AI: The Gamechanger
WEBCAST SERIES

BDO DIGITAL

Adopting AI Effectively

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BDO

With You Today

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Learning Objectives

▶ Identify how to pinpoint processes within your organization that can benefit most from AI integration.

▶ Discuss insights into using Azure OpenAI to build and modernize applications that harness the power of AI.

▶ Apply best practices for educating and enabling your team to ensure they are equipped to utilize AI tools effectively.

Agenda

	Objectives and Agenda	**3 MIN**
	Introductions	**2 MIN**
	AI Foundations	**5 MIN**
	Identifying Process for AI Integration	**15 MIN**
	Building and Modernizing Applications	**10 MIN**
	Adoption Through a User Centric Approach	**15 MIN**
	Wrap Up	**5 MIN**

AI Foundations

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Audience Insight

Which of the following best describes your personal degree of proficiency with Generative AI?

A — **AI Aficionado:** I'm well-versed in different types of AI and help my colleagues deploy new solutions.

B — **Power User:** I have significant experience working across generative AI tools.

C — **User:** I leverage generative AI for common use cases.

D — **Explorer:** I'm testing the waters with AI and want to learn more.

Current State of AI

AI Enabled Apps	AI Productization	Microsoft Copilot	AI Agents	General AI	Risks
Speed of Progress	AI Developers	AI Laws	AI API Access	Image Generation	Text-to-Voice
Open Source LLMs	Music Generation	AI Collaboration	Private Models	AI Hallucinations	Image Generation

AI is not New...

AI is a suite of technologies that mimic human intelligence.

Enables machines to perform tasks that traditionally required human thought.

Human Intelligence tasks already being performed by machines:

▶ Automated workflow

▶ Email scanning

▶ Voice to text

▶ Proofreading

▶ Meeting date suggestions

▶ Next product suggestions
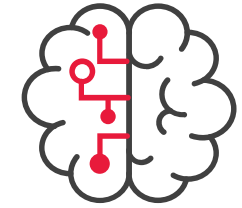
What changed?

Generative AI and **Deep Machine Learning** are changing the playing field. Creating new conclusions and taking into consideration massive amounts of data with numerous variables.

Existing AI Landscape

PREDICTIVE ANALYTICS

The use of data, statistical algorithms, and machine learning techniques to identify the likelihood of future outcomes based on historical data. It helps organizations make informed decisions and anticipate future trends.

COMPUTER VISION

Another field of artificial intelligence (AI) that enables computers to interpret and understand visual information from the world, such as images, videos, or live camera feeds. It allows machines to identify objects, classify scenes, and perform various tasks based on visual input. Typical use cases include Safety Monitoring, Inventory Management, and Workforce Optimization.

ROBOTIC PROCESS AUTOMATION (RPA)

The technology that allows the automation of repetitive, rule-based tasks by configuring software robots to perform them. RPA can streamline processes, reduce errors, and improve efficiency.

Defining Generative AI

Generative AI refers to **artificial intelligence** that can **generate new content**, such as text, images, audio, and video, that is often indistinguishable from content created by humans.

It uses models, particularly generative models, to **understand and learn patterns, features, and relationships within a given dataset** and then uses this understanding to generate new, original content that mirrors the learned material.

Generative AI Versus Large Language Models

Generative AI

Broad Scope. Diverse Applications. Multiple Techniques.

Large Language Model

Specific Scope. Textual Content Generation. Specific Techniques.
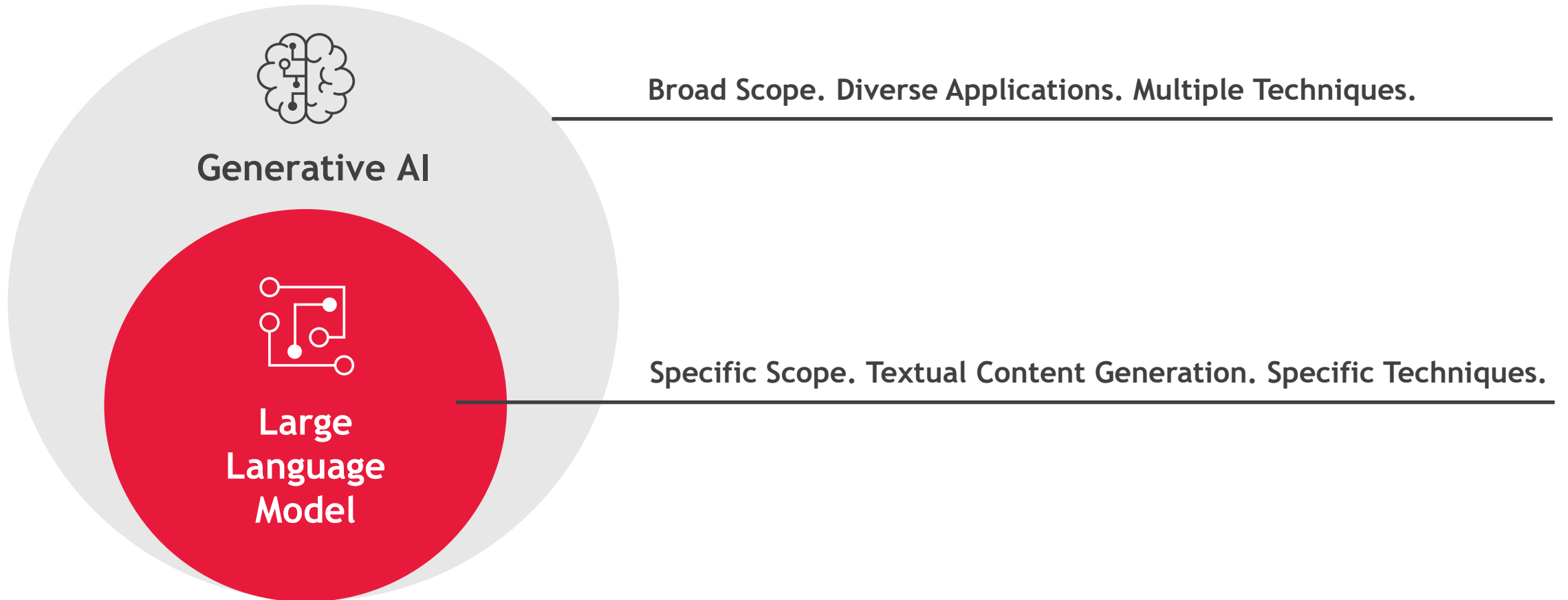
GENERATIVE AI TECHNOLOGY IS HERE
AI Technology and Impact

