

# How to harness the value of GenAI business use cases



Building a better working world



## Authors



**Oscar Marin**

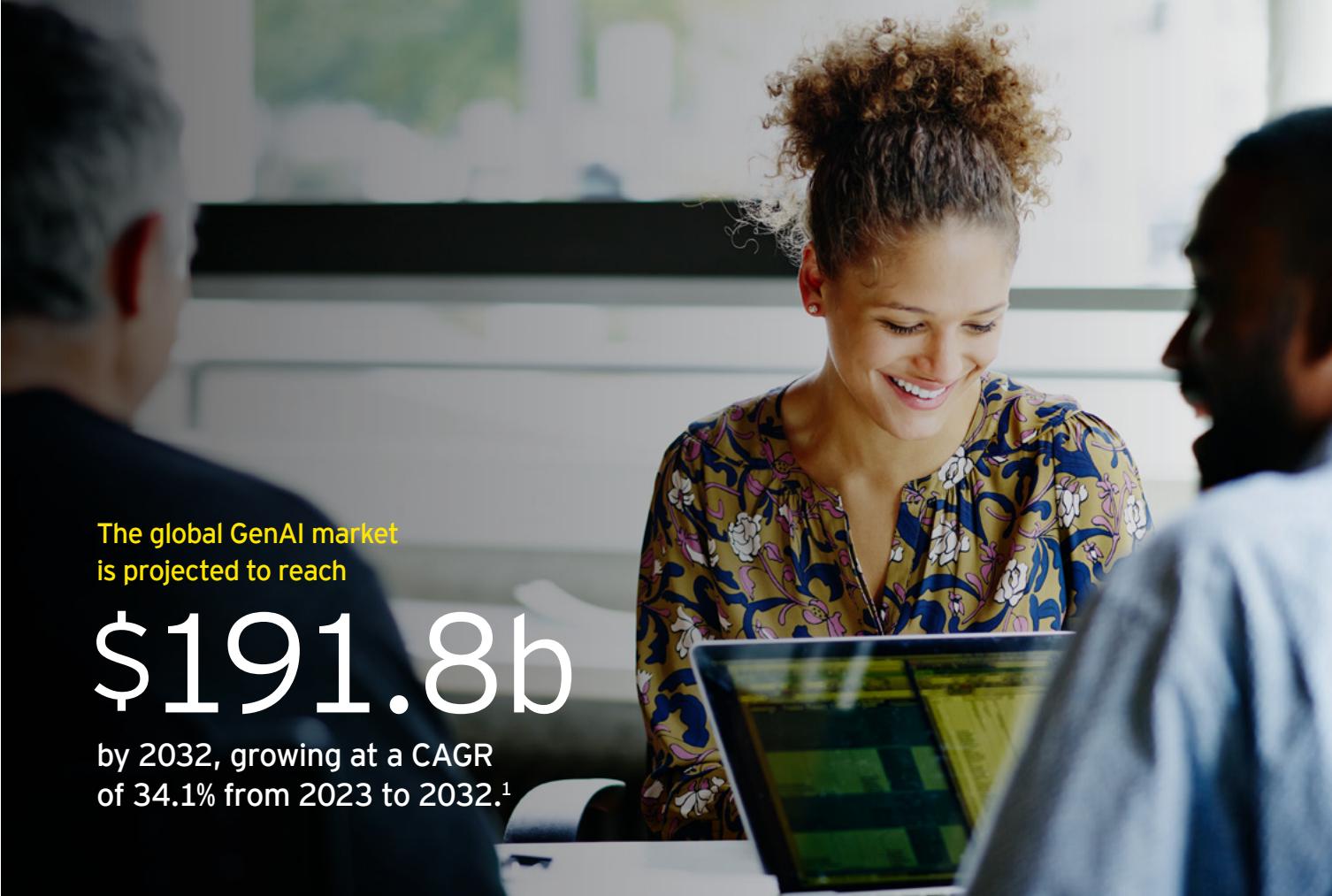
EY Process AI and Automation leader



**Ed Bobrin**

EY Microsoft Technology Consulting Executive Director and  
EY Microsoft Azure OpenAI COE Leader

The time for discussion and debate is over. Generative AI (GenAI) has rapidly advanced, showcasing significant business benefits for all types of organizations. A huge upside exists for those that operationalize it well – analysts predict that the global GenAI market is projected to reach \$191.8 billion by 2032, growing at a CAGR of 34.1% from 2023 to 2032. Now, thanks to the seamless integration of these capabilities within Microsoft's industry-leading suite of technologies, it's no longer a question of whether to use it, but rather, mission-critical to determine how to effectively operationalize it within your organization.



