



Generative AI Blueprinting

On Microsoft Solutions



By the Numbers

The ROI of AI

71%

Of companies have already adopted AI technology

92%

Of implementation are completed in 12 months or less

14

Months to realizing an ROI on AI investments

\$3.50

Average return on a dollar invested in AI



The Offering

Generative AI Blueprint

Empower your enterprise with Mphasis Generative AI Blueprint, This comprehensive service, provided in collaboration with Microsoft, facilitates the blueprinting and successful adoption of Azure OpenAI solutions.

Key Outcomes

- User Profile / Personas
- Detailed Journey Map
- Opportunity Identification
- Prioritized Opportunity Matrix
- Key Design Concepts
- Proof of Concept Prototypes (Design & Technical)
- Enterprise Roadmap

Timeline

10 weeks



The Offering

Generative AI Blueprint

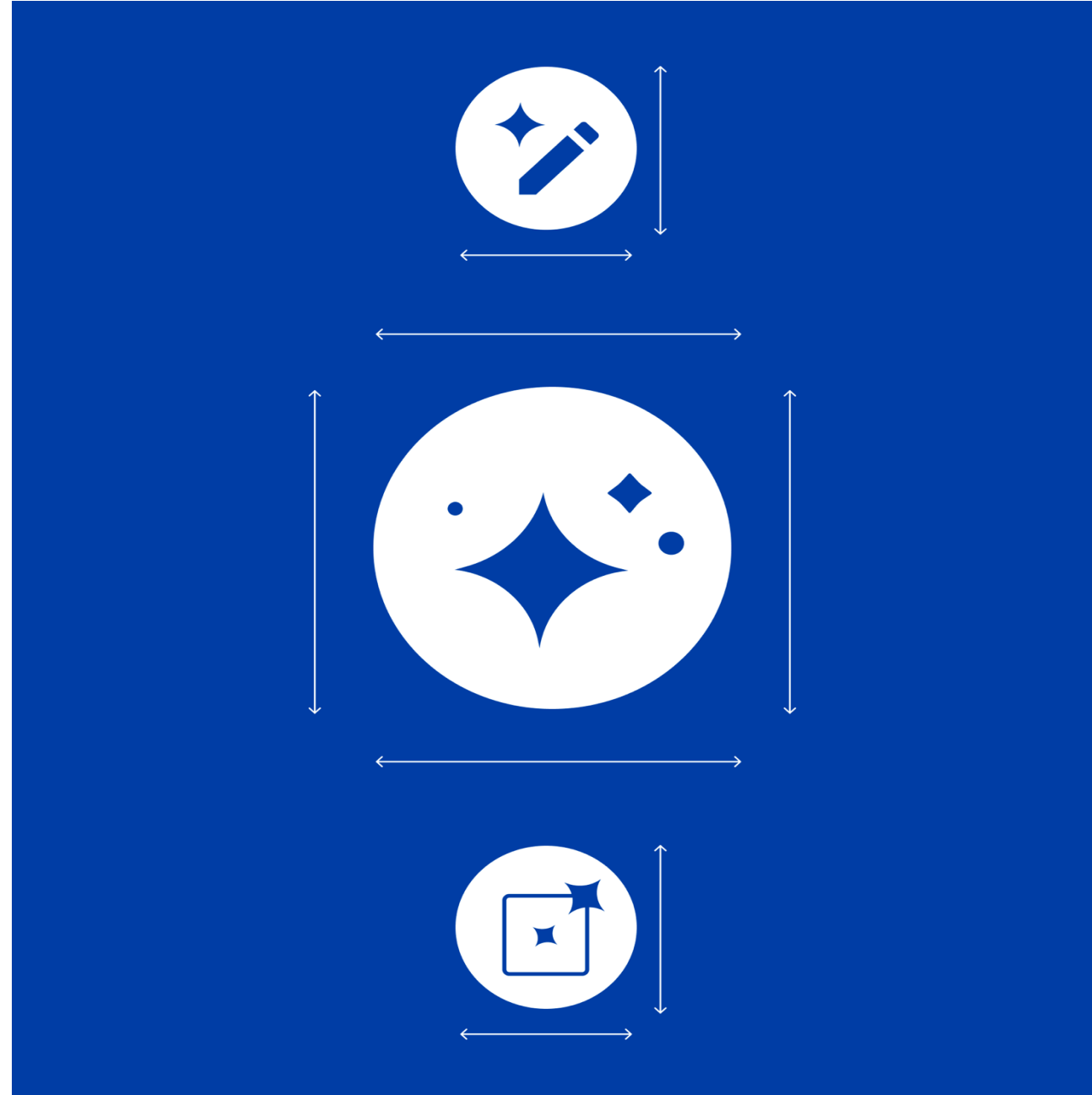
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Generative AI

