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Dawn of Generative Enterprise

– a CXO Co-pilot

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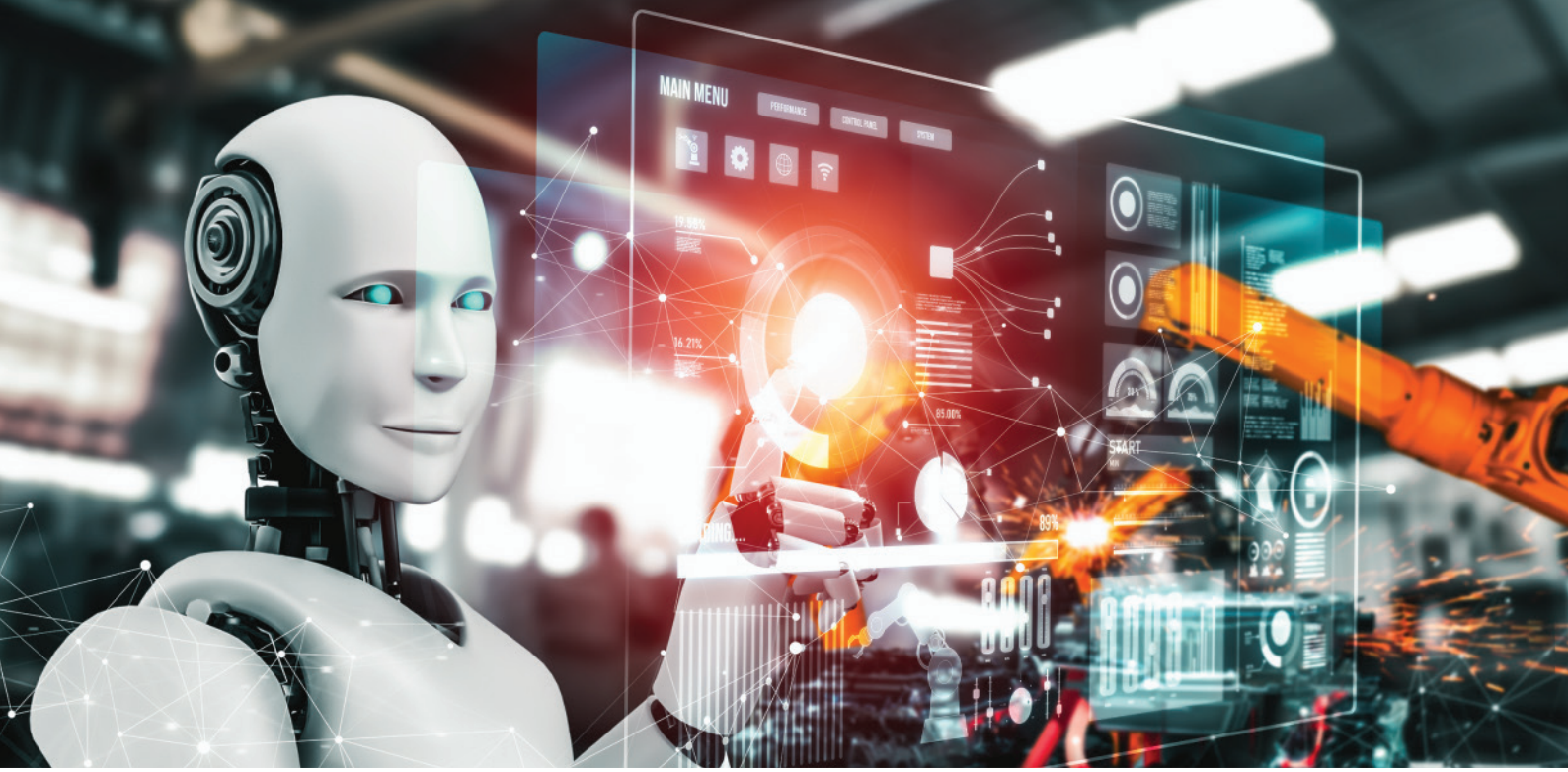
In our last publication "What's slower - your tech evolution or your business evolution? A blueprint to address the CXO conundrum", we introduced our perspective on 'Enterprise of the Future'.

"Generative Enterprise" defines our aspirational vision for the enterprise in the AI era. It represents an organization that is highly aware and responsive to its environment, empathetic in understanding, and autonomous and agile in action. "Data-focused. Insights-aligned. Experimentation-friendly. Purpose-driven." In many ways, the functioning of a generative enterprise mirrors the human mind, body, and soul. It is a cohesive system of software-driven microcosms where core functions are powered by SaaS, Low-Code, and No-Code applications. Orchestration and intelligence are driven by AI and Generative AI.



Let us discuss a few examples of what it means in the real world.

Production

Factory automation is not new. Robotic arms on the assembly line configuring an automotive or machinery have existed for many years. However, creating a Dark Factory was far from reality. The reason is twofold:

1. Human intervention for specific tasks that technology was unable to perform, e.g., visual detection of defects
2. Integration of IT and IoT systems and deriving a single source of insight was challenging

Now, AI and computer vision technologies can take care of every possible task on the shop floor that requires human intervention. API friction and close integrations with SaaS ERP have made it possible.

Branding & Marketing

One would imagine that marketing is the most creative function and will remain untouched by AI. While the assumption is true and will always be, AI can augment the capabilities of a marketing function.

