

EDM Webinar

Navigating generative AI complexity: Scale from promise to production

A conversation with



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EDMCouncil



Today's panel

Moderator



Mike Meriton
Co-Founder
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Raju Karuppiah
Director
Kyndryl



Seth Rogers
Associate Director
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Poll 1

How do you mostly **feel today** about a future with “AI Everywhere”? (*Single-choice*)

Choose one from the below options

A → Hopeful

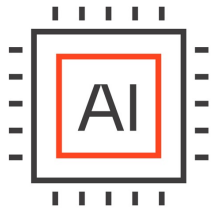
B → Curious

C → Scared

D → Ambivalent (scared but also excited)

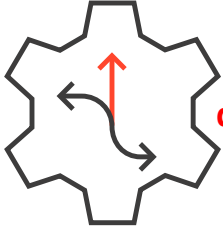
E → Uninterested

Generative AI is disrupting businesses at an accelerated pace, enabling enterprises to succeed or fail in the next 5 years.



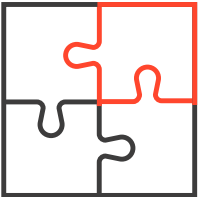
It's the era of AI everywhere generative AI in taking the spotlight

“Right-Sizing AI” The focus on business value means deploying the best models for specific tasks moving away from one size fits all: Frontier models, Open Source, etc.



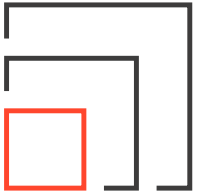
Automation delivers Value driving efficiency and new opportunities

“Full / Partial” From fully automated, partially automated or human in the loop (Regulation / Compliance) businesses focus on **value delivery**



Innovate digitally to thrive stay relevant, competitive, disrupt

“Flexible Response” is key to adapt to new business and deliver exceptional quality and value. Stay ahead of rapid changes in business and technology



Operational efficiency & employee productivity Focus

“Adaptation” driven by evidence based, data driven signals. Deploy solutions to maximise gains in efficiency and quality.

Despite the buzz, a value driven business case is the right place to start.

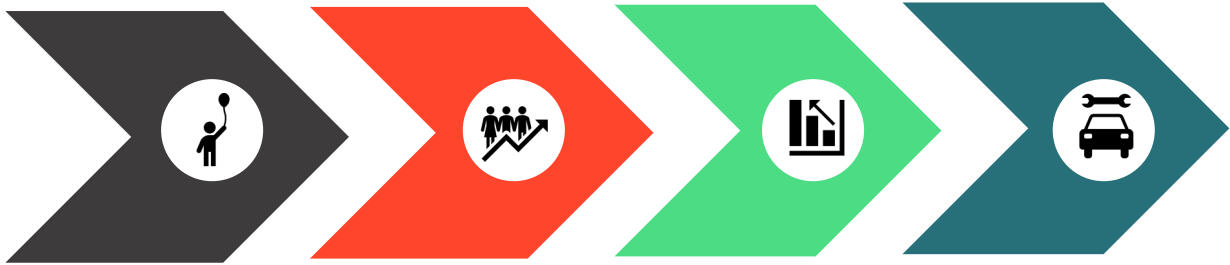
There are 4 major areas of investment in generative AI

● Elevating customer experiences

Create elevated experience for customers using Chatbots, Virtual Assistants, hyper-personalization with GenAI responses etc.

● Driving better business insights

Improve access to data-driven insights with – sentiment analysis, natural language query for business data, Q&A bots for business data etc.



● Improving employee experiences

Protect employees and other workers, fraud and crime detection, document comprehension and creation, knowledge management, developer productivity, virtual assistants etc.