Technical Capabilities

Azure OpenAI

01

Language Understanding

Azure OpenAI uses models like GPT-3 for understanding and generating human-like text, providing advanced language AI capabilities.

04

Chatbots

Can be used to develop sophisticated chatbots and virtual assistants with smooth human-like interactions.

02

Translation & Localization

Able to translate languages and customize content specific to different geographies.

05

Semantic Search

Boosts traditional keyword-based search systems by understanding the context of the query, providing more relevant results.

03

Text Completion and Generation

The models can provide text completion and content generation for various tasks including drafting emails, writing code, creating written content, etc.

06

Customization

Azure OpenAI provides customization options such as fine-tuning models, domain-specific vocabulary, sector-specific data integration and configuration options such as temperature (creativity in the generated response) to cater to specific use cases and IND. sector-specific needs.

Generative AI

Technical Capabilities

Example Proof-of-Concepts using AOAI



AI-Powered Virtual Assistant

Creation of advanced, human-like virtual customer service agents that respond accurately to customer inquiries.



AI-Powered Translation Service

Develop a sophisticated translation system that not only translates text but understands the context and adapts it to the locale.



Content Generation

Develop a system for automatic generation of blogs, social media posts, etc.



Customized Learning Tool

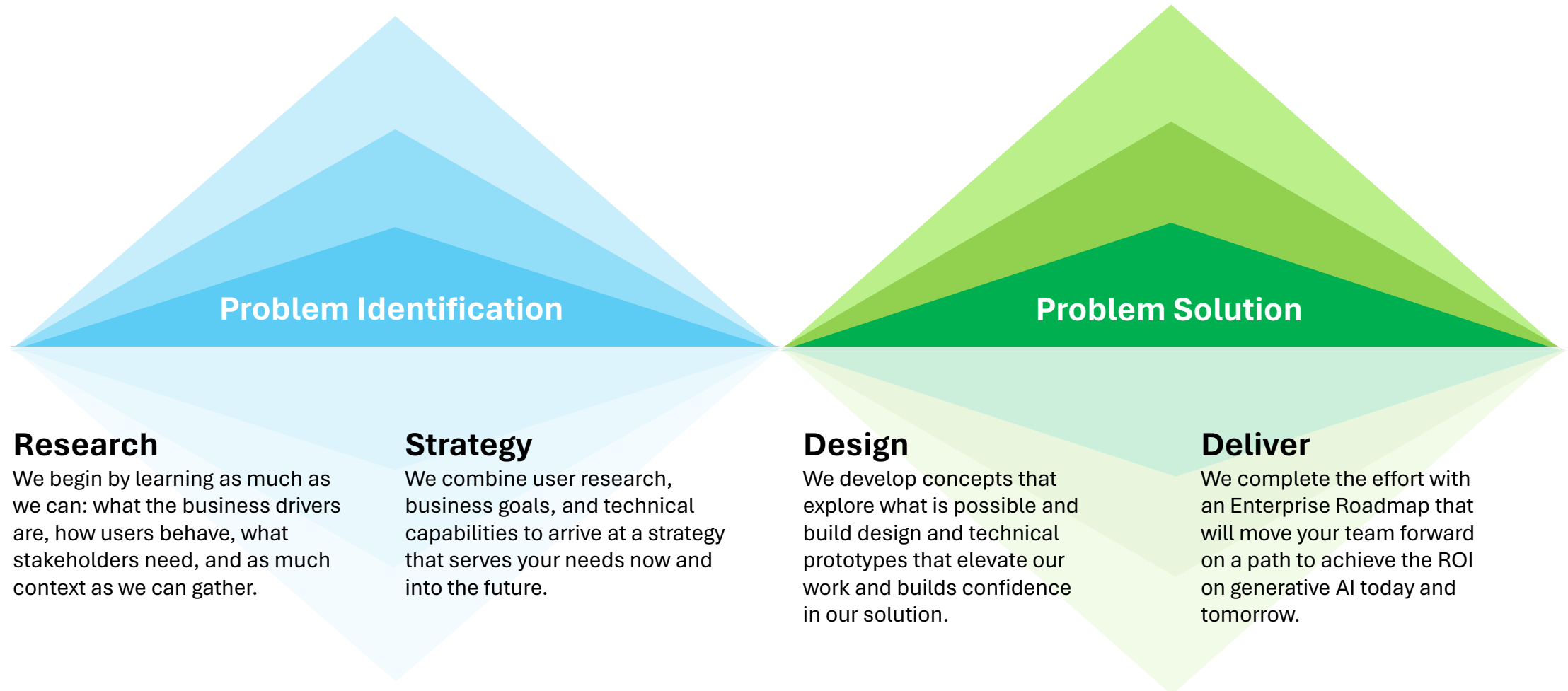
POC for an adaptive learning assistant that can aid students in learning complex topics with personalized content generation.



Advanced Search Engine

Create a semantic search engine for a website or knowledge base that provides precise content based on user search queries.

