

The HCLTech Trends and Insights podcast

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Hello, everyone, and thank you for tuning into the HCLTech Trends and Insights podcast, where we discuss the latest technology trends and stories that are impacting business and society. I'm Nick Ismail, global head of brand journalism at HCLTech. And today I'm delighted to be joined by David Anderson, who is currently part of the Azure OpenAI Customer Experience Engineering Team at Microsoft, and Andy Packham, Chief Architect and Senior Vice President for the Microsoft Business Unit at HCLTech.

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David, Andy, how are you both? Excellent and happy to be here. Likewise. Very excited about this. Perfect. Thank you both for joining us for this episode, where we're going to be discussing how to unleash the power of business with data and AI. Obviously, we know the world now revolves around data, and businesses now find themselves at this critical juncture where their ability to harness the full potential of data is no longer just a competitive advantage, but an absolute necessity.

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As technologies like AI advances rapidly, new data migration trends have become indispensable for unlocking organizational value and driving transformation at scale. And according to an industry arc report, the Global Data migration market is projected to reach just under \$11 billion by 2025. So it's a growing industry and A.I. is only accelerating that growth. So let's get started. What are some emerging trends in AI driven data migration that businesses should be aware of?

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David, would you like to start this? Sure, I would be happy to. You know markets, it's interesting in the sense of from an AI and a generated by AI perspective, we don't think a lot about data migration because frankly, from a large language model perspective, we don't really care where the data is. But what I think is really driving a lot of concern about data and business incentive to move data is the fact that in order to make large language models and generative AI really valuable and really unlock the value of them, this is one of the things you have to do is be able to ground your application that's using generative AI in what we call truth grounded or grounded in your data to make sure that the body of knowledge that it is generating answers from is legitimate data in your organization.

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Now, what that tends to do then is to say, okay, then where should that data, where the outside in, how should I lock it down? Obviously, the closer to where you're using the model will be a bit better, but also to do a lot of things like curating the data.

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And I think data curation is one of the things that drives the migration of data, right? When I say curated, I mean make sure we that that businesses think about what sort of data do I want the model drawn from to generate answers and that takes a bit of work. Yeah, I imagine quite a lot of work. Andy, what are your thoughts?

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Yeah, I think this data is the fundamental for every organization. I think the thing that really excites me is getting the quality of data right is really, really paramount, and the hope and the opportunities better use AI to actually as well as sort of consumer into the models, but to use AI to understand your data itself in the metadata and be able to support that, the complexity of cleanse a validation of the target.

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So, kind of AI approaches on both sides. It's a consumer of the data but can also help family in actually cleaning up that data. And then I think the second area, which is going to get so much more important is we spend a lot of time talking about data security now, data privacy, responsible. I'd say all these additional aspects of how we understand a managed nature as an industry asset will become far more important for every organization.

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And as it climbs up that level of importance, all their specific industries, all sectors that are expected to see the most significant advancements in AI enabled data migration in the coming years, which ones are on the cusp of significant advancement or transformation? Yeah, I would think, you know, from what I, myself and my colleagues at Microsoft, in talking with the thousands of enterprise customers that are in our base, we really see where there is really specific knowledge.

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Right? And when I think about that, I think about things like health, life sciences, medical field. That's a really specific industry data that oftentimes, you know, you want. They want to be able to ground the use of their models in their data like that because it's so detailed and specific. Same with financial services. If you think about sectors and industries that have a lot of proprietary but not necessarily

proprietary, but specialized sorts of data that they've collected over the years, now they want to be able to unlock the value in that.

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And in order to unlock the value of that, they're going to have to really focus on on again, curating that sort of data and making it available for use within chat completions and things like that right now. Andy, what industries do you think are going to be particularly receptive? I think they'll respond. It's it's going to be those industries that have a lot of a lot of data and they need to use that data to make decisions in close to real time.

