



# Kyndryl Generative AI Services with Azure OpenAI

Applications, Data and AI practice

# Together with alliances, Kyndryl designs, solutions, implements and operates the world's most complex technology estates



## Our customers

We work in partnership with thousands of customers and are dedicated to ensuring that each achieves peak digital performance

**30+**

... years of designing, building and managing mission-critical IT environments

Including



60%

...of the Fortune Global 100 and more than half of the Fortune Global 500

### We manage vital environments in critical industries



**5/5** of the top automotive companies by revenue



**11/20** of the top insurance companies by revenue



**4/5** of the top consumer staples retailers by revenue



**3/5** of top telecom companies by total mobile connections



**5/10** of top airlines by total revenue passenger miles (RPM)



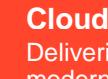
## 6 Microsoft Azure Advanced Specializations

- Azure VMware Solution
- Analytics on Azure
- Kubernetes on Azure
- Azure Virtual Desktop
- Low code application development
- SAP on Azure

## 5 Microsoft Solution Partner Designations

- Azure Infrastructure
- Azure Digital & App Innovation
- Security
- Azure Data & AI
- Modern Work

## Kyndryl services



### Cloud

Delivering seamless advisory, migration, modernization, and management services integrated with Microsoft Cloud

### Core Enterprise & zCloud

Manage mission-critical workloads seamlessly by modernizing mainframes to handle high-volume, always-on computing with Microsoft Cloud

### Digital Workplace

Accelerate hybrid work capabilities and enable collaboration from anywhere with strategy, design, architecture and implementation of Microsoft 365

### Application, Data & AI

Providing full application platform hosting and expert assistance for application modernization to Microsoft Azure

### Network & Edge

Provides unified Network Services for Microsoft Cloud and data center connectivity

