

How can you
harness the
power of
generative AI
while reining
in its risks?

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The better the question.
The better the answer.
The better the world works.

Navigating the dynamic landscape of **generative AI** requires the right combination of questions, answers, and actions to drive business transformation.

At EY, we excel at fostering this cycle of insightful inquiry and solution-oriented responses, akin to the belief that the quality of questions determines the quality of answers, ultimately shaping the world we live in.

As a committed partner in your Generative AI journey, EY doesn't merely assist; **we co-pilot**. We bring expertise and dedication to the table, empowering clients to leverage AI technology that not only **transforms** but also **revolutionizes** their business strategies and operations. Along the journey, we remain steadfast in building trust and confidence, ensuring the benefits of generative AI are harnessed within a framework of ethical, responsible use. We invite you to challenge the status quo, stimulate innovation and redefine your business landscape with EY, where complex questions inspire transformative answers and better ways of working.

Rethinking the enterprise

From new business models, products and services to redefined business processes, talent approaches and risk plans, every enterprise will need to rethink its strategy and operations in light of new technology while keeping humans at the center.

Every layer of business strategy is now impacted by generative artificial intelligence. Thriving in a generative AI world requires agility and innovation. The right approach to Generative AI creates value by unlocking growth, optimizing the way organizations work – all while building processes to deploy generative AI responsibly.

New generative AI-led business models

Generative AI will fundamentally disrupt many business models. For example, online education platforms can now generate assignments at scale and personalize them to each learner.

AI-generated products and services

Generative AI has already created many new products, from image generation to on-demand personalized financial advice. As the capabilities of generative AI grow, what new products will it enable? How can it be infused with existing products to improve them?

Breakthrough innovation

Innovation and development of new generative AI capabilities will prove extremely valuable, but generative AI can also infuse existing technologies, combine with them or help create new technologies altogether. Enterprises can use generative AI to create new lifesaving drugs or improve CRMs with optimized sales communications.

Technology development and execution

Every process and application will have to be re-thought with the objective of the job to be done. This will require integration of new technologies with legacy systems and the development of new generative AI capabilities.

RETHINKING THE ENTERPRISE WILL UNLOCK VALUE CREATION ACROSS A SPECTRUM OF NEW POSSIBILITIES

Optimized enterprise decisioning

Knowledge management and optimized decisions support are among of one the most powerful use cases of a scaled AI capability. Through better questions generative AI can help to enhance the organization's data value, optimize multi-variable choices and enable actions at scale.

The future of employee and customer experience

Generative AI infuses personalization everywhere and at scale. Customer and employee experiences can be created and optimized leveraging vast databases of prior interactions.

Responsible and ethical Generative AI

Generative AI requires guardrails and curated sources of truth to remain trusted. Owners of knowledge capable of maintaining generative AI trust will be necessary in a mature generative AI market.

Legal, regulatory and tax issues

Navigate a dynamic landscape as generative AI continues to evolve globally.

Generative AI will drive enterprise transformation

DIMENSIONS OF THE ENTERPRISE

ENTERPRISE OPPORTUNITIES

	Strategy, innovation and growth	✓ Defining a strategic roadmap – to create value and gain a competitive advantage	✓ Enterprise wide diagnostic to identify opportunities – business and operating models	✓ Engaging without boundaries – do I buy, build and/or partner?	✓ Prioritizing investments with measurable returns
	Finance, legal and tax	✓ Automate processes and controls	✓ Digitize invoices and documents	✓ Evaluate tax operating model effectiveness	✓ Address legal and regulatory requirements
	Technology	✓ Transform business and digital solutions	✓ Emphasize synthetic and real data to be key strategic asset	✓ Invest in right scalable, agile and secured infrastructure	✓ Democratize technology with appropriate controls
	Risk and cybersecurity	✓ Accelerate speed-to-adoption and innovation through responsible and timely management of risks	✓ Keep pace with changing regulations	✓ Understand privacy, bias and cyber risks	✓ Build trust through purposeful design, agile governance and vigilant supervision
	Supply chain and operations	✓ Establish a more agile supply network	✓ Manage in-house and third-party providers	✓ Leverage new technologies to enhance operations	✓ Respond quickly to market changes
	Customer experience	✓ Provide hyper personalized experiences	✓ Enhance engagement and loyalty via innovation	✓ Provide a seamless customer journey and consistent channel experience	✓ Unleash unprecedented insights
	People and organization	✓ Define new mindsets and behaviours to evolve the culture	✓ Determine the governance model to drive accountability and manage risks	✓ Evolve the organization design and processes to enable business objectives	✓ Provide employees with the knowledge and experience to succeed

Supporting you with your business transformation while building trust and confidence

01 GENERATIVE AI STRATEGY AND ROADMAP - ENTERPRISE REIMAGINED

A roadmap for value creation through business model or operating model transformation balancing risk and reward.

02 AI RISK MANAGEMENT (RESPONSIBLE AI)

Process, procedures and enablement of model risk management for generative AI models.

03 PEOPLE IMPACT

Placing humans@the centre to optimize technology adoption focusing on skill development, enabling the necessary mindset and behaviours, and building a futureproof organizational structure while leading the change journey.

04 SCALED USE-CASE ENABLEMENT

Prototype, build, scale and deliver humancentric business transformation.

05 SUPERCHARGE YOUR TRANSFORMATION WITH EY'S GEN AI POWERED SOLUTIONS

Accelerate your gen AI adoption by leveraging EY's gen AI off the shelf solutions.

06 BOARD AND EMPLOYEE TRAINING AND UPSKILLING

Broaden the awareness and training of the tech and its applications to boards, executives and employees.

07 INNOVATION AS A SERVICE

Co-innovation with clients in EY environments and prompt engineering.

LET'S CHAT



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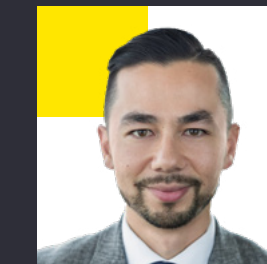
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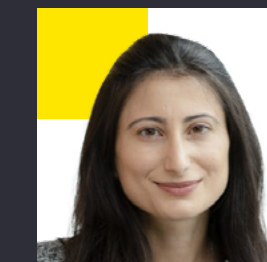
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