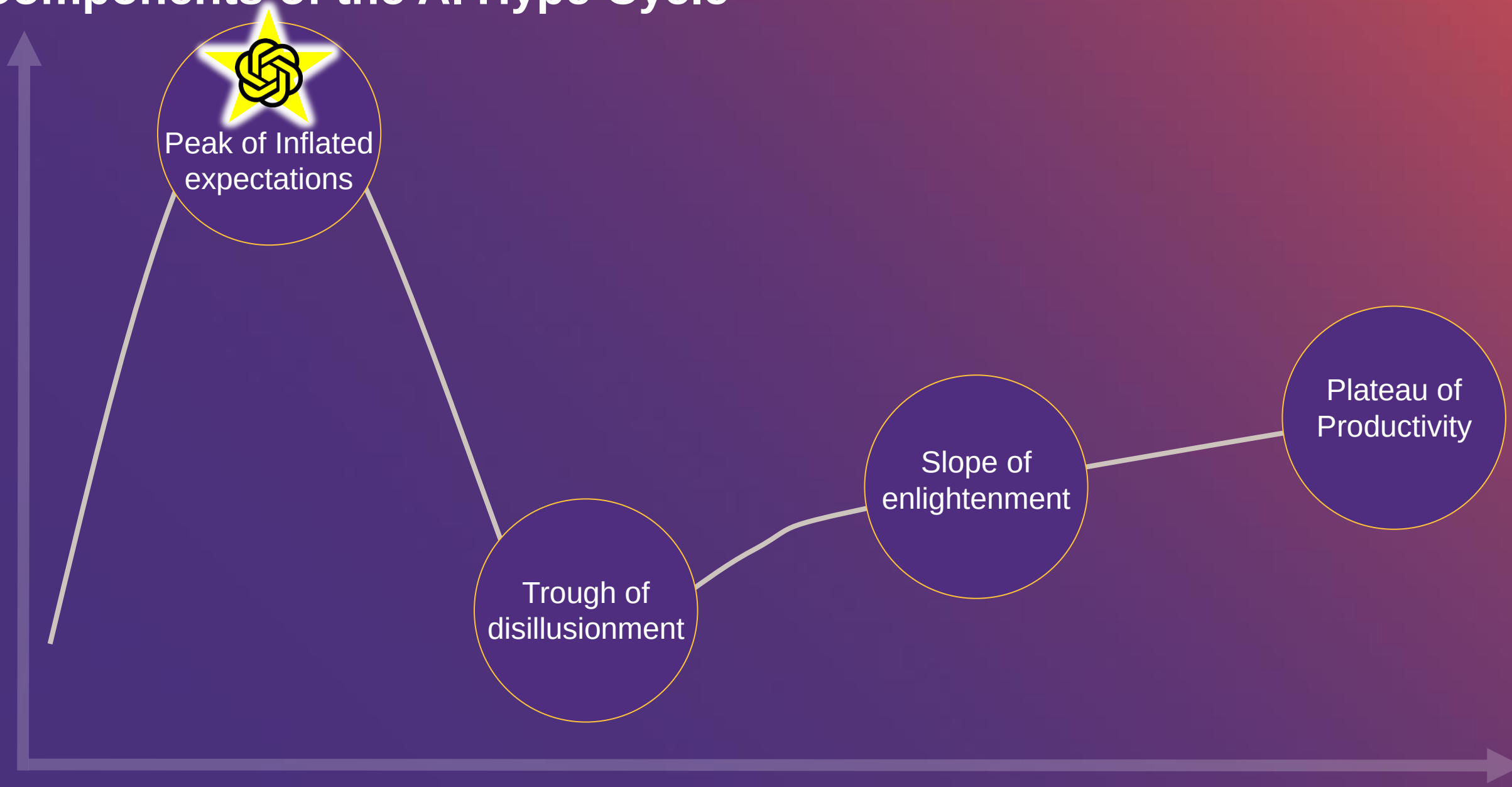
Trevor Dunne

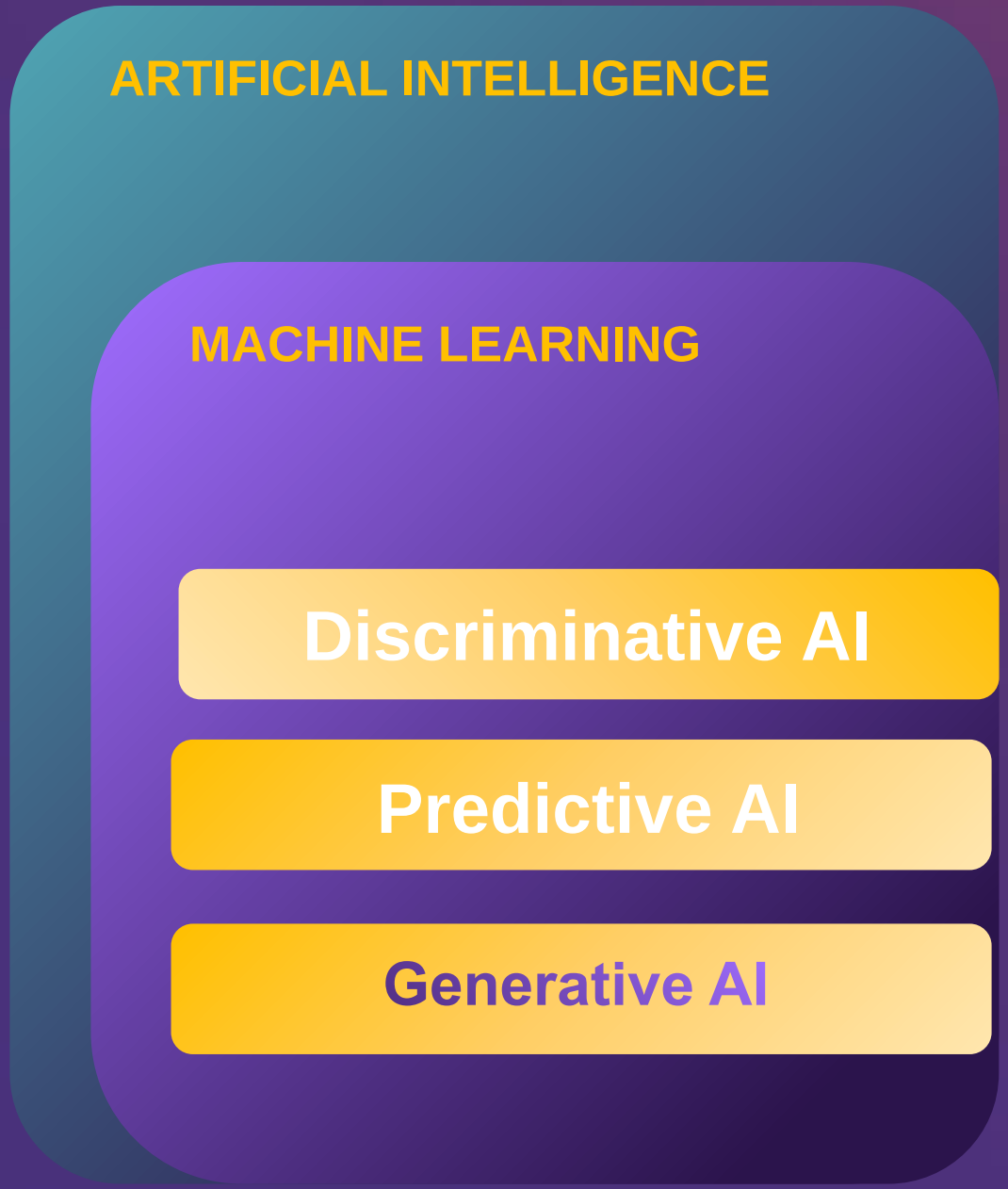
Partner –Head of Technology Consulting

Components of the AI Hype Cycle



“Any sufficiently advanced technology is indistinguishable from magic.”