The global GenAI market  
is projected to reach

# \$191.8b

by 2032, growing at a CAGR  
of 34.1% from 2023 to 2032.<sup>1</sup>

Many companies often struggle at this crucial first step – particularly in their eagerness to quickly embrace these advances and keep up with competitors. While it's easy to recognize the potential of GenAI in improving efficiencies, speed and other factors, it can be challenging to prioritize which use cases should be addressed first and why. If you find yourself in this situation, where your operations, manufacturing, IT and leadership teams are continuously exploring the topic but not getting started, it's time to evaluate and prioritize practical GenAI use cases that align with your business goals.

That starts with considering four key factors:

1. Leveraging the right GenAI tools
2. Assessing the best use cases for your business
3. Working within a closed AI environment
4. Developing a core GenAI capability for the future

Read on to learn more about each step.

<sup>1</sup> Grand View Research, "Generative AI Market Size To Reach \$109.37 Billion By 2030," [grandviewresearch.com/press-release/global-generative-ai-market](http://grandviewresearch.com/press-release/global-generative-ai-market), February 2024.

## Questions leaders should consider when prioritizing GenAI use cases

Strategy	Does GenAI impact our company's strategy and market position?
Value	Can we leverage GenAI to create value and create shareholder returns?
Integration	Can we integrate GenAI into our teams' skill sets, as well as as our core technology and information systems?
Safeguards	Do we place the right safeguards and controls to operationalize using GenAI?
Competition	Can GenAI help our organization stay ahead of the competition and enhance customer engagement?

## Benefits of Microsoft Azure OpenAI

Microsoft Azure OpenAI offers a secure and dependable avenue to leverage state-of-the-art language AI models, like OpenAI GPT, Codex and DALL-E, within the Azure ecosystem, ensuring the protection of corporate intellectual property and customer data. Microsoft is also investing heavily in intelligent assistants called "copilots" across their business applications, security and platform solutions. These seamless integrations with Azure OpenAI and other services in Microsoft Azure are a key advantage in ensuring consistency across

their back-office infrastructure and front-office applications. These integrations also allow developers to effortlessly incorporate AI applications with additional Azure services, such as Azure Data Lake Storage, CosmosDB and Cognitive Services tools. This integration grants greater adaptability and oversight over data processing and analysis, simplifying the development of intelligent applications that are capable of efficiently handling vast amounts of data.

### Increased efficiency

**55%**

programming time (Microsoft)

**44%**

time savings in professional writing tasks (MIT)

### Increased creativity

**57%**

of consumers believe that GenAI will enhance creativity (Adobe)

### Improved experiences

**72%**

of global consumers said that GenAI would improve CX (Adobe)

## Leveraging the power of Azure OpenAI – a new answer to an old problem

Fortunately, leveraging Azure OpenAI does not require organizations to search for entirely new problems to solve. Instead, it provides a new and dynamic solution to many challenges that all organizations continually face: How can we work smarter, harder and faster? Successfully tackling these questions is what keeps an organization competitive and profitable.

By adopting a forward-thinking approach and viewing Azure OpenAI through this lens, organizations can expedite the assessment and prioritization of potential use cases. For instance, imagine being able to swiftly generate thousands or even millions of lines of code, enabling faster software product launches. Or picture utilizing intelligently enhanced customer response models to improve service response times, quality and customer engagement. Consider the possibilities of uploading existing and historical datasets and utilizing AI assistance to develop comprehensive business

roadmaps based on exhaustive historical contexts, sales figures and business scenarios. All of this is now possible, as well as an incredible computational capability that has just never been available before now.

Assuming robust and relevant datasets, Azure OpenAI opens new avenues to better planning, greater productivity and ultimate profitability. Embracing this concept allows businesses to effortlessly leverage the power of GenAI to uncover innovative solutions and propel their success.



## AI strategy to build real use cases

Over the past year, many companies have embraced GenAI in their operations. This adoption was often driven by employee experimentation without proper governance or business sponsorship. While there are many benefits to GenAI, its haphazard introduction can introduce inconsistencies and risks into standard work processes.

To address this, Ernst & Young LLP (EY) and Microsoft are working together to help organizations introduce GenAI benefits using Azure OpenAI in a way that is both more aligned with daily, operational processes, as well as their mission-critical long-term business goals. The EY-Microsoft Alliance combines our extensive sector experience with Microsoft's trusted and widely adopted platform and solutions to aid organizations in their transformation journey through data practices, machine learning and AI.

EY and Microsoft are teaming to help organizations determine how GenAI aligns with their business goals and objectives, governance and responsible AI practices, and the impact on the business, use cases and target operating model. Using tools, frameworks and best practices from its business transformation with Azure OpenAI solution suite, EY teams guide

organizations on how to skill up on Azure OpenAI and integrate it into their core technology and information systems. EY teams also help organizations mitigate potential risks by recommending safeguards and controls to operationalize using GenAI.

