



AI IN ACTION

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LEVERAGING
22 YEARS
of successful delivery worldwide

UNITING
2 000 EXPERTS
IT professionals in 14 countries

95%
Customer Satisfaction Score

70
NPS in 2023



WORKING WITH ML SINCE

2013

COMPLETED

100+

AI / ML PoCs



Automotive



Healthcare & Pharma



Gaming



Finance & Insurance



Logistics & Transportation

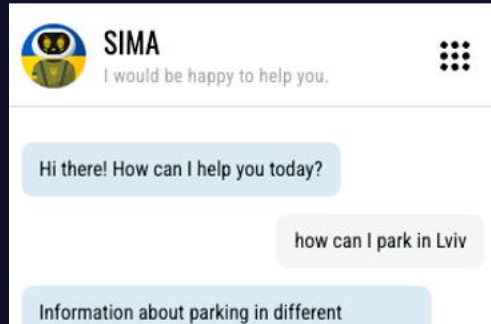


Aviation



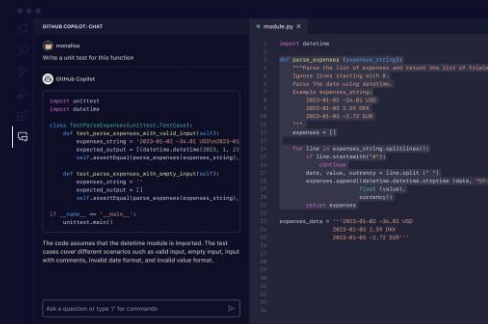
TYPICAL USE CASES

CHATBOTS



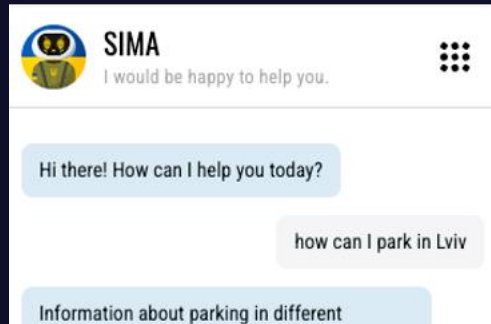
- From 25 to 40% of AI projects
- Customer experience 24/7
- Highest adoption rates in ecommerce, insurance, finance, customer service and sales.

COPILOTS AND ASSITANTS



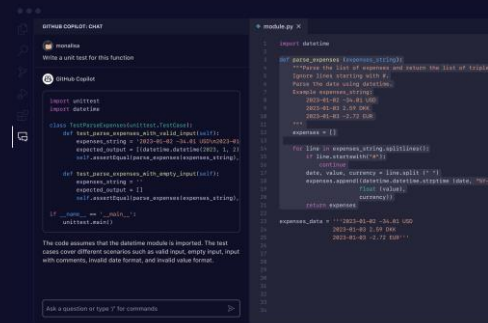
- Automating specific tasks beyond chatbots
- Depend on clean, high-quality data to perform accurately
- Integrated with other systems and can execute actions

CHATBOTS



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PREDICTIVE ANALYTICS



- Forecasting trends, customer behaviour, and operational needs
- Requires high-quality, representative data
- Predictive maintenance, demand forecasting, customer behaviour prediction, credit scoring.

COMPUTER VISION



- Allows processing of Image and Video
- Real-time monitoring and analysis in sectors like defence, healthcare, retail, and security
- Recognizes patterns, objects, and even emotions



IMPACT OF AI

GENERATIVE AI

Worker-level studies on performance in specific tasks



Source: https://www.oecd.org/en/publications/the-impact-of-artificial-intelligence-on-productivity-distribution-and-growth_8d900037-en.html

