

Sundown Solutions

The Practical Application of AI



Friday 3rd May 2024

Microsoft Partner
Azure Expert MSP



Sundown

Technology that works for you



Agenda

- Introductions
- **Today's Topic – The Practical Application of AI**
 - AI Scene Set
 - When is AI not AI?
- Spectrum of AI Attitudes and Deployments) – including DEMONSTRATION
- **The Business of AI**
 - Use Cases, ROI, Iteration, Ongoing Continuous Improvement)
 - Preparation for AI... getting your house in order.
- DEMONSTRATION – When you don't want just vanilla... / Covert vs. Overt AI
- Concluding Points / Q&A

Introductions



- **Tom Meadon – Chief Technology Officer**

Responsible for Technical Leadership, Oversight and Governance Tom is experienced IT architect and engineer.



- **Matthew Griffiths – Head of Client Delivery**

Responsible for Sundown's PMO and Service Management Organisation whilst working closely with Sundown's Commercial Team.

Who are Sundown Solutions?

- Leading Azure Expert Microsoft service provider delivering Managed Services, Consultancy, Engineering and DevOps to support our clients with their technical and business transformation needs.
- Experience across the Microsoft ecosystem including Azure, M365 & Modern Workplace (EUC /SharePoint/Teams), SQL and AI technologies.
- Established in 2009 we are led by a team of Microsoft Experts who have proven experience in delivering transformational change and development whilst ensuring security requirements, regulation and standards are adhered to.
- Expertise drawn from operating within regulated and secure market sectors.
- By leveraging our broad engineering and development capabilities, delivering client outcomes and adopting a pragmatic and collaborative approach we ensure that we build strong long-term client partnerships.

Sundown Clients

Our client base is drawn from across financial services, banking, insurance, legal, health, bioscience, pharma, and FMCG.

We have also worked extensively across the Public Sector including national security, blue-light, and the NHS.

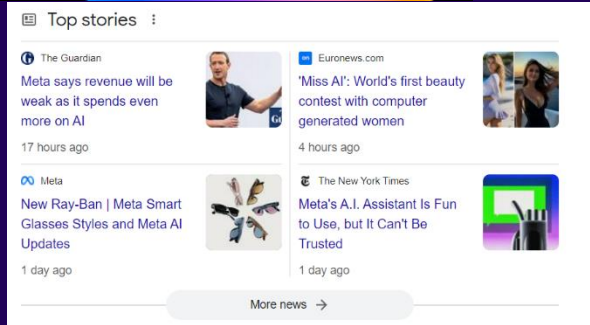
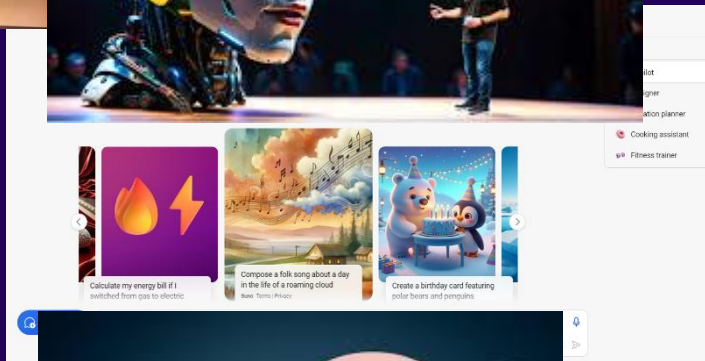




Today's Topic

The Practical Application of AI

AI Scene Set



The Transformation Journey

Every organisation is unique and their path and pace different.

