

Reply Innovation Tour 2024

Agenda

15.00-15.15	Welcome & coffee	
15.15-15.30	Our Heritage	Aliisa Rosenthal
15.30-16.00	GenAI Customer Applications	Chris Finlayson
16.00-16.15	Break	
16.15-16.45	AI for Employee Productivity	Stephanie Tran
16.45-17.30	ChatGPT Workshop	Stefanie Krieger



Our Heritage

Aliisa Rosenthal, Head of Sales



November 30, 2022

"Hi! We're launching ChatGPT today!

We're doing a silent launch at 10am.

Don't expect significant impact on sales, audience is mostly researchers."

Something was happening.

ChatGPT: New AI chatbot has everyone talking to it

🕒 7 December 2022



Artificial intelligence (AI)
What is AI chatbot phenomenon and could it replace human jobs?

ChatGPT reaches 100 million users two months after launch

Unprecedented take-up may make AI chatbot the fastest-growing consumer internet app ever, analysts say



5 MIN READ



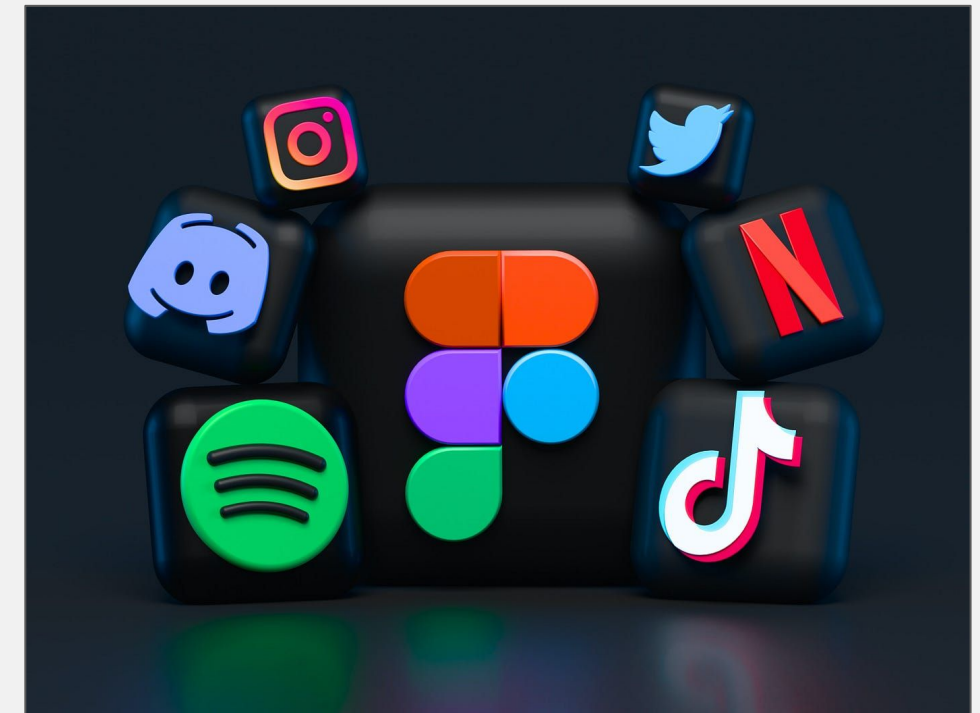
AI isn't something new



1954 - IBM 704



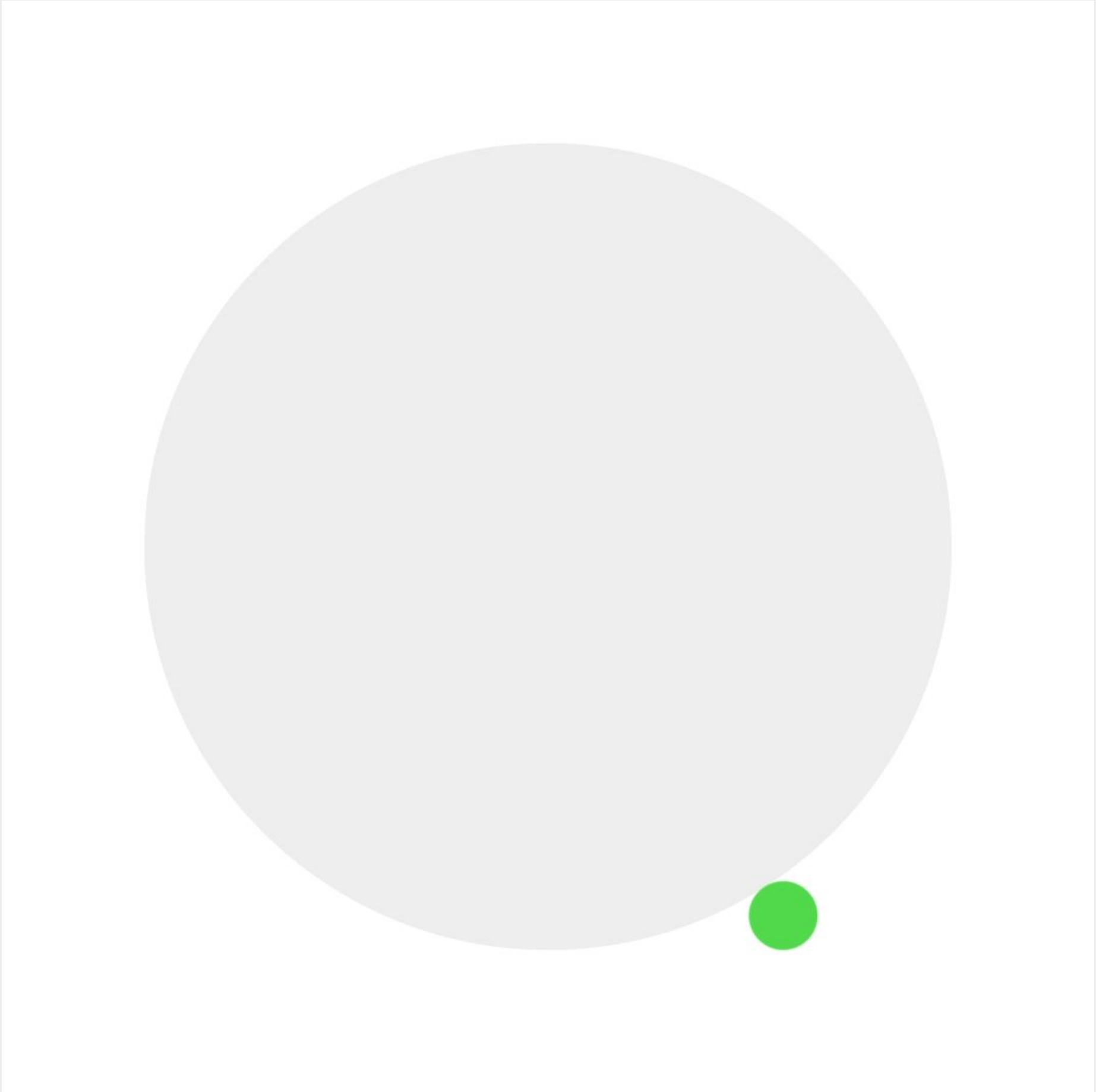
1972 - Shakey the Robot



2000s - Social Media

So, why does this (time) feel different?

Before ChatGPT, AI was largely for developers and researchers.



Before ChatGPT, AI was largely for developers and researchers.

OpenAI made AI accessible to all employees and organizations.



ChatGPT



For the first time, AI exhibits distinctly human characteristics



r/ChatGPT • 3 mo. ago
warmnightlove



I'm using Chat GPT voice function and it coughed while answering my question

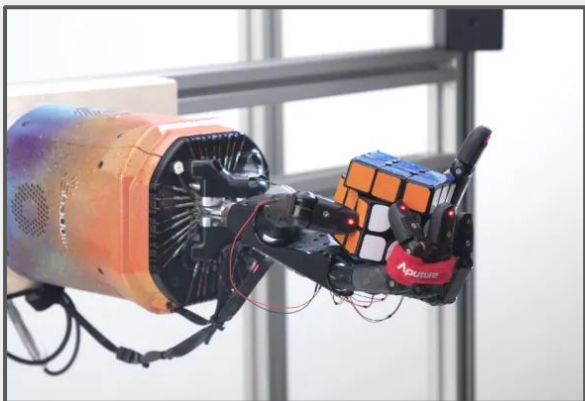
Funny

I've been using the voice function since yesterday and noticed that it makes breathing sounds when it speaks (probably that is why it sounds so real). It takes a deep breath before starting a sentence. And today, actually a minute ago, it coughed between words while answering my questions... I asked why did it cough and he started denying it, saying it is just a text model and can't cough. Please share if you'll experience interesting things with the voice function



How did we get here?

OpenAI started as a research lab in 2015.



Research

Scaling laws for neural language models

Read paper >

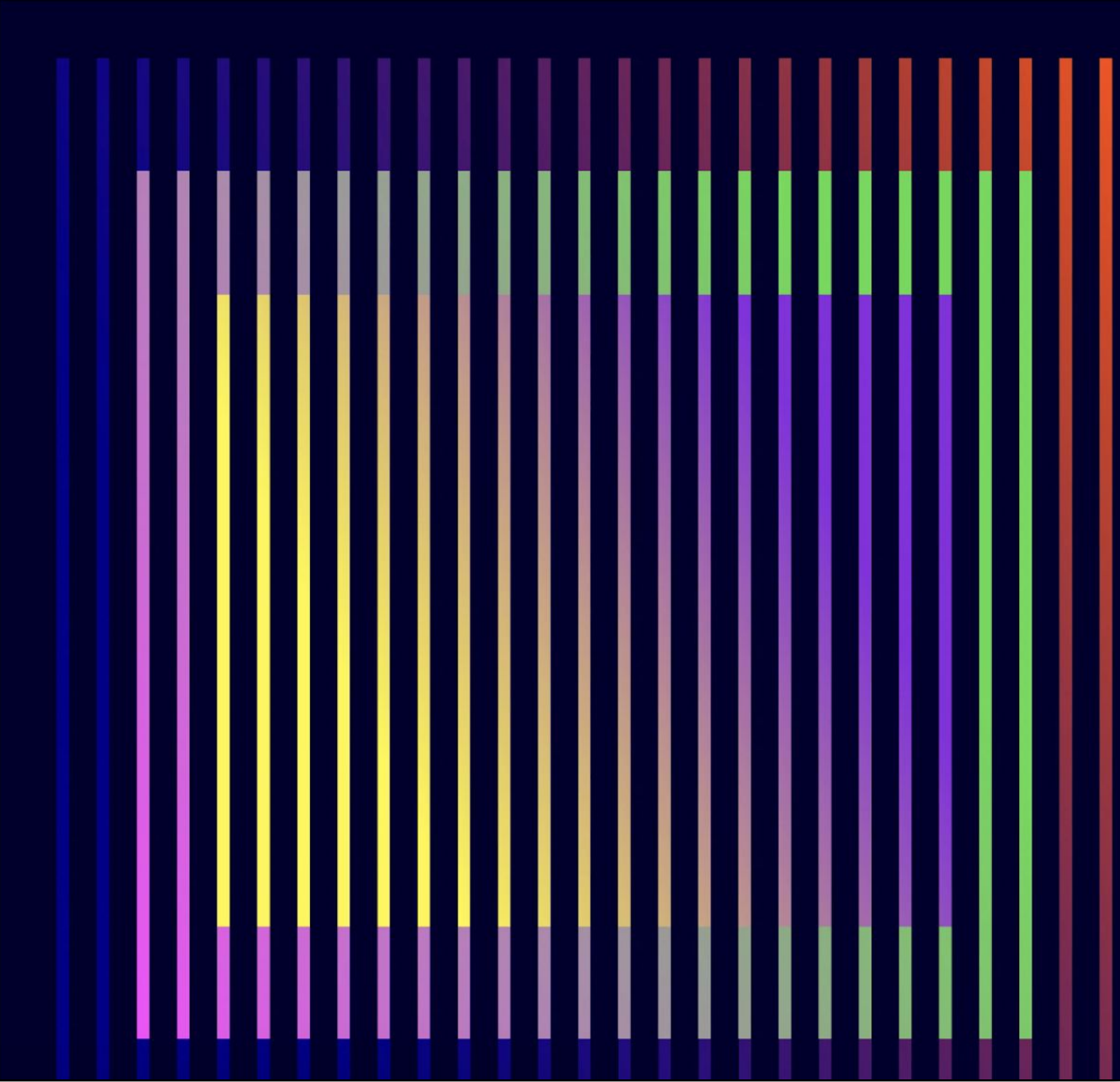
Scaling properties, Publication

Abstract

We study empirical scaling laws for language model performance on the cross-entropy loss. The loss scales as a power-law with model size, dataset size, and the amount of compute used for training, with some trends spanning more than seven orders of magnitude. Other architectural details such as network width or depth have minimal effects within a wide range. Simple equations govern the dependence of overfitting on

OpenAI technical goals

OpenAI’s mission is to build safe AI, and ensure AI’s benefits are as widely and evenly distributed as possible.