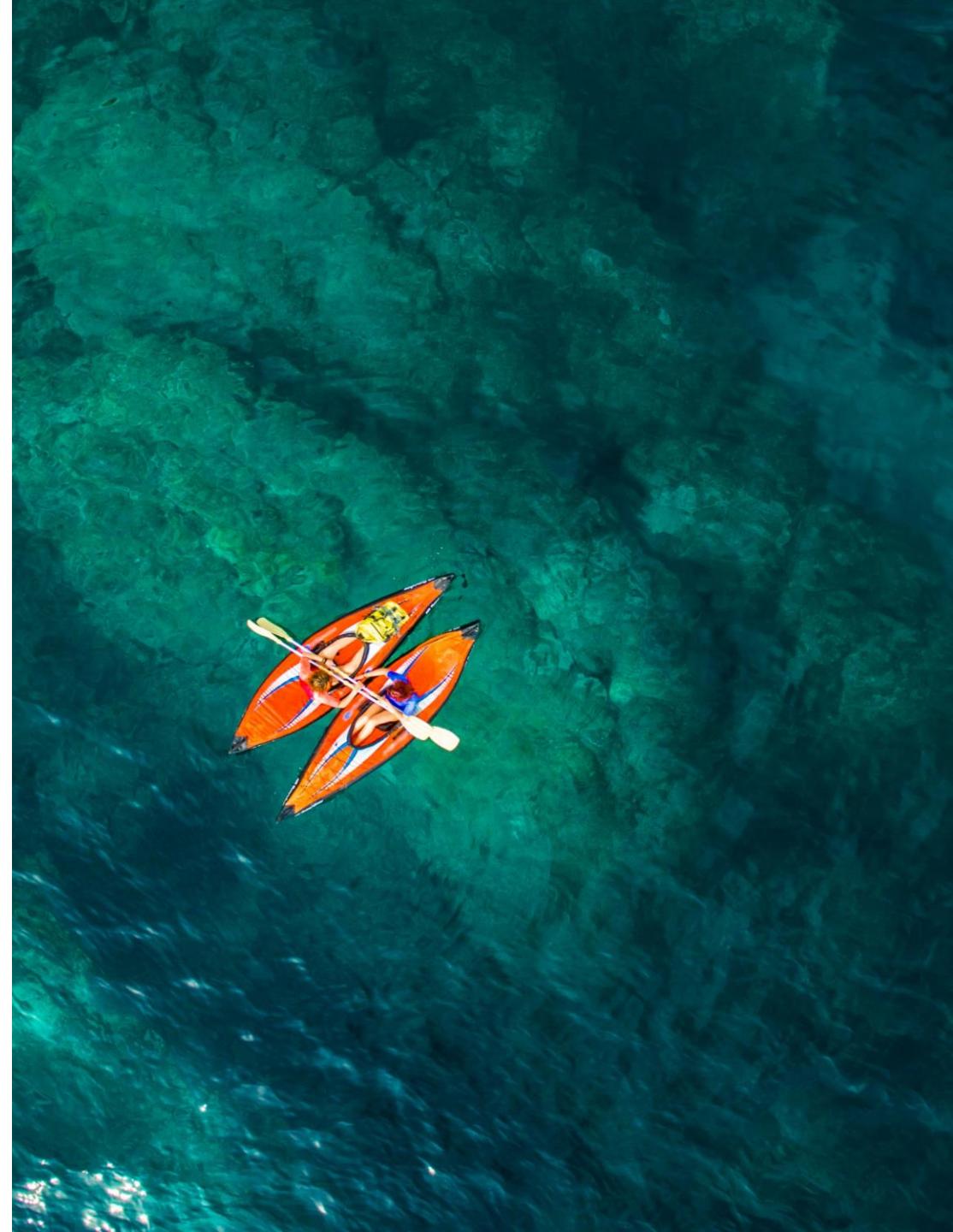
### Security & Resiliency

Providing full application platform hosting and expert assistance for application modernization

# Challenges of harnessing generative AI

Organizations are navigating the challenges of implementing generative AI

- Ethical concerns and implementation of responsible AI
- Business use case selection and prioritization
- Governance
- Data foundation requirements
- Choice of foundation model, tuning and optimization
- Return on investment (RoI) and cost considerations
- Application integration and management
- Skillsets and readiness



# Kyndryl's approach to generative AI is designed to deliver sustained business value through responsible and strategic adoption and scaling

## Advise



Plan for the choices and considerations surrounding generative AI and AI

### Advisory services

- Discovery workshop to identify, through design thinking, areas and processes that could be use cases for adopting generative AI
- Perform maturity gaps, evaluate compliance to AI guidelines, data readiness and implementation strategy

## Develop proof of concepts



Prove the expected business benefits of the identified use case

### Rapid prototyping

- Prototype development and implementation services with focus on:
- Demonstrated measurement against success criteria
  - ROI evaluation

## Operationalize and manage



Operationalize and expand your generative AI and AI maturity

### Implementation and management

Services designed to provide operational management of large language models (LLMs):

- LLMOps design and implementation
- Generative AI application development
- Responsible AI, security and privacy implementation
- LLMOps managed services

# Discovery workshop overview

## Discovery workshop

### Description

Workshop to delve deep into business across functions—such as operations, communication, production and processes—to identify, through design thinking, areas and processes that could be use cases for adopting generative AI and determine the success criteria for adoption before scaling out.

