



GLOBAL CONFERENCE 2025

ENTERPRISE RISK MANAGEMENT:
RISING FROM THE ASHES

GENERATIVE ARTIFICIAL INTELLIGENCE (AI):
UNDERSTANDING THE LANDSCAPE AND
IMPLEMENTING AI IN YOUR BUSINESS

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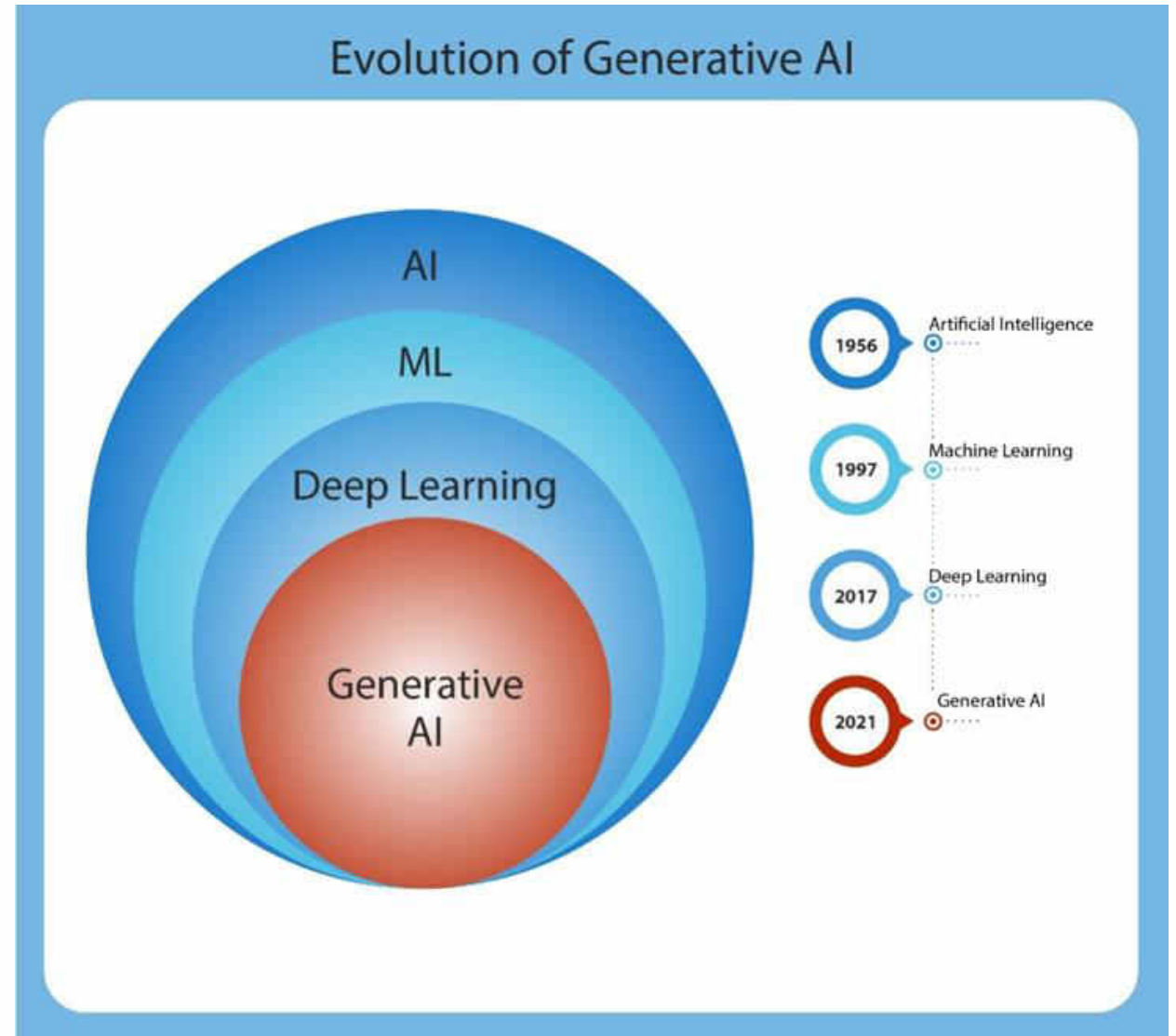
Overview of Generative AI

Generative AI is a type of artificial intelligence that creates new content such as text, images, music, or code based on patterns learned from existing data.

