providers reserve themselves the right to utilise user input and tool output in ways that are not sufficiently defined, rendering some otherwise very capable solutions void for a lot of organisations and their use cases – especially when it comes to working with sensible (user) information, copyrighted material, or otherwise protected intellectual property.

While the above shortcomings can be successfully offset by employing proprietary solutions or enhanced versions of available foundational models instead of consumer-grade tools, all current Generative AIs come with inherent limitations in terms of fairness and robustness.

No matter how carefully the training data sets are curated, they are likely biased to some extent, a result of the act of curation itself. There is not much that can be done about that, but knowing the data sets' composition is essential for being able to evaluate Generative AI outputs in terms of bias.

60%

is the estimated accuracy of GPT4 on adversarial questions – which is not nearly good enough for reliable outputs.

Today's Generative AI solutions cannot guarantee they'll effectively handle exceptional conditions (e. g. abnormalities in input or adversarial attacks). For example, GPT4's accuracy on adversarial questions sits at roughly 60% – which is not nearly good enough to be able to rely on its outputs. (OpenAI, 2023)

In many cases, it is still not entirely clear who legally owns whatever results Generative AIs produce as sometimes it can be rather apparent what the outputs were inspired by. This is especially true for image generation AI tools that sometimes use copyrighted images as part of their training data without the permission of the copyright holders.

Translating these limitations to potential operational digital experience scenarios in marketing, sales, and service, the challenges become apparent:

Feeding Generative AI →
with sensitive (customer) data is not a likely option when employing non-enterprise solutions.
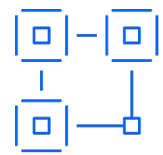
Bias awareness →
monitoring and mitigation are key when leveraging Generative AI for consumer-facing contexts as well as for research and targeting purposes.

Any Generative AI solution →
must be extensively tested, especially when used to generate content for external communication purposes. Ensuring the alignment of the solution's outputs with brand identity, tonality, and values is essential.

Key CMO/CXO concerns regarding the use of Generative AI

1. Complexity of Implementation

Organisations can utilise their existing MarTech stack, however, key integrations and customisation are required.
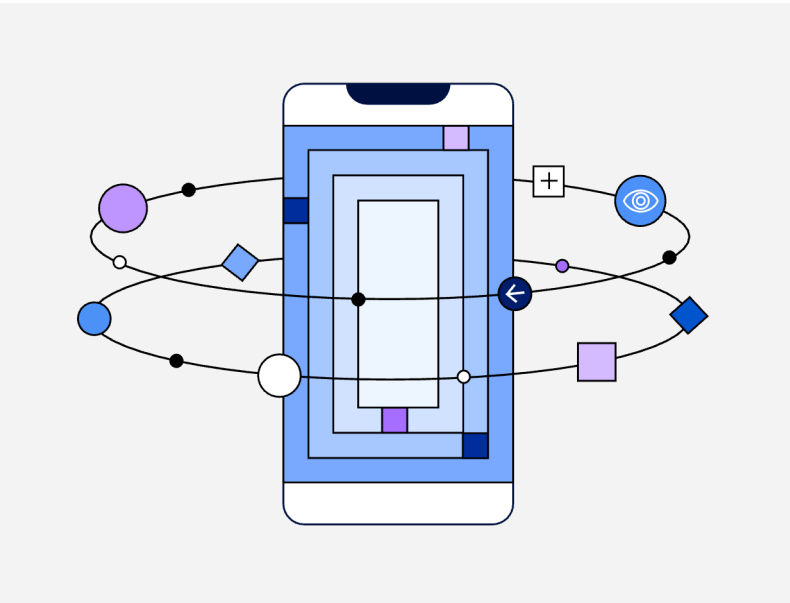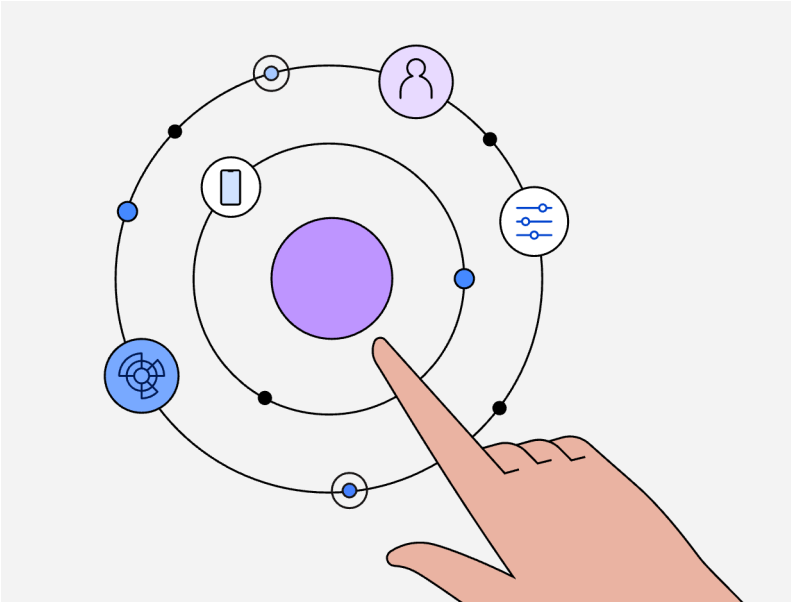
2. Building the Data Set

Proprietary data integration is extremely important in overcoming challenges typically associated with Large Language Models (i.e. data accuracy, privacy and skilled resources).