Time for AI to reach 100M users
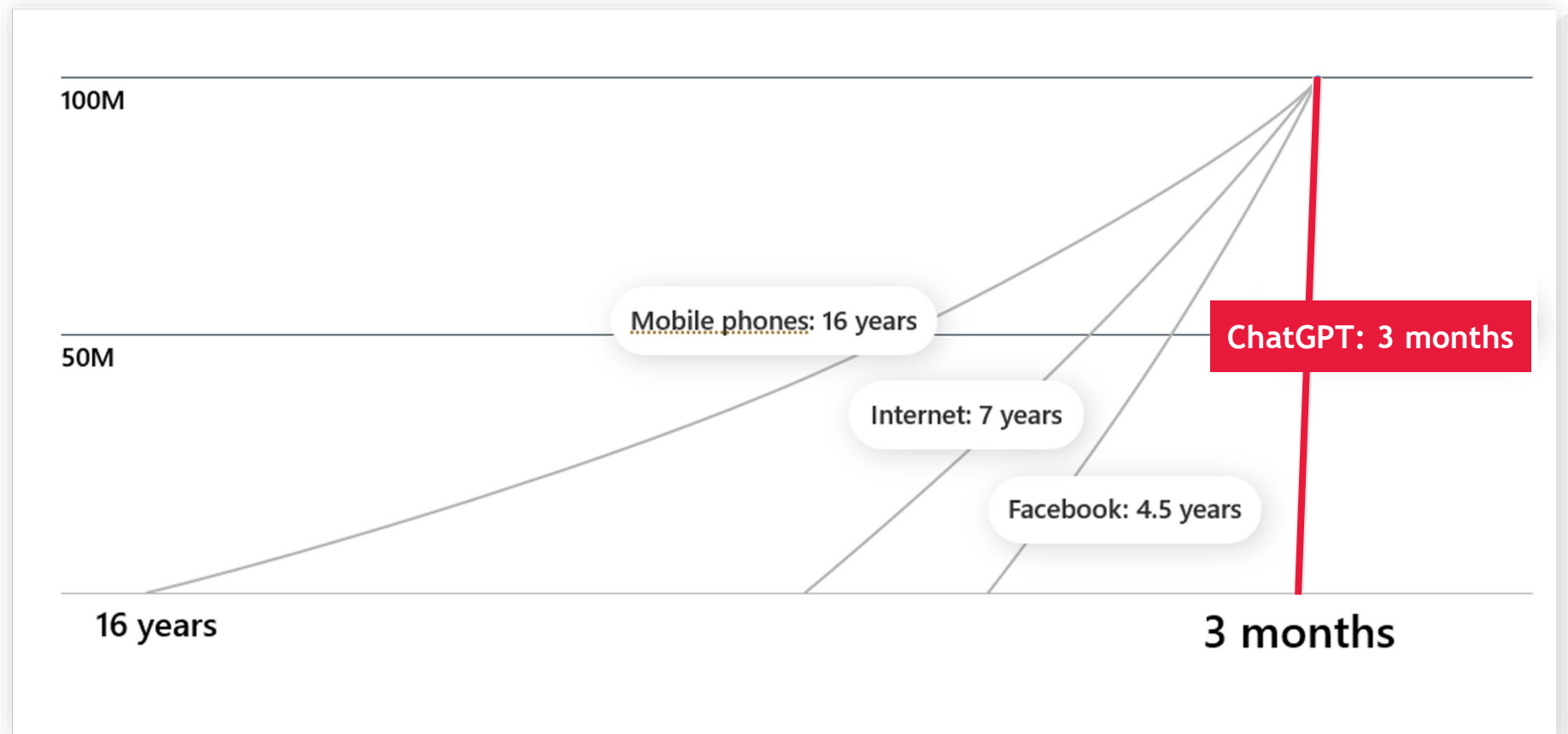
Identifying Processes
for AI Integration

What is Generative AI capable of?