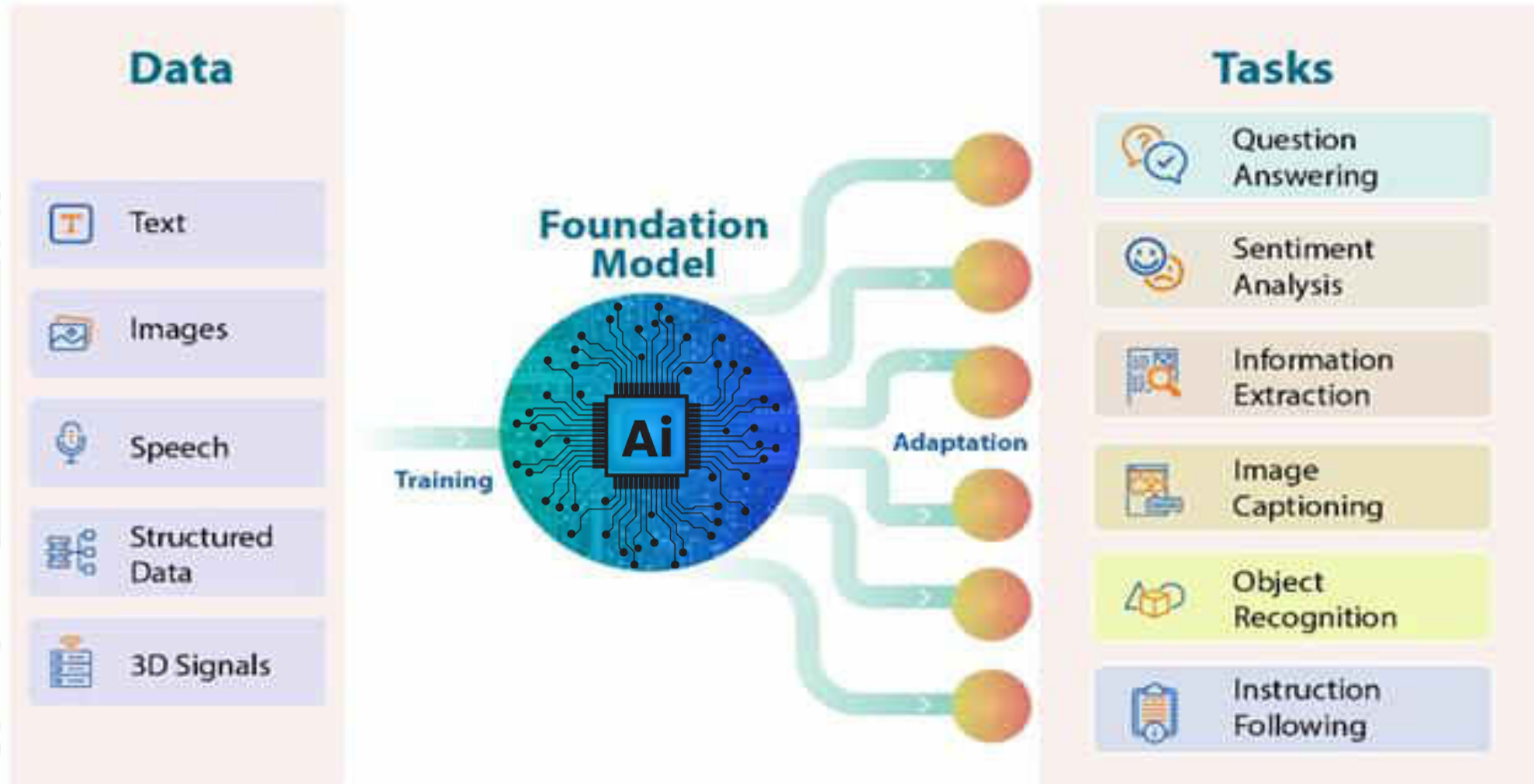
It also uses machine learning models to produce human-like content, enabling automation and creativity in various domains.