In March 2023, we released GPT-4.
GPT-4 is *likely* the most complex piece of
software humanity has ever produced

GPT-4 outperforms ChatGPT by
scoring in higher approximate
percentiles among test-takers.

Uniform Bar Exam

10th

ChatGPT

90th

GPT-4

Biology Olympiad

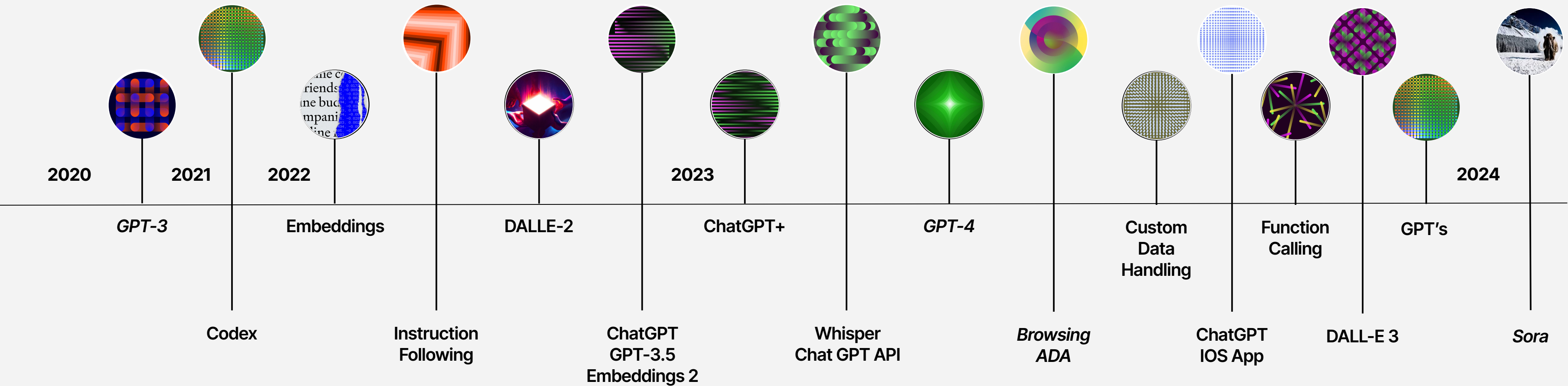
31st

ChatGPT

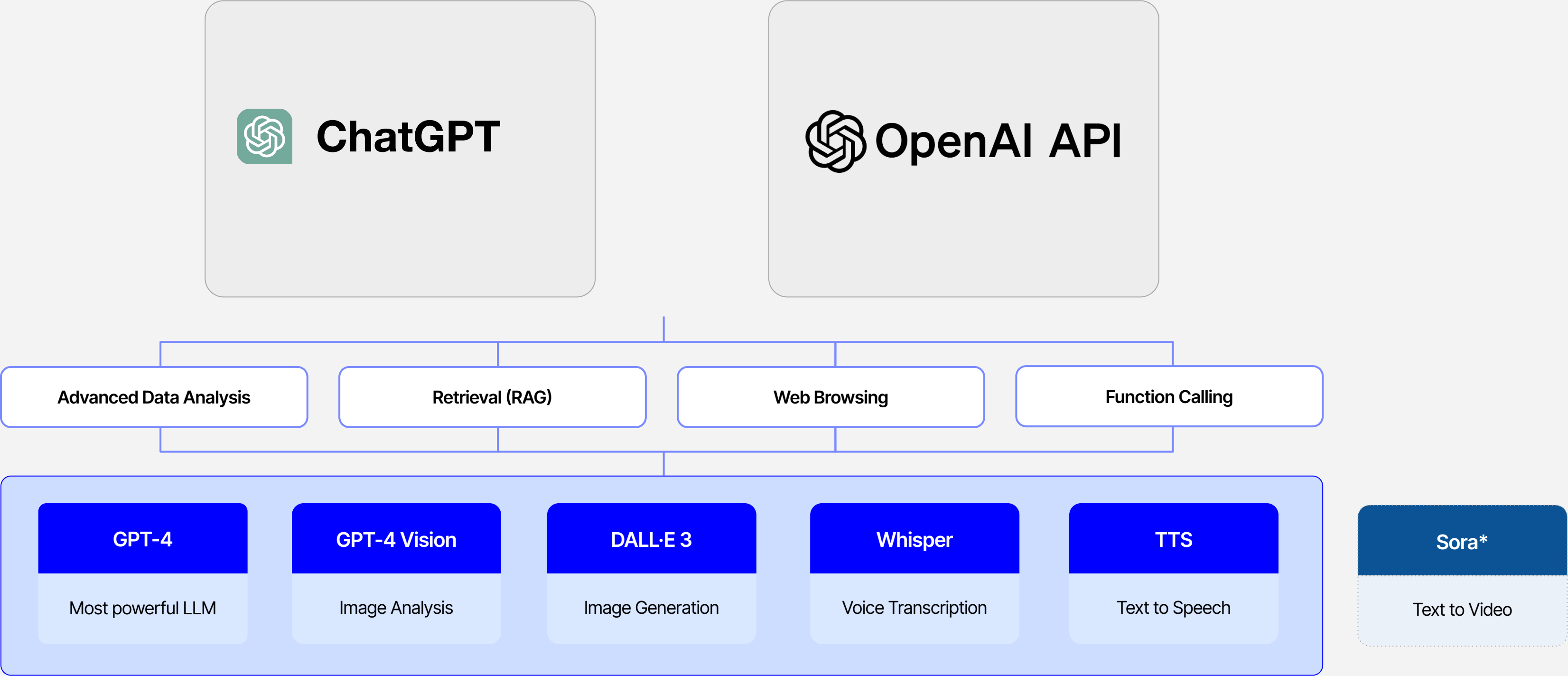
99th

GPT-4 (with vision)