Information

Ideas

Structuring

Writing

Analysis & Decisions

Writing
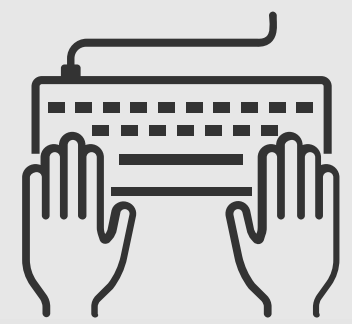
Generation

Authoring content is likely the most popular use of LLMs, and it can generate content for just about any purpose you can think of.
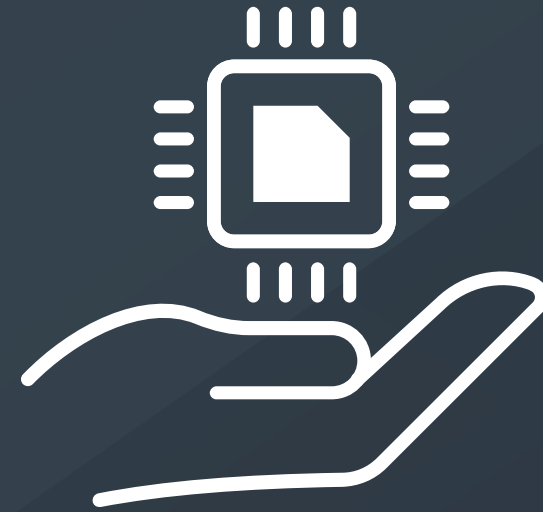
- Write emails
- Write code
- Create outlines
- Author options
- Write copy
- Create schedules
- Create plans

Expansion

LLMs can expand on a sample of text, either to make it more detailed and verbose, or to add to a narrative or explanation.

- Expand upon the start of something the user has written
- Expand upon a fictional narrative
- Expand on public content
- Add specific details into text

Editing

Much like authoring content, LLMs can edit content by rewriting it, or providing input and feedback into it.

- Make recommendations on high-level improvements
- Rewrite and incorporate specified high-level changes
- Rewrite and make very specific changes
- Help you edit from different perspectives

Pro Tip: LLMs can edit content you provide it, or content it just generated (like adding to an outline).

Translation

LLMs are amazing at creating lists of content and ideas (contrary to what researchers may have thought a few years ago).

- **List of ideas**
- **List of options**
- **List of words**
- **List of follow-up questions**
- **List of services**

Structuring
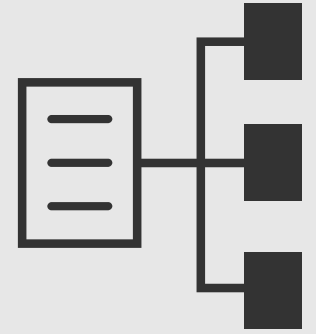
Summarizing

LLMs can summarize any content for you at any level.

▶ Summarize legal language

▶ Summarize documents

▶ Summarize technical content

▶ Summarize large amounts of text to understand the core concepts or requirements

▶ Summarize long email chains

▶ Summarize existing historic content

Organizing

LLMs can organize any information or data in contextual ways.

▶ Because the LLM can understand context, it can organize items according to broader categories or concepts that are not explicit in the content.

▶ Organize tasks, options, statements, data elements, or the like

Analysis and Decisions
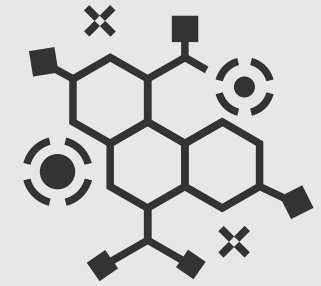
Decision Making

LLMs can help you make decisions.

- What should I do in this situation?
- What are the pros and cons of taking this course of action?
- How risky is this?

Note: LLMs are often reluctant to be definitive in these cases, so you really need to push it to give you a firm answer. It will usually give you more of a pros-and-cons answer.

Context Analysis

LLMs can analyze text, and you can then ask them about things the LLM might be able to infer from the text.

- What assumptions can we make about the author?
- What education level is this written at?
- What is the emotional state of the author?
- How supportive do you think the author will be of a specific idea?
- Would you classify this text as positive or negative?

Data Analysis

LLMs can look through large quantities of data or information and answer questions or surface insights.

- The LLM can look though an amount of data up to it's context window
- The LLM can answer specific predefined questions about the data (or questions from a user)
- Alternatively, LLM can surface whatever insights it discovers as it analyzes the data

Ideas
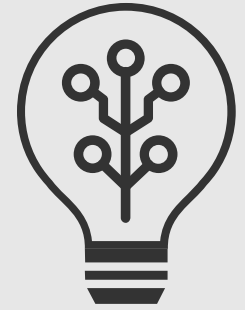
Ideating

LLMs are amazing at creating lists of content and ideas (contrary to what researchers may have thought a few years ago).