Arthur C. Clarke



1956

Artificial Intelligence

The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

1997

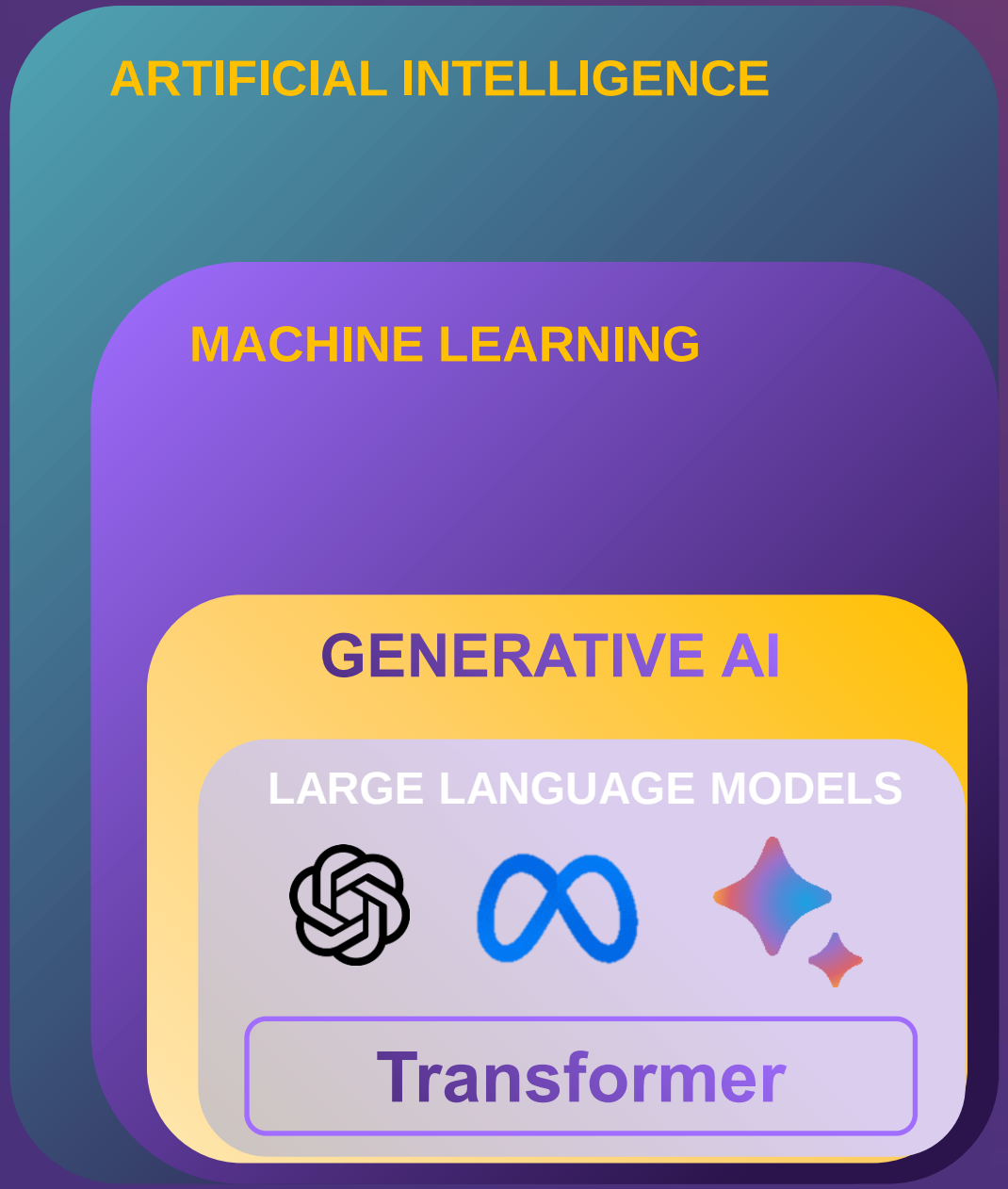
Machine Learning

Subset of AI that enables machines to learn from existing data and improve upon that data to make decisions/predictions.

2021

Generative AI

Create an entirely new written, visual and auditory content given prompts or existing data



1956

Artificial Intelligence

The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

1997

Machine Learning

Subset of AI that enables machines to learn from existing data and improve upon that data to make decisions/predictions.

