

CI&T

GEN AI PULSE

THE YEAR IN ENTERPRISE AI **2024**

FOURTH EDITION

Co-creating AI for Unprecedented Enterprise Impact

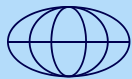
We invited some of our clients, partners, and co-creators to share their insights, concerns, strategies, and ideas on the evolving landscape of generative AI in enterprise settings.

Together, we are shaping the future of generative AI, by driving innovation and efficiency.

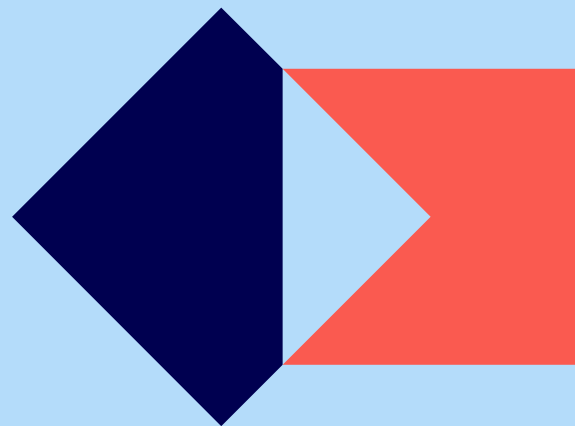


ALBERT EINSTEIN





**Gen AI: the
game-changer
every business
needs, even the
ones that don't
know it.**



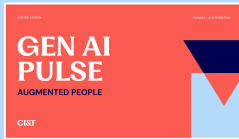
Navigating Change

Generative AI as the Competitive Edge

This technology is not just enhancing efficiencies but also driving innovation across sectors. Businesses are leveraging AI to gain a competitive edge in a rapidly evolving market landscape to be ahead of the curve.



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"Generative AI is not just an option—it's a transformative necessity."

To lead in the enterprise landscape, organizations must master the technology, develop tailored AI solutions that work seamlessly within their business environments, and pair them with ethical governance and a robust knowledge foundation.

This means leveraging AI efficiently, responsibly, and at scale: mitigating risks, building trust, and ensuring fast, reliable data to power the most effective use of Gen AI.

With these pillars in place, businesses can achieve hyper-personalization, predictive insights, and operational efficiency—transforming innovation into sustainable value for clients and operations alike."

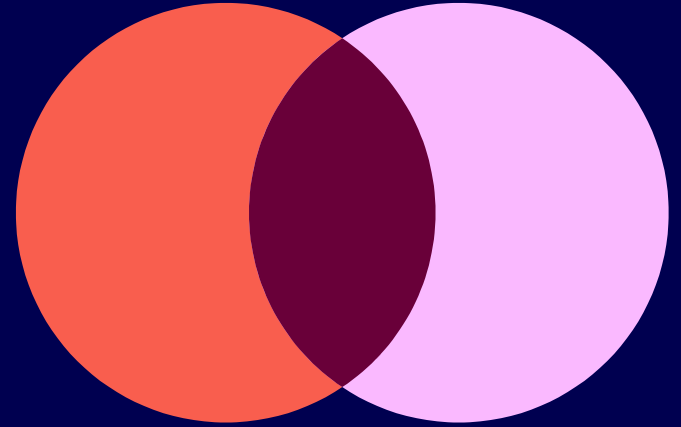


Ricardo Guerra
CIO at Itaú





**If you are not aiming
for disruptive
productivity, why
bother starting?**



AI-Driven Transformation

Elevating Standards & Efficiency

Gen AI's productivity possibilities



McKinsey
& Company

Artificial Intelligence | Public Sector

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AI is set to revolutionize productivity by automating up to 70% of routine tasks, particularly in knowledge-intensive roles.

This shift allows employees to focus on strategic, high-value activities, fostering innovation and strategic growth across enterprises, all while optimizing operational efficiency.

"Ânima Educação leads the educational transformation in Brazil by integrating generative artificial intelligence into its processes. We are promoting a revolution in learning through hyper-personalization and scalability, while also optimizing operational efficiency.

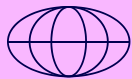
Through a culture of innovation developed in partnership with CI&T and supported by a robust experimentation pipeline,

GenAI has been a catalyst for high-impact projects for the Anima Educação group, accelerating our mission to transform the country through education."

