Acuvate's Enterprise-Wide Generative AI Platform
A Force Multiplier for Global Consumer Products Major

PROJECT HIGHLIGHTS & RESULTS

Transformed
Transformed a decentralized and fragmented generative AI environment into a unified platform that streamlined Generative AI applications across the customer's enterprise

Reduced
Reduced duplicated efforts and improved data consistency, enhancing cost governance and security

Aligned
Aligned the customer's technological infrastructure with its core values, helping it formulate an AI-driven strategy that focused on its long-term growth

Enhanced operational efficiency
Enhanced operational efficiency dramatically improved the speed and accuracy of decision-making processes

Reduced the time to launch
Reduced the time to launch new generative AI applications across the enterprise by 30%

Fostered innovation at scale
Fostered innovation at scale through accelerated adoption of new technologies, keeping the enterprise at the forefront of industry advancements

The customer, a global leader in consumer, professional and childcare products, has a track record of fostering operational excellence, sustainability and innovation. It is also a global enterprise, with manufacturing facilities and distribution networks in over 175 countries. This, along with its extensive portfolio of brands, makes it a complex enterprise with multiple supply chains, regulatory requirements and customer profiles.

Managing this complexity also meant that the customer had a complex IT infrastructure, with multiple technologies and databases spread worldwide. These legacy systems had been integrated and were working seamlessly. Then came a new technology that was both a path-breaking opportunity and a potential challenge.

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THE CHALLENGE

Turning generative AI from sporadic initiatives to an enterprise-wide game changer

Generative AI applications began being implemented as individual applications across the customer's enterprise. They were implemented by different functional departments and geographies, each of whom found ways to make generative AI improve how they functioned. While this demonstrated admirable initiative of the persons involved, the way generative AI was being deployed raised governance issues and inefficiencies:

Lack of unified governance
Piecemeal implementation of generative AI applications meant that there was no centralized control over how they were governed. Different protocols and safety standards put the customer at risk of compromising on data security, privacy and regulatory requirements. Given the legal implications and potential loss of reputation, this was an unacceptable scenario.

Hallucinations and bias
Selective use of historical data risked AI applications throwing up biased results. Data hallucinations were a considerable risk because the customer operated in multiple geographies. Further, given that infant and childcare constituted a major part of the customer's portfolio, an AI application with inaccurate results could have significant implications. Ensuring consistent and accurate output from a disparate collection of applications was a major challenge.

Inefficient and insecure use of data
Decentralized generative AI applications typically only had access to siloed information that was available to the particular function, department or geography. This meant that the data needed to train and generate accurate output from these applications was incomplete. Conversely, individual applications each had different security protocols. So, giving them access to larger data pools risked the security of the customer's mission-critical data.

Scalability and maintenance challenges
While many applications worked perfectly in their limited role, they simply could not scale up to support enterprise-wide operations. Besides, given the speed at which generative AI is evolving, applications frequently needed to be updated. In the absence of centralized governance, maintenance of these applications became an issue.

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ACUVATE'S CENTRALIZED GENERATIVE AI PLATFORM

Harnessing the full potential of generative AI

The customer was acutely aware of the transformative power of generative AI. However, it recognized that decentralized AI applications had their inefficiencies. Their ask of Acuvate was a means to harness the power of generative AI enterprise-wide while still allowing individual functions, departments, and geographies to innovate with new use cases.

Acuvate, at the time, had already anticipated such issues and had initiated steps to solve them. We had already delivered our accelerator OrgBrain, a unified knowledge source that accelerated insights across an enterprise. Built atop OrgBrain accelerator, Acuvate developed a unique centralized platform. Its key features included:

A unified data architecture
A unified data architecture that integrated all the customer's data sources into one accessible platform, eliminating informational silos and inconsistencies

Automated, efficient workflows
Automated, efficient workflows that leveraged AI to automate and optimize processes, significantly enhancing operational efficiencies and maintenance of gen AI solutions

Standardized governance
Standardized governance enforced consistent adherence to global standards and regulations, ensuring data security, consistent output quality and regulatory compliance.

Seamless system integration and cloud-agnostic flexibility
Seamless system integration and cloud-agnostic flexibility made the platform compatible and easily integrable with existing and future tech infrastructures.

Multi-lingual and multi-channel support
Multi-lingual and multi-channel support ensured the platform's adaptability for global use across various communication channels.

A BYOD interface
A BYOD interface allowed for secure data integration from various sources, enhancing flexibility and control

ACCELERATORS USED

ORG BRAIN | **ACUVATE DATA PLATFORM**

THE OUTCOME

A quick yet game-changing way of harnessing the full power of generative AI

Partnering with Acuvate gave the customer a significant advantage – a solution that had its basic structure ready, and only needed customer-specific customization before implementation. This gave the customer the best of both worlds – the ease of acquiring an off-the-shelf platform combined with the custom capabilities that its unique operational requirements demanded.

Implementing Acuvate's centralized generative AI platform has given the customer the means to efficiently govern its AI environment. It has reduced maintenance time and costs, allowing for new applications to be launched 30% faster. Data hallucinations and bias have been minimized, allowing decision-makers to mine critical insights that help them make decisions quickly and accurately. Successful generative AI initiatives can now be scaled enterprise-wide, providing the customer with an efficient and effective way to build generative AI solutions for diverse use cases across its enterprise.

About Acuvate

With over 17 years of experience in digital solutions, accelerating enterprise-wide digital transformation with our AI accelerators, we provide solutions and services that modernize, automate and support organizations. We help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and the Middle East, where we serve multiple Fortune 500 companies. We specialize in New-age AI solutions, Migration & Modernization, and Digital Workplace Solutions. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers.