

Gener(AI)ting the future

Quarterly review
N°9 — 2024

Conversations
FOR TOMORROW

Generative AI is making rapid inroads into organizations and transforming them at a rapid pace. Covering the future is our ninth edition of the Capgemini Research Institute's quarterly review, "Conversations for Tomorrow". We explore this shift driven by generative AI from the lens of policymakers, tech experts, and industry leaders.

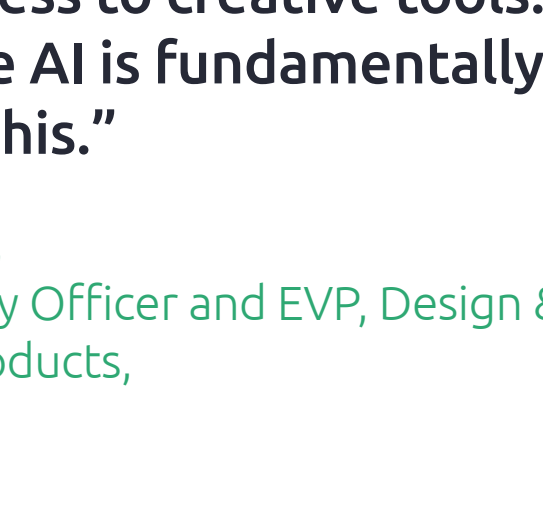
Reimagining the future of workforce

Generative AI is expanding the boundaries of human creativity and potential by offering new ways to create, innovate, and solve problems that were previously unimaginable.



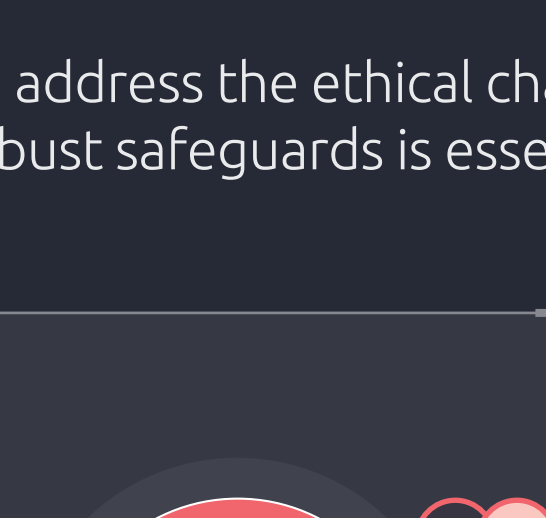
"AI will allow workers to move away from repetitive tasks to focus on doing what humans do best, which is building relationships, unlocking creativity, making connections, and addressing higher-order problems."

Clara Shih,
Chief Executive Officer,
Salesforce AI



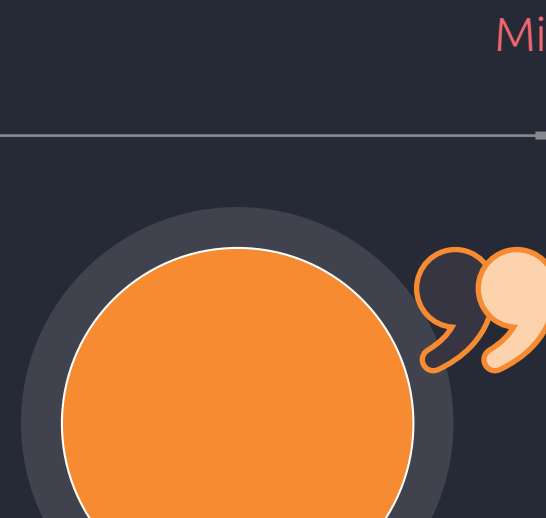
"For many jobs, AI will only automate or augment 20-30% of tasks. So, there's a huge productivity boost, but people are still required for the remaining 70% of the role."

