

Was gibt es beim Einsatz von Generative-KI (ChatGPT, GPT4 and Foundation Models) im Unternehmenskontext zu beachten?

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Foundation Models are...



Pre-trained on unlabeled datasets of different modalities (e.g., language, time-series, tabular)

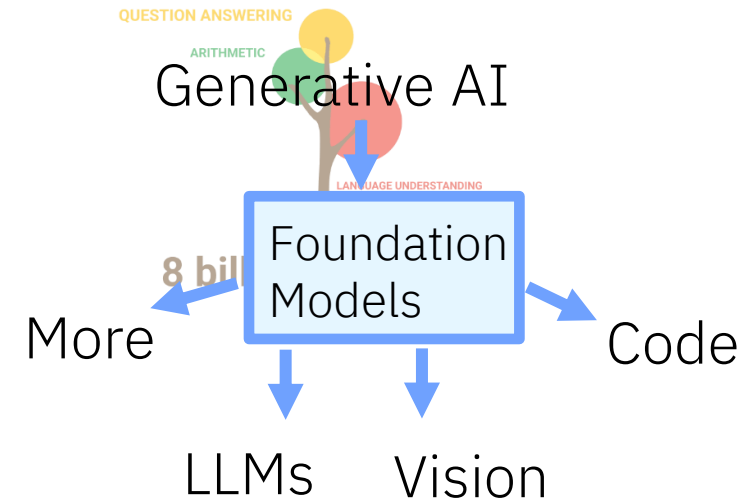


Leverage **self-supervised learning**



Learn **generalizable & adaptable data representations** which can be effectively used in **multiple downstream tasks** (e.g., text generation, machine translation, classification for languages)

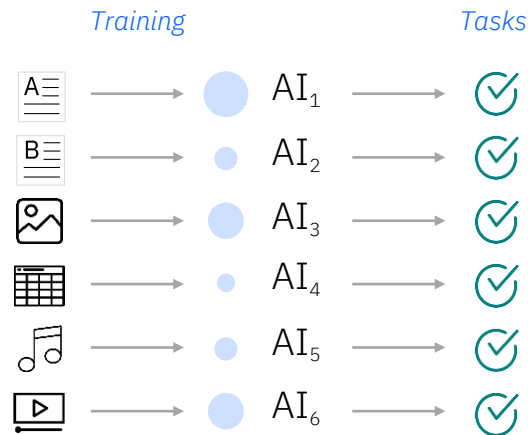
Note: while transformer architecture is most prevalent in foundation models, definition not restricted by model architecture



Inspired from Kate Soul's YouTube [VIDEO](#)

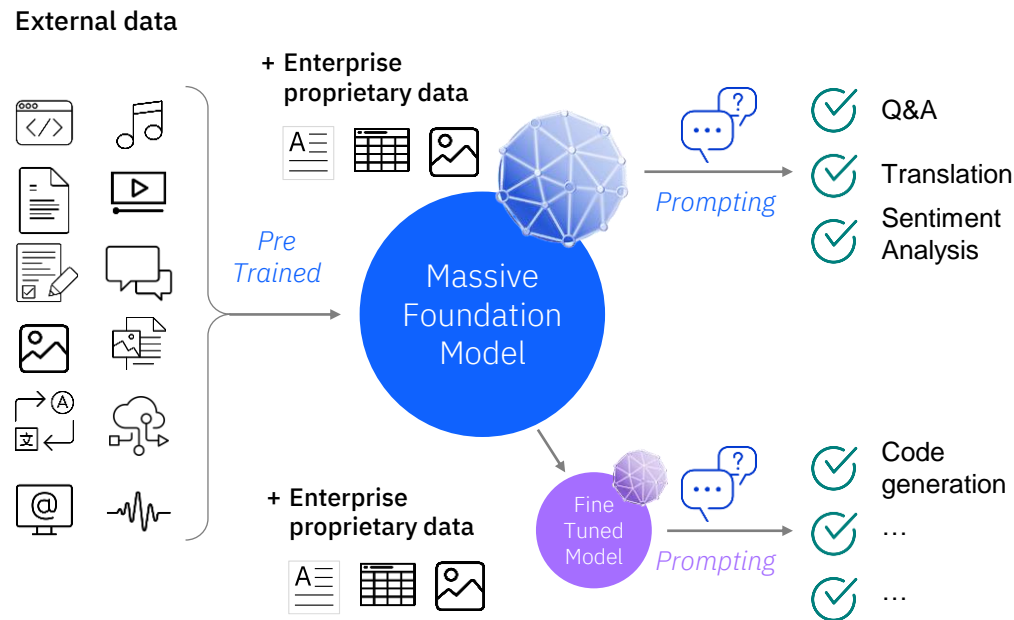
Foundation models establish a new paradigm for AI capabilities