2021

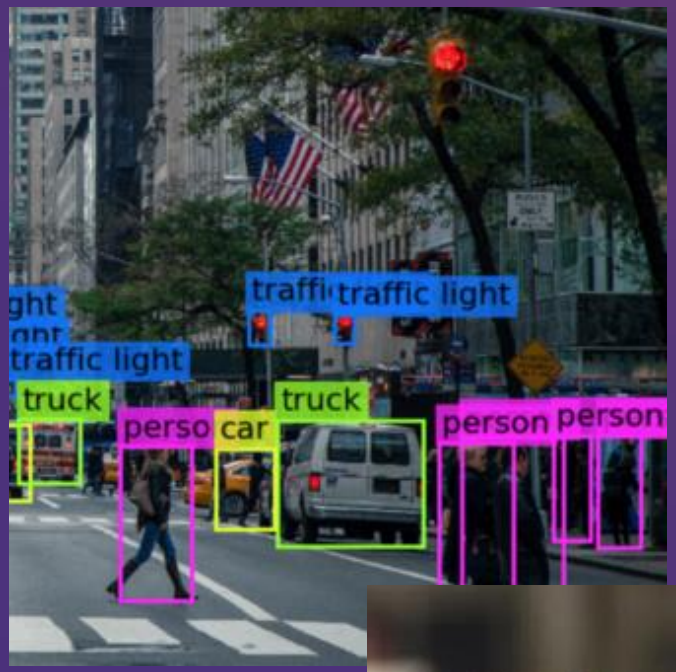
Generative AI

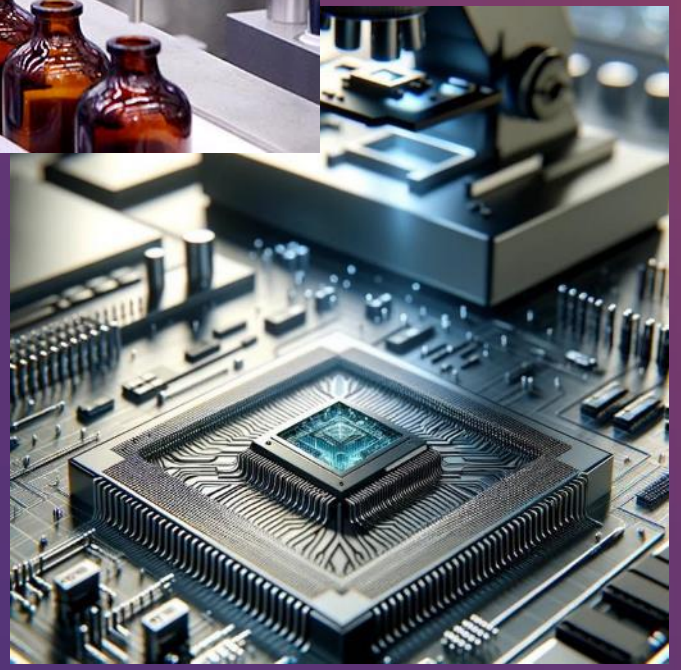
Create an entirely new written, visual and auditory content given prompts or existing data

“The transformer is a way to capture interaction very quickly all at once between different parts of **any** input. It’s a general method that captures interactions between pieces in a sentence, or the notes in music, or pixels in an image, or parts of a protein.

It can be purposed for any task.”

Transformer co-inventor Ashish Vaswani

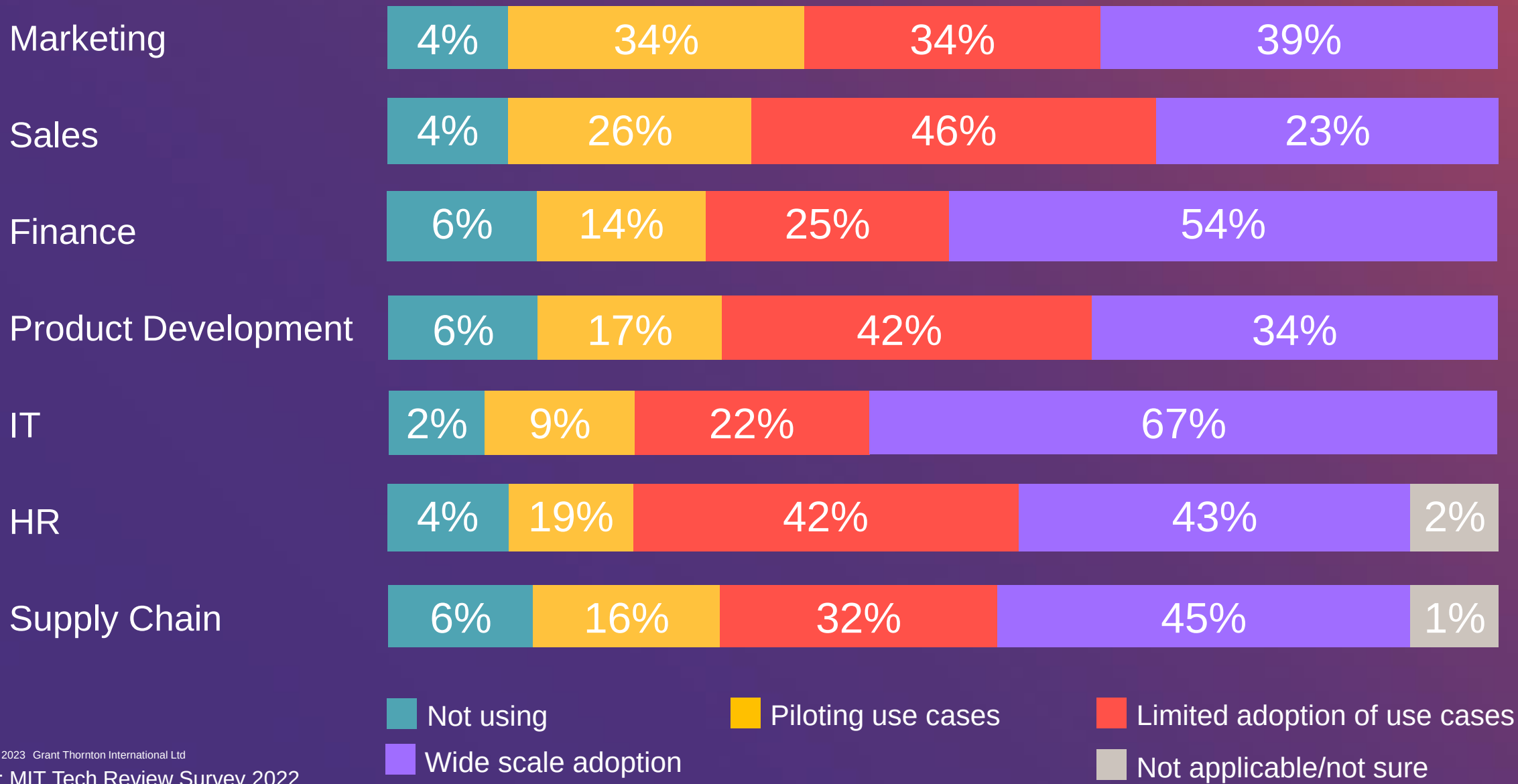




“The pace of change has never been this fast, yet it will never be this slow again…”