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So, I mean, health care, finance reach out. So I think where the industries are really going to doctor is where they have frontline workers and that need to make critical decisions in real time. So if you think about healthcare, you're talking about professionals that are, you know, in the operating theater in front of the patient on the ward, and they have access to a phenomenal amount of information, you know, when I should record or information about drug interactions or the like you know, to summarize and bring all of that together in a way that are frontline work and can make a really high quality decision at the real point of action will drive.

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Those are the industries that would have thought this faster because of that. That's where the real value is. Okay. And to go back to a point that you mentioned toward the beginning, how does A.I. specifically contribute to improving data quality during migration, especially with things like data governance? And how can organizations go about mitigating bias or data inaccuracies?

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So they understand that the quantity, the data and the sources and the acceptable uses of the data, just because you have data and just because that is a great quality, it still doesn't mean that, you know, bringing privacy and the like into the equation the be able to use it. So I think AI presents us with its ability to have a much greater understanding of the data landscape to better look at where have we got, you know, where it's bias, where the central source is, where are we able to take data that is of high quality and we can, to be sure we can rely on and data of much lower quality and

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we need to be careful about. And then summarizing more related to the solution, that's really hard to do unless you've got this ability to summarize across for information. Thanks. And David, what do you

think? Yeah. And I believe that that Andy summarized it pretty well. But I think that when we look at the vast amount of data with more being created every day, whether it's in a specialized industry or general knowledge type data, the ability to summarize it quickly, you to get relevant information and relevant value out of the data is really where AI comes in.

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The whole idea of a AI and especially generative AI, right, is to take data, move it from it, gain insights from that data quickly and relevantly, and then be able to take action from that data. And so the power of AI and especially generative AI, is that it can do that based on large language models to really look into your data.

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And it takes experimentation. Frankly, what data is valuable, what data is, is not a value that drive relevant and coherent answers using generative AI. And so it's not like you can, you know, take this this knowledge base or huge amount of data where it resides and just, you know, point the engine at it and say, hey, give me answers, because oftentimes you're going to get a lot of irrelevant stuff that's worth things like a prompt product from Microsoft.

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We're just released called Prompt Flow and Prompt Engineering. And that sort of stuff comes in to say, okay, how can we both design the system to get the best use of that data and how can we kind of use it to test that data to say what's relevant data and what is? And so again, there's a lot of front end work and back in work before you just turn on a huge chat bot against your data and hope that it works.

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Thank you. And in terms of actually unlocking the potential of AI, how can businesses approach this from a strategic perspective with things like fostering a data driven culture or treating data as an asset? Do you have any insights on that? David Well, I think we look at that. You know, how can they look at how can a business look at us digitally?

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It really falls into, you know, we think about two or three buckets of things that strategically you want to look at. One is how can I boost productivity, right? How can generative AI across my data boost productivity by making my employees or my customers much more productive and in getting insights and be able to take actions? The other one is how can I, as a business look at generative AI in the data that I'm using private you to, to create new revenue streams, whether that be through I'm locking it

with product and using generative AI for product design and development or just to do a lot more personalized a service to customers that then they'll use more.

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And then the other one is really to optimize the efficient use of our data. Right? And so when we think about all that sort of stuff, you know, it's really the idea that we're going to make a data driven culture. It's one thing to say data driven is another thing to say knowledge driven, to gather insights for action.

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And that's much more the data driven, that's being much more specific in the use of the data and how you present it. And Andy, what about you? What did the kind of strategic goals that businesses can implement to unleash AI today? We picked out some of those really well, I think every organization needs to start from driving business outcomes.

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I think we can to often move very quickly into the technology, but it must be a real driven out way to be the market growth team. It's a very it's very important that's connected through the organizations of building that. That culture of knowledge is, as David said, making sure that we're training all of the employees on how to be inquisitive and how to really understand the sudden explosion of new information that's available and how to use that responsibly and ethically, I guess in getting those data governance frameworks in place very early in the journey is key and in getting the right infrastructure in place as well, making sure that we've got all of the right thinking completed about how am I going to deliver all of this data.

