



What is Generative Artificial intelligence, or simply, Gen AI?

Think of it as AI on steroids. Gen AI accesses massive amounts of data to give you clear and complete responses and output. **The potential Gen AI use cases for your company are almost infinite - just combine your imagination with your business goals.** Yet, you can implement Gen AI much quicker, and with greatly reduced costs, than any other AI model that's come before.



Let's compare Traditional AI and Gen AI

Traditional AI	Gen AI
Create a model with large amounts of your data	Foundation models with massive data
Must be trained for a specific task	Pre-trained for general tasks and fine-tuned for specific tasks
More costly, takes more time to implement	Greatly reduced costs and much less time to implement
Start with a process and add traditional AI	Start with Gen AI and imagine what's possible

Prolifics is a digital engineering firm helping clients accelerate their digital transformation journeys.



Your Gen AI Differentiator for Better Business Value, Faster

Current top uses for Gen AI

On-demand creation of original content	Instant access to knowledge	Super-charged customer and employee engagement	Limitless data analytics	Automation that takes action	Programming with prompts, not code
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Why Prolifics? We'll get you the most out of Gen AI.

We've made considerable investments in Gen AI use cases in our virtual Prolifics Innovation Center. We have the expertise to build end-to-end solutions using Gen AI, with our own development accelerators across integration, automation and more.

You'll get prototypes quickly, then production-level minimal viable products (MVPs) in the cloud or your data center.

We'll help you understand what the best technology is for your Gen AI use cases - because we've already done it with a range of different technologies. We're not tied to one specific technology solution.

You'll have strong data and AI governance from day one, thanks to our governance framework expertise and accelerators.

Prolifics "Power of 1"



Connect with a Prolifics Gen AI expert today.

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