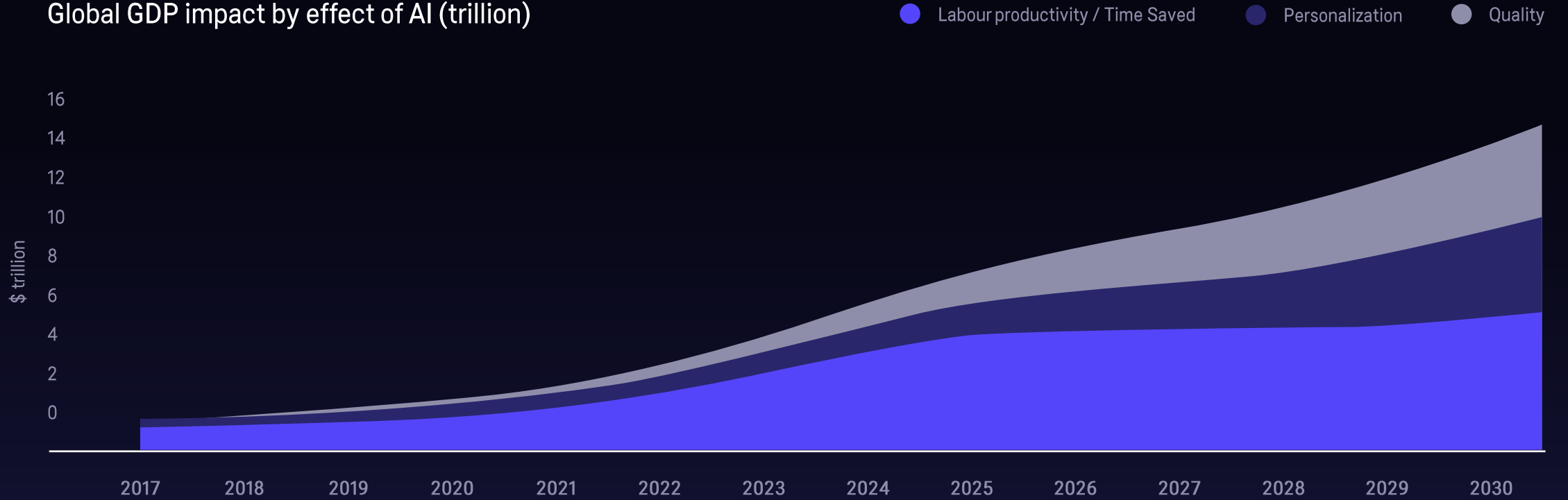
GENERATIVE AI IMPACT ON ORGANIZATION AND SKILLS



Replace
 Augment

Source: <https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/enterprise-generative-ai>

Global GDP impact by effect of AI (trillion)



Labour productivity improvements are expected to account for over 55% of all GDP gains from AI over the period 2017-2030.