10-week Timeline



*Exact deliverables to be determined in the kick-off session



Research

We begin by learning as much as we can: what the business drivers are, how users behave, what stakeholders need, and as much context as we can gather.

Activities

Secondary Research
Stakeholder Interviews
Contextual Interviews
Proxy User Interviews / Reports

Outcomes

User Profiles / Personas
Journey map



Strategy

We combine user research, business goals, and technical capabilities to arrive at a strategy that serves your needs now and into the future.

Activities

Research Analysis
Envisioning Workshop
Concept Generation
Opportunity Prioritization

Outcomes

Problem and Goal Articulation
Opportunity Identification
2x2 Opportunity Prioritization Matrix
Solution Concepts



Design

We develop concepts that explore what is possible and build design and technical prototypes that elevate our work and builds confidence in our solution.

Activities

Concept Refinement
UI Prototyping
Technical Prototyping

Outcomes

Design Prototype
Technical Prototype



Deliver

We complete the effort with an Enterprise Roadmap that will move your team forward on a path to achieve the ROI on generative AI today and tomorrow.

Activities

- Roadmap Development
- Timeline/Resource Estimation
- Delivery Presentation

Outcomes

- Enterprise Roadmap
- Execution plan with dependencies
- Next Steps

Generative AI

Getting Started...

What we need from you:

1. Identify area of focus (business problem, KPI, Etc.)
2. Identify core team members for collaboration with our team (1x Week for 10 weeks)
3. Identify key stakeholders for our research phase
4. Identify key analytics, research, and/or verbatims for context
5. Identify desired kick-off date



Appendix

Example Outcome

Envisioning Workshop

Interactive workshop to review what we've learned, get inspired, and align on the focus of our initial design explorations.

