Mphasis
The Next Applied

Generative AI Blueprinting

On Microsoft Solutions

Microsoft Partner
Microsoft

By the Numbers

The ROI of AI

71%

Of companies have already adopted AI technology

92%

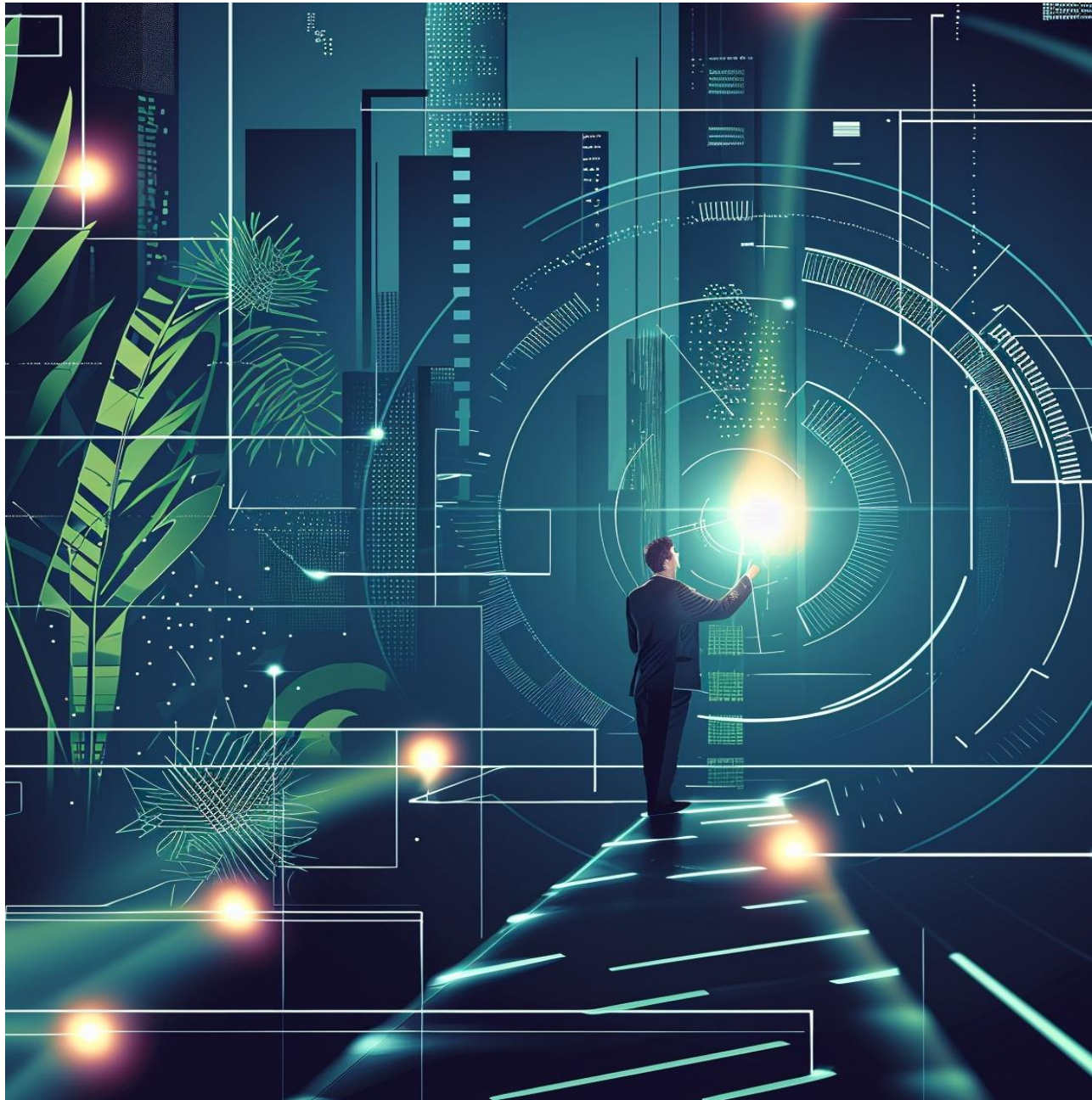
Of implementation are completed in 12 months or less