Duration : Starting from 1-2 days

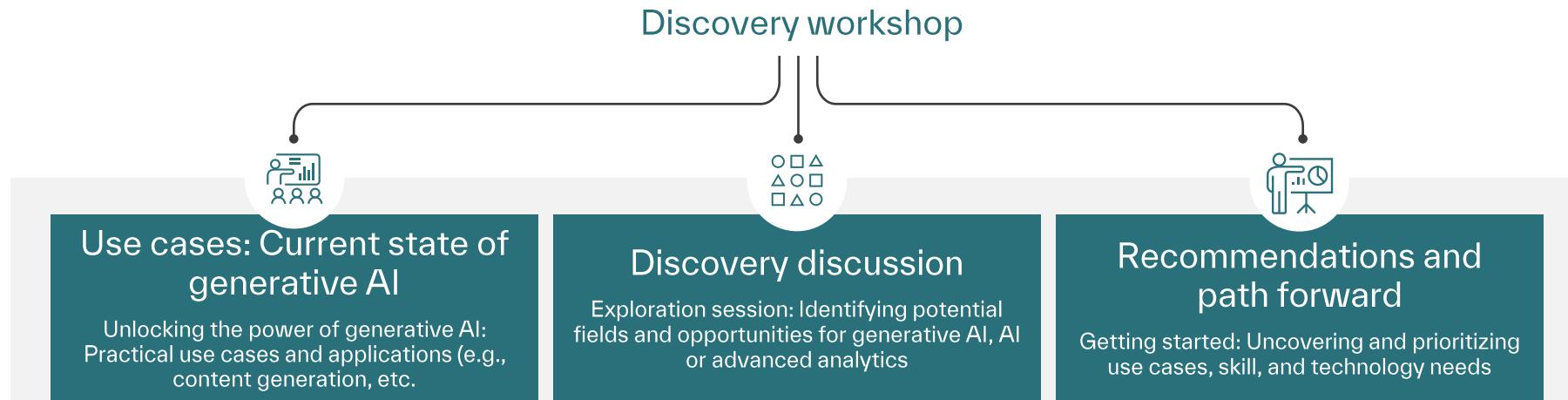
### Outcome and deliverables

1. Overview of generative AI and Kyndryl's point of view on generative AI.
2. Identify generative AI use cases based on business value.
3. Prioritize a use case or use cases for implementation based on 3 dimensions: business impact, feasibility and responsible AI guidelines.
4. Evaluation of customer's existing technology stack, data foundation and gaps.

# Getting started: An example discovery workshop

Each customer faces a unique challenges as they look to implement generative AI.

We will craft an approach tailored to your specific generative AI goals, designed to tackle your unique business challenges.



## Discovery (Sample for financial industry)

Activities	Candidate use case areas	Key outcomes
<ul style="list-style-type: none"><li>Identify key use cases through design thinking</li><li>Identify any gaps and risks that need to be resolved</li><li>Deep dive, research and determine technical feasibility of key use cases</li><li>Force rank each use case based on business value vs technical feasibility</li><li>Determine and recommend talent, process, and technology next steps</li></ul>	<ul style="list-style-type: none"><li>Automated financial report generation</li><li>Anti-money laundering (AML) and fraud detection</li><li>Natural language generation (NLG) for customer communications</li><li>AI-enhanced credit scoring</li><li>Fraudulent document detection</li></ul>	<ul style="list-style-type: none"><li>Current state assessment and review</li><li>Prioritized use cases</li><li>Target operating model and process recommendations</li><li>Technology solution requirements and strategy</li></ul>

\* Note : Use case assessments require 4 weeks to adequately discover use cases, conduct research and due diligence and complete.

