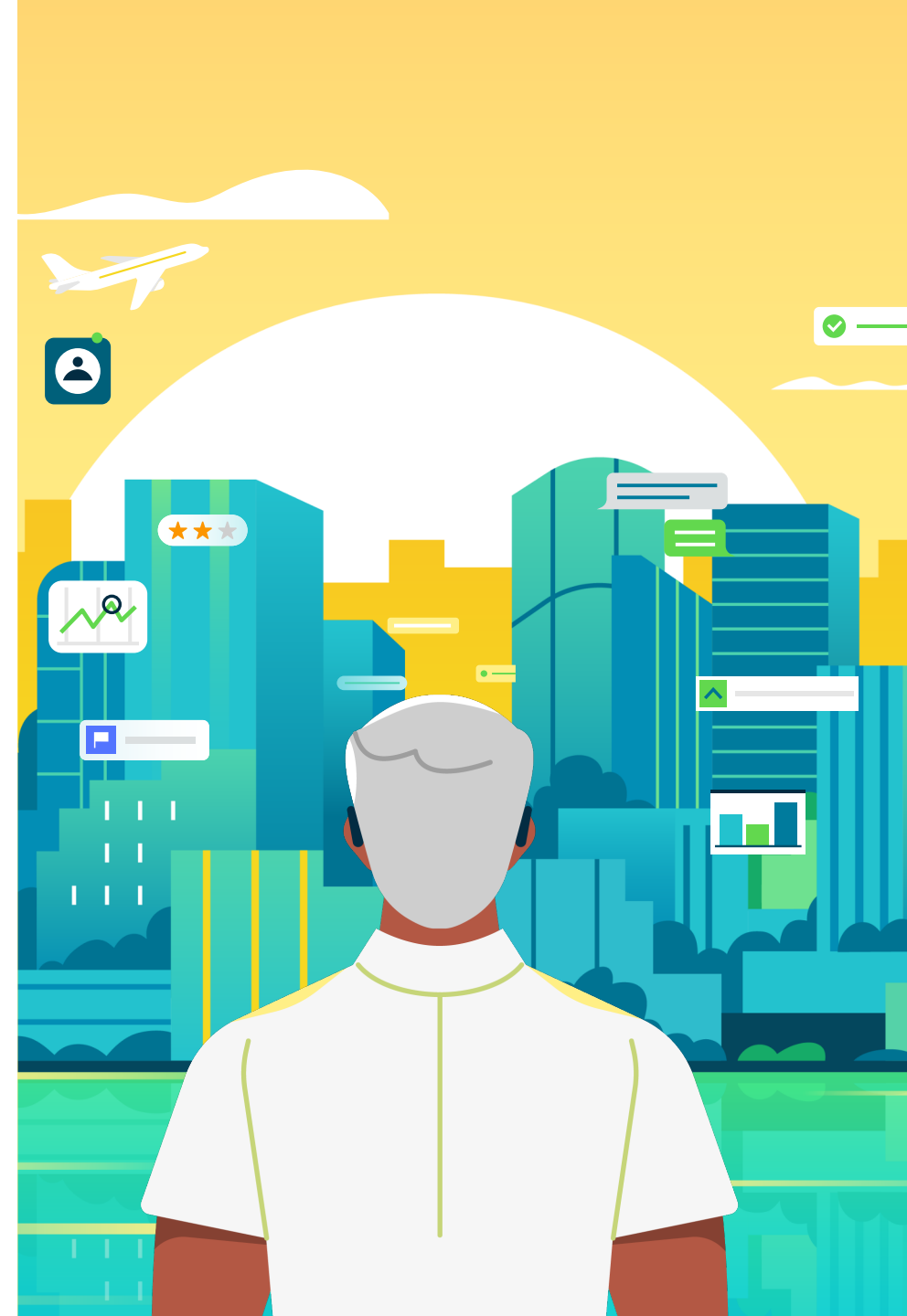


# L'era dell'intelligenza artificiale

Prospettive di crescita e opportunità

**13 Giugno 2024 - 18:00**

Portrait Milano in Corso Venezia, 11 Milano



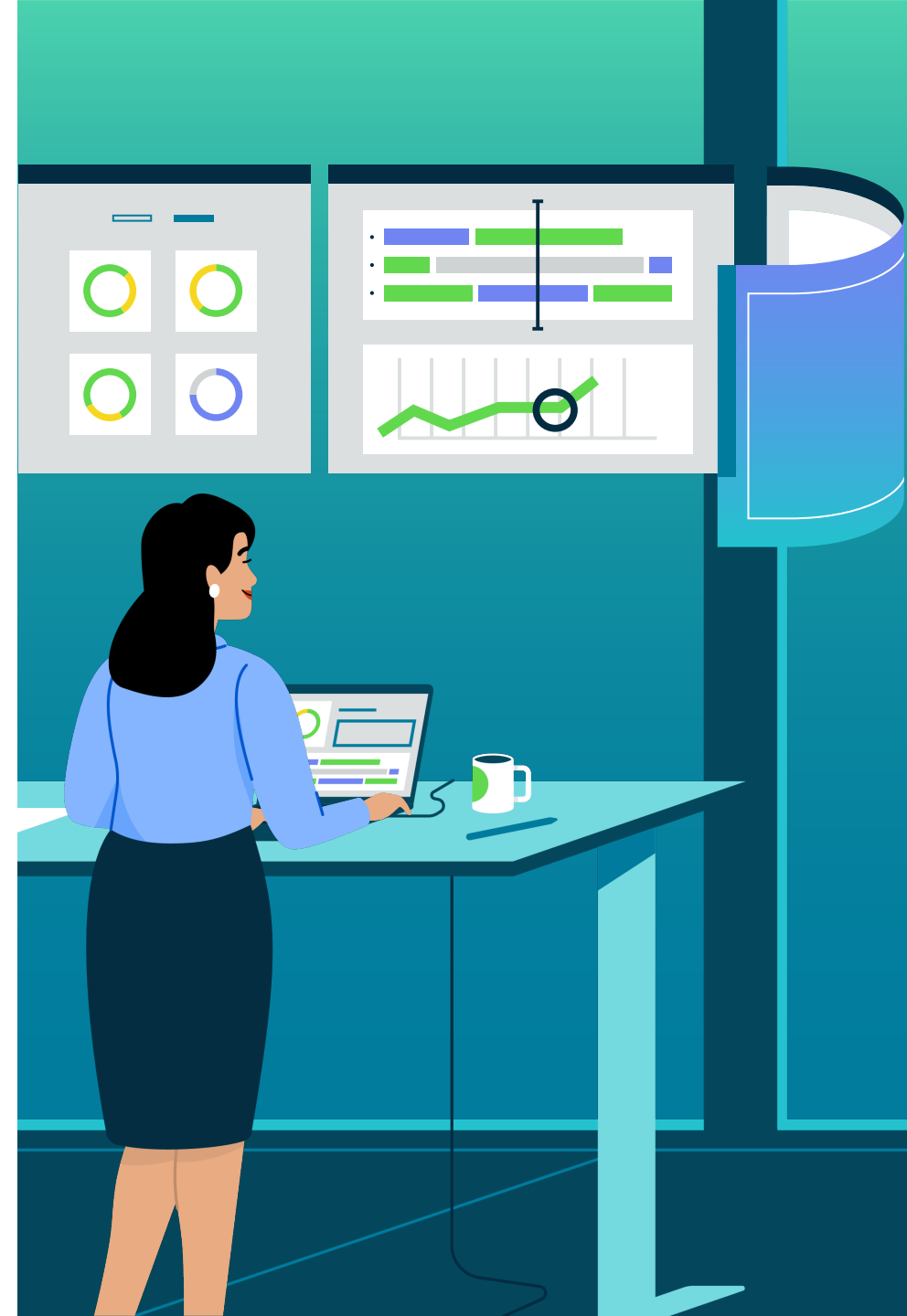
# Il mercato

## Prospettive di crescita dell'intelligenza artificiale

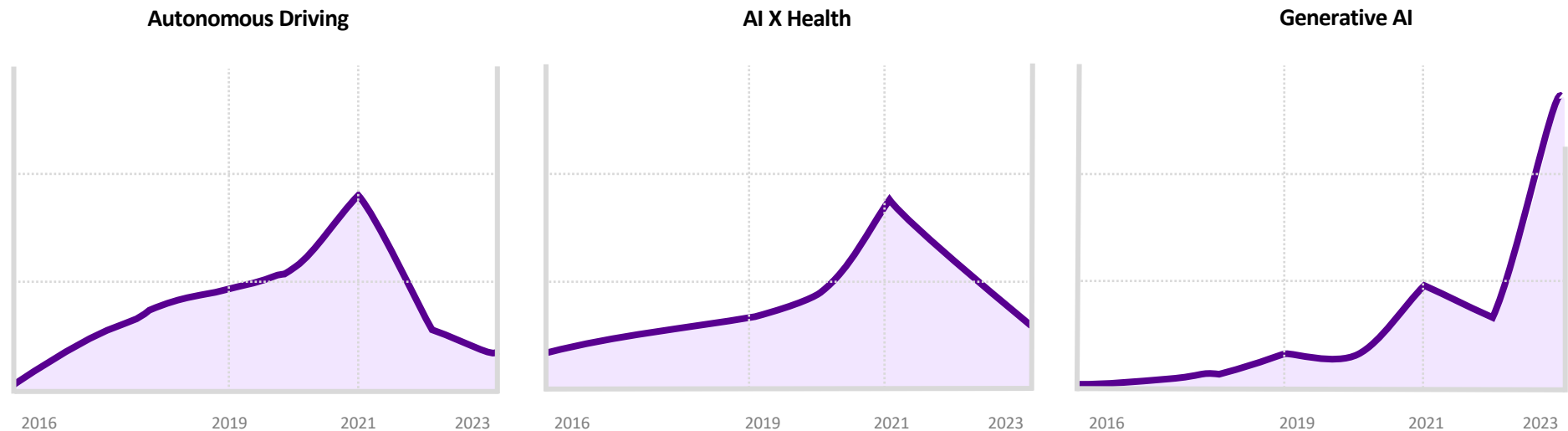
18:00-18:10

**Pietro Moscon**

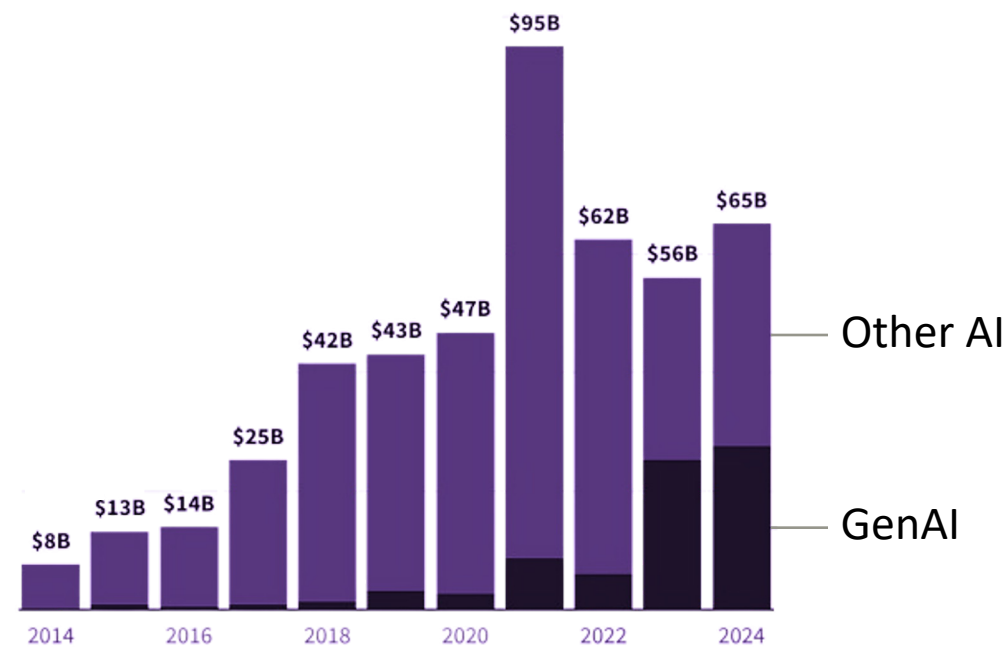
BI & Advanced Analytics Manager – Accenture



# GENERATIVE AI MOMENTUM | MARKET & TRENDS

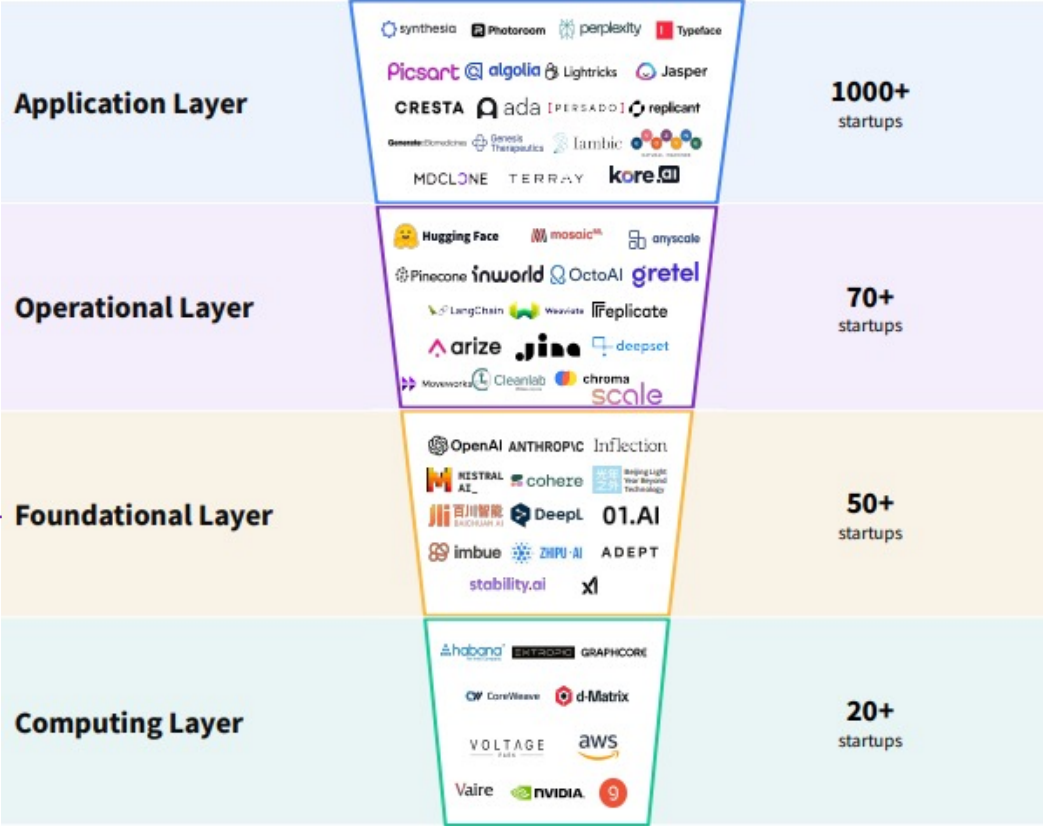