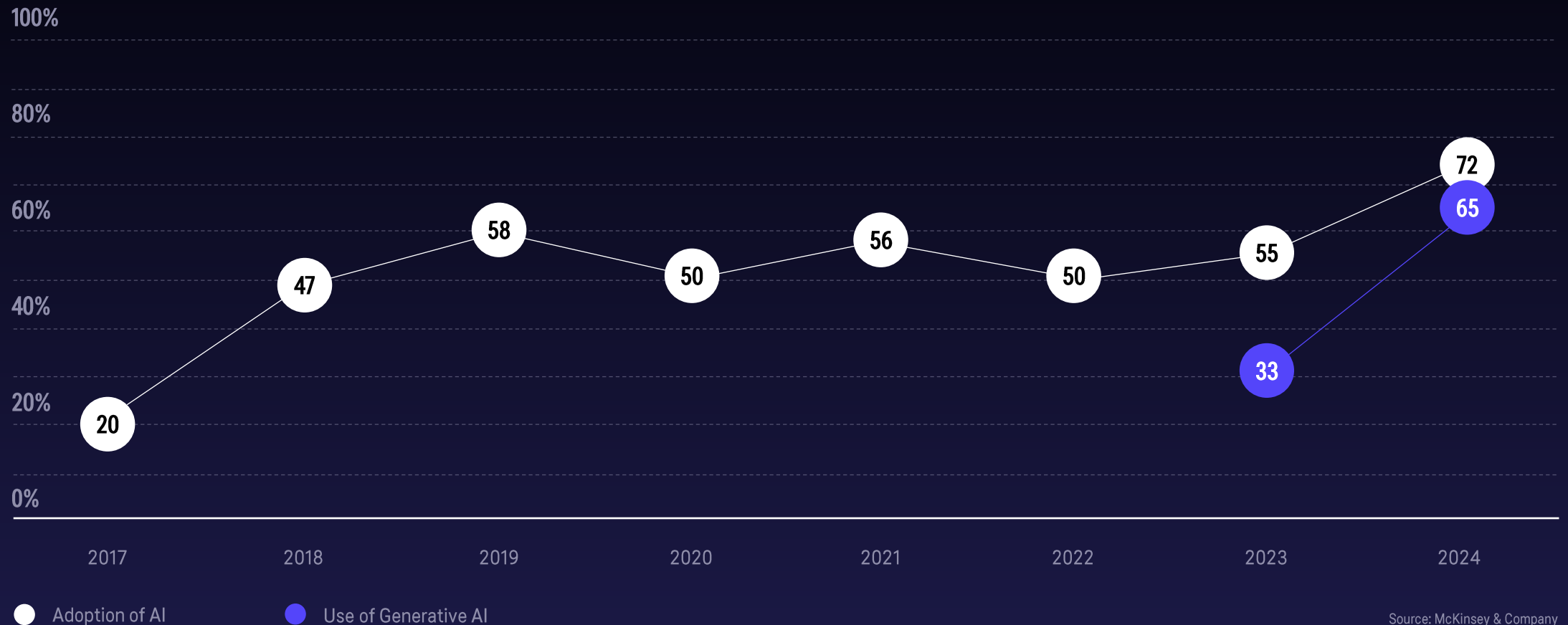
As new technologies are gradually adopted and consumers respond to improved products, with increased demand, the share of impact from product innovation increases over time.

58% of all GDP gains in 2030 will come from consumption side impacts.