# Rapid prototyping overview

## Rapid prototyping

### Description

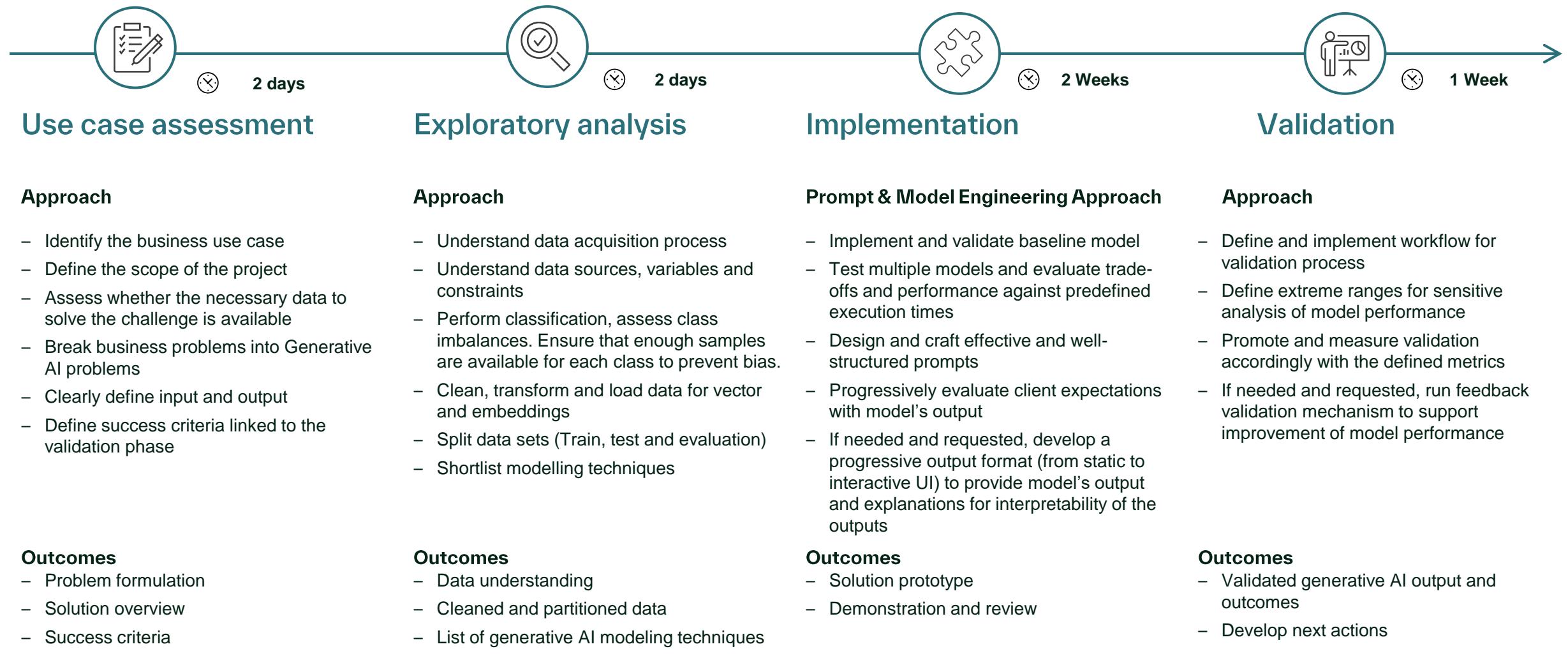
Rapid prototyping service focuses on demonstrating the technical feasibility and business value of a chosen use case using generative AI that can be taken to production.

Duration : Custom 4-week pilot

### Deliverables and outcomes

1. Demonstration of the implemented working prototype in an interactive, shareable web application
2. Documentation of features, PoC architecture, solution design, code and success criteria measurement
3. LLM evaluation results
4. Perform high-level data foundation assessment for selected use case
5. Success criteria for the chosen use case will be defined between customer and Kyndryl

# Delivering a prototype of generative AI use case with the right framework and tools



# Kyndryl LLMOps services with Azure OpenAI

Comprehensive solution for LLMs: Enhancing productivity, automation and innovation through accelerators and expert guidance

## Features:

Build and deploy  
LLMs

Automate LLM  
operation

Optimize LLM  
performance

Enhance LLM security



### Prompt management

- Prompt library
- Prompt playground
- Cache management
- Prompt testing



### Observability

- Model monitoring
- Cost management
- Drift and bias detection
- Traceability
- Model performance



### Orchestration and feedback

- Pipeline management
- Continuous improvement and continuous deployment
- Model fine tuning
- User feedback



### Security and privacy

- Security policy packs
- Auditing and filtering
- Hallucination checks
- Toxic keyword checks