Andrew Ng,
Chief Executive Officer,
LandingAI and Managing
General Partner, AI Fund

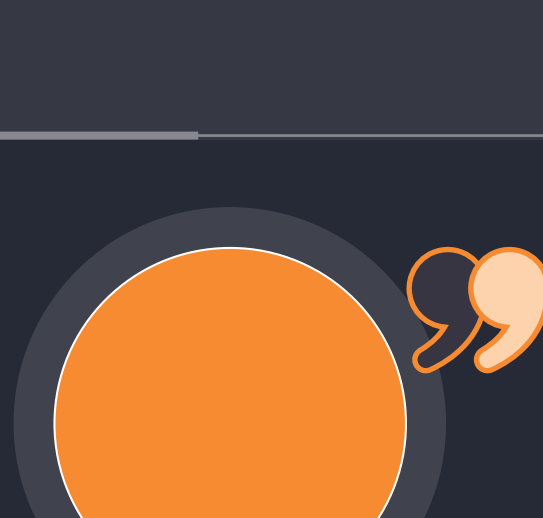


"We are most creatively confident when we are five years old; we lose our creative confidence as we get older because of the skills gap, exposure to criticism, and just the lack of access to creative tools. Generative AI is fundamentally changing this."

Scott Belsky,
Chief Strategy Officer and EVP, Design &
Emerging Products,
Adobe



Elisa Farri,
Vice president,
Capgemini Invent



Gabriele Rosani,
Director,
Capgemini Invent

"AI's capability to collaborate on a cognitive and emotional level, offering insights and contributing to complex decision-making processes, is an area that many managers have yet to fully realize or integrate into their strategic thinking."

Ethical considerations paramount for gen AI deployment

To address the ethical challenges of generative AI, implementing robust safeguards is essential.

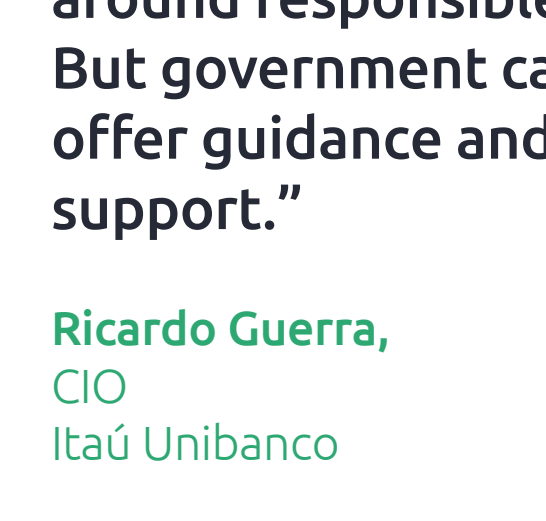


"Organizations should establish employee guidelines for safe use of gen AI and validating outputs to eliminate bias."

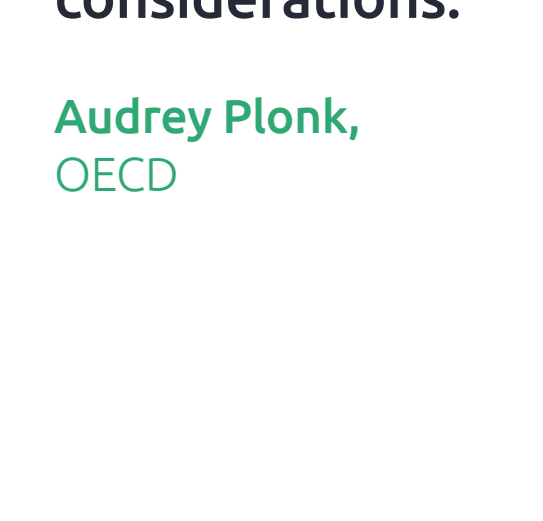
Aimman Ezzat,
Chief Executive Officer,
Capgemini

"When an organization is making an AI-driven product, it has to consider the decisions and outputs the system will make. So, these decisions and these outputs should be constrained to respect the company's role."

Arthur Mensch,
Chief Executive Officer,
Mistral AI



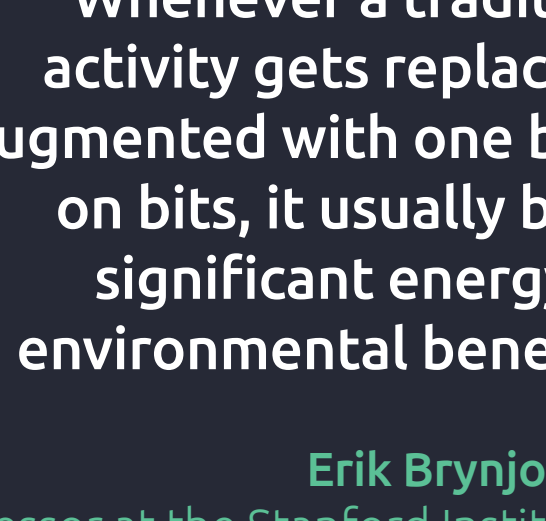
Anne Laure Thibaud,
Executive Vice President, Data AI and
Analytics Group Offer Leader



