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Google Cloud

# GenAI as a Service

**Deploying generative AI solutions  
in an efficient and scalable  
manner**

AI & Big Data Congress – Barcelona – 09/10/2024

## GenAI as a Service: deploying generative AI solutions in an efficient and scalable manner



**Mikel Urizar**

GenAI CoE Manager  
Inetum



**Albert Capdevila**

Principal Architect, Data Analytics  
Google Cloud

# Inetum – Who we are...

**inetum.**

**28,000**

TEAM MEMBERS



2023  
**€2.5**  
BILLION IN REVENUES

**+3.7%** | FY23 reported growth including acquisitions after IFRS

**19** COUNTRIES

FRANCE, SPAIN, PORTUGAL, BELGIUM, MEXICO, LUXEMBOURG, POLAND, MOROCCO, ROMANIA, BULGARIA, SWITZERLAND, BRAZIL, TUNISIA, COLOMBIA, PERU, UK, USA, INDIA, IRELAND

**22** SERVICE CENTERS

Brazil, Colombia, France, India, Morocco, Poland, Portugal, Romania, Spain, Tunisia

**130** OFFICES

Global Headquarters in Paris, France  
Mainly in Europe, Iberia LatAm, Africa

**4** GLOBAL BUSINESS LINES

Inetum Consulting  
Inetum Technologies  
Inetum Solutions  
Inetum Software

**4** YEARS

Average long-term contract length

**98%**

Contract renewal rate in 2023

TOP **10** CLIENTS

Have been with Inetum for **10 years**

**7**

FABLABS

Paris, Nantes, Lyon, Ghent, Lisbon, Madrid, Casablanca

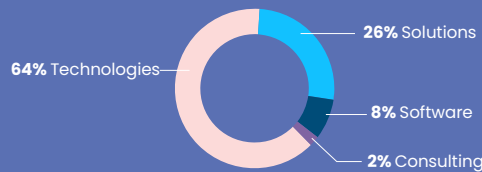
**4** strategic partners



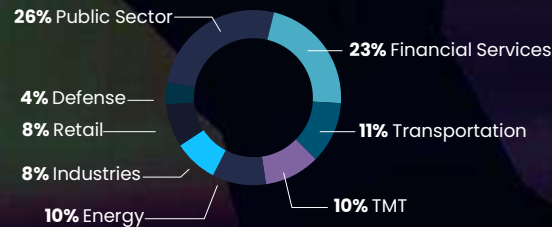
RED DE ALIANZAS



REVENUE BY GLOBAL BUSINESS LINE



**8** SECTORS



**+4**

MAJOR SOFTWARE

Proprietary solutions for a large scope of market sectors



**BainCapital**  
PRIVATE EQUITY

Since 2022, Bain Capital Private Equity is the majority shareholder of Inetum

**inetum.com**  
March 2024

# Inetum Generative Artificial Intelligent Business Unit

The GenAI unit at Inetum aims to **foster growth, innovation** and the **development** of solutions based on Generative AI.

It has a **global approach**, with a **cross-cutting vision**, with the aim of offering **support** in **all areas** of the company.

2 lines of action:

