

Blend **Generative AI** Overview



Agenda | The Age of AI

About Blend	1
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Blend – At a Glance

Powering Businesses

Blend co-creates value with leading companies through the integration of data, advanced analytics, technology & people.



900+
Employees



\$120M
Revenue



76% NPS Score
(2X Industry Average)



450+
Data Scientists &
Engineers



119%
CAGR in Data Science
Solutions (2019 – 2022)



70+ Clients
Clients across
top brands



Global
US, India, UK, South Africa,
Uruguay & Netherlands

**Inc.
5000**

Inc. 5000
Fastest Growing every
year in business (6 yrs)

**OUR
CAPABILITIES**

AI

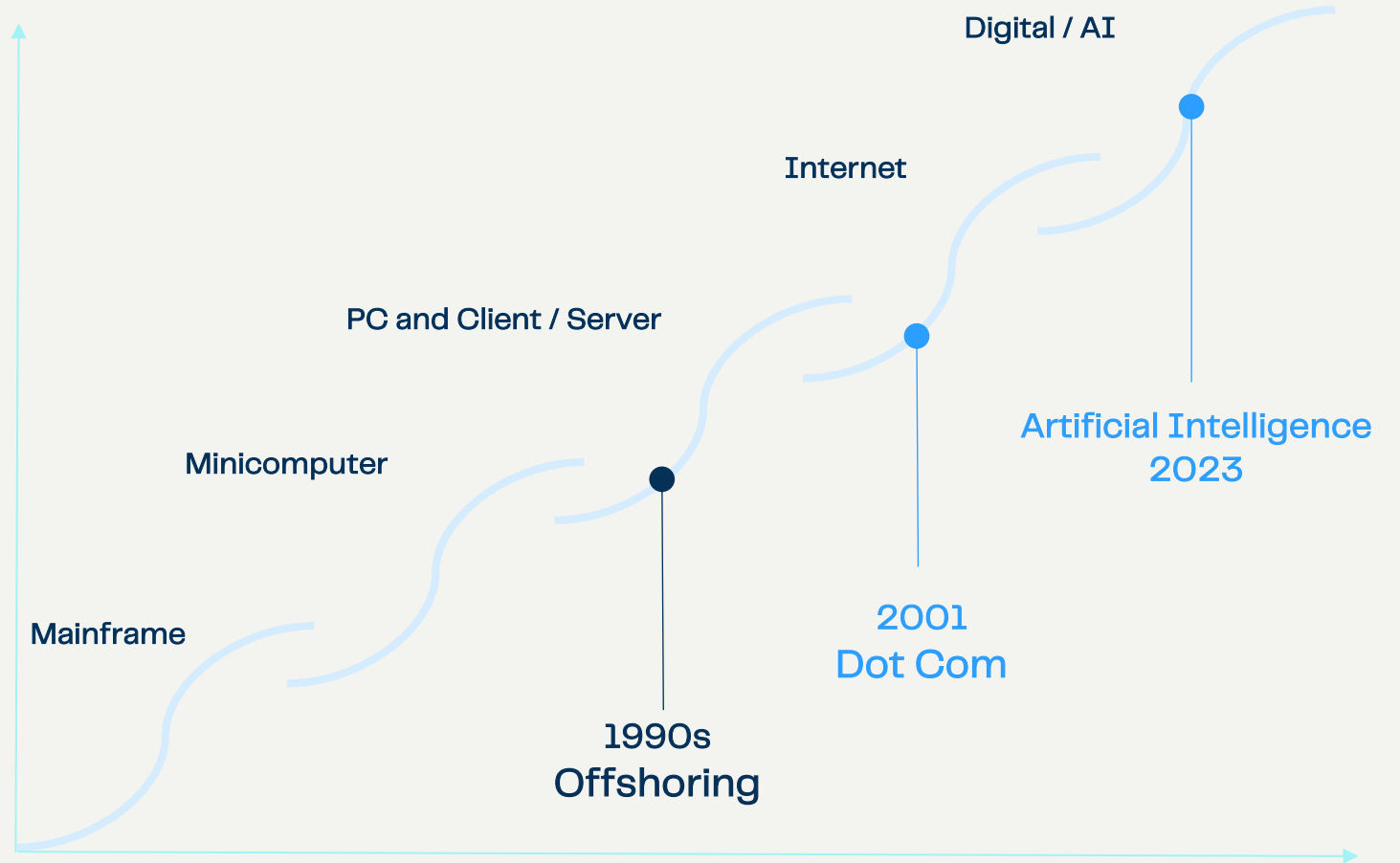
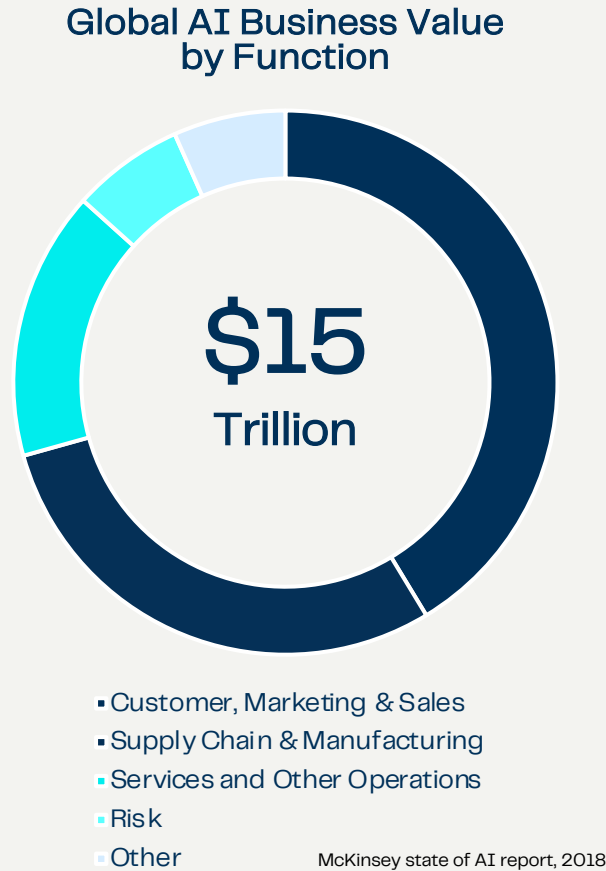
**Data
Engineering**