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It you know, it suddenly creates a massive amount of luck. And, you know, while we got an interesting while I can be really beneficial in terms of thinking about sustainability, I think one of the things that we also need to think about, it's kind of on the edge that it can also drive a huge amount of its energy consumption and emissions.

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So are they making sure that any organization that is moving into this path really understands it from see a whole set of these business outcomes, but then focuses on a use case that they're going to learn through and don't try and solve everything in one go. It's a profound organizational change. It's not something that's easy.

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Okay? And like any business assets, it needs to be protected. Data security and privacy needs to be implemented. So I'm wondering how organizations can, you know, ensure that sensitive data remains protected during migration, especially when EINS is involved. And, you know, presumably A.I. can act as a bit of a solution here as well. So, Andy, let's start with you.

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What strategies or technologies can be employed to maintain data privacy in compliance, especially with regulations like GDPR, for example? It has to come from understanding the data and the sources of that are exact. You know, I mentioned the quality data and how that data was allowed to be used within whichever regulatory compliance framework that you're operating, and then make sure that that data is tight and that you have the right access in place that allows the right people to access the data and ensures that people it can't be just an overnight rate at any rate, and write reports again, something an information may be available to some parts of the business.

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Maybe summaries of that information are available to others and other parts are highly confidential. So it really stems from beginning to understand the data making that very clearly tagged and maintaining that tagging very, very clearly to the ability of that data. Consumers, you know, these people have sucking up of plastic ability to go and create new reports, new insights that they're able to do it in a way they both know may take an incompetent ship out to being private and insecure about responsibility in that framework.

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Right. And David, what are your thoughts? Yeah, I think that, you know, when we think about data privacy and data security, there's a couple of important points that I like to remind people. First of all, the use of large language models, especially in the Azure Open AI Service, that those models and generative AI, the way they're set up within the model is these are stateless, right?

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So nobody's keeping your data at Microsoft. We have a set of responsible AI principles, seven principles that really follow along the lines of, look, we don't use your data to train our models. We don't keep your data. We know it goes. It's a text in text out engine. You send in a prompt, we send back a response, and that's the last we see in the data.

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But within that, organizations need to think about. When I bring out an application that's using generative AI to my user base, you know, and they may be grounding their probes in confidential company data, how do I make sure that's within firewalls and it goes all the way through your infrastructure, right? And where that is hiding, how it's locked down, what roles based authentication do you have set up on that data and then up to?

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Do I have an encrypted pipe going up to that that Azure to the service? Who am I making sure that nothing outside of that is going outside of the firewalls? Is the data tied like you said? Is all that in place so that we know that when our users take advantage of generative API that even if they're going to use some company sensitive data in there, it's not going to go anywhere or escape outside or be stored anywhere that no one knows it.

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And I think where it gets tricky at times is, you know, the availability of various models, whether it's in Azure or any other company that's doing a generative AI, is that you may have to use a model in generative API that's not within a regional zone. Let's say in the case of GDC GDPR, maybe you have to use a model that we haven't placed yet in in the EU.

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How is that going to affect my data getting set out using that model and coming back? Does that violate? And so there's lots of things to think about when we're thinking about generative AI and how to use it and how to make sure that we're keeping our gas, our sensitive data safe and also making sure that it gets back to that data level.

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I have, I tag the data properly. I have given users and made sure that I have set the right access level on various pieces of data. So if there's data, I don't want them using what this clearly can't get. So it comes back to your normal data steward and compliant sort of things at the end of the day.

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Sure. And in this scenario where an organization does everything right, they classify the data, they curate it, they protect it, they strategically think about it in line with that business goals. What benefit

can organizations expect when they properly leverage AI in their data migration strategies? David, would you like to start? Yeah, you know, the benefits are oftentimes pretty self-evident.

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The top one that we see in our experience is really just that increase in productivity. People can now get information they can use, whether they're asking it. To summarize large documents or to generate emails or write apps or even PowerPoint slides or whatever they want to do, or to just get answers that are grounded in company data, get them quickly that are relevant.

