

# Illuminating the generative AI roadmap

In the last year, generative AI has sparked the interest and imagination of business leaders across the world. According to a report by McKinsey, it will increase productivity in the U.S. by 0.9 percent every year till 2030. Through Virtusa Helio, we are working to illuminate the path to a future defined by intelligence, efficiency, and boundless possibilities by driving innovation and empowering our clients.

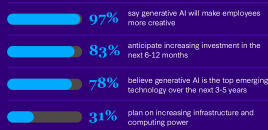
## Recognizing the opportunity

A 2022 PwC report estimates that AI could add \$16.7 trillion to the global economy by 2030\*. A large part of that could be driven by generative AI's ability to:

 <b>Unlock potential</b> Its ability to handle repetitive tasks frees humans to focus on tasks that require thought and imagination.	 <b>Constantly evolve</b> Its inherent learning and adaptation capabilities help it grow and deliver more at an exponential rate.	 <b>Boost productivity</b> It is capable of handling end-to-end workflows, serving as an assistant that's as fast as it is capable.
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## Backing up the hype

According to the 2023 KPMG Generative AI Survey, enterprises and leaders see strong potential in generative AI and are gearing up to adopt it at scale\*\*.



## Embracing the future

While generative AI is set to change everything from how we shop to how we build infrastructure, its impact across three industries in particular seems more imminent than others.

<p><b>High tech</b></p> <ul style="list-style-type: none"> <li><b>Speed innovation cycles</b> by generating new design concepts and codes and iterating quickly.</li> <li><b>Unlock data insights</b> by identifying patterns and trends that can inform product development, marketing strategies, and business decisions.</li> <li><b>Enhance creative efficiency</b> by automating repetitive tasks, enabling strategic thinking and problem solving.</li> </ul>	<p><b>Banking and financial services</b></p> <ul style="list-style-type: none"> <li><b>Manage risk</b> by simulating market conditions and identifying patterns from data.</li> <li><b>Enhance customer experiences</b> by analyzing customer data to deliver quick resolutions and personalized financial recommendations.</li> <li><b>Streamline operations and regulatory compliance</b> by automating tasks and tracking regulatory changes.</li> </ul>	<p><b>Healthcare</b></p> <ul style="list-style-type: none"> <li><b>Analyze unstructured data</b> to enable preventive care, improving population health and reduce long-term costs.</li> <li><b>Accelerate drug discovery</b> by consolidating the findings of clinical trials across the globe to generate audit reports.</li> <li><b>Personalize offering and plans</b> using AI, by tailoring coverage and therapies to patient's unique medical history.</li> </ul>
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## The Virtusa approach

With a technology that is evolving as rapidly as generative AI, it's important to ensure you have a roadmap that gets you from POC to reality. This drives our methodical approach to building an enterprise-ready generative AI solution that is tailored to meet today's business needs while also future-proofing them for tomorrow's opportunities.

- Understanding where generative AI can add value** involves identifying processes and use cases, and then designing workflows that can be augmented by generative AI. We collaborate with stakeholders to understand pain points and objectives and align initiatives with organizational goals. By mapping out end-to-end processes and identifying key decision points, we ensure that generative AI-driven insights or automation enhance efficiency and effectiveness.
- Choosing the right tech stack**

Helio platforms and accelerators help enterprises drive innovation and efficiency through task automation, insight generation, process optimization, and creative problem-solving across domains. With our Open Innovation Platform (OIP), Virtusa provides an integrated view of the product lifecycle, while our experimentation tool delivers value across the innovation lifecycle by ensuring that you choose the best tech stack and approach for the outcome.
- Technology evolves at a rapid pace that is picking up speed in ways we never could have imagined. Our generative AI center of excellence is responsible for staying on top of new models and solutions, while our generative AI guild encourages experimentation with new solutions and models. Together, they ensure that our people are equipped to provide our clients with tailored AI solutions in a changing landscape.

**A commitment to staying ahead**

## Putting Engineering First

Generative AI adoption will be at its most effective when the technology is woven into business operations, instead of being grafted onto individual parts. Virtusa's Engineering First approach is designed to unlock this effectiveness by rejecting a point-problem approach and instead looking at processes end to end, to identify exactly what needs AI assistance and analyzing how this impacts the steps in the process before or after.