**Intelligent
Applications**

**Data
Science**

**Business
Strategy**

AI is here to Stay and is the Next Big Wave



67 Years in the Making

1959

Allen Newell and Herbert A. Simon develop the Logic Theorist, the first AI program capable of proving mathematical theorems.



1979

The first autonomous mobile robot, Shakey, demonstrates navigation and perception abilities.



1997

IBM's Deep Blue defeats world chess champion Garry Kasparov, showcasing AI's potential in strategic decision-making.



2011

IBM's Watson defeats human champions on Jeopardy!, showcasing advancements in natural language processing and knowledge retrieval.



2005

Stanford's Stanley wins the DARPA Grand Challenge, a 131-mile driverless car race through the desert.

2016

AlphaGo, developed by DeepMind, defeats world champion Go player Lee Sedol, showcasing AI's ability to master complex games.

2012

Google's deep neural network model achieves breakthrough performance in image recognition, kickstarting the deep learning revolution.

2018

OpenAI's GPT-2 generates coherent and contextually relevant text, raising concerns about AI-generated content and misinformation.

2022

Tesla's Full Self-Driving (FSD) system achieves significant autonomy in real-world driving scenarios, pushing the boundaries of AI in transportation.

2020

DeepMind's AlphaFold solves the protein folding problem, a major milestone in understanding biological structures.

2021

OpenAI releases GPT-3, a powerful language model capable of advanced text generation and understanding.

2023

AI-powered medical diagnostic systems demonstrate accuracy comparable to human experts, revolutionizing healthcare diagnosis and treatment.



1950

1960

1970

1990

2000 - 2020



November 2022 – ChatGPT is released to the world...December 2022 the world pays attention

TECH

Why tech insiders are so excited about ChatGPT, a chatbot that answers questions and writes essays