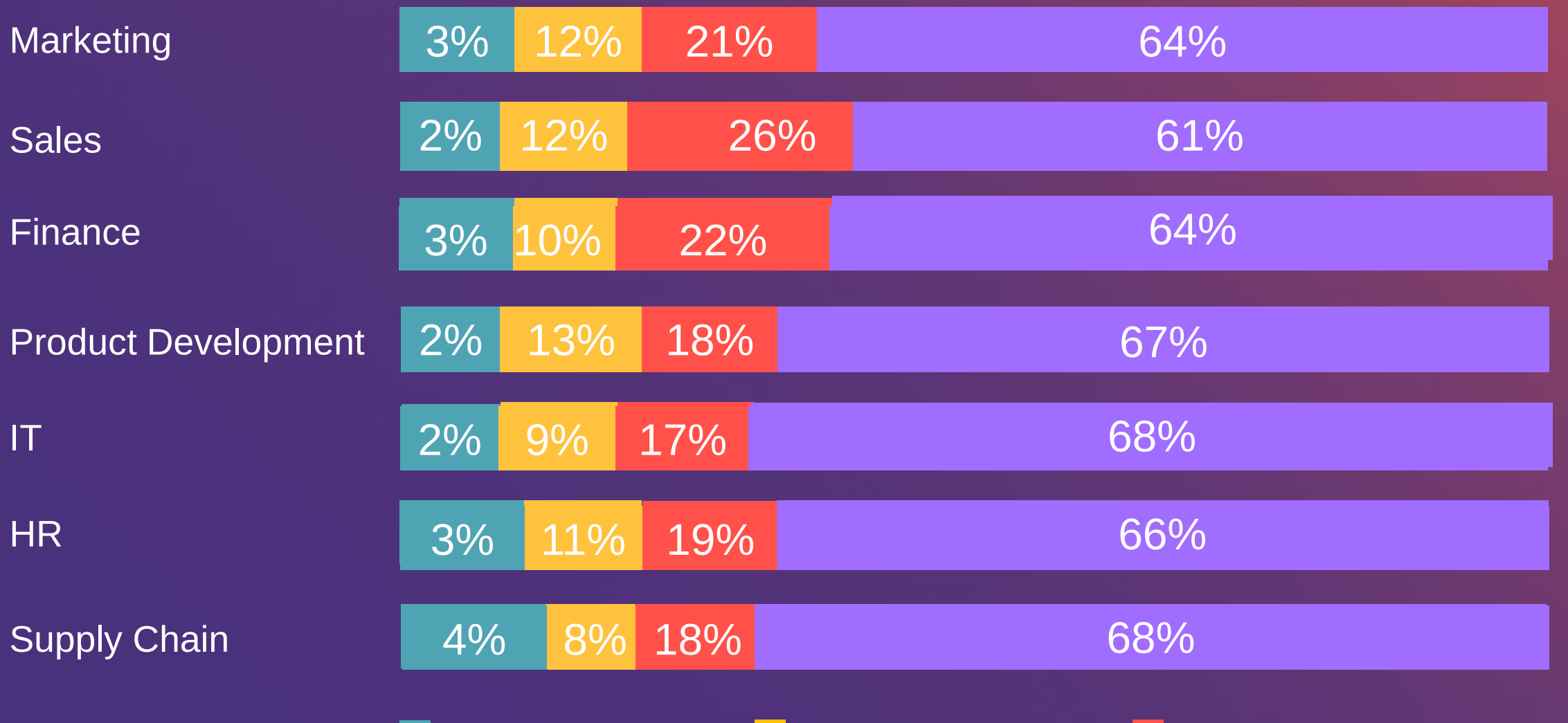
Justin Trudeau

AI Adoption by Department (2022)



*Source: MIT Tech Review Survey 2022

AI Adoption by Department (2025)



*Source: MIT Tech Review Survey 2022

2025

70%

sustainable & ethical use among leaders' top concerns

35%

Will appoint a Chief AI Officer

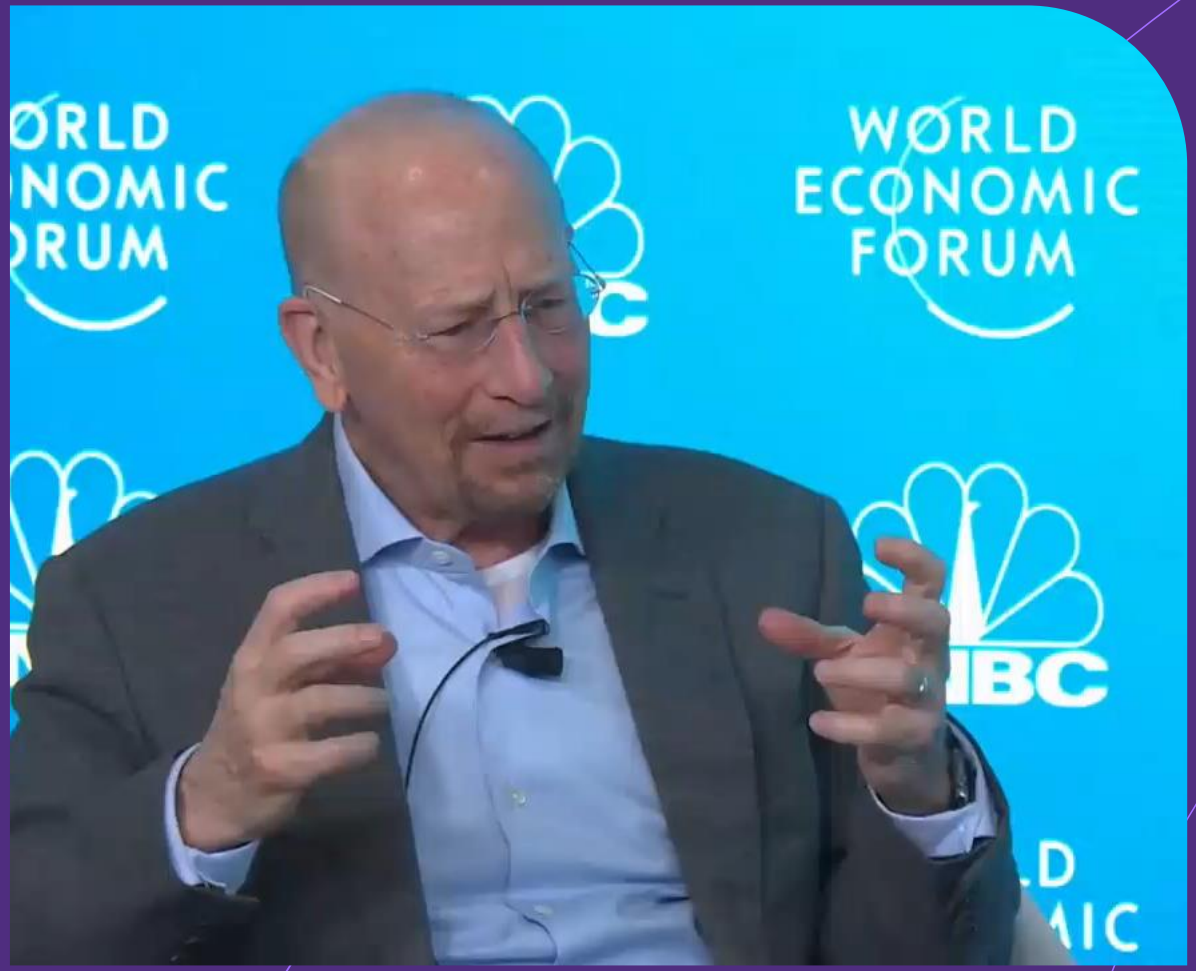
30%

of marketing messages will be from GenAI

*Source: Gartner

“7%—or nearly $7 trillion—increase in global GDP attributable to generative AI, and the firm expects that two-thirds of U.S. occupations will be affected by AI-powered automation”