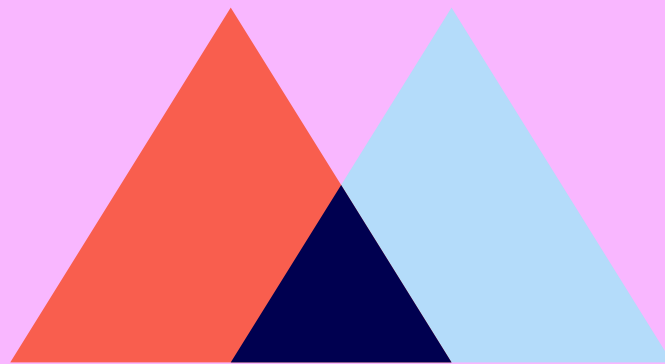


João Talles Dantas Batista
IT Director Anima Educação

ănima



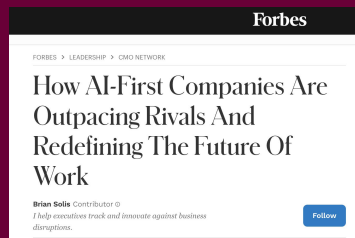
**Stop measuring
humans like
machines, and
AI like humans.**



Workforce Transformation

AI's role as the catalyst for the future.

By 2030–2060, AI is expected to automate half of all current work activities, reshaping the future workforce.



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This transformation not only enhances efficiency but also necessitates a shift in workforce skills and roles, preparing enterprises for a new era of intelligent, adaptive work environments.

"The evaluation of human beings and artificial intelligence (AI) reflects a contradiction in social expectations.

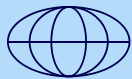
On one hand, humans are often measured like machines, focusing on productivity and efficiency in work environments, where tangible results are the main criteria for assessment. On the other hand, AI is expected to be evaluated based on human characteristics, such as empathy and emotional understanding, especially in virtual assistants that interact with users.

This duality raises questions about the value of human work and the role of technology, challenging us to reconsider how we measure both human performance and the effectiveness of AI. We need to find a balance that values productivity and empathy, promoting a more human interaction with technology."

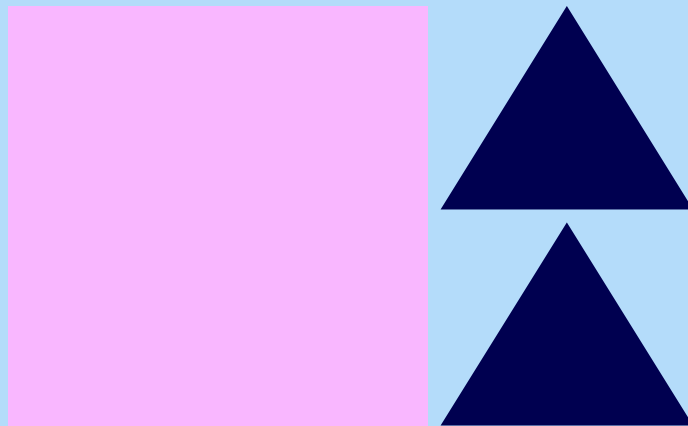


Juliana de Carvalho
BASF

BASF
We create chemistry



**Mastering AI is
the leadership
test of our time.**



Leading with Vision

Promoting strategic AI Adoption to ensure success

Adoption of Generative AI requires visionary leadership to guide organizations through its complexities.

AI Leadership: Why AI Is Every Leader's Responsibility

Sherrod Odlov Contributor @
Sherrod Odlov covers organizational transformation
and innovation.

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Forbes

JUL 14, 2024, 06:14pm EDT

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Leaders must develop clear strategies that align AI initiatives with business goals, fostering a culture of innovation and resilience. By empowering teams and embracing AI's transformative potential, leaders can drive significant business value and maintain a competitive edge

"AI is not just a technological leap forward; it's a catalyst for human innovation with the potential to transform the ways that each of work in ways that may not be imagined yet.

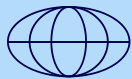
As leaders, we have the privilege and responsibility to harness this potential and guide our teams through uncharted territories.