● Enhancing IT and process agility

Operational efficiency with – Q&A from unstructured data, agent assist, business summaries of technical artifacts, rapid root-cause analysis, centralized knowledge base, leverage legacy data assets for profit

The path to value:



A business-first strategy



Customer-centric



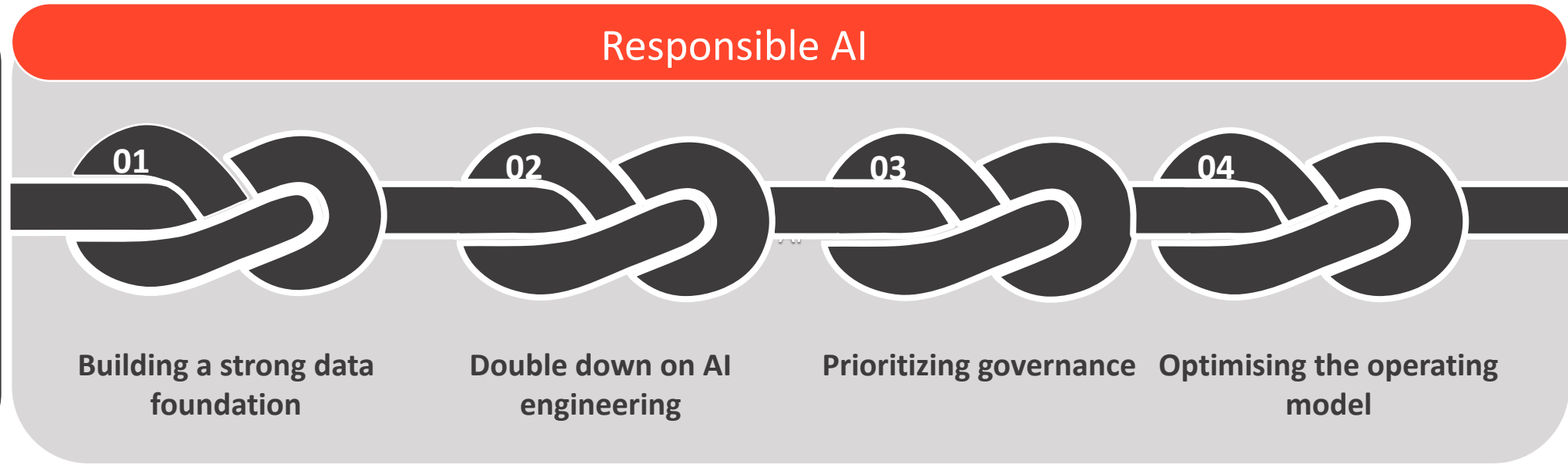
Starting with a strong data-core



Prioritizing responsible AI, reliability and security

However, moving to production requires a range of best practices.

A strategic approach to generative AI will include these 4 key steps, all underpinned with an overarching responsible AI approach



70%

say they have experienced difficulties with data, including defining processes for data governance, developing the ability to quickly integrate data into AI models, and an insufficient amount of training data, highlighting the essential role that data play in capturing value.

Source: [McKinsey 2024 global survey on AI](#)

01 Building a strong data foundation

A solid data foundation must fix the technical and cultural barriers to **getting the right data, to the right place in time**. It covers the 3 important aspects when building a modern data foundation.

Navigating the Future: A Business First Data Strategy for Responsible AI & Change

Business strategy informs data strategies. Unify frameworks and guidelines across departments into a one business and data approach, agreed across departments

Leverage AI and automation to curate data: Find defects and fix automatically: Full history of changes and audit log

Manual curation is slow & costly. Leverage AI & non-traditional datasets (e.g. geospatial) to potentiate results. Leverage legacy enterprise data for profit: Create new products

From Static to Strategic: Data Architecture for Responsible AI and Transformative Change

Gain insight into your company's data. Surface limitations remove data architectures misaligned with the business strategy. Highlight areas for strategic enhancements, adoption of advanced AI and automation technologies, as well as risks that could obstruct data integration.

Stakeholder communities have different sensitivities to data quality. Focus on success for each community using business language and value to drive change.

Responsible AI covers data correctness, completeness, coherence and consistency

Automate Observability & Policy Enforcement with “Humans at the Helm”

Leverage a strong governance & privacy framework that thrive on change: A human centric policy approach & automated single pane of glass must provide visibility and governance spanning the full data lifecycle, with intelligent analytics, irrespective of the data's age and location.