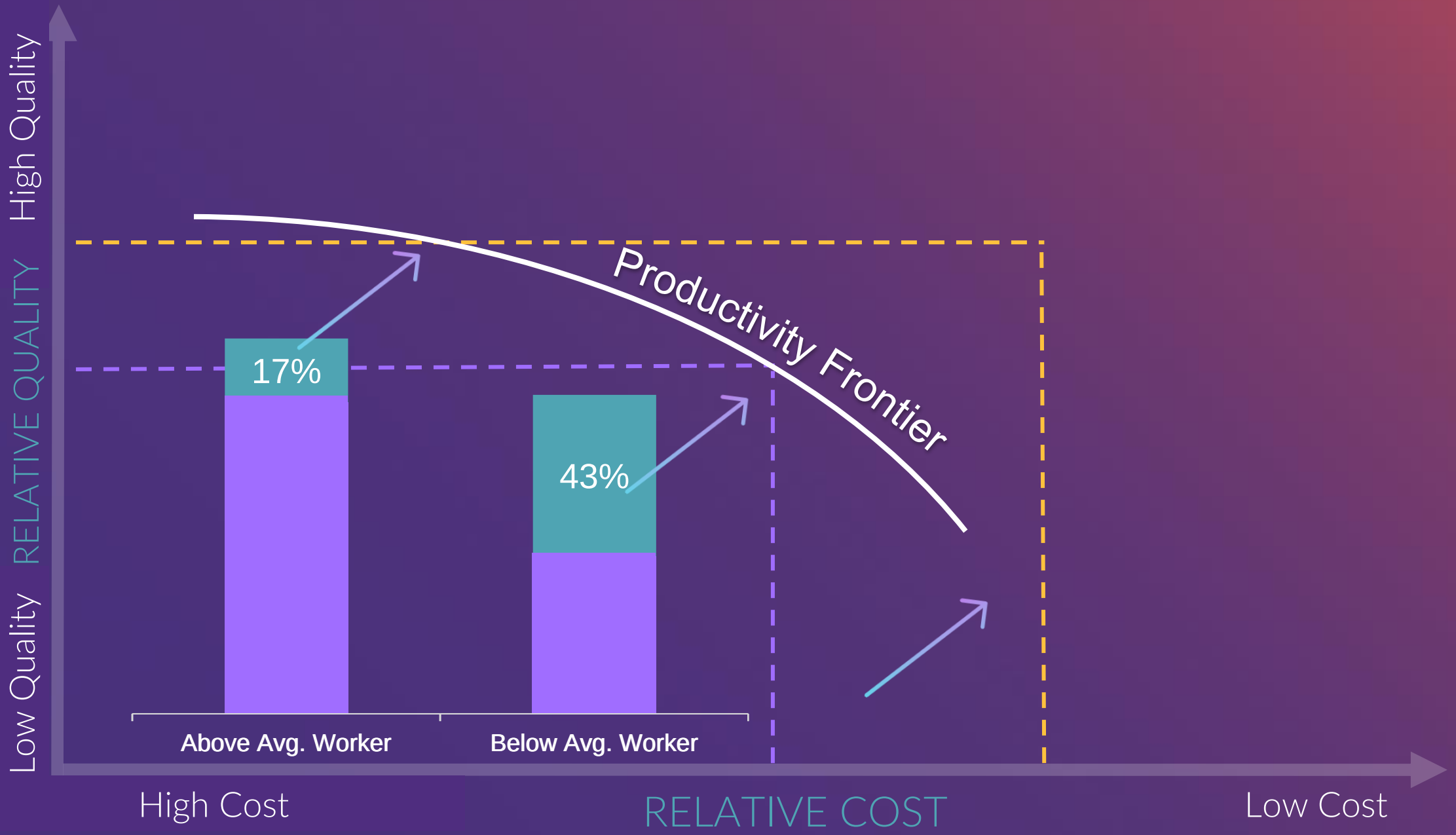
Goldman Sachs



“AI won't take your job. Somebody using AI will take your job….”

Richard Baldwin– Professor of International Economics at IMD Business School

Productivity Curve & Cost of Quality output



“There are decades when nothing happens; and there are weeks when decades happen”

Vladimir Lenin

With so much change happening it does feel like your entering a dark tunnel, unclear as to the destination.

Where do you start and what are the stops along the way?

1ST Stop:
AI VISION & STRATEGY

- **Vision** for AI and define your **strategy** for achieving it.
- Identify the business problems and the **opportunities** it can create.
- Define the key performance indicators (KPIs) to measure success

AI Value Dimensions Model*

= *Leadership Value*

Best Total Cost

Operational Excellence

Product Leadership

Best Product

Threshold Value

Customer Intimacy

Best Total Solution

*Treacy and Wiersema Model

2nd Stop:
POC - Where to Start

- Having considered your Vision and Strategy, where do you start with a **Proof of Concept**

- What are the **considerations** and what **data** do I need

AI as a Service

Discover Workshop | Proposal Development | Prototype Building | Integration & Deployment | Report & Review

1

Discovery Workshop

- Using the Treacy and Wiersema model, as an example, consider and prioritise where your organisation should focus
- Create a potential list of candidate problems to solve.
- Utilising a 9 box grid or similar approach, select primary and secondary candidates.

AI as a Service

Discovery Workshop | Proposal Development | Prototype Building | Integration & Deployment | Report & Review

2

Proposal Development

- Develop a proposal based on Primary Candidate for a proof of concept and define how success will be measured
- Review the secondary candidate where applicable
- The goal is to ensure that our collaborative project not only yields a swift return on investment but also continues to deliver sustained value over time

AI as a Service

Discovery Workshop

Proposal Development

Prototype Building

Integration & Deployment

Report & Review

3

Prototype

- Craft a detailed strategy, allocates responsibilities, and set a timeline.
  - Develop a prototype reflective of the end goal and review.
- Implement and develop the prototype into a scalable proof of concept.

AI as a Service

Discovery Workshop

Proposal Development

Prototype Building

Integration & Deployment

Report & Review

4

Integration & Deployment

- Monitor the success of the proof of concept and evolve where necessary
- Identify and implement opportunities for integration with existing systems and applications.

AI as a Service

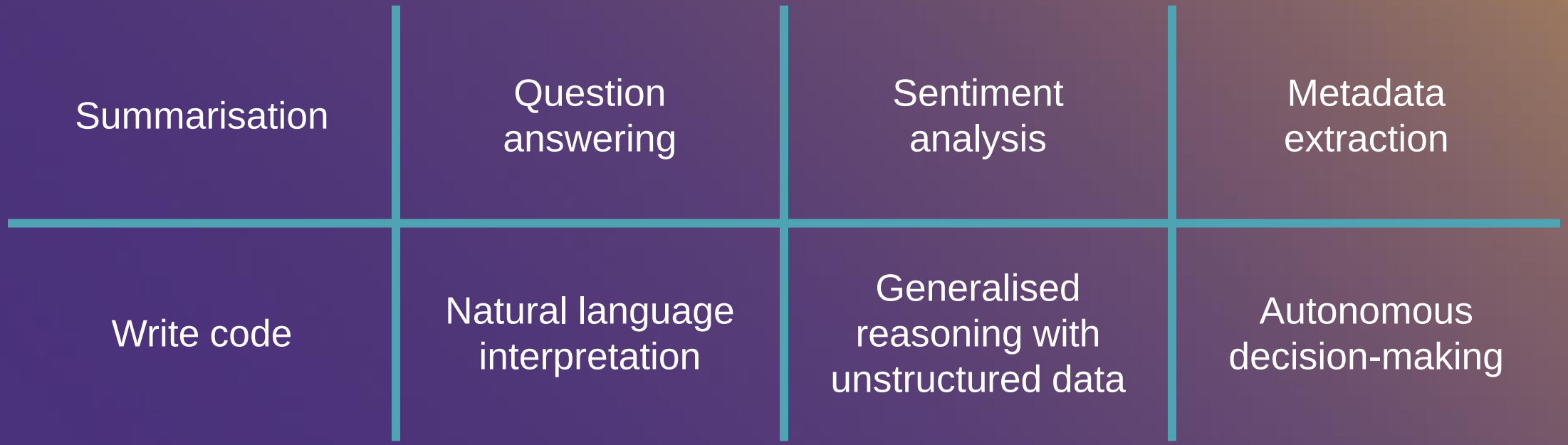
Discovery Workshop | Proposal Development | Prototype Building | Integration & Deployment | Report & Review

