



IRIS
by Argon&Co*

Generative AI Starter Day

Our offering

2023

Kick-start your transformation with our *Generative AI Starter Day*

WHY?

To acculturate and identify **concrete GenAI opportunities**, applied to specified business contexts

WHO?

Anyone is eligible, although a good initial data maturity will be an accelerator (technology, skills & change)

GENERATIVE AI STARTER DAY

WHAT?

- **Top 3** most promising **use cases** to engage quickly
- **GenAI fundamentals** presentations
- **Onboarded stakeholders & teams**

HOW?

- **1-day workshop**, in a dedicated place to foster ideation
- Few days of preparation before and synthesis after

TYPICAL AGENDA

Morning

Onboarding on GenAI

How it works

What it can and can't do

Confidentiality

Afternoon

Identification of use cases

Ideation

Stakes & accessibility

Top 3 use-cases

Experience leveraging GPTs

Several projects leveraging LLMs

EDG Ar¹⁸

Knowledge Management Agent

+80 identified use cases



Large audience training material



Technology & use cases watch



2023's buzz word: Generative AI

What are we talking about?



By writing instructions, you can now leverage “intelligent” systems to generate content (text, images, videos, music...)

Why now?



Technology

Data extraction, models and computing



User Interface

Large audience accessibility



Business Maturity

Audience readiness to AI use cases

Key dates

June 2017

The « Attention is all you need » paper is published
Laying the foundations for the architecture of current LLMs (Large Language Models)

June 2020

OpenAI introduces GPT-3
The biggest model ever created

November 30th 2022

OpenAI releases ChatGPT
Generative AI becomes mainstream

March 16th 2023

Microsoft announces Office365 Copilot
Leveraging OpenAI's technology

An active landscape

Key Market players*



OpenAI: some of most popular models on the market (ChatGPT, Dall-e...)

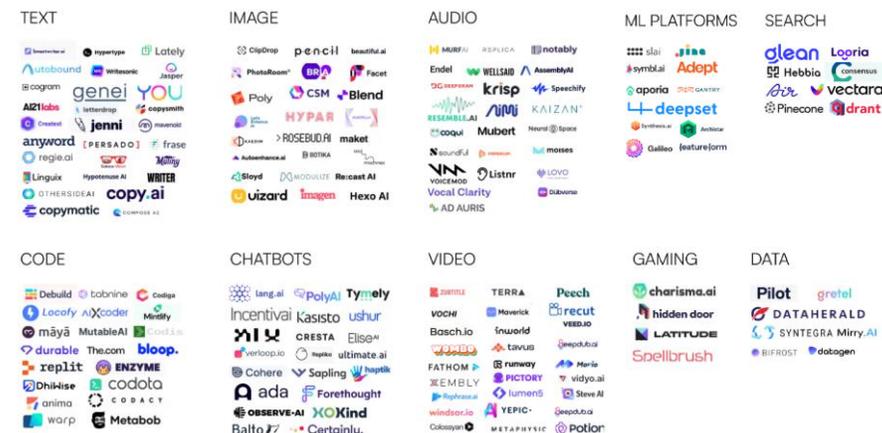


Midjourney, Stablediffusion: among most popular text-to-image generators



GAF: are accelerating in creating their own intelligent agents (Copilot, Bard...)

Generative AI startups landscape



*Illustrative rather than exhaustive

Source: [Antler.co](https://www.antler.co/), Dec 2022 – details in appendices

Using & implementing GenAI helped us forge strong beliefs



**YOU ARE
ELIGIBLE**

*good data maturity
is not a prerequisite*



**ACT FAST
AND FOCUSED**

*market and technology
are moving fast,
focus your efforts for
tangible outcomes*



**REGAIN
CONTROL
AND LEVEL UP**

*many of your employees
are already using GenAI,
without confidentiality or
security control, nor
scaling effect*

Transformation at scale is a journey, starting with the discovery of this technology and its practical applications

From the
Wild West



Set usage guidelines

- Define corporate policy
- Set up safe AI access

Train your employees

- Explain LLMs principles
- Alert on risks and limits
- Train for efficient prompting

Organize the discovery

- Identify your use cases:
- Scalable employee-owned
 - Eligible manual tasks
 - Upgradable automated tasks (chatbots, RPA...)

Enrich your data roadmap

- Prioritize your use cases (value vs. accessibility)
- Include them in your data roadmap
- Steer the value delivered

Market is moving fast: identify max. 3 quick & impactful wins
to start with, and only then consider expanding the scope

Your deliverables for the GenAI Starter Day

IDENTIFIED QUICK WINS

- ▶ 3 prioritized Generative AI use cases, to be launched for Proof of Concept

ACCULTURATION MATERIALS

- ▶ All presentations used during the seminar
- ▶ One-pagers for focused explanations

PRACTICAL NEXT STEPS

- ▶ List of actions to be launched to engage with the transformation (stakeholders management, trainings, framing workshops...)