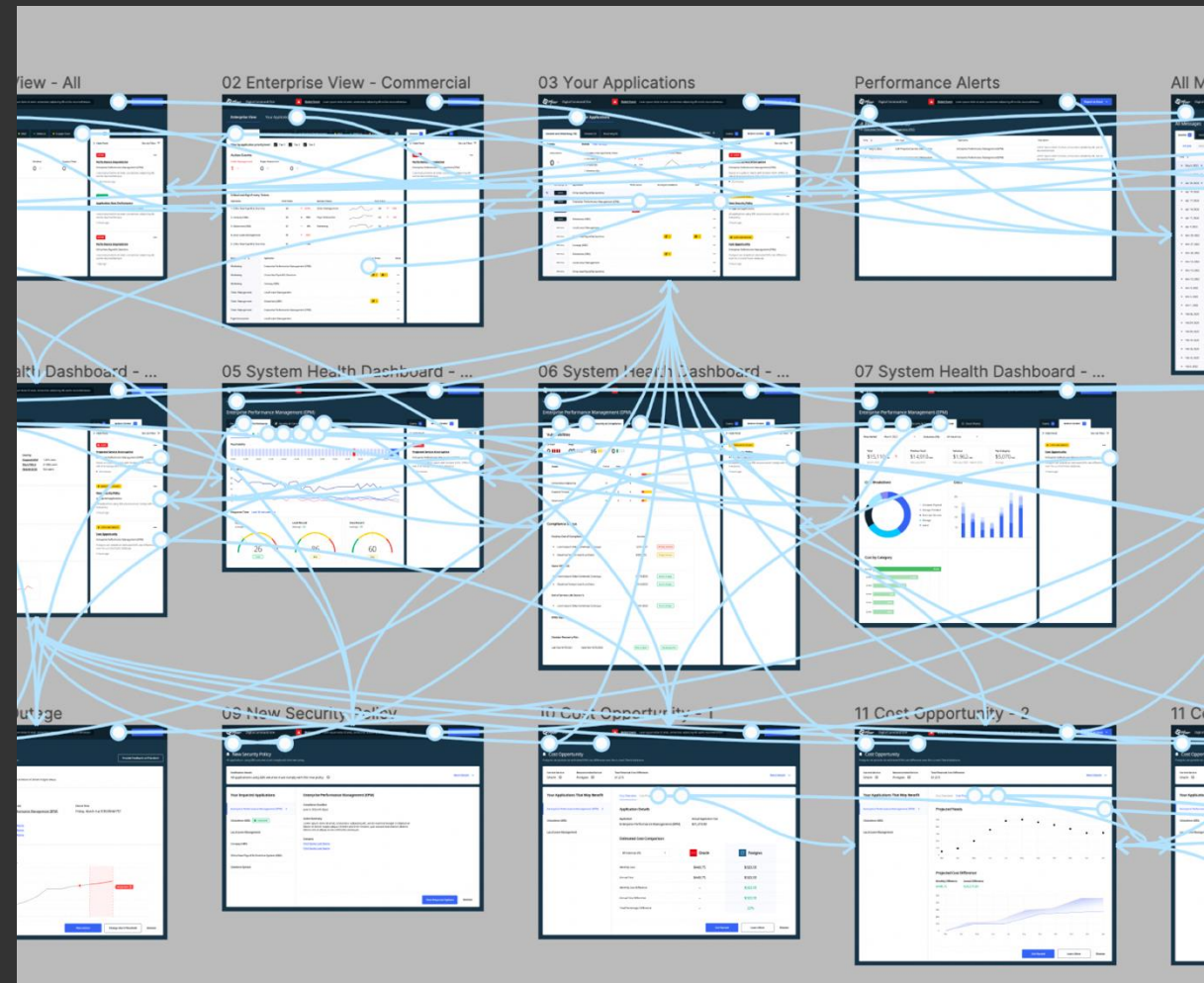
We include a broad set of stakeholders to maximize diversity of thought and draw out ambitious ideas.



Example Outcome

Design Prototype

Click-through prototypes using hi-fidelity mockups to communicate a design that looks and feels like the real thing.