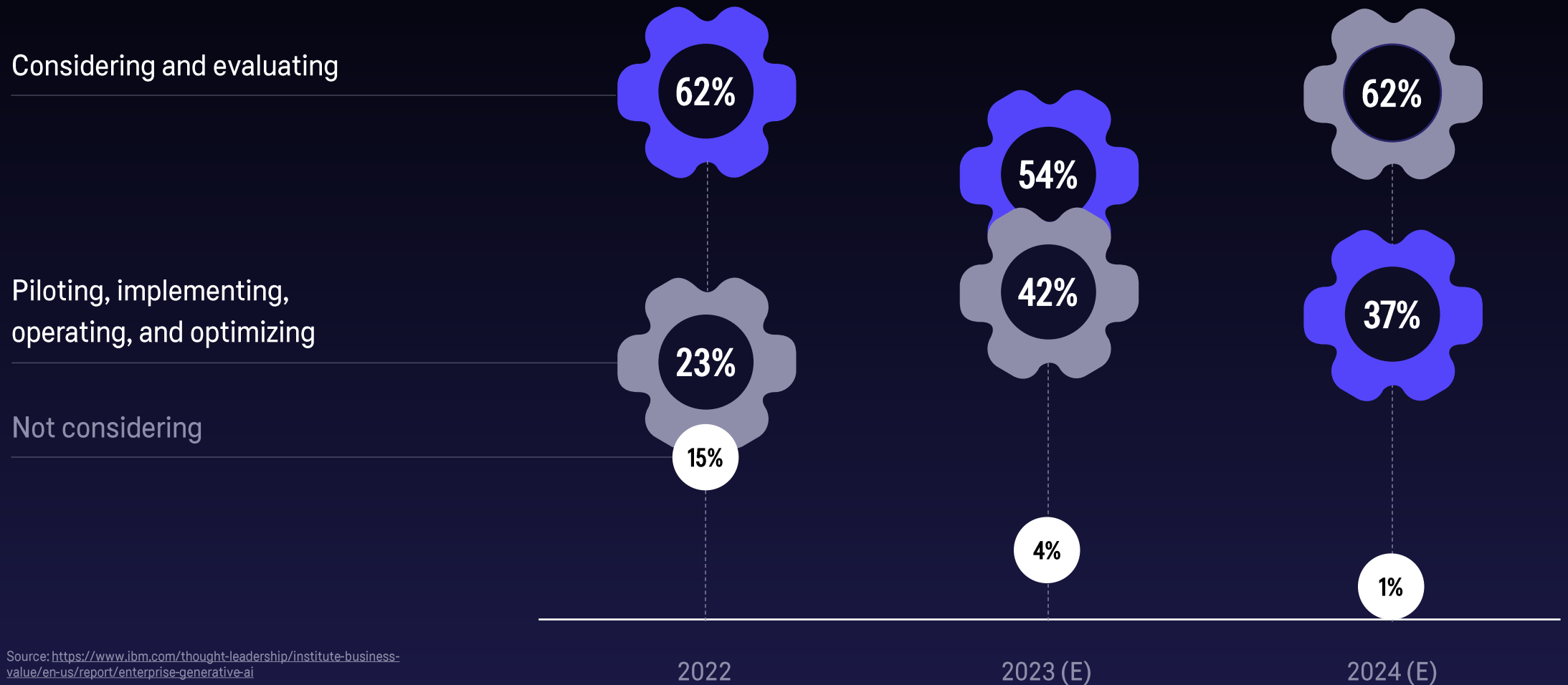
GENERATIVE AI ADOPTION

Organizations that have adopted AI in at least 1 business function, % of respondents



Source: McKinsey & Company

GENERATIVE AI ADOPTION





LIMITATIONS

ChatGPT 4o ▾

How many “r” -s in the word
“strawberry”?



There are two “r”s in the word “strawberry”.



Breakdown the word “strawberry” into individual letters and calculate how many of each letter there are in the word. Give me the number of “r”s



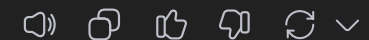
The word “strawberry” can
be broken down into individual
letters as follows:

- s
- t
- r
- a
- w
- b
- e
- r
- r
- y

Now, let’s count the
number of each letter:

- s: 1
- t: 1
- r: 3
- a: 1
- w: 1
- b: 1
- e: 1
- y: 1

There are 3 “r”s in the
word “strawberry.”



HALUCINATIONS

S

What is the world record for crossing the english channel entirely on foot



The world record for crossing the English Channel entirely on foot is held by Christof Wandratsch of Germany, who completed the crossing in 14 hours and 51 minutes on August 14, 2020. The English Channel, also known as La Manche, is a body of water that separates the southern coast of England from northern coast of France, and the distance between the two shores is approximately 21 miles (34 km).



Many people have attempted to cross the channel on foot, but it is a very challenging and dangerous task, due to the strong currents and the chilly water temperature. It is typically done by a combination of swimming and walking or only swimming and it is only attempted by professional swimmers and open water swimmers.



Regenerate response



DATA QUALITY AND GOVERNANCE

DATA GOVERNANCE FRAMEWORK

STRATEGY

POLICIES
AND STANDARDS

PROCESSES AND
ASSET MANAGEMENT

DATA QUALITY
AND STEWARDSHIP

SECURITY
AND PRIVACY

80 % 

AI/ML projects don't achieve goals
due to poor data quality

According to Sigma Software

82 % 

Data analytics work has be reworked after it is
being completed due to poor data quality

Srouce: <https://www.snaplogic.com/>

QUALITY AND SECURITY

OWASP TOP 10 FOR LARGE LANGUAGE MODEL APPLICATIONS

- LLM01: Prompt Injection
- LLM02: Insecure Output Handling
- LLM03: Training Data Poisoning
- LLM04: Model Denial of Service
- LLM05: Supply Chain Vulnerabilities
- LLM06: Sensitive Information Disclosure
- LLM07: Insecure Plugin Design
- LLM08: Excessive Agency
- LLM09: Overreliance
- LLM10: Model Theft

HOW TO ADDRESS THIS?

