



## **KEYPOINT MESSAGE**

Welcome to the second issue of our Keypoint AI Lens newsletter! We were excited by the enthusiastic response to our inaugural edition.

*In each monthly newsletter, we strive to deliver tactical advice and real-world examples to help providers effectively navigate the rise of artificial intelligence. In recent months, we've fielded countless inquiries from vendors and providers on the best ways to take advantage of AI capabilities. Many recognize AI's immense potential to transform everything from IT operations to customer experience. However, questions remain around practical integration and deriving tangible value.*

*This month, we focus further on education and awareness. Defining technologies, assessing use cases, and checking out new solutions. Future editions will go deeper on proven solutions and developing an AI strategy aligned to business outcomes and goals.*



**ANNE VALAITIS**  
Principal Analyst

We look forward to your continued feedback as partners exploring the AI landscape!

## AI HEADLINES



[OpenAI Hits \\$2 Billion Revenue Milestone](#)

[Chat with RTX Now Free to Download](#)

[Adobe Brings Conversational AI to Trillions of PDFs with the New AI Assistant in Reader and Acrobat](#)

[AI-Generated Fake News Is Coming to an Election Near You](#)

[New Cloud Service - Dispatcher Stratus](#)

[Introducing Gemini 1.5, Google's next-generation AI model](#)

[SAP Further Strengthens Focus on AI with Dedicated Growth Area](#)

[Tungsten Automation \(Formerly Kofax\) Launches Generative AI Capabilities to Accelerate Customer Returns on Investment](#)

## KEYPOINT SPOTLIGHT



- ◆ **Automated Customer Service - Responding to Customers Instantly**
  - ◆ Using AI chatbots and natural language processing, businesses can automate responses to common customer service queries, providing 24/7 support without large teams. This allows staff to focus on complex issues.
  - ◆ **Tools:** Watson Assistant, Ada Support, ultimate.ai
- ◆ **Predictive Inventory Management - Knowing What You'll Need**
  - ◆ Leveraging machine learning, you can analyze past sales data, economic factors, and weather to predict future inventory needs. This minimizes overstocking and shortages to optimize supply chains.
  - ◆ **Tools:** Bluon, RELEX, SAP Integrated Business Planning
- ◆ **AI Content Creation - Unique Blogs, Ads, and More**
  - ◆ Help with internal marketing efforts instead of paying a copywriter, generate blogs, social posts, landing pages, and display ads with AI tools.
  - ◆ **Tools:** Writesonic, Jasper.ai, Rytr

## ANALYST BYTES



"It's easy to feel inundated by the rapid pace of AI innovation. New technologies, tools acquisitions, and capabilities seemingly drop daily. But as service providers in document solutions, you hold an invaluable view into how organizations access, consume, and produce information. Lean into that vantage point! Filter AI through the lens of optimizing knowledge work. Don't fall into the trap of assuming AI is only relevant for cutting edge industries. Start by asking 'how could machine learning make an impact in document workflows? In printing routines?' Then seek targeted AI skills that enhance your offerings. Stay curious, have strategic patience. Move beyond the fear of missing out, but don't stand still either. Advance incrementally. Deliberately. Plan pilot projects and set aside budget for testing tools. The noise may be deafening but, by focusing AI through the prism of your domain expertise, you'll uncover exactly where and how to get started."

-Anne Valaitis



## HOT TECH INNOVATIONS

- ◆ [DALL-E 2](#)
  - ◆ This text to image system by Open AI can create realistic images and art based on text input.
  - ◆ DALL-E utilizes a version of the GPT-3 (Generative Pre-trained Transformer 3) model, adapted for image generation. It generates images based on natural language descriptions, combining concepts and attributes in novel ways.
- ◆ [Google Gemini](#) (formerly Bard)
  - ◆ Google Gemini is a highly advanced AI model developed by Google DeepMind. It's notable for its state-of-the-art performance in various domains, surpassing other leading AI models—including OpenAI's GPT-4.
  - ◆ Gemini comes in three different sizes: Ultra, Pro, and Nano—each tailored for various applications.



### What is Microsoft CoPilot for 365

- ◆ Microsoft Copilot for Microsoft 365 integrates large language models (LLMs) with organizational data within a typical workflow environment. This enhancement targets widely-used Microsoft 365 applications, such as Word, Excel, PowerPoint, Outlook, and Teams. Its primary function is to provide intelligent, real-time assistance within these applications.
- ◆ Microsoft 365 Copilot aids in generating content suggestions, automating repetitive tasks, and offering data-driven insights—thereby enhancing productivity and creative capabilities for users. The use of LLMs enables the system to understand and process natural language inputs, simplifying interactions between users and their software tools.

### Top 3 Use Cases

#### ◆ Data Analysis in Excel:

- ◆ A data analyst could use Copilot to automate data sorting and analysis in Excel, swiftly generate charts or graphs, and interpret data trends through natural language queries. This significantly speeds up data processing and provides valuable insights with minimal manual effort.

#### ◆ Document Creation in Word:

- ◆ When drafting a report or document in Word, Copilot can assist in suggesting content, formatting data, and structuring the document efficiently. This feature is particularly useful for streamlining the writing process, ensuring coherent structure, and enhancing the overall quality of the document.

#### ◆ Email Management in Outlook:

- ◆ Copilot can help manage a heavy influx of emails in Outlook by summarizing lengthy email threads, drafting quick responses based on prior communication patterns, and prioritizing emails. This can save valuable time and improve productivity by focusing on the most important emails first.