

# End-to-end AI services value chain | generative AI-EXCEL framework

Before delving into specific use cases, a thoughtful approach is essential for consulting and enabling generative AI across the entire value chain of the BFSI industry



Enable AI		Execute AI
Vision and strategy for AI initiatives	Infrastructure and tools	Data acquisition and data preparation (pre-processing, cleaning, and tokenization)
AI maturity and readiness assessment	Resources for scalability	Feature engineering
AI road-mapping and Return on Investment (RoI) analysis	Talent, skills, and domain expertise (generative AI talent is less in the market as compared to AI talent)	Modeling (unsupervised learning employed by GPT-3)
Domain-specific business case and use case selection and development	Hardware and infrastructure compatibility	Pre-built model integration and fine-tuning
AI partner and tool selection advisory	Version compatibility (compatibility among generative AI models, AI frameworks, and software components)	Integration (generative AI models with the existing system)
	Datasets (massive datasets essential for training large-scale AI models such as GPT-3 and GPT-4)	
	Computational power (specialized hardware such as GPUs/TPUs required to run generative AI models)	

**Generative AI-specific change levers**