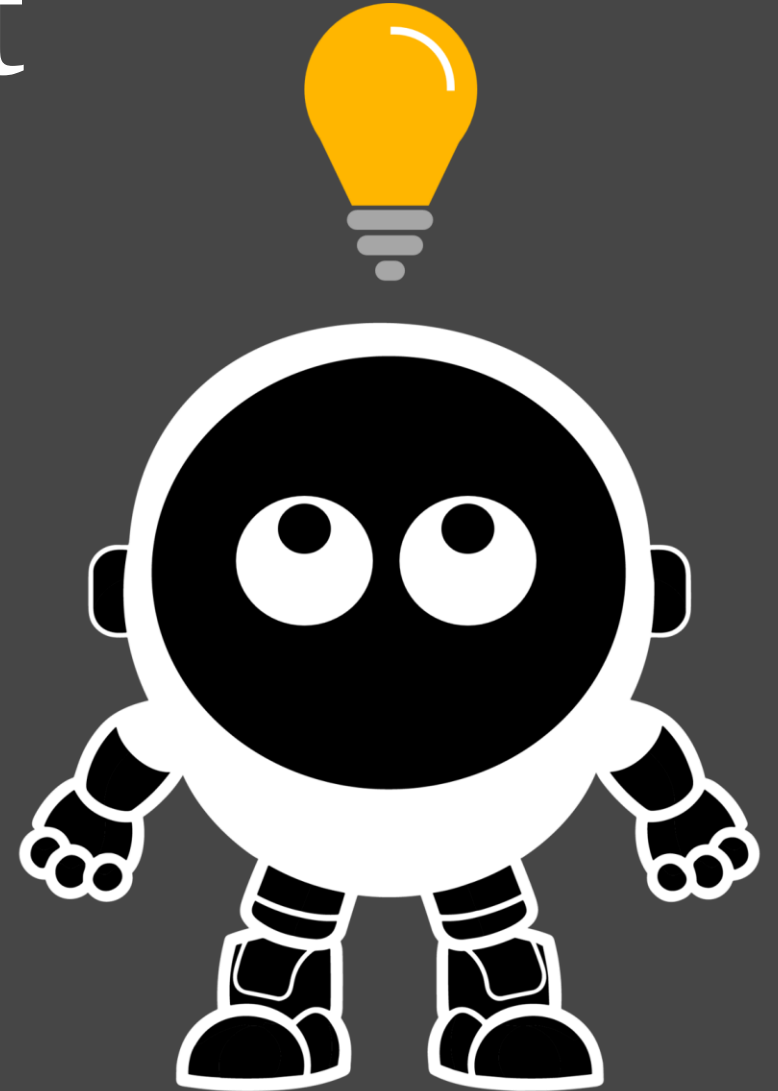


# Generative AI – will it rock or flop?

CASE PwC | TiVi CIO 2024  
2.10.2024





Our purpose  
is to build trust in  
society and solve  
important problems.



# The New Equation

PwC's global strategy, The New Equation, reflects PwC's ability to meet the new and more complex challenges our clients face in today's world.

We bring the expertise of our people and technology together to support our clients in **delivering sustained outcomes and building trust.**