The Generative AI journey

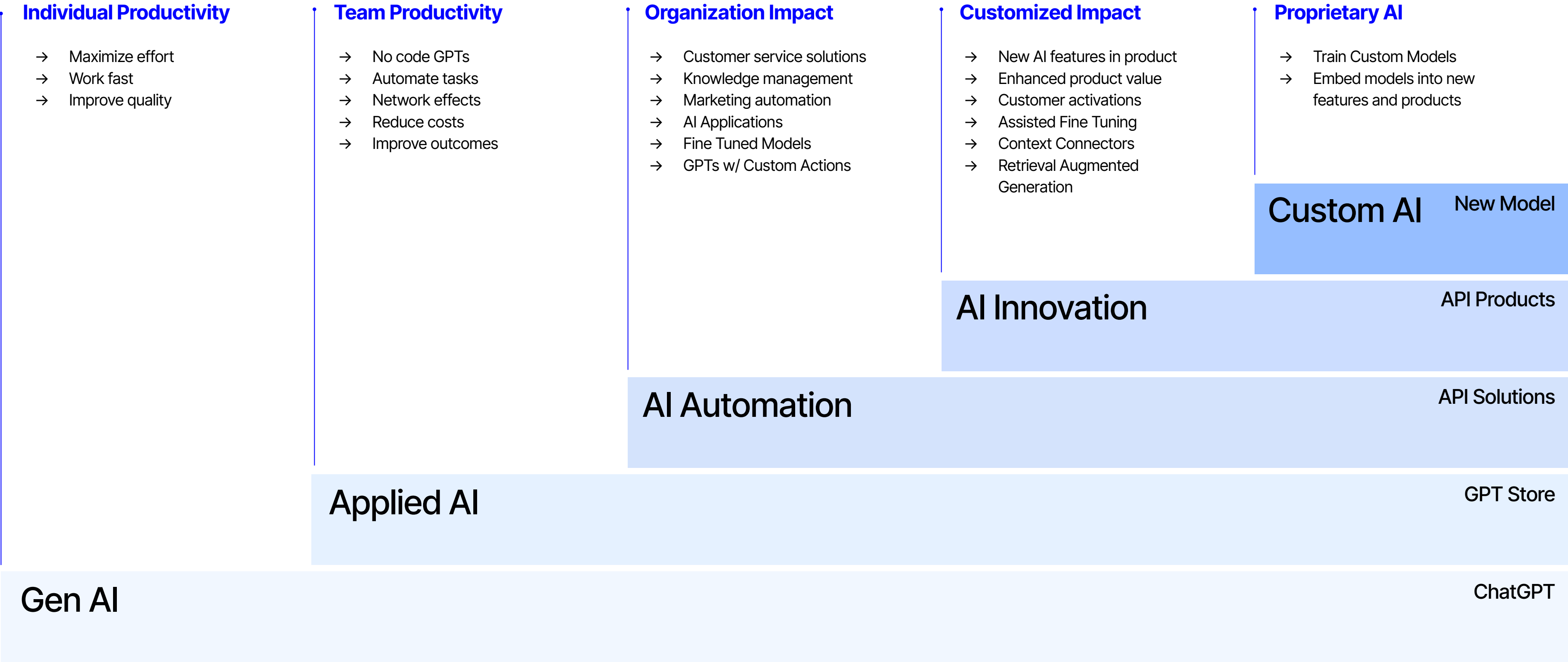


OpenAI Products & Models



AI Development Phases

• OAI Products • **Maturity Phase** → Capabilities



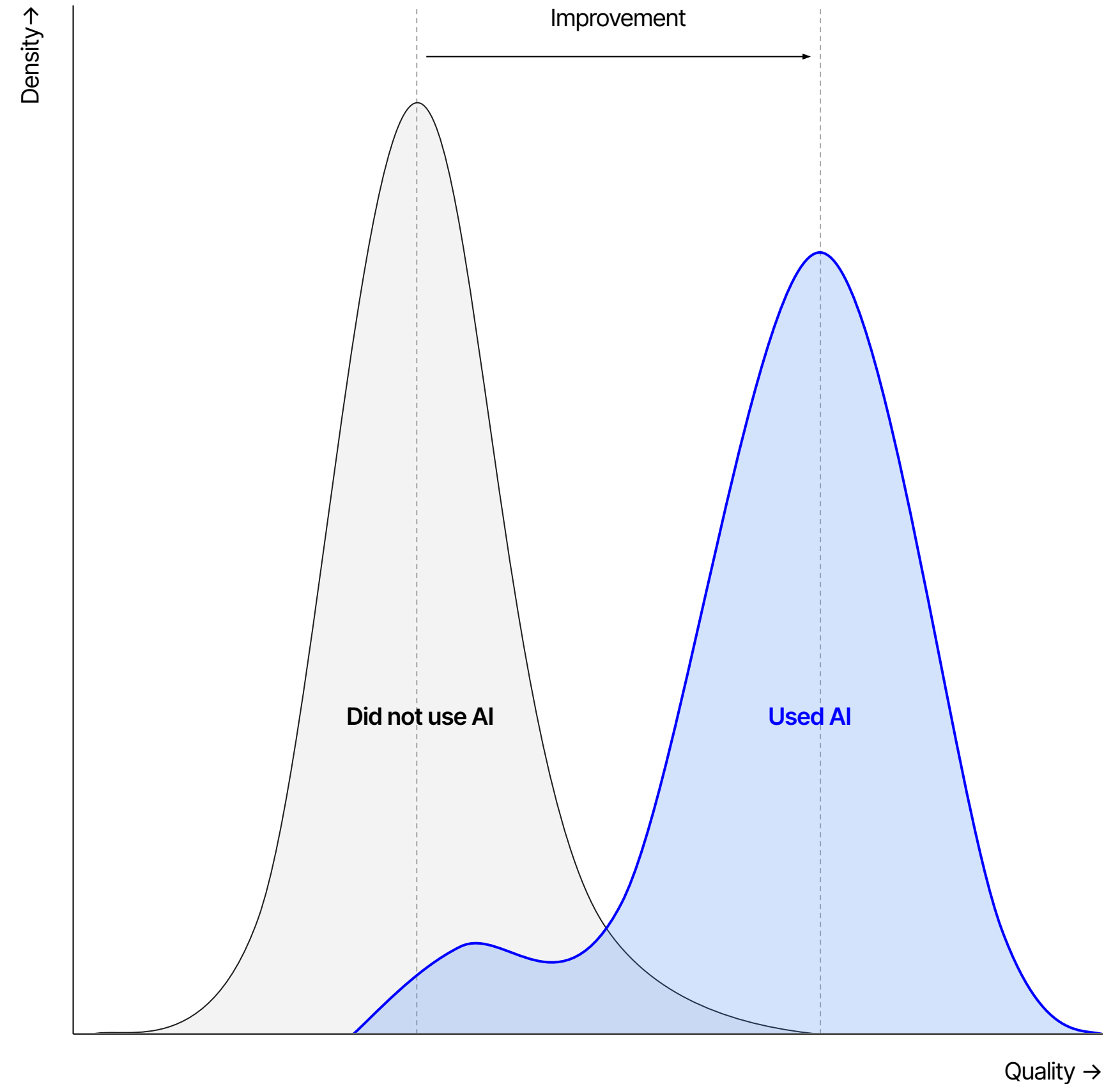


BCG surges productivity by 12% with ChatGPT

Consultants using ChatGPT:

- Finished **12.2%** more tasks on average
- Completed tasks **25.1%** more quickly
- Produced **40%** higher quality results than those without

Rolled out ChatGPT Enterprise to 25,000 employees





Klarna saves \$40M with OpenAI Customer Service Solution

700

Customer service agent is doing the work of 700 full time agents

2mins

Customers now resolve ther questions in less than 2 mins compared to 11 mins previously

\$40M

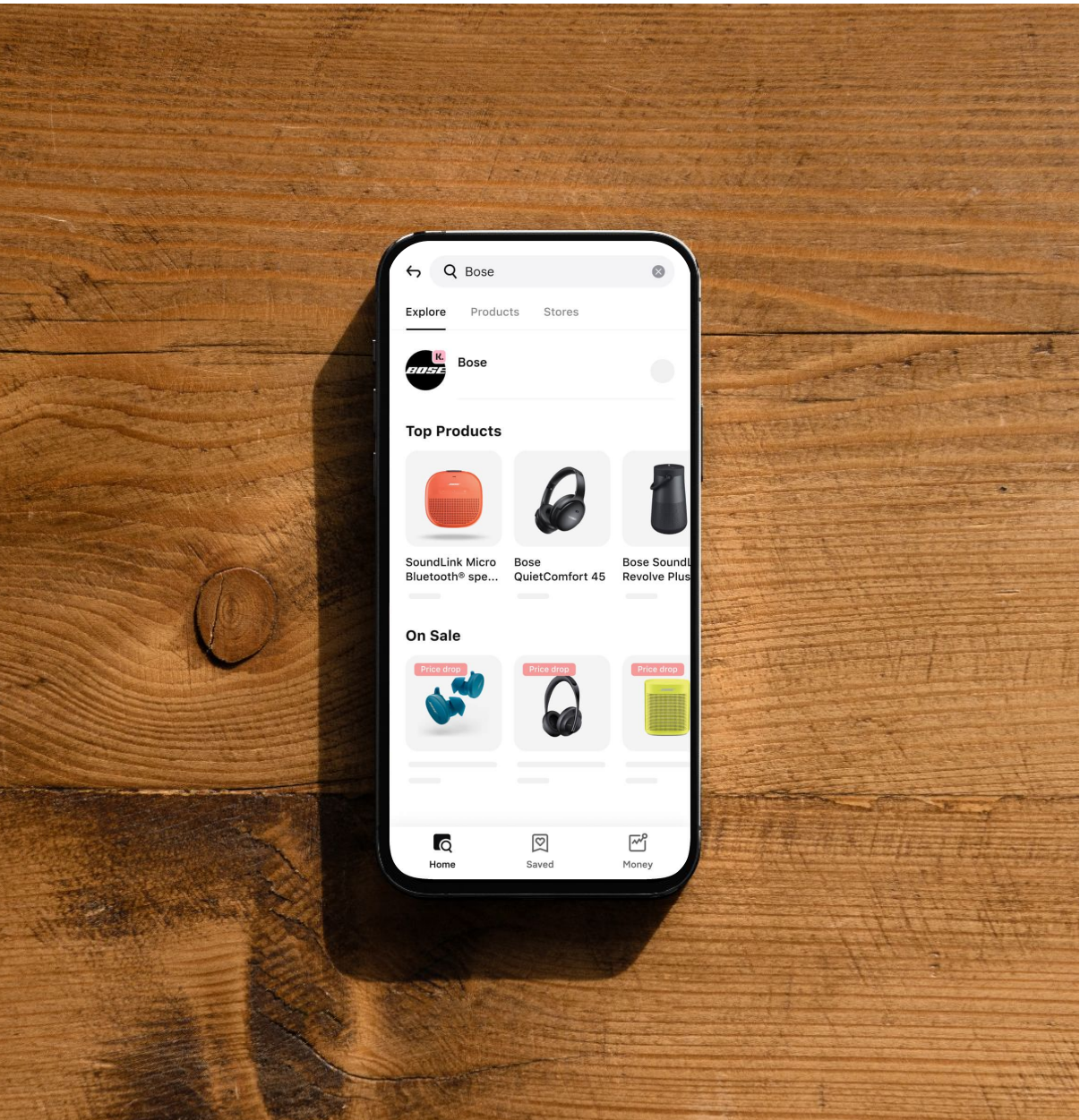
It's estimated to drive a \$40 million USD in profit improvement to Klarna in 2024

Project

Klarna built a customer service agent to automatically review consumer charge disputes and recommend a resolution.

Products used

- ChatGPT Enterprise
- GPT-4
- Customer Service Solution



Why Enterprises Trust OpenAI

Secure and Private:

- SSO, data encryption, dedicated workspace, custom data retention, domain verification
- SOC 2 compliant
- **We do not train on your data;** all data and usage is yours to own and control

Best Performance

- Access to our latest models (GPT-4, DALL·E) and features in a integrated multimodal format
- Enhanced speed, extended context (128K)
- Unlimited use across all models
- Publish GPTs in Workspace + GPT store

Roles, Permission, Insights

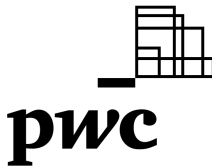





- Manage and control the levels of access that users have to the system & GPTs
- Insights into user adoption, engagement, and behavior

OpenAI Access

- Account services matched to your account to answer questions and support adoption
- Priority support queue and technical resources
- Copyright Shield & tailored legal support



OpenAI is Trusted by:

Morgan Stanley	
 Square	stripe
BAIN & COMPANY 	AMGEN
zendesk	 samsara
 shopify	

Leading Adoption of AI

2m	92%	100m	3m
Developers	Fortune 500	Active Users	GPTs
SF	900	400	
Headquarters	Employees	AI Researchers	

Customer Success

ChatGPT Enterprise ↓

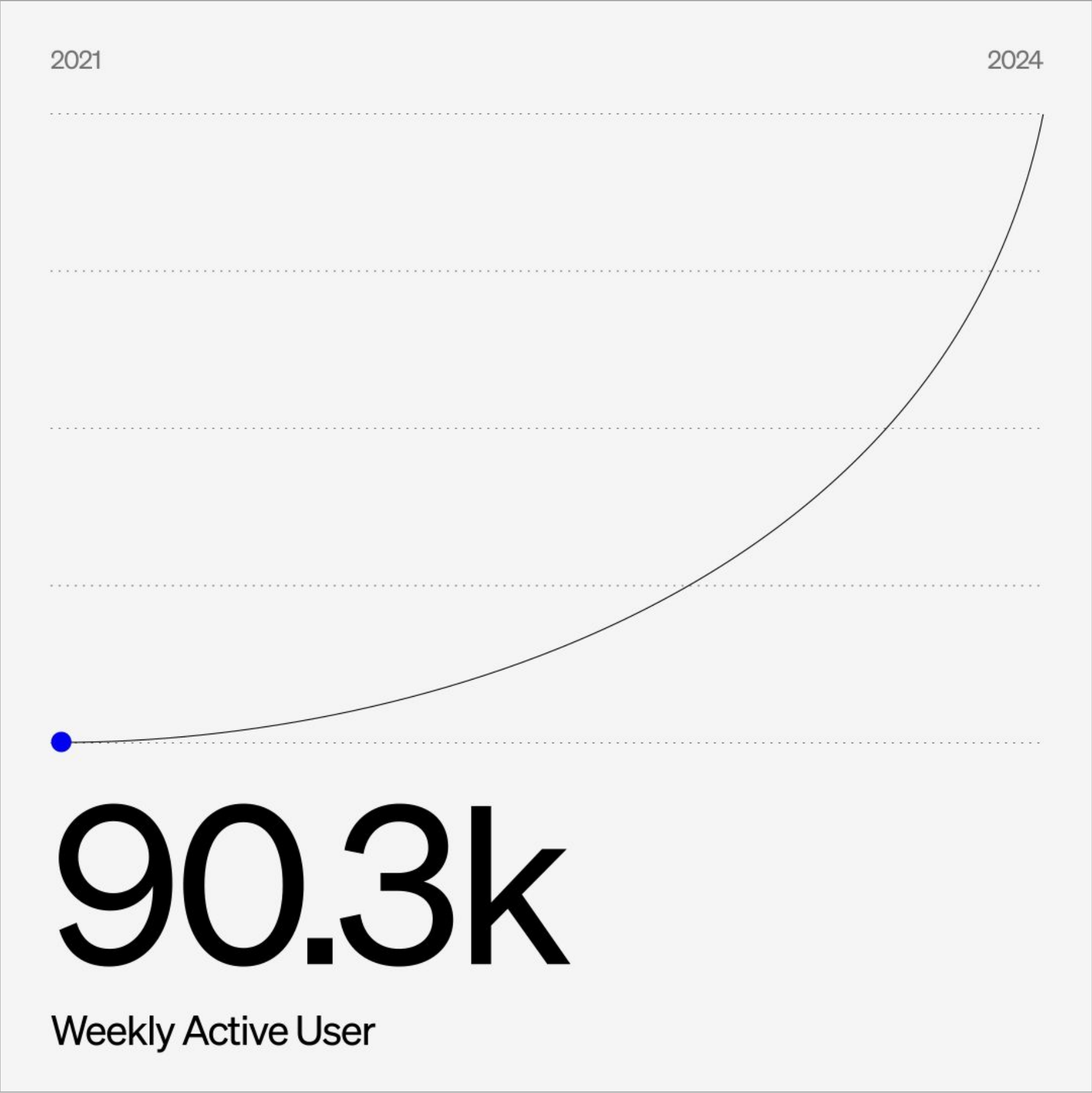


API ↓



LLMs

GPT 4 & GPT 4 Turbo	GPT 3.5	DALL-E 3 Image Gen	Text-to-Speech (TTS)	Whisper Audio → Text
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A new way of working

Productivity and work quality gains →



Employee adoption →



"You essentially have the knowledge of the most knowledgeable person—**instantly**. We believe that is a transformative capability for our company."