The AI is actually in its third big wave of investing  
For 2024, \$ 65 billion are expected to be targeted



# GENERATIVE AI MOMENTUM | MARKET & TRENDS

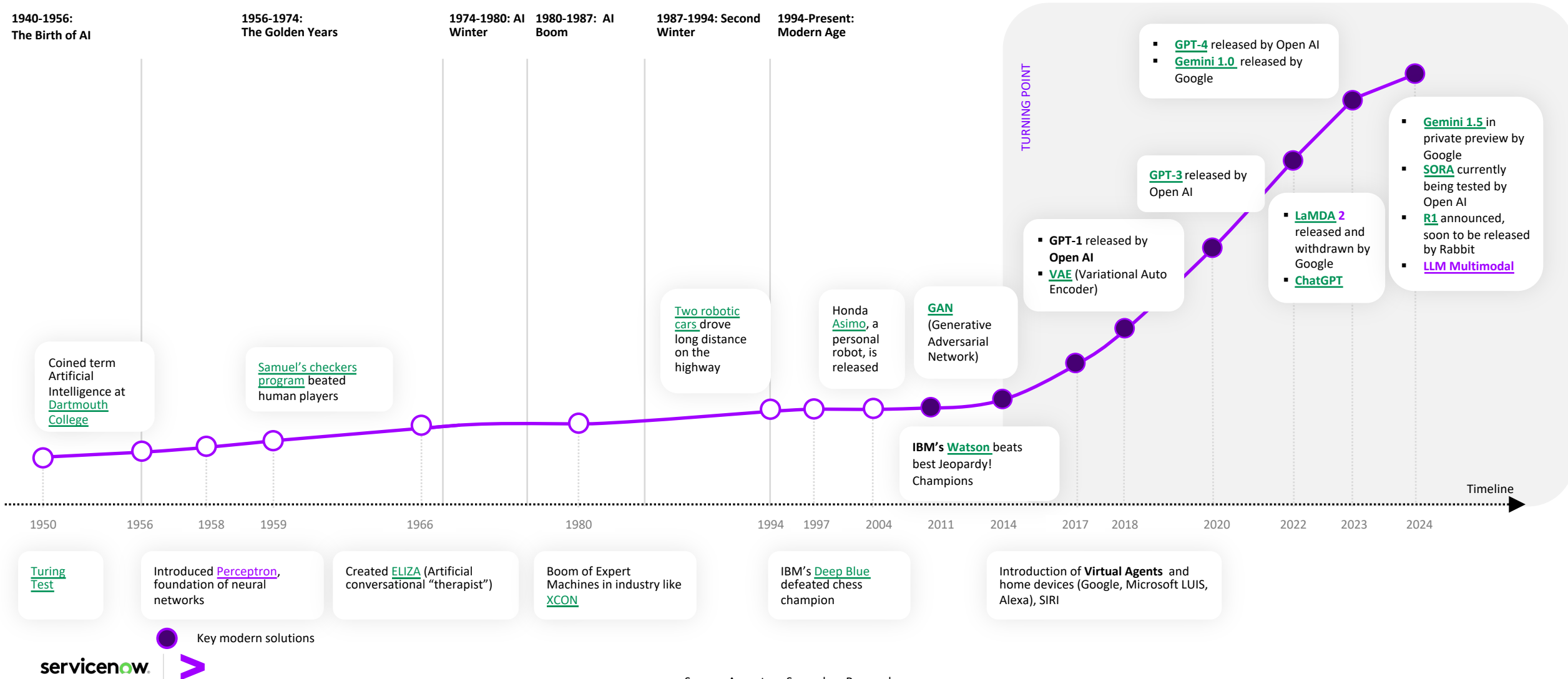
Most GenAI companies are in the application layer, but the big part of investments goes to foundational layer startups





# THE LONG HISTORY OF AI IS REACHING A NEW GOLDEN AGE

“AI is the broad term used to describe the set of technologies that enable machines to sense, comprehend, act and learn.”



# GENERATIVE AI MOMENTUM | MARKET & TRENDS

A rising business opportunity...

