



# Generative Al-What it is and How does it Work?

# What is Generative AI?

Generative AI, short for Generative Artificial Intelligence, refers to a category of artificial intelligence techniques and models that are designed to generate data, content, or information that is similar to what a human might create. These models are capable of producing new, original output that often mimics human creativity and decision-making processes. Generative AI has found applications in various fields, including natural language processing, computer vision, and creative arts.

#### Asia Pacific Generative Al Market

Size, by Component, 2020 - 2030 (USD Billion)





## **How Does Generative AI Work?**

#### Form a Database

Generative AI form a neural network consist of various information like image, text data, that forms the basis of AI.

#### Take Input from User

Generative AI takes the input once the user provides the prompt like word, number, image, and others

#### **Generate Content**

Generative AI then use neural network to generate new examples similar to the one it has trained from

#### **Generative AI Use Cases Across Industries**









### Banking

Fraud Detection Underwriting Risk Management Credit Analysis Customer Support

#### Insurance

Claims Processing Policy Generation IT Service Desk Data Management Predictive Analysis

### Healthcare

Claims Processing Patient Intake Health Record Mgmt Staff On-boarding Patient Care Support

# IT

Code Generation Data Augmentation IT Compliance IT Infrastructure Testing

# **Benefits of Generative AI for Business**

- Hyper Personalization
  - **Time & Cost Savings** 
    - **Enhanced Efficiency & Productivity** 
      - **Synthetic Data Generation**
      - **Adaptive Learning**

**Improve Customer Experience** 



# AutomationEdge RPA Integration with Generative AI & ChatGPT