▶ List of ideas

▶ List of options

▶ List of words

▶ List of follow-up questions

▶ List of services

Informational

Teaching

LLMs can act as a personal tutor on virtually any given topic.

▶ The LLM has a vast array of knowledge on nearly every topic.

▶ It can teach at the user's own pace, and it can easily adjust to the user's current education/knowledge level.

▶ The user can ask it questions and go down rabbit holes easily.

Note: Remember that GPT is not always 100% factually accurate.

Combining Capabilities into Features

Different AI features can be combined together into practical features

Information

+

Ideas

Writing

+

Structuring

+

Analysis & Decisions

Landing Page Summary of Critical Tasks
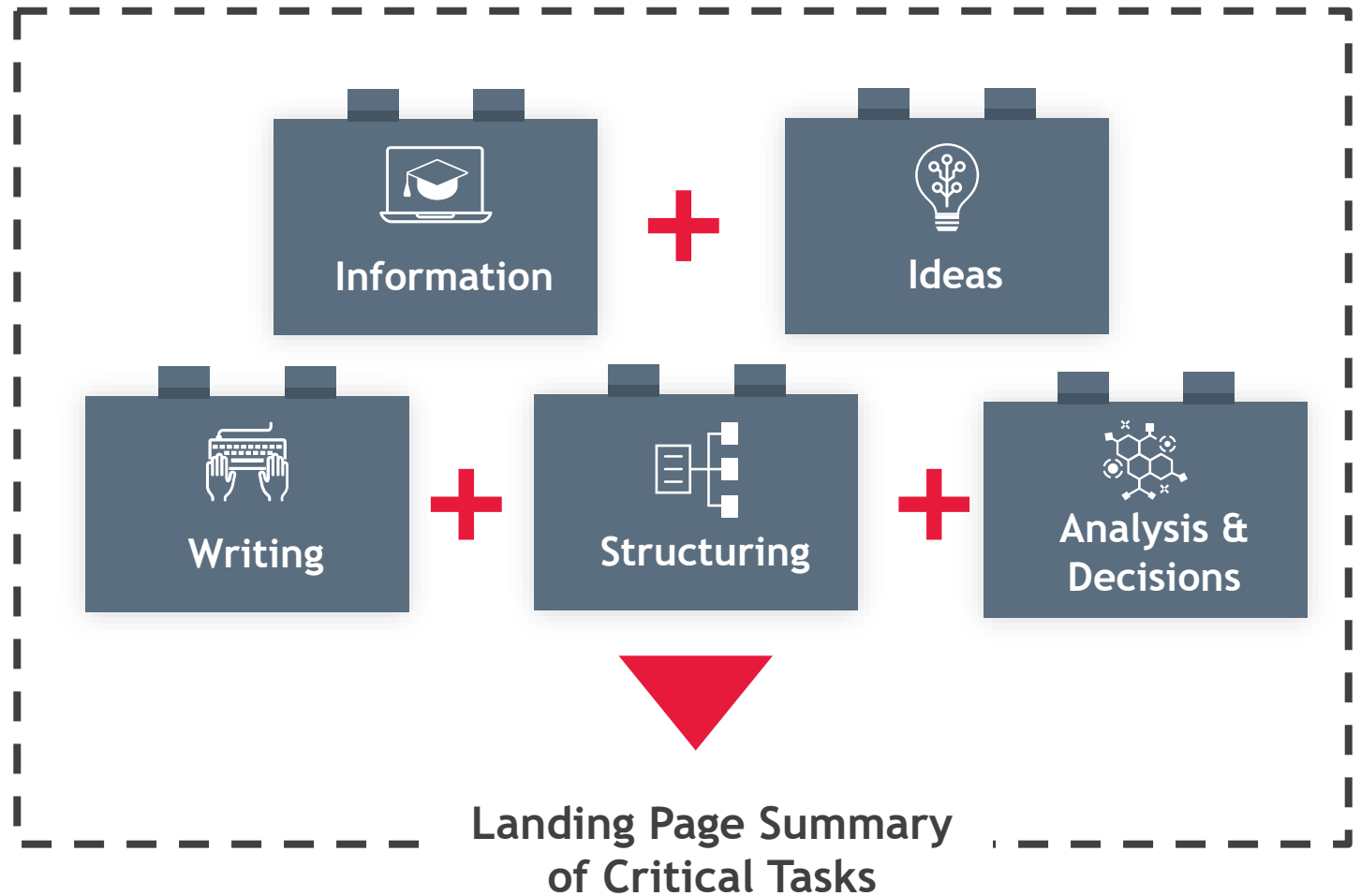
Bottom-Up Value Journey

Grow value from a base of solid usage and individual value, to true realization of organizational value, by building trust through action and showcasing real value.