Steve Jones,
Executive Vice President, Data Driven
Business & Gen AI

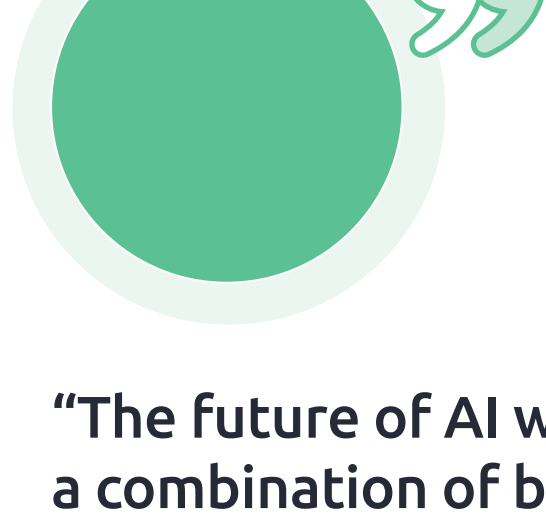
The path to responsible AI

Alongside AI's immense potential comes the risk of misuse, underscoring the critical importance for organizations to uphold strong ethical standards.



"Most companies working with AI already had general principles or codes of conduct or self-regulation in place. There were guidelines outlined by UNESCO, OECD, and even by the European Parliament. But we realized these measures were insufficient to mitigate the very real risks, such as discrimination bias, etc."

Dragos Tudorache,
Former Member of the European Parliament,
Rapporteur for the AI Act



"Centralized control isn't feasible. Companies must enforce their own controls and mindset around responsible AI. But government can offer guidance and support."

Ricardo Guerra,
CIO
Itaú Unibanco

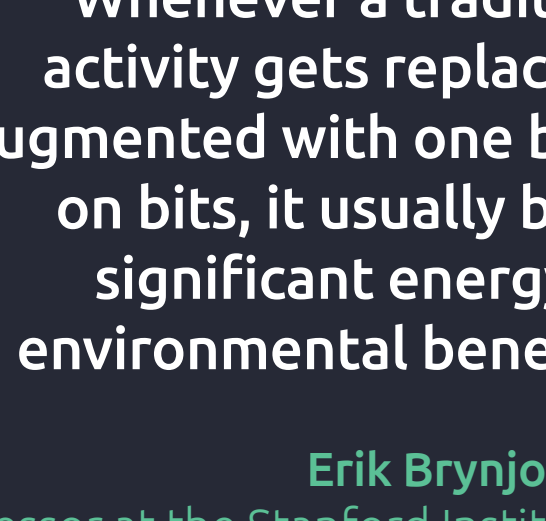


"It is essential to put the appropriate safeguards in place, including data protection considerations."

Audrey Plonk,
OECD

Steering towards a sustainable future with gen AI

Generative AI holds a significant promise to drive sustainability



"Given the world's collective inability to move CO2 emissions in the way we know it needs to, I think it is past time to take climate engineering more seriously. I think AI, specifically large AI foundation models of climate, have a large role to play in that."

Andrew Ng,
Chief Executive Officer,
LandingAI and Managing General
Partner, AI Fund

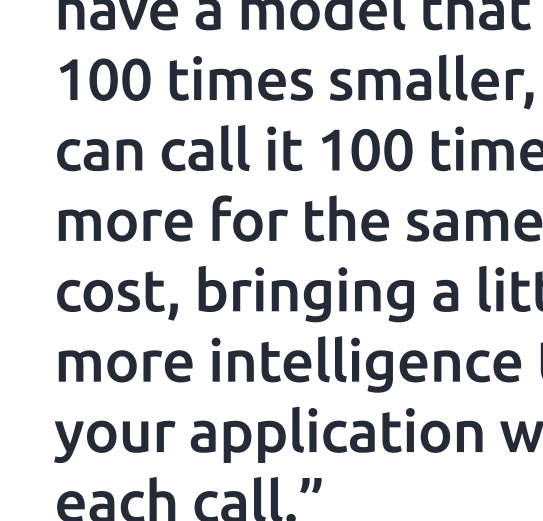
"Whenever a traditional activity gets replaced or augmented with one based on bits, it usually brings significant energy and environmental benefits."

