

Rackspace Generative AI

Redefining human-to-machine interaction in a secure, responsible and intelligent way.



Where are we headed with generative AI?

In a world not so far away, we'll have newly generated content at our fingertips with a simple, intuitive generative AI search function that learns from previous data how to locate, extract and present information. Generative artificial intelligence (AI) can not only conduct information searches and engage in human-like conversations, but also it can generate original content. This will forever change the way we conduct business intelligence and transformation projects.

Uses cases for generative AI range widely — and include writing sales and marketing copy, optimizing chatbot conversations, enhancing medical imaging, strengthening fraud detection, creating multilingual customer experiences, improving demand forecasting and enhancing supply chain management.

The benefits of generative AI include increasing employee productivity, creating personalized experiences, accelerating research and development, and creating and testing new business models.

Leveraging large-scale language models

To help support business outcomes, AI's foundational models have already been trained on billions of words, images and videos. You can customize the models and incorporate your own data to improve accuracy so that they can support your use case(s) — a process we can help you complete.

Responsible innovation

One of the leading risks when using new technologies is protecting and safeguarding your intellectual property. Other potential risks include inaccurate results, employee misuse of sensitive data and code, and the misuse of copyrighted works.

It's important to understand these risks when you're experimenting with a new AI solution. You need to put controls in place to help use AI responsibly and securely. Our approach to leveraging generative AI technologies and services is deeply rooted in our wide-ranging experience in creating value for businesses, and in analyzing the security and governance impacts of leading-edge, new innovations.

Key use cases

Here are some of the most common ways you can use generative AI today:

Knowledge management: Execute search and summarization by generating insights from telephone calls, creating individualized learning plans, and summarizing information from documents, videos and chat data.

Semantic search: Perform semantic searches on documents, data, images, videos and audio for question and answers and image, document and video retrieval.

Content generation: Generate new content quickly and accurately using large-language models that create text, images and videos to help with personalized recommendations and content.

Code generation: Use natural-language query tools to generate code, such as SQL, Python, Javascript, shell script and more to optimize your development lifecycle.

Synthetic data: Use generative AI models, like LLMs and Stable Diffusion, to boost existing data sets or create data sets from scratch to improve the efficacy of AI/machine learning models with limited data sets for training.

Use cases by industry

<p>Insurance</p> <ul style="list-style-type: none"> ✓ Streamline customer service automation and call center analytics ✓ Automate insurance claims ✓ Improve chatbot conversations ✓ Support agent knowledge management 	<p>Legal</p> <ul style="list-style-type: none"> ✓ Automate legal document generation ✓ Summarize and highlight changes in regulatory documents ✓ Answer questions from legal documents ✓ Provide knowledge management and assist with research
<p>Healthcare</p> <ul style="list-style-type: none"> ✓ Explain diagnoses and treatment plans ✓ Summarize patient records and doctors' notes ✓ Conduct medical research ✓ Improve medical imaging 	<p>Travel and hospitality</p> <ul style="list-style-type: none"> ✓ Provide personalized recommendations ✓ Deliver multilingual customer support ✓ Respond to customer emails, chats and online reviews ✓ Improve call center analytics
<p>Financial services</p> <ul style="list-style-type: none"> ✓ Improve fraud detection ✓ Personalize responses to messages ✓ Personalize loan offers ✓ Automate credit risk assessments 	<p>Manufacturing</p> <ul style="list-style-type: none"> ✓ Improve operational efficiencies on equipment ✓ Conduct process optimization ✓ Conduct design optimization ✓ Analyze sensor data for quality control

Why Rackspace Technology?

We stay on the leading edge of technology developments. When it comes to AI, we can support your initiatives with our expertise in the following area:

- 3,200+ certified technical experts
- 20+ years of managing clouds at scale
- 120,000+ customers in 120+ countries

Our multicloud experience

We can help you expedite change and increase analytics adoption across clouds. We have expertise in all the major providers, including Amazon Web Services (AWS), Microsoft® Azure®, Google Cloud, Databricks and Snowflake.

Our innovation support

Innovation should not be limited to the latest trends. Doing it right, requires careful consideration of the ecosystem, speed-to-market, revenue and productivity impact, and security and governance. Consideration of these factors will help drive the maximum business value for your organization.

To help you innovate faster, we can develop best in class IP and leverage public cloud and open-source frameworks, agile delivery methodologies and powerful tools. And we can leverage best of breed AI foundational models to build your use cases.

Platforms we support



Rackspace Generative AI Services

Our leading-edge services include:

Generative AI Ideation Workshop: Accelerate your use case definition and business application for generative AI in just a few days. We'll help define your objectives, create a high-level design, and outline security implications and governance constraints in implementing your generative AI-based solutions.

Pilot: Accelerate your AI initiative. We'll take one of your generative AI use cases and build a pilot that can be used for validating the business benefits and adoption within your organization.

Pilot workflow includes:

- Selecting a use case
- Reviewing current systems
- Defining your business goals
- Creating a pilot implementation of your use case

Pilot deliverables include:

- Use case documentation
- Solution design and architecture
- Code and model artifacts

Take the next step

Let's talk about how Rackspace Technology data and AI expertise can help you achieve your business goals.

1-800-961-2888
www.rackspace.com/data/ai-machine-learning