## GenAI Business Development Division

**Main goal:** work with the different areas of a company to detect use cases that generate value.

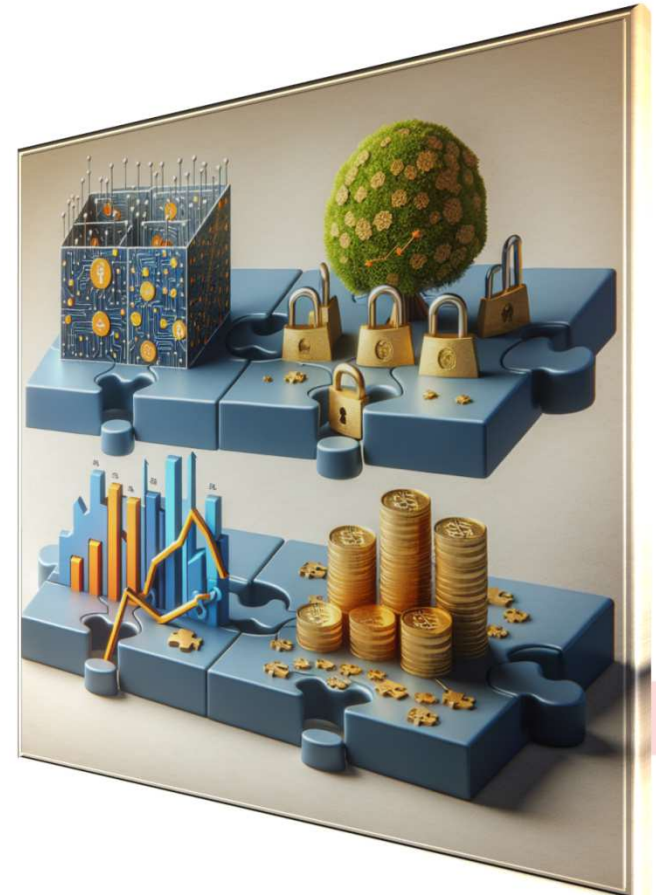
## GenAI Center of Excellence – Research, Innovation and Development

**Main goal:** provide knowledge and services that can be used in the different areas of the company.



# The Challenge: Unleashing the Power of Modern AI in the Enterprise

- **Shadow AI:** Your employees are likely already using public GenAI tools.
- **Scalability Issues:** Are you ready to support a widespread GenAI adoption within your organization.
- **Technology is continuously changing**
- **High Development Costs:** Building robust AI models and solutions in-house can be expensive.



# GenAI as a Service: Our Vision – Unified Platform

**Suite of services and components empowering companies to implement generative AI across their entire operation.**

Robust and flexible platform, specifically designed to offer tools for every technical skill set.

- **GenAI Hub: Unleash innovation in every corner of your business.**

- User-friendly interface, providing intuitive tools and frameworks.
- Effortlessly enhance operations, create more value and save time.

- **GenAI Prompt Engine/Studio: Take the training wheels off!**

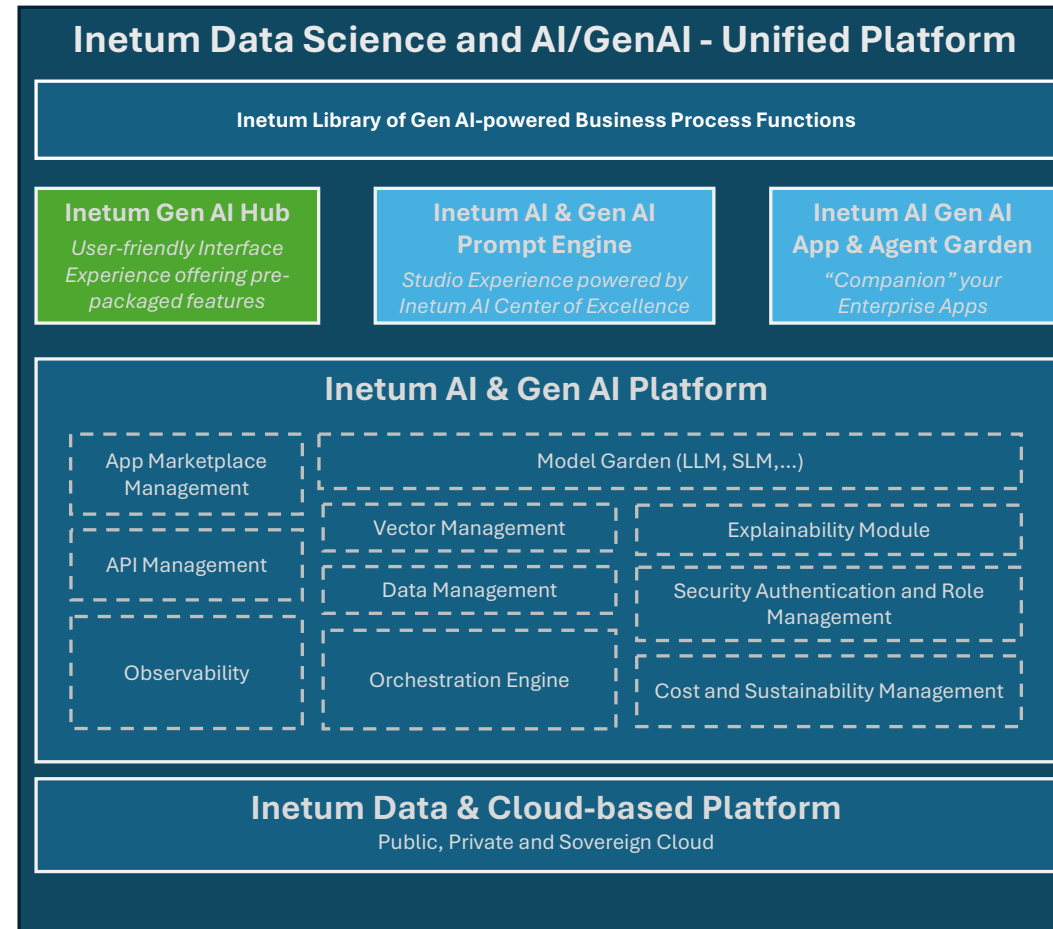
Provides the tools to design, experiment with, and build your own prompts and refine powerful applications. For both experts and emerging talent, the studio unlocks unlimited potential for personalized AI solutions.