Traditional AI models



- Individual siloed models
- Require task specific training
- Lots of human supervised training

Foundation Models



- Massive multi-tasking model
- Adaptable with minimized training
- Pre-trained unsupervised learning

Enhanced capabilities

- Summarization
- Conversational Knowledge
- Content Creation
- Code Co-Creation

Key advantages

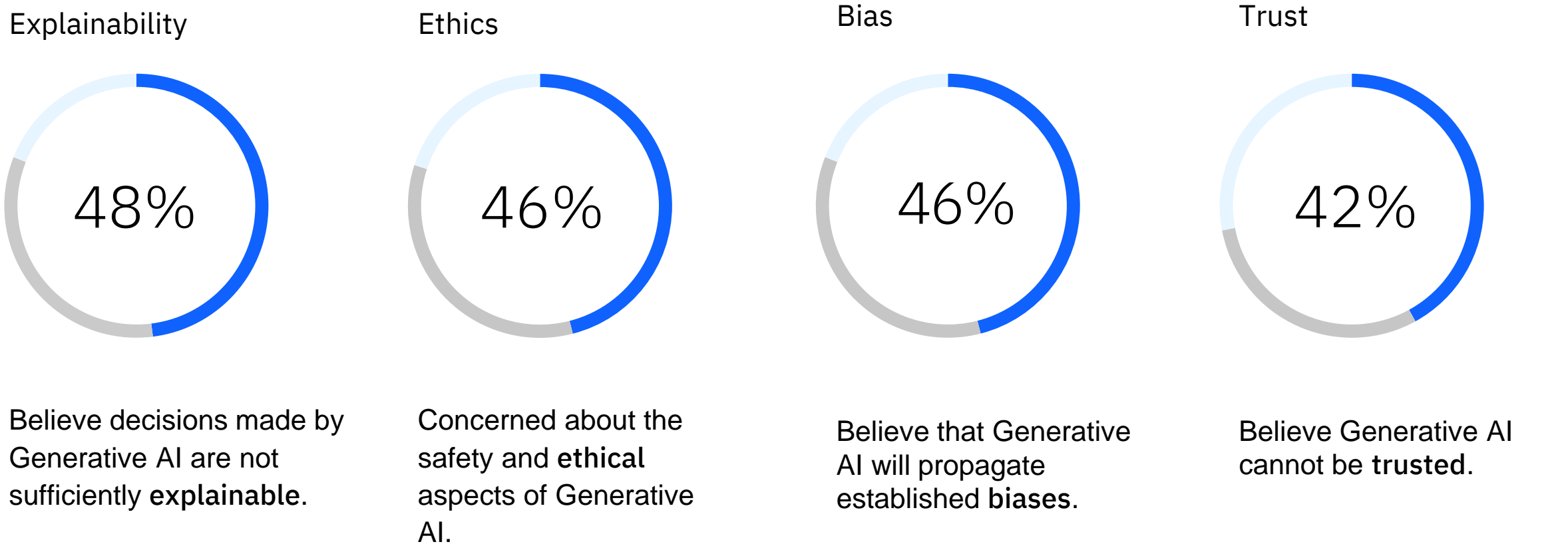
- Lower upfront costs through less labeling
- Faster deployment through fine tuning and inferencing
- Equal or better accuracy for multiple use cases
- Incremental revenue through better performance

up to **70% reduction**
in certain NLP tasks

Enterprise considerations

Business leaders face challenges in scaling AI across the enterprise with trust

80% of surveyed business leaders see at least one of these ethical issues as a major concern