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

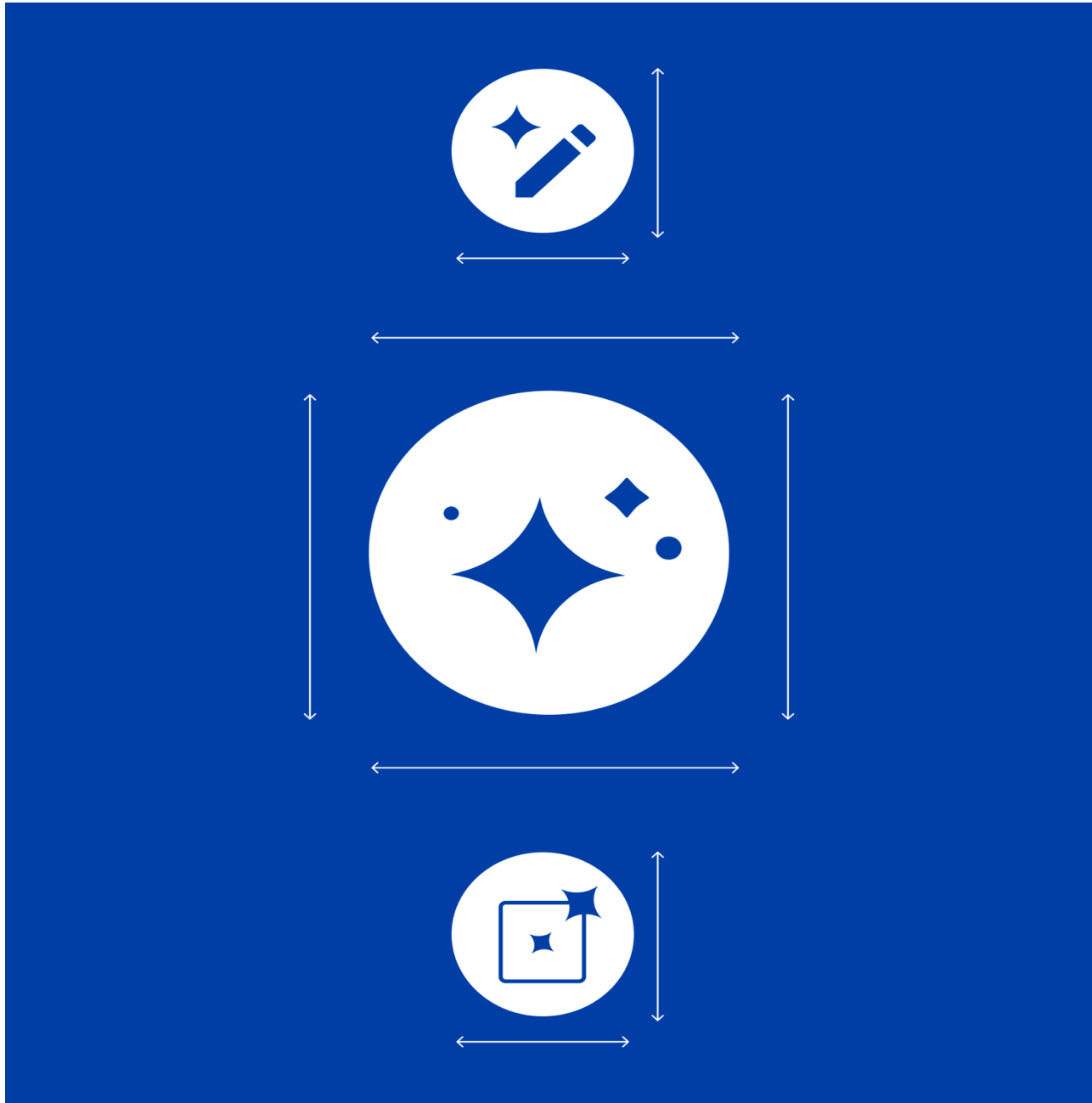
Empower your enterprise with Mphasis Generative AI Blueprint, This comprehensive service, provided in collaboration with Microsoft, facilitates the blueprinting and successful adoption of Azure OpenAI solutions.