22+ B\$

Generative AI market size estimated by 2025

...growing year by year in interest and size

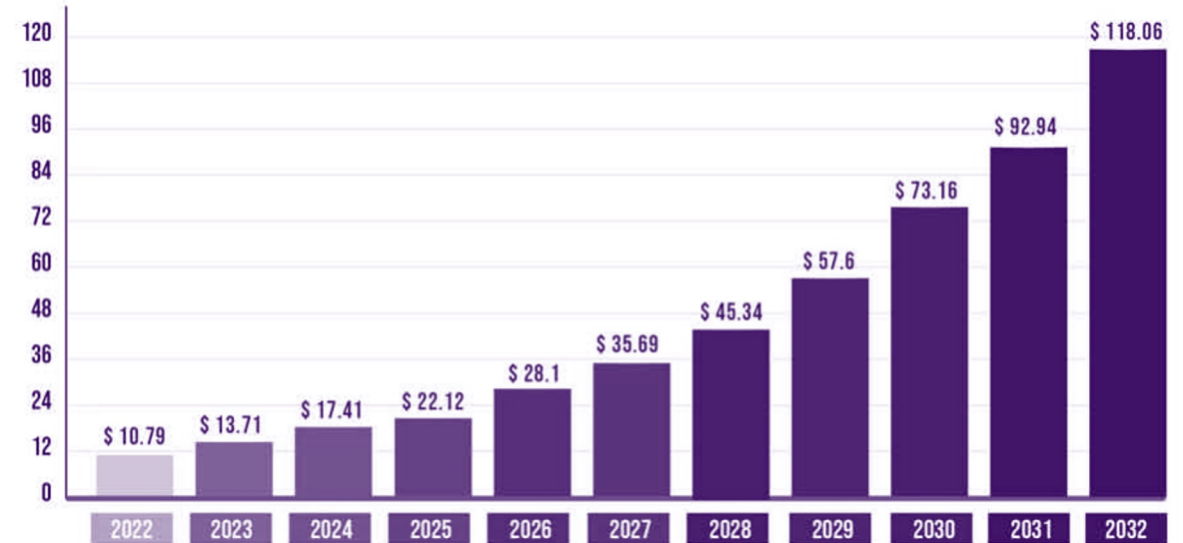
27%

Projected annual increase of market size

58%

Of Fortune 500 CEOs identified GenAI as highest potential opportunity for their business in the next 10 years

The global **generative AI market size** was estimated at **USD 10.79 billion in 2022** and is projected to hit around **USD 118.06 billion by 2032** growing at a **CAGR of 27.02% during the forecast period 2023 to 2032**.



# GENERATIVE AI MOMENTUM | ECOSYSTEM

Accenture has moved on the market...

3 B\$



Investment planned by Accenture in Data & AI initiatives in the next 3 years

...with actions from major players...

10 B\$



Investment by Microsoft alone in OpenAI made in January 2023

...and a surge in focused startups

+ 450

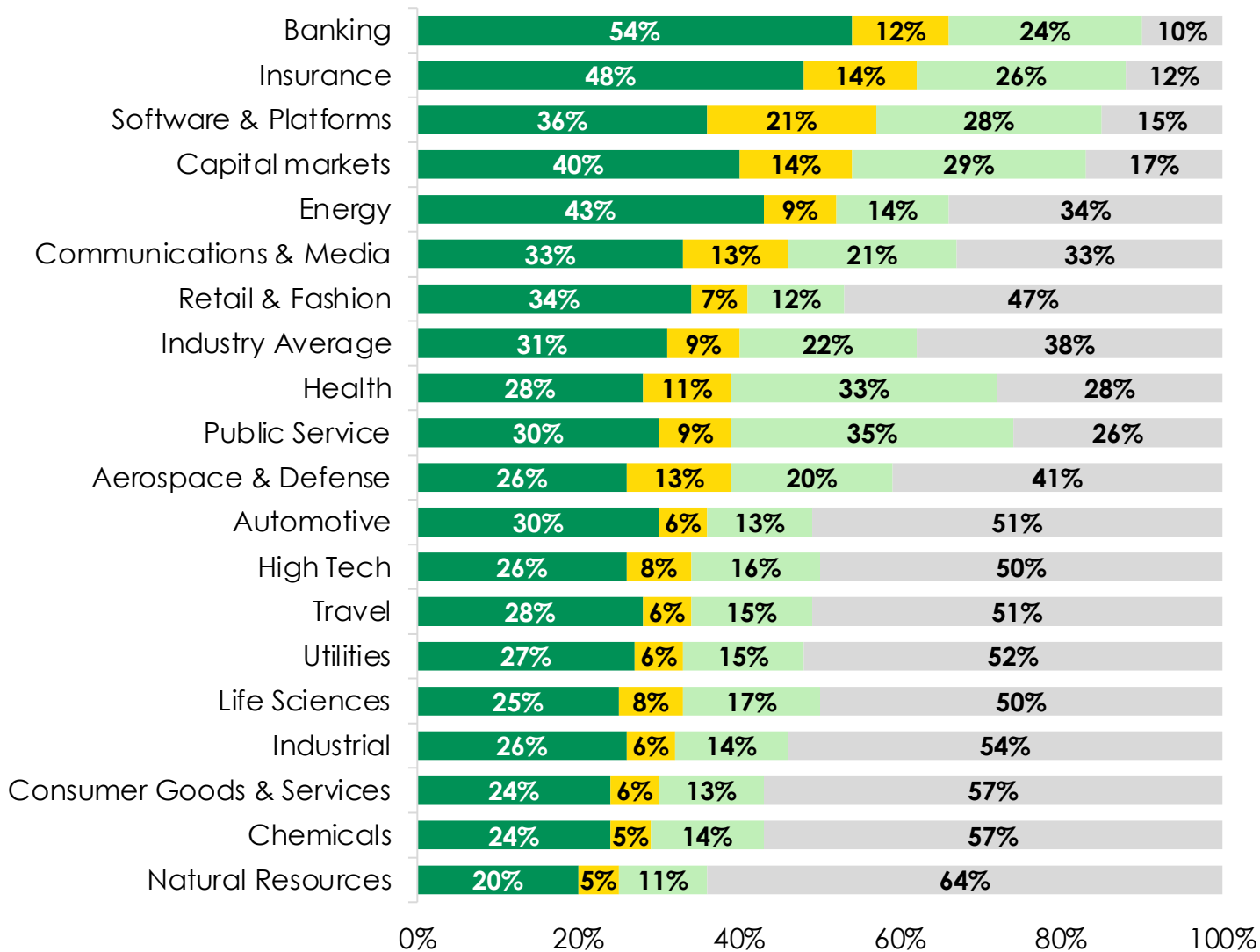
Startups that have been created in the last months with focus on Generative AI

Google "We Have No Moat, And Neither Does OpenAI"  
Leaked Internal Google Document Claims Open Source AI Will Outcompete Google and OpenAI

## Y Combinator W23 Generative AI Landscape

		Example Use Case	YC W23 Startups
Business Function	Accounting Finance	Automate bookkeeping, data categorization	truewind  ALPHAWATCH
	Marketing	Image, video, and content creation	Booth.ai  Speedy
	Sales	Summarize transcript, automate outbound	Perspectiva  Tennr  FABIUS
	Customer Success	Support agents, automated responses	Hazel  OpenSight  Buff OfOne  Parabolic  Yuma.ai
	Knowledge Management	Collaboration, summarize meeting notes, project management	Credal.ai  type
	Media	Generate game assets; real-time voice change	Iliad  decoherence  Texel
Engineering Function	Data Analytics	Text to SQL, data transforms	lightski  turntable  Lume Defog.ai  Merse
	ML Ops Platform	Customize and optimize LLMs	vellum  GRADIENT  Baseplate
	Infrastructure	Data platforms, integrations, LLM infrastructure	pyq  stack  BerriAI  Helicone ANARCHY
	Developer Tools	Observability, manage production, low code	CodeComplete  Meru  Lasso FOUNDATION  Second

# GENERATIVE AI MOMENTUM | PEOPLE



53%

of tasks across Retail & Fashion industry  
can be impacted by Large Language  
Models



