

Infosys
topaz

REIMAGINE
DIGITAL
ENTERPRISE.
REDEFINE HUMAN
POTENTIAL.
REINFORCE
AI ETHICS.
AUGMENT
WHAT IS AND
ACCELERATE
WHAT CAN BE.
LEAD THE
GENERATIVE
REVOLUTION.

Infosys®
Navigate your next

INFOSYS GENERATIVE AI LABS

Generative AI will reinvent business, technology and people. But to lead in this new era, one must mold generative AI to reimagine the digital enterprise, redefine our human capability, and reinforce AI ethics, all while driving rapid technological innovation. Infosys Generative AI Labs, part of [Infosys Topaz](#), makes this possible by bringing together ready-to-use industry solutions, a large partner ecosystem, and responsible design frameworks. Empowering everyone within and beyond the enterprise to lead the generative revolution and make change happen as they imagine it.

Rapid innovation will come from weaving generative AI across technologies, augmenting what exists and accelerating what can be for a truly adaptive enterprise. It becomes clear that this technology is an opportunity to rethink at scale the way work is done. Those that act now will do more than keep pace. They will be the ones that shape the generative era, disrupting themselves and their industry for the better. But growing adoption will come with growing the guardrails of protection. Training AI to be responsible as it responds is foundational to solutioning for ethical AI.





DISRUPT AND
DELIVER TO
REIMAGINE
DIGITAL
ENTERPRISE.
FROM AVATAR
AGENTS TO
AUTOMATED
MEDICAL
REPORTS. BUILD.
REBUILD.
AS YOU THINK IT.
LEAD THE
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REIMAGINE DIGITAL ENTERPRISE

With early investments, strategic partnerships and mature offerings, Infosys can enable businesses to alter the pace of change in their digital journey. Infosys' capabilities in large language models are laying the groundwork to upend existing normals and build an AI-first enterprise, with generative AI paving the way for reinvention. Infosys Generative AI Labs, part of Infosys Topaz, is committed to helping enterprises navigate change across digital, human and ethical dimensions through a combination of proven expertise and a strong partner network.

SERVICE TRANSFORMATION

Disruption begins with creating fundamental shifts in entire functions, such as the contact center. Infosys uses generative AI to bring context to customer service conversations, using lifelike avatars to perform the role of a service agent with natural language interactions. The AI avatar also cross-sells through conversational digital promotions, enabling simpler interactions and better experiences.

USER VIRTUALIZATION

An Infosys digital twin solution for financial services builds virtualized personas of high-net-worth individuals with AI running simulations of the individual's investment portfolio. New scenarios are created each time, combining text and data with image and immersion to produce not just a more engaging experience, but more accurate investing outcomes.

INSIGHT GENERATION

A financial services leader has put the power of generative AI in the hands of their 18,000 wealth managers. They can now identify accurate and comprehensive information from more than 100,000 documents with semantic search and generation of synthetic answers. Beyond that, it enables automated meeting notes and action items so that advisors can find new opportunities for their clients.

**GENERATIVE AI MODELS
HELP TAX CONSULTANTS
FOCUS ON SOCIAL POSTS
RELATED TO TAXATION,
INCLUDING UPDATES
AND REGULATORY
CHANGES.**

[Read more](#)



COEXIST AND
COCREATE TO
**REDEFINE
HUMAN
CAPABILITY.**
TELL STORIES
FASTER. MAKE
INFORMATION
SIMPLER. TAILOR
INSIGHTS BETTER.
SPOT PROBLEMS.
SOLVE AT SCALE.
**LEAD THE
GENERATIVE
REVOLUTION.**

REDEFINE HUMAN CAPABILITY

Infosys' belief has long been that humans spot problems while machines solve them. With generative AI, this is manifesting in possibilities as wide-ranging as document summarization, code conversion, and experience personalization, amplifying human potential to achieve far greater outcomes than what is imaginable.