- **GenAI Apps & Agents Garden: AI-focused marketplace**

Central hub for enterprise-ready GenAI applications.

- **GenAI Platform: The engine behind the unified platform**

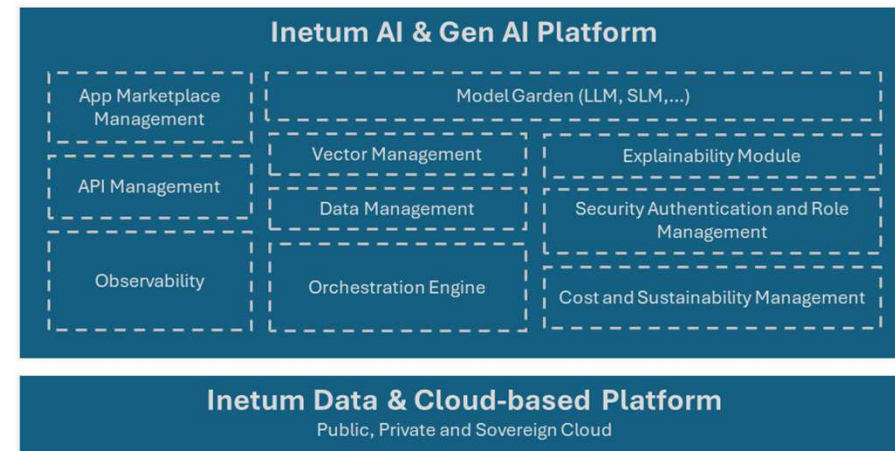
Provides more technical user, with a “plug&play” infrastructure, and a collaborative environment to develop, integrate and deploy new functionalities.