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here it. The value is huge. It can be it can cut it. I think a great example is to say we have a number of contact center customers that use it. And just the fact that a customer service agent who normally takes anywhere from 15 to 30 minutes to write up the notes after a customer engagement call and that'll be done automatically in a matter of seconds.

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So you're seeing productivity gains so quickly in place that it shows up in the bottom line very fast. Now, what are your thoughts on the benefits? I think if you look at it, I've been in this industry for a very, very long time. We know when we kicked off, you know, what kind of memory was big stuff.

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Now, yeah, we've gone through this, you know, gigabyte, some megabytes, some terabytes and petabytes of big data. It's you know, it's been talking exabytes. We've got massive amounts of data. And I think we're all struggling to actually find the right data to make the right decisions. And every organization, every workforce has a I need to do I need to be driving operational effectiveness.

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I need to be building a really strong adaptive core. They've got to grow in existing markets. They've got to develop new markets and new products, and they need to protect themselves and manage external risk, engage with employees. And he may all be compliant, responsible, trusted. The only the real benefit will come from me, but it understand all of our data and drive better decisions.

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So it will be I think I very much see this as a as a tool that will help us do all our jobs, help us make decisions faster. I'm more at whether or not that's kind of, you know, for me or that somebody at the front line who's not such a life threatening situation, that ability to get to the rights outcome quickly will drive significant change, which will keep the providing those examples of the benefits that we can expect for May I suppose as well.

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To a certain extent there's a bit of an unknown element as the benefits because it's while it's been around for a while at this scale, has it been so I'm sure there's going to be use cases that emerge in the next year by view that we're not yet predicting that will come about as a result of the insights from a I did either of you have any closing thoughts on the topic before we summed up?

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Yeah. I mean AI is you know, it's everywhere now. Obviously people are thinking matters at the forefront of how can I leverage what looks like incredible power right responsibly within my business to bring value? You know, we talk about and I think that the thing that people need to really keep in mind is it's the technology. It's a tool, right?

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It's a very powerful tool. And it's going to change the way people work and act and go to school and all this sort of thing in there. There's responsible guidelines. There's a lot I know it's going to in the world. It won't. But we always need to think about how we use it. Response That's really where we come from at Microsoft is around we see incredible power, but we see the power being wielded in a responsible way in life.

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That's by demand. And the yeah, I absolutely got to that responsibility. You know, I think to be honest, we were we're very, very early in this journey. And it's going to be on, though, because I think potentially that this is a changing technology. It's already information technology. It's at the scale of the printing press or something more profound.

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So I think there is going to be a lot of social concern, is going to be a lot of challenges. And I think there's a lot of education that we'll need to do to understanding those potential risks, but also managing those risks. You know, it's been said it's a tool in the right hands. It will be a tool for good.

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And I think it's for us as the industry to make sure that we deliver the right controls, the right guidelines in place to make sure the yeah, we do land into that that tool for good. That's great. I'd like to thank you both your incredible insights and for joining me on the podcast today. I just do a quick summary for all audience.

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We covered a lot, so I'm not going to get everything. But at the beginning we talked about the importance of legitimate data being fed to generate insights, and that consideration should be where that data resides and how I can curate and protect it. Getting the quality of data rise is paramount and is not only a consumer of the data, but it can also help clean up the data as well.

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And AI in general will provide a better understanding of the data landscape sectors that have a lot of specialized data like health care and financial services and frontline work is going to be ones that can particularly benefit from the technology. When it comes to strategically thinking about A.I., it's about how it boosts productivity, how it creates new revenue streams, and how businesses can optimize the efficient use of data and ultimately benefits will encapsulate productivity gains that impact the bottom line.

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But crucially, it needs to be developed responsibly. And looking ahead, A.I. will be a force for good, if incorporated responsibly. So with that, I would like to thank Andy and David again for the time. Thank you for joining us and to the audience for tuning in. We'll see you at the next one. Goodbye.

Goodbye. Thank you.

Thank you.