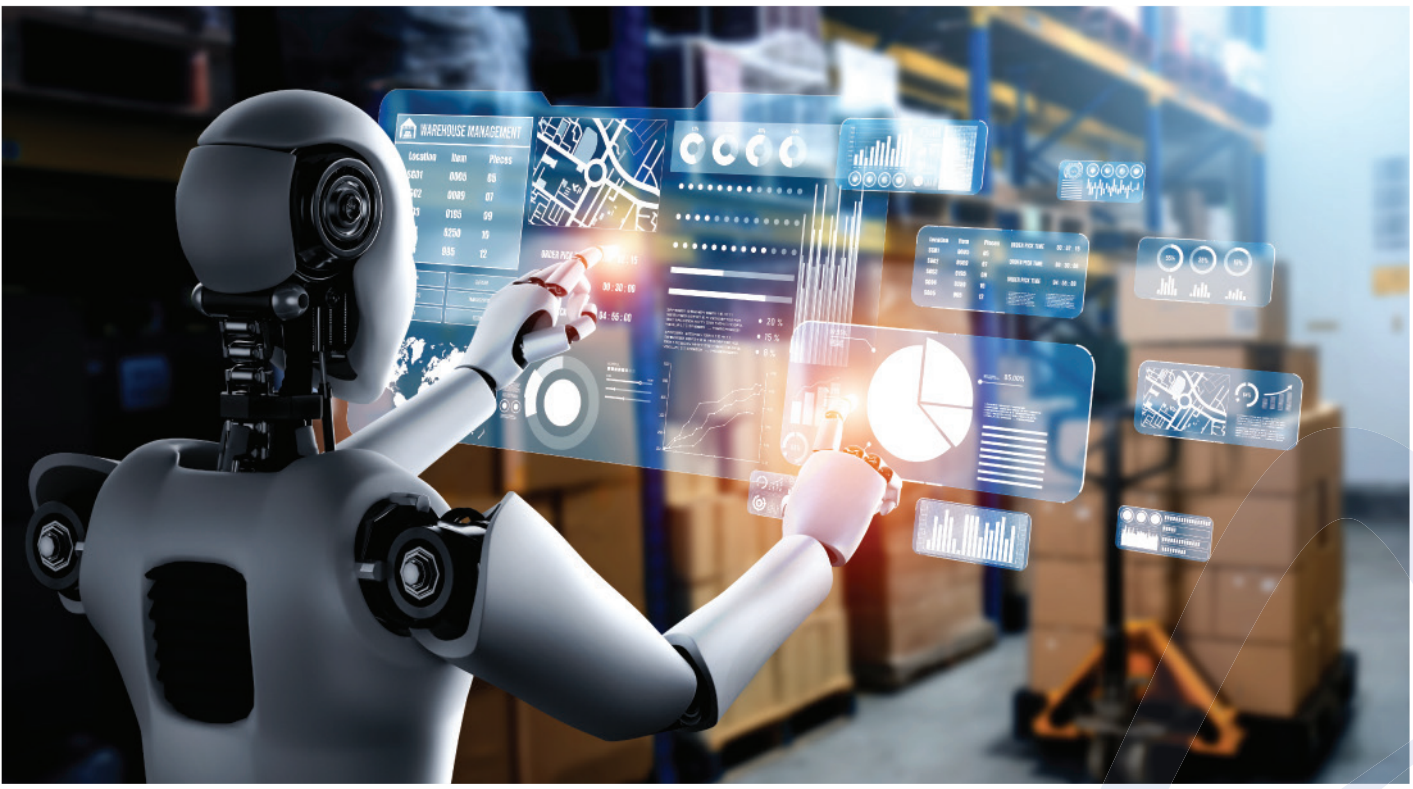
Simplistically put, a marketing function comprises the following steps:

1. Identifying spoken or unspoken needs of your customer based on research and feedback
2. Determining positioning based on competitive products and services
3. Arriving at the brand strategy
4. Generating brand assets and channels
5. Executing the marketing plan

AI can reduce the timeline of the research activity without compromising quality by analyzing huge volumes of data and providing contextualized insights to determine brand positioning. This includes analysis of competitors and recommending various options. Generative AI, with a minor prompt, can generate state-of-the-art content for brand assets. AI can even predict the efficacy of the assets, the campaign mechanism, and the channels. Marketing operations can be automated mostly with a combination of SaaS and automation technologies.

Supply Chain

Cognitive SCMs are systems capable of dynamically calculating and optimizing supply chain performance. Machine learning is heavily utilized in the supply chain for various use cases, including reducing overall supply chain costs, mitigating risks, and improving on-time delivery by suppliers. It also aids in minimizing forecast risks and enhancing the supply chain planning process. Machine learning algorithms identify high-impact deviations and assess their potential impact on critical business metrics. Systems automatically correct incorrect assumptions within predefined thresholds. Additionally, the system continuously monitors and adjusts design parameters over time, closing the gap between expected and actual performance through an AI-powered Control Tower.



Enterprise Twin

Enterprise simulations and reporting, featuring what-if analysis, predictability, and future recommendations, will be driven by automated passthrough workflows and AI-powered predictions. An Enterprise Twin will serve as a virtual representation of a company's physical assets and operations, becoming a real-time tool for managing the organization. The various functional implementations we see today, such as Digital Twins, Supply Chain Control Towers, and Digital Threads, will converge to form a comprehensive virtual model of the company.

As you can see, each enterprise function will eventually become a software-driven function powered by a suite of SaaS products, orchestrated by AI, providing real-time insights, future predictions, and essentially acting as a 'CEO Co-Pilot' delivering Agility, Acceleration, and higher Business Acumen. From our perspective, a Generative Enterprise is in action.

The question is: Will Technology Leaders reshape their roles to create a Generative Enterprise? Will the technology strategy change for enterprises? Will the model of technology delivery undergo a paradigm shift?

Comment to share what you think.
Stay tuned to get answers in the next series of the publication.