Azure ML prompt flow

Azure AI Studio

Azure OpenAI portfolio

Azure AI Content Safety

# Empower your generative AI with Kyndryl's LLMops platform and services

## Faster time-to-market



Empower rapid LLM development and deployment by implementing automation tools and processes

## Reduced cost



Unveil hidden costs and provides actionable recommendations for optimizations

## Improved performance



Enhance model fidelity, responsiveness and efficiency through consistent model implementation

## Improved quality



Enhance the quality of LLM deployments by ensuring reliability, scalability and security

## Impact Sustainability



Improve the performance of LLMs that can lead to reduce energy consumption and increased model life span

## Reduced risk



Safeguard data and mitigate security risks

Over 3 decades of managing complex operations and applying AI internally and to our advanced delivery capabilities. We help customers integrate AI and generative AI in their environment at scale

1

### Kyndryl Bridge: Integrating artificial intelligence at scale into mission-critical systems

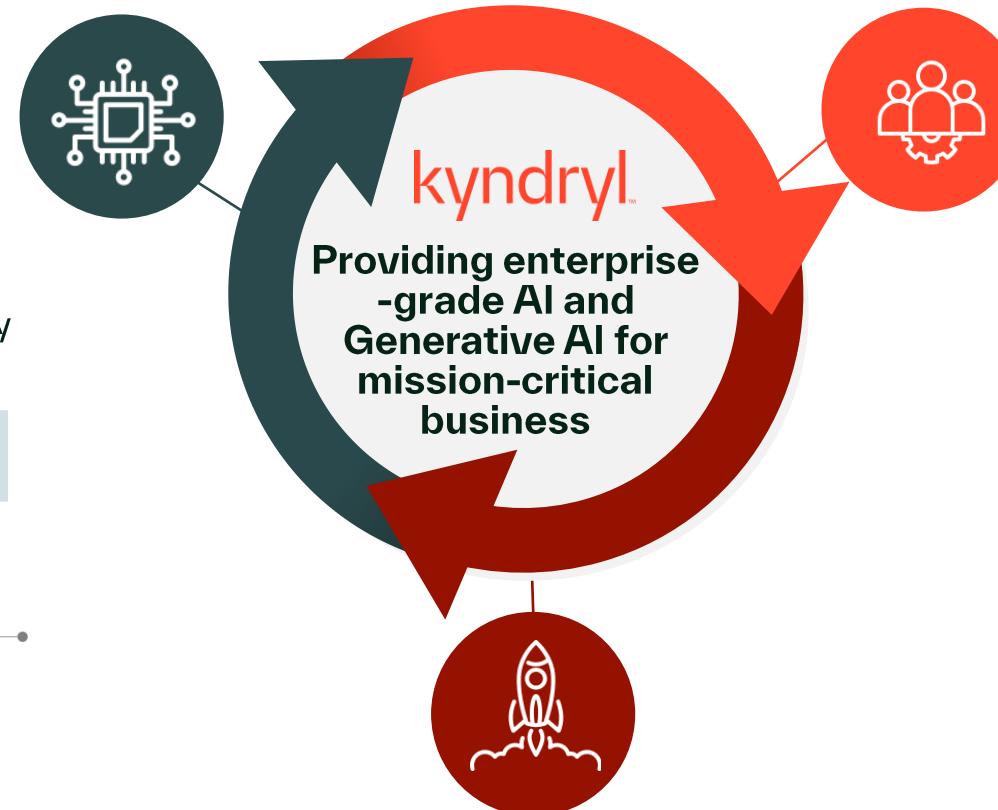
+1000  
customers by end of FY24

+\$1B in annualized customer savings

Integrated AIOps platform for advanced delivery capabilities



Personal virtual assistant with GAI augmentation (ChatOps)



2

### Kyndryl as "Customer Zero": Early adopter of generative AI technologies

Pilot new technologies and develop industry-specific models, use cases and solutions to improve employee experience, enterprise automation and workplace productivity