PUBLISHED TUE, DEC 13 2022 1:52 PM EST | UPDATED TUE, DEC 13 2022 6:51 PM EST



ChatGPT: New AI chatbot has everyone talking to it

7 December 2022



The advent of OpenAI's ChatGPT may be the most important news event of 2022

BY ALAN MURRAY AND DAVID MEYER

December 12, 2022 at 5:08 AM CST

Updated January 4, 2023 at 3:35 PM CST



FORTUNE

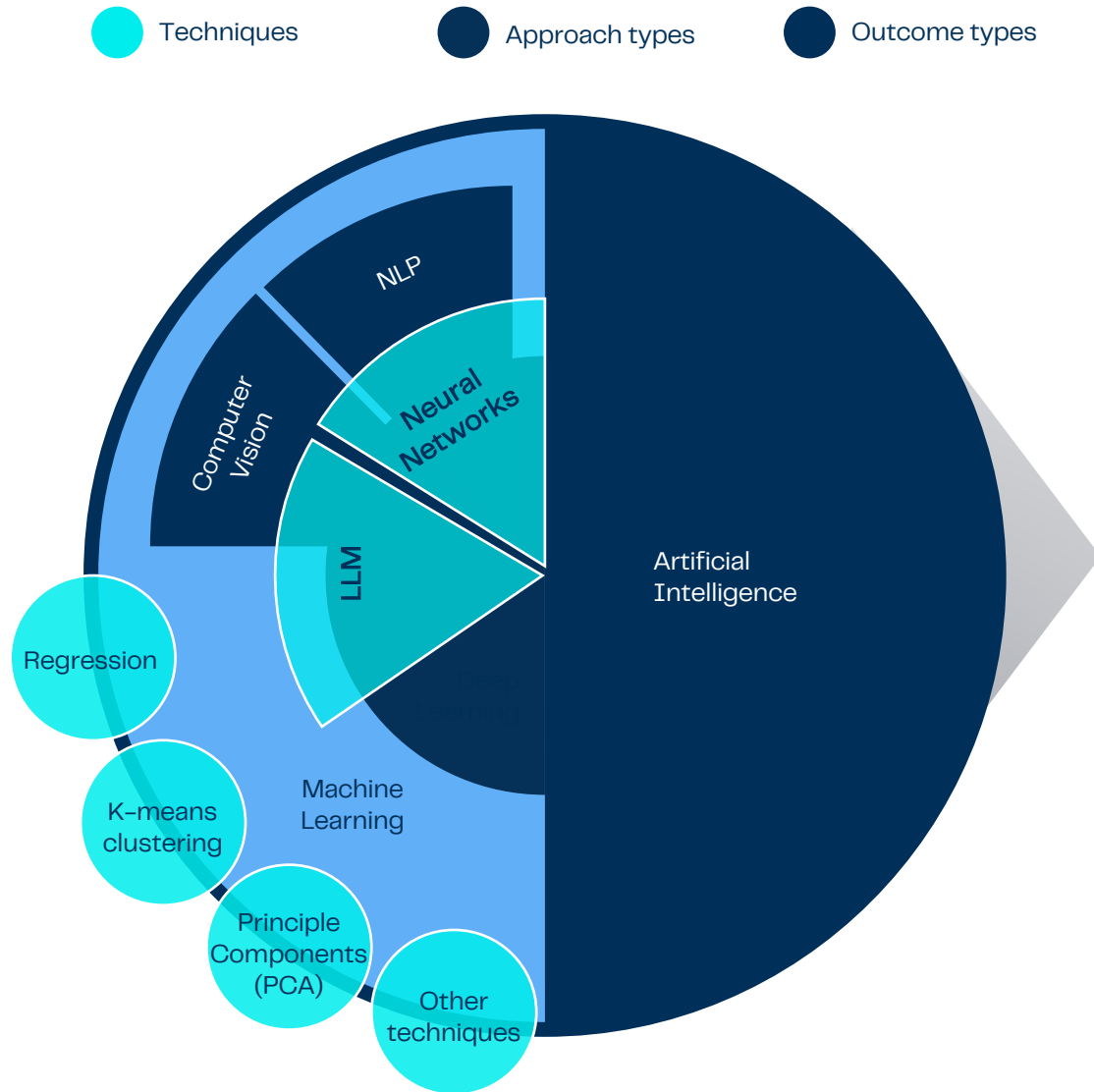
THE SHIFT

The Brilliance and Weirdness of ChatGPT

A new chatbot from OpenAI is inspiring awe, fear, stunts and attempts to circumvent its guardrails.

The New York Times

What is AI?



Analytical AI

Aims to analyze and interpret existing data to derive insights, make predictions, or provide solutions to specific problems

Examples include:

Data analytics, predictive modeling, recommendation systems, and fraud detection

Generative AI

Focuses on generating new, original content or data by learning patterns from existing data to generate new outputs.

Examples include:

Generating images, synthesizing data, creating text, or even generating conversations

- Document Generation
- Contract Reviews
- Case Analysis
- Due Diligence
- Intellectual Property Management

- Resume Screening
- Employee Onboarding
- Engagement & Feedback
- Performance Management
- Employee Retention & Success Planning

- Design Optimization and Innovation
- Prototyping and Simulation
- Material Discovery & Formulation
- Demand Forecasting & Marketing Analysis
- Quality Control

- Lead Scoring and Qualification
- Personalization
- Sales Forecasting and Predictive Analytics
- Content Generation and Optimization
- Customer Lifetime Value Prediction

Legal

Human Resources

Product Development & R&D

Marketing & Sales



A Vast Spectrum of Applications



Finance

IT / Software

Supply Chain

Customer Success

- Fraud Detection & Prevention
- Financial Forecasting & Analysis
- Credit Scoring & Risk Assessment
- Regulatory Compliance & Reporting
- Cash Flow Management

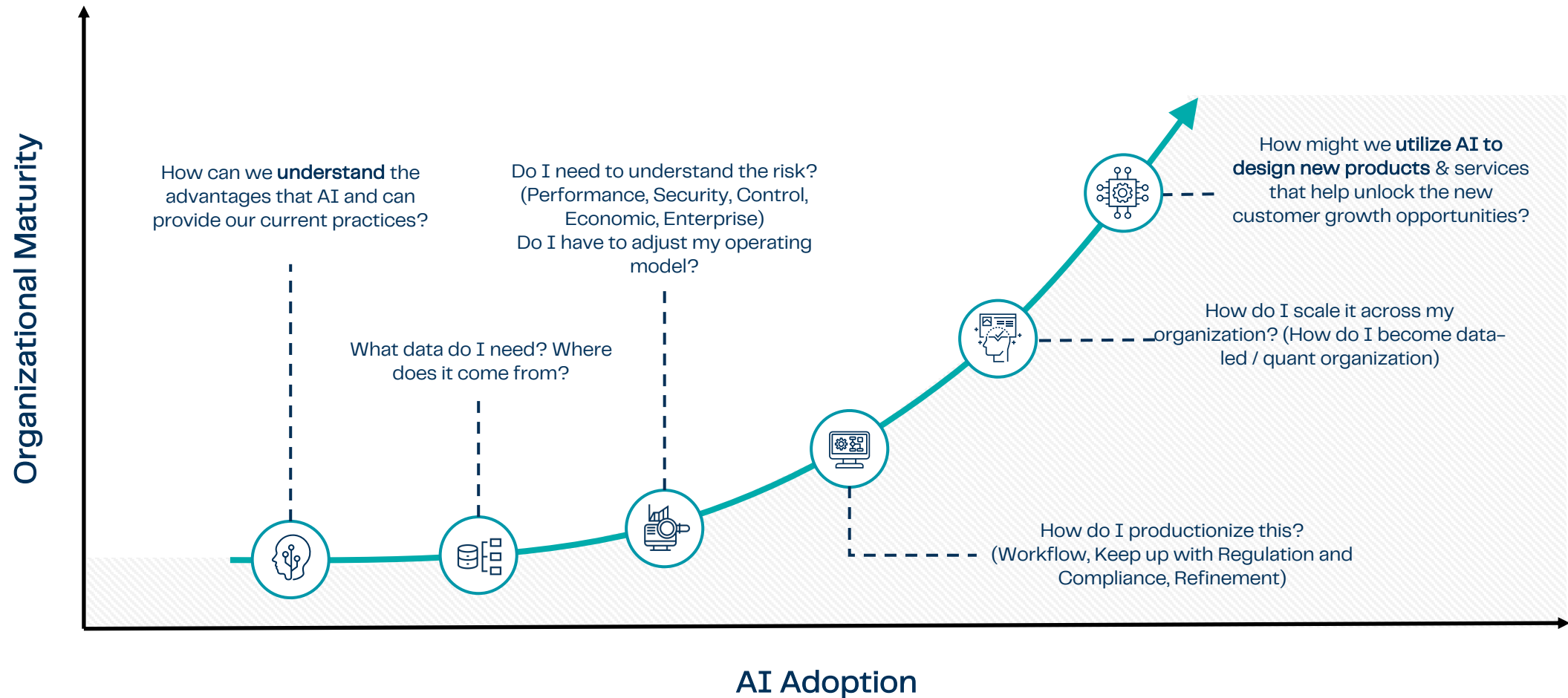
- Code Generation and Auto-completion
- Bug Detection and Debugging
- Automated Testing and Quality Assurance
- IT Infrastructure Optimization
- IT Support and Helpdesk Automation

- Demand Forecasting and Inventory Optimization
- Supplier Selection and Relationship Management
- Route Optimization and Logistics Planning
- Predictive Maintenance and Asset Management
- Risk Management and Resilience Planning

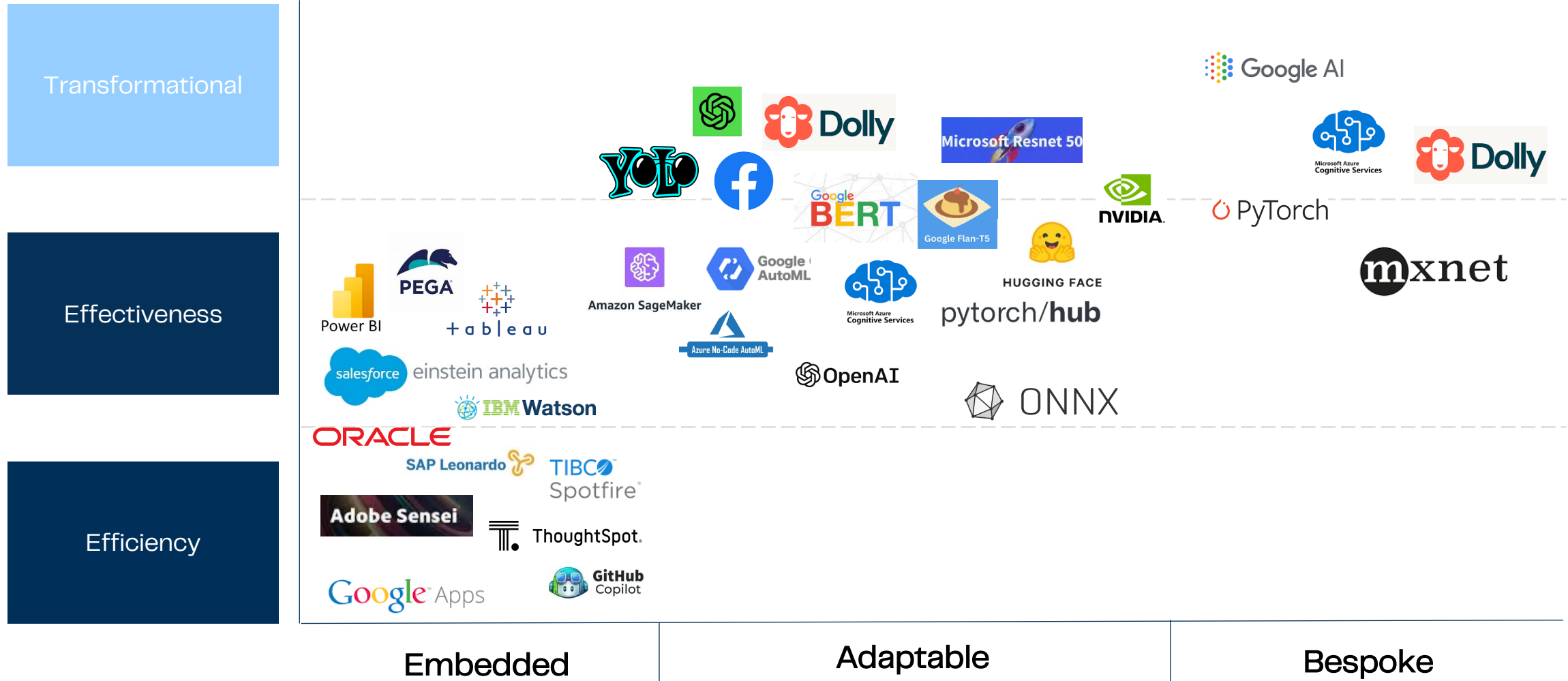
- Customer Recommendations
- Intelligent Chatbots and Virtual Assistants
- Sentiment Analysis and Customer Feedback
- Customer Health Monitoring and Churn Prediction
- Customer Journey Analysis and Optimization