This work starts with the development of an assessment framework that evaluates potential GenAI use cases against specific criteria and attributes aligned with foundational business practices, operational methods and growth goals, among other factors. The specific questions in the framework may vary depending on each organization's maturity level, but the underlying principle remains the same: confirming that GenAI use cases are not just a hasty deployment of the latest technology, but genuine proofs of concept that drive efficiencies, save time and lower costs to create a competitive advantage.

## How we drive innovation

GenAI strategy and roadmap	Governance and responsible AI	Scaled use-case enablement
EY teams deploy a roadmap for value creation through business or operating model transformation, balancing risk and reward.	EY teams deploy and scale services to help companies govern and help deliver AI responsibly. Our offering includes processes, procedures and enablement of model risk management for GenAI models.	EY teams help companies to prototype, build, scale and deliver use cases into a complete production environment (data ops, API integration). They also facilitate innovation, awareness, training and upskilling.

## Explore in a closed AI environment

Just as a hammer can cause damage in unskilled hands, the power of GenAI must be handled with caution. Without established protocols, guidelines and governance, there is a risk of confidential and sensitive company information being uploaded into GenAI tools and becoming accessible to unauthorized users.

We understand the importance of mitigating AI risks in terms of both individual roles and the organization as a whole, working within Microsoft Azure OpenAI – the only closed and secure environment for exploring GenAI development. Azure OpenAI combines all of the generative capabilities of OpenAI's applications with Microsoft's suite of industry-leading software solutions and apps.

The Azure environment gives organizations the benefit of built-in security, privacy and governance. EY Strategic Consulting Support team provides the confidence and flexibility to integrate other AI tools to explore and develop GenAI applications, knowing that the right technology, practices and people are in place to help.



## Getting started: developing a core GenAI capability

As your organization explores Azure OpenAI, understand that the pace, scope and scale of this technology's importance in future business are growing rapidly. It's time to develop a core capability that covers all aspects and impacts of use cases on your business.

This includes a governance body with policies and protocols in place for development of all use cases, but also risk assessment and business scenario planning functions to look at predicted outcomes, both good and bad.

All implementations of GenAI must undergo thorough vetting against all of these criteria. As your use of the technology and new tools expands, it is crucial not to overlook the most vital element of rolling out GenAI applications: **your people**.

They must be at the forefront of your plans and implementations. This entails deploying appropriate education, training and performance management systems to ensure that they utilize GenAI tools as intended, yielding the best possible results. Additionally, it is critical to recognize that your people are not just passive users of AI.

Every interaction, data upload and prompt entered will shape the learning of your use case and its long-term viability.

### Steps to establish a core competency for GenAI tools:

**1** Create a vetting process for use cases

**2** Establish a centralized governance body

**3** Identify inventory of user privileges by content type

### CONCLUSION

By integrating Microsoft's technologies and Azure OpenAI in a strategic way, organizations can improve their work quality, speed and efficiency. To succeed, organizations need to think ahead and evaluate use cases based on specific criteria and attributes.

When organizations align Azure OpenAI use cases with their business goals, they can work more efficiently, reduce costs and gain a competitive advantage in the market. This can help them stay ahead of their competitors and differentiate themselves in the industry.

With EY and Microsoft, organizations can go further and leverage GenAI's full potential for faster innovation, better efficiency and higher profits in the digital era.



**Learn more**

---

Discover how the EY-Microsoft Alliance generates value for companies by unlocking the power of data and AI [here](#).

**Additional resources**

---

Begin your exploration of [AI at the EY organization](#) and [Azure OpenAI](#) with these additional resources:

- ▶ [Learn how EY and Microsoft can confirm that your data is AI-ready for business transformation.](#)
- ▶ [Learn how to avoid wrong turns on the road to responsible AI.](#)

**Key contributors**

---

**Oscar Marin**  
EY Process AI and Automation leader  
Ernst & Young LLP

**Ed Bobrin**  
Consulting Executive Director and  
EY Microsoft Azure OpenAI COE Leader  
Ernst & Young LLP

**Contact**

---

Discover how the EY-Microsoft alliance helps your organization leverage GenAI responsibly. Contact:  
[americasmicrosoftallianceteam@ey.com](mailto:americasmicrosoftallianceteam@ey.com)



# **EY | Building a better working world**

**EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.**

**Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.**

**Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.**

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](http://ey.com/privacy). EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit [ey.com](http://ey.com).

## **About the EY-Microsoft alliance**

Every day, throughout the world, businesses, governments, and capital markets rely on EY business ingenuity and the power of Microsoft technology to solve the most challenging global issues.

EY and Microsoft teams bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve our clients' most challenging issues by blending trusted industry expertise with innovative cloud technology. Our strategic relationship draws on decades of success developing visionary solutions that provide lasting value.

**Together, we empower organizations to create exceptional experiences that help the world work better and achieve more.**

© 2024 EYGM Limited.  
All Rights Reserved.

EYG no. 000915-24Gbl  
CSG no. 2312-4390176  
ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

**ey.com**