Jeff McMillan
Head of Innovation
Morgan Stanley



Thank you

1.15.24

Contact Us

Aliisa Rosenthal
Head of Sales
aliisa@openai.com

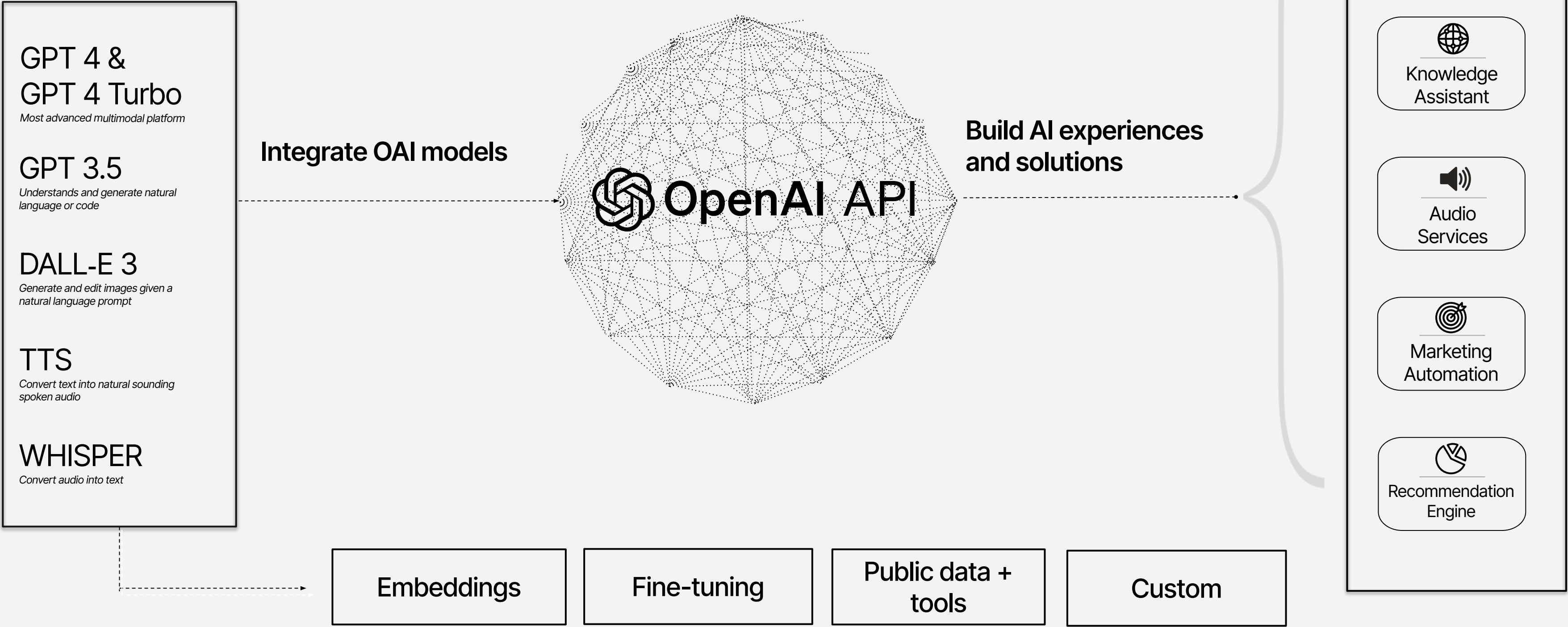


GenAI Customer Applications

Chris Finlayson, Account Director



Easy to integrate, build and deploy

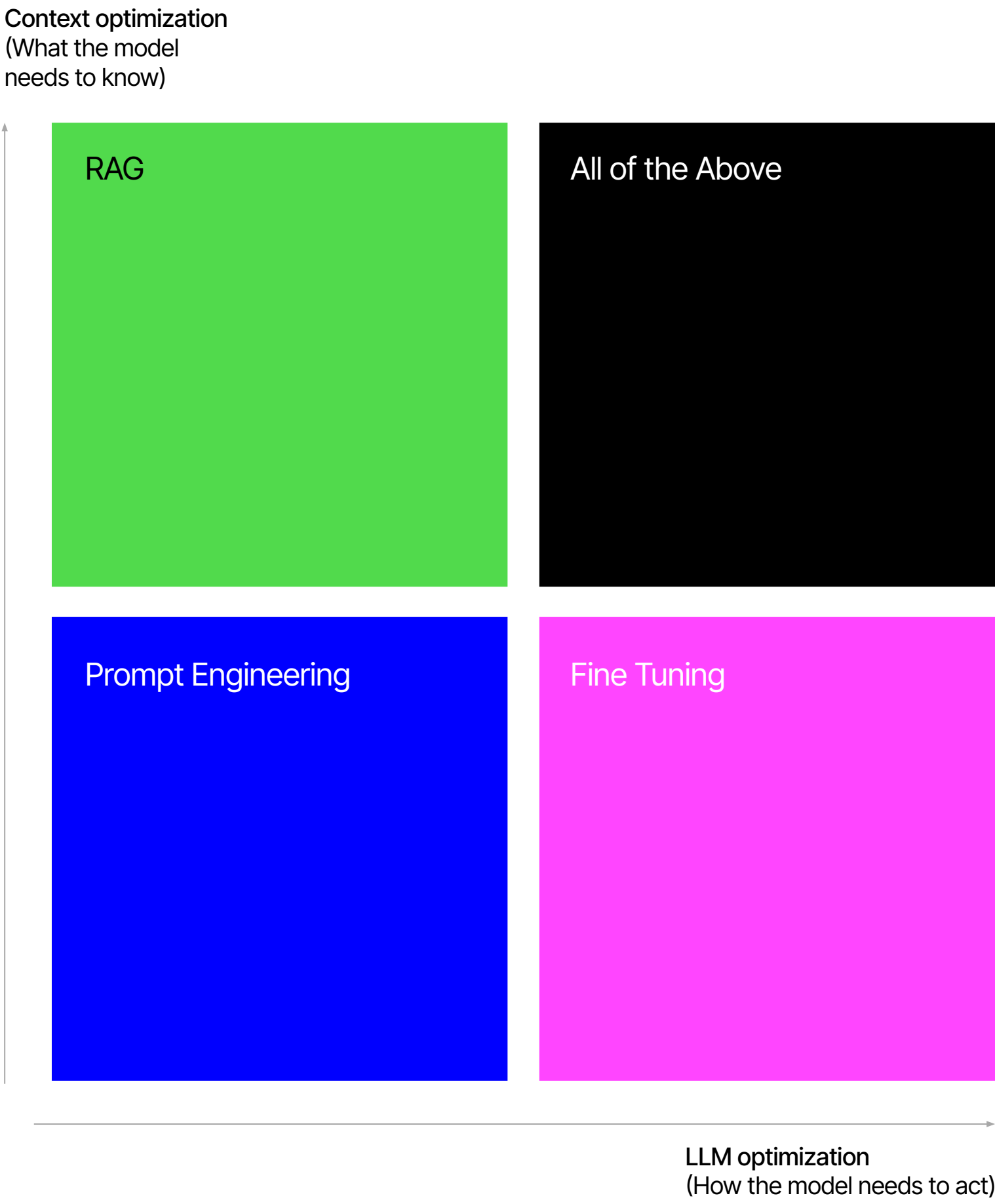


Give the models context they need



Model customization

- In the future, every organization will have a customized model.
- Fine-tuning customizes the model's output to use a specific structure, tone, format, or logic.
- Custom model is trained on large datasets to have new knowledge about your domain.



Deep AI expertise and guidance

01

Team of account engineers and solutions architects to help you realize your AI vision



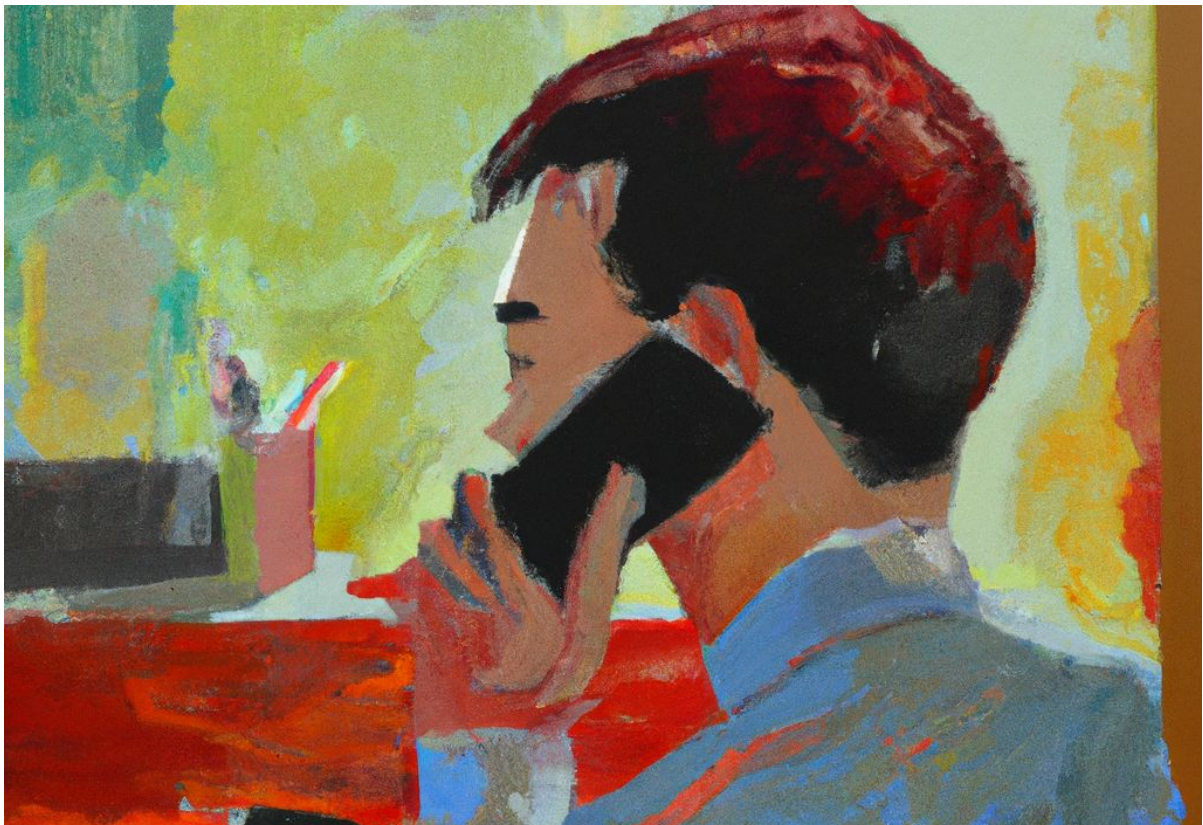
02






Solutioning expertise based on the most successful implementations of our technology



03

Fast technical support to unblock you



				
Customer Service	Knowledge Assistant	Audio Services	Marketing Generation	Recommendation Engine
RAG	RAG	Voice generation	RAG	RAG
LLM orchestration	NER	Transcription	Content Generation	NER
Text translation and localization	Transcription	Translation	Text translation and localization	Image analysis
Voice translation and localization	Fine-tuning		Voice translation and localization	



Case Study

Morgan Stanley builds an AI assistant for wealth management

Morgan Stanley

300%

Increased engagement with their research output, while increasing the accuracy and quality of recommendations

Significant increases in customer and employee satisfaction

Project	Products used
Morgan Stanley transformed their wealth customer journey by having AI own research and administration while the relationship managers got time back for their customers	GPT-4



“You essentially have the knowledge of the most knowledgeable person in Wealth Management—instantly. We believe that is a transformative capability for our company”

Jeff McMillan, Chief Analytics and Data Officer, Morgan Stanley

Case Study

Coca-Cola invites artists to 'Create Real Magic' using the OpenAI API



Project

Artists around the world can use a first-of-its-kind AI platform to generate original artwork with iconic creative assets from the Coca-Cola archives.

