



Gen AI: Ushering in the next era of business

We barely saw it happen. AI walking into our lives. Through the ads that follow us on social media. The personalized pick of movies and shows. Our cars. The maps helping us navigate. Right there in our hands – our super-powerful phones. And now, it's happening again. This time with generative AI. In the form of handy tools – like ChatGPT, MetaAI and Stable Diffusion – that pique our imagination, and stoke our curiosity.

Generative AI technology's path into enterprises too has been just as accelerated and enthusiastic, supported by an exponential increase in investments. While almost every enterprise has started working with generative AI, their struggles with data readiness and concerns around regulatory compliance are just as real. A common acknowledgment is that very few of the gen AI pilots, when considered at scale, promise to deliver tangible business value. In the months to follow, we believe, some ongoing AI pilots will scale to strategic AI programs that will then help pave the way for AI-led business transformations.

Our clients, across industries, are looking to solve tough business challenges with generative AI in ways that produce measurable outcomes for them. For example, supporting and personalizing customer interactions, bringing greater efficiencies to marketing and sales,

improving the quality of code, and even enhancing personal and organizational productivity. They also clearly see that the advent of generative AI, with potential for more pervasive automation, will accelerate the pace of workforce transformation. Talent, across functions, will need support to imbibe new skills, and some will even prep for entirely new jobs that didn't exist before. Generative AI, if embraced responsibly, could drive productivity growth and support a more sustainable, inclusive world.

Embracing AI responsibly also means keeping track of emerging AI regulations across countries and jurisdictions while ensuring compliance. Existing processes, policies, guidelines, and tooling will need to be continuously reviewed and enhanced to cover model assurance, model security, bias, fairness, explainability, reproducibility, training data privacy, safety and alignment, IP/contractual risks and sustainability impact too. We are factoring it all in as we engineer enterprise-scale generative AI developments for our clients. You'll come across some examples right here in this Integrated Annual Report. But what we hope you also won't miss is to see how you too can navigate your next as generative AI paves the path forward for us all, and how Infosys can be the trusted partner on that journey into the future.



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