# The Heart of It All: Inetum's GenAI Platform

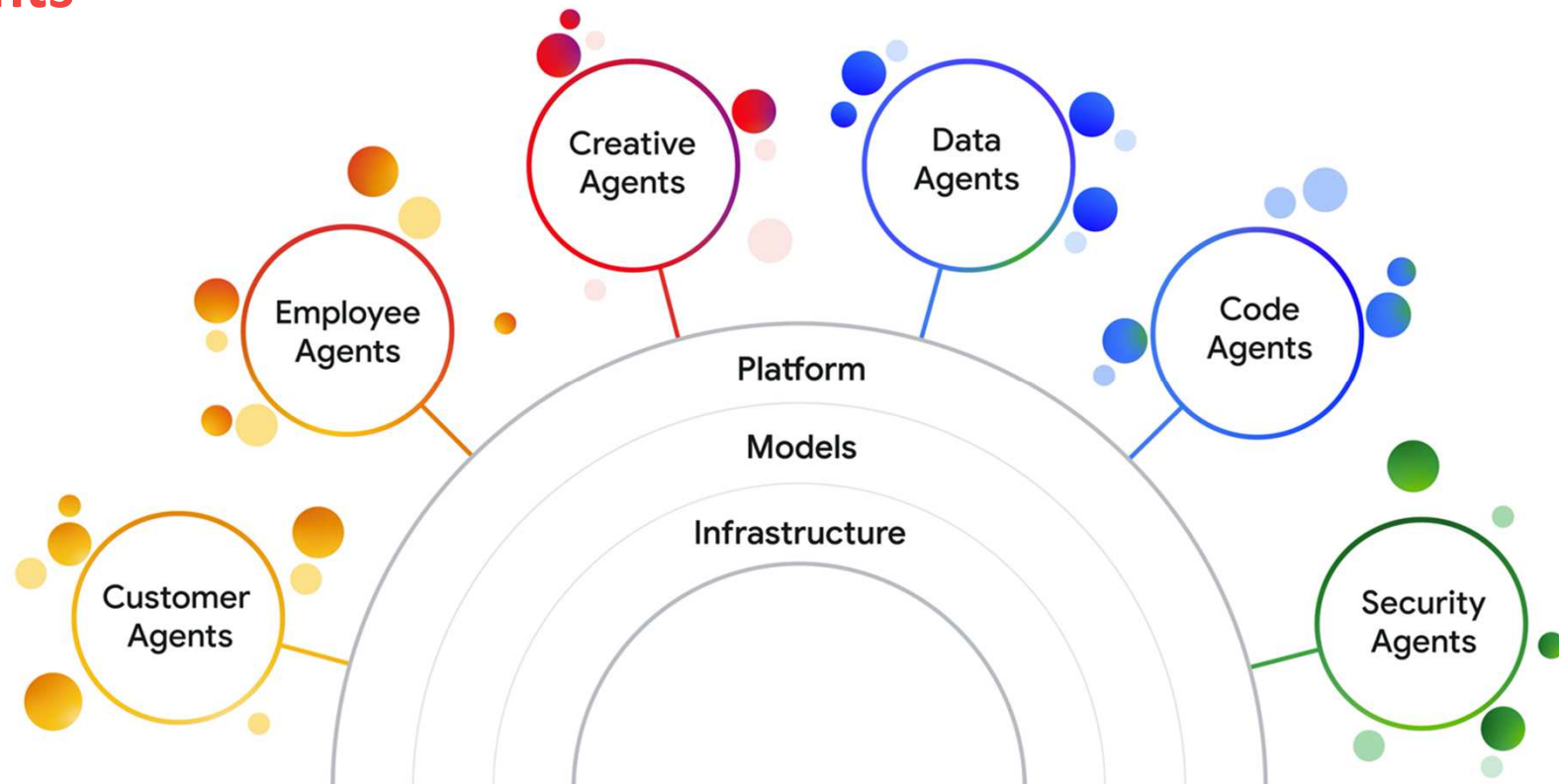
This powerful engine forms the **foundation of our GenAI as a Service**, enabling all aspects of our applications from Hubs, Studios or specific integrations.

- **Develop Once, Deploy Anywhere:** On-premise, cloud, or hybrid – your choice.
- **Collaborative Evolution:** Foster innovation across different teams within a single unified environment.
- **Modular Design:** Flexible integration of specialized models and external tools for constant adaptation to your unique challenges and objectives.
- **Unwavering Security:** Protecting your data at every level.
- **Unified Access Point:** Simplify management and orchestrate multiple solutions through a unified gateway.
- **Multi-cloud, Multi-vendor support:** Built to operate within any tech environment and across all vendor solutions.



