



Getting Started with OpenAI



Step into the forefront of artificial intelligence innovation and learn about OpenAI – a trailblazer at the intersection of cutting-edge technology and limitless imagination.

Backed by state-of-the-art language models like the renowned GPT (Generative Pre-trained Transformer) series, OpenAI equips businesses with unprecedented access to intelligent solutions that transcend conventional boundaries.

“55% of organizations that have deployed AI take an AI-first strategy with new use-cases.”

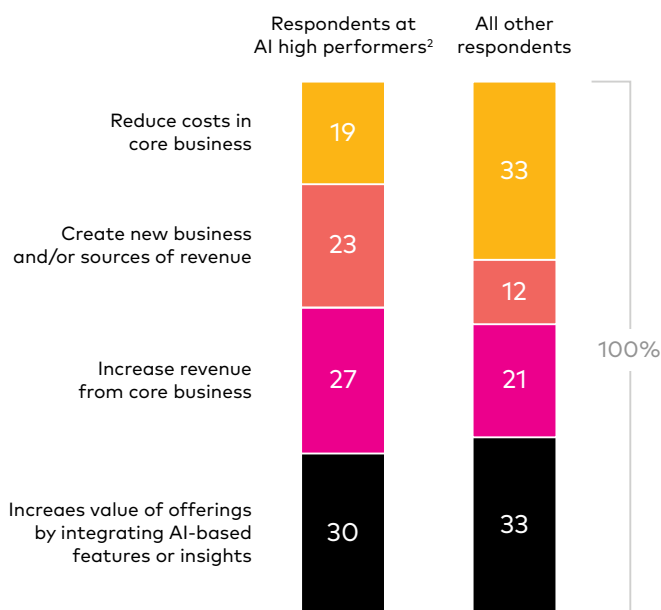
– Gartner (July 2023).

Grow your business with OpenAI

McKinsey’s state of AI report 2023 found that AI high performers were now attributing at least 20% of EBIT to their use of AI. What’s interesting is that high performers are shifting their use-cases away from cost-reduction toward growth and new sources of revenue.

At the heart of OpenAI’s value proposition lies a suite of state-of-the-art language models. These models, built and refined through extensive training on diverse and vast datasets, enable businesses to harness the power of natural language understanding, generation, and interaction. Whether it’s automating routine tasks, enhancing customer engagement, or unlocking new dimensions of creativity. OpenAI provides the key to a future where machines seamlessly collaborate with humans.

Top objective for organizations’ planned generative AI activities, % of respondents¹:



Source: [McKinsey Global Survey on AI, 2023](#).

Note: Figures do not sum to 100%, because of rounding.
¹ Asked only of respondents whose organizations have adopted AI in at least 1 function.
² Respondents who said that at least 20 percent of their organizations’ EBIT in 2022 was attributed to their use of AI. For respondents at AI high performers, n = 45; for all other respondents, n = 712.

“Generative AI could add the equivalent of \$2.6-\$4.4 trillion USD annually to the global economy through increased productivity.”

– McKinsey (June 2023)

Why pick OpenAI for your business?

What sets OpenAI apart is its commitment to democratizing AI, making this transformative technology accessible to businesses of all sizes and industries. By bridging the gap between advanced research and practical applications, OpenAI empowers organizations to stay ahead in the ever-evolving landscape of technology. The result is not just enhanced efficiency and productivity, but a fundamental shift in how businesses approach problem-solving, innovation, and customer experiences.

Balancing adoption with risk and regulatory concerns

A key challenge for businesses is tackling the regulatory risk associated with implementing Gen AI. As leaders in professional services for FSI, we are closely monitoring the regulatory changes and is well-placed to advise you on how to maximise the benefits of adopting OpenAI to your business while balancing the risk of implementation.

OpenAI on Azure

OpenAI is further enhanced when adopted through Azure, where customers can benefit from the security and privacy of their own private OpenAI solution that sits securely within their own private cloud network. Go further and begin fine-tuning the models with your own datasets to meet your business needs or simply benefit from the content filtering functionality built-into the Azure OpenAI service offering.

Impact

OpenAI's impact spans a spectrum of industries, from healthcare and finance to marketing and beyond. By integrating OpenAI's solutions, businesses gain a competitive edge through data-driven decision-making, personalized user experiences, and the ability to adapt swiftly to changing market dynamics. This is not merely about adopting AI; it's about embracing a paradigm shift that redefines what's possible in the digital era. Let our team of experts be your guide.



Offers

We have two exciting offers to help your teams get started with OpenAI on Azure.

Boot Camp – focuses on giving your team an introduction to the technology. (1-2 weeks)

- Develop confidence with OpenAI vocabulary and tools within your team.
- Participate in a guided and interactive, hands-on lab sessions.
- Ideal for a single product team or squad.

Accelerator Program – focuses on delivering business value. (4 weeks)

- Uncover and validate Gen-AI's value for your business.
- Align your teams on relevant use-cases that map well to AI models.
- Collaborate with our team to deliver a working pilot project.
- Ideal for 1-2 squads or product teams within the same business unit.

Who is this suitable for?

- Leaders looking to understand the value of OpenAI for their team or business.
- Organizations looking to streamline the processing of routine tasks such as comprehensive or large unstructured datasets.
- Teams seeking a methodical approach to explore OpenAI use-cases for their business.

We help those who build the future make it amazing. Let's make it amazing together.