Erik Brynjolfsson,
Professor at the Stanford Institute for
Human-Centered AI, and, Director of
the Stanford Digital Economy Lab



"The future of AI will be a combination of both large and small models because of climate impact, as well as for cost and performance reasons."

Clara Shih,
Chief Executive Officer,
Salesforce AI

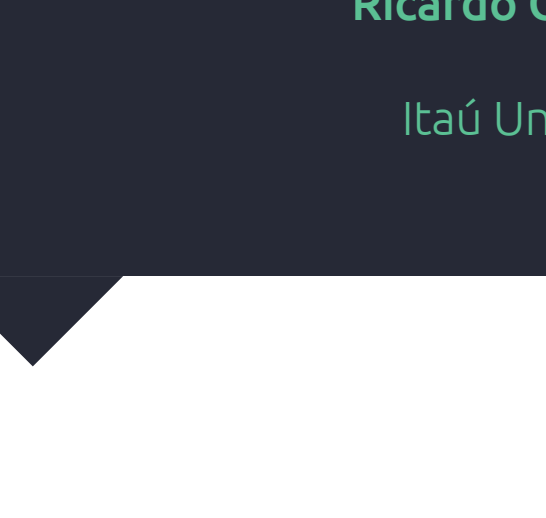


"Smaller models also mean the applications are less costly to run and, more importantly, if you have a model that is 100 times smaller, you can call it 100 times more for the same cost, bringing a little more intelligence to your application with each call."

Arthur Mensch,
Chief Executive Officer,
Mistral AI

Best Practices for implementing Gen AI within organizations

Organizations must foster collaboration across departments to ensure smooth integration of AI.

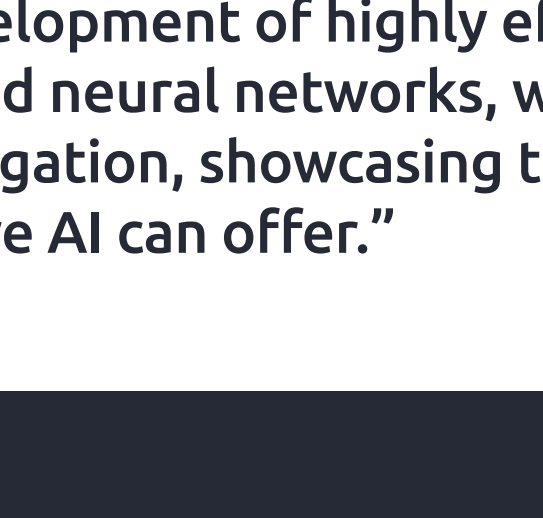


"You need to have a robust technical strategy based on cloud and sound data, and the rest will fall into place. Secondly, you need to have strong support from top management. Finally, you need sufficient budget. Once you have that, you need to make sure that your whole organization is very well trained on gen AI – what can and cannot be done."

Chema Alonso,
Chief Digital Officer
Telefónica

"Adopting gen AI requires a culture of innovation. With gen AI, we need to engage the business and design teams actively, as they must identify opportunities beyond mere tech adoption."

Ricardo Guerra,
CIO
Itaú Unibanco



"For content creation, Synthesia uses AI to create customizable video content featuring realistic avatars, allowing businesses to generate engaging video presentations. Soundraw offers an AI-powered platform for generating royalty-free music, enabling users to create original tracks without the risk of copyright infringement."

In the realm of alternate computing, Mythic develops analog chips for faster, more efficient AI tasks like matrix multiplications, while Groq creates AI-optimized Language Processing Units (LPUs) designed for running large language models.

Liquid AI is pioneering the development of highly efficient, task-specific models using liquid neural networks, with applications such as drone navigation, showcasing the wide range of possibilities generative AI can offer."

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