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



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.

02

Translation & Localization
Able to translate languages and customize content specific to different geographies.

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.

04

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

05

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

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.

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

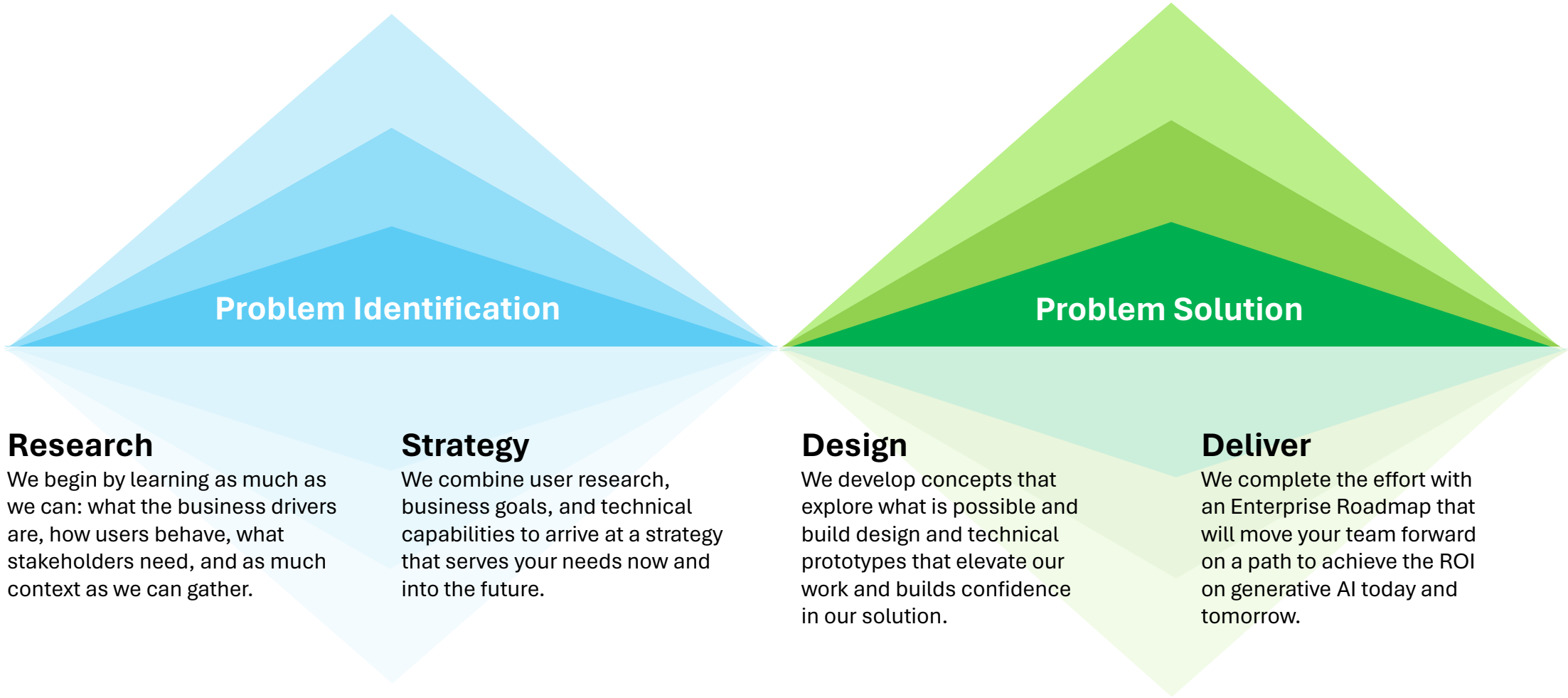
Advanced Search Engine
Create a semantic search engine for a website or knowledge base that provides precise content based on user search queries.

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

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

Generative AI Blueprint Process*

10-week Timeline



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.

Strategy

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

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.

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.