By fostering a culture of curiosity and resilience, we empower our people to blend their unique human insights with AI's capabilities, creating unprecedented opportunities for growth and discovery."

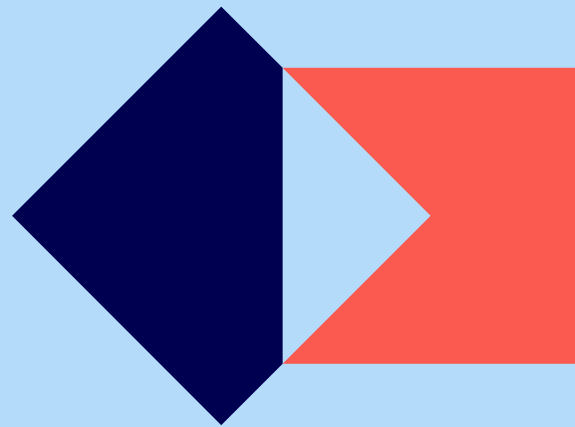


Jason McMann
VP, eCommerce Eng.





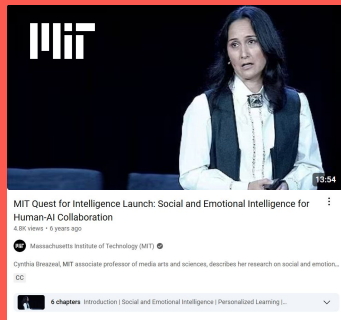
**Shape the future
of work—or be
shaped out.**



Seamless Human-AI Integration

The power of collaborative intelligence

Integrating human insights with AI capabilities is pivotal for future success.



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Organizations should focus on training and empowering their workforce to apply AI effectively, fostering a collaborative environment where human creativity and AI efficiency thrive.

This approach not only enhances productivity but also paves the way for innovative solutions and sustainable growth.

"Our approach has been to train and empower people to use this technology. Because people who are not qualified to use these tools effectively may be left out of the job market.

The big question here is not whether AI will take the place of humans, but whether humans will be able to apply AI to their own work and achieve a higher level."

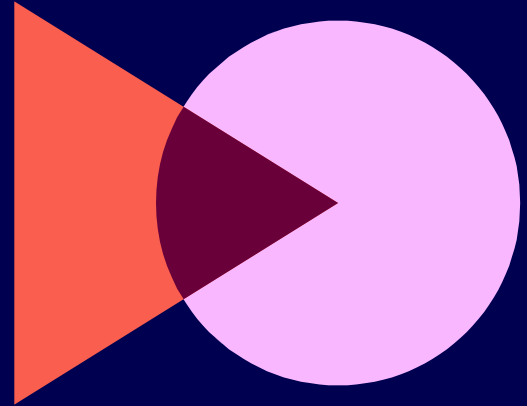


Marcos Sirelli
CIO at Porto Seguro





**Without ethics, AI
innovation becomes
AI destruction.**



Human values

Designing **ethical** frameworks for AI implementation



AI And Machine Learning

Designing a Responsible AI Program? Start with this Checklist

by Reid Blackman and Ingrid Vasiliu-Feltes

December 5, 2024

[Access here >>>](#)

With the rise of Generative AI, emphasizing ethical considerations is essential. Organizations should develop frameworks to tackle challenges like data privacy and bias. By promoting ethical awareness and incorporating governance, businesses can build trust and harness AI responsibly.

"At YDUQS, we believe that education must keep pace with the needs of the modern world.

Generative artificial intelligence has been a strategic resource for providing more personalized and inclusive learning experiences, adjusting content to the profile of each student.

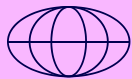
We are committed to using technology responsibly, prioritizing safety and ethics, and preparing our students for a dynamic and ever-changing future, with a common focus on increasing the employability of our students, and CI&T has been a great partner in this journey."