Responsible AI covers the full lifecycle including production. New compliance requirements and best practice should be adopted early as part of a managed forward looking responsible AI plan

Observability must evidence that policies are enforced and keeping up with change

Poll 2

Do you currently use a central platform to govern and manage your deployed generative AI models?

Choose one from the below options

A → Yes, using a single platform

B → Yes, using multiple platforms

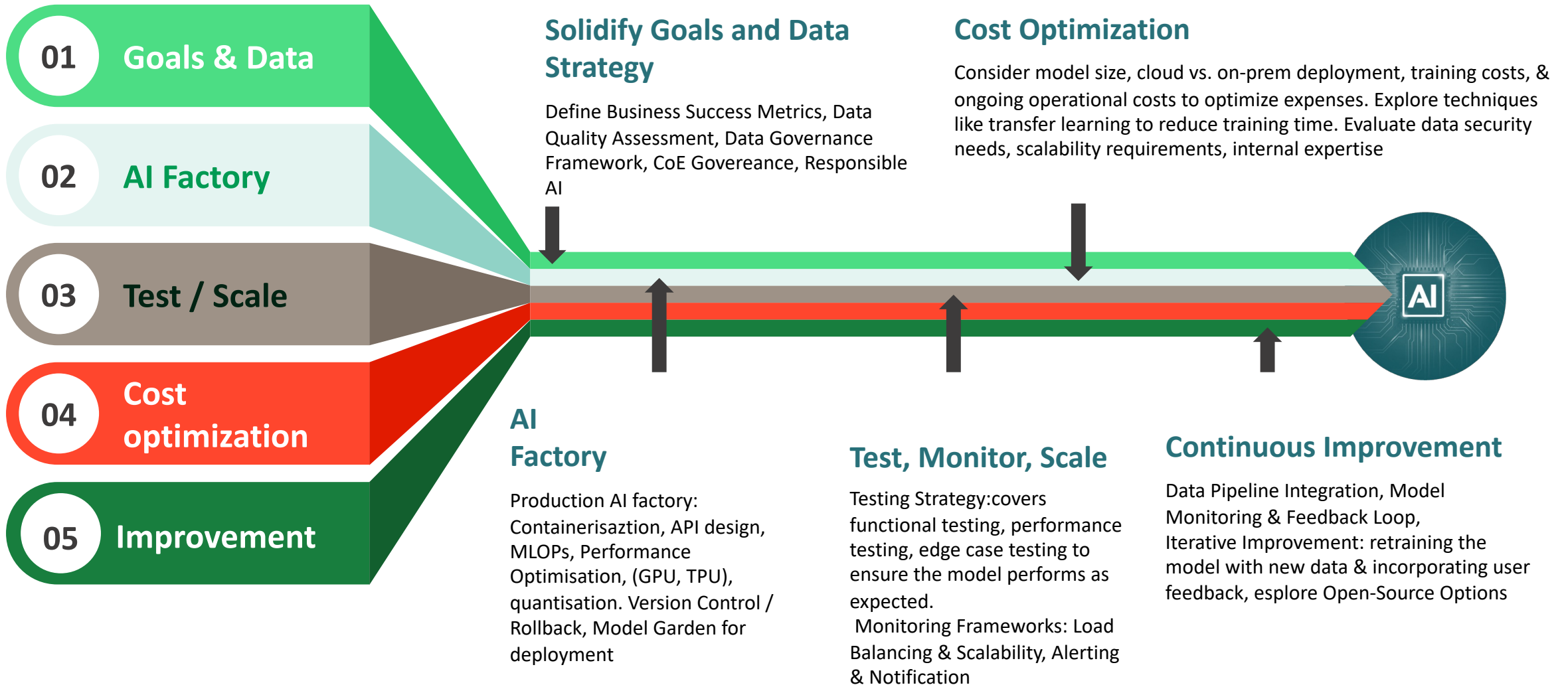
C → Thinking about it

D → Not sure

02

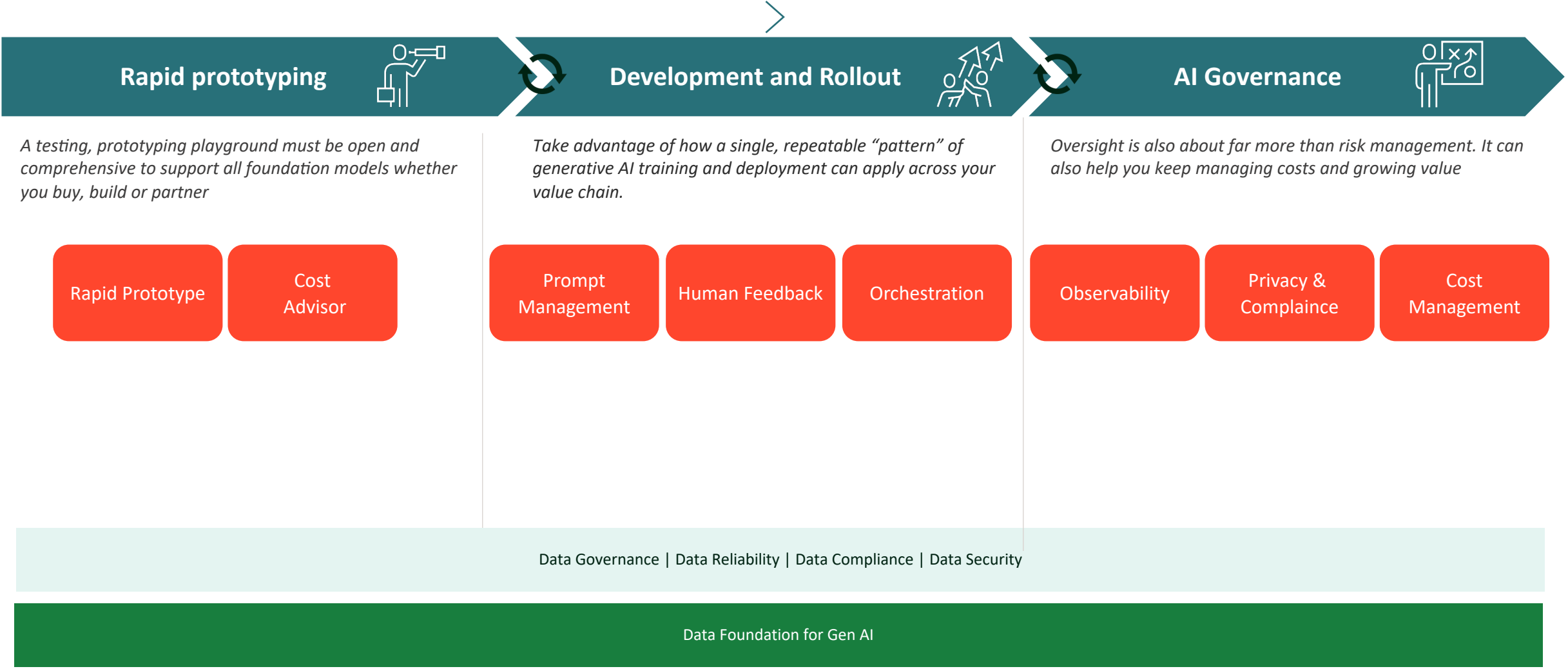
Double down on AI engineering

AI engineering tasks such as testing, deploying, optimizing can help create a pool of shared assets to scale across the organization



Why does a factory approach make sense?

Solving for these individual pieces is not the goal, engineering and integrating them to solve a complex problem is the challenging part.