Org Value — Optimal Realization

- **Tackle the opportunities with the biggest ROI, spanning multiple teams**
- Having already built AI skills in the users, and trust in the organizational vision, you can not address the biggest opportunities for value across your potential use cases

Departmental Value — Build Collaboration

- **Extend usage to role-based processes and departmental value uses**
- Keep value grounded in localized team-based goals, show the results of using AI together

Individual Value — Show Value

- **Focus on quick wins and immediate individual benefit**
- Build trust, showcase value, and grow users' skills and confidence

Identifying Scenarios

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Business Value from a User Centric Perspective

Taking a user-centric perspective to identify and quantify impacts

MEANS THAT

Business value needs to be aligned with and supported by **clear and pragmatic** user-driven use cases
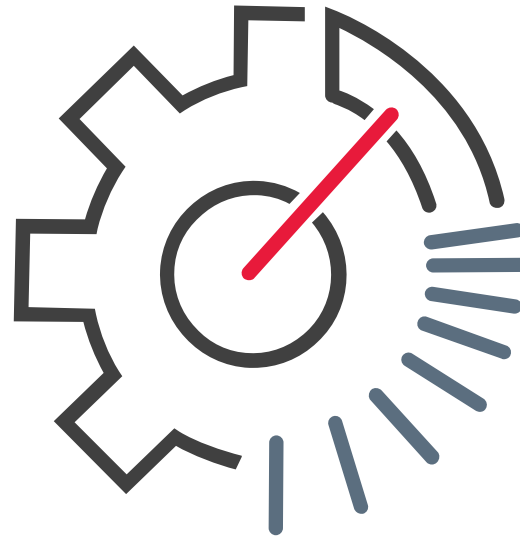
IDENTIFY WHERE
What systems do you spend your day in?

Example: Sales persona key jobs

MSFT Word

Custom Presentation Builder Tool

SALES EXECUTIVE

Custom Workshop Facilitation Java App

MSFT Dynamics CRM

IDENTIFY THE WHAT

What are some of the key jobs you need to get done?

Example: Sales persona key jobs

MSFT Word
- ▶ Create Sales proposal

Custom Presentation Builder Tool
- ▶ Create Compelling Sales presentations

SALES EXECUTIVE

Custom Workshop Facilitation Java App
- ▶ Design and facilitate customer needs workshops

MSFT Dynamics CRM
- ▶ Spot opportunities and generate solution ideas

IDENTIFY THE
PAIN POINTS

What are some of the pain points you encounter when completing your job?

Example: Sales persona key jobs

MSFT Word

▶ Create Sales proposal

▶ I Struggle getting started and structuring the content

Custom Presentation Builder Tool

▶ Create Compelling Sales presentations

▶ I really struggle putting beautiful, story centric slides together. I am not a graphic designer

SALES EXECUTIVE

Custom Workshop Facilitation Java App

▶ Design and facilitate customer needs workshops

▶ It takes me far too long to design a high impact workshop agenda, sometimes it makes more time to do this than running the workshop

MSFT Dynamics CRM

▶ Spot opportunities and generate solution ideas

▶ I can never find the right customer evidence of where we solved this problem before.

What are some of the pain points you encounter when completing your job?

Example: Sales persona key jobs

MSFT Word
▶ Create Sales Proposal
▶ I Struggle getting started and structuring the content

Creativity

Custom Presentation Builder Tool
▶ Create Compelling Sales presentation
▶ I really struggle putting beautiful, story centric slides together. I am not a graphic designer

Creativity

SALES EXECUTIVE

Custom Workshop Facilitation Java App
▶ Design and facilitate customer needs workshop
▶ It takes me far too long to design a high impact workshop agenda — it almost makes more time to do this than running the workshop

Productivity

MSFT Dynamics CRM
▶ Spot opportunities and generate solution ideas
▶ I can never find the right customer evidence of where we solved this problem before.

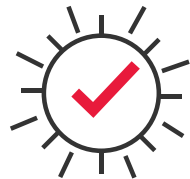**Skilling**

How to Choose Scenarios

DECISION CRITERIA

Does it solve a problem?

Is it obtainable?

Will it be widely used (how many people)?

How much ROI does it provide?

Building and Modernizing Applications

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ADOPT AI EFFECTIVELY

By Empowering Your Users Where They Are

- ► Train
- ► Educate
- ► Enable
- ► Entice
- ► Demonstrate
- ► Track
- ► Incentivize

OR

Make it the **default** way to do a job

So where do people do their jobs?

IN APPLICATIONS!

Outlook, Word, Excel, PowerPoint

But also:

▶ The clerk's custom system that runs that railroad

▶ The app running on the tablet in the doctor's office

▶ The assurance software that is the backbone of an audit process

▶ The app the inspector is using as they operate in the field

So if you want people to adopt AI…

Inject AI into the process they already use everyday – inject AI directly into the applications – and **don't make it optional.**

Meet the user where they are – in their **"Productivity Interface".**

Azure Open AI Services

IF YOU'RE A TECHNOLOGIST:

Azure OpenAI Service provides REST API access to OpenAI's powerful language models including o1-preview, o1-mini, GPT-4o, GPT-4o mini, GPT-4 Turbo with Vision, GPT-4, GPT-3.5-Turbo, and Embeddings model series.