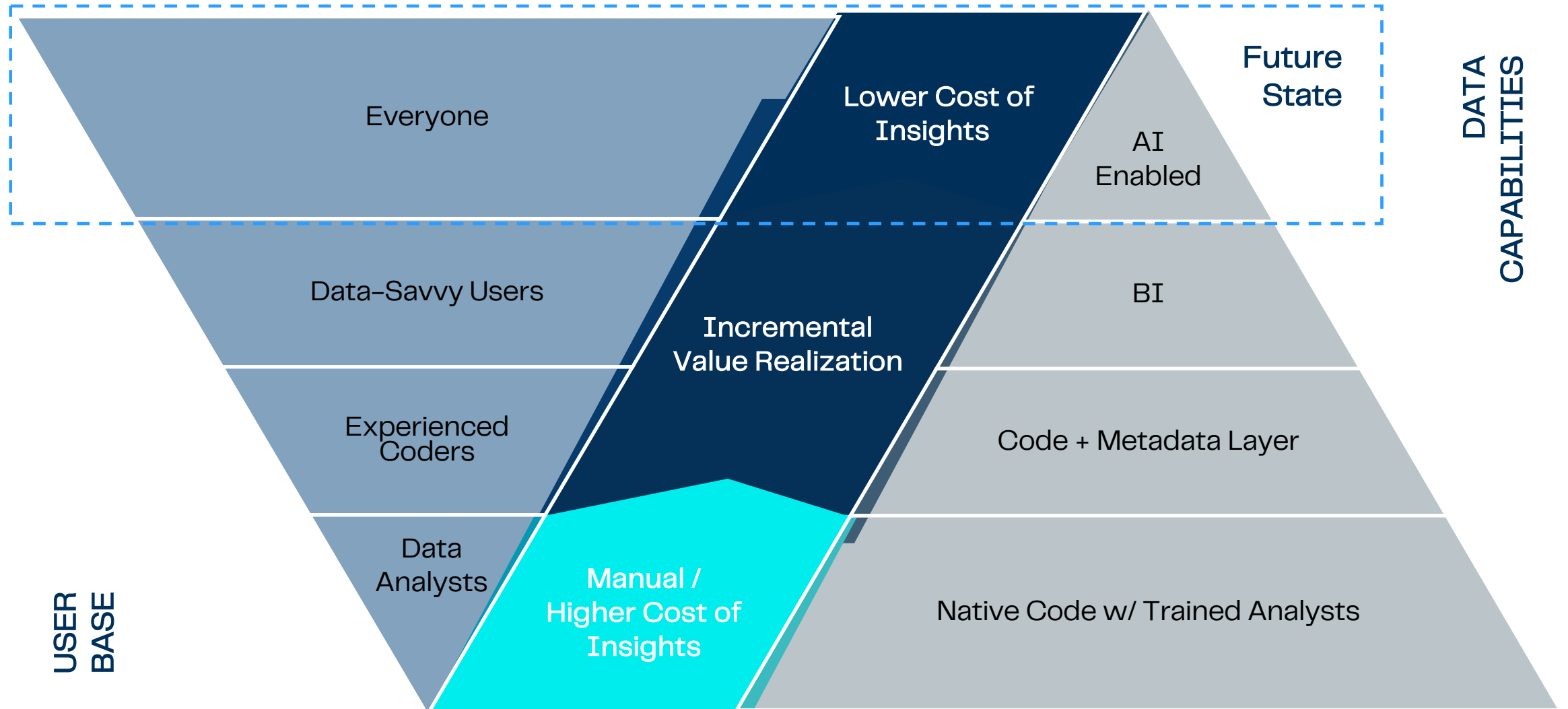
Market Maturity: Key Considerations



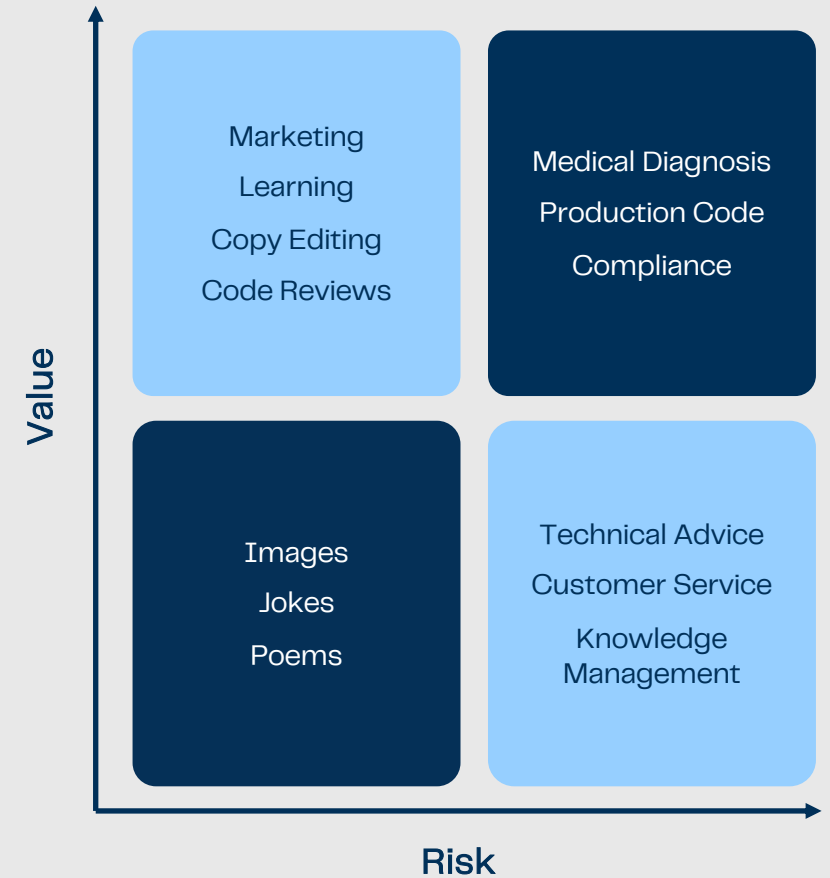
