

AI Transformation Brief

Featuring AI best practices and insights to enable our members to strategize, plan, develop, deploy, manage, and govern AI-based technologies and solutions.

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AI IN THE NEWS

AI Equation interview with Info-Tech – What to focus on in 2024

[Listen to the Podcast](#) [Watch the Videocast](#)

AI Equation is a media organization that seeks out AI practitioners to examine how AI is transforming the world. AI continues to evolve at a breakneck pace, and AI Equation has kicked off its series of 2024 podcasts with an interview with Bill Wong, AI Research Fellow, to discuss what to expect this year as companies continue their AI-driven transformation journey.

ANALYST ANALYSIS

In 2023, we saw unprecedented interest, growth, and investment in generative AI-based technologies from around the world and from every major industry. Much of the effort focused on developing awareness and an understanding of the capabilities and new risks involved with the adoption of generative AI. Based on hundreds of engagements with our members, companies are continuing to develop use policies to govern the use of AI, and many are now focusing on developing their organization's AI strategy to maximize the benefits from implementing generative AI-based solutions.

Who will win the battle for AI in the cloud? Maybe everyone – AWS vs. Azure vs. Google [Read News Article](#)

AI is the new battlefield for cloud computing vendors. This SiliconANGLE article reviews the major players racing for the \$60 billion market for cloud artificial intelligence products and services. The strategy and offerings from the major players Microsoft/OpenAI, AWS, and Google are assessed as well as possible "spoiler vendors" like IBM, Oracle, and niche vendors.

ANALYST ANALYSIS

At this time, the majority of organizations are focused on assessing Microsoft/OpenAI, AWS, or Google. While many companies are selecting Microsoft/OpenAI, the current market leader, there are many examples of organizations selecting alternative platforms. AWS and Google are often selected by companies focused on business requirements and technical differentiators such as access to AI expertise, architecture, openness, and resource requirements.

AI IN THE NEWS

Expanding Copilot for Microsoft 365 to businesses of all sizes

[Read News Article](#)

On January 15, 2024, Microsoft announced it would remove the minimum 300 seats required for customers interested in purchasing Microsoft 365 Copilot. In addition, it announced that Copilot was now available for Office 365 E3 and E5 customers (a Microsoft 365 license was previously required).

ANALYST ANALYSIS

For many organizations, the 300-seat minimum purchase and the lack of a full beta program for Copilot was an unwelcome surprise. Since the general availability of Microsoft 365 Copilot (September 2023), the number one question organizations were asking was if the latest offering was worth the \$100,000+ annual costs to get access to the new AI-enabled capabilities. This change in pricing enables small and medium-sized businesses, representing the majority of organizations, to leverage generative AI in the workplace.

NY Times sues OpenAI, Microsoft for infringing copyrighted works

[Read News Article](#) [Microsoft Customer Copyright Commitment](#)

The New York Times is well known as one of the most respected media firms producing the highest quality journalism in the world. The organization has recently launched a lawsuit against OpenAI and Microsoft for using millions of NY Times articles to train their large language models without permission. In addition, the paper is also seeking damages when the chatbot attributes false information to the NY Times, claiming damages to its reputation.

ANALYST ANALYSIS

Today, there are a number of copyright-based lawsuits against OpenAI and Microsoft. Big Tech vendors have successfully leveraged the legal doctrine of “fair use,” which allows limited use of copyrighted material, to produce transformed collateral for the purposes of research. What makes this lawsuit unique is that the “fair use” doctrine is being challenged, with the NY Times providing evidence of the large language models producing responses that match word-for-word existing NY Times articles. The Microsoft Customer Copyright Commitment provides funds for legal fees to any organization being sued for copyright infringement; ironically, Microsoft may be one of the first candidates requiring funds for legal fees.

AWS introduces Amazon Q – generative AI for business

[Read News Article](#)






At the recent re:Invent 2023 event, AWS announced Amazon Q. This is a generative AI virtual assistant that is positioned to improve the workplace and can be tailored for a business to have conversations, solve problems, generate content, and take actions using the data and expertise found in the organization's information repositories, code, and enterprise systems.

ANALYST ANALYSIS

This is a significant addition to the AWS generative AI stack. It is expected to be the best copilot for the AWS ecosystem of services and includes 40 built-in connectors for popular data sources, including Amazon S3, Dropbox, Confluence, Google Drive, Microsoft 365, Salesforce, ServiceNow, and Zendesk. In addition, custom connectors can be built for internal intranets, wikis, runbooks, and more.

