



IMPETUS

Reimagine the
Intelligent Enterprise™

**Impetus GenAI
Innovation Labs**

Rapidly design and build an enterprise-class GenAI proof of concept in less than 6 weeks.

As enterprises gear up to invest in the power of GenAI, many face a multitude of challenges in effectively leveraging its transformative potential. Amid its hype, real business alignment and successful technological implementation can be elusive. That's where Impetus GenAI Innovation Labs steps in, helping enterprises accelerate time-to-value while driving superior business outcomes at scale.

Generative AI

Challenges and opportunities

Generative AI is reshaping industries, unlocking unprecedented business value while presenting new challenges. As organizations leverage this technology to innovate and optimize processes, they must navigate a landscape filled with both opportunities and risks.

Challenges

- › Rapidly evolving GenAI technology
- › High initial implementation costs
- › Challenge taking research to production
- › Varying levels of enterprise data platform readiness
- › Demonstrating early-stage business value
- › Unforeseen governance and outcome risks

Opportunities

- › Superior customer experience
- › Advanced data analytics and insights
- › Cost reduction and operational savings
- › Enhanced efficiency and productivity
- › Innovation in product and service offerings
- › Improved decision-making

Impetus GenAI Innovation Labs

Address GenAI's inherent challenges and create breakthrough moments with a proven approach for rapid innovation

Impetus GenAI Innovation Labs provides business-driven solution development through rapid iteration that delivers predictable, demonstrable outcomes in a guaranteed timeline and budget.



Partnering with Impetus means fast-tracking your GenAI journey with minimal risk. We bring top-notch engineering expertise to assess data readiness, craft a solution reference architecture, and deliver a functioning proof of concept — all in under 6 weeks!



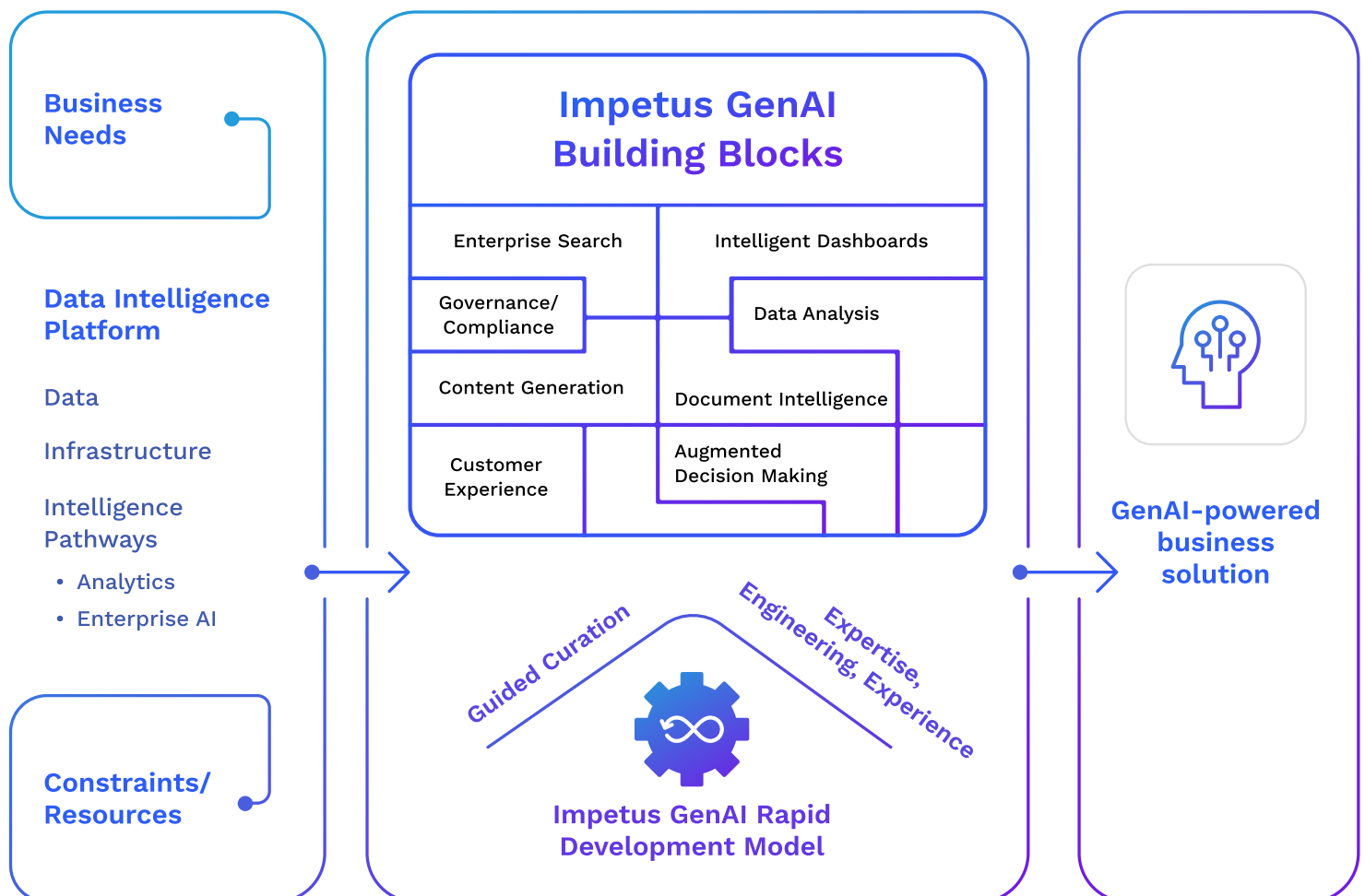
Our GenAI development model isn't just about keeping up - it's about leading the charge. We tap into the immense potential of GenAI to revolutionize business models, elevate customer experiences, create groundbreaking applications, and massively improve productivity.