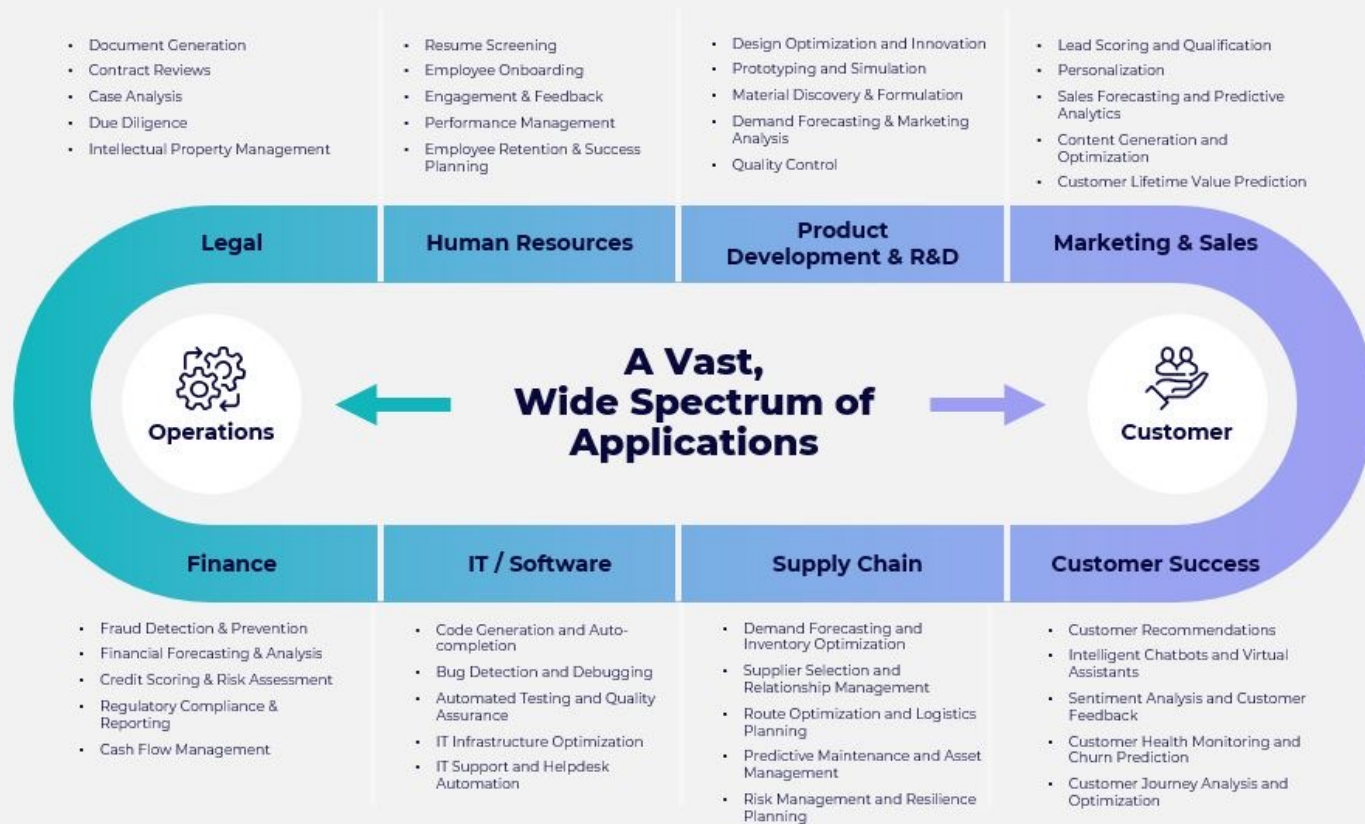
This is an AI ecosystem that spans the Enterprise