Example Outcome

Persona

Precise identification of personas to give tailored GenAI solutions, ensuring personalized experience for the GenAI-powered innovations.



THE MULTI-TASKER

A strategist who wears many hats.
A combination of The Investigator
and The Delegator.

ORG SIZE

SMALL

ORG TECH ADOPTION

LATE MAJORITY

EXPERIENCE

NOVICE TO MID

ASSOCIATED ROLES

IT MANAGER IT DIRECTOR

IT SUPERVISOR

SYSTEM / NETWORK ADMINS

“I'm in charge of IT and dabble in a little bit of everything. It's great to have flexibility, but there's not a whole lot of direction.”

Goals and Motivations

A combination of The Investigator and The Delegator, The Multi-Tasker seeks to ensure the organization has the minimum of what they need to operate efficiently. They not only see the research process from infancy to completion but seek to select the most appropriate solution for the organization's needs.

Core Actions

- Identifying the organization's need
- Conducting the research firsthand
- Making the final decision on which cloud provider or product to select
- May interface with adjacent executives, such as the CFO

The Multi-Tasker prefers to spend more time learning and trying things out on their own rather than outsourcing research and implementation

Strengths

- 🔧 **Control and visibility into research stages that go into decision-making**
Is the sole proprietor of information discovery and analysis
- 🔧 **The agility to make quick adjustments to research direction and spin up test environments on-the-fly**
Has both technical and business expertise to become a jack-of-all-trades
- 🔧 **Removing most roadblocks that arise from collaborating with a team and making a definitive decision quickly**
May or may not report to an executive above or adjacent to them

Pain Points

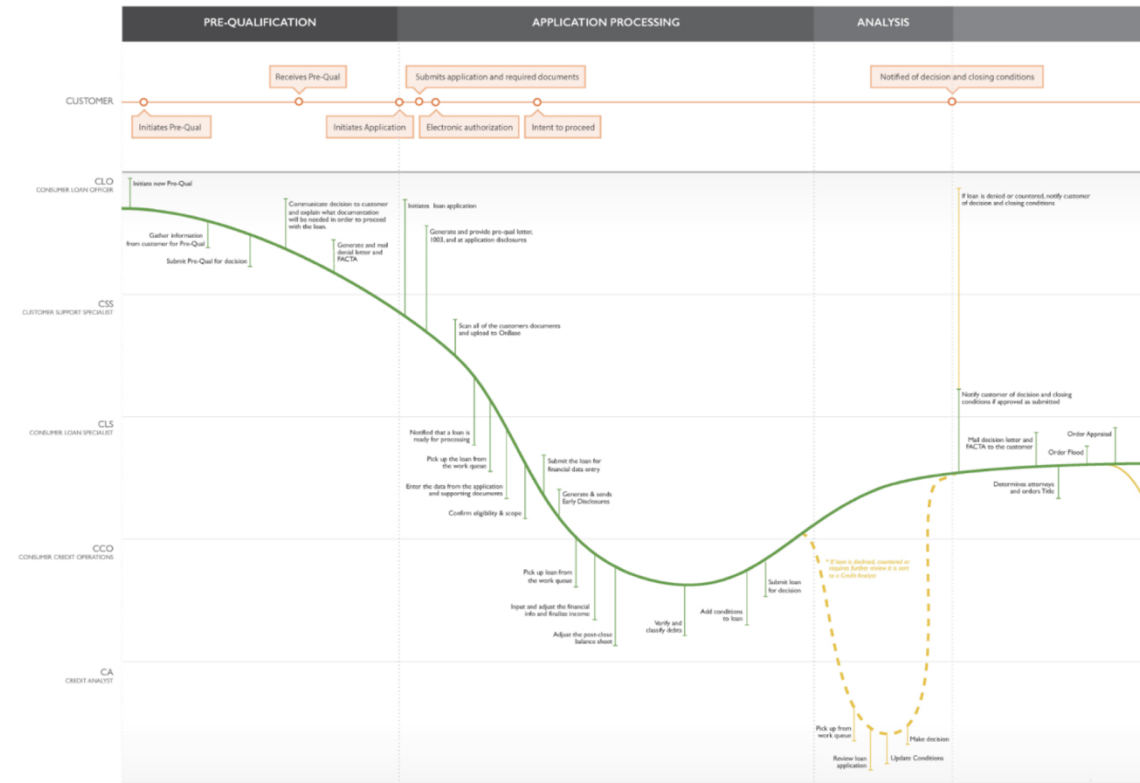
- 😞 Experiencing immense pressure from the organization to succeed
- 😞 Lacking support, direction, or expertise when conducting research and making a final decision without a team
- 😞 Managing restrictions as it relates to sensitive industries, such as healthcare, education, and government