As mentioned earlier, generative AI is an application of foundation models and large language models (LLMs), a form of foundation model, capable of generating an output—be it text, image, audio, and video. One general exception though is that LLMs are specifically meant for text, while foundation models can function on a wide variety of modes, such as image, audio, and video.



How does Generative AI Work?



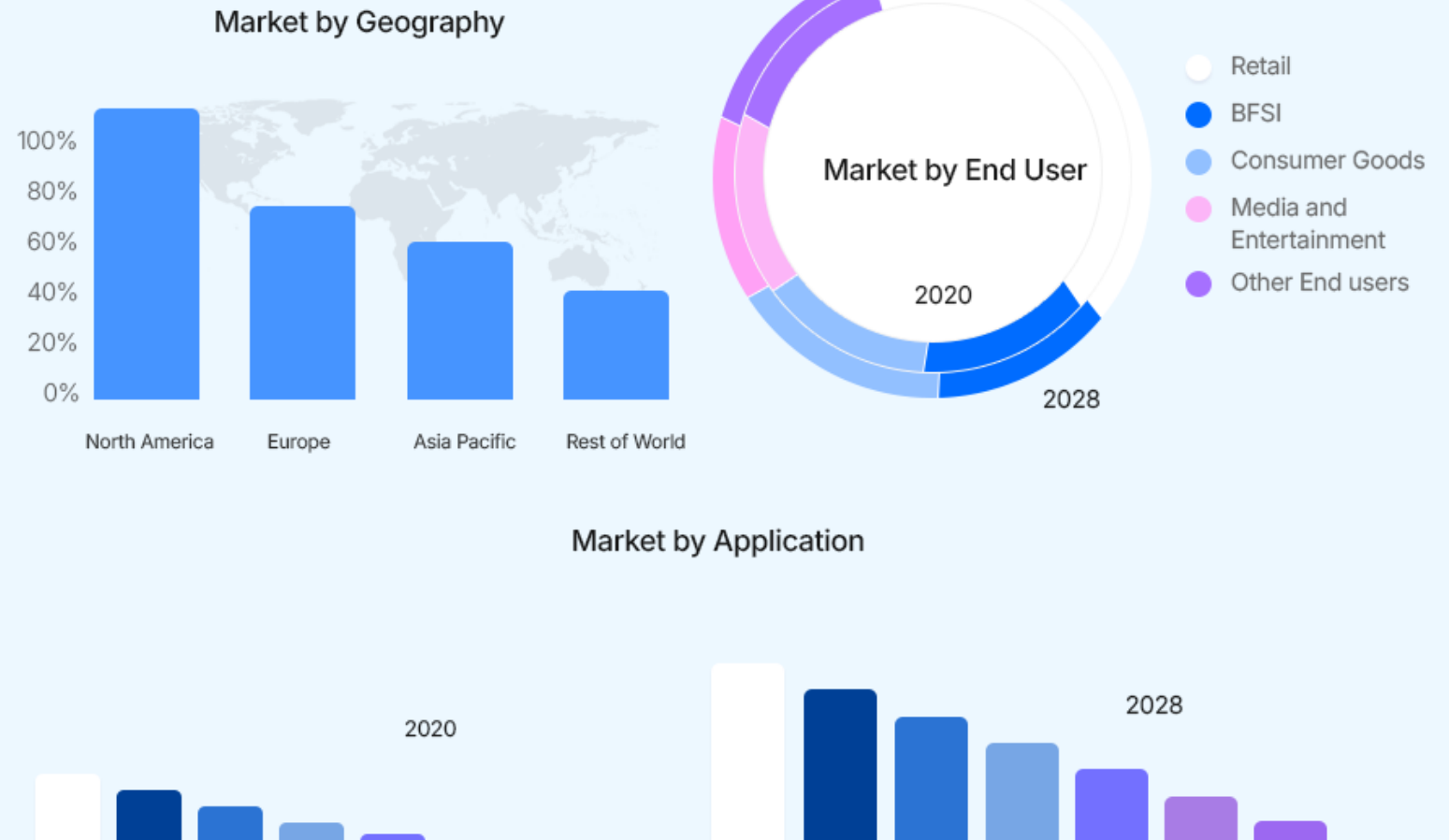
THE CURRENT GENERATIVE ARTIFICIAL INTELLIGENCE (GEN AI) LANDSCAPE

Generative AI in 2025:

Trends & Opportunities

- Market Growth: Rapid adoption across industries.
- Use Cases:
 - Marketing: Content creation, personalization.
 - Finance: Report generation, fraud detection.
 - Healthcare: Medical imaging, diagnostics.
 - Software Development: Code generation, testing.
- Key Players: OpenAI, Google DeepMind, Anthropic, Meta AI.

Global AI in Marketing Market 2021-2028



Stages of AI adoption



Aware



Experimenting



Optimizing



Standardizing



Transforming

Aware

Experimenting

Optimizing

Standardizing

Transforming

■ *How to Integrate Generative AI in Your Business?*

- Step 1: Identify high-impact use cases.
- Step 2: Choose the right tools and platforms.
- Step 3: Build or integrate models (API, cloud services).
- Step 4: Ensure data governance and compliance.
- Step 5: Train teams and monitor performance.



THE 6 STAGES OF DIGITAL TRANSFORMATION



Business as Usual

Move away from traditional ways of work.