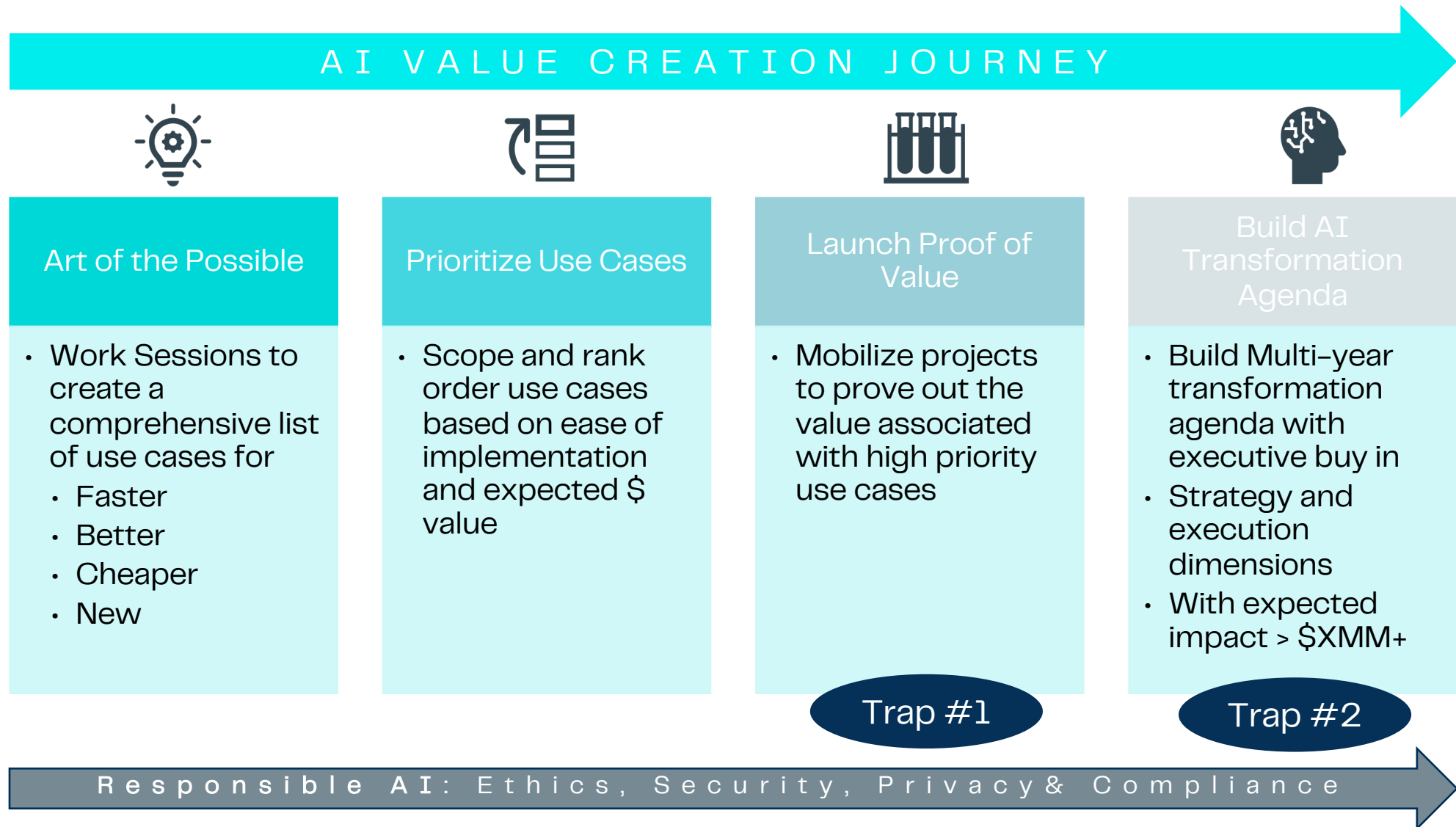
That will drive before unseen productivity gains



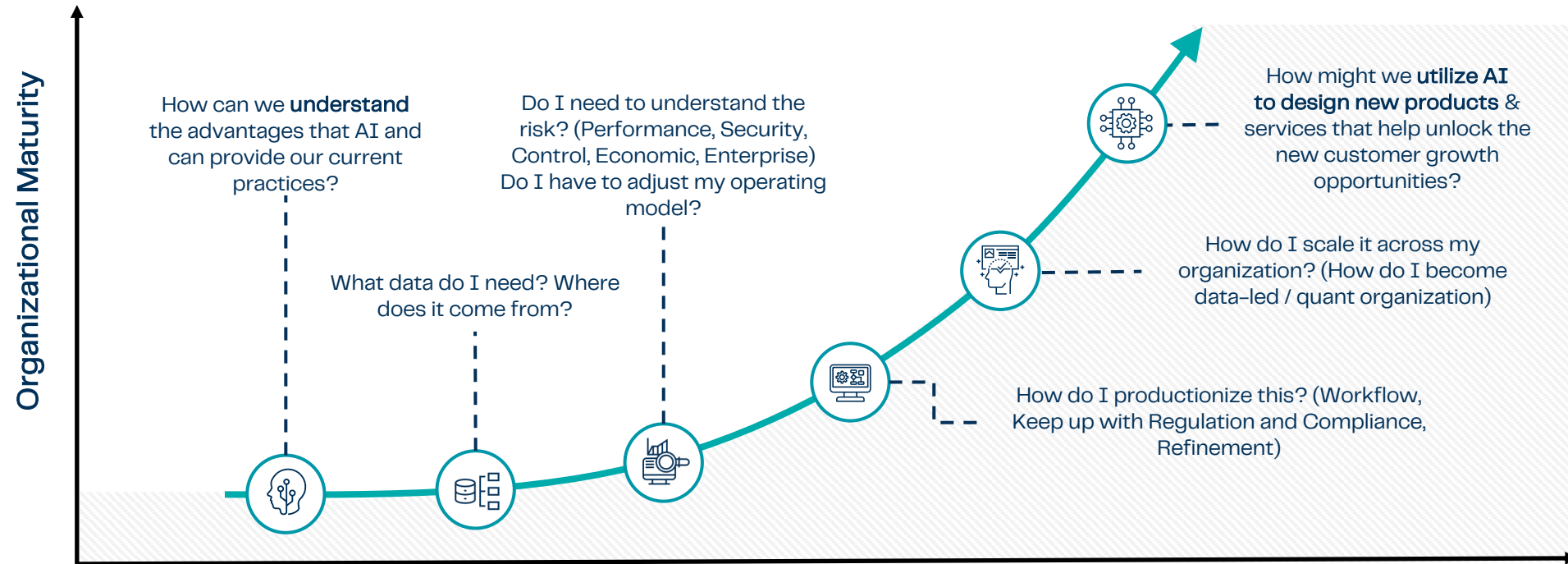
Understanding potential cases, value and risk. Helps determine where to start