James Quincey,
Chairman and CEO

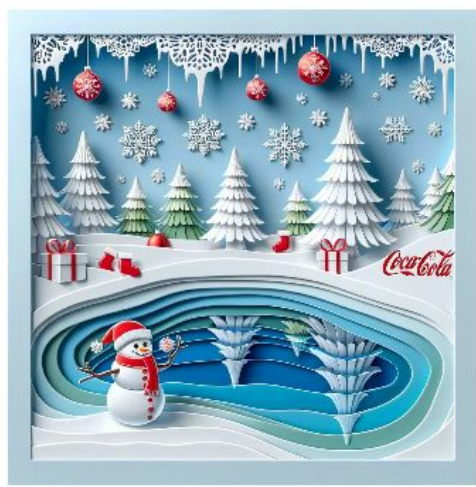
Products used

DALL-E 3
GPT-4

"We're excited to unleash the next generation of creativity. This is an opportunity to enhance our marketing through cutting-edge AI."



OpenAI x Partner Name Goes Here



Case Study

Klarna improves dispute resolution speed, accuracy and costs

Klarna.

300k

dispute claims down to **zero**

90%+

Improved dispute accuracy from **67% to 90%**

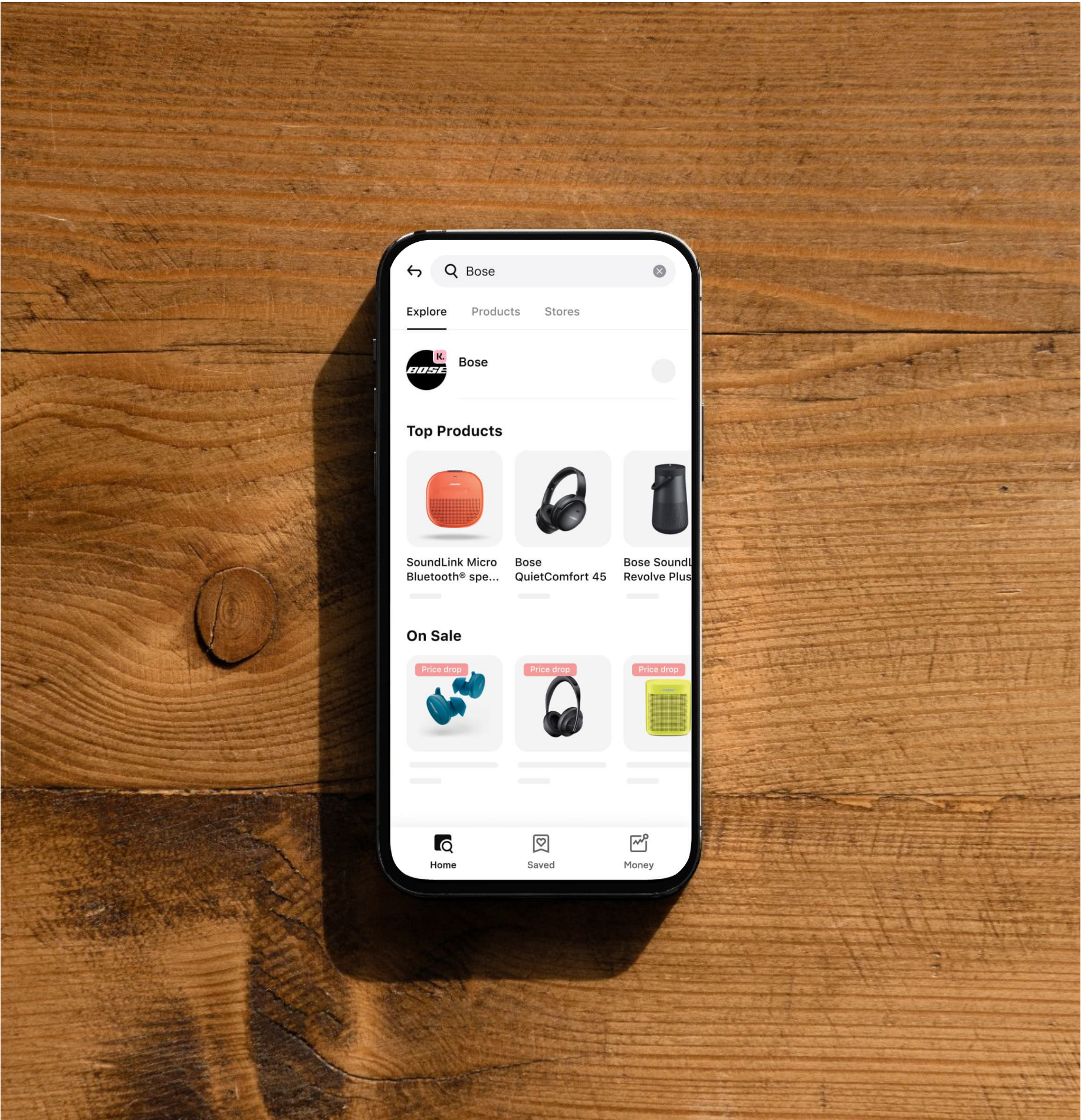
Saved costs on customer service agents

Project

Klarna built a customer service agent to automatically review consumer charge disputes and recommend a resolution.

Products used

GPT-4



AI for Employee Productivity

Stephanie Tran, Account Director

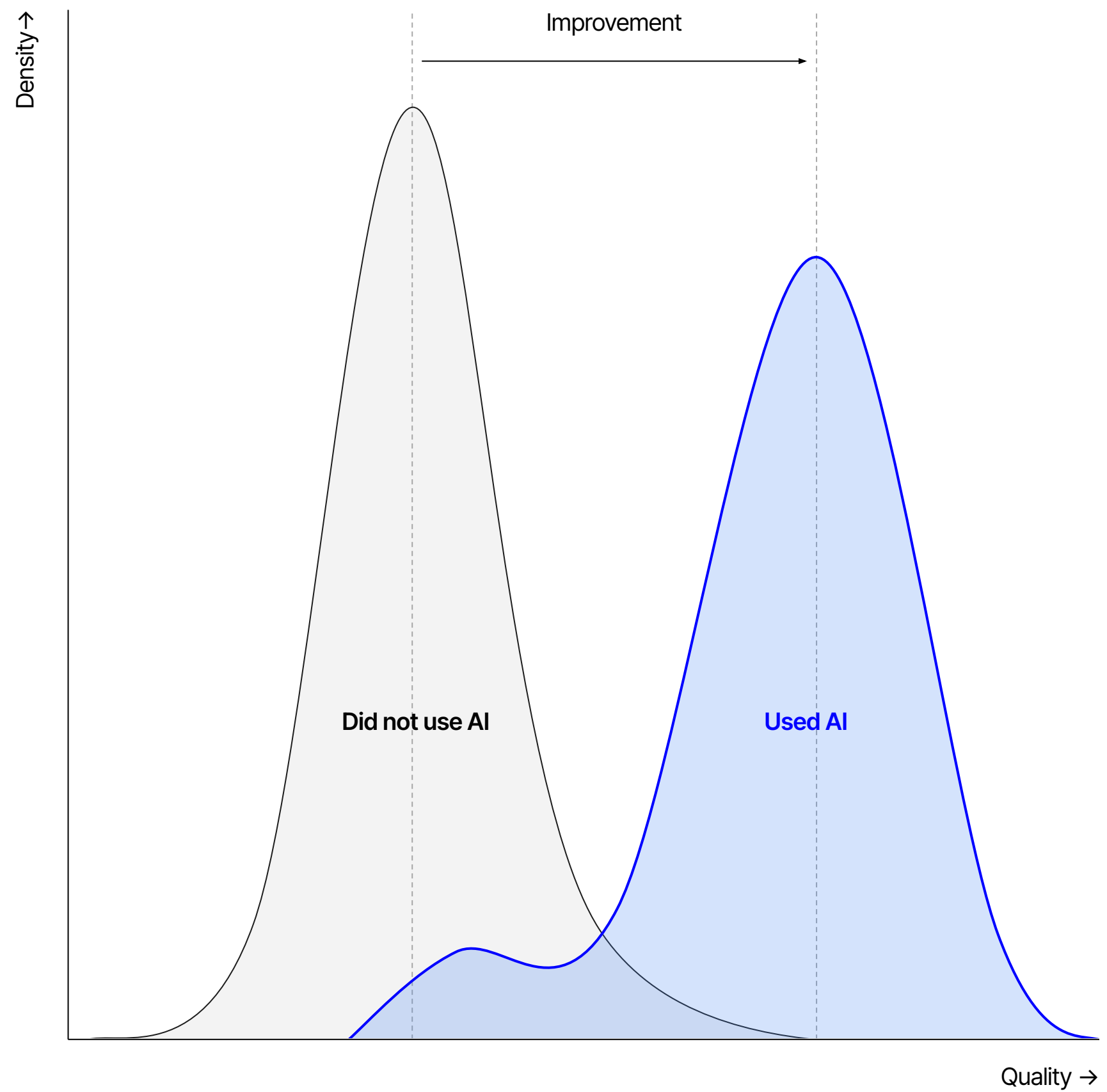


Redefining knowledge work with ChatGPT ● Enterprise

Early impact from ChatGPT as we move towards our vision

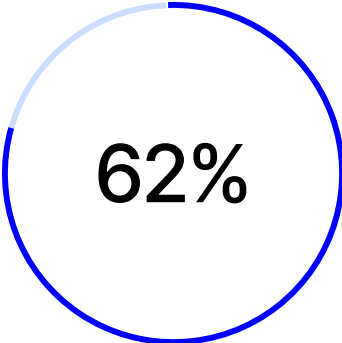
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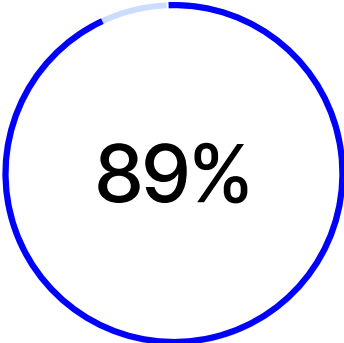


ChatGPT Enterprise ROI at a Leading Financial Services Platform

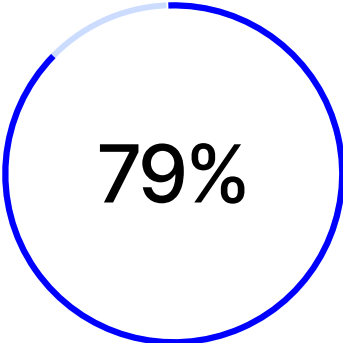
(5k+ employee company)



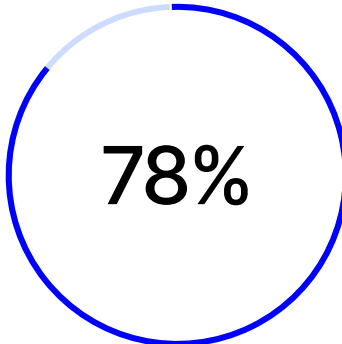
Save at least 1 hour weekly
32% save at least 1-2 hrs daily



