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Gen AI's emergence marks a significant milestone in technology, enabling machine capabilities to emulate human intelligence and creativity. Its transformative potential and close relationship with Large Language Models (LLMs) are encouraging individuals and enterprises to reimagine decision-making processes and content-creation strategies. However, amid this excitement, enterprises may rush to adopt gen AI without carefully considering its benefits and the necessary investments.

In this report, we offer practical advice to businesses, highlighting key areas where gen AI can outperform traditional AI and RPA. The report also advises on selecting the appropriate LLMs tailored to specific requirements and provides strategies for enhancing LLM performance to achieve tangible business benefits.

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