DOCUMENT SUMMARIZATION

Cocreating with AI will require large language models to be put to work to extract and enrich information, such as in the life sciences industry. Infosys uses cognitive search to enable human writers to ask natural-language queries that are summarized iteratively, working with machines. For a US-based biopharmaceutical company, automated summarization of clinical drug trial reports has reduced manual effort by 30% and enabled their people to be more productive.

MARKETING PERSONALIZATION

Hyper-personalization has long been touted as a game changer, but it is only with generative AI that it is becoming possible. It is also more fulfilling for people who work on programs such as image personalization. Infosys' solution for an iconic pet food maker enables users to merge brand images with consumer attributes such as location and user-generated content such as photographs. The outcome is campaigns that delight, and new levels of brand affinity.

DATA ORGANIZATION

For a heavy equipment manufacturer, selling more than 1 lakh parts, structuring the data for each sold part across different data sources and vendors and in different formats like websites and documents (word, PDF, and PPT) was simplified by deploying the Microsoft Azure Open AI GPT3 content summarization capability. The intricate process was automated, improving accuracy as well as the effectiveness of the content, which can now be deployed and reused across different business functions at minimal cost thus leading to workforce amplification.

**FROM CODING AND
CREATING
TO SUPPORTING AND
SOLVING, NEW
POSSIBILITIES IN
HUMAN-MACHINE
COLLABORATION AWAIT
EVERYONE WITH
GENERATIVE AI.**



DERISK AND
DEMOCRATIZE TO
REINFORCE
AI ETHICS.
PREVENT
BIAS. PROTECT
PRIVACY.
MAKE AI
RESPONSIBLE
BY DESIGN.
SECURE IT NOW.
LEAD THE
GENERATIVE
REVOLUTION.

REINFORCE AI ETHICS

Responsible by design is a key tenet of Infosys' AI approach. With a comprehensive framework, risk management is modeled centrally for bias and hallucination, while governance is adapted constantly to meet legal, security, and privacy guidelines. Third-party partnerships also enable faster integration of new compliance models.

BIAS PREVENTION

In the journey towards being an AI-first enterprise, Infosys has created use cases such as automated help desk agents. When adopted by an open university to answer student queries, the content generation engine of the help desk was modeled for relevance as well as responsibility. A framework was put in place to detect and redact toxicity, protect the privacy of information, and analyze bias in data as well as responses.

ACCURACY DETECTION

Along with derisking, ensuring information accuracy is essential to democratizing solutions. To help a telco achieve better quality of service while utilizing human skills optimally, Infosys AI assigns tickets based on skills, complexity of the task, location, and weather. A drift monitoring solution captures lapses in the accuracy of the summaries created by generative AI, safeguarding operations and satisfaction.

CLIENT DATA PROTECTION

Accelerating the digital journey requires a shift in how generative AI can be woven into human intervening activities. And while doing so, ensuring responsible design whether it's test planning, data management, video generation, training, data analytics, or cybersecurity. Infosys uses generative AI for client data management with differential privacy models, making the process more dynamic, automated, and secure. This way, role-based actions and interventions are created without any bias while safeguarding privacy.

“WE MACHINE LEARN OVER LAST YEAR'S STUDENTS AND THAT PROVIDES A **DECISION-MAKING MODEL FOR THIS YEAR'S STUDENTS.**”

– John Domingue, Professor of Computer Science, Open University

[Read more](#)

Infosys Topaz is an AI-first set of services, solutions, and platforms using generative AI technologies. It amplifies the potential of humans, enterprises, and communities to create value. With 12,000+ AI assets, 150+ pre-trained AI models, 10+ AI platforms steered by AI-first specialists and data strategists, and a 'responsible by design' approach, Infosys Topaz helps enterprises accelerate growth, unlock efficiencies at scale, and build connected ecosystems. Connect with us at infosystopaz@infosys.com

Reach out to infosystopaz@infosys.com to learn more about Infosys Generative AI Labs, industry offerings, platforms, tools, knowledge assets, and solutions co-developed with partners, and more.

For more information, contact askus@infosys.com

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