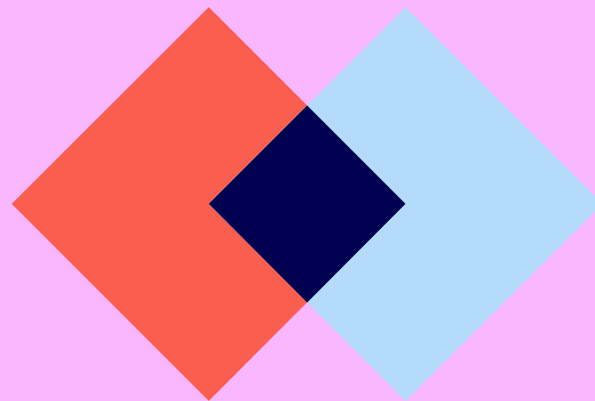
Eduardo Parente
CEO YDQUS

YDUQS

CI&T



**Data makes AI
real, not hype.**



Building Trust in AI

Tackling concerns around data integrity and transparency

"As generative AI becomes integral to business strategies, challenges such as data privacy, regulatory compliance, and workforce skill gaps emerge.

Addressing these issues requires robust risk management frameworks and strategic planning to harness AI's potential while mitigating associated risks.

By doing so, organizations can unlock measurable results like increased efficiency, productivity, and time saving. Proactive solutions position businesses for success in the AI-driven economy.



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" Generative AI has captured the attention of business leaders, largely due to media hype. However, leveraging GenAI to drive business value within an enterprise

demands strategic planning and continuous efforts to ensure the availability of high-quality data for the models.

This requires a concerted effort across the entire organization. Additionally, selecting the most impactful use cases that can maximize the value generated by GenAI capabilities is crucial."

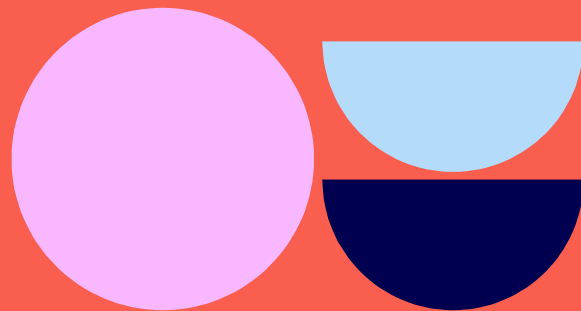


Aldrin Fernandes
Director MarTech (HCP)





**Humans hold the
power to either
unlock or block AI's
true potential**



Framework for Success

Scaling AI through structured adoption



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Successful AI integration demands a strategic approach to technology adoption.

Enterprises must develop clear, actionable roadmaps that align AI implementation with business objectives, ensuring seamless integration and maximizing the benefits of AI technologies for sustained competitive advantage.

"We are living through a unique and unprecedented technological transformation. GenAI, in particular, is impacting all levels of organizations at a speed never seen before. In the healthcare sector, it is redefining practices and processes at a dizzying pace, requiring a profound cultural and mindset shift, as well as constant investments in training. However, far from replacing professionals, AI acts as a catalyst, enhancing human capabilities and paving the way for more efficient, accurate, and accessible healthcare."



Igohr Schultz
CDTO Hospital
Israelita Albert Einstein



"The true limitation of AI isn't the technology—it's the vision of those who use it."



Kaushik Patel
Head of Biz Systems
at CI&T Impact AI >>



"The true power of AI lies not in optimizing what exists, but in reimagining what's possible."



Ian Beacraft,
CEO and Chief Futurist
Signal and Cipher.

NAVIGATE CHANGE WITH CI&T

YOUR PARTNER IN AI TRANSFORMATION

CI&T is your trusted tech partner in navigating change as we embrace the generative AI enterprise frontier.

Together, we will develop your workforce into proficient AI professionals, equipping your organization to not only adapt but lead in the era of AI-driven innovation. Our co-creation model focuses on scaling technology while fostering a culture of AI-first thinking and adapting to your environment.



[Get to know CI&T FLOW >>>](#)



[View our AI Stories >>>](#)

We asked our **Gen-AI platform CI&T FLOW** to **combine all quotes from this paper into one** and this is the result:

“Together, we can harness the power of Generative AI to transform industries. By fostering innovation, hyper-personalization, and operational efficiency, we can create a future where technology empowers people and drives positive change. It's about building ethical frameworks, leveraging high-quality data, and inspiring visionary leadership to guide this incredible journey.”





As we keep trailblazing with the power of AI, **we will return** to share with you more of what we have learned in practice.

Stay tuned for the next edition of the GEN AI PULSE >

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