Impetus enables you to showcase how GenAI can deliver unparalleled business outcomes, all while aligning with your unique vision, leveraging your data, and empowering your people.

Impetus GenAI Innovation Labs Development Model

Impetus GenAI Innovation Labs utilizes an iterative, collaborative development approach and GenAI building block model to ensure successful outcomes. From initial assessment to a working proof of concept, we streamline your GenAI journey with unmatched precision and speed, providing continuous feedback and improvements throughout the process.



Leverage our GenAI building blocks across business functions

Our GenAI building blocks are scalable, optimized components designed to seamlessly integrate with your existing data and infrastructure. These critical capabilities, selectively leveraged across different use cases, enable the creation of robust, enterprise-class solutions.

Impetus GenAI Core Building Blocks

Document Intelligence	Customer Experience	Intelligent Dashboards	Augmented Decision-making
Translation, summarization, entity resolution, OCR ➤ Higher accuracy ➤ Contextualized responses ➤ Better relevance ➤ Scalability to millions of documents	Chatbot, sentiment analytics, product reviews, customer 360° analytics, personalized offers ➤ Improved caller matching ➤ Higher accuracy of intent classification ➤ Creation of personalized offers ➤ Real-time response and insights	Prompt-driven interactive dashboards ➤ Natural language querying ➤ Easy visualization of new KPIs ➤ Improved interactivity ➤ Faster response	Automating workflows with GenAI, alerting ➤ Delay identification in workflows ➤ Automated data extraction ➤ Task combination or elimination ➤ Quick report generation
Enterprise Search	Governance/ Compliance	Content Generation	Data Analysis
Vector search, RAG, metadata filtering ➤ Contextual search with LLMs ➤ High result relevance ➤ Confidentiality enabled with RAG ➤ Better results from fine-tuned LLMs	Tagging, responsible AI, bias detection, explainability, privacy ➤ AI policy and trustworthy LLMs ➤ Guardrails and adversarial testing ➤ Geographic AI compliance ➤ Transparency and auditability	Synthetic data, documents, emails, images, audio, video ➤ Synthetic data generation using GANs and LLMs ➤ Report, code, and translated text generation ➤ Creation of images, audio, and video for marketing	Anomaly detection, forecasting, log analysis ➤ Insight generation from unstructured data ➤ Chatbot interaction with data ➤ Task processing with LLM agents

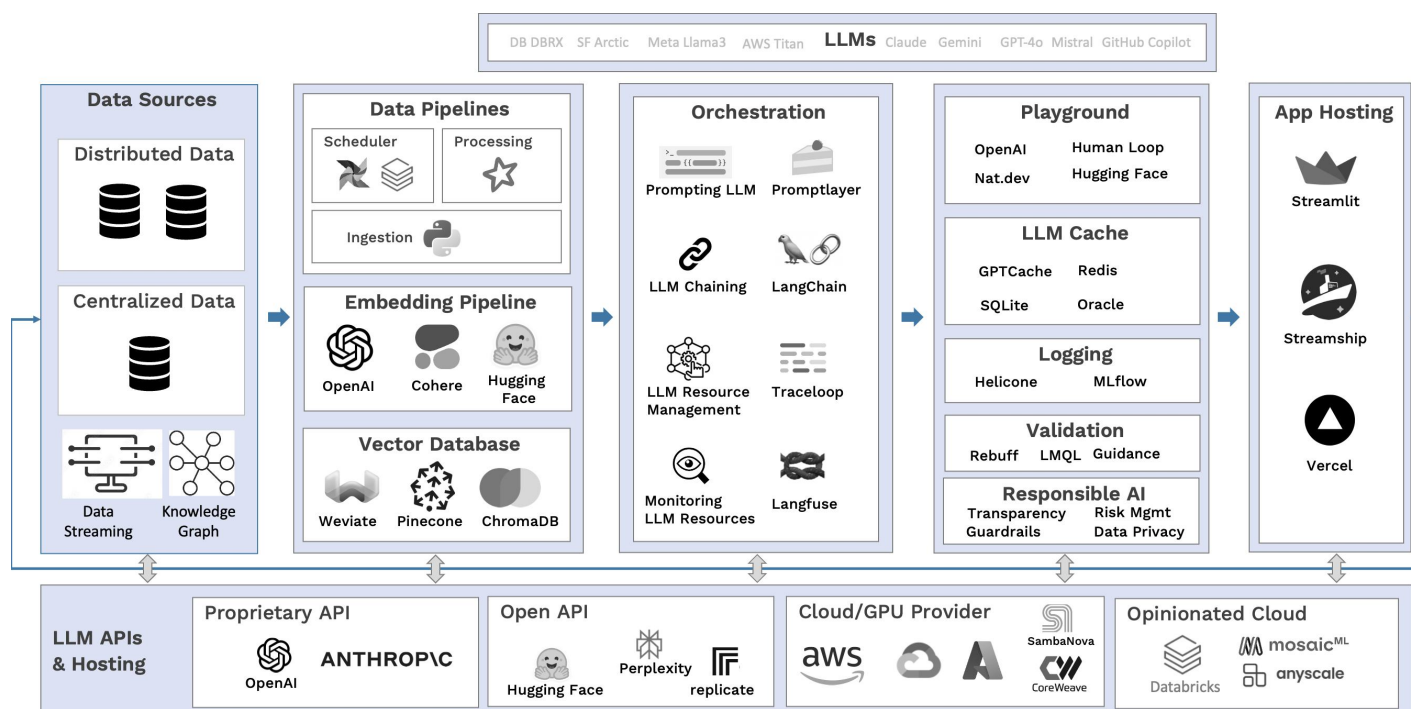
Impetus GenAI Innovation Labs powers your success form strategy to delivery