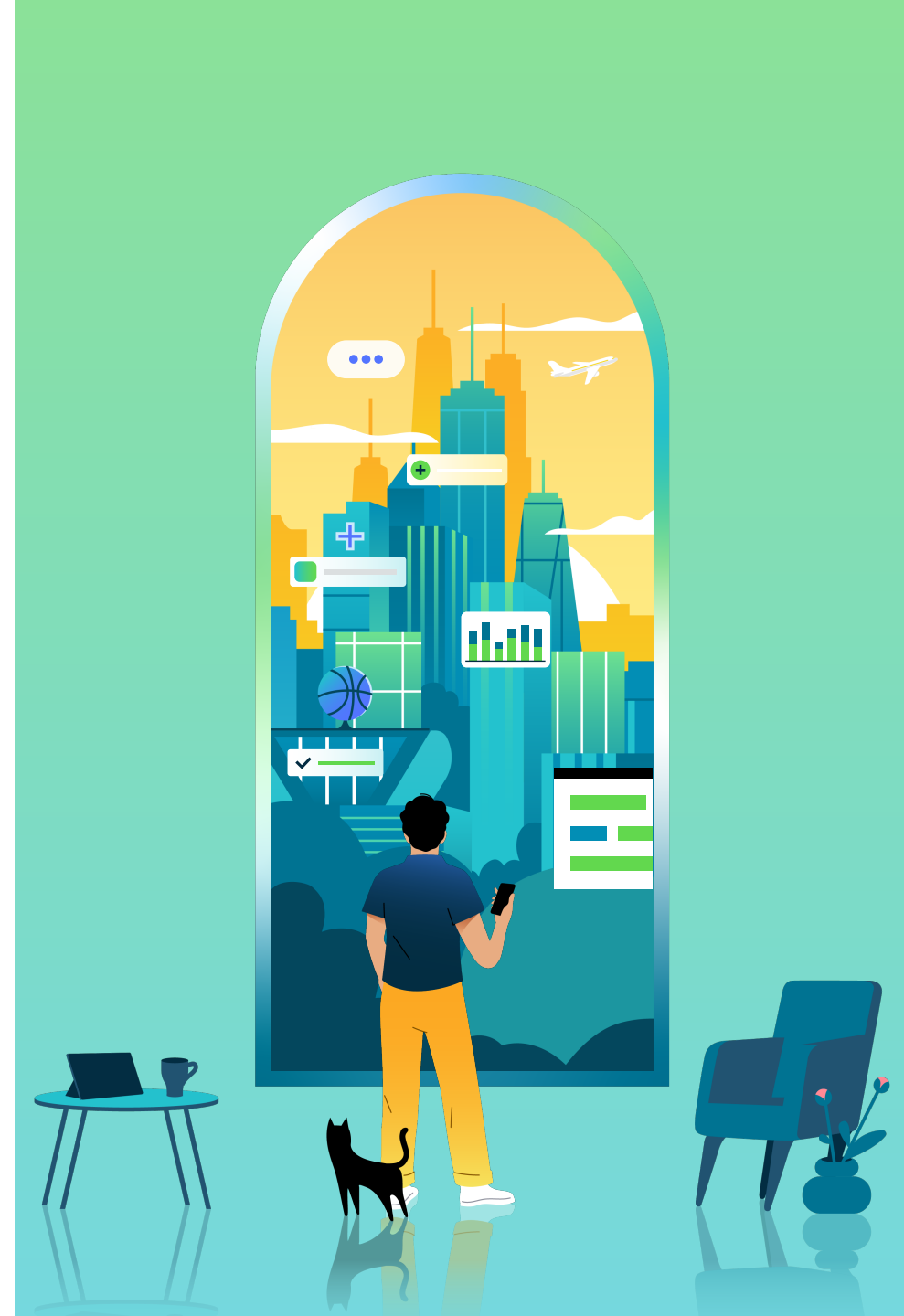
# La teoria

## AI-first Organization

18:10-18:20

**Pietro Moscon**

BI & Advanced Analytics Manager – Accenture



# R12 “Future fit” talent for the AI First Organization

## 01 Ind & Func AI Value Strategy

Build data and AI strategy, architecture and operating model blueprints, business case and roadmap to identify opportunities where AI can be leveraged to create competitive advantage and solve complex challenges to deliver exceptional business outcomes.

## 02 AI Transformation

Responsible for creating and delivering on the vision of an AI transformation. Guide and lead the execution of AI transformation projects.

## 03 AI Workforce Transformation

Drive AI adoption by connecting the AI and business strategy with changes to talent, operating model and culture.

## 04 Ind & Func AI Decision Science

Use Industry & Functional domain expertise to design and implement AI based decision-making frameworks and models to drive insights for decision making to solve business challenges.

## 05 Data Eng, Mgmt & Governance

Make data accessible by building systems that collect, organize, manage and store raw data. Convert data into available, accurate, and usable information that can be interpreted by others.

## 06 Visualization & BI Eng (under discussion)

Design and develop human-centered insight and information interfaces that drive adoption, decision making, and behavior change, using story telling to ensure adoption in business users.

## 07 Data Architecture

Analyze, plan, and define data architecture framework, including security, reference data, metadata, and master data. Codify industry and functional knowledge into foundational models. Optimize models for business use.

## 08 AI LLM Technology Architecture

Design and implement the technology architecture for advanced AI, including Large Language Model (LLM), platform systems and solutions. Translate business roadmap into technical requirements and architecture.

## 09 AI Infrastructure Architecture

Architect and build custom Artificial Intelligence (AI) infrastructure/ hardware solutions. Optimize AI infrastructure/ hardware performance, power consumption, cost and scalability of computational stack. Advise on AI infrastructure technology and vendor evaluation, selection and full stack integration.

## 10 AI/ML Computational Science

Formulate real-world problems into practical, efficient, and scalable AI and Machine Learning solutions. Design, experiment and develop advanced Artificial Intelligence (AI) and Machine Learning (ML) systems.

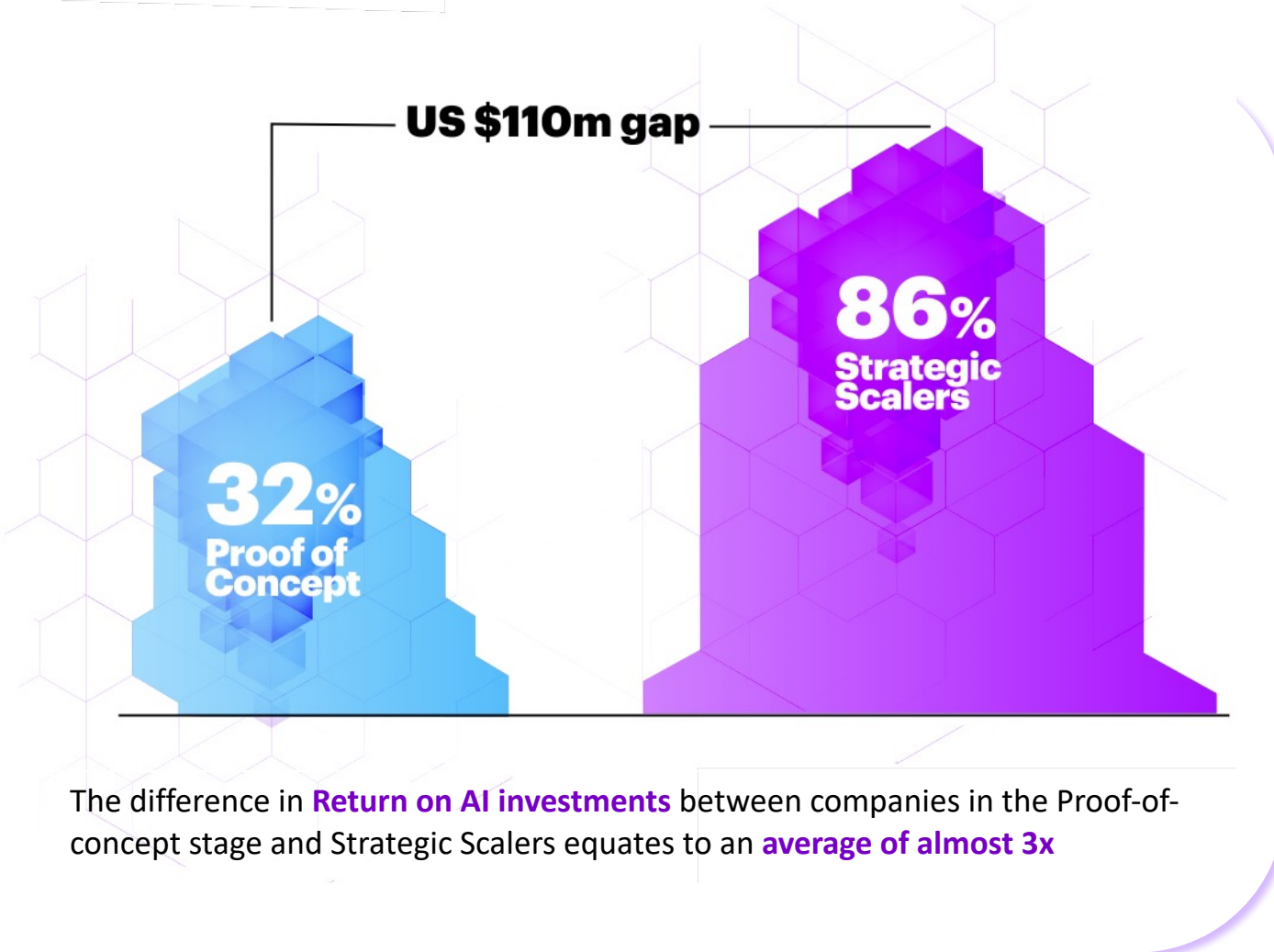
## 11 Full Stack LLM Development

Develop large language model (LLM)-based applications. Build, train, and fine tune LLMs to improve performance, accuracy and alignment of the general-purpose models. Develop and integrate LLMs and/or LLM applications into products and services. Design, develop, and optimize Artificial Intelligence (AI) prompts.

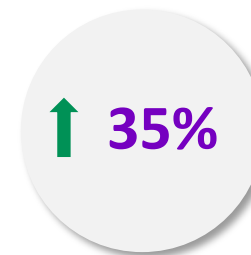
## 12 Responsible AI

Responsible for driving the adoption of responsible, ethical, and sustainable data practices for data and the development and deployment of artificial intelligence (AI) systems. Work across multiple projects to ensure that the development and deployment of AI technologies complies with ethical principles as well as local legislation and regulations governing the use of AI.

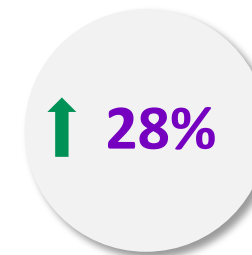
# ENTERPRISE VALUE WILL DRAMATICALLY RISE BY SCALING AI



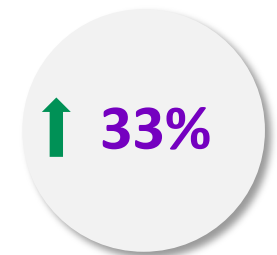
There is a positive correlation globally between **successfully scaling Data & AI** and **3 financial KPIs**:



ENTERPRISE VALUE/  
REVENUE RATIO




PRICE / SALES  
RATIO




PRICE/  
EARNINGS RATIO

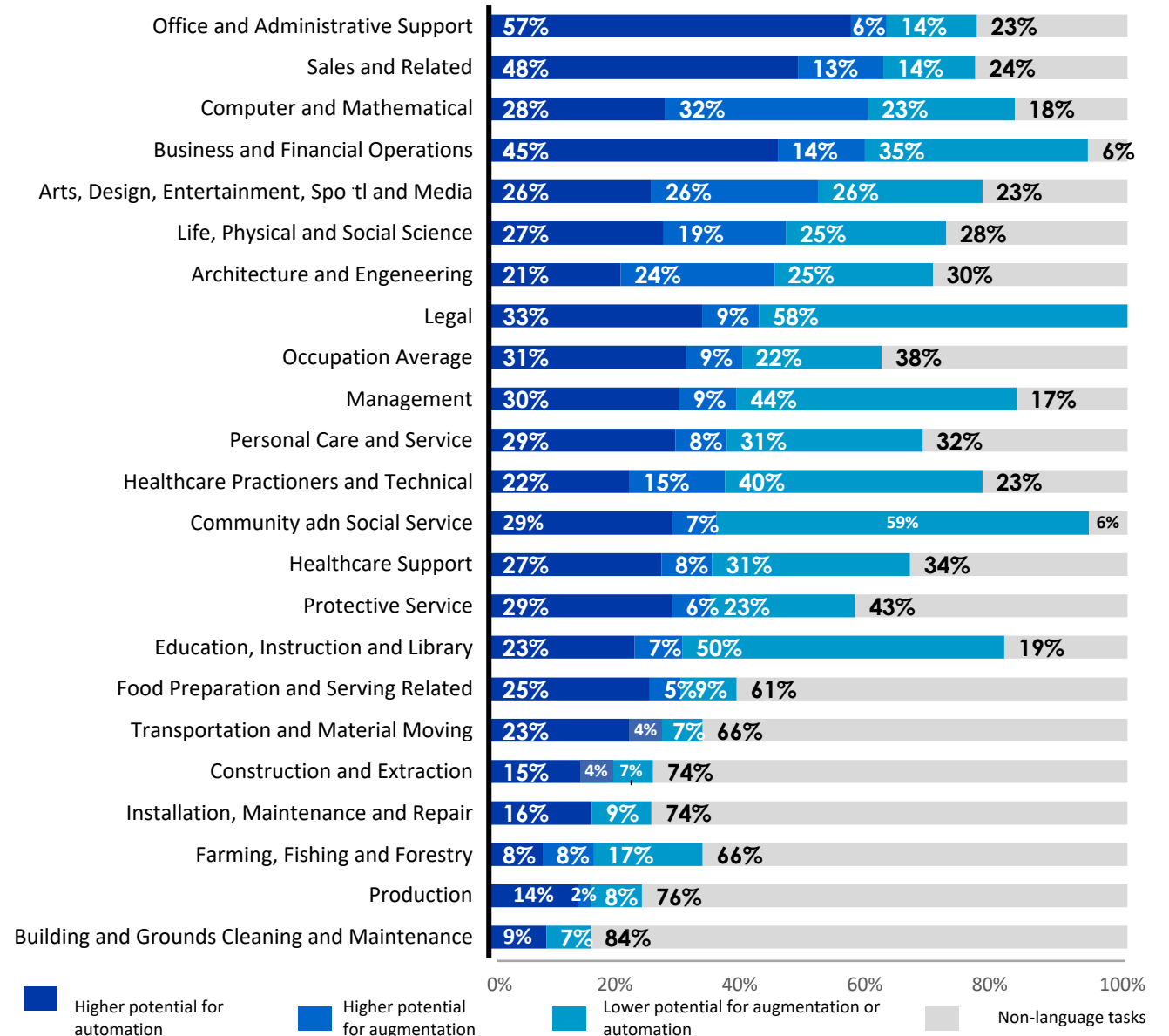
Sources: Oxford Insights (2023) - The Future of Decision-Making: The Power of Automation, Sesamm (2023) - It's 2023, AI Innovation is Here and Only Getting Better – 80% Of the world's data is unstructured, Deep Talk (2023); Accenture Research based on Accenture TL - "A new era of generative AI for everyone", Accenture Research "AI: Built to scale"

# Generative A.I. will transform work and will have a significant impact on many jobs

 **4 in 10**  
want to make a large investment in Generative A.I.

 **40%**  
of all working hours can be impacted by LLMs like GPT-4

*Notes: We manually identified 200 tasks related to language (out of 332 included in BLS), which were linked to industries using their share in each occupation and the occupations' employment level in each industry. Tasks with higher potential for automation can be transformed by LLMs with reduced involvement from a human worker. Tasks with higher potential for augmentation are those in which LLMs would need more involvement from human workers.*