Present and Active

Assess current operational model



Formalized

Embrace the positive impact of digital transformation



Strategic

Create a clear well suited digital strategy



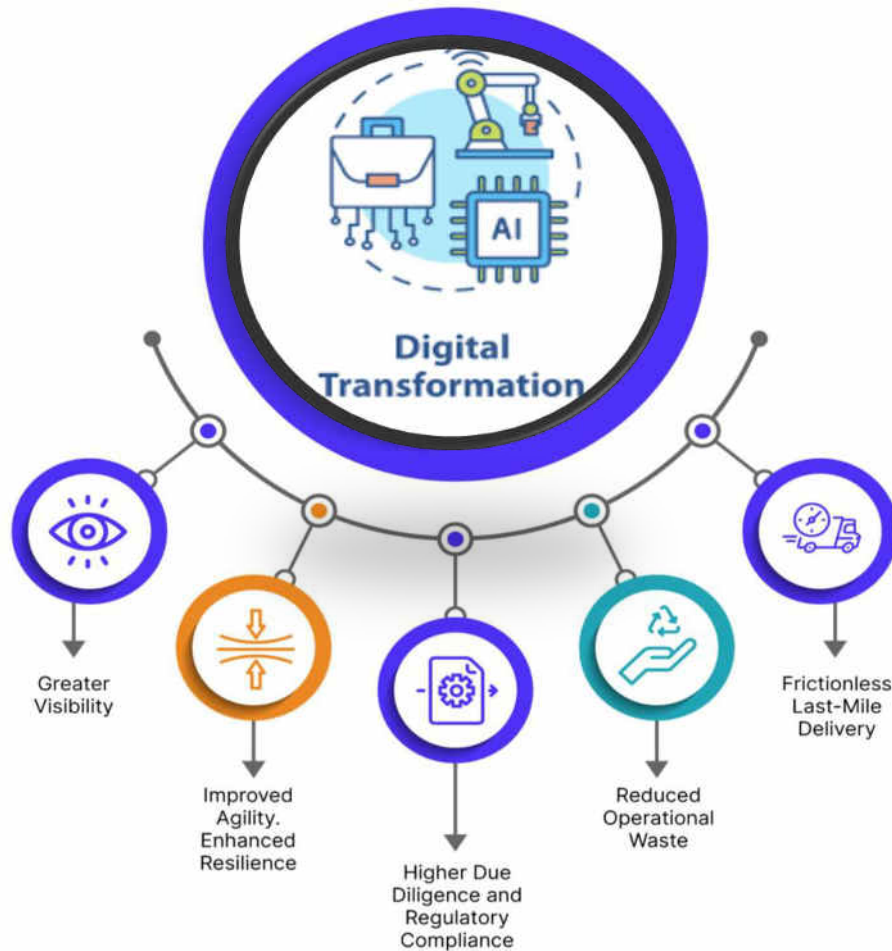
Converged

Prioritize digital initiatives



Innovative and Adaptive

Ready to take more significant steps towards innovation



Why Gen AI & Digital Transformation Important?

- Improves Efficiency: Automating routine tasks saves time and reduces errors.
- Enhances Customer Experience: Digital tools can help you understand and meet customer needs better.
- Stays Competitive: Keeping up with technology trends ensures you don't fall behind competitors.

Key Components

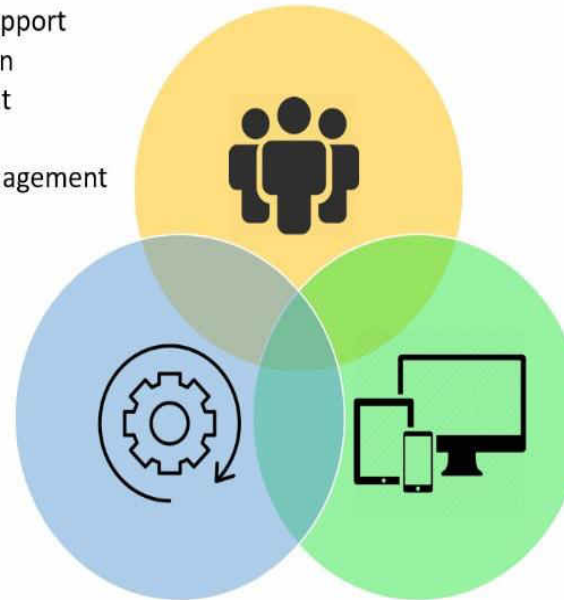
1. Technology: Using tools like cloud computing, AI, and data analytics.
2. Processes: Streamlining operations to be more efficient.
3. People: Training employees to use new technologies effectively.
4. Culture: Encouraging a mindset that embraces change and innovation.

People

- Executive support
- Collaboration
- Commitment
- Roles
- Change management
- Training

Process

- Governance
- Guidelines
- Measurements
- Standards
- Workflows
- Best practices



Platform/Technology

- Technology infrastructure
- CRM, ERP, LMS, etc.
- Business intelligence tools
- Digital marketing applications

INTRODUCTION OF DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE (AI)

Example

■ Imagine a small retail store that starts using an online platform to sell products. They use social media to reach more customers, an AI tool to manage inventory, and data analytics to understand buying patterns. This shift from traditional methods to digital tools is an example of AI & digital transformation.



- **Optimize Marketing on a Budget:** Use generative AI to create content and automate tasks.
- **Enhance Email Marketing Campaigns:** Utilize AI for engaging and personalized email content.
- **Blend AI with Human Insight:** Combine AI-generated content with human expertise for high-quality marketing materials.