*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

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

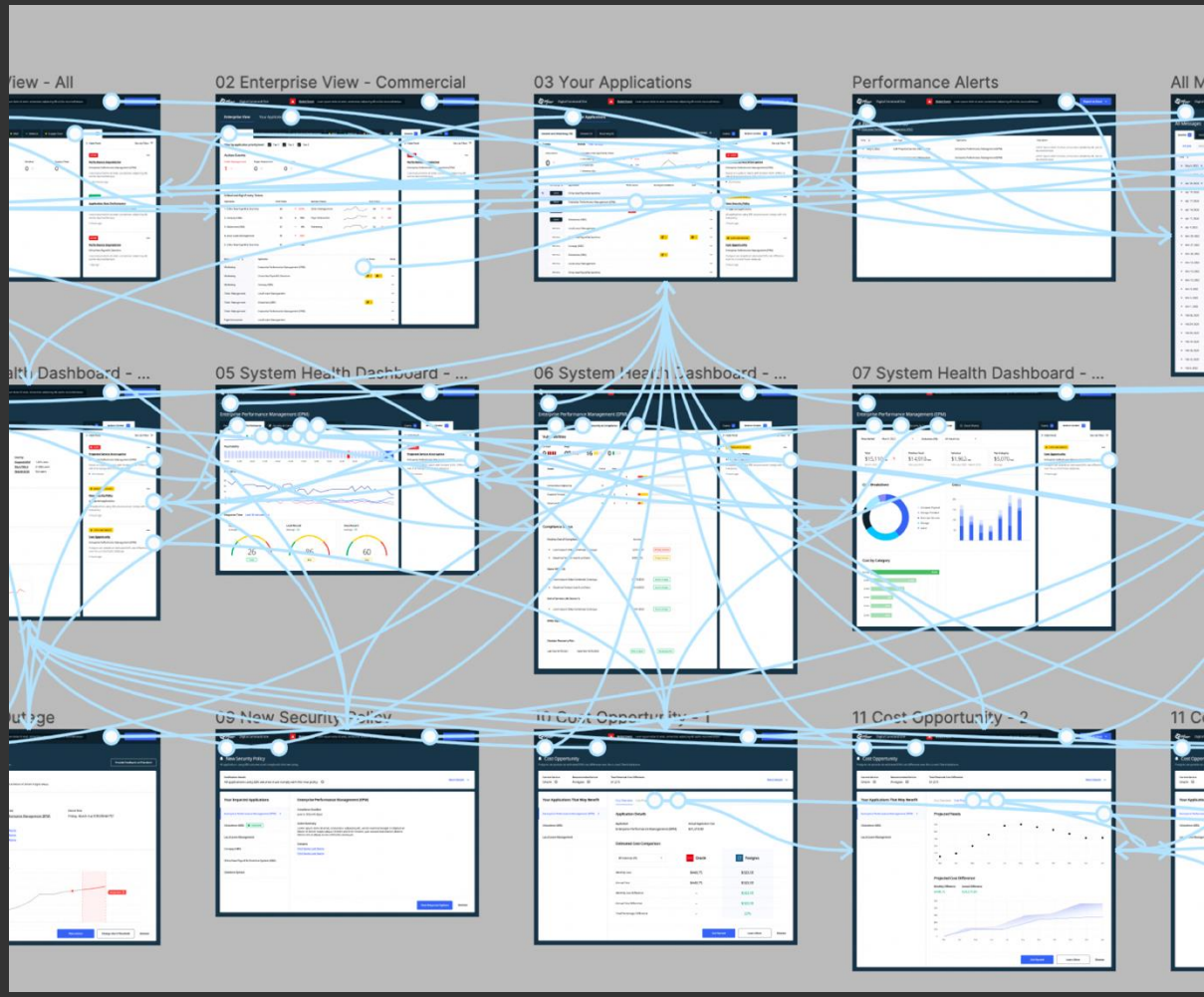
Interactive workshop to review what we've learned, get inspired, and align on the focus of our initial design explorations.