# Google Cloud's vision

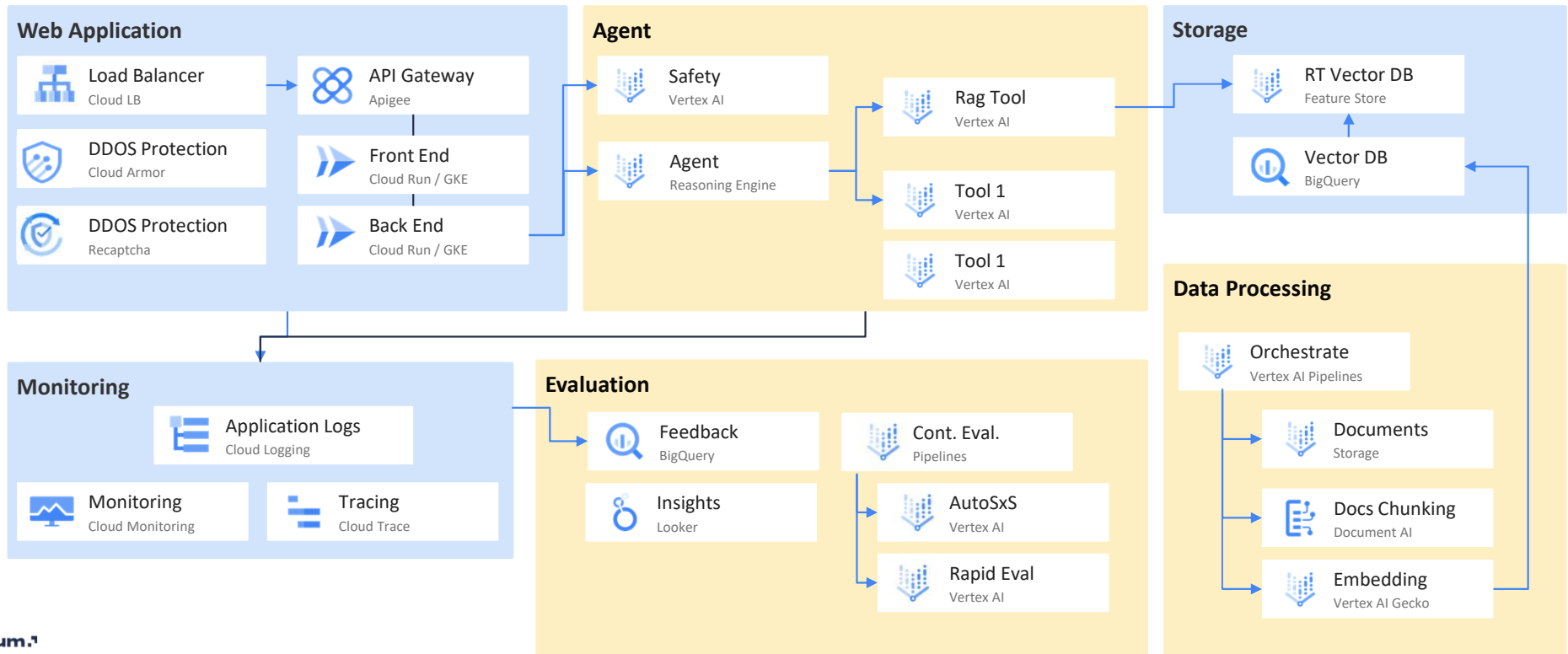
Discrete usage of LLMs is evolving towards a world of connected agents