# PwC Finland

## Fiscal Year 2023

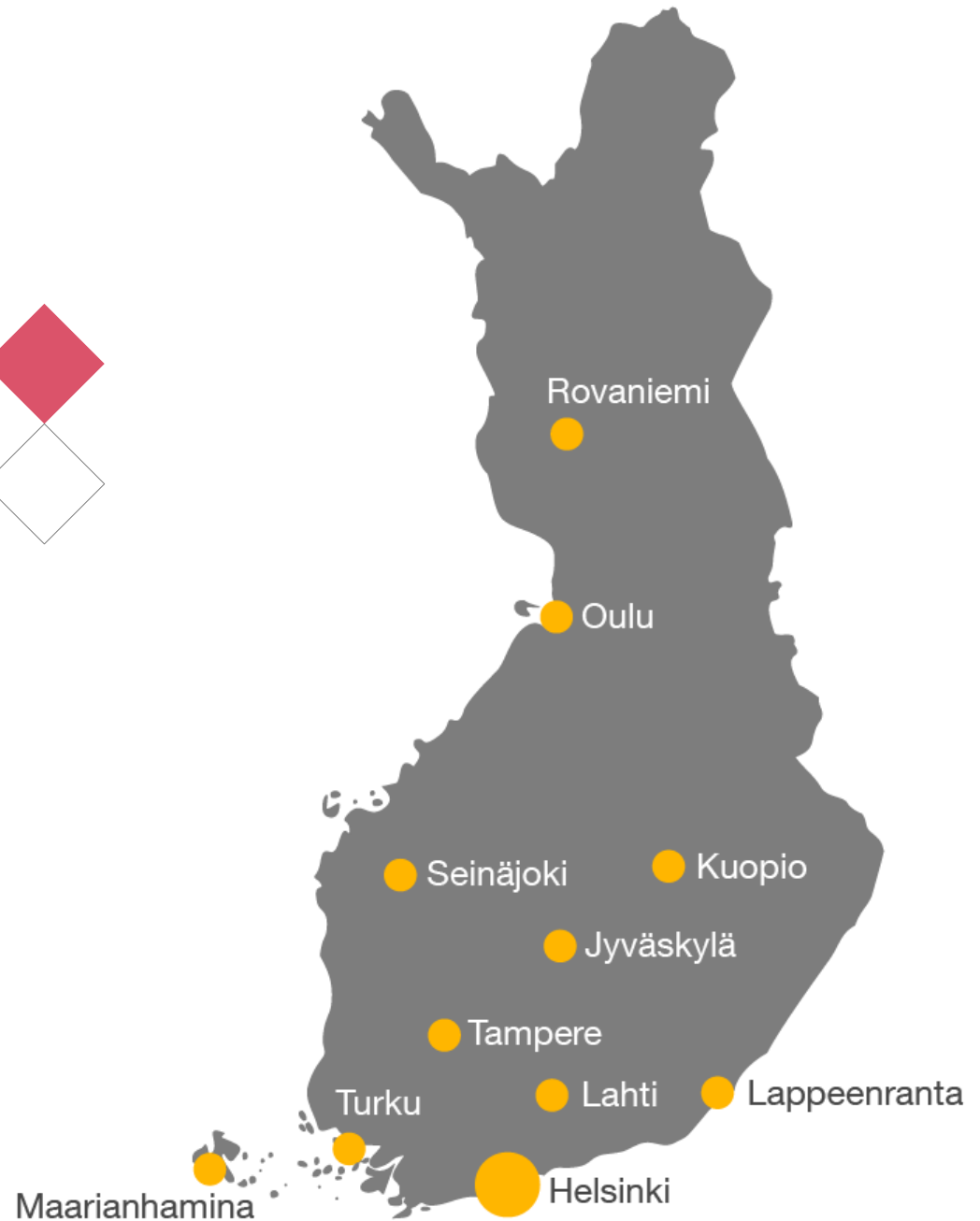


**1 350**  
employees

**184** milj. €  
revenue

**52/48 %**  
women / men

**11**  
locations



Artificial intelligence –

will it rock or flop?