Users can access the service through REST APIs, Python SDK, or the web-based interface in the Azure OpenAI Studio.

IF YOU'RE NOT:

A way to access Open AI's generative AI models from whatever place you might want to build something.

It let's a programmer send in AI prompts behind the scenes and do whatever they want with the results – no chat window needed.

Scenario

ABC Corp provides a professional service for its clients where it gathers data from interviews, consolidates and analyzes those results, and ultimately produces an official document deliverable. That document is a critical artifact that may be submitted to a government agency.

Leadership knows that AI could save very significant time:

▶ in the note taking

▶ in the analysis and consolidation

▶ in the production of the deliverable

Leadership has provided access to tools like Chat GPT or CoPilot.
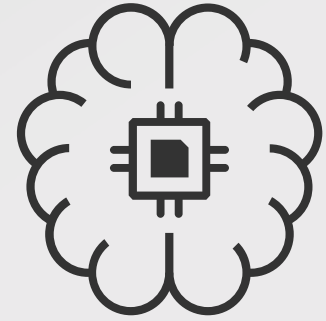
The Goal:
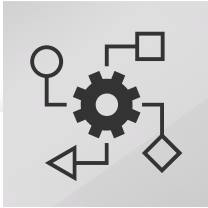Make users way more productive by leveraging AI tools

The Challenge:
Multiple AI tools already provided – but they are used inconsistently by different users – or not used at all!

The Current State

Basic application containing info on the customer and particular item

Interview notes captured in **OneNote**

SharePoint folder with related materials including final document deliverable

The Current State
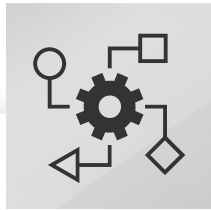
Basic application containing info on the customer and particular item

Interview notes captured in **OneNote**

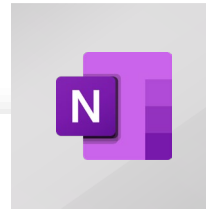**SharePoint** folder with related materials including final document deliverable

Pull info from an existing source rather than entry

Generate organized, comprehensive notes from transcripts

Generate analysis/ content from notes

Generate document

The Future State

User is in one place, doing their job in a structured way, the whole time.

| Create core record with all fields filled in, by importing a contract with a click | Import transcripts with a click | Generate specific topical sections through very simple process | Allow review, editing and confirmation | Generate document |
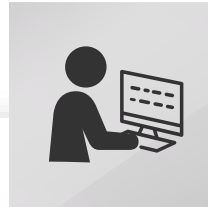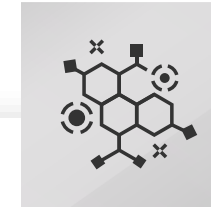
User is using AI throughout, adopting AI, *without needing to choose to do so!*

Get Started with a Purpose-Built AI Application

NEXT STEPS

- ✓ **Identify a Process**
- ✓ **Find Places AI Can Help**
- ✓ **Prototype**
- ✓ **Deploy**

Infuse AI into Your Business in the Right Place, at the Right Time

Intelligent Applications Tailored to Your Needs

- PROCESS OPTIMIZATION
- COMPUTER VISION
- CONVERSATIONAL SEARCH
- RAPID CONTENT GENERATION
- DATA UNIFICATION
- NEXT GEN CHATBOTS
- DOCUMENT PROCESSING
- EMBEDED DATA ANALYSIS