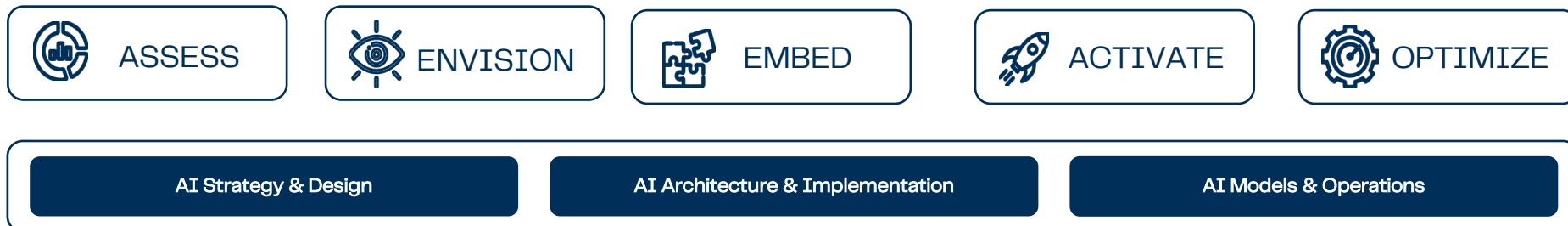
Our Approach to Unlocking Value of AI for Our Clients



How our offerings align to your lifecycle stage



AI Adoption



Our Capabilities

Blend **brings end-to-end offerings, solutions and tools that unlock the value of AI to our clients**

	AI Strategy & Design		AI Architecture & Implementation		AI Algorithms & Applications			
L1 Capabilities	AI Strategy	AI Enablement	Data Management & Experience	AI Infrastructure	AI / ML Algorithms	AI Applications	Operationalization	
L2 Capabilities	<ul style="list-style-type: none"> AI Labs (Innovation Sessions, Demos etc.) Business and Case Development Data Strategy AI Ecosystem & Innovation Responsible AI Solution Architecture Design AI Governance 	<ul style="list-style-type: none"> Data Readiness Assessment AI Literacy & Training Change Management Data Profiling & Quality Executive Programs Governance Process and Meta Data UX / UI 	<ul style="list-style-type: none"> Data Integration and Transformation Data Governance Master Data Management Data Quality Provenance Data Enrichment Security 	<ul style="list-style-type: none"> Technology Architecture & Solution Platforms Cloud Cost Management Streaming Integration MLOps/DevOps 	<ul style="list-style-type: none"> Unsupervised Learning Supervised Learning Semi-supervised Learning Reinforcement Learning and RLHF 	<ul style="list-style-type: none"> Classification Regression Clustering Multi-Model Models Explainability 	<ul style="list-style-type: none"> Analytic AI Predictive AI Generative AI 	<ul style="list-style-type: none"> ML/Ops Management Model Performance Measurement / Improvement Risk Management (bias, ethical AI) Downstream / Upstream Integration Policy Management
Assets	<ul style="list-style-type: none"> Enterprise DG Capability Model 	<ul style="list-style-type: none"> Blend Data Partnerships Metadata Framework for Industry 	<ul style="list-style-type: none"> LLM Ref Arch 	<ul style="list-style-type: none"> Reference Data Models 	<ul style="list-style-type: none"> Knowledge Library 	<ul style="list-style-type: none"> Vyper 		



AI/Gen AI Engagements We Are Working On: Sample List

Client	Domain	Use Case	Impact
Fortune 10 Healthcare Company	Sales	Gen AI Assistant to help salespeople easily access unstructured product data such as pdfs, powerpoint decks, etc.	Faster access to key product data at critical points of the sales process will result in greater revenue
Fortune 500 Hospitality Company	Personalization	AI Content Engine for producing personalized email content using customer reviews	Increased customer engagement and conversion rate through personalized content
Software Company	Automation	Gen AI solution focused driving invoice processing automation	Reduction of 250K man hours expected each year resulting in \$12MM+ savings
Leading Video Streaming Platform in the US	Automation	ML Ops Solution for automating the development and operationalization of 1000s of Machine Learning Models	Automated Bidding Engine supports 3 MM bidding decisions per second with under 1 milli second response and drives millions of ad revenue
Fortune 500 Ecommerce Platform	Content	Gen AI solution for creating product content engine powered by customer review summaries	Identified top pros and cons for thousands of products based on customer review and updated site content – this resulted increased Google organic search traffic and higher ecommerce conversion rates
Leading Oil & Gas Company	Manufacturing & Operations	Computer Vision solution for drilling safety	Preventive maintenance solution for expensive drilling equipment
Leading UK Missile Manufacturer	Manufacturing & Operations	Computer Vision solution for Quality Control	Solution to identify defects for air-to-air missiles during the manufacturing process
Vertical Farming Company	Farming	Computer Vision to automate detection of unhealthy crops	Faster and more accurate detection of unhealthy crops results in higher yields



Thank ™ you