

Supercharge innovation with GenAI

Generative AI (GenAI) is revolutionizing the business landscape and reshaping customer experiences across industries. Its potential to effortlessly generate personalized text, images, sounds and code with unprecedented efficiency has unlocked a new era of possibilities. Despite the promising future of GenAI, enterprises must address the following challenges:



Evolving technology and tools



Data privacy and ethical use



Seamless integration and scalability



Customization strategies for industry-specific needs



Resource constraints

The key lies not in merely acquiring GenAI but in implementing the right solution responsibly to generate real, meaningful value.

HCLTech GenAI, powered by Google Cloud

At HCLTech, we recognize the immense impact of GenAI on business operations. In partnership with Google Cloud, we offer a GenAI ecosystem driven by a transparent and responsible approach to this game-changing technology. Powered by large language models (LLMs), it is pre-trained on petabyte-scale data, utilizing complex algorithms and deep learning techniques to understand natural language relationships. Based on their learned patterns, these LLMs can generate content in various formats (images, video, text) at scale for specific tasks.

Key offerings

By blending innovative technologies, industry expertise and our passion for pushing boundaries, we offer a transformative GenAI experience. At the core of our approach lies the commitment to empower businesses, employees and end users alike, fueling their growth and success in an increasingly AI-driven world.

As part of the expansion strategy, HCLTech is investing in developing transformative solutions leveraging Google Cloud's Generative AI capabilities across three domains:



Industries with focus on Retail, Banking and Financial Services, Pharma and Life Sciences, manufacturing and Telco Media and Entertainment.



Enterprise functions with focus on sustainability, employee experience, marketing and customer experience



Innovation and technology modernization by infusing GenAI across software engineering lifecycle and cloud acceleration frameworks.

Prompt Engineering

Appropriate prompt creation, tuning, testing, blending and synthesis is key to getting appropriate output from GenAI Models. We at HCLTech are developing a library of various prompts required for multiple applications of GenAI and enable customers to accelerate their journey towards adoption of GenAI and solve the specific business problem.

Data Engineering

Data Engineering is the fundamental capability of Generative Enterprises of the future. Discovering right kind of data breaking the data silos and then providing quality inputs enables LLMs generate text, audio, video and code accurately. We develop GenAI enable insights on analytics and offer MLOps services assisted by GenAI.

Intelligent Apps

Enterprise Search, Conversational AI and orchestration of workflows infused with GenAI APIs is giving birth new rage of intelligent apps. We, at HCLTech, are partnering with multiple of our customers to develop these.

Responsible AI

With power comes responsibility. We are developing expertise and our services to engage GenAI in auditing and inspecting results produced by classical AI models and then fine tune classical AI models further to improve the compliance and adherence to security policies. We ensure that the applications for Generative AI are controlled by Responsible AI practices such as