3. Brand and IP Risk

When utilising Generative AI for top use cases (e.g. rapid content generation, market research, lead gen/targeting), they must be assessed for risks to the organisation.
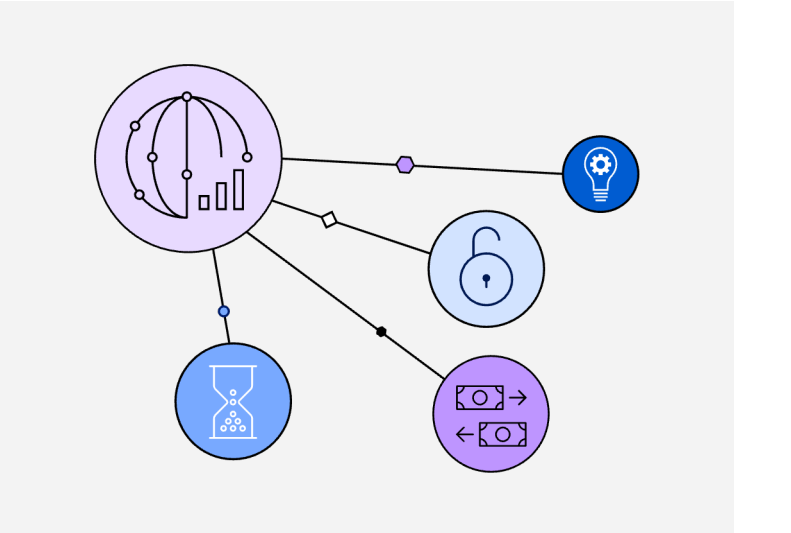
Doing the right things, the right way
Unlocking business value with trusted Generative AI solutions

Knowing, assessing, and navigating these limitations for a potential use case is crucial. Careful planning and a solid strategy are required before actively employing Generative AI for practical applications at scale in CX, marketing, sales or service.

At IBM iX, we firmly believe that, despite the various drawbacks and challenges it brings, implementing high ROI Generative AI solutions that go beyond simple PoCs and small-scale field trials is possible today. To succeed, six key challenges must be tackled in a holistic, integrated way with trust as a common denominator:
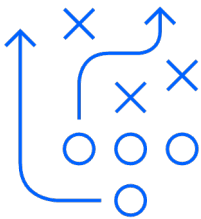
1. Strategic Vision

Don't try to throw Generative AI at everything. Doing so will likely result in poorly designed implementations yielding subpar results. Instead, be guided by a clear strategic vision to elevate the digital experience through the deployment of AI models.

2. Operating Model

Ditch the science-fair mentality. Keep experiments and implementations in line with your strategy. Outline ethical principles, develop rigorous governance, and emphasize pragmatism over theory.
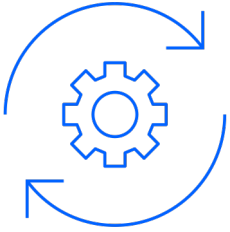
3. Engineering & Operations

Agile DevOps + automated ITOps + MLOps = AIOps. AIOps is the flywheel for your operating model, integrating people, processes, and platforms to enable AI adoption at speed and scale.
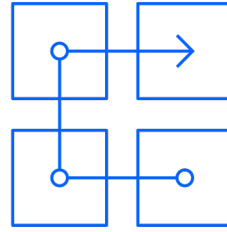
4. Data & Technology

Support industrial-strength scaling. A PoC is not a full-blown solution. For sustained use in marketing, sales, or service, your Generative AI solution needs to be effective, trustworthy, and properly integrated into your operational systems.

5. Talent & Skills

Fill the jobs of tomorrow today. Generative AI is not a supplement for your workforce, but an enhancement to it. Training your teams in the effective and responsible use of Generative AI tools is essential for your success – now.
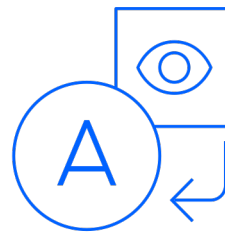
6. Culture & Change

Cultivate change and co-creation. Embracing and managing change is paramount, even when facing challenging business circumstances. Fostering a culture of trust can help anchor AI acceptance and efficiency.