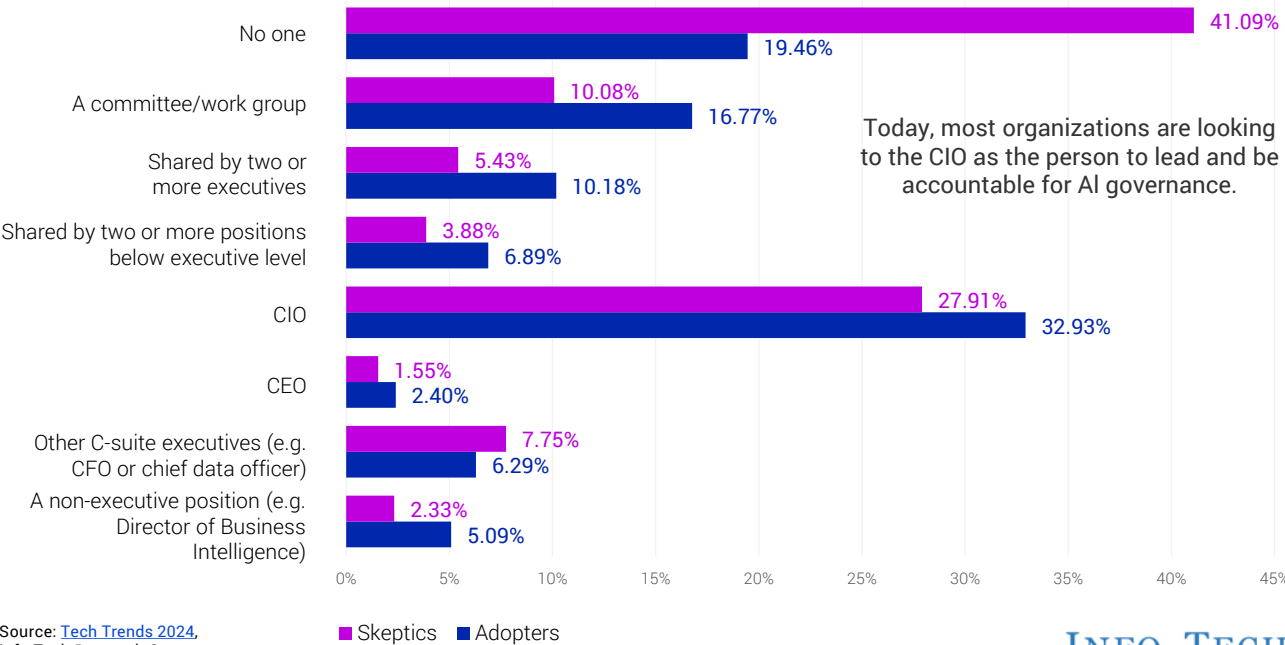
AI RESEARCH HIGHLIGHTS

New risks using generative AI

				
Prompt Injection	Evasion	Data Exfiltration	Inversion Attacks	AI Model Theft
Using cleverly written prompts to make an AI system comply with prohibited requests.	Using an input that the AI system misinterprets, causing it to malfunction (i.e. go against training).	Stealing data to better understand how an AI system works (e.g. training data).	A process of using inputs and measuring outputs to determine if they contain sensitive information about the model or training data.	Stealing the file containing the AI model.
<ul style="list-style-type: none">Common attack against Gen AI using a large language model.Acceptable use policy and user monitoring recommended.	<ul style="list-style-type: none">Often used against AI systems designed for image or pattern recognition.Rarely a significant risk for Gen AI, unless the system combines language and image processing.	<ul style="list-style-type: none">Often precedes an input attack so that it can be better executed.A risk for all types of AI but can be mitigated using standard data protection techniques.	<ul style="list-style-type: none">Goal is to rebuild the AI model or the data it contains via outputs.Can affect any AI system that includes sensitive data, especially if it is included in outputs.	<ul style="list-style-type: none">May accompany an input attack or may be motivated by other factors, as in other forms of data exfiltration.Strong data protection controls should be used to create a perimeter around the AI system.

SURVEY

Who in your organization is accountable for governance of AI?



VENDOR SPOTLIGHT

Key considerations while navigating the Gen AI marketplace

1 Maintain human-in-the-loop	2 Third-party assessments and references	3 Open-source vs. commercial solutions
4 Established organization vs. new entrant	5 Refer to successful industry use cases	6 Set vendor performance metrics

AI Vendor in the Legal Industry: Videocast CEO interview focused on contract lifecycle management from the Info-Tech AI Marketplace →

UPCOMING AND RECENT EVENTS

Info-Tech Leadership Summit, New Orleans, LA – January 17-19, 2024

Info-Tech Leadership Summit, Tampa Bay, FL – February 21-23, 2024

The Future Unleashed: AI Uses and Exponential IT Implications in Consumer-Packaged Goods →

The Future Unleashed: AI Uses and Exponential IT Implications in Banking →

Recommended criteria to evaluate prospective Gen AI vendors

Features & Functionalities

Customization & Flexibility

Support & Maintenance

Security

Vendor Viability & Vision

Affordability

Ease of Integration & Deployment

Scalability

Source: [Select Your Generative AI Vendor](#), Info-Tech Research Group

Software Automation Vendor: Videocast interview focused improving code quality from the Info-Tech AI Marketplace →

The Future Unleashed: AI Uses and Exponential IT Implications in Durable Goods Manufacturing →

The Future Unleashed: How IT Unlocks the Exponential Capabilities of AI in Federal Government →

The Future Unleashed: AI Uses and Exponential IT Implications in Insurance →

The Future Unleashed: AI Uses and Exponential IT Implications in Healthcare →

AI AND DATA ANALYTICS SOLUTIONS – RESOURCES

[Artificial Intelligence Research Center](#) → New!

Highlighted research focused on exploring, expanding, and evolving your organizational DNA through AI.

[AI Videos and Webinars With Thought Leaders](#) →

[Workshops](#) →

AI Strategy & Discovery Workshop [New!](#)

AI Selection, Capabilities & Proof of Value Workshop [New!](#)

AI Implementation, Integration & Scale Workshop [New!](#)

AI Governance, Liability & Risk Workshop [New!](#)

AI EDITOR-IN-CHIEF

[Bill Wong](#), Info-Tech AI Research Fellow – Contact for feedback or suggestions for new topics.