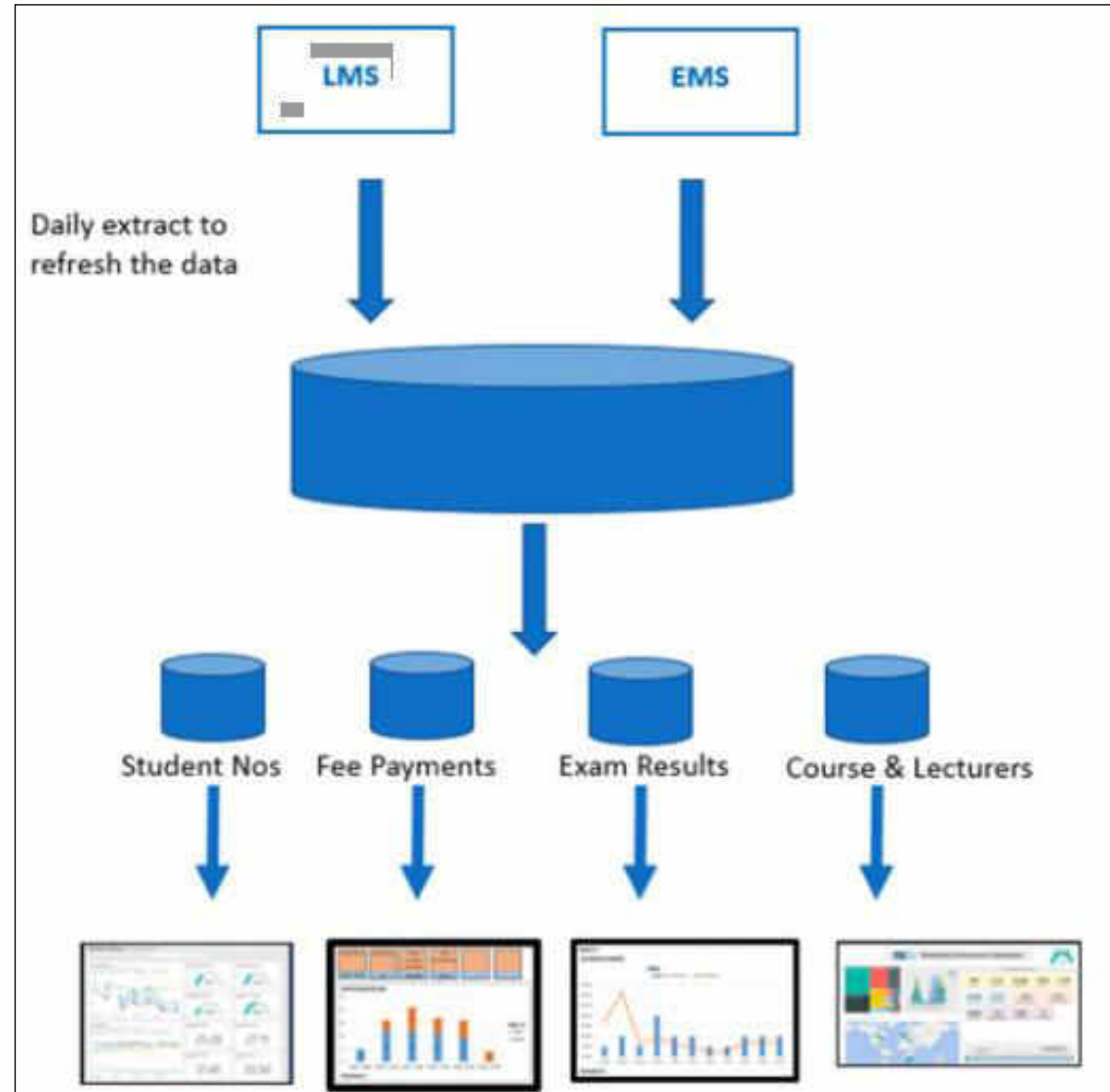
Leverage
AI for
Marketing



- **Identify Strategic AI Objectives:** Audit current processes and pinpoint areas where AI can have the most impact
- **Build AI Literacy and Skills:** Invest in training and workshops for your team.
- **Focus on Data Management:** Develop a robust data governance strategy.
- **Collaborate and Partner:** Engage with AI experts and other SMEs for shared learning.