Source: IBM IBV "Generative AI: The state of the market", June 2023

Agree Neutral Disagree

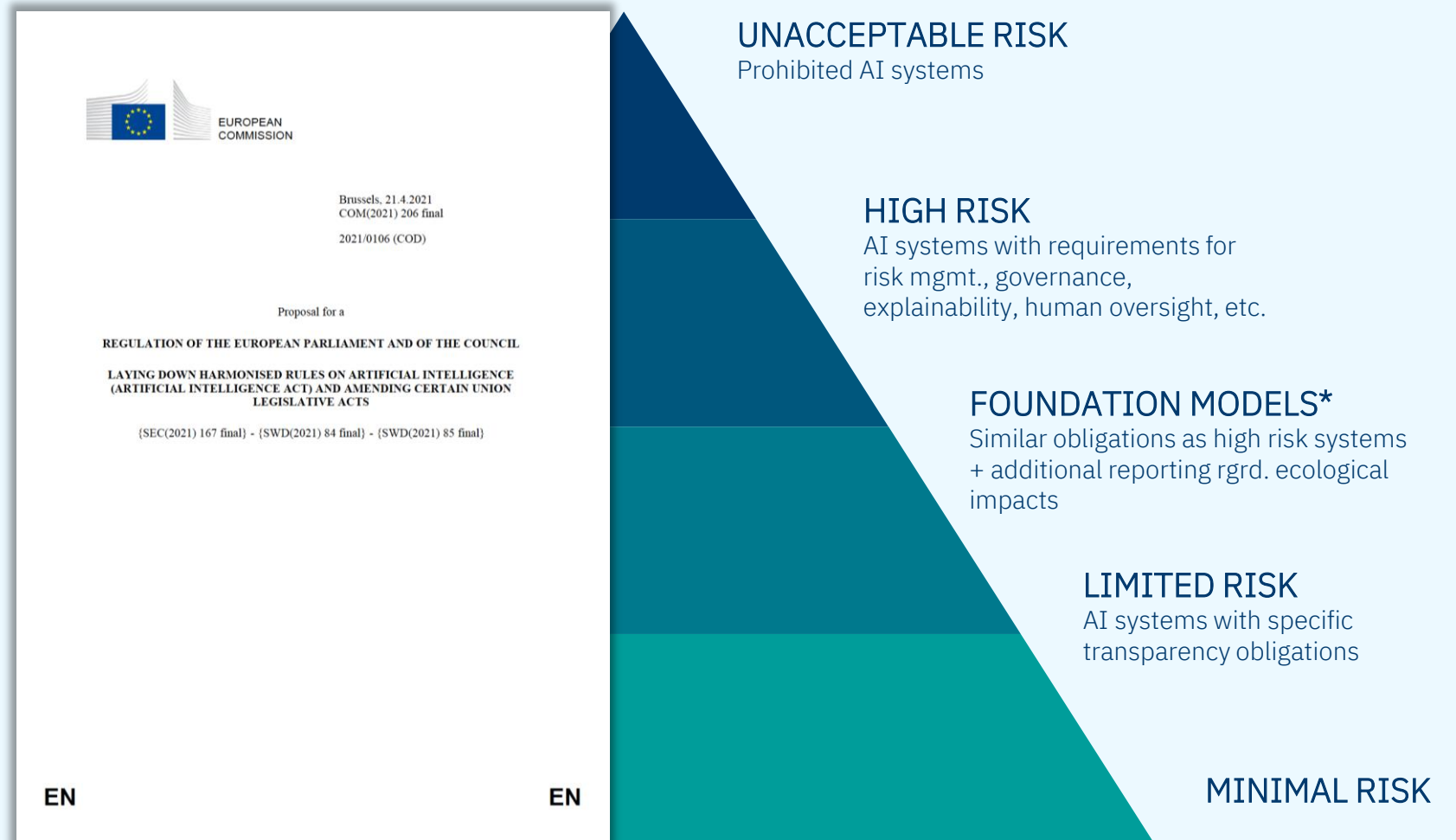
EU AI ACT will highly regulate critical AI models

