

# PwC Generative AI Knowledge Modernization



## Securely and responsibly transform data and knowledge work to a competitive advantage

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.

## Benefits

-  **Safeguard** data and securely deploy responsible AI with a proven governance model developed and is being tested with PwC as a first use case and replicated with our other clients.
-  **Stand up and scale** GenAI at any point in your journey, with offerings from assessment & discovery to integration, deployment & monitoring.
-  **Transform** knowledge work to drive value realization for enterprise businesses and their IT groups using deep industry use cases powered by Azure OpenAI Services.
-  **Responsibly drive** 50% to 90% productivity improvements in repetitive tasks such as knowledge capture, process automation and content generation.

# Features



## Proof-of-value workshops

We collaboratively determine business needs, rapidly assess and approve value, and generate real demos and proof of concept.



## Model validation and tuning

We work with you on your use cases to validate GenAI models, then finetune models to increase consistency and accuracy based on business needs.



## Delivery transformation at scale

We help you stand up an AI Factory to scale the use and adoption of GenAI, including multi-year roadmaps to maximize value across the organization.




## AI governance at scale


We work with you to establish a GenAI governance framework to scale with the needs of your organization while maintaining responsible AI principles.





# Real-world use cases


Here are some of the results we are currently seeing with our clients:


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**Regulatory Text Classification in financial services**  
Regulatory rules are correctly identified ~80-95% of the time and policy review time can be reduced by more than ~50%. Use cases include ESG, tax and audit reporting.
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**Safety Automated Narrative Generation in manufacturing**  
~90% touch-time savings for 250,000 cases of inventory a year.
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**Inclusion Exclusion criteria generation across industry**  
Our approach performs at an accuracy level of ~78% where no automation existed previously.
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**Negation Detection in life sciences**  
Generating templated clinical trial inclusion exclusion criteria to help drive patient enrollment and trial success, improving the precision of one model pipeline from ~73% to 94%.
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**Insurance pre-authorization in healthcare**  
Effectively create pre-authorization letters with optimal approval rates for patient insurance claims, targeting more than ~70% time-savings.
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**Text Summarization and synthesis for Marketing Content**  
Reduction in human-hours that goes into enhancing search engine metadata on a monthly basis, as the AI generated outputs can serve as a starting point.

## Let's connect



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