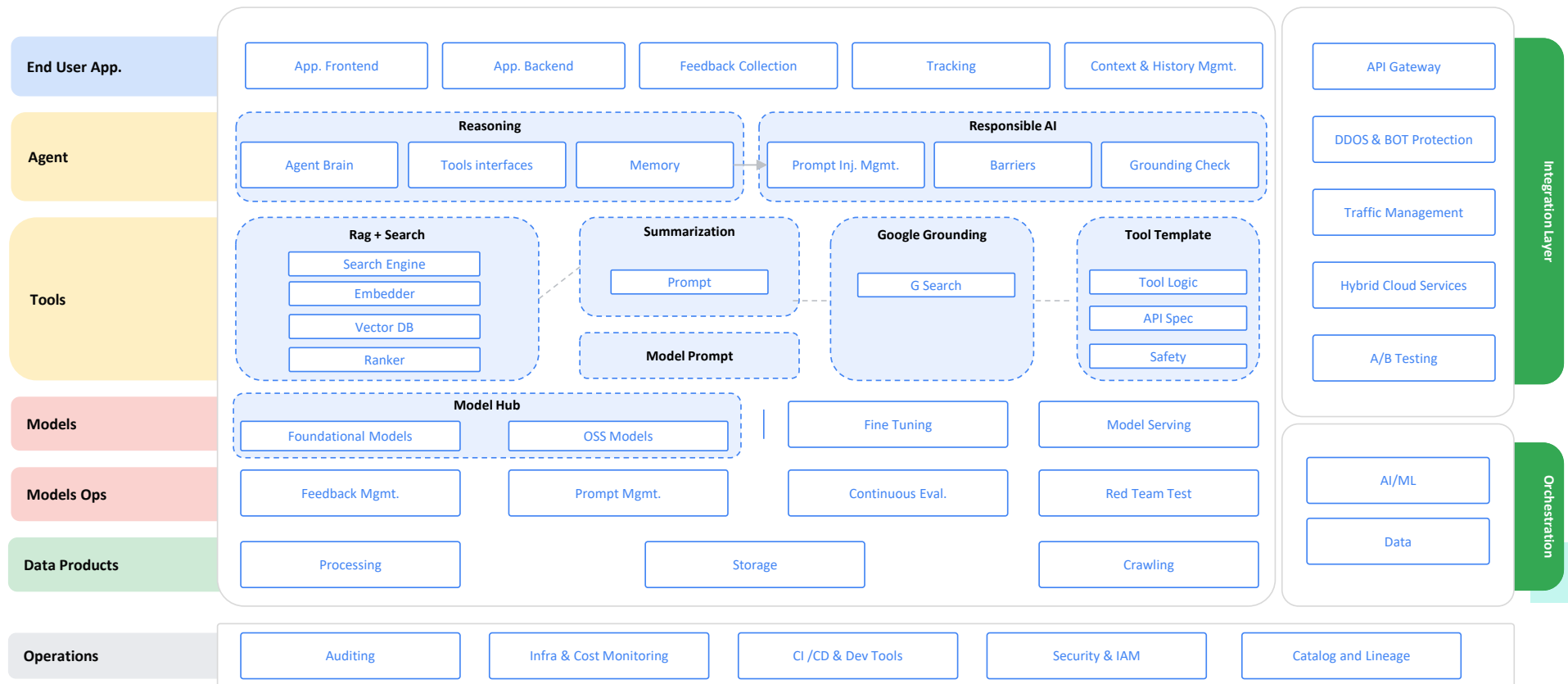
# Google Cloud's vision

Moving from **ideation** to **production** at enterprise level is not an easy task if you do it from scratch