# La pratica

## Business-ready Gen AI con ServiceNow

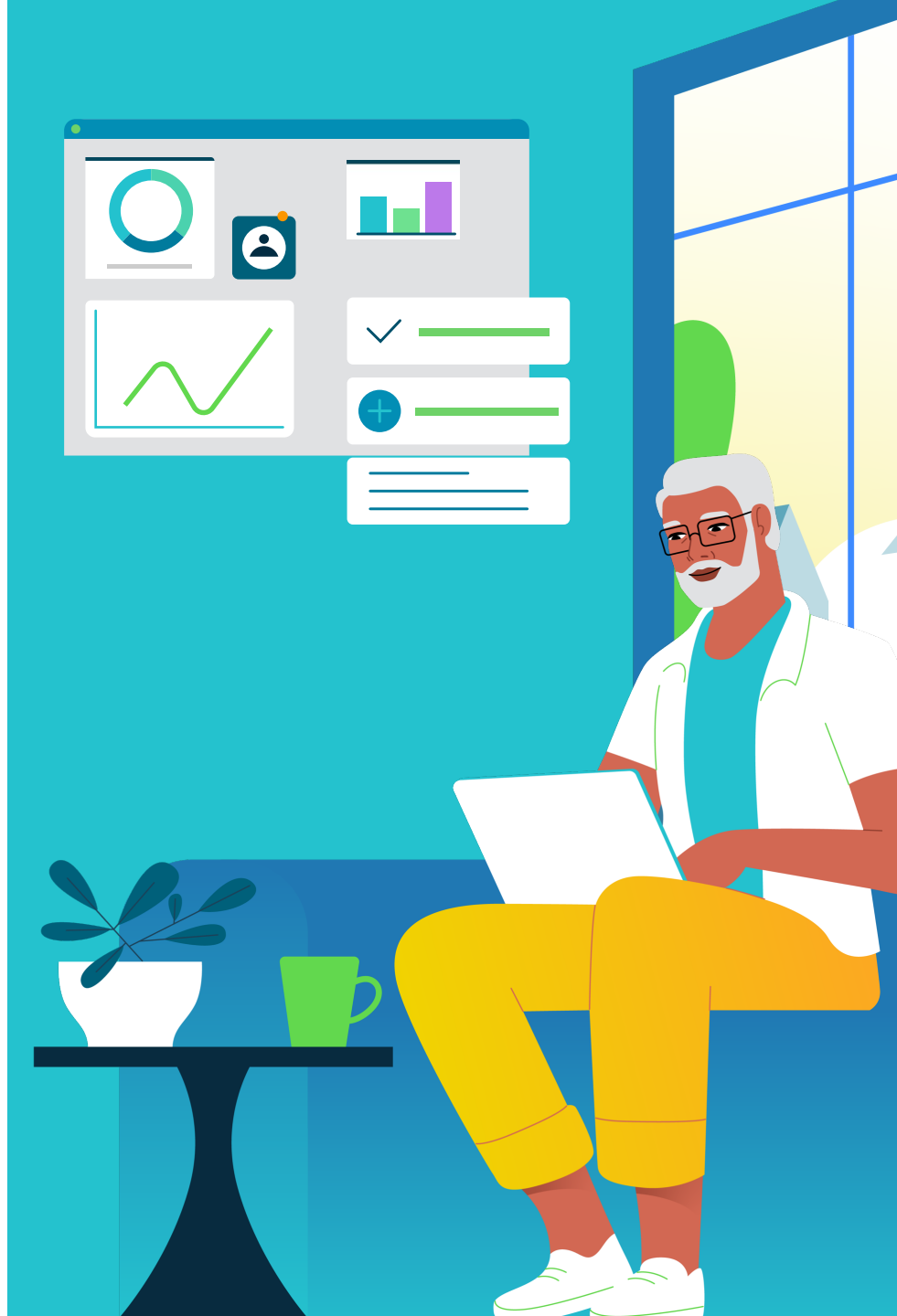
18:20-18:40

**Enrico Leporini**

Sales Director - ServiceNow

**Tommaso Pernice**

Senior Advisory Solution Consultant – ServiceNow



# ServiceNow

## la piattaforma intelligente per la trasformazione end-to-end del business

Industry Products

Telecom, Media & Technology

Financial Services

Manufacturing

Healthcare & Life Sciences

Public Sector



Technology  
Workflows

ITSM

ITAM

ITOM

SPM

SecOps

IRM

Observability

OTM



Employee  
Workflows

HRSD

Legal

WSD

EGD



Customer &  
Industry Workflows

CSM

FSM

Sales and Order Mgmt

Industry Products



Creator  
Workflows

App Engine

Automation Engine

Vault



Finance & Supply  
Chain Workflows

Procurement

Supplier Operations

Accounts Payable



Impact

Embedded intelligence



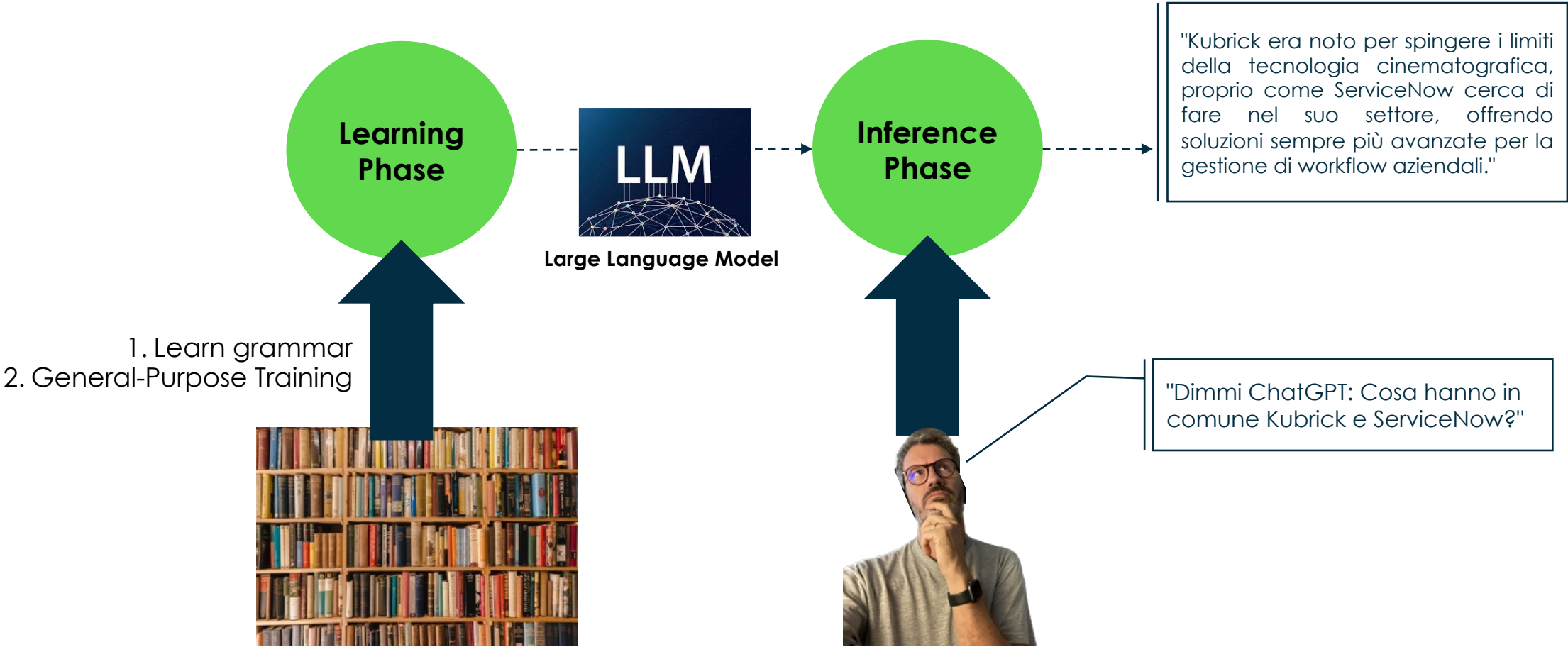
Now Platform®

# ServiceNow: Principali elementi differenzianti

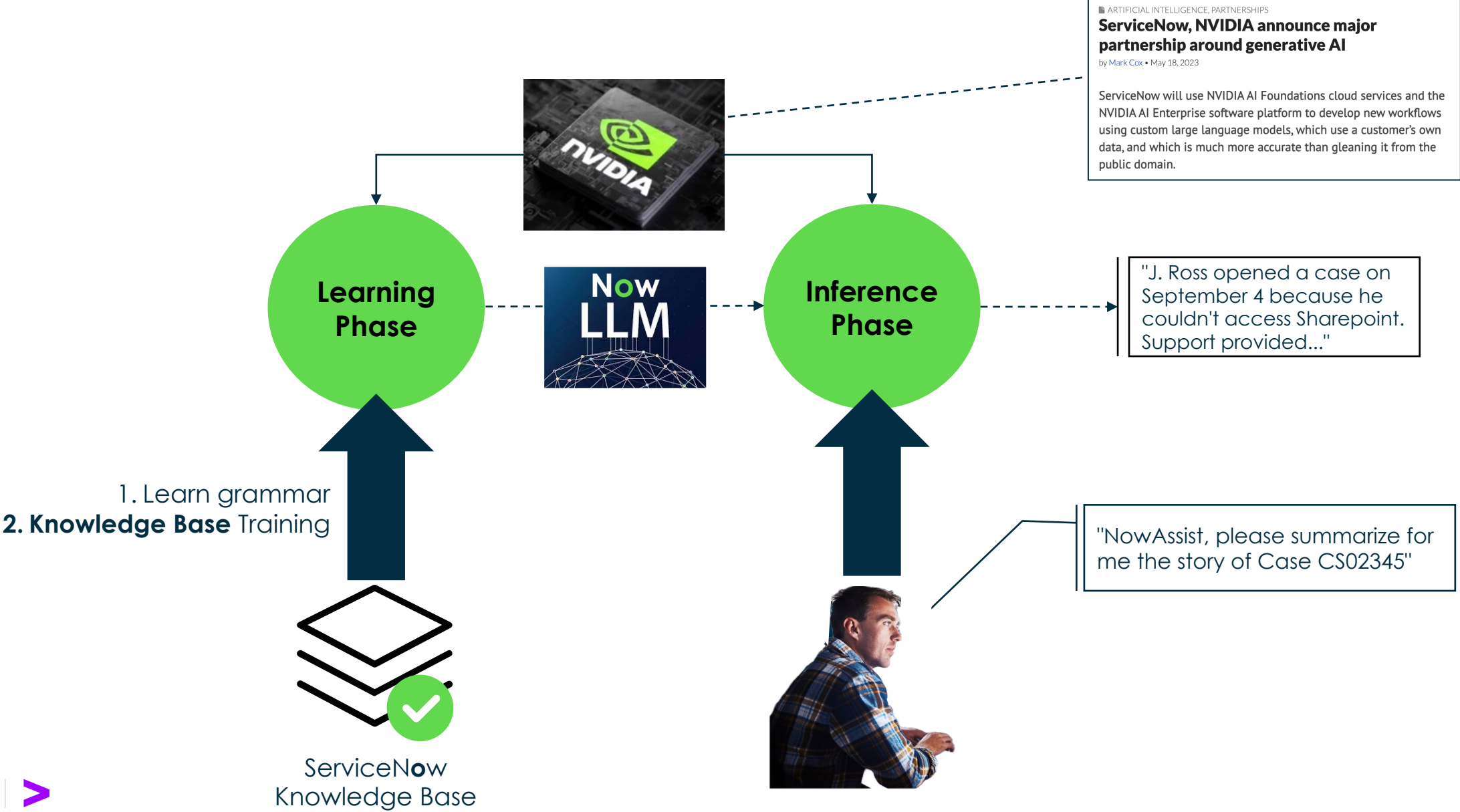
**Single Platform**  
**Single Data Model**  
**Single Architecture**

- ✓ Best-in-class, purpose-built core capabilities
- ✓ Easy integrations with best-in-breed systems of record and SaaS
- ✓ Embedded intelligence - Increased time-to-value / accuracy
- ✓ Low-code/no-code configuration and creation
- ✓ Massive scalability
- ✓ Passionate user base, vibrant community

# General-Purpose GenAI



# Domain-specific GenAI: NowLLM





Get value faster  
with Now Assist



SERVICENOW MODELS

NowLLM for Dev

NowLLM for Agents

NowLLM for...

