





We've entered a new S-Curve

The last 10+ years were shaped by a war for digital talent. With AI productivity gains, competition is going to **shift to technology-powered acceleration**.

The War for Talent 2010-2022

Leaders will attract and retain a critical mass of the best digital talent.

Disruptors driven by talent resources

The War for Innovation $2024 \rightarrow$

Leaders will exploit technology to augment, accelerate and automate

Ability to compete is defined by the speed of change that can be sustained

Agentic Gen Al Gen Al enables Tech adoption + **Strategic** orchestration rapid data is now the agility rules identification of differentiator takes Al to every desk business improvement opportunities **Productivity** gains unlock real opportunity

Disruptors driven by ability to quickly adopt and wield technology for advantage





By 2027, 25.5 billion interactions will be resolved using Al automation, compared to 2.7 billion in 2022^(*)

Transformation today

Al can be used right now to innovate

Innovate faster

Al can increase the pace of that innovation

Exponential acceleration

Al is becoming more powerful at an exponential pace

Disruptive threat

Early adopters will gain an insurmountable lead, late-comers face an existential threat

Unleashing the Power of LAM:

Transforming Industries with Autonomous Intelligence

In 16 weeks, Octopus energy adopted AI to **answer 34% of customer emails** performing the work of 250 people

Duolingo's engineering teams are **25% more productive** since adopting GitHub Co-pilot for development.

Al performance has **doubled every 6 months** over the past 10 years

Chegg stock **lost 50% of value in one day** after results were disrupted by the market entry of ChatGPT

Adept, Tesla, and Rabbit R1 are at the forefront of a new wave of AI disruption, using Large Action Models (LAMs) to redefine how industries operate



^{*} Source: Gartner Market Impact: Al and Automation disrupt traditional customer management BPO solutions, January 2023

Travel Reimagined: Exploring the art of possibility with Large Action Models



Next-Gen Travel: Disruptive AI Use Cases Transforming the Passenger Experience

Autonomous Travel Management

Use Case: LAMs automate the entire travel process—from booking to destination, including transport and hotel reservations—adjusting everything in real-time.

Impact: Stress-free travel where passengers don't worry about missed connections or delays.

Hyper-Personalized Airport Experience

Use Case: From check-in to boarding, LAMs create a personalized airport journey with automated security, custom offers, and optimized boarding based on real-time passenger data.

Impact: Faster, more enjoyable airport experiences with tailored services

Personalized In-Flight Experiences

Use Case: Airlines can personalize in-flight services in real-time based on passenger preferences, adjusting meals, entertainment, and cabin conditions automatically.

Impact: Greater comfort with tailored services that adapt without manual requests

Seamless Multi-Modal Transport

Use Case: LAMs coordinate travel across flights, trains, and rideshares, automatically adjusting schedules and notifying transport services when delays occur.

Impact: Effortless transitions between transport methods, ensuring smooth journeys.

Proactive Disruption Management

Use Case: LAMs handle flight delays or cancellations by automatically rebooking flights and updating all reservations, notifying passengers instantly.

Impact: Smoother travel during disruptions with immediate, stress-free solutions.

Predictive Baggage Handling

Use Case: LAMs predict and track baggage in real-time, notifying passengers of potential delays and offering solutions like home delivery.

Impact: Reduced anxiety around baggage, ensuring seamless handling and tracking.

Conquering Global AI Adoption Challenges: Paving the Way for Innovation and Growth



Too Many Options

There are many large language models available and LLMs are only one class of AI technology. It is hard to select the best tool (or combination of tools) for the job.



Lack of Domain Knowledge

Generative AI tools are trained on public data, so don't have the specific domain knowledge required to support most enterprise use cases.



Experience Integration

Al is only one component that typically needs to be embedded within a user experience, requiring a cross-functional team.



New Categories of Risk

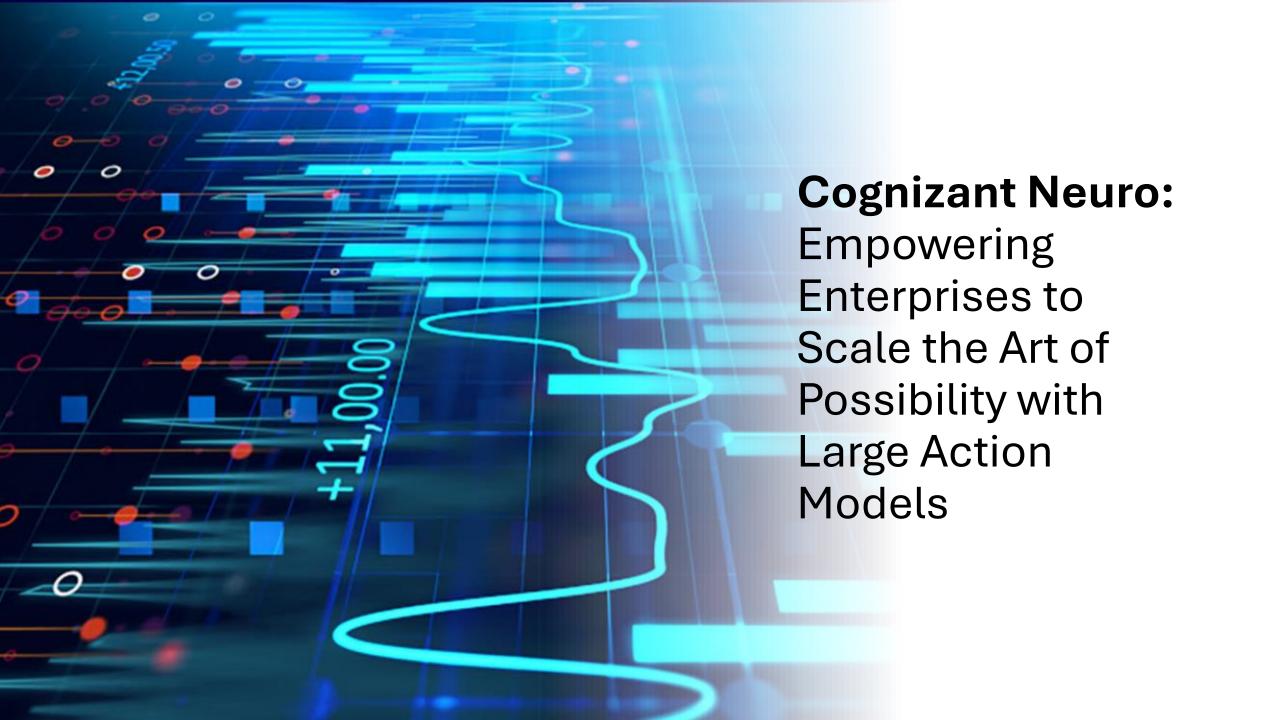
Generative AI solutions require new approaches to safety, risk management and quality to put appropriate guard rails and access controls in place.

Multi Agent Orchestration

Opportunity Finder

Al On Desk Rapid Prototyping Responsible Al Explainable Bias





Cognizant