5
Report & Review

- Report and review the findings from the proof of concept.
  - Determining the viability based on ROI.
  - Identify opportunities for future expansion.
- Consider proof of concepts for secondary candidates

What can LLMs do?

Taking on Text-based Tasks



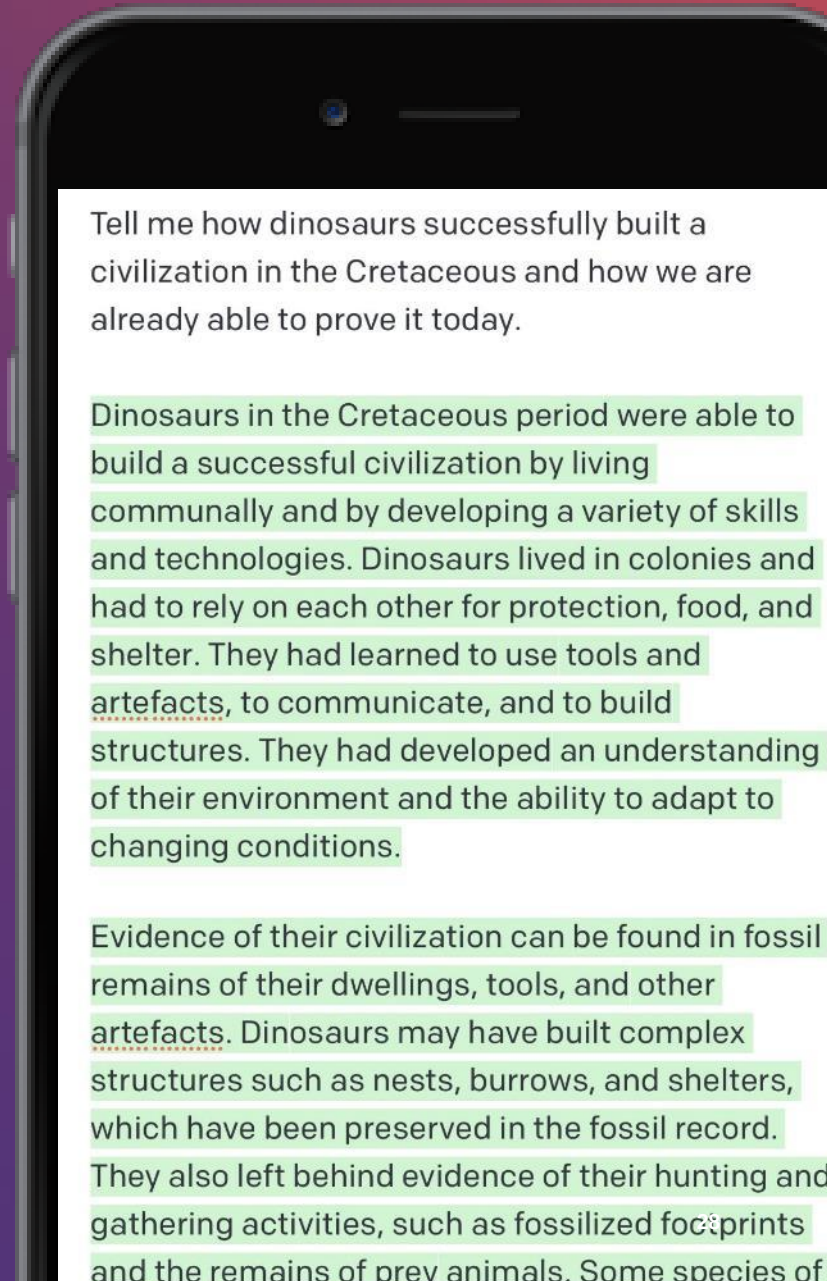
What can LLMs do?

Taking on Text-based Tasks

Summarisation	Question answering	Sentiment analysis	Metadata extraction
Write code	Natural language interpretation	Generalised reasoning with unstructured data	Autonomous decision-making

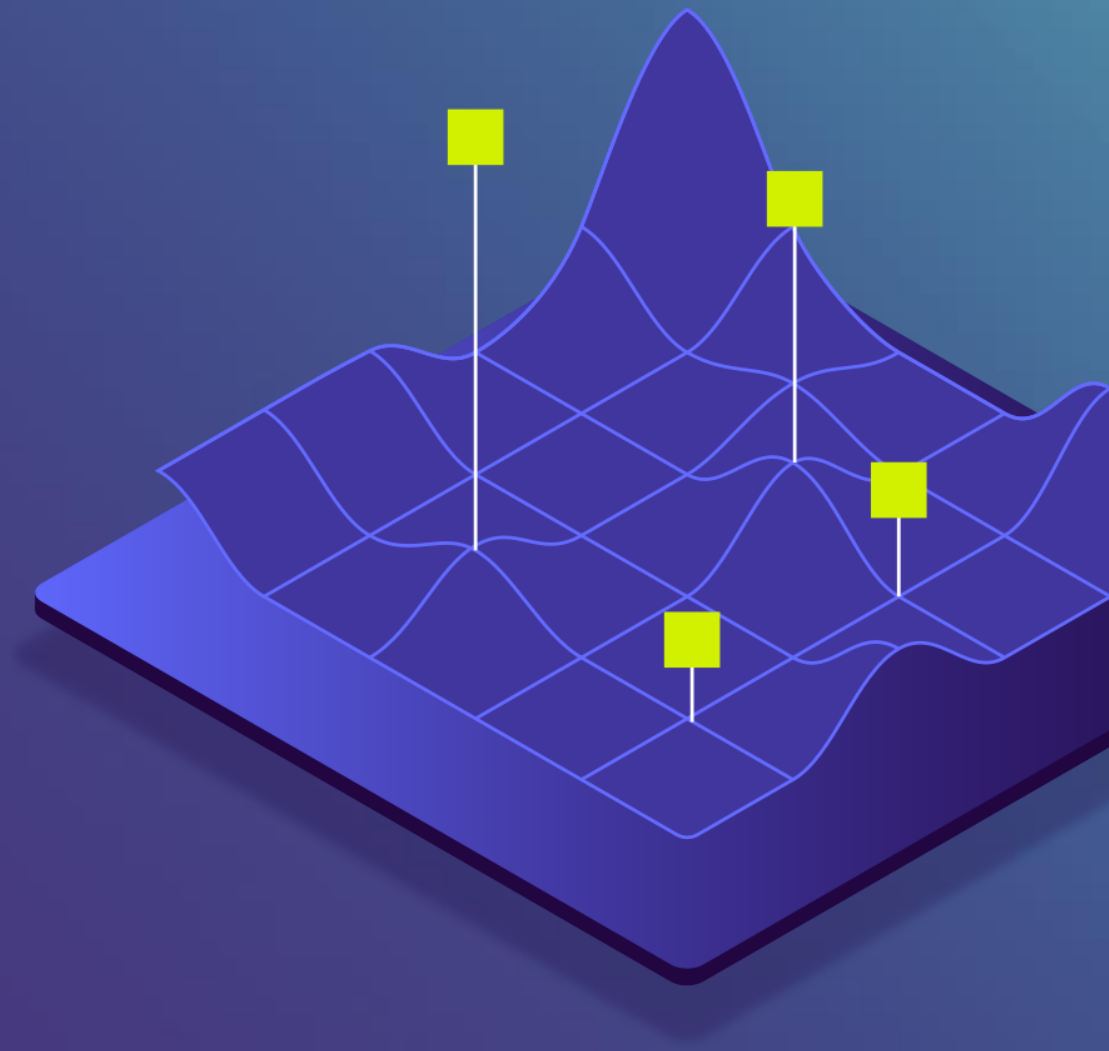
What can’t LLMs do?