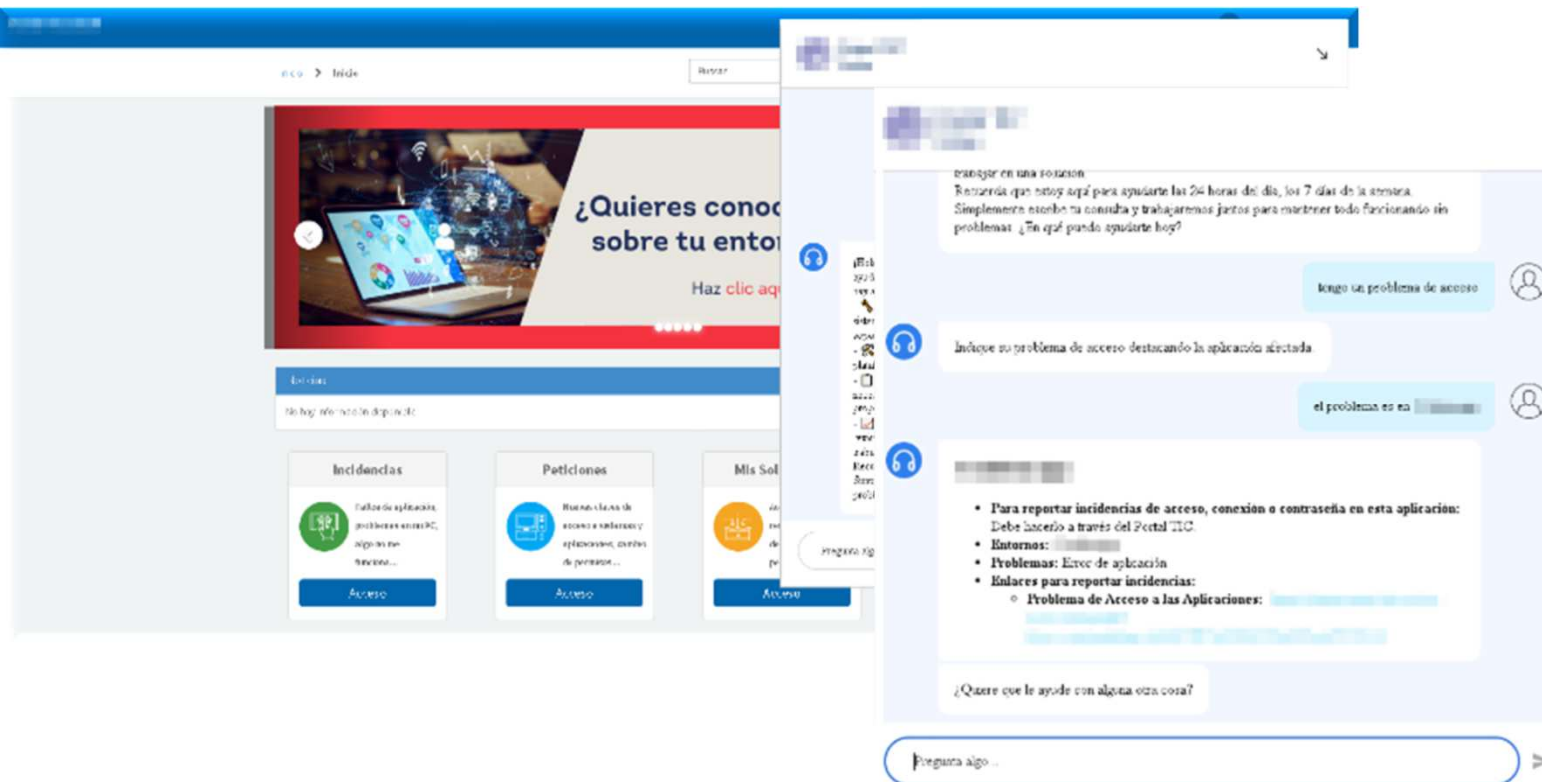
# Google Cloud's vision

## The importance of a **GenAI Platform**



# Use Cases: Bringing GenAI to Life

Intelligent chatbots for enhanced customer support



Customized with  
GenAI Platform  
Services

# Use Cases: Bringing GenAI to Life

AI-powered content analyzer for Strategic Analysis, using Google's Gemini Pro multimodal capabilities.

3-4 pages executive summary...

Including all the key points...

The image shows the cover and several pages from the McKinsey Digital Technology Trends Outlook 2024 report. The cover features the McKinsey Digital logo and the title 'Technology Trends Outlook 2024'. The main content area is titled 'Future of robotics' and includes a line chart showing 'Job postings by title, 2019-23, thousands' with a significant upward trend. Below the chart, there is a section titled 'Future of robotics' with the sub-heading 'The trend—and why it matters'. The text discusses advanced robotic systems and their impact on labor markets. To the right of the text is a circular radar chart titled 'Score by vector ID = lower = higher' with axes for Talent demand, Equity investment, Patents, and Research. Below the radar chart are four icons representing different aspects: Talent demand (ratio of skilled people to job vacancies), Equity investment (private and public market capital flows to relevant technologies), Patents (patent filings in technologies related to trend), and Research (Science, Technology, and Innovation reports related to trend). The bottom of the page shows a bar chart for 'Adoption score, 2023' for various technologies and a table for 'Equity investment, 2023, \$ Billion' and 'Job postings, 2022-23, % change'.

+100 pages report

## Technology Trends Outlook 2024

### 1 Overview

This research identifies the most significant technology trends unfolding today, assessing quantitative measures of interest, innovation, investment, and talent to gauge the momentum of each.