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

Example Outcome

Design Prototype

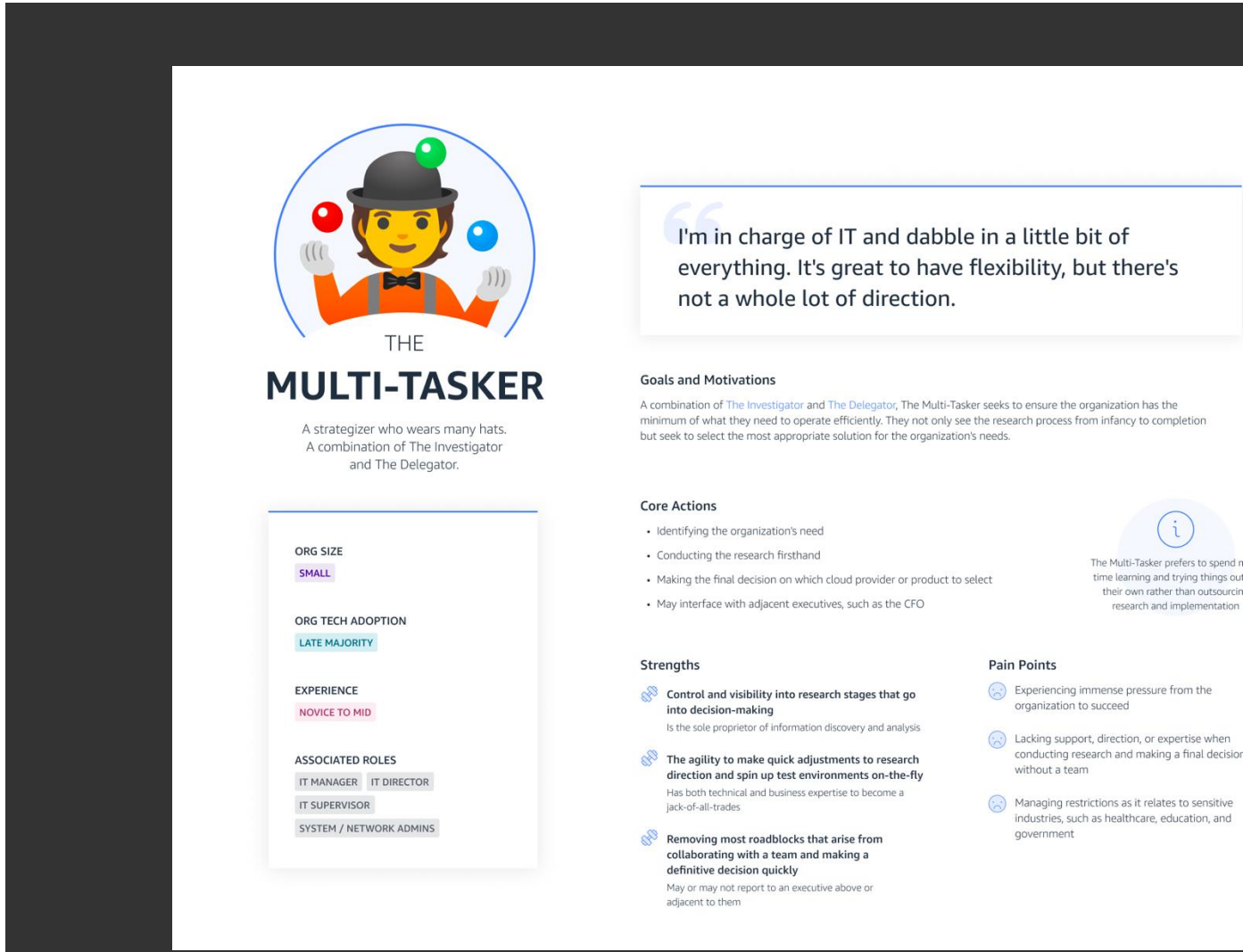
Click-through prototypes using hi-fidelity mockups to communicate a design that looks and feels like the real thing.