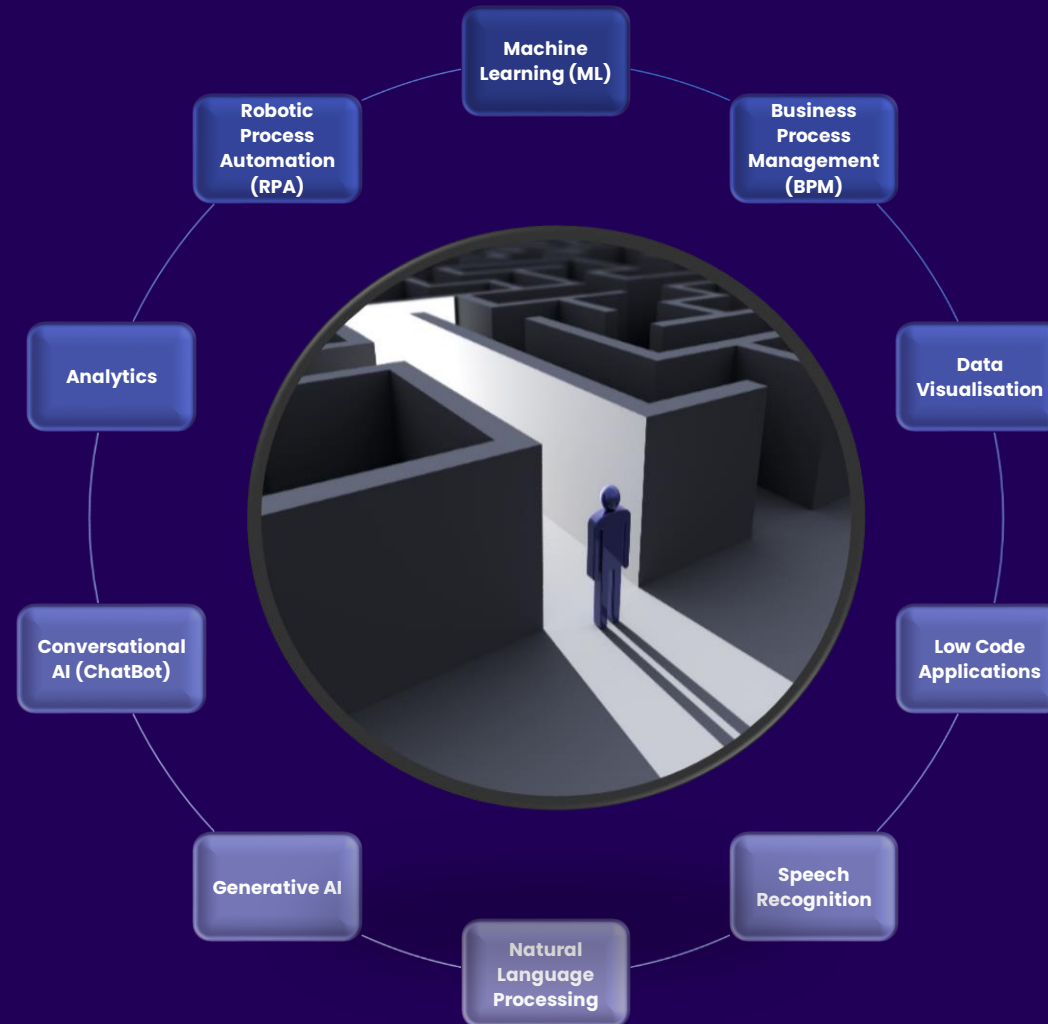


*Other Clouds platforms are available and on-premise has an ongoing role for certain workloads/applications.