The analysis highlights 12 technology trends, grouped into five categories:

- **The AI Revolution:** Includes Generative AI, Applied AI, and Industrialization Machine Learning, addressing the transformative potential of AI across various industries.
- **Building the Digital Future:** Focuses on Next-Gen and Cybersecurity, acknowledging the importance of future growth.
- **Compute and Connectivity Frontiers:** Explores 1 Technologies, Cloud and Edge Computing, and 5G of advanced technologies shaping the future.
- **Cutting-Edge Engineering:** Examines the Future of Biotechnology, and Future of Space Technologies.
- **A Sustainable World:** Discusses Electrification and Digitalization and Bio-ethics, emphasizing the path to a sustainable future.

### 2 The AI Revolution

#### 2.1 Generative AI

Generative AI (Gen AI) is rapidly advancing, creating or recreating content from unstructured data. It's gaining significant traction in various industries, including marketing, design, and content creation. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 2.2 Applied AI

Applied AI, including machine learning, computer vision, and natural language processing, is driving innovation and solving complex problems. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 2.3 Industrializing Machine Learning

Industrializing ML (IML) focuses on scaling and integrating ML into enterprise systems. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

### 3 Building the Digital Future

#### 3.1 Next-Generation Software Development

The software development landscape is being reshaped by Gen AI and cloud-native architectures. AI-powered tools are enhancing the entire SDLC, with benefits like enhanced capabilities, democratized development, and increased efficiency. Key developments include the evolution of AI-powered development tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.2 Digital Trust and Cybersec

Digital trust and cybersecurity are becoming more critical as organizations face increasing threats and data breaches. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.3 Future of Mobility

The future of mobility is being shaped by AI and cloud-native architectures. AI-powered tools are enhancing the entire SDLC, with benefits like enhanced capabilities, democratized development, and increased efficiency. Key developments include the evolution of AI-powered development tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.4 Future of Biotechnology

Biotechnology is being reshaped by Gen AI and cloud-native architectures. AI-powered tools are enhancing the entire SDLC, with benefits like enhanced capabilities, democratized development, and increased efficiency. Key developments include the evolution of AI-powered development tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.5 Future of Space Technologies

Space technologies are rapidly evolving, driven by decreasing costs and an increasing number of use cases. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.6 A Sustainable World

Electrification and renewable energy technologies are crucial for global decarbonization. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.7 Quantum Technologies

Quantum technologies are advancing rapidly, with applications in cryptography, simulation, and optimization. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.8 Cutting-Edge Eng

Advanced robotic systems are increasingly being deployed in manufacturing, logistics, and other sectors. Key developments include the evolution of AI-powered content creation tools, integrated development platforms, and a changing talent landscape with a focus on compliance and trust.

#### 3.9 Conclusion

Ensuring the challenging global economic environment in 2024, the 12 technology trends analyzed show promise for substantial future growth. Generative AI and artificial intelligence and renewable energy are high-growth trends, while embedded and being deployed across many technologies, the long-term outlook remains positive. The continued innovation, growing interest in harnessing these technologies, and a long-term talent demand outlook point toward a positive future trajectory.

Relevant images as context...

# Use Cases: Bringing GenAI to Life

This presentation...



# The Future of GenAI: Shaping a Responsible and Innovative Tomorrow

## Key Trends

- **Human-Centric Approach:**
  - Prioritizing ethical and responsible AI development.
  - Hyper-personalization and customized experiences.
  - Seamless human-machine collaboration.
  - Ethical AI development and responsible implementation.
  - Explainable AI (XAI)
- **Multi agent-based AI:** use the right tool/model for the task.
- **Multimodal models:** engage models audio/video/images capabilities to improve understanding of data.

# Conclusions

## Inetum's Vision

- Generative AI has already **reshaped our landscape**.
- **Businesses** that want to take advantage **must prioritize** strategic **adoption** and robust internal ecosystems to harness this innovation.
- **Staying Ahead of the Curve**: Continuous innovation.
- Our **GenAI Unified Platform** acts as your **gateway**, offering **solutions, secure** access, **development** tools, and **expert assistance** – empowering both experts and non-technical professionals alike.
- From citizen developers to expert engineers, our platform provides the tools and resources **to unlock the full potential of Generative AI**.
- **Secure the future** within a constantly changing market through **collaboration and future-proofing**.

The background is a dark blue gradient. On the left side, there are several vertical lines of varying heights and colors (teal, white, teal) and several small squares (teal and white) scattered across the space.

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