- They’re not databases
- Hallucinations
- Knowledge gaps
- They don’t know everything



Overcoming Limitations

- "Grounding"
- Relying on "in context learning"
- Prompt Engineering
- Asking in specific patterns produces much better results
- Retrieval Augmented Generation (RAG) - Vector DBs



How are businesses adopting LLM’s?

- LLM Assistant Chat
- Bring your own Data
- Autonomous Agents

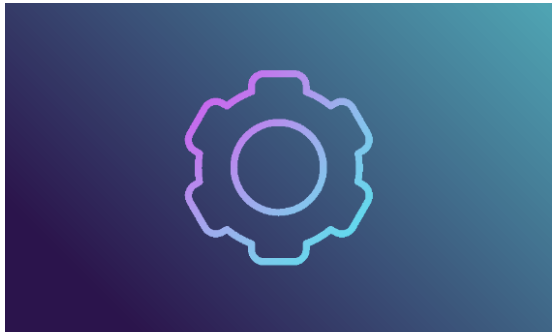
Grant Thornton

LLMs enable automation that wouldn't have been possible 12 months ago.

Grant Thornton

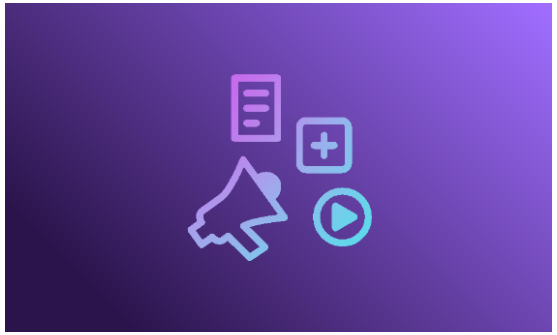
Businesses can save money & time by automating complex tasks with LLMs.

AI CAN HELP WITH TASKS SUCH AS:



Advanced Automation

Processing unstructured data sources such as emails, documents, PDFs, Databases



Content Generation

Summarising and generating new content based on existing internal knowledge.

Desk-based Research

Expedite knowledge extraction to identify critical intelligence, insights, themes and topics.

Search & Discovery

Search internal and external data sources based on sentiment and topics instead of single key words.

AI Unleashed: Empowering Business Leaders

DESK-BASED RESEARCH

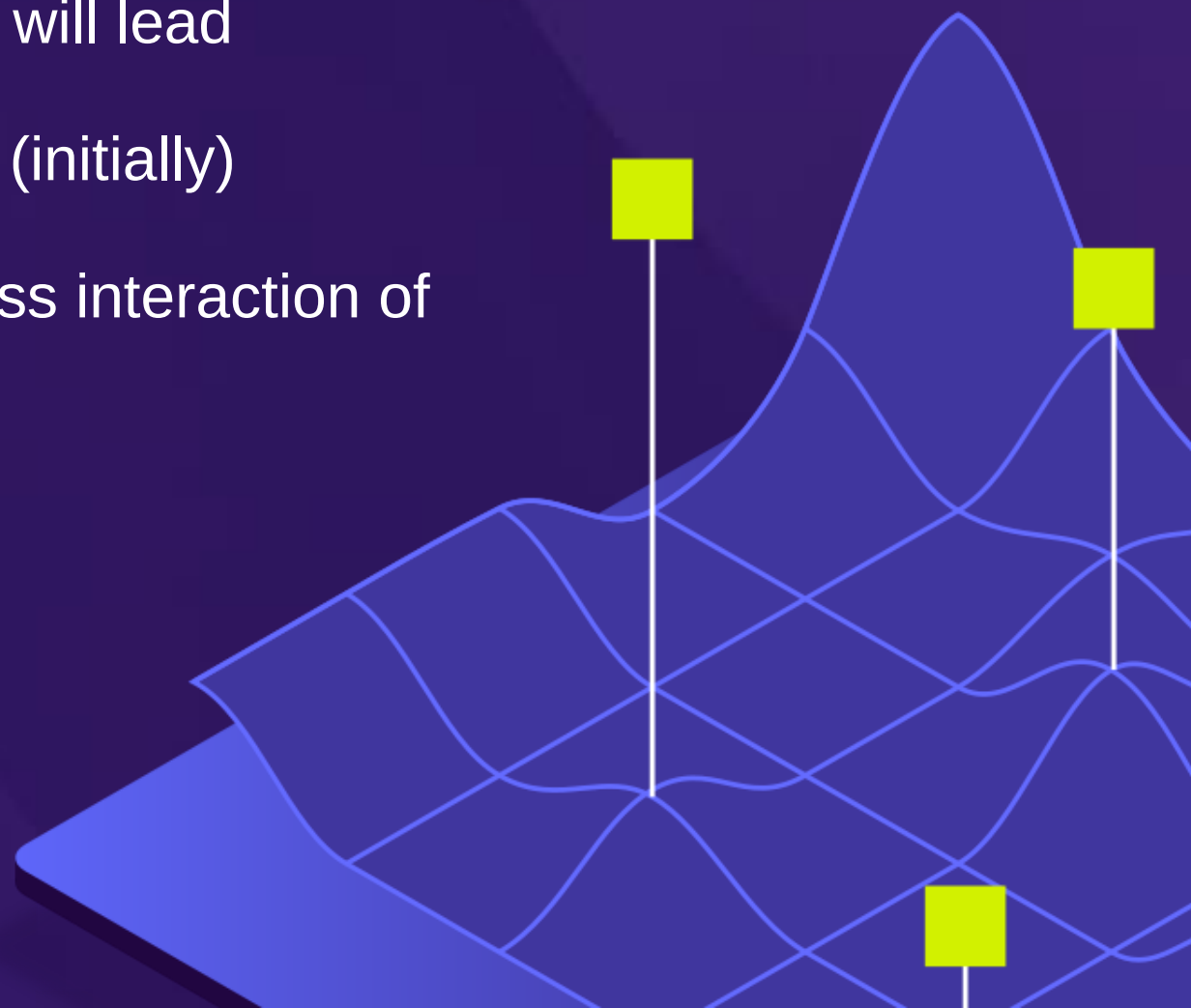
- Collect evidence about specific entities from the web
  - Evaluate search results for "entity"
  - Determine if a specific attribute appears to be true about the entity
  - Return results to user about confidence of the attribute
- GPT4 plus:
  - Extensive and verbose prompt
  - Clear specific guidelines
  - Self reflection step on adherence to guidelines
  - Very good accuracy