Example Outcome

Persona

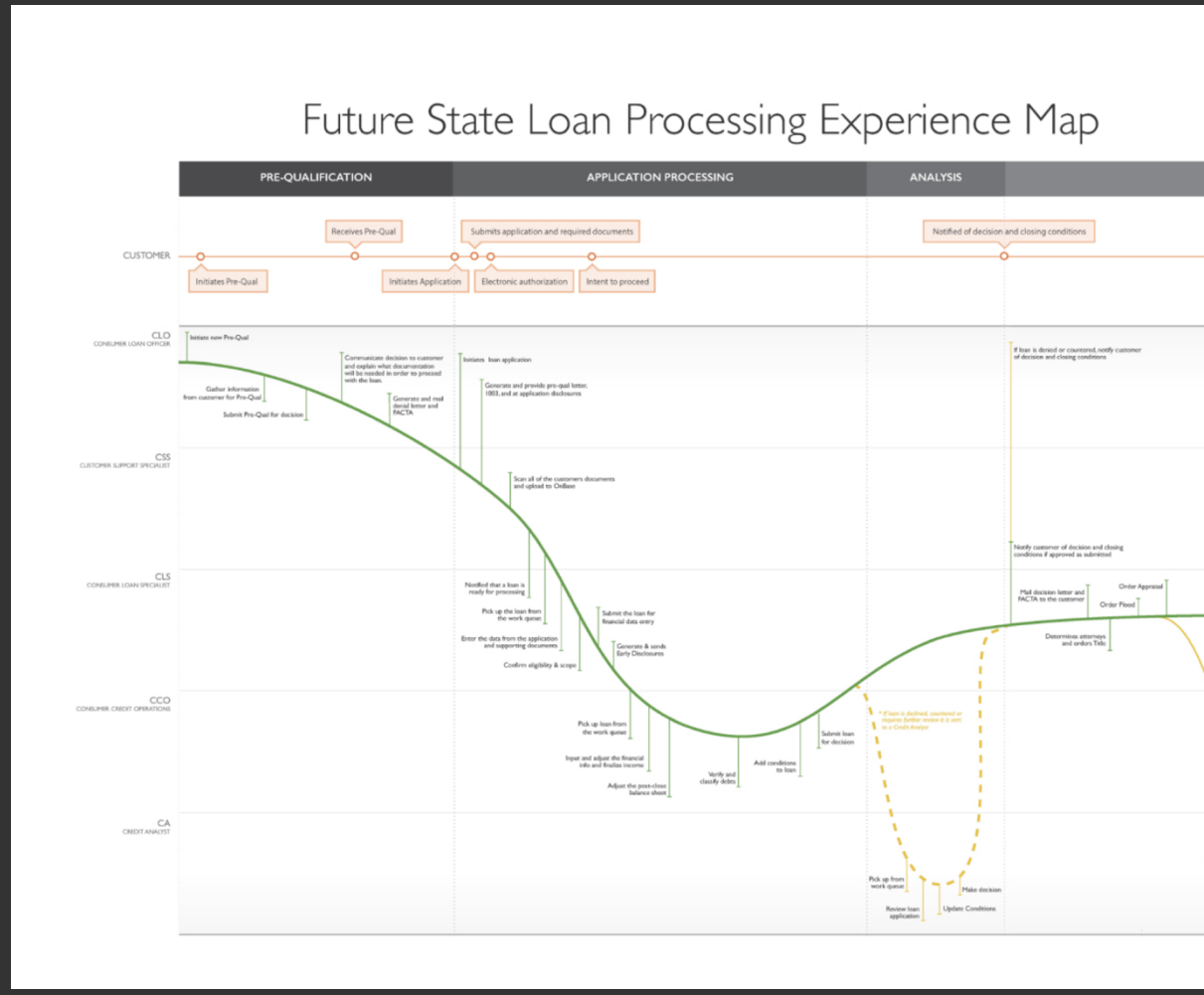
Precise identification of personas to give tailored GenAI solutions, ensuring personalized experience for the GenAI-powered innovations.