Adoption Through a User Centric Approach

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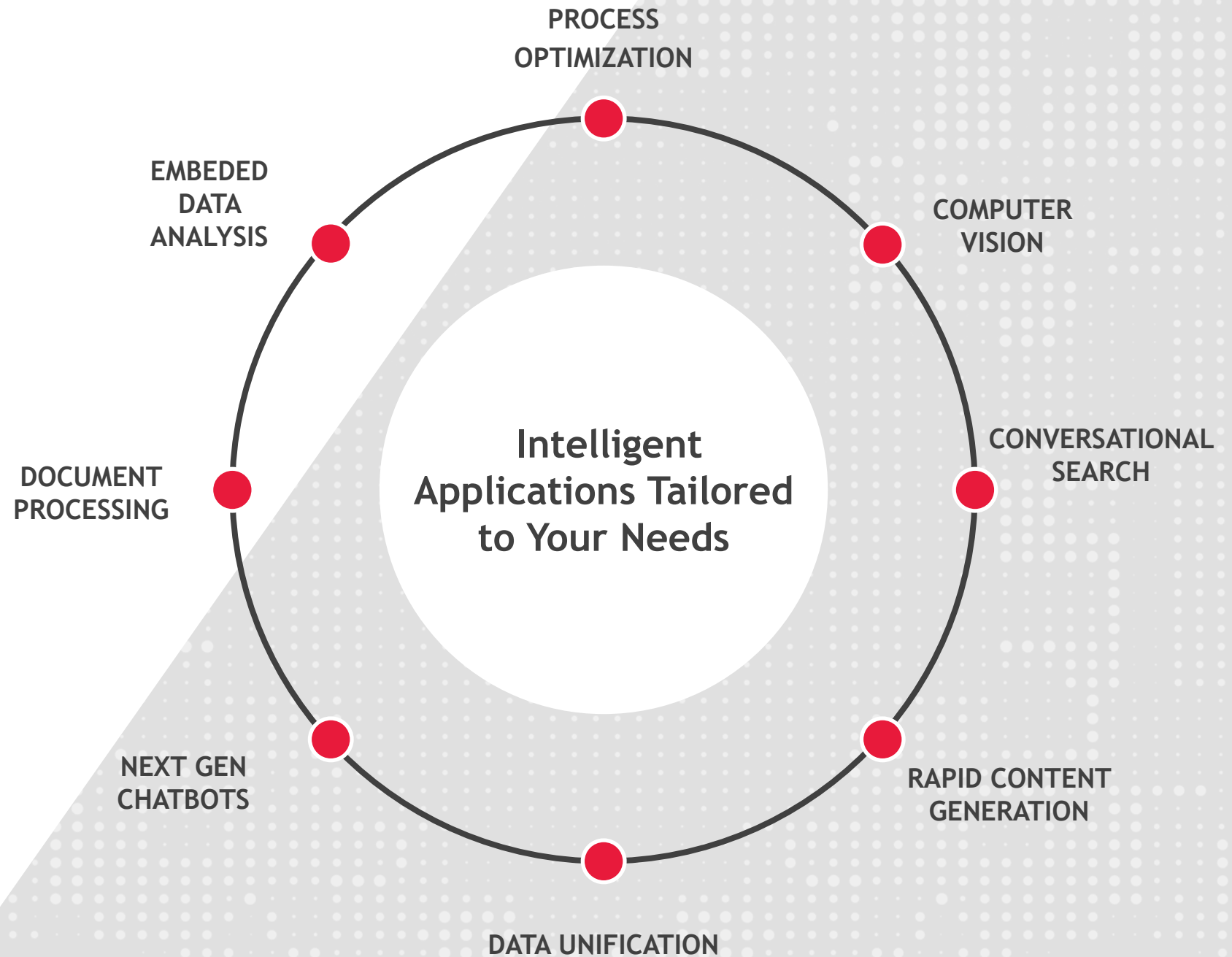
Adoption Considerations for AI

Opt-In Nature

Unique Skills

Fear and Lack of Trust

Adoption of AI has 3 unique considerations, beyond those required in adoption efforts for other tools

Utilizing the User Centric Approach

Grow value from a base of solid usage and individual value, to true realization of organizational value, by building trust through action and showcasing real value.

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Individual Value — Show Value

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Opt-In Nature

Most AI tools and features help a user in completing a task, but are not required for the task. Because of this, users must actively decide to opt-in and use the tool/feature.

FULLY EMBEDDED

▶ When the AI functionality is fully embedded, with no need for user prompting, no opting-in is required.

▶ Instead, the AI facilitates the process automatically.

USER-PROMPTED

▶ When a user is still required to prompt the system in some way, then opting-in is required.

▶ Focusing on individual value is a key tactic to overcoming this challenge.

Unique Skills

Most generative AI tools require some sort of prompting to produce meaningful outputs. While prompting uses natural language, effectively using it is a skill and takes practice.

FULLY EMBEDDED

▶ When the AI functionality is fully embedded, with no need for user prompting, this is no longer a challenge.

▶ Instead, the AI facilitates the process automatically.

USER-PROMPTED

▶ When a user is still required to prompt the system in some way, the user must develop prompting skills.

▶ Focusing on individual value helps motivate a user to develop these skills. Additionally, training and collaborative sharing of success stories is critical to building AI skills.
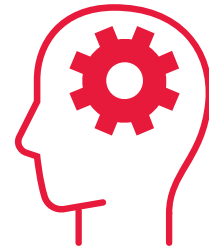
Fear and Lack of Trust

Most AI tools carry with them inherent concerns for employees, even if unfounded. These concerns and fears are a major impediment to users' willingness to adopt AI tools and features.

FULLY EMBEDDED	+	USER-PROMPTED

Regardless of embedded or prompt-based, AI tools carry these concerns and fears, but it can be overcome:

▶ A clear organizational vision articulating a user-centric approach prevents users from jumping to conclusions (and ensuring your actions align to that message/vision).

▶ You only have one chance to make a good first impression with AI. Technology investment is not enough. There must be a serious and continuous effort in providing real support and resources to build adoption.

▶ Well-support champions, part of a dedicated champion program, help build trust far more than anything you can say.

EMPOWERING SUCCESS
BDO's Framework for Adoption

Beyond the AI specific change management needs, you must still address all of the general tech-adoption needs.