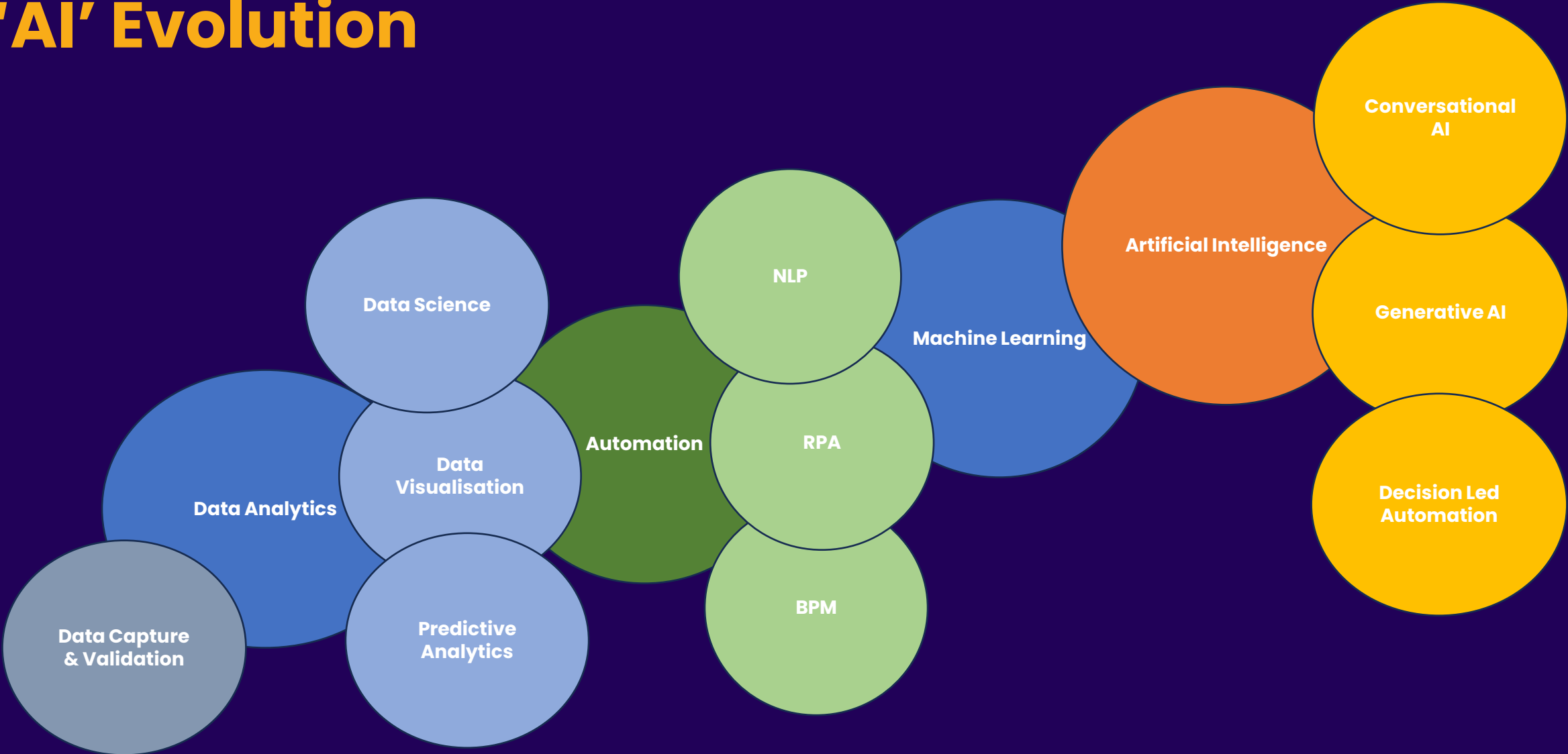
Where is your organisation on this journey and do you agree that this is the journey?

When is AI not AI?

Not everything labelled AI is either new or in fact AI "Don't believe the Hype" ...

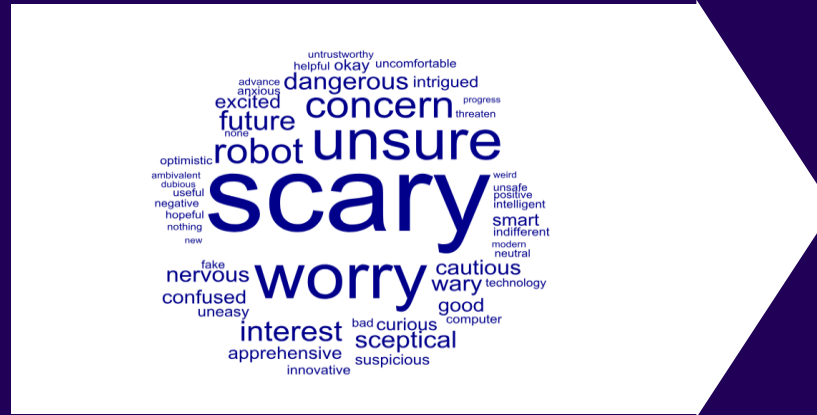
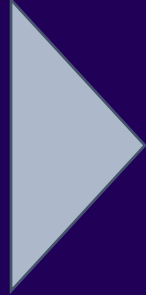


'AI' Evolution



Spectrum of attitudes towards AI

The attitude towards AI differs greatly whether for individuals or organisations.



GOV.UK – Department for Science, Innovation & Technology
"Public attitudes to data and AI: Tracker Survey (Wave 3)."