Poll 3

Who are the main members of your AI Center Of Excellence or Steering Committee? (*Multi-select*)

Choose from the below options (multiple options can be selected)

- A → We do not have a COE or a steering committee
- B → Chief AI Officer
- C → Chief Data & Analytics Officer
- D → Chief Security Officer
- E → Chief Information Officer
- F → Chief Privacy Officer
- G → Head of Legal

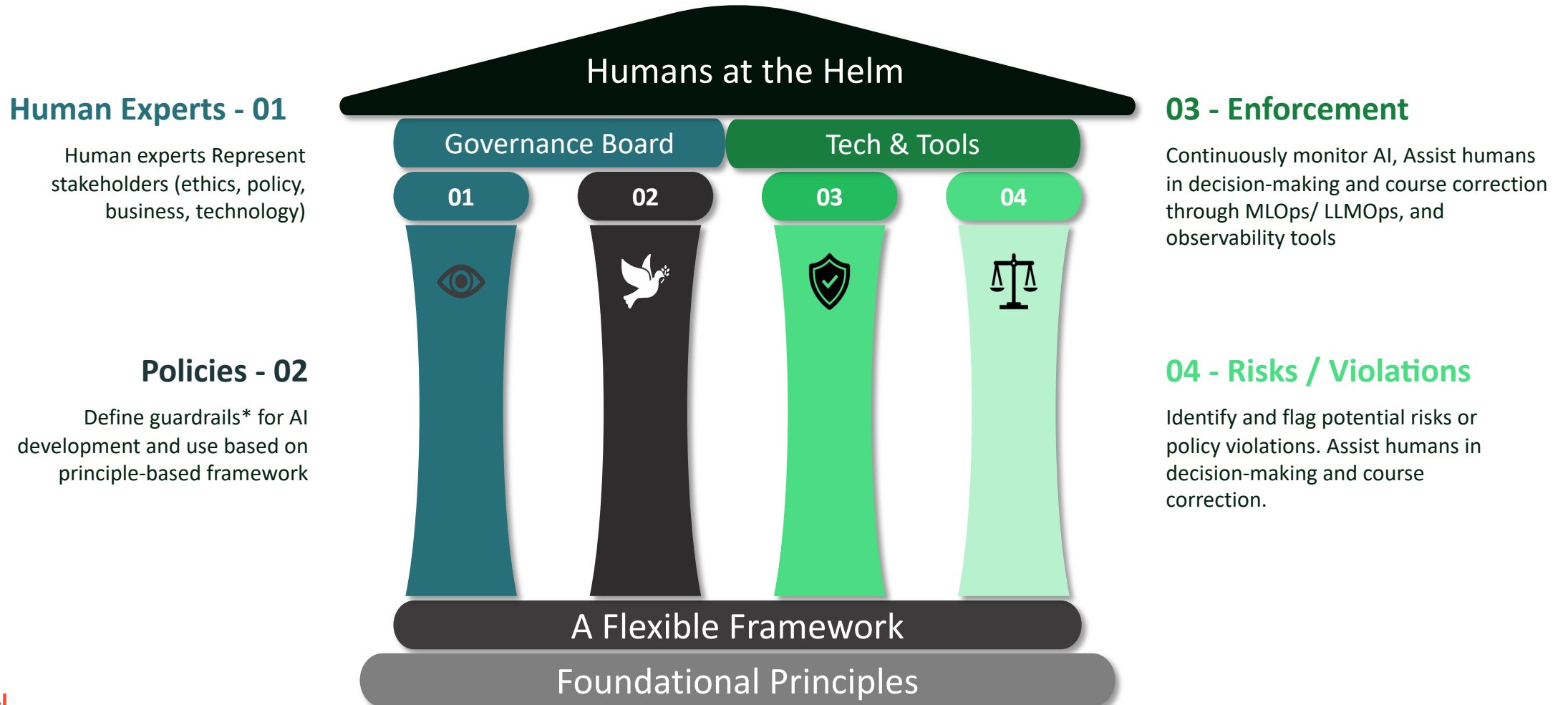
03

Prioritizing governance

Governance, apart from risk mitigation, also brings in the added benefit of improving trust, reliability of the AI systems – therefore increasing it's adoption

Humans set the course...