- Implementation of guardrails
- Perform Risk Assessment
- Quality Management System
- Security testing of LLMs

AVOID COMPLIANCE TROUBLE



Classify your AI system to identify regulatory requirements



Don't use AI for profiling or processing sensitive data (biometrics, health records) without consent



Perform risk assessment



For high-risk AI systems, ensure explainability and bias prevention



For high-risk AI systems, implement QMS



Obtain permission to use proprietary or third-party data for your AI system



Anonymize and pseudonymize data



Ensure the cybersecurity of your system, considering new attack vectors



**EU AI ACT
COMPLIANCE
CHECKER**



PRACTICAL STEPS TO USING AI

1

FIND USE CASE

- Data volume
- Decisions that depend on data
- Routine operations

2

REVIEW DATA

- Sample Dataset
- Data quality
- Governance

3

PILOT

- Don't expect high accuracy at the beginning
- Fail quickly and pivot

4

SCALE CASE

- Expand this particular use case
- Replicate the use case in other areas

5

ASSESS RISKS

- Define accuracy, quality, and security risks
- Decide acceptable level of risk

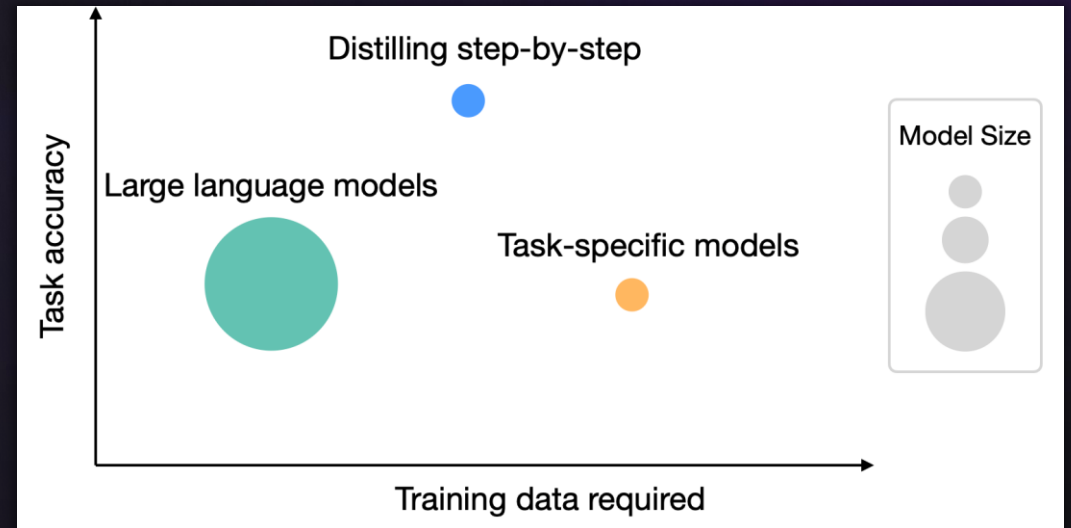
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ESTABLISH QUALITY & SECURITY

- Determine an acceptable quality level
- Based on risk assessment, implement security measures
- Add guardrails

LLM DISTILLATION

- Using LLM to train smaller task-specific model
- Up to 700X HW performance improvement with similar accuracy
- Reduced test data set size required for “fine-tuning”



<https://research.google/blog/distilling-step-by-step-outperforming-larger-language-models-with-less-training-data-and-smaller-model-sizes/>



THANK YOU!

LET'S STAY IN TOUCH