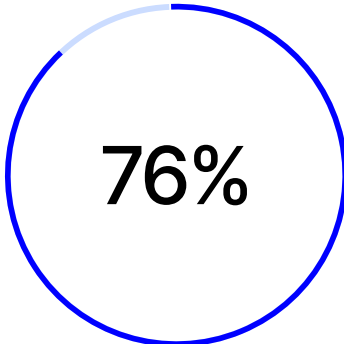
Increase in work efficiency



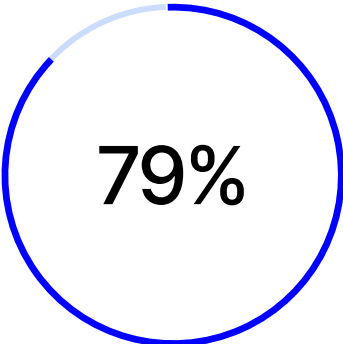
Perform higher quality work



Feel more creative & innovative



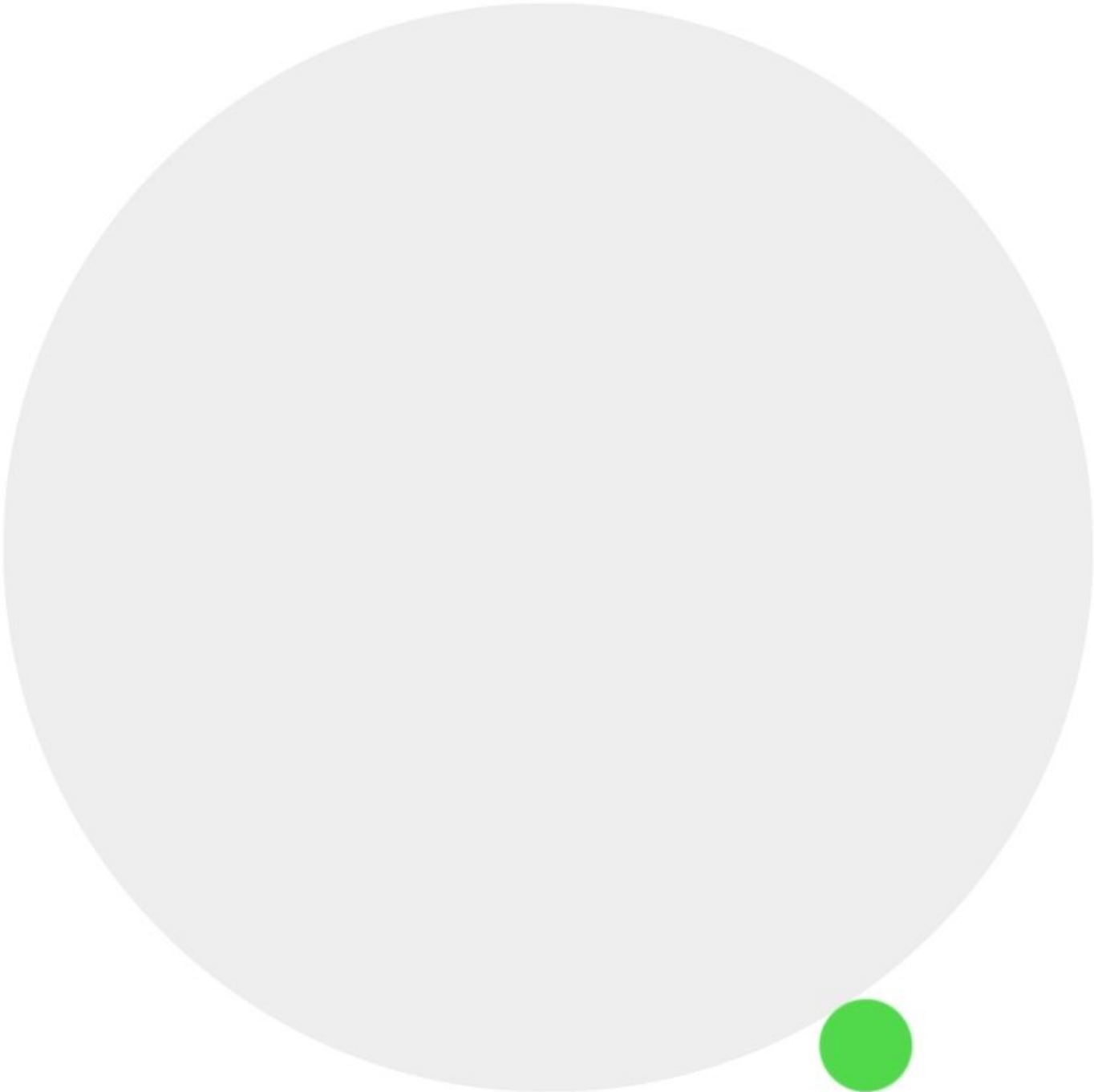
Feel more supported



Find new & better ways to do work



Before ChatGPT, AI was largely for developers and researchers.



Before ChatGPT, AI was largely for developers and researchers. OpenAI made AI accessible to all employees and organisations.



ChatGPT



A native AI super assistant for every employee. A Chief of Staff team for your entire organisation.





Our mission is to ensure that artificial general intelligence benefits all of humanity.



Vertically integrated Enterprise AI

Security

Comprehensive security, privacy, and compliance No training on your data | You own and control your data | You decide who has access

Use Cases



Research



Synthesis



Ideation



Writing



Design



Analysis



Coding

Orchestration

GPT Builder and GPT Store

Internal



3rd Party



Context

Retrieval and Ecosystem Connectors



Frontend

ChatGPT● Enterprise

Capabilities

Advanced Data Analysis

Multimodal

Web Browsing

Memory

Frontier Models

GPT-4

Most powerful LLM

GPT-4 Vision

Image Analysis

DALL·E 3

Image Generation

Whisper

Voice Transcription

TTS

Text to Speech



OpenAI API




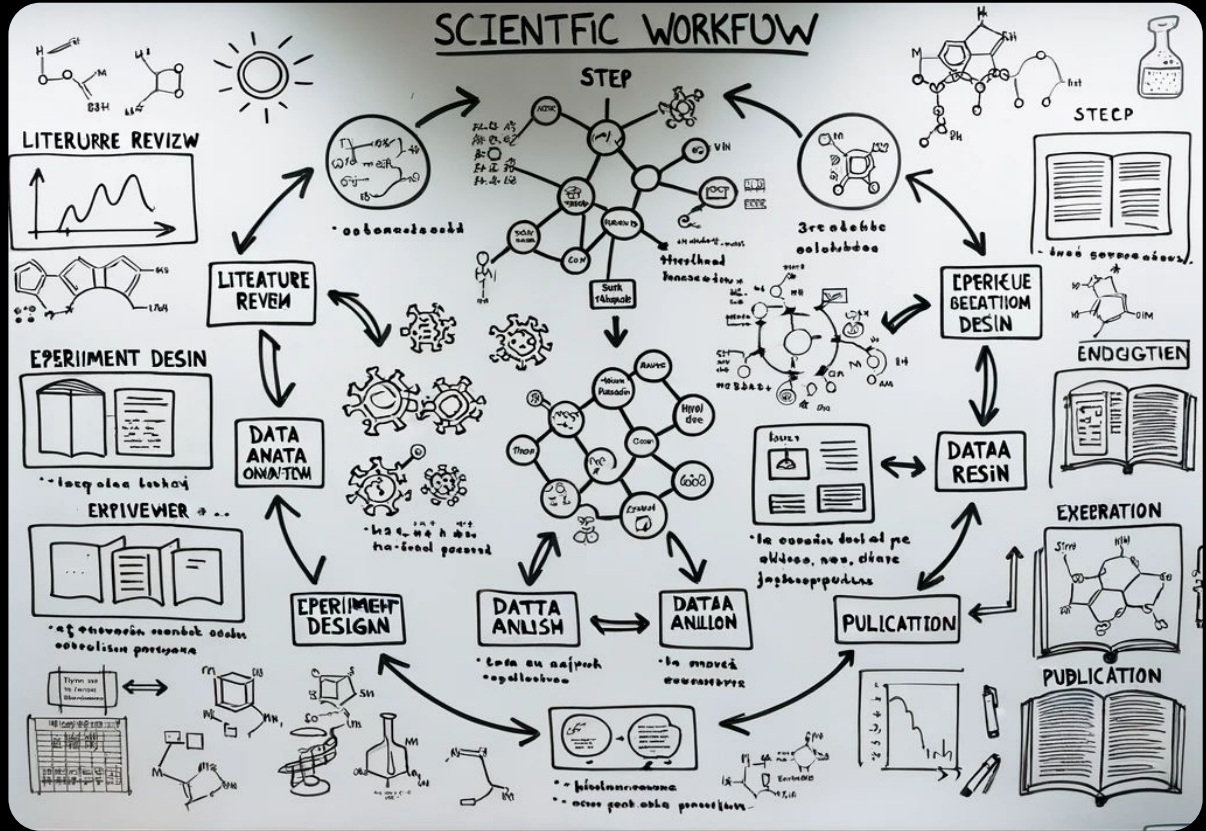
Multimodal

Bridge the textual, visual, and auditory realms with GPT-V and speech-to-text in a unified multimodal framework. GPT-Vision deciphers images, while speech-to-text transcribes auditory content into written text.

- Capabilities:
- Cross-modal info processing
 - Image understanding
 - Audio transcription
 - Enriched communication
 - Enhanced data accessibility



 Can you analyze what is in the below image?



This image depicts a visual representation or a diagram of a scientific workflow on a whiteboard. It outlines the various steps involved in conducting scientific research, starting from literature review, experiment design, data collection and analysis, to publication.

The process is illustrated with hand-drawn elements and annotations, making complex procedures more understandable. Various icons, drawings, and text are used to represent each stage of the scientific research process.

Advanced Data Analysis

Upload your data, ask questions and get immediate answers without having to route your request through your data science team.

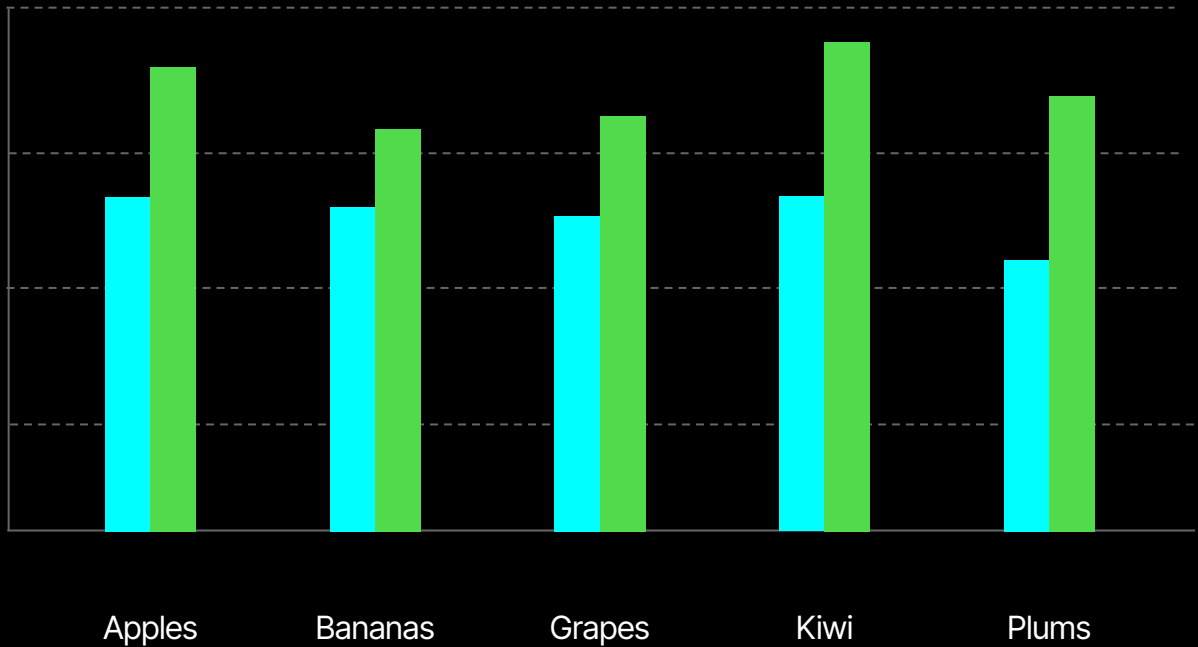
Capabilities:

- Solve math problems
- Data analysis and visualization
- Convert files between formats
- Synthesize data
- Transformation, ie. translation
- Summarization
- Extraction, ie. meta data



Can you visualize the data in this spreadsheet and send an email describing the key takeaways to my boss?

Certainly! The boxplot above visualizes the distribution of the number values associated with each type of fruit.



Below is a draft for the email you might send to your boss:

Subject: Analysis of Fruit Data

Dear [Boss's Name],
I hope this email finds you well. I have analyzed the data from the recent spreadsheet and would like to share the following key takeaways along with a visual representation for better understanding:

DALL·E 3

Unleash the power of imagination with DALL·E 3. By coupling language understanding with image generation, DALL·E empowers users to create, customize, and explore visual ideas effortlessly.