IBM iX – Your Digital Experience Partner
Let's co-create your Generative AI journey.

As the Experience Agency of IBM Consulting, IBM iX is the trusted partner for elevating the digital experience of leading organisations across marketing, commerce, sales and service. We help businesses from a broad range of industries successfully and efficiently implement Generative AI technologies.

Whether you want to fully leverage the AI capabilities of your digital experience platform or plan to build a proprietary and customised system on one of the available foundational models, we have you covered.

Use, Boost or Build?

Through our deep partnerships with all leading marketing technology and experience platform providers, we support you in aligning your Generative AI strategy with the relevant product roadmaps to help you make the most of the licenses you already hold. This allows for rapid and de-risked scaling of Generative AI within your platform ecosystem of choice. We can also support you in enhancing the capabilities of ISV-provided models through fine-tuning and additional internal training data.

Adobe

Adobe Firefly is designed to turn user prompts into images and text effects specifically for commercial use. Adobe will integrate the new tool into such familiar workplace apps as Photoshop and Adobe Illustrator.

Adobe Sensei GenAI provides GenAI features natively integrated in applications, supporting use cases from planning and asset creation to personalisation and customer journey management.

salesforce

Einstein GPT for Marketing dynamically generates personalised content to engage customers and prospects across email, mobile, web, and advertising.

Einstein GPT for Sales auto-generates sales tasks like composing emails, scheduling meetings, and preparing for the next interaction.

Einstein GPT for Slack delivers AI-powered customer insights like smart summaries of sales opportunities and updates knowledge articles.

Microsoft

Microsoft 365 Copilot is embedded in all of the Microsoft 365 apps. Text capabilities can provide initial drafts for documents and suggest layout and visuals for presentations; answer questions, summarise emails and meetings, and provide reports.

Copilot Dynamics provides you the power to segment customers, profiles, and create content.

Copilot in Teams provides real-time summaries and action items directly in the context of the conversation.

SAP

SAP Digital Assistant is an AI-powered companion for SAP Customer Experience portfolio that promises to help increase conversion rates and operational efficiency for sales, commerce and service teams.

It will be able to round up all interactions with a certain account and serve it up for further perusal, helping users craft a context-appropriate email response.

We constantly monitor the dynamic market for third-party Generative AI solutions to support you in selecting the most suitable tools for a best-of-breed technology stack. From vendor assessment and selection to supporting your procurement process, we guide you to what's right for you.

IBM iX supports clients in marketing, sales and service on three levels:
Use, Boost, Build

Use

salesforce   Adobe   SAP   Microsoft

Applications

Boost

watsonx   OpenAI   co:here   Hugging Face   GitHub   watsonx

Model hubs

ANTHROP\C   AI21labs   aws

Stable Diffusion   bloom   EleutherAI

Proprietary foundation models   Open-source foundation models

Build

aws   Microsoft   Google Cloud   IBM Cloud

Cloud platforms

NVIDIA   AMD   Google

Compute hardware

If the out-of-the-box solution is not sufficient for what you aim to achieve, we can help you build your own proprietary AI stack. We leverage IBM's global AI prowess for your digital experience and customer engagement transformation, drawing on the combined expertise of more than 21,000 AI practitioners. We can work with your AI studio of choice or enable you through IBM's watsonx enterprise-ready AI and data platform.
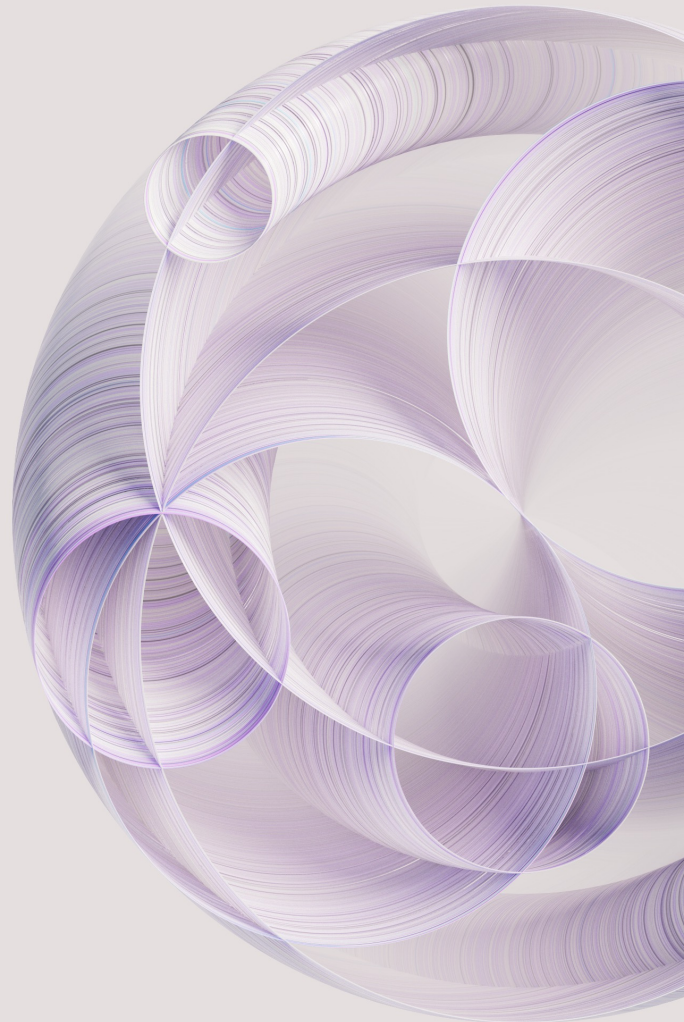
watsonx