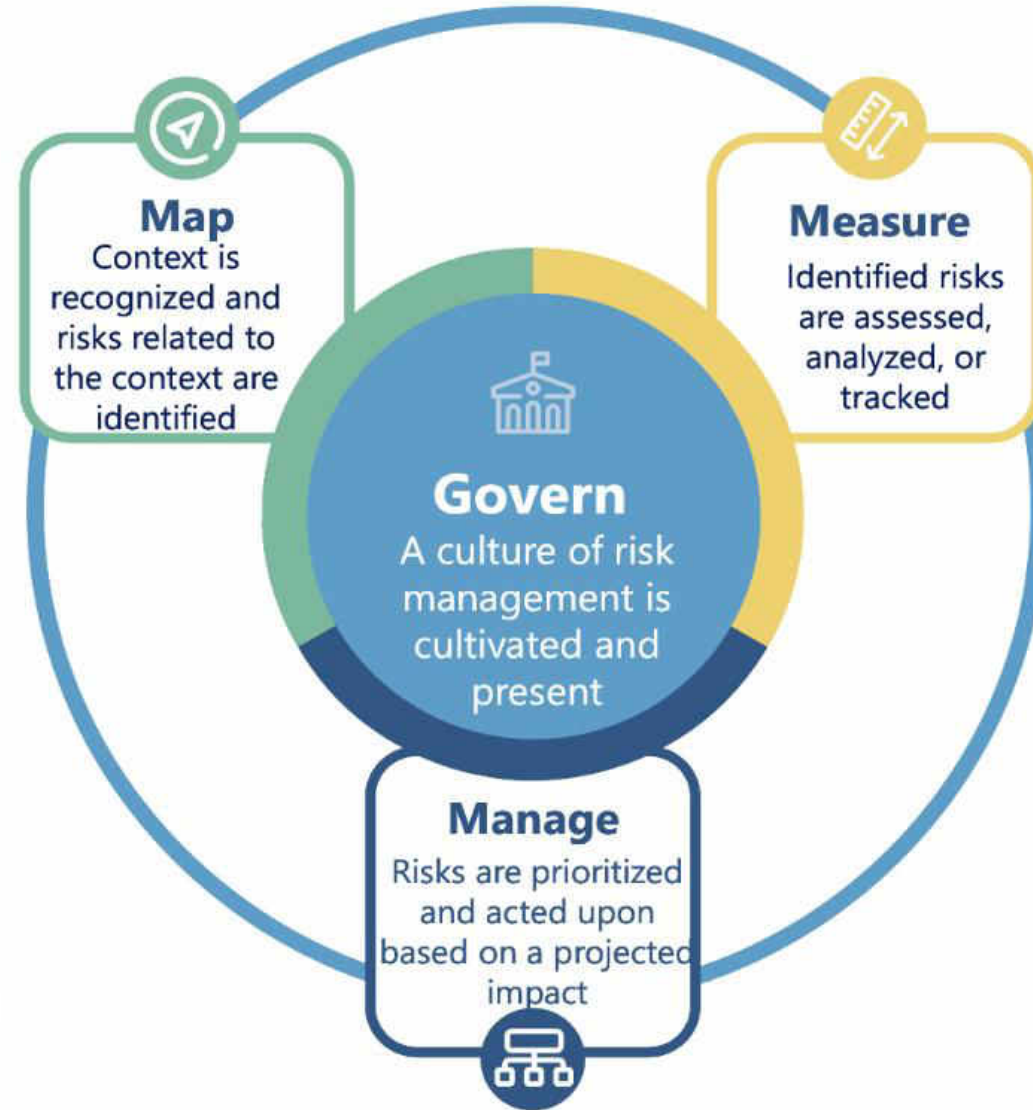
PREDICTIVE DATA ANALYSIS & BI REPORT FOR DECISION MAKING HELP UNIVERSITY AS EXAMPLE



Challenges & Considerations

Risks and Responsible AI

- Ethical Concerns: Bias, misinformation, IP issues.
- Data Privacy: Secure handling of sensitive data.
- Regulation: Stay compliant with evolving laws.
- Change Management: Align teams and processes.



