External
Alliance
Offering brief

Objective:

Enable client conversation

Primary Audience:

External (Client-facing)

Secondary Audience:

Alliance Partner representatives and account teams / Internal EY

Contents:

- Business drivers
- Value proposition (Who, Why, What)
- Solution overview
- Differentiators
- Implementation/Architectural requirements (How)
- Case study – Client challenge,
- Business value
- Contacts

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For a list of approved images, visit The Branding Zone

Solution teams are advised to populate content as they see fit.

EY Generative AI Accelerator

Helping accelerate your Microsoft Azure OpenAI adoption

Business drivers

- **Governance and strategy:** Businesses are increasingly striving to achieve the highest possible value when using new technologies such as Open AI. This has led to a pressing need to align all efforts with the overall organizational strategy and establish an effective governance and operating model from the outset. This will not only prevent working in silos that may create duplicity but also facilitate sustainability over time while addressing relevant questions surrounding risks, responsible AI, communications, roles and responsibilities, among others.

- **Prioritizing solutions:** The identification of suitable use cases and priorities for Open AI is difficult due to the various improvements it can offer. To decide where and when to invest, it is essential to align these use cases with the organization's strategic objectives and integrate them with pre-existing internal knowledge and resources.

- **Platform challenges:** Organizations face various challenges when ramping up an Open AI platform, such as selecting the right IT platform, designing the appropriate architecture, industrializing and scaling, while maintaining data security. Having the right profiles and expertise is key to mitigate these and other challenges usually encountered at this stage.

Solution overview

- EY Generative AI Accelerator is an EY offering that helps prospective clients define their Azure OpenAI adoption strategy applying a broad approach by considering governance, strategy, business needs and technology.

- Running on Azure's global infrastructure, EY Generative AI Accelerator coordinates leading practices, knowledge capital and facilitates sharing across the globe.

- It also includes verticalized accelerators for identifying and prioritizing use cases aligned to the business strategy.

- EY Generative AI Accelerator is a fundamental tool for driving business efficiency and innovation. It changes the way you operate and provide value by leveraging:

  - Robust EY global data and analytics capabilities

  - Deployed generative AI offerings

  - EY Azure OpenAI community knowledge

  - Business domain and industry experience

EY Generative AI Accelerator's framework
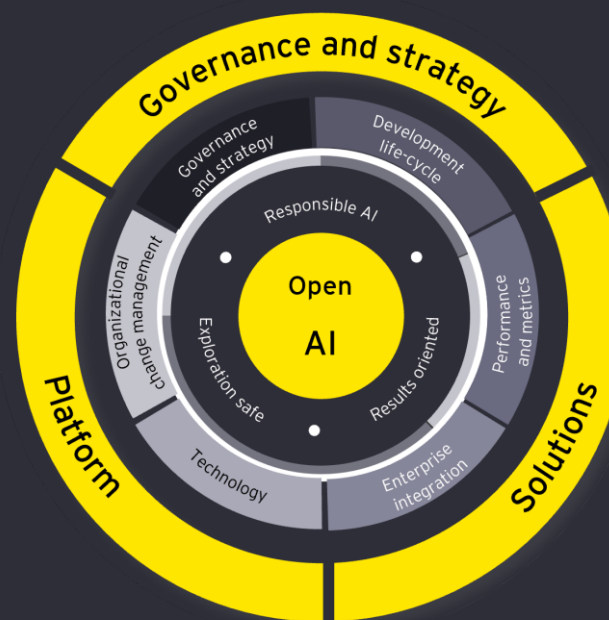
Solution benefits

EY Generative AI Accelerator can help you:

- Align strategy and define governance around Microsoft Open AI.
- Establish the implementation roadmap and the risk management practice around Open AI.
- Facilitate integration by adapting to strategy, re-evaluating processes, integrating with existing systems and cybersecurity standards.
- Apply verticalized accelerators for identifying and prioritizing use cases aligned to business strategy.
- Leverage OpenAI ready solutions tested in the market.
- Choose the right IT platform to leverage industrialized Open AI with Microsoft Azure, experience and a variety of tech-profiles to help you ramp-up your platform.
- Build your own leading-class architecture to support different OpenAI use cases connected with client's enterprise, making the most of technology and accumulated business knowledge.
- Add your Azure OpenAI models into your development and operations cycle to make it more reliable and monitor the same and enhance security for enterprise deployments.

EY

Building a better working world

Microsoft

Joint value proposition

- By bringing together the global leading practices and knowledge of EY teams across industries, we can accelerate the clients' Microsoft Azure Open AI adoption to help them take their products and services to the next level.

- EY teams all over the world have unlocked long-term value and exponential results for clients by combining innovative solutions powered by Microsoft technologies with business ingenuity and industry experience. These innovative solutions have already embedded generative AI capabilities and can be leveraged under this framework.

- With AI driving significant disruption across industries, the EY and Microsoft Alliance is equipping clients with leading technologies like Microsoft's Azure Open AI and a holistic framework for successful implementation, putting clients in the driver's seat of transformation.

Solution differentiators

- Robust EY Global Data and Analytics capabilities and extensive experience deploying enterprise class Azure Open AI solutions.
- EY Azure Open AI Community with 3000 plus members working on embedding generative AI in 200 plus use cases and building capabilities.
- Business domains and industry experience to support any challenge that clients may face.
- Verticalized accelerators for identifying and prioritizing use cases aligned to business strategy.
- Easy access to large, pre-trained generative AI models to unlock new scenarios.
- Analysis of all elements from governance to technology to determine and help manage risks, including Azure OpenAI model monitoring capabilities for security enhancement of enterprise deployments.

Contacts

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EY and Microsoft: Work Better. Achieve More.
Every day, throughout the world, businesses, governments and capital markets rely on EY business ingenuity and the power of Microsoft technology to solve the most challenging global issues.
EY and Microsoft bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve our clients' most challenging issues by blending trusted industry expertise with innovative cloud technology. Our strategic relationship draws on decades of success developing visionary solutions that provide lasting value.
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For more information, visit: ey.com/Microsoft.

Case study

The client is a UK-based financial services group that helps clients rethink retirement by designing fair, secure and fulfilling retirement schemes. They specialize in retirement income solutions, medically underwritten defined benefit de-risking, equity release, care plans, protection and retirement planning.

Client challenge	Engagement summary	Value delivered
• The client was facing challenges in defining the generative AI implementation framework during the establishment of a center of excellence (CoE).	• EY teams helped to redirect focus on the alignment of the solution with business strategy, including the technical experience needed to ramp-up the client's platform. • EY teams also assisted in reinforcing organizational readiness for generative AI adoption backed by strong risk management controls and guardrails.	• Outlined a smoother path for the adoption of generative AI. • Helped avoid organizational and technological know-how challenges that could be a barrier to realizing the full value of generative AI.

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society, and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.