



GenAI Factory: Consumer Industry



Deloitte secured a GenAI Factory project with a leading consumer company by leveraging innovative AI solutions and strategic collaboration with AWS, supported by Supernova funding.



A leading consumer and life sciences company, aimed to scale over 300 GenAI use cases across various functions. After spending a year introducing the business to basic and generic use cases, the client sought to industrialise its GenAI journey and initiate a transformation of its business. The client's requirements included re-engineering and, where possible, re-imagining processes with GenAI, as well as industrialising the delivery of use cases.

ISSUE



Deloitte scales up an AI Incubator for business transformation, an AI Foundry for use case configuration, and an AI Factory for building reusable AI capabilities for the client. On AWS, Deloitte builds reusable micro-services, which are utilised at scale by all GenAI use cases of the client. The Factory is structured into three layers: core micro-services (atomic units of all use cases), capability micro-services (aligned to specific business processes), and use case micro-services. Deloitte develops the industrialisation strategy covering process, technology, and people, builds the GenAI Factory Platform to support the creation of use cases, and assists in the delivery of major GenAI initiatives for the client. Deloitte ensures that the development of all AI micro-services adheres to the client's trustworthy AI standards, particularly aligning with the EU AI Act.

SOLUTION



Deloitte's solution enables the client to achieve 80% reusability across use cases, resulting in a 40% faster time to market. The implementation ensures trustworthy and secure AI usage throughout the client's operations. The project is projected to deliver over 60 use cases at scale across various functions at the client, positively impacting both the top and bottom lines.

IMPACT

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