human centric design



usage of wider metrics to train the models



examination of raw data on a regular basis



thorough testing and



continuous monitoring

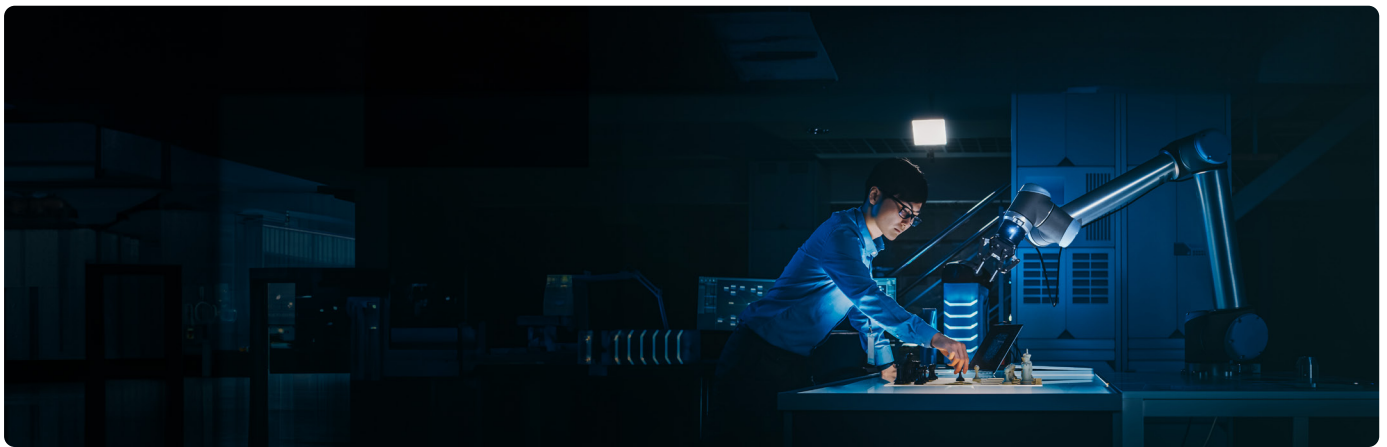
Key Enablers

GenAI CoE

At the forefront of the innovation is our GenAI Centre of Excellence (CoE) – a hub that fosters innovation and growth. With a design thinking approach, accelerated prototyping and value-stream remodeling, we collaborate with industry leaders, cross-functional teams and subject matter experts to tackle the most pressing challenges faced by our clients. This collaboration helps us deliver bespoke solutions tailored to enterprises' unique needs, ensuring that our GenAI offerings align perfectly with their business objectives.

GenAI Labs

Our GenAI Labs reflect our dedication to delivering personalized, data-driven experiences to enterprises. Our GenAI Labs, backed by the expertise of HCLTech Cloud Native Labs across London, Dallas and Noida, are the engines of innovation, shaping the future of AI-powered applications for diverse industries. Our advanced capabilities empower businesses to make informed decisions, drive growth, and enhance customer experiences.



Value we deliver

HCLTech's GenAI ecosystem can reshape industries, empower developers and create a world where the potential of AI-driven applications is limitless. From enhancing efficiency and productivity to fostering innovation and driving growth, our GenAI solutions can transform how we interact with artificial intelligence.

Retail

Leverage TryOn – a plug-in GenAI solution for:

- Customer communication summarization
- Real-time, human-like conversation support
- Conversation continuity
- Omnichannel experience facilitation
- Dynamic pricing optimization

BFSI

- Customer segmentation and targeting
- Credit risk assessment and loan approval prediction
- Chatbot-powered customer service
- Anti-money laundering (AML) and know your customer (KYC) compliance
- Market sentiment analysis

Healthcare

- Faster drug discovery
- Timely disease diagnosis
- Value-based care
- Clinical trial optimization
- Disease progression prediction

Energy and Utilities

- Predictive maintenance
- Demand forecasting
- Microgrid optimization
- Energy consumption pattern analysis
- Renewable energy optimization











Media and Entertainment

- Content creation
- Program personalization
- Special effects generation
- Restoration of old media

Why HCLTech?

Experience the HCLTech advantage with Google Cloud Digital Environment

With our cutting-edge solutions, collaborative approach and relentless pursuit of innovation and excellence, HCLTech is set to define the future of GenAI, one breakthrough at a time. Together, let us shape a world where innovation knows no limits and where your success is powered by:

 18,000+ professionals trained in Google Cloud	 6550 Certifications in Google Cloud	 Proprietary GenAI frameworks	 Strong data management and governance capabilities
 End-to-end AI implementation services	 Explainable AI (XAI)-powered transparency	 Collaborative innovation	 Scalability and flexibility
 Continuous learning for adaptive models	 Low code platforms		

Write to us at: HCLGoogleBU@hcl.com | Visit us at: www.hcltech.com/google-cloud-ecosystem



HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to more than 223,400 people across 60 countries, delivering industry-leading capabilities centered around digital, engineering, cloud and AI, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG and Public Services. Consolidated revenues as of 12 months ending June 2023 totaled \$12.8 billion. To learn how we can supercharge progress for you, visit hcltech.com.

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