Capabilities:

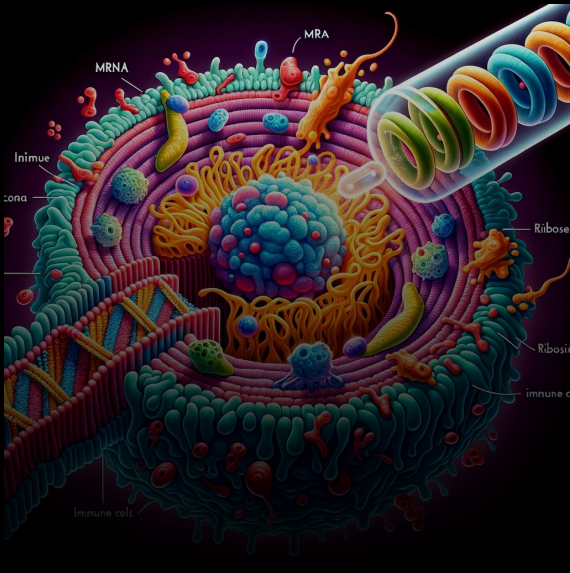
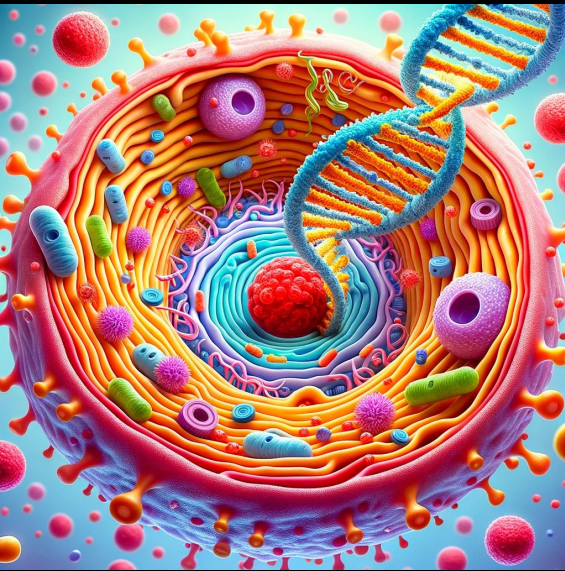
- Text-driven image generation
- Visual exploration
- Content creation
- Storytelling
- Ideation & brainstorming



Generate a detailed illustration showcasing the process of mRNA vaccine entry into a human cell, highlighting the ribosome's role in translating the mRNA into a protein, which then prompts an immune response. Ensure the image is clear, colorful, and suitable for an educational presentation to a general audience.



DALL·E 3
Created 4 images



Web Browsing

Enhance information retrieval with Bing-powered web browsing in ChatGPT. Fetch real-time data, navigate the internet, verify current information, and enrich dialogues.

Capabilities:

- Real-time web search
- Augment info retrieval
- Direct web navigation
- Data verification
- Enrich dialogues
- Increase user engagement



How do lipid nanoparticles work as a delivery mechanism for mRNA-based vaccines, and what challenges are associated with ensuring the stability and efficacy of the encapsulated mRNA?

Please provide your sources as part of the answer.



Finished browsing!

Lipid nanoparticles (LNPs) are crucial components in the delivery mechanism of mRNA-based vaccines. Here's how they work and the challenges associated with ensuring the stability and efficacy of the encapsulated mRNA:

How Lipid Nanoparticles Work:

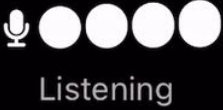
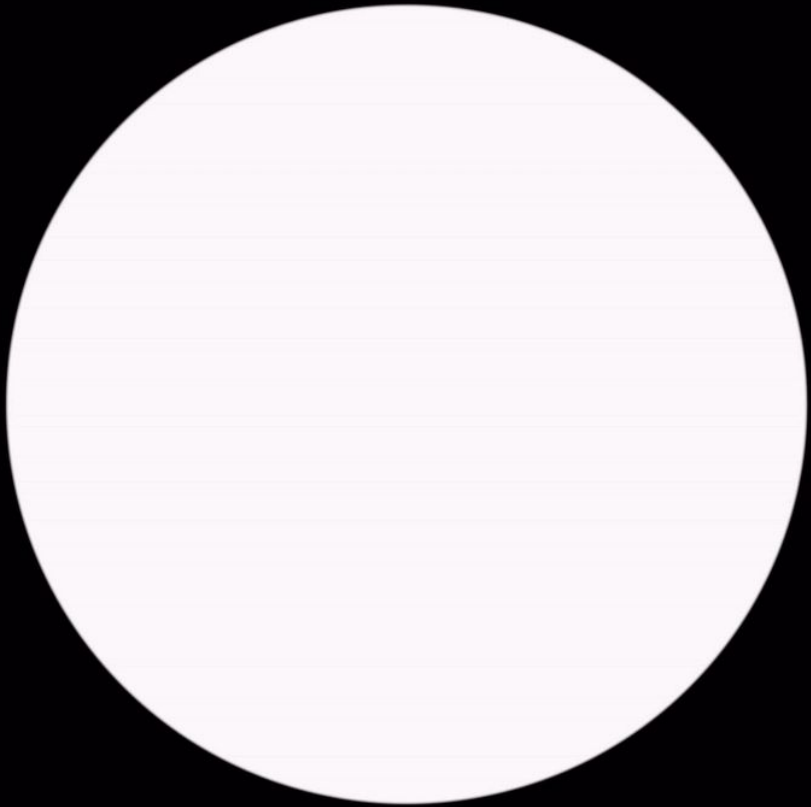
1. Encapsulation of mRNA: LNPs encapsulate mRNA strands, providing a protective shell that safeguards the mRNA from degradation.
[Link to source](#)
2. Carrier Functionality: They act as carriers, facilitating the delivery of mRNA into cells. The surface properties of LNPs are vital for the stability and function of mRNA vaccines3.
[Link to source](#)
3. Endosomal Escape: LNPs assist in the endosomal escape, which is the process of exiting the endosomes (vesicles within cells) to release the mRNA into the cytoplasm where it can be translated into protein.
[Link to source](#)

Voice

Transform the way you communicate with AI. Intuitive voice-based interaction model-embrace a more natural, human-like conversational experience.

Capabilities:

- Voice Conversations
- Voice Selection
- Multimodal
- Cross-platform



Listening

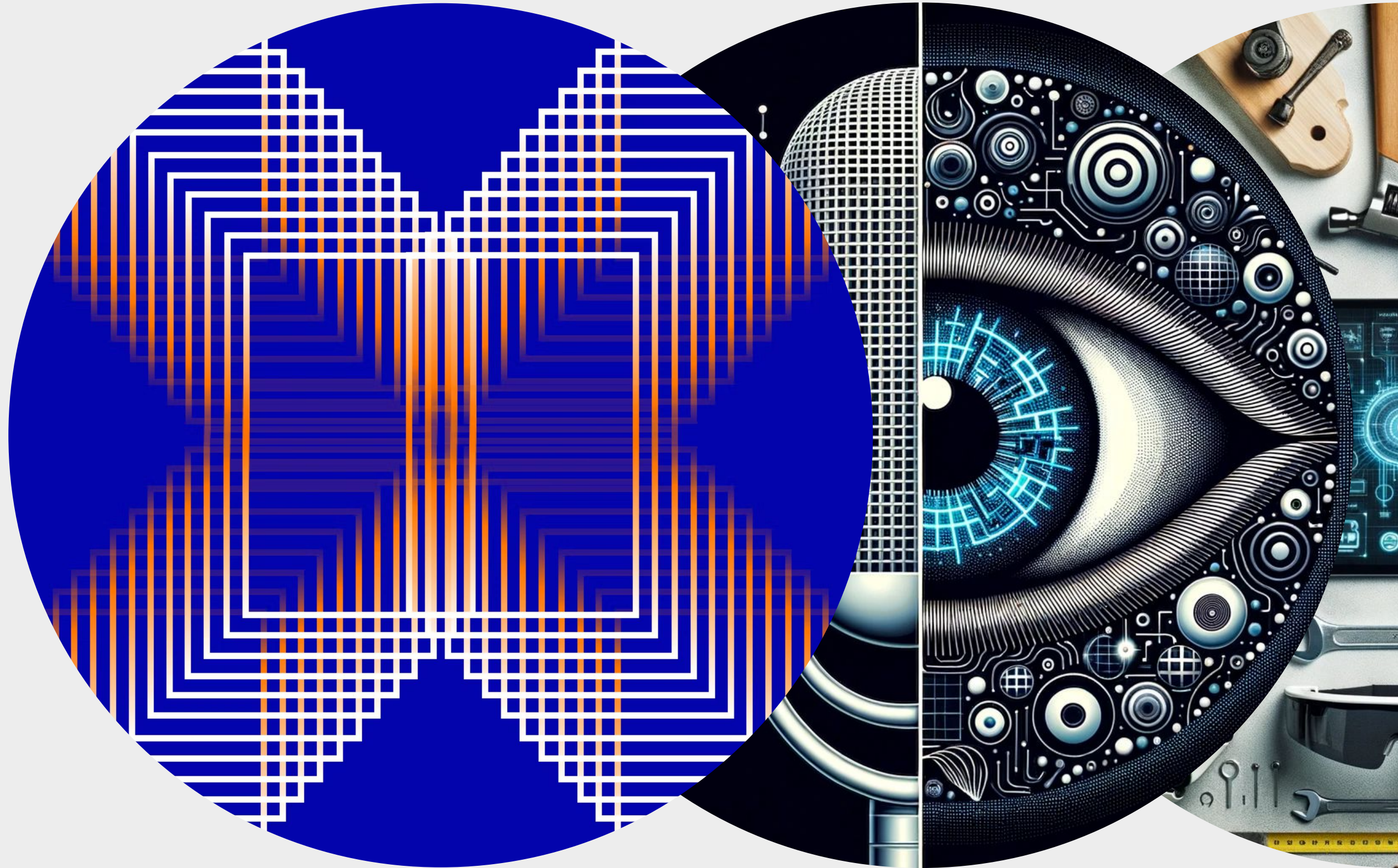


Custom GPTs

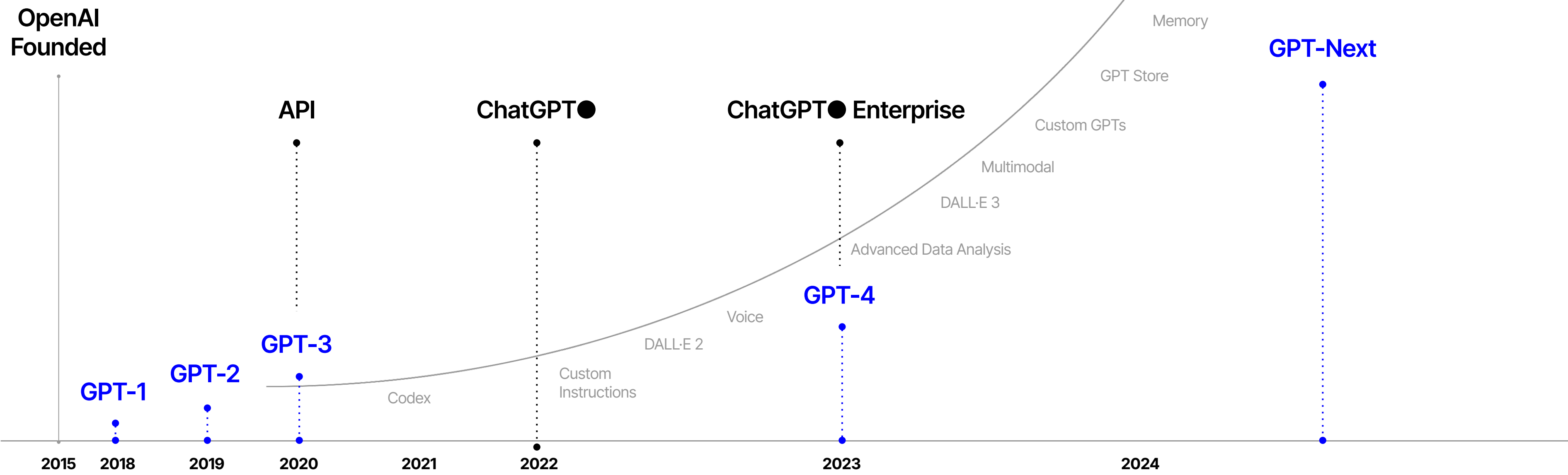
GPTs combine instructions, expanded knowledge, and actions – they can be more helpful to you, work better in certain contexts, and give you better control.

