GenAI Azure QuickStart

Laying a foundation for Generative AI

Generative AI services, such as Azure OpenAI Services, integrate industry-leading models into platforms like Azure, empowering organizations to help harness the potential of AI. By leveraging the security, scalability, and seamless integration offered by the Azure cloud platform, organizations can confidently develop powerful AI solutions while maintaining the confidentiality and integrity of data within their own environment.

~$15.7tr
Estimated potential contribution to the global economy by 2030 from AI

+26%
Up to a 26% boost in GDP for local economies from AI by 2030

~300
AI use cases identified and rated are captured in our AI Impact Index

Benefits

### Embrace Generative AI responsibly:
PwC helps provide a secure environment that can prioritize governance, risk and controls, and responsible AI practices.

Strong Alliance with Microsoft & Azure OpenAI Service:
PwC collaborates closely with Microsoft and leverages the Azure OpenAI Service to help develop scalable AI solutions.

Retooling for enhanced effectiveness:
PwC focuses on retooling existing platforms to upskill employees and helps increase efficiency of current offerings.
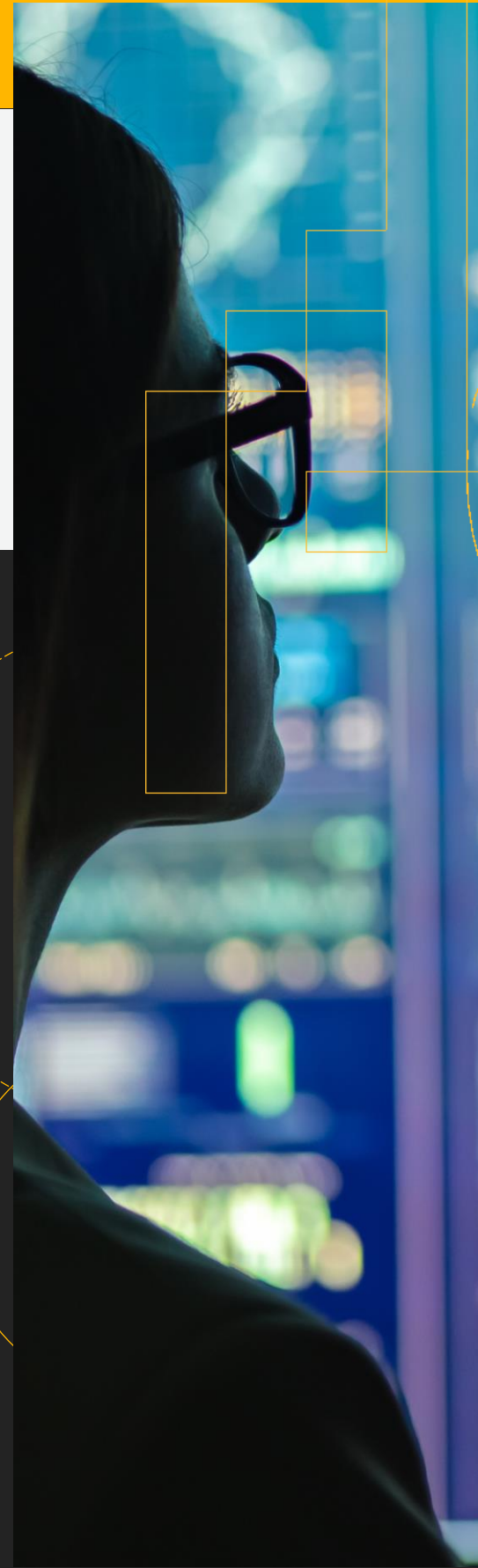
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Deliverables and Activities may include:

1. **Assessment & Recommendations**

   - Assessment of current AI capabilities
   - Recommendations and roadmap for AI implementation

2. **Setup Azure OpenAI Services infrastructure**

   - Assist in the deployment and configuration of Microsoft Azure OpenAI API endpoints and integrations with foundational infrastructure
   - Configure Microsoft Azure OpenAI services for authentication and authorization
   - Configure initial orchestration layer for data protection and auditing including: metering, sensitive data filtering, audit logging with appropriate data sharing
   - Identify, document and implement privacy policies and standards for the environment.

3. **Training**

   - Develop training material to help motivate and align business leaders.

Use Case

Challenge

Enable proof-of-concept testing for generative AI with an innovative test environment for a major US bank while adhering to complex internal IT governance and legacy technology infrastructure. A key requirement was to enable strict tracking of application development and usage.

Solution

PwC engaged the customer's IT teams to design a scalable innovation architecture that fit within existing governance policies and legacy infrastructure. PwC deployed Azure OpenAI Services and the suite of cloud services including Power BI, Azure Cosmos DB, Azure Kubernetes Service (AKS) and Sentinel.

Results

The bank has a secure innovation environment to explore generative AI use cases and applications with data protection in place from prototype through to testing. Logging and monitoring are in place to enable effective cost and usage tracking.

Let's connect

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