



Transforming business with GenAI

In today's challenging business climate, the need for innovative and scalable technology solutions is more critical than ever. We at Deloitte, are excited to introduce our Business Transformation Program, catalysed by Generative AI (GenAI).

Deloitte is committed to getting our partners and clients on the journey that leads to successful transformation into the AI era.

We've understood from our clients and the market that:

- GenAI is hyped
- GenAI comes with a lot of risks
- Gaining sizeable benefits is challenging
- There is a lack of clarity on GenAI use cases

Main gains with GenAI

Up to **80%** enhancement of current back-office admin jobs

30-40% alteration of domain-specific daily tasks

Transition from **content generation** to **content review & summarization**

Our vision for your GenAI journey:

1. Activation

Every company will use GenAI in future upgrades and versions of their core systems.

Companies need to prove that gains to automated business processes can be made by utilizing GenAI, and our [Activation Lab](#) will accomplish this goal.

2. Scaling

GenAI is not a single tool - it will accelerate automation in many processes.

Deloitte will help with the operating model and navigation across technologies, allowing you to [scale](#) the solution.

3. Re-imagination

People will be using GenAI in their daily lives, private or professional.

You will routinely build tactical automations with GenAI and adopt core systems with GenAI add-ons. We will help you [re-imagine](#) and re-envision your business under this new scope.

Our ready-made GenAI accelerators

Horizontal

IT Helpdesk	Live Translations	BI on steroids
HR Helpdesk	Procurement Pilot	Invoice Reporting

Domain-specific

Marketing	Manufacturing	Consumer
Social Media Customer Sentiment	Predictive maintenance	Personal shopper
Automated Text Creation	Maintenance helper	After sales dealer support
Social Commerce	Safety instructions & policy making	Enhanced Search & Upselling
		Client acquisition
		Claims bot

GenAI Activation Lab

Where your **journey begins**

Start your adventure into the realm of Generative AI with our exclusive Activation Lab. Instead of a simple workshop, we offer a powerhouse of innovation where you will witness the progressive shift from standard automation to the intelligence of AI.

At the Activation Lab, we provide comprehensive guidance on identifying processes suitable for hyperautomation with Generative AI, weaving in your business' unique traits and requirements. But we go beyond just the theoretical. Prepare to delve into practical applications and experience hands-on the transformative potential of GenAI in action.

In the Activation Lab, we will

- 1 Give** you hands-on experience with Generative AI tools from different domains
- 2 Discuss** legal, security, ethical and compliance implications of GenAI
- 3 Explore** applicability across functions (Finance, HR, IT, Marketing...)

What you will get

- ★ Confidence and inspiration to get your business on the path of GenAI enablement
- 💡 Clarity on how GenAI will help you across all functions in your company
- ☰ List of quick wins to establish trust and capability in GenAI-enabled processes

Who will take you through the lab

GenAI experts

Bringing knowledge of solutions that cover hyperscaling and span across technologies.

Industry experts

Our Deloitte team that has experience working in your industry and implementing new technologies

Legal and compliance experts

With insights of current and future legislation, decreasing risk on your GenAI journey

Deloitte.

Learn more about the potential of our collaboration through some materials that we have prepared to help you understand Deloitte's GenAI capabilities:



Deloitte GenAI Dossier

Check out our Dossier that contains a huge list of use cases. We have over 500 use cases in our books, and the number is growing.



Deloitte GenAI Legal PoV

Check out our Legal & Security insights to get a sneak peak to what you should consider.



Jan Hejtmánek

Partner | Intelligent Automation
jhejtmanek@deloittece.com
+420 731 685 523



Petr Kaválek

Director | Intelligent Automation
pkavalek@deloittece.com
+420 739 320 460



Vladimir Peric

Senior Manager
Intelligent Automation
vperic@deloittece.com
+420 774 267 060