No matter where you are in your GenAI journey, our curated labs can help you **incubate, innovate, and accelerate** to gain competitive advantage

	Strategy GenAI Lab	Design GenAI Lab	Build GenAI Lab
Description	Collaboratively develop the right GenAI strategy to meet your unique business needs	Fast-track architectural design and technology selection	Develop and deliver an enterprise-class proof of concept in less than 6 weeks
Key Deliverables	Strategic Assessment: Business goals, success metrics, risk profile, understanding of resources/ constraints	Design Plan: Reference architecture, technology selection, project plan, data readiness evaluation, resource requirements	Develop & Deliver: An enterprise-class proof of concept that works with your applications and data sources
Duration	2-day joint workshop	1–3 week joint engagement	3–5 week joint engagement
Cost	\$10K value, complimentary for qualified organizations	\$100K value, complimentary for qualified organizations	240K value, promotional \$50K fixed price and scope

Comprehensive GenAI architecture reference and services

Our robust GenAI architecture streamlines the entire AI lifecycle, from data sourcing and processing to embedding, orchestration, and application hosting. Leveraging leading technologies in SLM/LLM orchestration, vector databases, and responsible AI, we ensure seamless integration with proprietary and open APIs, delivering enterprise-grade solutions that optimize performance and enhance productivity across all business functions.



Impetus GenAI reference architecture

Power your GenAI success with Impetus' real-world experience

Fortune 100 airline

Enhancing flight delay communications with Claude 3 LLM on AWS using a Python FastAPI app

- **Increased efficiency:** Sent 50,000+ Gen-AI messages in 3 months
- **Improved satisfaction:** Boosted NPS by up to 15% and scaled during peak times
- **Resilience:** Managed 3x message volume during the CrowdStrike outage
- **Enhanced messaging:** Custom flight delay updates with Claude V3

Fortune 100 credit card company

Streamlining telesales compliance monitoring with BERT and PySpark NLP-based rule matching

- **100% call monitoring:** From 400 to 180,000 calls monthly
- **10x faster case evaluation:** Reduced from 30 to 3 minutes per call
- **10x quicker feedback:** Turnaround time cut from over 30 days to 3-3.5 days
- **High model performance:** Achieved over 90% accuracy, precision, and recall

Fortune 500 financial services company

Enhancing address matching accuracy with AWS SageMaker, async endpoints, and auto-scaling

- **Efficiency:** Faster processing, fewer manual steps
- **Scalability:** Cost-effective autoscaling infrastructure
- **Data management:** Centralized, consistent, accessible data
- **Accuracy:** 18% boost, reaching 99.5%

The Impetus difference

Your partner for GenAI success



Extensive experience
across industries



Customized solutions
for each client



Strategic partnerships
with AI/ML leaders



Commitment to data
security



Extensive data science and
AI engineering expertise



Skilled in deploying
GenAI solutions

Impetus' strategic AI partnerships



Launch your Intelligent Enterprise with Impetus
GenAI Innovation Labs today!

GET STARTED ↗

IMPETUS

Impetus Technologies solves the data, AI, and cloud puzzle, by combining unmatched expertise in cloud and data engineering. Impetus offers data platform engineering, AI/ML, DevOps, application modernization, and more. Recognized as an AWS Advanced Consulting Partner, Elite Databricks Consulting Partner, and Elite Snowflake Services Partner, Impetus has been the 'Partner of Choice' for several Fortune 500 enterprises for transforming their digital nuclei and driving unmatched innovation and growth for over a decade.

To learn more, visit www.impetus.com or write to inquiry@impetus.com

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