BRING YOUR OWN MODEL



WHY IT MATTERS

Model accuracy

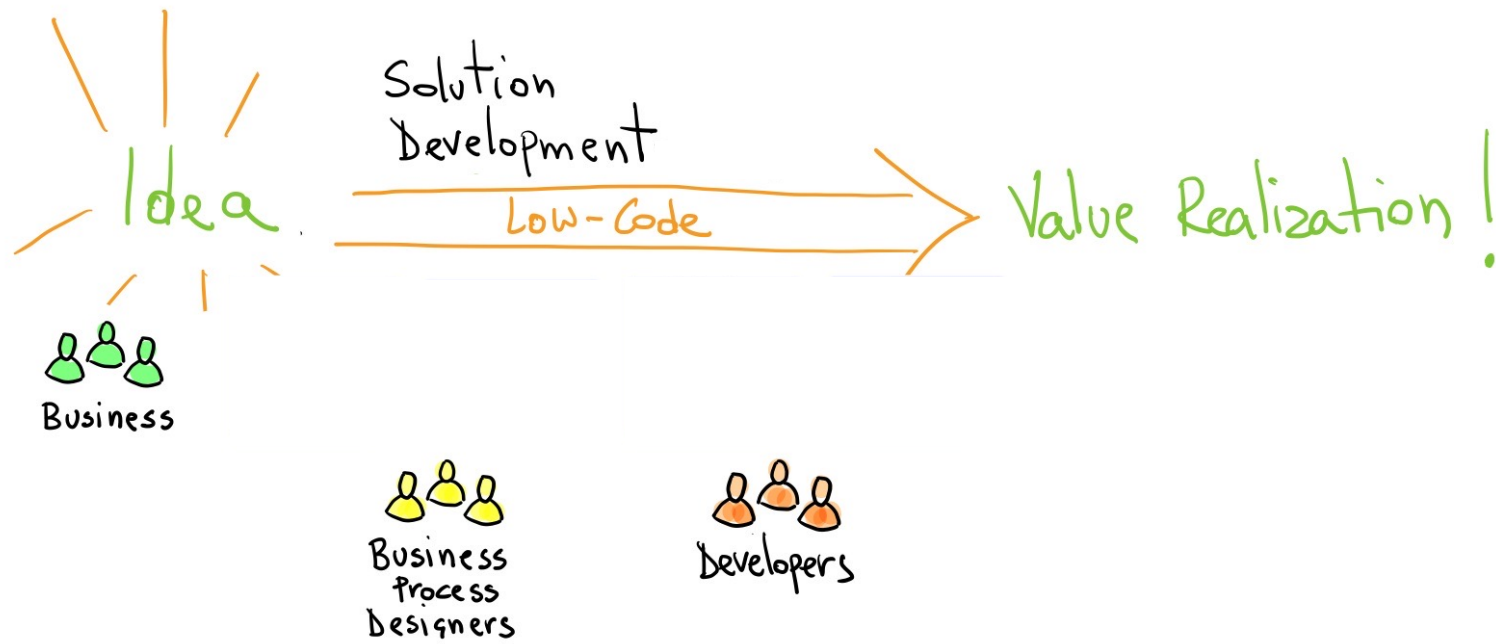
Domain Expertise

Data privacy

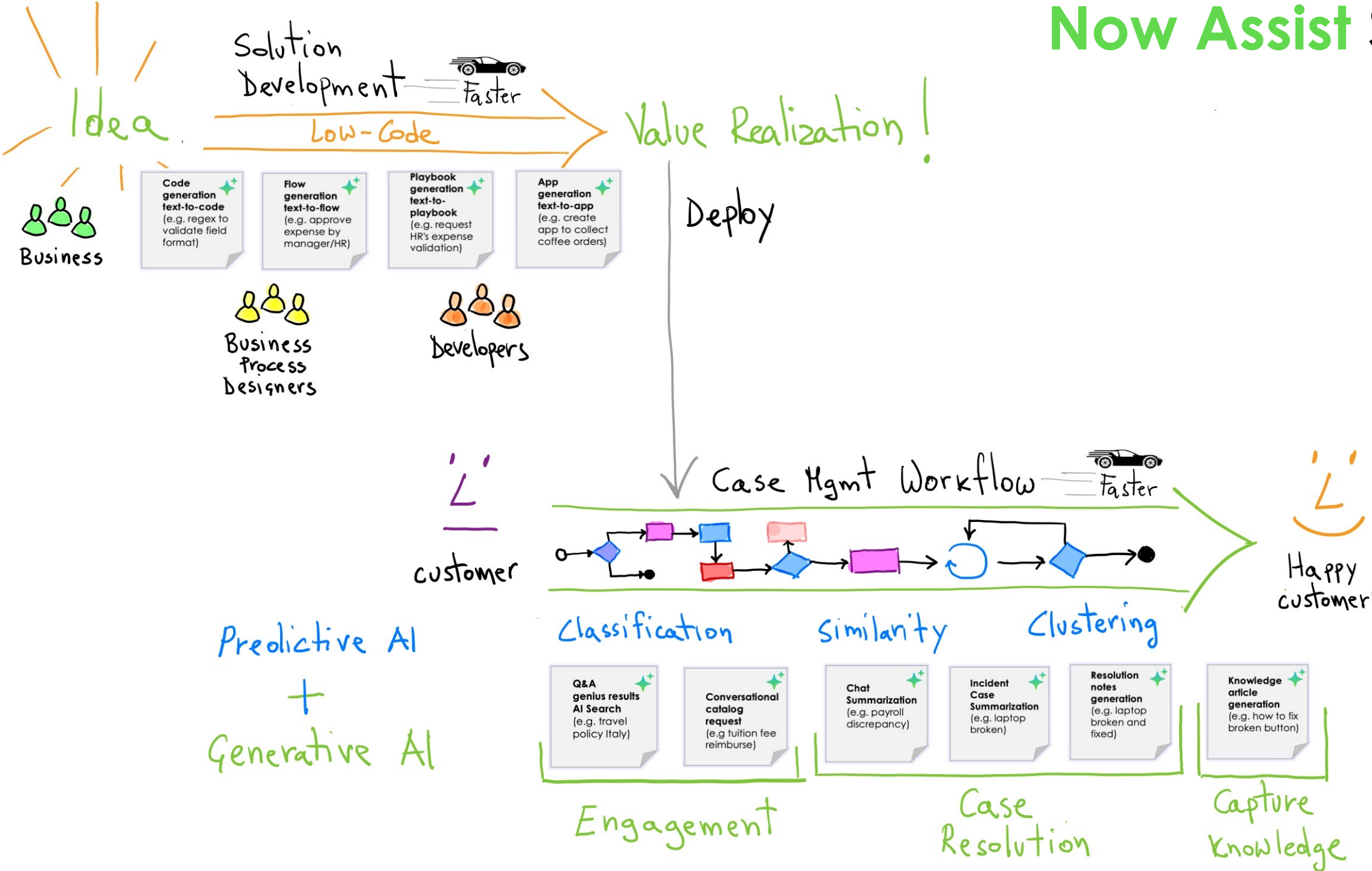
Responsible AI

OOTB Use-cases

# Now Assist Skills



# Now Assist Skills





# What do we mean by **Business Ready** Gen-AI?



Employee



Customer



Agent



Admin



Developer

**Now Assist** is Business-Ready from Day 1

- |   |                         |   |                                                                                             |
|---|-------------------------|---|---------------------------------------------------------------------------------------------|
| 1 | Origin of Training Data | ➔ | NowLLMs are trained with Public-Domain data. No risks of copyright infringement.            |
| 2 | Fine-tuning             | ➔ | NowLLMs know the Domain in which they are operating (e.g. <i>ITSM</i> ).                    |
| 3 | Bias and Moderation     | ➔ | NowLLMs prevent harmful content, support compliance and brand safety.                       |
| 4 | Prompt Engineering      | ➔ | All Prompts are already tailored to get exactly what you need.                              |
| 5 | Context-awareness       | ➔ | Each NowLLM knows the context in which it is operating (e.g. <i>Incident, KB, Script</i> ). |
| 6 | Deployment              | ➔ | Each NowLLMs is deployed and managed in SaaS.                                               |
| 7 | Scaling                 | ➔ | Each NowLLMs scales according to your needs.                                                |
| 8 | Testing                 | ➔ | Each NowLLM is fine-tuned and tested according to standard benchmarks.                      |
| 9 | User Experience         | ➔ | All Gen AI skills (e.g. KB Generation) are immediately available in the UI.                 |

# Tavoli di design thinking Gen AI

Casi d'uso nei processi della tua organizzazione

18:40-19:30

**Pietro Moscon**

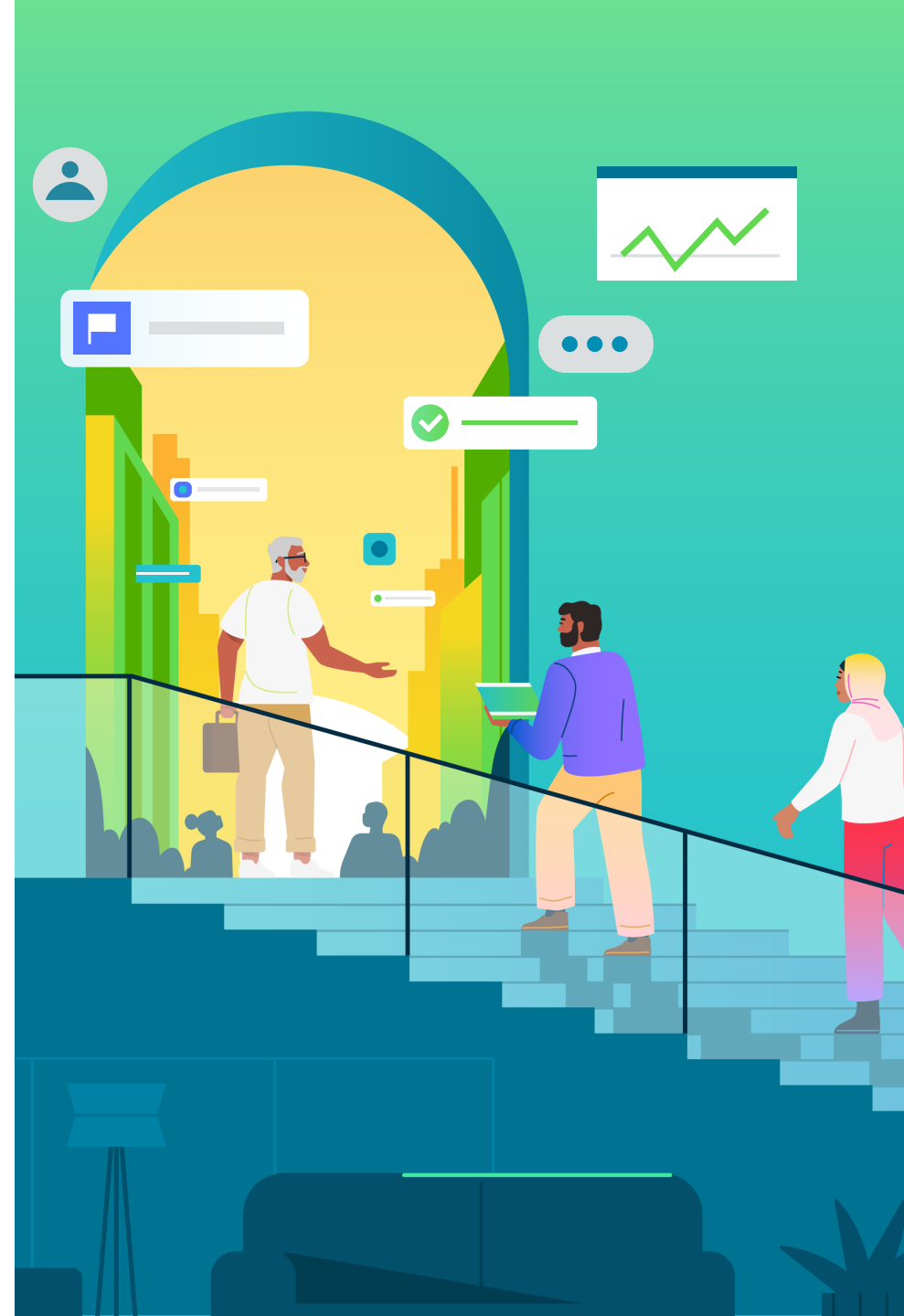
BI & Advanced Analytics Manager – Accenture

