

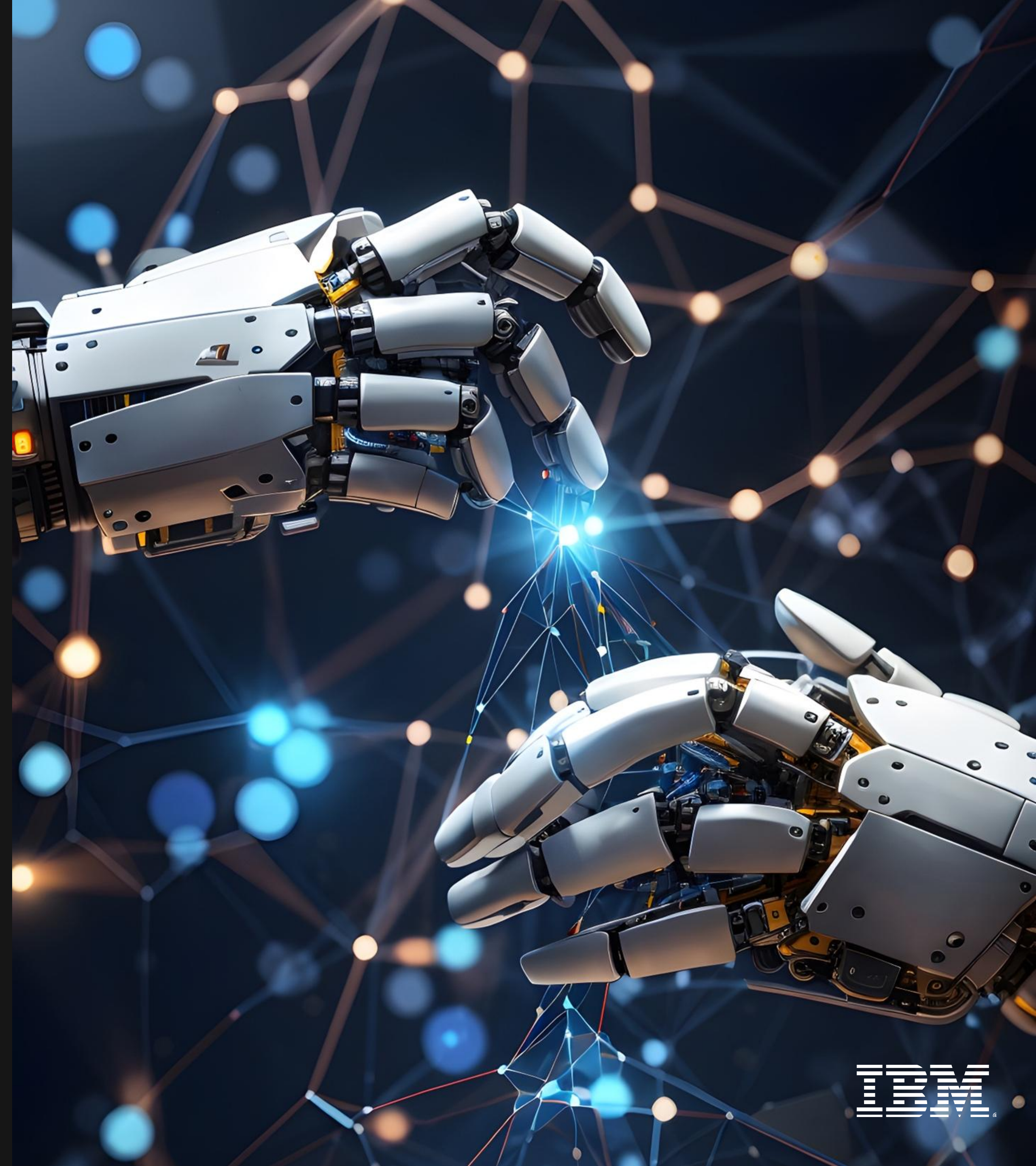
# Building and Scaling AI for Business

Dinesh Nirmal

*Senior Vice President, Products, IBM Software*

*IBM*

*2024 SJSU Economic Summit*



*Global GDP estimated increase due to generative AI*

**\$7-10T**

*Companies in piloting mode with generative AI*

**+45%**

October 2023 Gartner Inc. poll of 1400+ executive leaders

*Companies in production mode with generative AI*

10%

October 2023 Gartner Inc. poll of 1400+ executive leaders



App Developer/  
Architect



Prompt  
Engineer



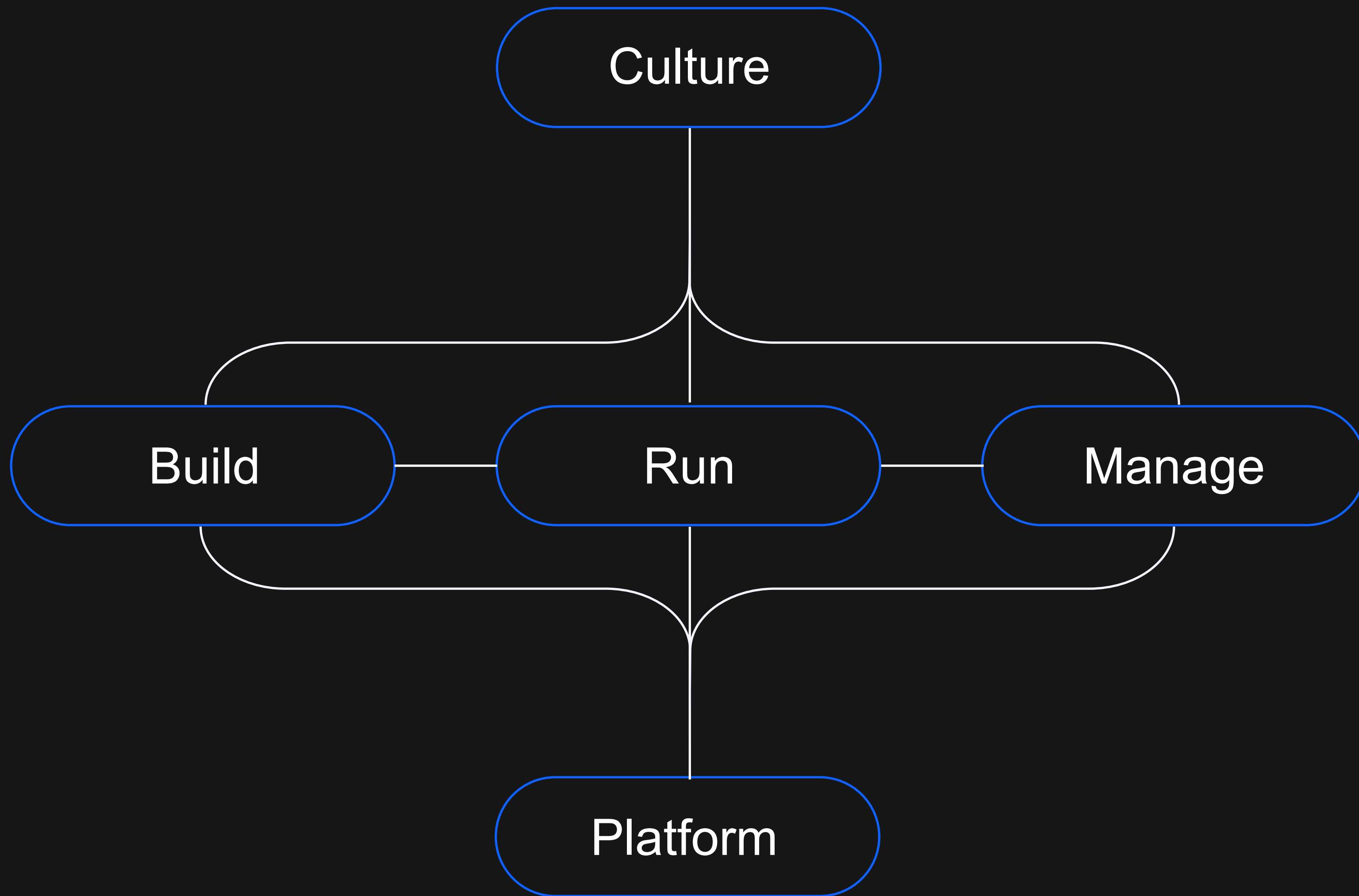
Data  
Engineer



Data  
