

# Transform data and knowledge work to a competitive advantage

## Unlock the Power of GenAI: Pioneering Future Knowledge Work with PwC and Microsoft"

PwC and Microsoft are using Microsoft's OpenAI services to create the future of knowledge work by enabling Generative AI (GenAI) for specific industry and business use cases built on a foundation of trust.

We are reimagining the way we work with Azure OpenAI Service, internally and with our clients. GenAI is, today, amplifying knowledge work unprecedented efficiency, helping you scale further, work faster, reduce costs and enable new business models.

PwC is helping enterprises leverage this technology responsibly, with sound governance, security and data protection on Azure, from ideation to execution.

### Key Benefits

1

**Gain insights** and understanding on the applications, limitations, and best practices of Generative AI

2

**Discover** areas where AI and Generative AI can drive innovation, enhance productivity, optimize processes, and unlock new revenue streams.

3

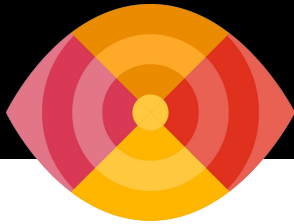
Engage in a structured process to **prioritize** high-impact and feasible ideas aligning with business objectives and resources.

4

**Responsibly drive** 50% to 90% productivity improvements in repetitive tasks such as knowledge capture, process automation and content generation

# Bring AI innovation to life—at scale.

## EXPLORE IT.

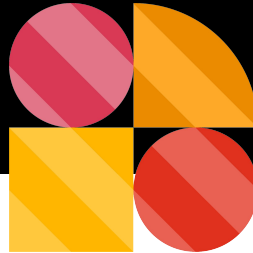


### BUSINESS CONTEXT + FOCUS FRAMING

- Understand your business context
- Frame innovation focus
- Define innovation dimensions
- Level set the understanding of the main AI & generative AI concepts
- Introduce workshop approach

Workshop 1

## DREAM IT.



### INSPIRATION, IDEATION + CO-CREATION

- Cross-Industry Inspiration
- No-limits ideation
- Ideation per the four innovation dimensions
- Design thinking for key ideas

Workshop 2

## LIVE IT.



### PRIORITISATION + ACTION PLAN

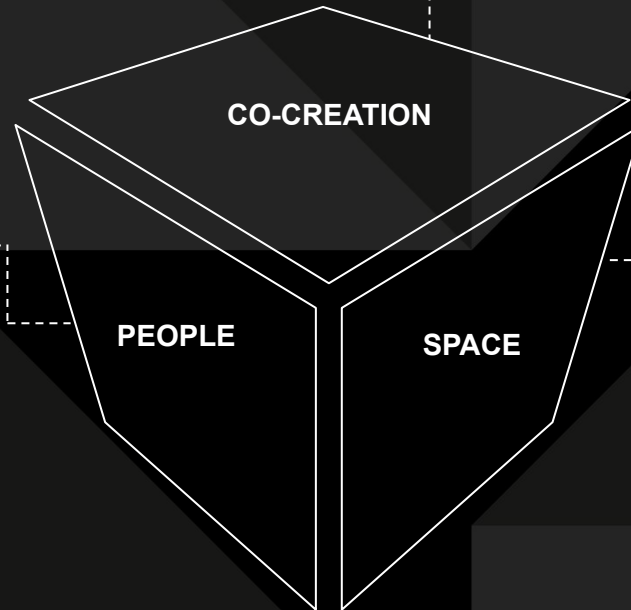
- Innovation prioritisation
- High level business case per selected priority
- High level execution plan creation
- Scenario planning and action plans

# Our 3-pronged setting

## AI Innovation Workshop

### We hear from the best

We understand the value in diversity of thought, which is why we invite PwC SMEs from a broad range of industries and competencies to join the session.



### We co-create

Using *Design Thinking* methodologies we create engaging immersion and co-creation sessions to take you to the future. We then help you make the right strategic choices and design your way back.

### A purpose-built environment

Forget about your office and daily routine. Enter our innovative Experience Center in Brussels and embark on a unique physical and psychological journey. This space was purpose-built to drive innovation and collaboration