Educate & Prepare
Make sure your organization is ready to embrace AI, not just accept it

Identify & Prioritize
Understand your use cases and where AI can make the most impact

Establish a Foundation
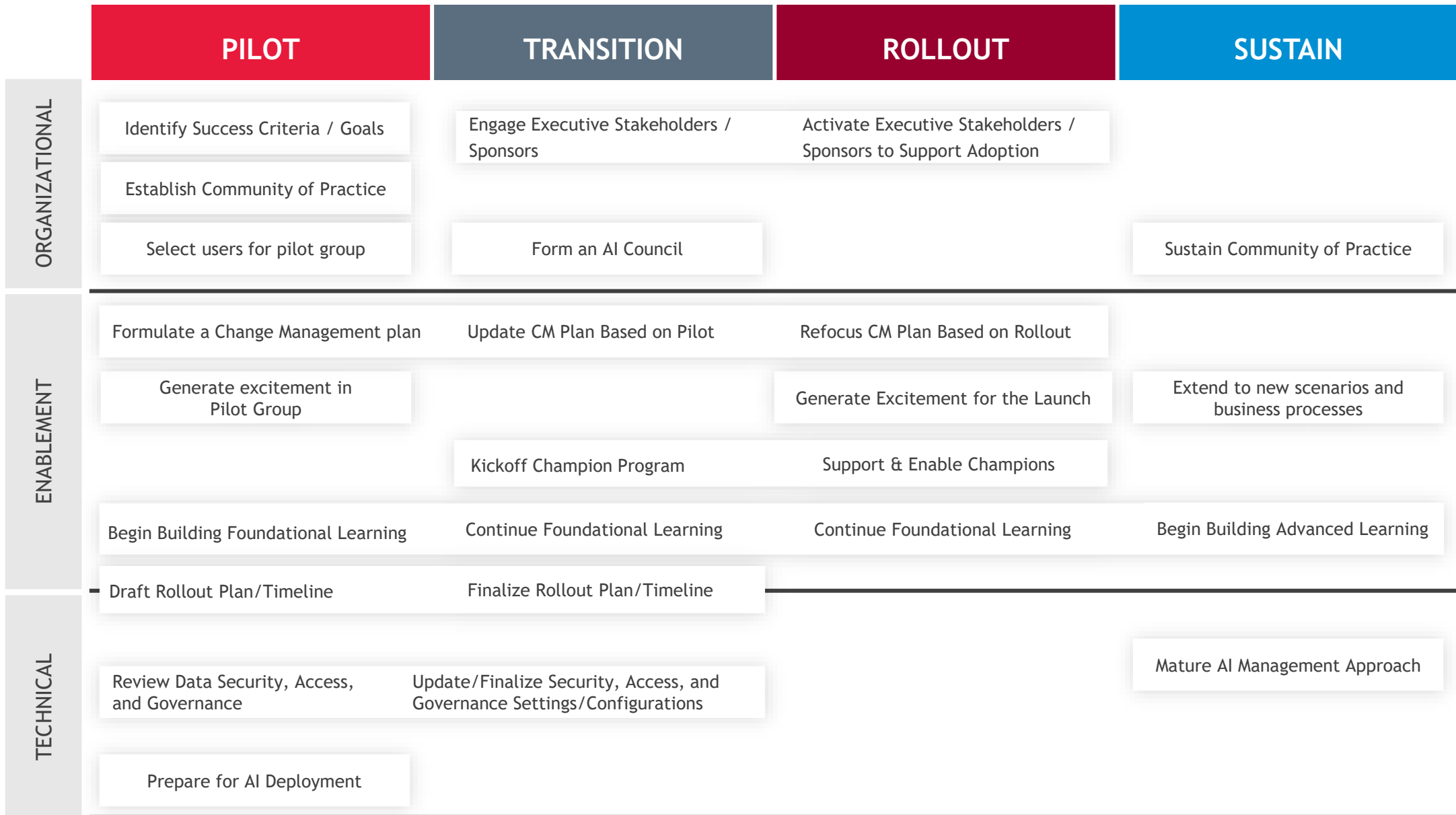Identify success criteria and create a community of early adopters

Empower the Change
Arm your users with training resources and actively collect feedback

Scale Sustainably
Foster a self-sustaining community and show commitment through improvement

	PILOT	TRANSITION	ROLLOUT	SUSTAIN
ORGANIZATIONAL	Identify Success Criteria / Goals	Engage Executive Stakeholders / Sponsors	Activate Executive Stakeholders / Sponsors to Support Adoption	
	Establish Community of Practice			
	Select users for pilot group	Form an AI Council		Sustain Community of Practice
ENABLEMENT	Formulate a Change Management plan	Update CM Plan Based on Pilot	Refocus CM Plan Based on Rollout	
	Generate excitement in Pilot Group		Generate Excitement for the Launch	Extend to new scenarios and business processes
		Kickoff Champion Program	Support & Enable Champions	
	Begin Building Foundational Learning	Continue Foundational Learning	Continue Foundational Learning	Begin Building Advanced Learning
	Draft Rollout Plan/Timeline	Finalize Rollout Plan/Timeline		
TECHNICAL	Review Data Security, Access, and Governance	Update/Finalize Security, Access, and Governance Settings/Configurations		Mature AI Management Approach
	Prepare for AI Deployment			

Wrap Up

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Thank You!

Questions?

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