...Tools & Technology ensures we stay on track



** - Not all toolchains maybe suitable for use in Generative AI.

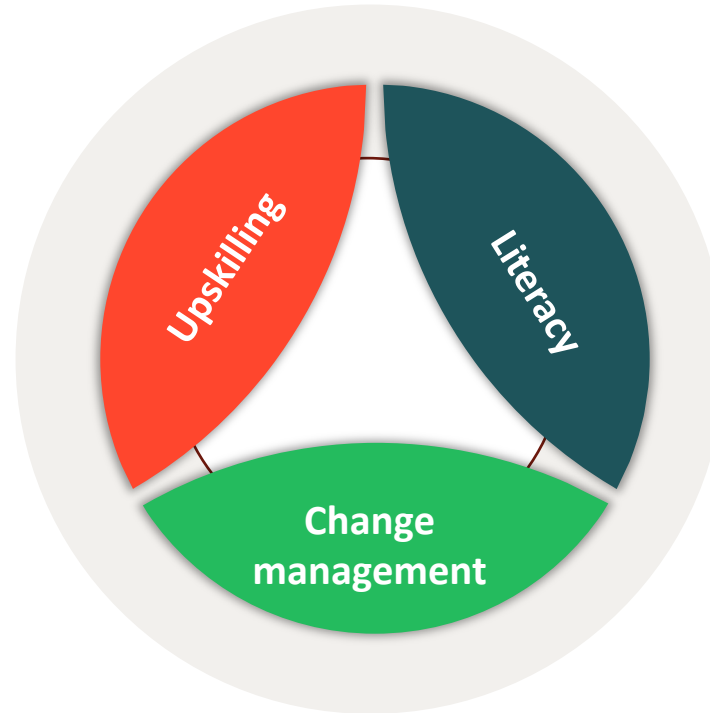
04

Optimizing the operating models

People + Process + Technology

Upskilling

Scaling up necessitates a diverse team equipped with a wide array of skills, not just to develop general AI applications but also to ensure that these applications deliver their intended value in a safe and secure manner.



Literacy

Fostering tight cooperation among technology, business, and risk managers, and adhering to established procedures for steering programs to success is essential. This could involve, for instance, conducting quarterly business assessments to monitor progress towards defined objectives and key results (OKRs), as well as taking action to address challenges, redistribute resources, or discontinue initiatives that are underperforming.

Change management

To maximize the potential of general AI, companies must create multidisciplinary teams that transcend IT boundaries and weave AI into the very fabric of their business operations. The most significant advancements, however, are achieved when a collaborative synergy is formed by incorporating specialists, along with leadership, into the innovation process.

International Airport

The airport is one of the busiest international airports and growing in passenger volume. Their revised increased capacity project was constructed to cater to many millions of passengers, up from the previous plan of a few million and they needed a technology roadmap to support this growth.

Business Challenge

1. Travelers want a quick and easy way to leave feedback, make queries on the go and they use social media extensively for the same
2. The Airport needed to centralize feedback from multiple platforms to track and respond in a timely fashion
3. Needed to personalize and contextualize responses at scale with tone, intent and messaging accuracy

Transformation

1. Kyndryl built a GenAI Application prototype leveraging LLMs to monitor social media feeds, analyze customer sentiments, and generate personalized email responses
2. The solution detects sarcasm, identifies government entities, and retrieves relevant information from various sources to provide accurate and timely feedback to customer queries
3. The solution enables the airport to enhance its customer service, reputation, and engagement by using Gen AI

Sentiment analysis | Text generation | Human-in-the-loop solution |
Data platform integration

Results

Reaction readiness time reduced: 25 minutes to 25 seconds

The GenAI independently drafts emails, detects tone of message like sarcasm, and lets the customer engagement team check and audit content easily

GenAI is helping the customer service team triage and reply to messages with the right tone and information, elevating customers' experience and saving time

A leading government agency

This agency managed Government contracts that involved establishing and maintaining business relationships between government agencies and private contractors. With the growth in business they needed to leveraging Gen AI capabilities to improve the efficiency of contract teams.