Capabilities

- Web browsing
- Image generation
- Advanced data analysis
- Custom actions















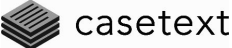











Exponentially redefining knowledge work with AI native solutions



• Frontier Models • Products • Capabilities

We're helping Fortune 500 companies redefine knowledge work.



Case Study



Holiday Extras saves 500 hours a week with ChatGPT Enterprise

95%

use ChatGPT Enterprise weekly

92%

Save 2+ hours a week in productivity gains

\$500k

annual savings from saving 500 hours per week

Project

Holiday Extras, a leading travel services provider, has always been at the forefront of innovation in the travel industry.

To stay ahead of the competition, they rolled out ChatGPT Enterprise to 100s of employees. They saw fast adoption, sparking creativity, improving speed in product development, and building an AI-friendly brand with new features.

Products used

ChatGPT Enterprise
OpenAI API

David Norris
Chief Growth Officer



"OpenAI's technology has enabled us to revolutionize the travel planning process. ChatGPT Enterprise is like a sparring partner that moves my thinking forward, allowing us to get more creative and decisive."



Thank you

1.15.24

Contact Us

Stephanie Tran
Account Director
steph@openai.com

You essentially have the knowledge of the most knowledgeable person in Wealth Management — instantly. We believe that is a transformative capability for our company.

Jeff McMillan
Head of Innovation
Morgan Stanley



ChatGPT Workshop

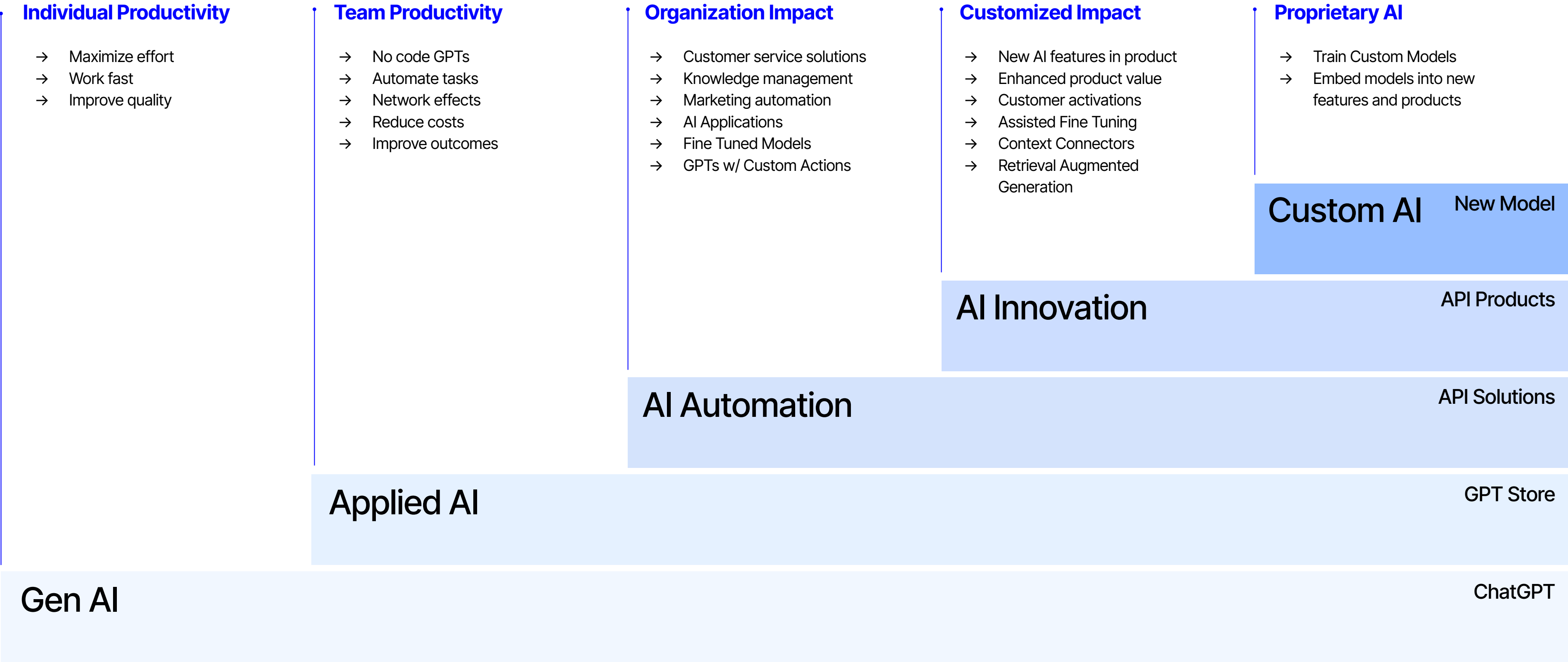
Stefanie Krieger, Customer Success Manager



Unleashing Potential: Interactive ChatGPT ● Enterprise Workshop

AI Development Phases

• OAI Products • **Maturity Phase** → Capabilities



AI Transformation

At the individual level

- Users leverage AI for personal efficiency and task automation.

Evolving into team collaboration

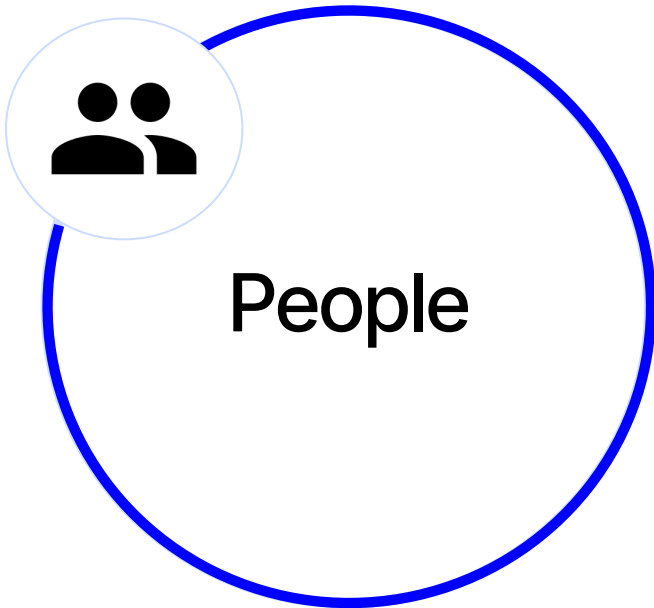
- Teams innovate with AI, solving challenges together.
- Development of AI-centric workflows for greater efficiency.
- Transition from passive consumption to active creation of AI solutions

Culminating in organizational transformation

- **AI becomes foundational** to business processes, with a strategy built around its capabilities.
- Company-wide policies and practices reflect a commitment to **leveraging AI for competitive advantage**.
- Data-driven decision-making informed by **AI analytics becomes the norm**, not the exception.
- A culture of innovation, driven by AI's insights, leads to **new business models and revenue streams**.
- AI aligns with long-term strategic goals, **driving transformation and sustainable growth**.



Effectively Managing Change



People

Executive Support

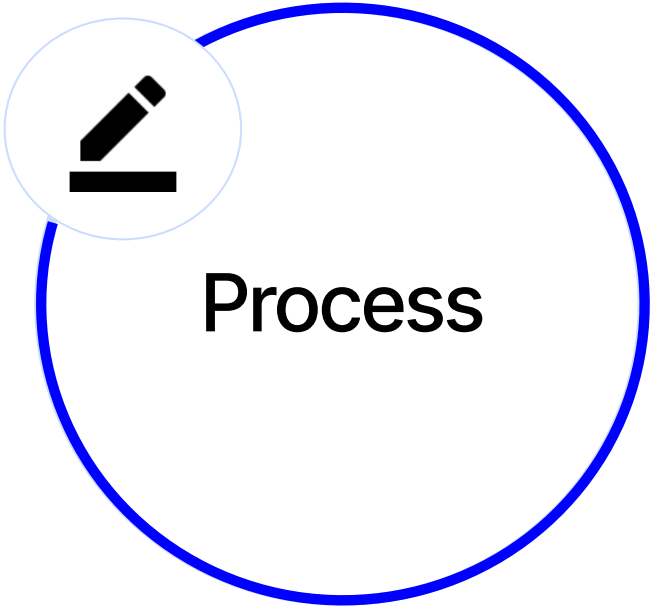
POV on AI strategy internally
Comms & Use Case Development

Develop Enablement Strategy

Create AI Champion Group
L&D resource to partner with on rollout
Train the Trainer Model

Ongoing Engagement

All Hands presentations, Comms,
Newsletter, etc.



Process

Use Case Discovery & Library

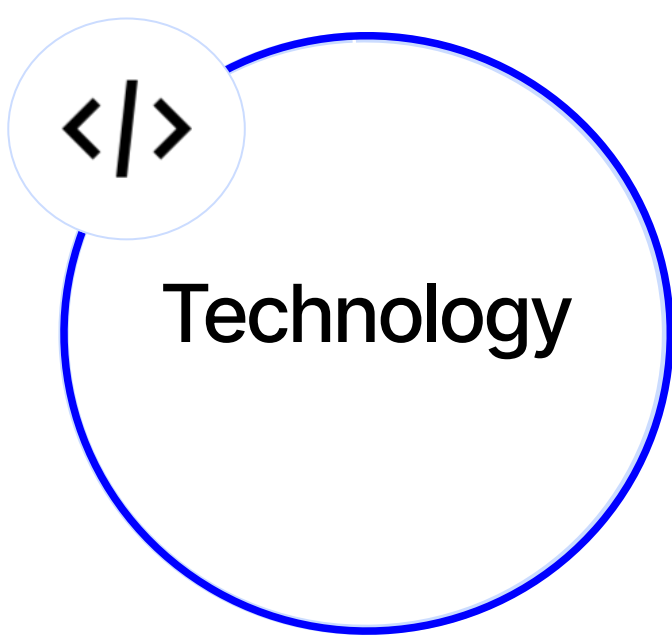
Track internal uses and value

Create Internal Collaboration

Culture of sharing best practices

Collect Feedback

Quarterly user impact survey



Technology

OpenAI hosted training

Onboarding

Mature Usage

GPT hackathons

Ongoing Webinars

Deep-dives on enablement topics

Use AI across all these steps



Interactive Exercise

Break up into groups of 2-3 with at least two companies represented.

Use ChatGPT to create a new product or service that your companies could offer together.

Create a strategy for your new product e.g., marketing plan, competitive analysis, digital transformation

You can choose from the [provided prompts](#) or create your own!

Starting prompt:

Combine the core competencies of [Company A] and [Company B] to propose a new product or service. Describe the new product briefly and give it a name.

Combina le competenze fondamentali di [Azienda A] e [Azienda B] per proporre un nuovo prodotto o servizio. Descrivi brevemente il nuovo prodotto e dargli un nome.



ChatGPT



Accessing ChatGPT

Click on “Join workspace” in the email you received


ChatGPT Enterprise - You've been invited

Inbox x

OpenAI

<noreply@tm.openai.com>

to me



OpenAI

Stefanie Krieger has invited you to collaborate using **ChatGPT Enterprise** in the workspace *Reply Innovation Tour*.

Please click on the link below to accept your invitation and join the workspace using the email address

Join workspace

Chats and GPTs in your ChatGPT Enterprise workspace may be subject to your organization's access and controls.

If you have any questions, please contact us through our [help center](#).

Best,

The OpenAI team


Start a new conversation with the following prompt:
Combine the core competencies of [Company A] and [Company B] to propose a new product or service. Describe the new product briefly and give it a name.

ChatGPT

Explore GPTs

ChatGPT 4

>




How can I help you today?

Make a content strategy
for a newsletter featuring free local weeke...


Create a content calendar
for a TikTok account

Create a personal webpage for me
after asking me three questions

Plan a tour
for architectural photography in Barcelona

 Message ChatGPT...

↑

 Stefanie Krieger
Reply Innovation Tour

Reply Innovation Tour workspace chats aren't used to train our models. ChatGPT can make mistakes.