European Commission has outlined AI regulations that lay down

- harmonized rules for market placing, go-live and use of AI
- prohibitions for “unacceptable risk”
- requirements for “high-risk”
- harmonized transparency rules for “limited risk”
- rules on monitoring, market surveillance and governance
- measure in support of innovation

Regulation applies to:

- providers placing systems/services in EU regardless of location
- Users of AI systems in EU
- Providers and users of AI where output of the system is used in the EU



Put AI to work with **watsonx**

Scale and accelerate the impact of AI with trusted data.

Leverage foundation models to automate data search, discovery, and linking in watsonx.data



watsonx.ai

Train, validate, tune
and deploy AI models

watsonx.data

Scale AI workloads, for
all your data, anywhere

watsonx.governance

Enable responsible, transparent and
explainable data and AI workflows



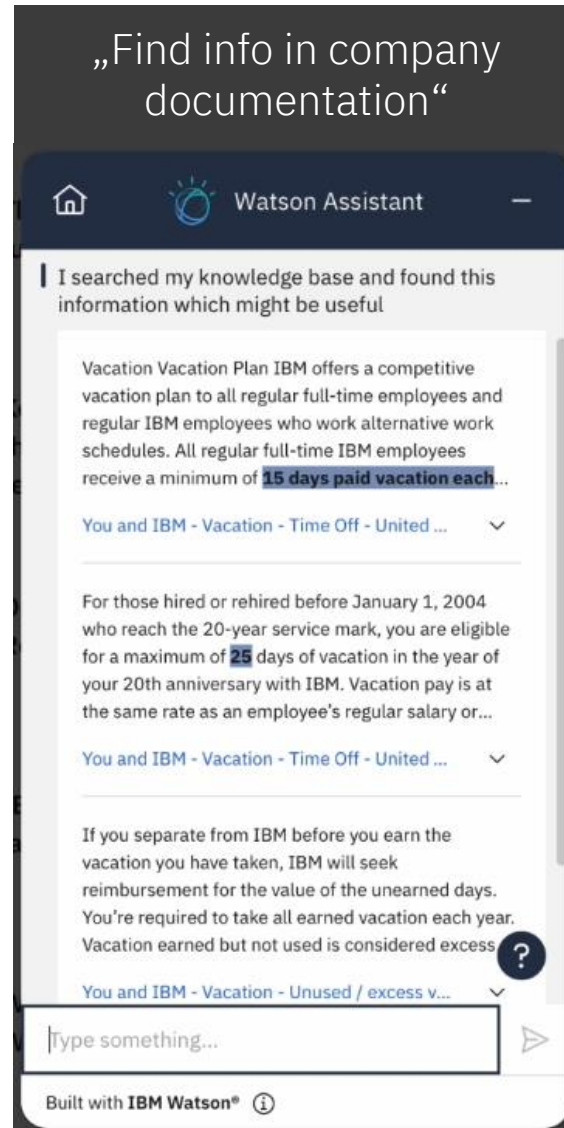
Leverage governed enterprise data in watsonx.data
to seamlessly train or fine-tune foundation models



