

Delivering successful enterprise GenAI solutions

Eirini Spyropoulou

Eirini.Spyropoulou1@gr.ey.com

Abstract

ChatGPT has emerged as a general purpose GenAI application, which as is, radically improves the productivity in many professional tasks such as marketing content creation, code development, creative writing. However, there are important enterprise tasks which require bespoke GenAI solutions. The success of ChatGPT has created the impression that impactful enterprise GenAI applications can be developed with very little effort. In this talk I will go through the main misconceptions about the effort and the investment that is required to deliver GenAI applications and will give ideas for successful stakeholder management of GenAI projects.

Discussion points

I will focus my talk on the following points:

- Misconceptions around the capabilities of general purpose LLMs
- Misconceptions around the development cycle of GenAI applications
- Setting success criteria for GenAI applications
- Managing expectations about the investment needed for successful GenAI applications

Relevance of the talk

GenAI has very quickly emerged at one of the most popular ML methodologies with a huge impact through a variety of applications. At the same time it has introduced new challenges in managing applied ML projects. In this talk I will be reflecting on these challenges and discuss approaches to deal with them. This is a very relevant topic for this workshop.

Presenter Short Bio

Eirini Spyropoulou is a Senior Manager within EY technical consulting where she leads various GenAI projects. Prior to this she used to lead one of the three EY AI labs working on applications of AI to document intelligence. She holds a Masters in Natural Language Processing from the University of Cambridge and a PhD in Data Mining from the University of Bristol.