3

### AI-readiness program helping customers responsibly integrate AI into their enterprises at scale



Collaborative Innovation



Enhanced Customer & Employee Experience



Execution & Management



AI Guardrails



Strong Data Foundation



Partners ecosystem

kyndryl

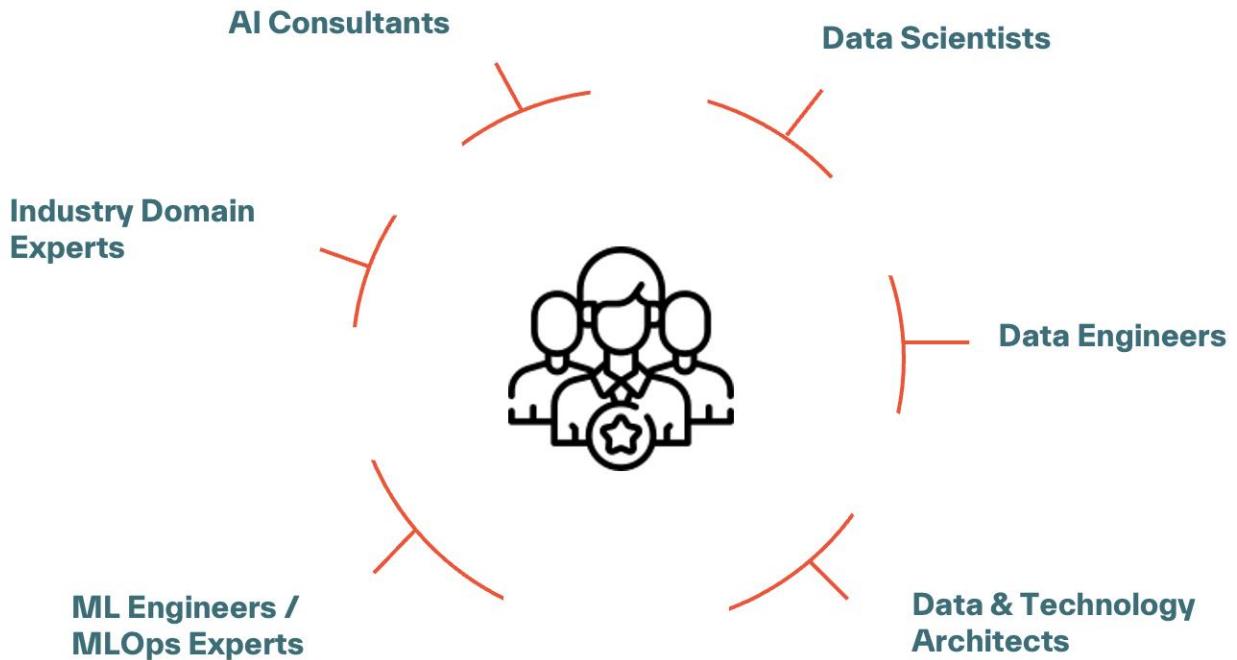
# Kyndryl Data and AI skills

Expertise to accelerate your data transformation journey and realize the benefits of generative AI

**1,000+** global data and AI practice experts

**10+** years average experience of data and AI team members

**25,000+** certifications in hyperscalers and data management



# An international airport

## Sentiment analysis, text generation, human-in-the-loop solution

A large airport had been relying on legacy systems and wanted to leverage the power of generative AI.

### Business challenge

Travelers are looking for a fast and simple way to share their opinions and ask questions on the move. They rely extensively on social media as their platform.

The airport needed to centralize feedback from multiple platforms to track and respond in a timely fashion. This included a requirement to personalize and contextualize responses at scale with tone, intent and messaging accuracy.

### Transformation

Kyndryl built a generative AI application prototype leveraging Azure OpenAI to monitor social media feeds, analyze customer sentiments, and generate personalized email responses.