Scale and accelerate the impact of AI with trusted data.

watsonx.ai

Train, validate, tune and deploy AI models

A next generation enterprise studio for AI builders to train, validate, tune, and deploy both traditional machine learning and new Generative AI capabilities powered by foundation models. It enables you to build AI applications in a fraction of the time with a fraction of the data.

watsonx.data

Scale AI workloads, for all your data, anywhere

Fit-for-purpose data store optimised for governed data and AI workloads, supported by querying, governance and open data formats to access and share data.

watsonx. governance

Enable responsible, transparent and explainable data and AI workflows

End-to-end toolkit encompassing both data and AI governance to enable responsible, transparent, and explainable AI workflows.

Get started with us today.

With our IBM Garage for Generative AI framework, we accelerate your journey with a holistic and proven approach, offering collaborative tools for the rapid co-creation of solutions that deliver. Get started today with one of the following proven formats:
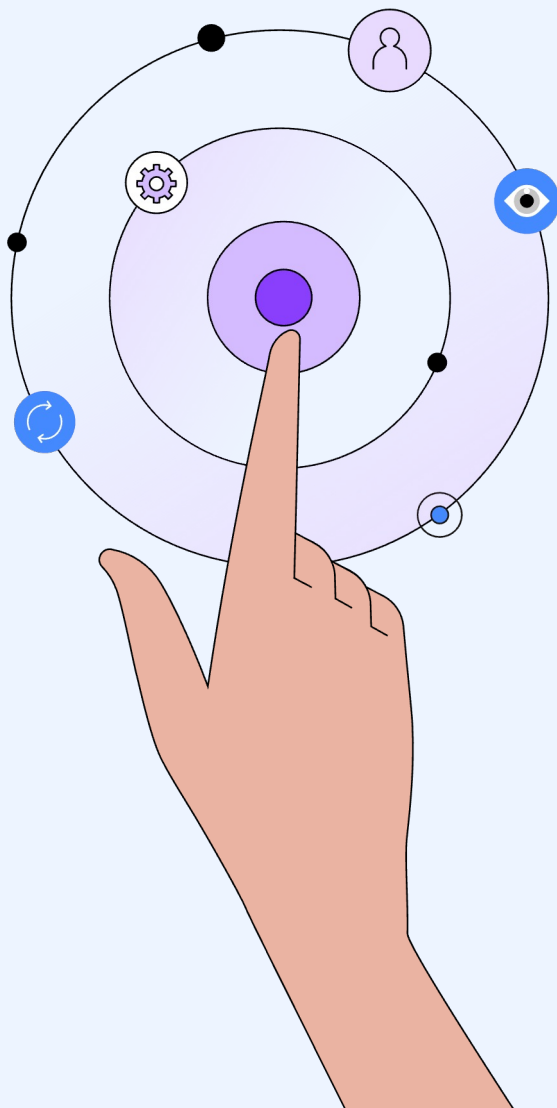
1. GenAI Discovery Session
1 day

The ideal entry point for exploring Generative AI opportunities in your organisation. Get familiar with key Generative AI concepts, capabilities and challenges, and start defining and prioritising Generative AI use cases with your team.

2. GenAI Strategy Sprint
1 week

Embark on your Generative AI journey with our experts and develop a comprehensive approach for leveraging Generative AI in your organisation. Identify the right use case(s), assess the technological requirements and define the best architecture and model setup. This is your jumpstart into Generative AI with a multi-day format that delivers actionable results.

3. GenAI Pilot Project
1-2 months

Let's build your GenAI pilot and work on a specific use case using our IBM Garage for GenAI methodology. With this approach, we rapidly build out concepts into working MVPs that delight customers and employees. Solve a real-world business problem while kickstarting the cultural change needed for successful AI adoption in your organisation.

Talk to our experts.

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