Generatively Empowered
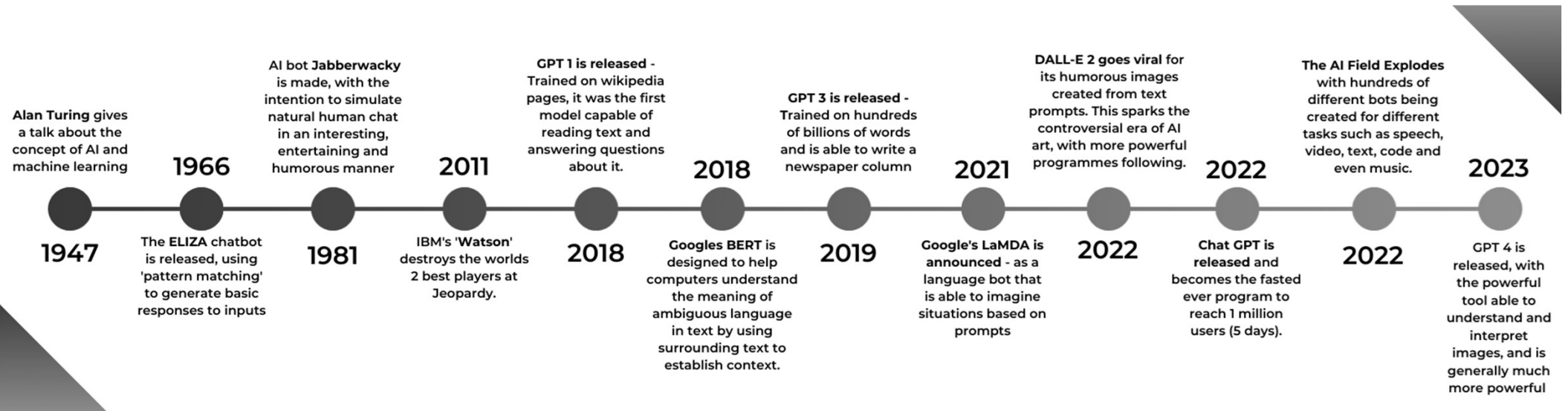
How AI supports content planning at Siemens

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"

Any sufficiently advanced technology is indistinguishable from magic.
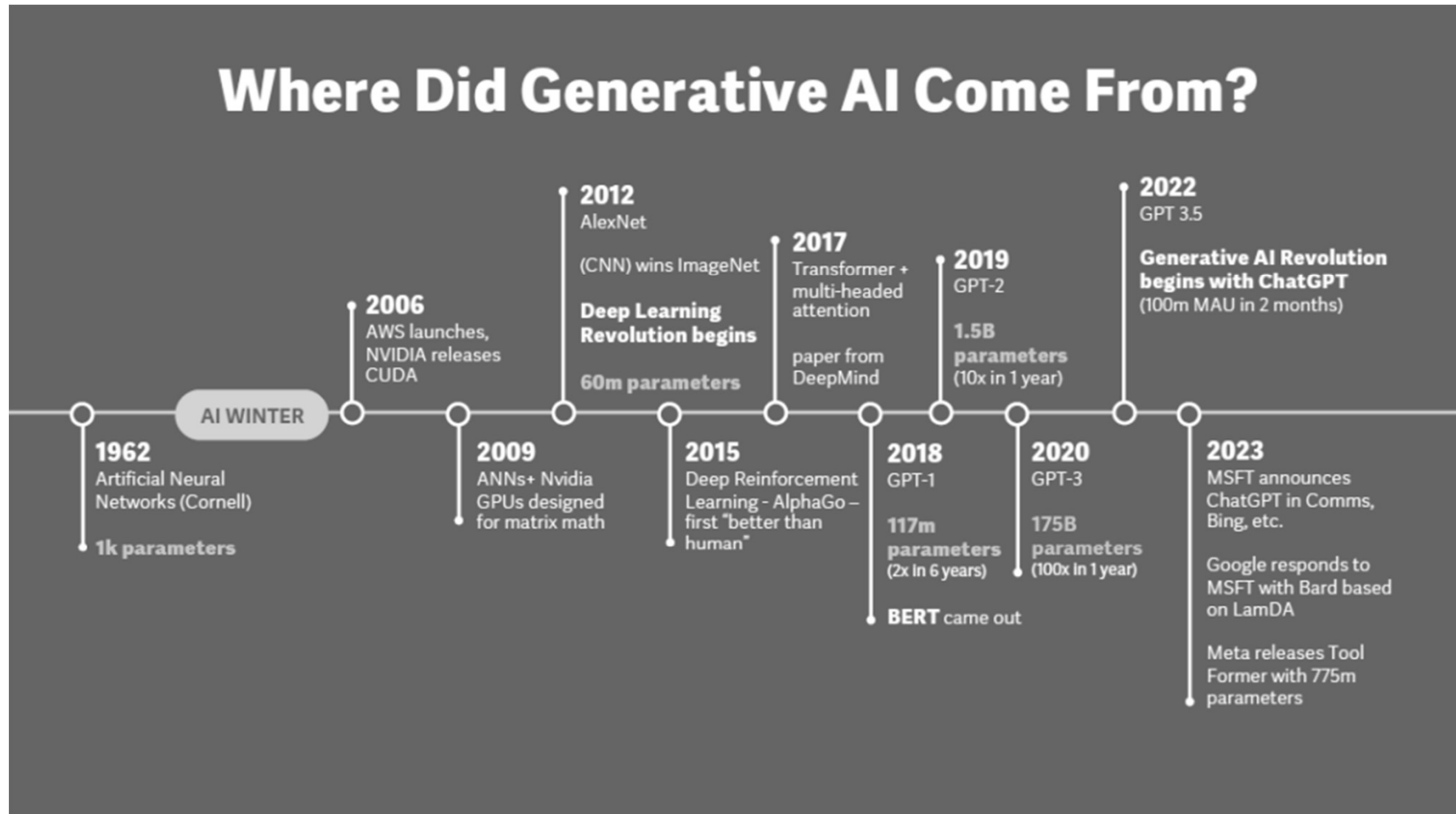
Arthur C. Clarke