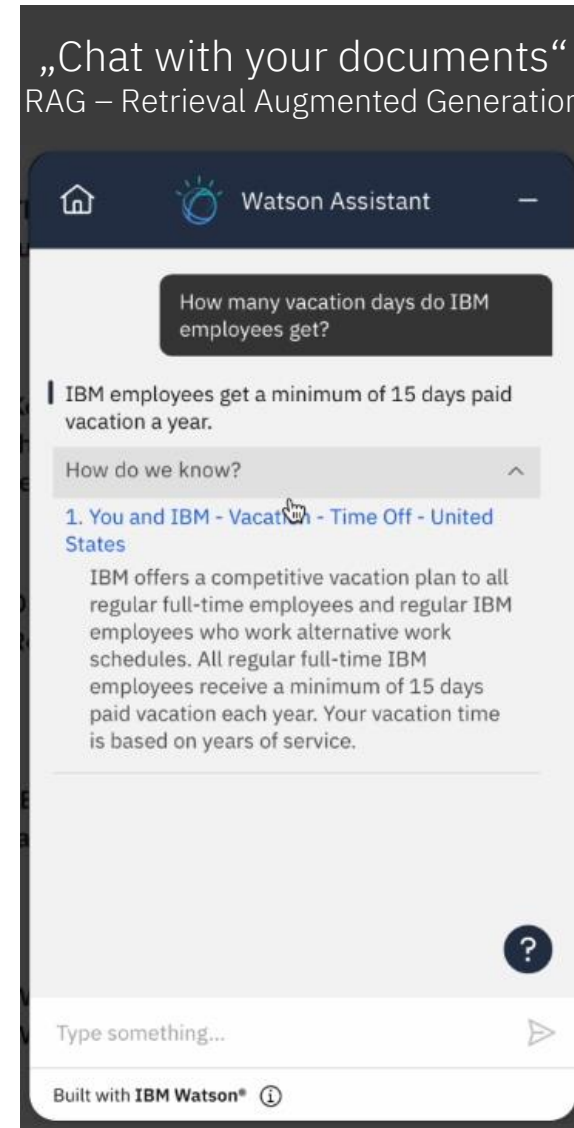
Enable fine-tuned models to be managed through market
leading governance and lifecycle management capabilities

Generative AI applications

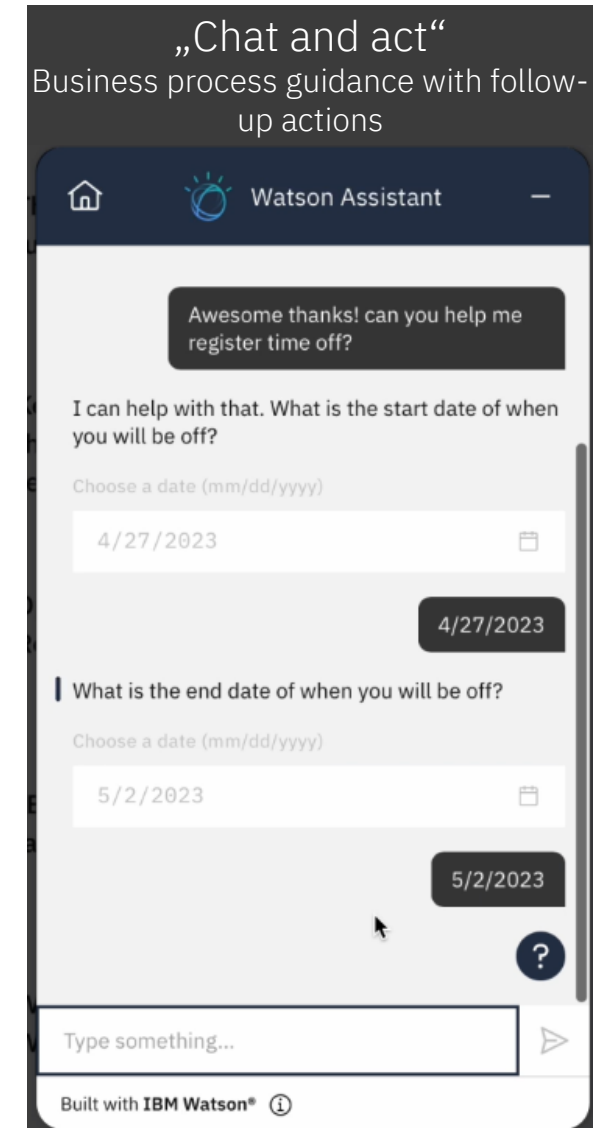
Interplay of generative AI, search skills and defined dialogs for optimal customer experience



watsonx Assistant & Watson Discovery



watsonx Assistant,
Watson Discovery &
Generative AI



watsonx Assistant Scripted
Conversation Flow