**Tommaso Pernice**

Advisory Solution Consultant – ServiceNow

**Carlo Quadrini**

ServiceNow Practice Director – Accenture



# GenAI Round-Table

# Get started with AI now

1

**Establish**

a solid data  
foundation

2

**Deliver**

engaging  
experiences

3

**Automate**

and deflect with  
self-service

4

**Optimize**

for instant insights &  
smarter decisions

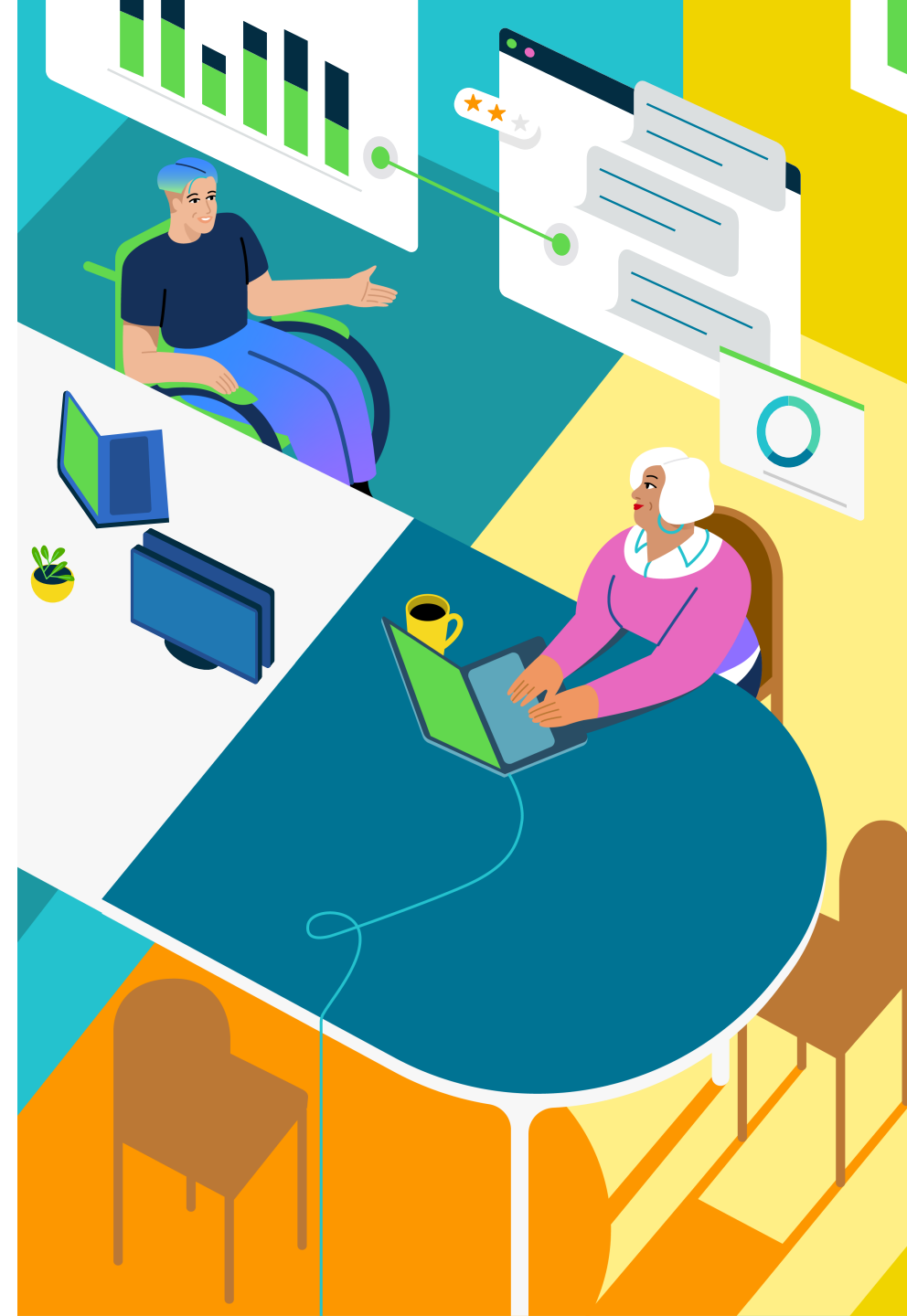


**Put AI to work  
with Now Assist**

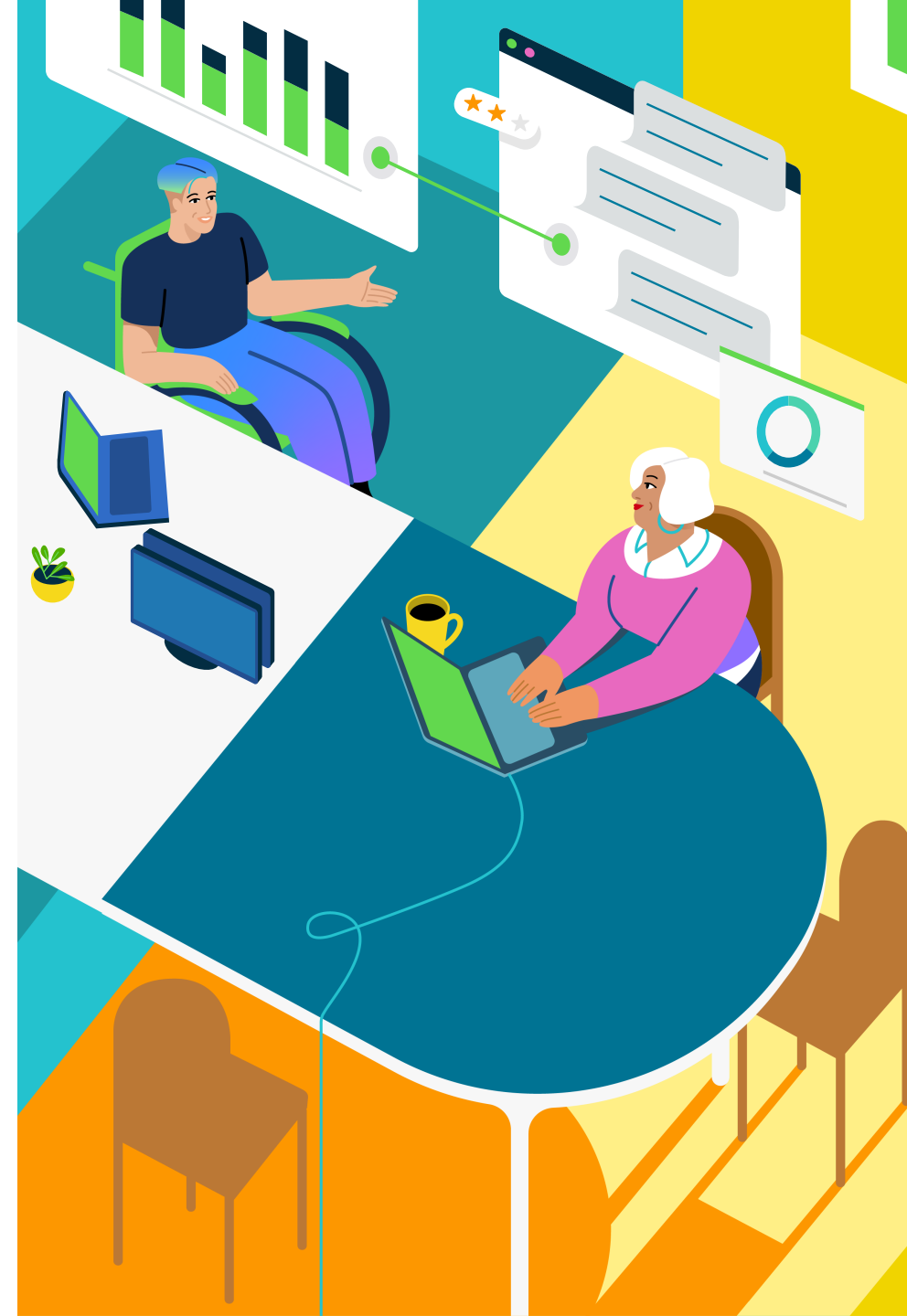
# Aperitivo

Ringraziamenti

19:30



# Backup Slides



# Business-ready Gen AI con ServiceNow

 Now Assist



## Employee

Better, faster answers  
and resolutions –  
smarter service delivery



## Customer

Efficient, cohesive  
and simpler  
customer experiences



## Agent

Productivity catalyst to resolve  
issues faster  
and provide better support



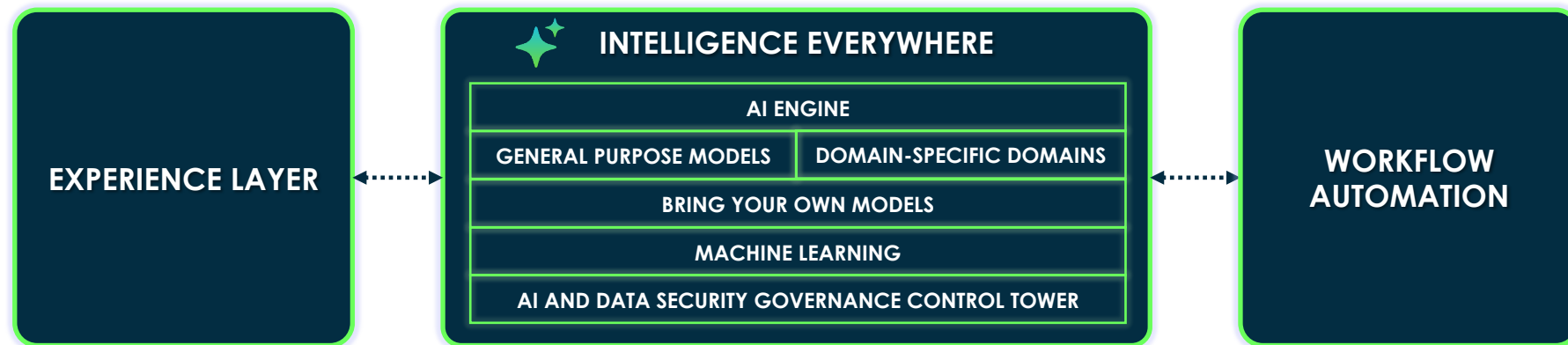
## Admin

Easier and faster to deploy and  
optimize apps – delivering faster  
value for customers



## Developer

Exponentially faster  
time to configure  
and customize apps





# Is prompting easy?