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A brief history of (Gen)AI

Alan Turing gives a talk about the concept of AI and machine learning

1947

1966

The **ELIZA** chatbot is released, using 'pattern matching' to generate basic responses to inputs

AI bot **Jabberwacky** is made, with the intention to simulate natural human chat in an interesting, entertaining and humorous manner

1981

2011

IBM's 'Watson' destroys the worlds 2 best players at Jeopardy.

GPT 1 is released - Trained on wikipedia pages, it was the first model capable of reading text and answering questions about it.

2018

2018

Googles **BERT** is designed to help computers understand the meaning of ambiguous language in text by using surrounding text to establish context.

GPT 3 is released - Trained on hundreds of billions of words and is able to write a newspaper column

2019

2021

Google's **LaMDA is announced** - as a language bot that is able to imagine situations based on prompts

DALL-E 2 goes viral for its humorous images created from text prompts. This sparks the controversial era of AI art, with more powerful programmes following.

2022

2022

Chat GPT is released and becomes the fasted ever program to reach 1 million users (5 days).

The AI Field Explodes with hundreds of different bots being created for different tasks such as speech, video, text, code and even music.

2022

2023

GPT 4 is released, with the powerful tool able to understand and interpret images, and is generally much more powerful

Source: Genmar blog

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A brief history of GenAI

Where Did Generative AI Come From?

1962
Artificial Neural Networks (Cornell)

1k parameters

AI WINTER

2006
AWS launches, NVIDIA releases CUDA

2009
ANNs+ Nvidia GPUs designed for matrix math

2012
AlexNet

(CNN) wins ImageNet

Deep Learning Revolution begins

60m parameters

2015
Deep Reinforcement Learning - AlphaGo – first "better than human"

2017
Transformer + multi-headed attention

paper from DeepMind

2018
GPT-1

117m parameters (2x in 6 years)

BERT came out

2019
GPT-2

1.5B parameters (10x in 1 year)

2020
GPT-3

175B parameters (100x in 1 year)

2022
GPT 3.5

Generative AI Revolution begins with ChatGPT
(100m MAU in 2 months)

2023
MSFT announces ChatGPT in Comms, Bing, etc.

Google responds to MSFT with Bard based on LamDA

Meta releases Tool Former with 775m parameters

Source: Workday

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A brief history of AI @ CM
2019-2023

Applied AI

Generative AI

2019　　　　　2020　　　　　2021　　　　　2022　　　　　2023

Questions we can answer:
Specific, practical problems that improve efficiency
and aid decision making

Questions we can answer:
Explainablity: natural
language-based questions

WHAT

WHAT

HOW

WHY

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Generative AI is Collaborative

Image: *Daimler und benz Stiftung - Daimler und Benz Stiftung, CC BY-SA 3.0 de*

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Where we are now: GenAI as a sparring partner

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Where we are now: GenAI as a knowledge base

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Where we are now: GenAI as CMS

BRIEFING

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manually.

+ Add ...

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Title

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REVIEW CONTENT

Generated Article   Expert Feedback

Inference Writer has determined that the quality of this article could be
improved if the following additional insights could be provided.
Please consult your experts and add the answers, then feed the results   ↓ Download
into Insight Miner again.

What specific examples of Siemens' digital twin solutions can be highlighted?   ⎘ Copy

What are some of the specific industries that Siemens' industrial metaverse solutions have
been applied to?   ⎘ Copy

How has Siemens' Xcelerator digital business platform been received by customers,
developers, and service providers?   ⎘ Copy

What are some specific ways that Siemens' industrial metaverse solutions have contributed to
sustainability?   ⎘ Copy

How does Siemens ensure the security and privacy of data within the industrial metaverse?   ⎘ Copy

What are some of the specific partnerships that Siemens has formed in the development of
the industrial metaverse?   ⎘ Copy

How does Siemens plan to further develop its industrial metaverse solutions in the future?   ⎘ Copy

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Use cases: what question are you trying to solve?

Business

1. Are we focusing on the right topics? Are there tangential topics that we should be considering?
2. What do our customers really care about?
3. How do we avoid getting locked into topics and year-long content cycles, and listen to our audience and stay agile.

Event Production

1. How can we speed up content processing & creation?
2. Can we create new offerings that enrich the existing service?
3. How do we enhance event production package: content planning, execution, etc

Corporate Communications

1. How do we position ourselves as thought leaders in emerging topics?
2. What have we already said and how do we build on it?
3. How can we develop Q&As for exec briefings and media briefings?

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What we've learned (so far)

Generative AI needs context.

Human decision-makers must be in the mix. We can't expect magic from nothing – we have to take an active role in building it ourselves

Generative AI is making us rethink the content creation process.

AI isn't taking away our jobs, it's making us better at our jobs by helping us make smarter decisions faster and create better content faster.

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Best Practices

1. Encourage open discussion and collaboration
2. Create best practices and keep iterating based on community feedback and use cases
3. Pick the right tool for the job

4. Foster a culture of exploration and curiosity

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Thank You.

Connie Hwong

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