



Generative AI
is reshaping
the business
world. Use it to
transform yours.



Generative AI is on every business leader's mind. And it's rapidly being embedded in business software, too. That includes enterprise-level platforms for managing IT, e-commerce, customer experience, human resources, supply chain and finance. Yet, simply having Generative AI tools—even in platforms you

already rely on—doesn't guarantee strong outcomes. Enter Deloitte's Operate services. We can help you take the Generative AI capabilities embedded in enterprise platforms and make them your own by training, tuning, managing and optimizing them for your specific business needs.

Deloitte's Operate services

Whether you're exploring, implementing or scaling Generative AI, Deloitte's Operate services can help you confidently translate its power to lasting business value.



Gain industry and domain experience:

Our teams' breadth and depth of experience operating and managing across domains in all industries delivers the perspective and insight needed to help train, optimize and create difference-making, trustworthy Generative AI workflows for your business.



Enhance efficiency and productivity sooner:

We operate leading enterprise technology platforms across all business areas. Our experience with those platforms, our proprietary systems like Deloitte Ascend™ and our ongoing relationships with our alliances, and the AI ecosystem generally, help us apply Generative AI-powered plug-ins and workflows to specific use cases, as well as create automations and practices that can enhance value and team efficiency.



Move past table stakes adoption:

Off-the-shelf tools are good starting points, but businesses need to tailor Generative AI to gain advantage. Our teams offer the data, engineering and management services to help you scale the wanted plug-ins, set governance for key risk factors, develop new models powered by owned and trusted data, improve GenAI fluency in-house, and optimize your program, continuously.

The State of Generative AI in the Enterprise: Now decides next

This ongoing report series from the Deloitte AI Institute™ can help you stay informed on Generative AI trends, emerging use cases, adoption speed and more throughout 2024. Scan or click the code to download the latest report.





With Generative AI, speed to value matters. The sooner you implement at scale, the greater GenAI's impact can be. Deloitte can help you realize the potential of this paradigm-shifting technology across the spectrum of advise, implement and operate.

Our advise services help to ensure strong outcomes by establishing processes, enhancing governance, improving data quality and building talent fluency in-house. Our implement teams apply deep tech stack experience across leading platforms to help you use GenAI to personalize experiences, optimize costs, resolve incidents faster and deliver difference-making insights to your teams. And once implemented, we can operate and improve all aspects of your GenAI program, ongoing.

Trending use cases that generate efficiency and quality

- Autonomous incident resolution and triaging
- Text-to-code creation for end-to-end automation
- Anomaly detection, resolution and proactive maintenance
- Predictive trend analysis and resolution
- Workforce analysis across compensation, skills and training
- Content generation for field service management
- Sentiment analysis for workforce and consumers
- Personalization for a range of customer communications

Get in touch

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