Demonstration

MS Copilot / Project Shyrka



The Business of AI

Use Case, ROI, Iteration & Improvement



Target Specific Use Cases

Our client experience is that the more targeted and specific the use case the better chance you have of positive results and rapid ROI.

- **Leverage** existing data and institutional knowledge. Apply and exploit your organisational IP.
- **Accelerate** and inform internal processing and functions such as case management, compliance and HR
- **Support** reasoning and qualification such as pre-screening or post-screening for QA. Augmenting and assuring the expertise within your organisation.
- **Analyse** and compare previous cases or other critical documentation using natural language
- **Automate** internal and/or external communication

Applied AI Innovation

The acceleration and proliferation of AI requires your organisations to be:

- **Informed** – to understand the impact and potential of AI on you and your clients
- **Prepared** – to safely, securely and appropriately exploit the potential of AI
- **Responsive** – to the changing market dynamics driven by accelerated AI proliferation

“Diffusion of this generation of technology is massively fast as the rails were already laid out by cloud adoption such as data and workloads being already fully or partially in the cloud.”

Satya Nadella – CEO Microsoft – Envision London Nov 23



Preparation for AI

Getting your house in order....

Control of AI adoption and usage

In the same way you will already have controls in place for user and data access any AI tooling needs to respect and adhere to these controls.

- **Who:** Who within your organisation should have access to AI tooling?
- **Which:** What AI tooling is appropriate for which users, teams or functions?
- **What:** What data or data sources should this AI have access to?
- **How:** How does your AI tooling honour organisational boundaries?
- **Quantify:** How do you measure the impact of AI on your business?
- **When:** When is the right time to adopt AI?

The Importance of Data

Targeting any AI at poorly structured or managed internal sources* risks at best a poor output and at worst damaging hallucination.

- **Accurate:** How important to your use case is accuracy?
- **Legitimate:** Is this data that you should have access to?
- **Reliable:** Is this data consistently available if built into a business process?
- **Timely:** Is the data current or timely enough for the use case purpose?
- **Complete:** Is the data source complete for the use case or completed by the alignment of additional data sources?

Garbage in garbage out

“One rule has not changed; no system can be more intelligent than the data it sits over. You’ll just end up making incorrect decisions with more confidence.”

Judson Althoff – EVP, Chief Commercial Officer Microsoft – Envision London Nov 23



Business Change

AI has the potential to not just help you do business but fundamentally change how you do business. Therefore, it needs to be looked at through a business lens and not just a technical enablement lens.

- The importance of a clear Use Case and measurable Business Value
- Quality and Consistency over the long-term
- Measure, review and iterate to maximise benefit and returns
- Resilience and Contingency as AI is used to replace 'human' activity or functions
- Competitiveness and Differentiation, what makes your business 'unique'



Demonstration

Just vanilla? ... Covert or overt AI



Concluding Points

AI in the Legal Sector



AI adoption in the Legal Sector

AI adoption is well underway in the legal sector and investment continues.

- The focus remains on the use of AI to automate/streamline routine tasks centred on back office and compliance activities.
- Text summarisation and analysis is also increasingly being used.
- Text generation is being used cautiously for largely templated/ repetitive client communications.
- Vertically aligned solutions are being developed or are in limited trial. These typically leverage pre-existing large language models.



Sundown 

Thank you

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Expertise and Support

1. Projects and Consultancy:

- Ranging from focused assessment or architecture engagement through to multi-phase delivery programmes spanning the Microsoft platform and solutions.

2. Development Capability:

- Extend and augment native Microsoft capabilities including PowerPlatform, SharePoint and Data & AI.

3. Access to Expertise:

- Fractional Advisory / CTO service (Agnostic / Impartial technical input, assessment and validation)
- Identification of and access to Microsoft funding streams

4. Azure Expert Managed Support Provider

- Full 24/7 365 Helpdesk support and proactive monitoring across your Microsoft estate

Data and AI

1. Data Architecture and Infrastructure
 - Design, implementation, optimisation and management of your foundational data infrastructure.
2. AI Enablement:
 - Requisite preparation and focused change necessary to safely and securely exploit AI.
3. Machine Learning, Data Visualisation and AI Deployment:
 - Targeted development activity focused on the exploitation of data to achieve business goals.
4. Copilot:
 - When and where appropriate supporting organisations in their deployment of Microsoft Copilot's including M365 and Security.