

Traditional AI

Traditional AI refers to the use of algorithms and machine learning techniques to perform specific tasks or solve problems based on predefined rules and patterns. It relies on large datasets to train models and make predictions or decisions.

Generative AI

Generative AI, often referred to as GenAI, is a subset of artificial intelligence that focuses on creating new content autonomously. These systems, trained on extensive datasets, can produce original outputs such as images, text, or music that closely resemble human-created content.

For Telco leaders

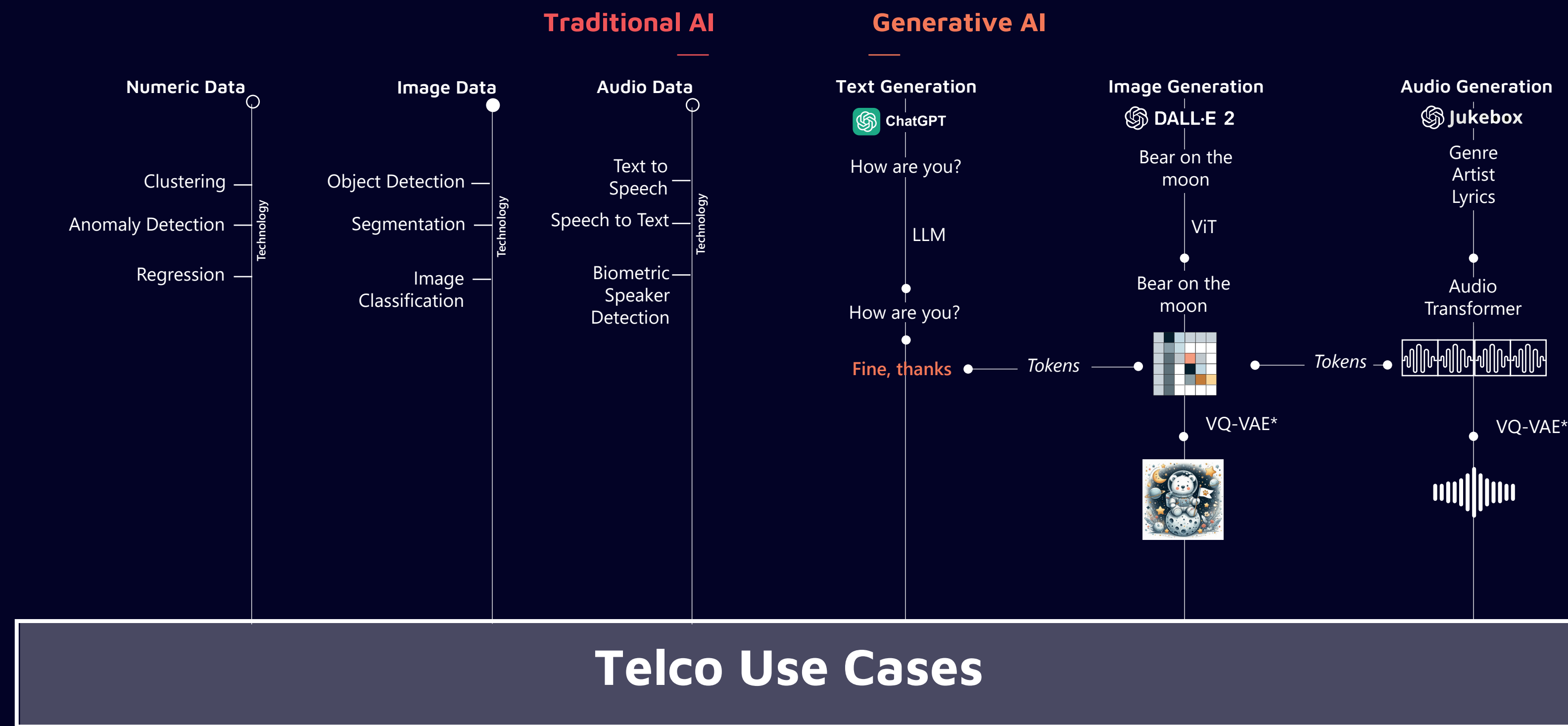
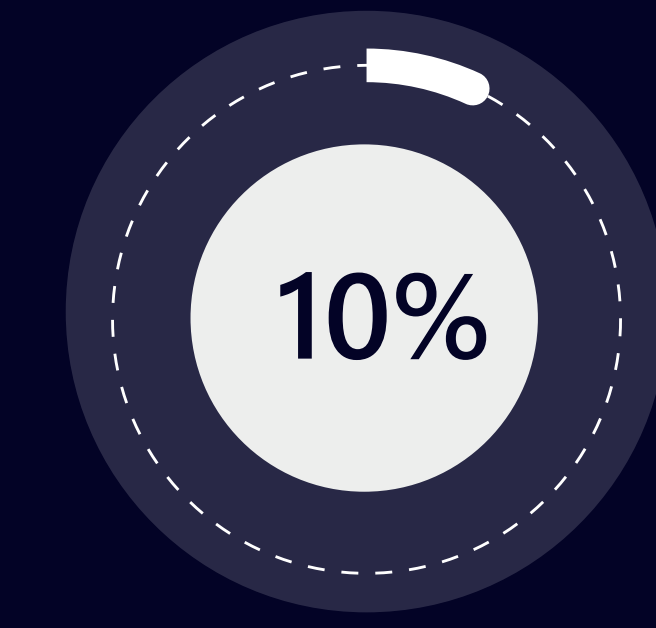
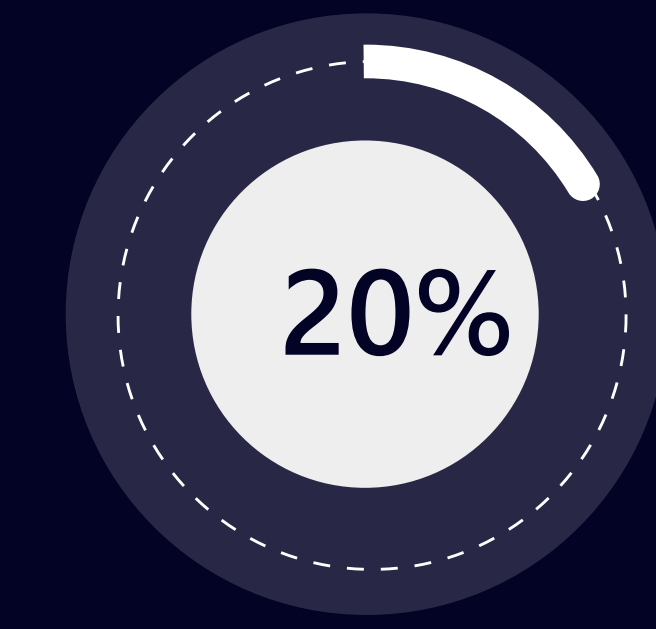
it's vital to understand how both traditional AI, which helps with structured data analysis for efficiency, and GenAI, which brings innovation like content generation and personalized customer experiences, impact the industry. Having a strategic approach in implementing AI solutions, such as setting top-down strategies, reimagining workflows, and making informed decisions on buying or building AI tools, is essential.