Scientist



Compliance  
Officer



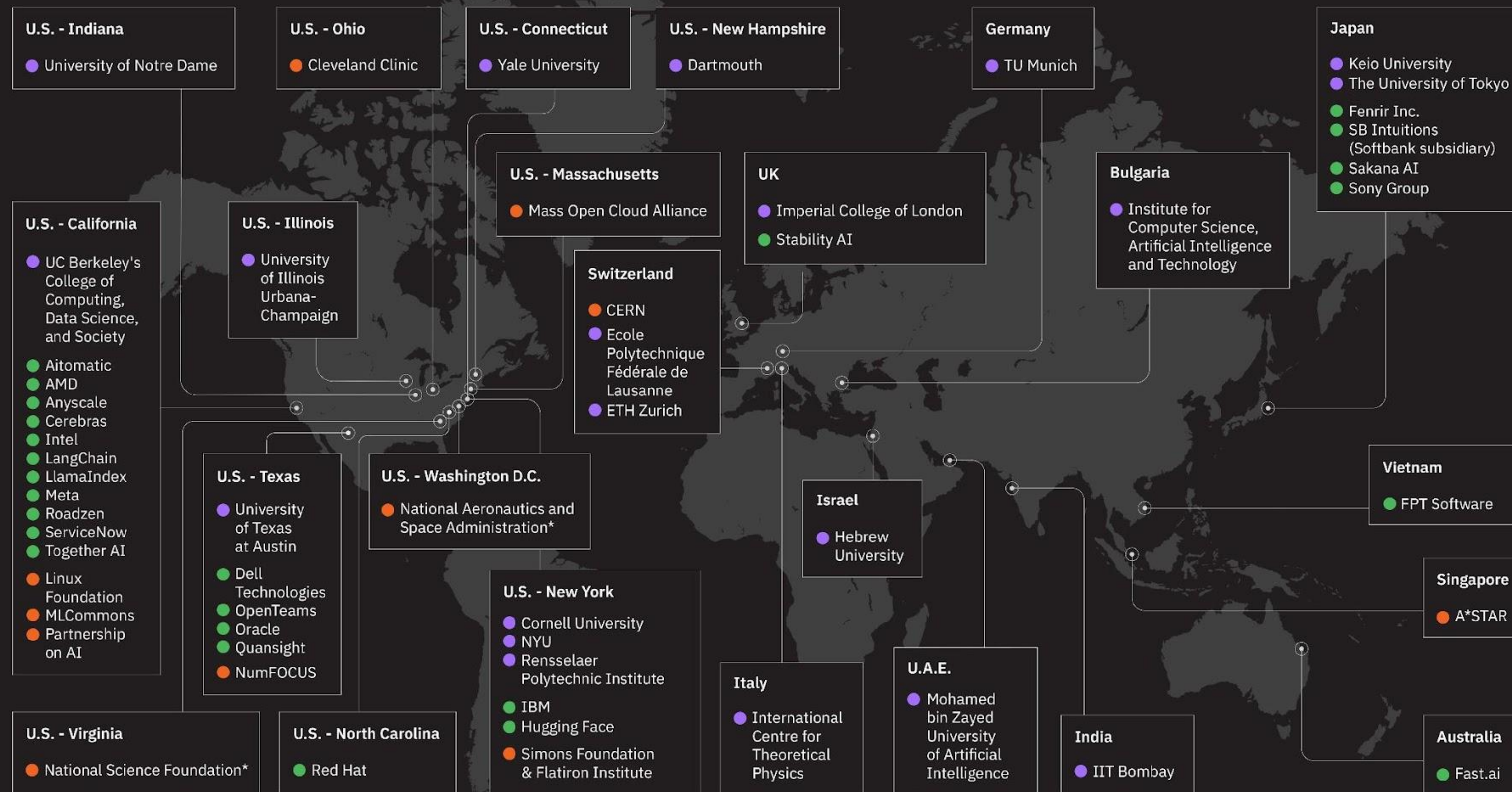
# The AI Alliance

## 100+ Members

Founded by **IBM** + **Meta**

### Founding Members and Collaborators\*

- Universities
- Startups & Enterprises
- Science Organizations & Non-profits



Total annual R&D funding represented

> \$80B

Students supported by these academic institutions

> 400,000

Total staff members

> 1,000,000

# IBM Generative AI

20+ use cases  
already in  
production

Enterprise Performance  
Management

**\$200M**  
in business value

Customer  
Support

**\$165M**  
annualized operational  
savings

HR  
Transformation

**40%**  
savings in HR operating  
budget

Digital Labor

**80%**  
of top IT issues addressed  
by AskIT

IT Modernization

**\$100M+**  
optimization





Selected watsonx as the generative AI platform to power Airtable's AI workflows



Introduced watsonx into Adobe Experience Platform, the centralized and connected data foundation that powers customer experience management to deliver personalization at scale



Incorporated watsonx.ai and IBM Granite large language models into its Now Assist GenAI experience for ServiceNow customers

*Build and Scale AI  
for your Business*