Business Challenge

1. Contract Review: The team extensively reviewed contracts, addressing many KPI and clause inquiries, including expirations and alerts.
2. Efficiency Solution: They sought a system to streamline contract management, offer a robust Q/A interface, and proactively alert owners about expirations.

Transformation

1. Gen AI Development: Create a solution for project owners to easily find contract essentials like KPIs, clauses, and milestones.
2. Document Q&A: Implement a GenAI solution for querying contract documents, saving reading time and highlighting key areas.
3. Expiration Alerts: Extract contract metadata to CSV, use scripts to check expiration dates, and email alerts to owners for timely management.

Results

Operational Efficiency: Enhanced efficiency in contract administration operations.

Savings & Management: Achieved time savings and effort reduction, ensuring seamless contract management and prompt agency response for critical contracts.

Query Response: Quicker response times to contract inquiries, leading to increased end-user satisfaction.

Questions?

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About Kyndryl

Kyndryl has accumulated substantial expertise in the field of AI/Gen AI

Skills & Expertise



- **Dedicated team** of GenAI SMEs, consultants, architects and engineers certified across hyperscalers and on-prem with proven experience in GenAI
- **Deep domain expertise** after handling multiple customer scenarios
- Continued **investments in hiring and upskilling**
- **350+ Data and AI patents**

Investments



- Building a **CoE with Microsoft** across GenAI, Data Foundations (Fabric, Purview), & Apps Modernization and Responsible AI Partner (one of 11)
- Multi-year strategic agreement - **AWS Joint Innovation Factory** to build industry solutions in GenAI/ML
- **Joint partnership with Google** focused on GenAI solutions, AI Governance & Data, SAP data & AI modernization
- **Collaboration with Nvidia and Dell-** for private AI/ GenAI solutions

Kyndryl as Customer 0



- Embedding **GenAI in our delivery capabilities**: Kyndryl Bridge – Natural Language ChatOps for querying IT / ticketing data
- **Several GenAI solutions** for CFO/ Solutioning organizations, such as Kyndryl IR Advisor bot to support Q&A, meeting prep, information retrieval and summary from investor reports, calls, market news

Assets



- **Generative AI Navigator** enabling a “Factory approach” to genAI with model Ops, orchestration etc. to scale responsibly GenAI solutions & models
- **GenAI assets** such as: Kyndryl SRE Assist to speed up end2end DevOps automation, code modernization to translate code between languages
- **Industry solutions**, such as: Automated Quality Inspection leveraging Vision AI, Worker Safety, etc.
- Robust **consulting framework, and methodologies** (GenAI risk assessment, data foundations assessment framework, etc.)

Pilots & solutions in production



- **Social media** – sentiment analysis, personalised responses and responses to information seeking question
- **Natural language** queries to fetch data from database
- **Issue resolution for contact centre** leveraging FAQs and customer data in WhatsApp
- **Q&A** from large contractual documents for government entity

We design, build, manage and modernize the mission-critical technology systems that the world depends on every day

- Listed in 2021, as a spin out from IBM
- World's largest IT infrastructure services company with 30+ years of leadership
- 2 years into our transformation, we've built Data & AI services focused on
 - **Consulting led solutions** for our customers meeting them where they are on their journey
 - Leveraging best-of-breed **technology from partners and Alliances**
 - Innovating with new, **modern approaches** for services and delivery



Join EDM Council and our membership community of companies...



The screenshot shows the EDM Council website homepage. The header includes the EDM Council logo and navigation links: Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main content area features a large heading: "Global Advocates for Data & Analytics Management". Below this, a sub-heading reads: "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." A "What we do" button is visible. On the right side, there is a "TODAY'S HIGHLIGHTS" section with three items: "Bank of Valletta becomes the newest member to join the EDM Council", "EDM Council welcomes Webber Wentzel as its newest member", and "Lion Group joins EDM Council as its newest member". At the bottom of the page, there is a banner with the text: "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." Below this banner are logos for Bank of England, NOVARTIS, HSBC, AWS, Schneider Electric, Microsoft, Google, and AEGON. Two buttons are present: "Explore membership" and "See all 350+ member organizations".



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia

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