Example Outcome

Journey Map

Journey maps tailored to specific personas of the organization in which GenAI solutions can be implemented- From initial engagement to the seamless integration of GenAI solutions.

Future State Loan Processing Experience Map



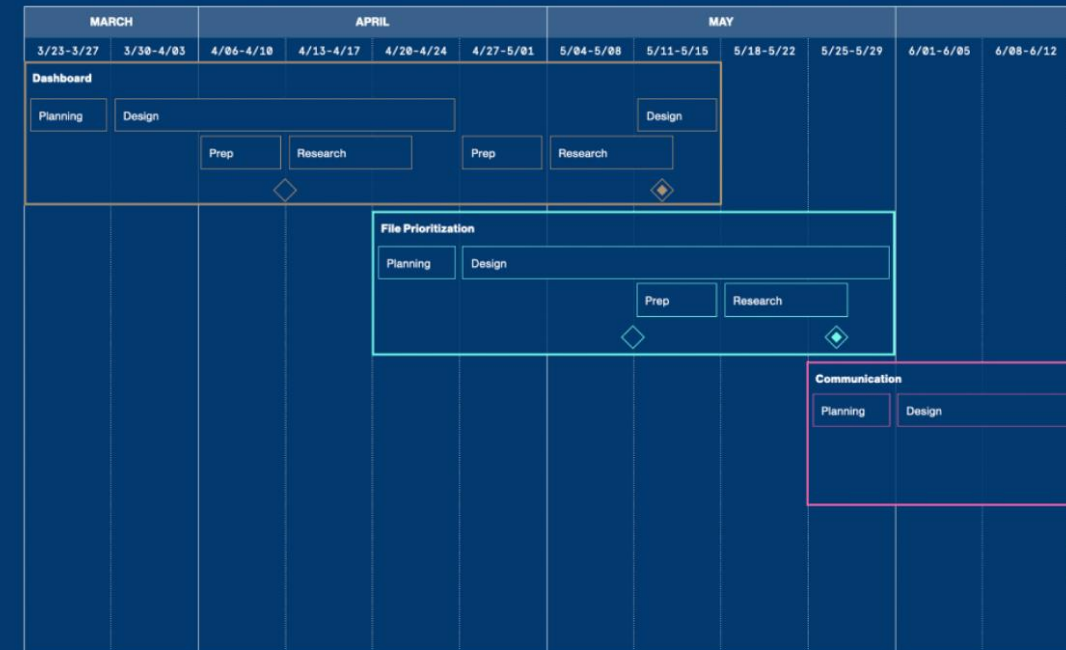
Example Outcome

Roadmap-in-a-page

An at-a-glance roadmap tailored for seamless integration and Execution plans to implement GenAI-driven use cases in your specific organization.