Example Outcome

Journey Map

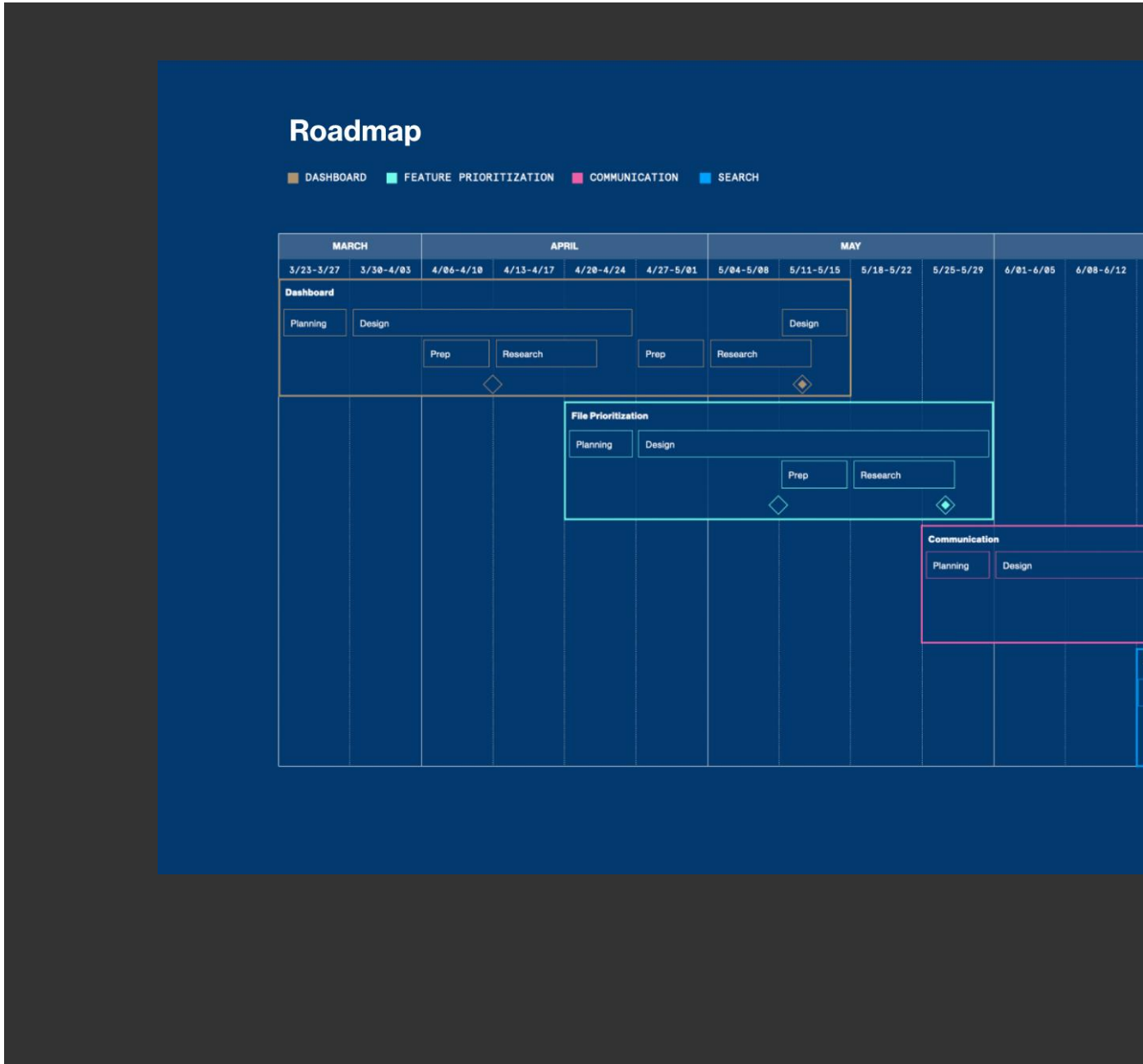
Journey maps tailored to specific personas of the organization in which GenAI solutions can be implemented- From initial engagement to the seam less integration of GenAI solutions.