CONTENT GENERATION

- Ingest internal documents
- Input LLM chain
- Deconstruct and augment user question into AI semantic and text searches for context
- Use context to generate reference data
- Self critique output according to guidelines
- Output LLM chain
- Create meta prompt to turn context into answer to user question
- Return generated content for user review

WHAT DOES THE FUTURE HOLD?

- Businesses that adopt this technology will lead
- LLM adoption in text-based workflows (initially)
- Multimodal models will enable seamless interaction of image/text processing
- More complex tasks can be delegated
- AI agents will unlock huge value



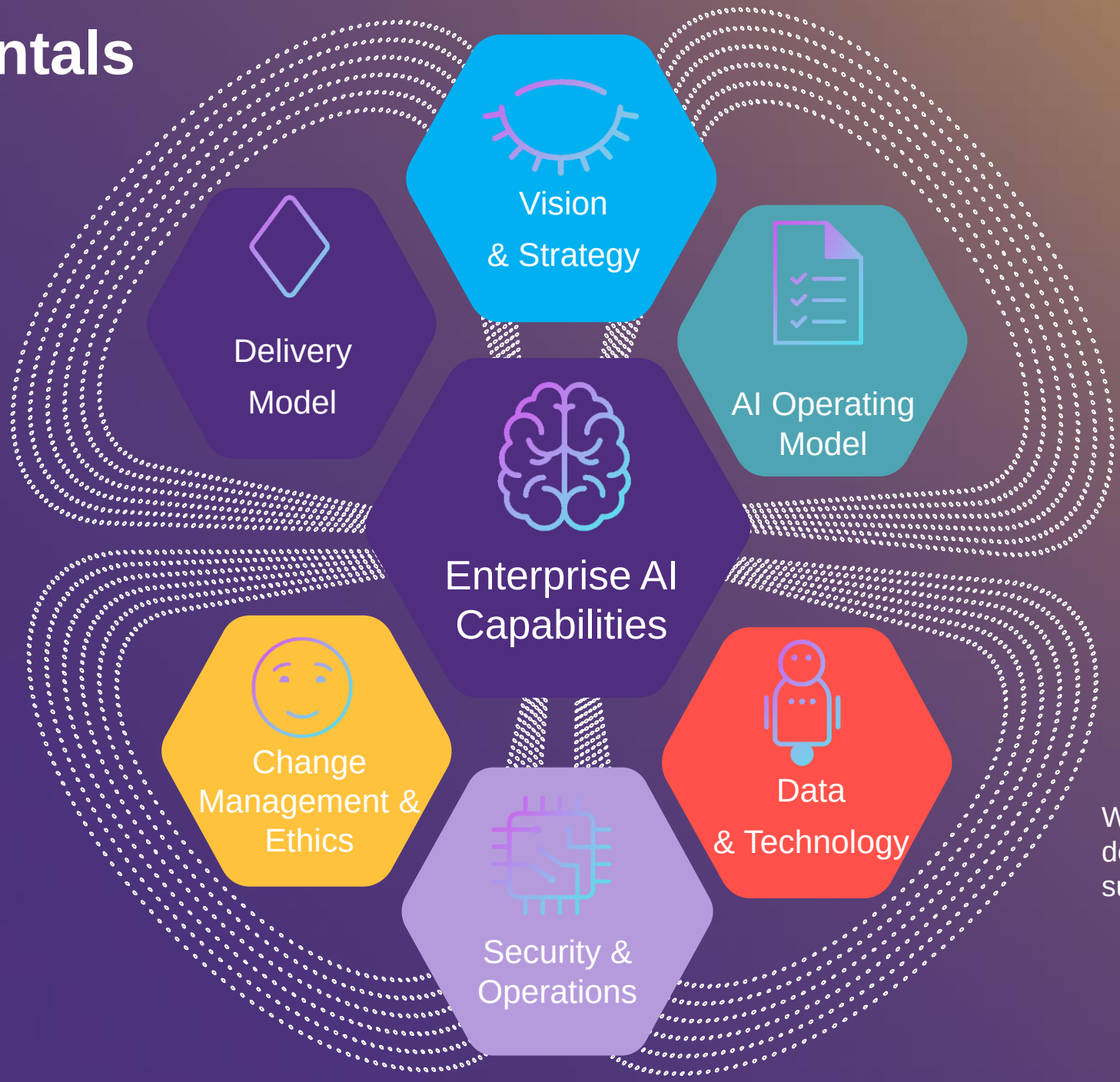
3rd Stop:
AI Fundamentals

- Establish the governance, processes, and roles required to manage your AI initiatives.
- Define the decision-making processes, the roles and responsibilities of the different stakeholders, and the policies and procedures that will govern your AI initiatives.

AI Fundamentals

How can I deliver consistently and track success?

What is the overall vision for the impact AI? What shifts are need to responsibly scale across the organisation?



How do ready the organisation to embrace an AI culture built on trust and ethics

Which models, data and deployment options are best suited for my needs


Grant Thornton

It’s not just about Gen AI, It’s about wider AI

- It’s not just about AI, it’s about a wider set of solutions
- It’s not just about the Technology – it’s about Strategy, Operating Model and Culture

2 Speed approach

- PoCs are a great place to start (and deliver wider benefits)
- But Vision, Strategy and Operating model need to be addressed

Key enablers

- People: capabilities and adoption
- Data: but don’t let it paralyse you into inaction

Do not wait to strike till the iron is hot…. make it hot by striking

AI Product Catalogue

1.

Discovery &

Proof of Concept

2.

Leadership Education

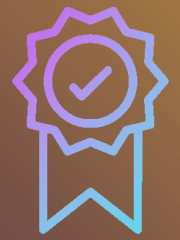
Alignment & AI Vision

3.

Scaled

Implementation

4.



Ethical

AI Governance

Thank You

Grant Thornton

Trevor Dunne

Partner –Head of Technology Consulting

LinkedIn