BUSINESS NOW VS FUTURE

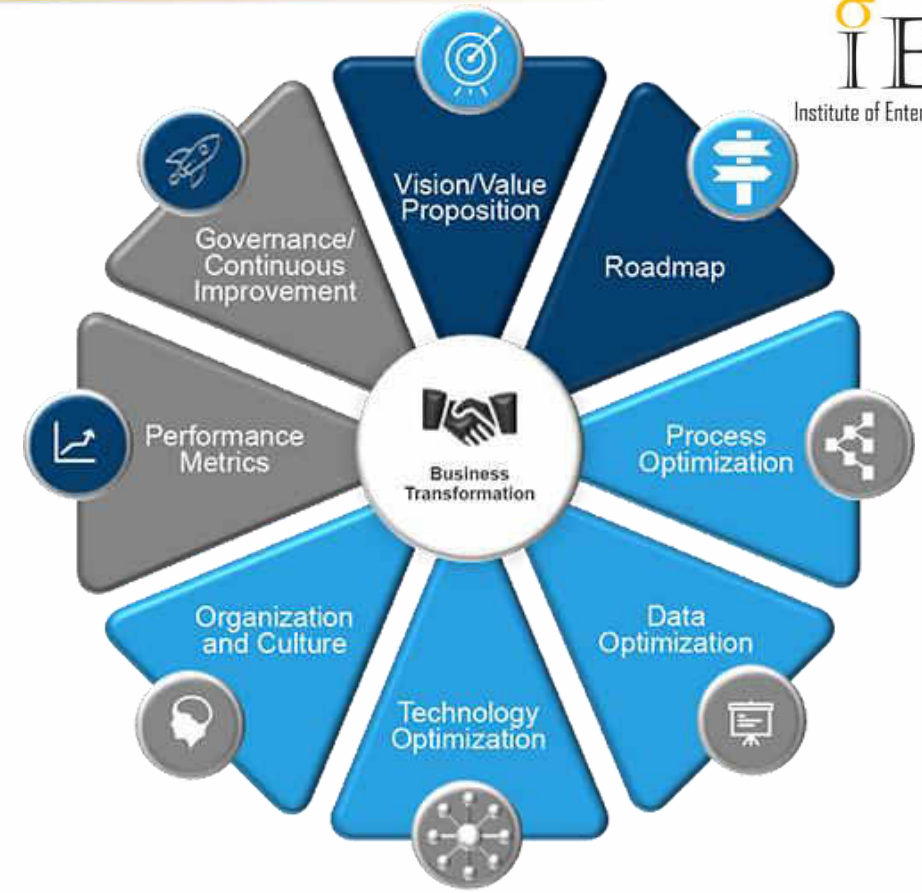
- **AI-Powered Personalization:** Business will use AI to offer highly personalized customer experiences.
- **Predictive Analytics:** AI will help Business anticipate market trends and customer needs, allowing for proactive strategies.
- **AI-Driven Automation:** More advanced AI systems will automate complex processes, further enhancing efficiency.



SMBS AND THE INTERNET IN THE NEAR FUTURE



THE FIRST STEPS YOU SHOULD TAKE IN ADOPTING AI



- **Start Small, Think Big, Move Fast (STM):** Begin with a single use case that addresses a specific pain point.
- **Build Data Readiness:** Assess and clean up existing data, establish processes for systematic data collection.
- **Leverage Affordable Tools:** Utilize cloud-based AI services like Microsoft Azure, Google Cloud AI, and AWS.

Conclusion as CIO

Using AI helps businesses work faster, smarter, and more efficiently. It can save time, reduce costs, and open up new ways to grow and innovate.



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THANK YOU

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