# Innovations





that changed

the game





# User Experience

Get Up

Practitioner capabilities

Get Fit

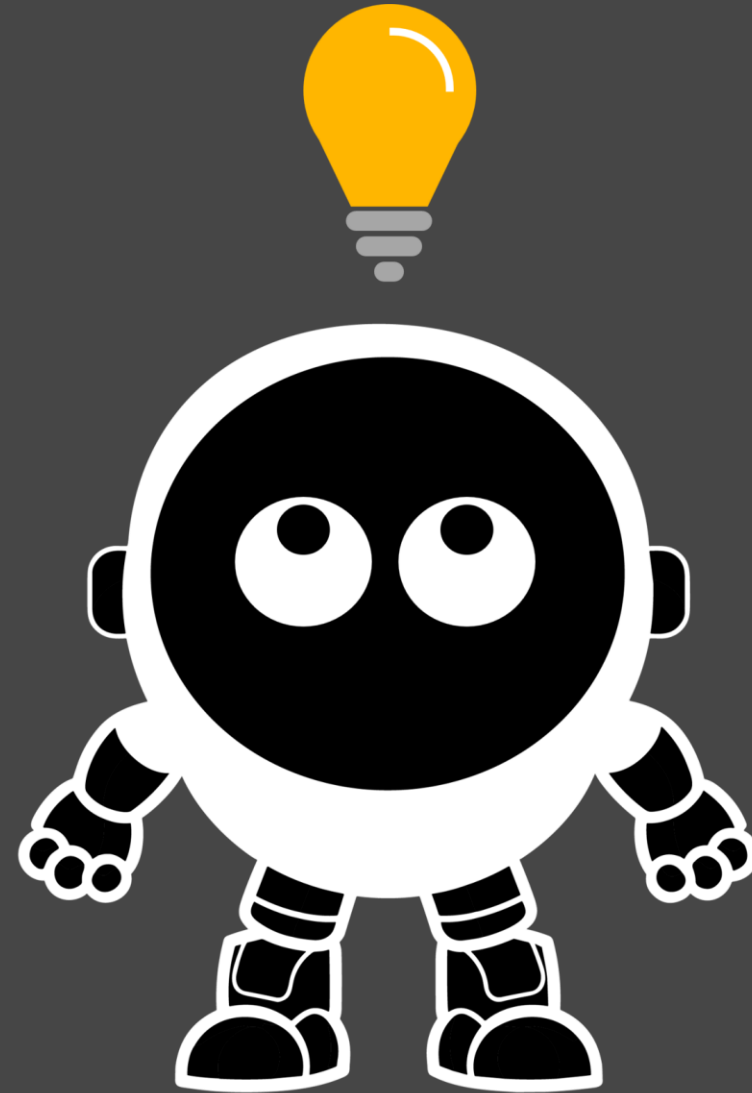
Process Efficiency

Compete

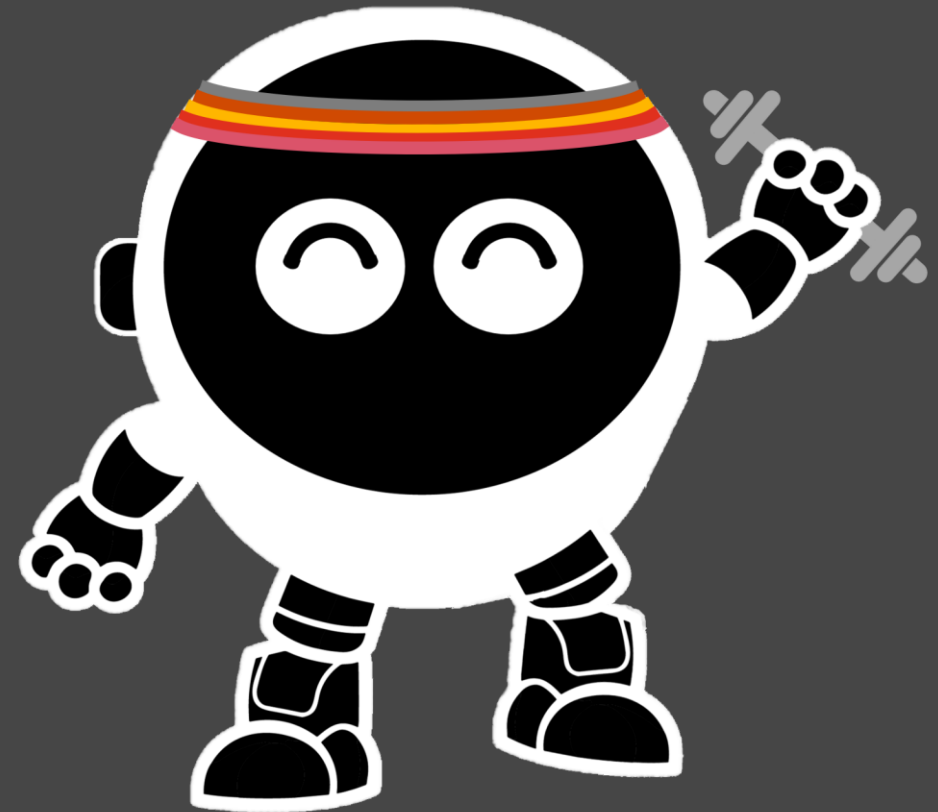
New revenue

Data

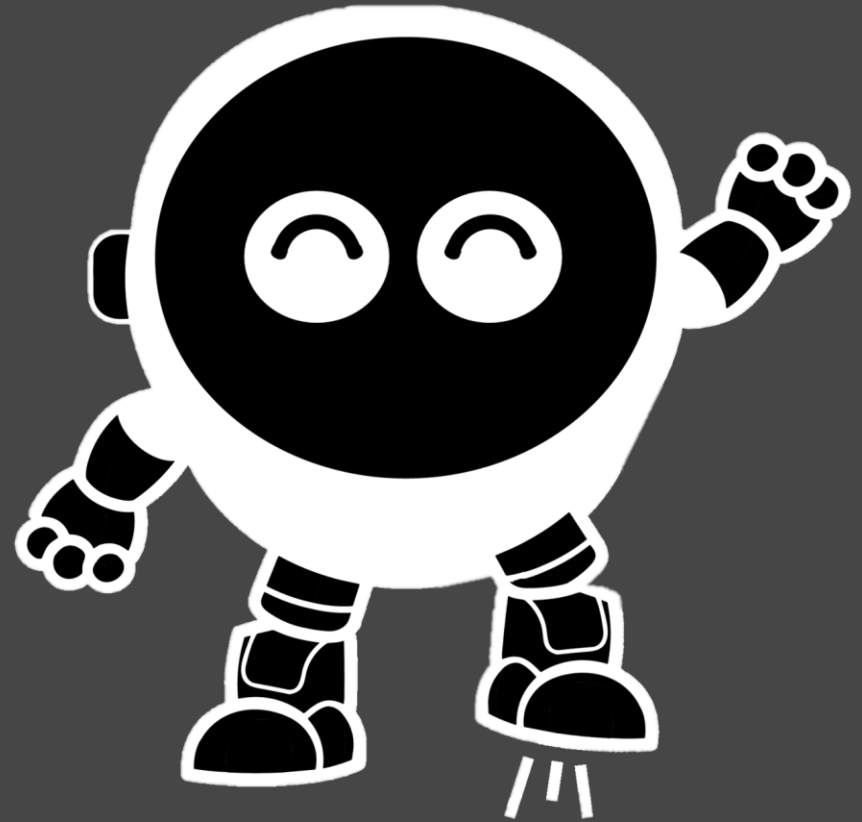
- New work life skill
- 20-60-20
- Start simple, scale up



- Huge potential
- Virtual Assistant
- Danger of multiplication



- Build capabilities
- Listen to your customers
- Create solutions



So... will it rock or flop?



Get Up

Get Fit

Compete



This is not a technology implementation; it is a culture change. Be consistent, share knowledge and focus on the positive inspiration.

*"What's in it for me?"*

Get Up

Get Fit

Compete



GenAI is only as good as the underlying data.  
Proper data management is crucial for  
successful GenAI adoption.

*"Metadata – tag and clean!"*

A man with dreadlocks, wearing a light blue button-down shirt and VR goggles, is sitting at a desk. He is gesturing with his hands as if interacting with a virtual environment. The background features a wall with several framed photographs and a blue desk lamp. A laptop is visible in the foreground on the left.

Human-led,

tech-powered

# Contact us



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# Thank you

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