These insights

help Telco leaders navigate the AI landscape in 2024 effectively, ensuring their organizations benefit from AI's capabilities to stay competitive and deliver real business value.

(Gen) AI – Transforming Telecommunications

Value of (Gen)AI for the Telco industry

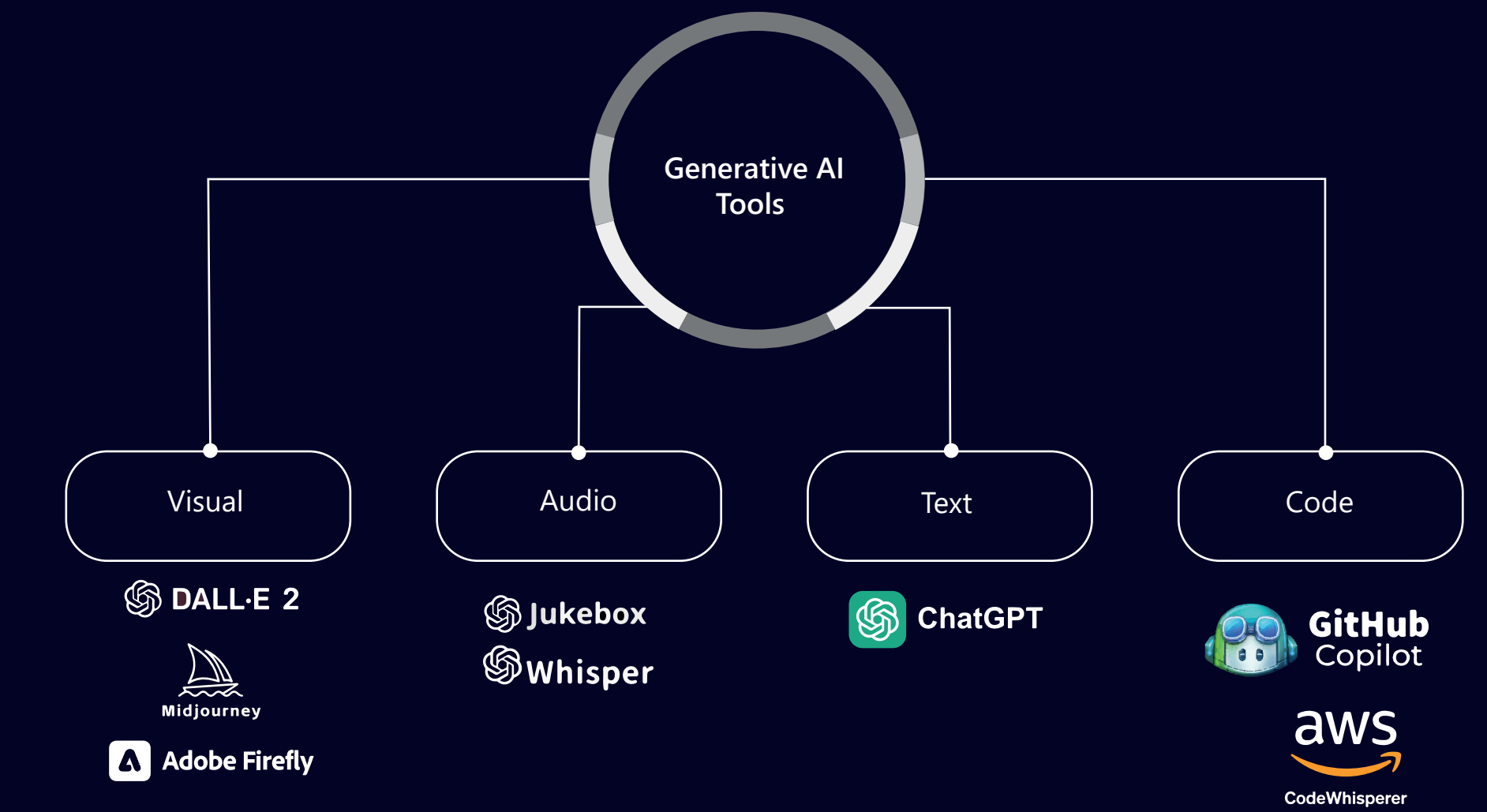


Gen AI - An Overview

A large language model (LLM) is a specialized type of artificial intelligence that has been trained on vast amounts of text to understand existing content and generate new.

Prompt engineering is the process of writing, refining and optimizing inputs, or "prompts," to encourage generative artificial intelligence (AI) systems to create specific, high-quality outputs.

A GenAI Tool for every Task



LLMs in Comparison:

	Context # Tokens	MMLU Multi-task Language Understanding	Parameters ** estimated
OpenAI Chat GPT	32-128k	86.4%	1,8tn
Anthropic Claude	200k	88,2%	500bn
Google Gemini	128k-1mn	90%	>1,8tn

Get the Prompt done