Example Outcome

Roadmap-in-a-page

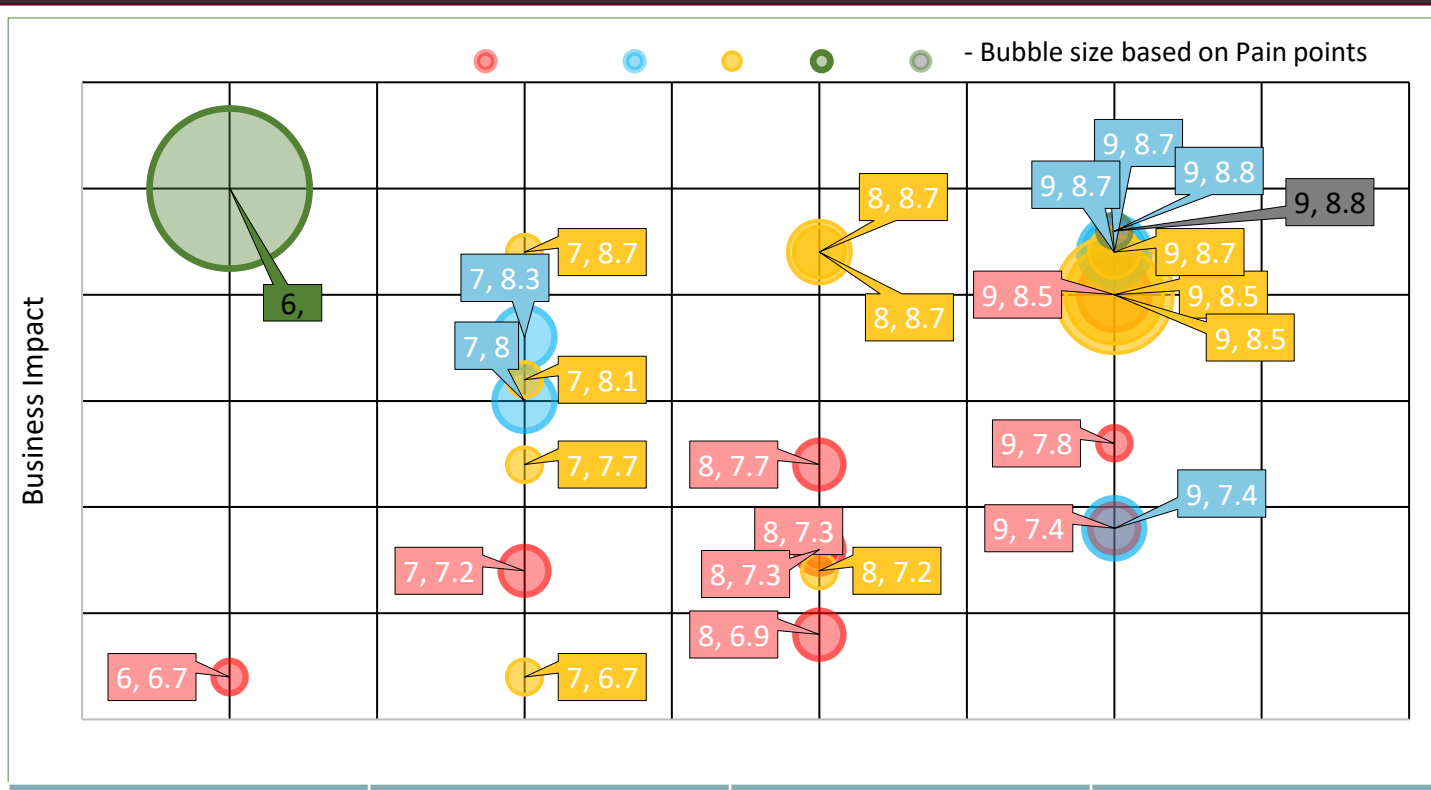
An at-a-glance roadmap tailored for seamless integration and Execution plans to implement GenAI-driven use cases in your specific organization.



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.



Axis	Factor 1	Factor 2	Factor 3
Business Impact (Y)	Customer Experience (50%)	Operational Excellence (30%)	Product Distribution (20%)
Ability to Execute (X)	Time taken to implement (50%)	Cost of implementation (30%)	Risk Associated with Implementation (20%)

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