The solution detects sarcasm, identifies government entities, and retrieves relevant information from various sources to provide accurate and timely feedback to customer queries.

The solution enables the airport to enhance its customer service, reputation, and engagement by using generative AI.

### Results

- Reaction readiness time reduced: 25 minutes to 25 seconds
- The solution independently drafts emails, detects tone of message like sarcasm, and lets the customer engagement team check and audit content easily
- The solution is helping the customer service team triage and reply to messages with the right tone and information, elevating customers' experience and saving time



# A leading telecom services provider

## Improving customer satisfaction and resolution using AI

A telecom's contact center was interested in solving customer issues over phone calls with OpenAI to improve customer satisfaction and resolution time.

### Business challenge

The customer's contact center required assistance to identify and manage specific use cases to resolve calls. Historically, the center handled about 1.5 million calls per month and processed 10% of the calls using IBM Watson. But the resolution success rate was measured at 50% because the use cases were not identified correctly.

The customer was also challenged with allocating and training staff to learn the IBM Watson technology and feature additions.

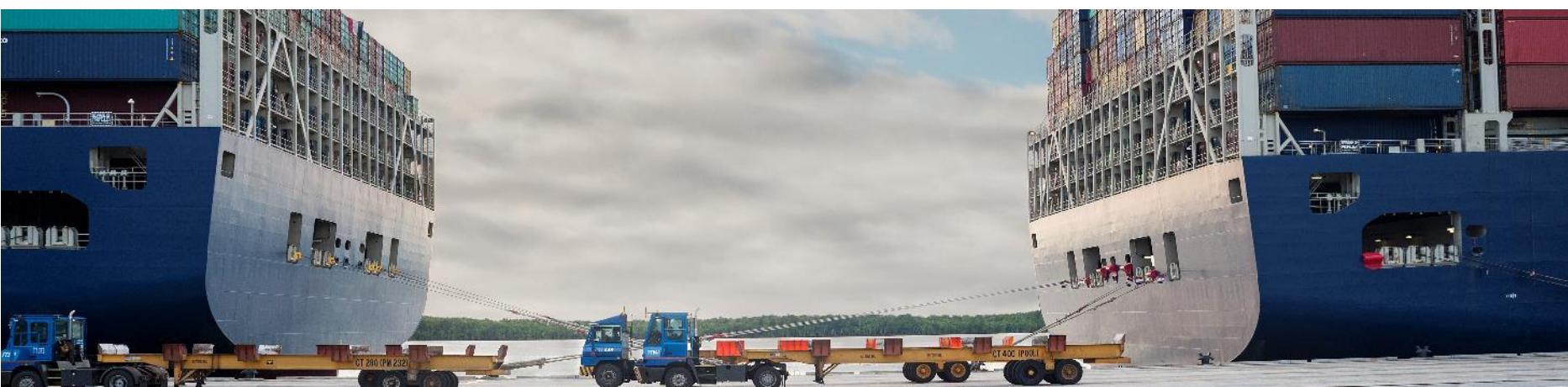
### Transformation

Kyndryl developed an AI application prototype using Microsoft OpenAI services that could take customer queries in natural language and respond.

This enabled the automatic resolution of most of the issues and also improved the accuracy of problem identification and solution, which increased customer satisfaction.

### Results

- Complete automation of issue resolution over phone calls
- Reduced time-to-market for updates, leading to improved customer experience
- Exponential benefits of using a natural language understanding system



# Talk with us

Start planning to accelerate your Generative AI journey

Engage with us to:

- Learn about Microsoft Generative AI and Kyndryl's services for Microsoft OpenAI.
- Gain a deeper understanding of your existing data landscape, gaps, challenges, and the outcomes you are driving through use of Analytics and AI.
- Plan for detailed discovery workshop to discuss and understand the feasibility of a Generative AI use case for a prototype/POC.
- Explore the Microsoft funding programs available to support your assessment, prototype, and proof of concept activities.





# Thank You

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