Roadmap

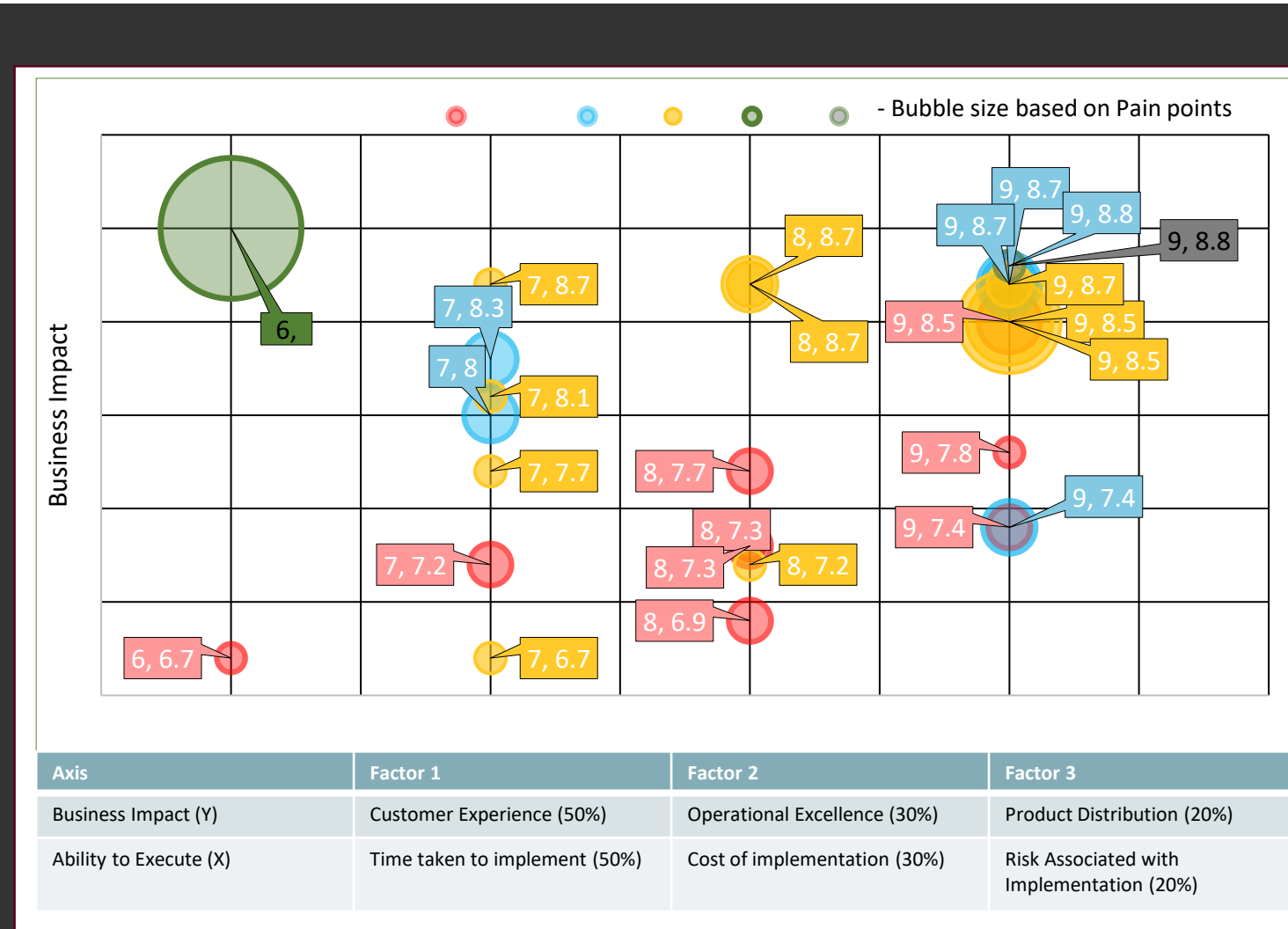
■ DASHBOARD ■ FEATURE PRIORITIZATION ■ COMMUNICATION ■ SEARCH



Example Outcome

2x2 Priority Grid

Organized by business impact and ability to execute, prioritizing use cases focus on high impact GenAI solutions, ensuring focused and effective implementation tailored to organization's priorities.





About Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized (C=2C2 =1) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. [Click here to know](#)

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