Our resources, which can be leveraged on the Starter Day

ChatGPT for Dummies: key principles of Generative AI

Getting the model ready

- GPT-3: 750 GB+ of text data used, mainly from the web
- Words are turned into **tokens** (pieces of words), which are converted in arrays (numbers)
- NLP (Natural Language Processing)
- RLHF (Reinforcement Learning from Human Feedback)

Using the model

- "Give instructions"
 1. Give a context
 2. Explain what kind of input you'll give, outputs you'll expect
 3. Start asking questions
- "Get a probable answer"

ChatGPT will use your context to identify most relevant data to be used to answer your question. It will give an answer by predicting, token by token, the next most probable word (based on the context you give).
- "Iterate"

Analyze the agent's answer, and iterate if needed by providing more context or more specific questions

Tokens: how Large Language Models represent text

Tokens are the building blocks of language comprehension for Large Language Models. In essence, they are the individual units or "words" that LLMs use to process and generate text.

- Tokenization breaks down sentences in small segments**
 - These compared to sentences of character level or word level.
 - LLMs are trained to understand relationship between tokens.
- Word embeddings**
 - LLMs are trained to understand relationship between tokens.
- Tokens cost and limitations**
 - When using LLM, you are paying for each token.
- Tokens are more versatile to use than words of characters**
 - Flexibility: Tokens can be words, sub-words, numbers or punctuation.
 - Efficiency: Tokens are more compact than words and characters.
 - Expressiveness: Tokens still provide the flexibility of natural language.
- Tokens give contextual understanding**
 - Context is essential to natural language processing.

Introduction to Prompt Engineering

The goal is to set the proper context to get the correct/expected answer

Acculturation to GenAI fundamentals

1-pagers infographics on GenAI fundamental concepts

Prompt engineering training

More than a hundred of use cases have been identified by communities. They can be regrouped into 11 main categories

Enhanced knowledge management	Enhanced data mining	Enhanced market monitoring	Sketch-to-product
Idea-to-app	Content generation in a specific format	Marketing content generation	Test data generation
Active client assistant	Active personal assistant	Data management	

EDG Ar Knowledge Management

New products Forecasting

Enhanced Process Diagnosis

80+ use-cases for Operations

Live Demos of real-life use-cases

Concrete experience



Why can Argon & Co help you unlock Generative AI power?

About us



IRIS is an **advanced analytics** firm operating at the **intersection of operations & technology**, to develop disruptive data solutions in Supply Chain, Manufacturing, Merchandising, Procurement and finance.

We are part of **Argon & Co**, a global leading consulting firm in Operations Strategy and Transformation. We combine digital and data science expertise with Argon & Co experience in **operations and change management**.

Together with **Argon & Co**, IRIS has been recognized by **Gartner** as **one of the 2 global experts in Digital for Operations**

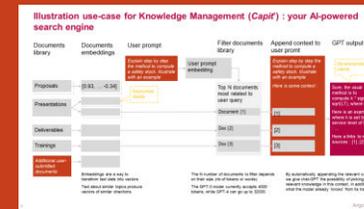
30 data experts: one-team with AI, data and operations expertise

From idea to implementation and process transformation

Live solutions supporting real-life processes



We are building AI applications



Experience leveraging GPTs

We are building our own AI applications for internal use by Argon & Co Consultants

Large audience training material

Continuous training provided to all Argon consultants

Technology & use cases watch

Market trends, technology improvements, use cases (PoC & at scale)...

How IRIS by Argon & Co recently leveraged LLMs

Augmented Knowledge Management



Internal tool

Context of extensive knowledge base but lacking the proper search & summarization tools

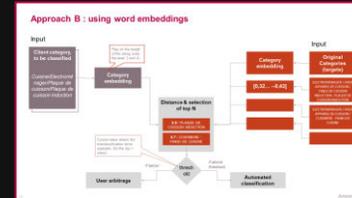
- ▶ Search our internal knowledge base and retrieve relevant documents
- ▶ Chat with documents, get unique expertise
- ▶ Generate new contents, tailored to context



54k

Slides available
With high-quality metadata

Master Data Quality : product information



E-commerce marketplace

Context of high volume of product creation (+1M per week) with varying degrees of quality on product information

- ▶ Product re-categorization (8000+ categories)
- ▶ Taxonomy mapping from one marketplace to another
- ▶ Product title suggestions



Growth of total revenue

Thanks to re-categorization of mislabeled products

New products Forecasting

Example description:

« The product is **PASSION DANCE 50ML EDT**. It belongs to **EDT SPRAY** form, which is in the **EDP/EDT/COLOGNE** form group. This form group is contained in the **FRAGRANCE JUICES** segment, which belongs to **FRAGRANCE** category. The product ...



AVON (cosmetics)

Context of rapidly changing product catalog, with monthly brochure and high rate of New Products Introduction

- ▶ Clustering of similar products based on product master data attributes
- ▶ Leveraged in Machine learning forecasting model to predict sales



Increase in forecast accuracy

Impact on full product catalogue

Budget



1 day format



In your own offices or in a dedicated location to foster ideation



10 – 50 Participants. The budget can be adjusted to account for larger audiences



1 Data expert from IRIS by Argon & Co

1 Facilitator and presenter from Argon & Co

Contact us to get a personalized quote



Fabrice Corbière

fabrice.corbiere@argonandco.com
+33 6 86 07 19 78



Guilhem Delorme

guilhem.delorme@argonandco.com
+33 6 11 52 18 71

Outcomes

Communication material of the day

Long-list of use-cases for your business

Top 3 use-cases, qualified

Key takeaways and verbatims of the day

Leading the way.
Transforming business.

Argon&Co*