FUJITSU

The future of work
Unlocking value with Generative AI

> Enter

Augmentation, not substitution

If the meteoric rise of generative AI has demonstrated anything so far, it's that the most impressive uses of the technology are testament to the people steering it. Much like the superpowered companion in a sci-fi movie, generative AI is available to answer queries and compose useful information in seconds - all in service of the people behind the helm. It's a uniquely reactive technology, more geared to respond to us than almost anything that came before it.

Working together with generative AI, we have the power to disrupt our usual working patterns and introduce a more seamless, more productive, and healthier workforce. Already this relatively young technology is affecting the way we work across almost every industry, with applications that range from generating code to writing songs, or even answering emails in our personal tone of voice.

Generative AI has demonstrated that it's not just a passing trend. Perhaps that's thanks to its ease-of-use; there's no technological skills barrier preventing people from experimenting with AI tools. They're able to communicate with them in plain language and receive understandable responses in seconds. But with such a low barrier to entry, employers must be aware of both the opportunities and the risks presented by this kind of tech.

We understand that some organizations are feeling daunted by the influx of information surrounding generative AI, and unsure of the best way to proceed. At Fujitsu, we want you to feel confident about your workforce transformation initiatives. That's why, whether you've begun to introduce generative AI in your workplace or you've yet to begin, this eBook will give you an overview of everything you need to know to embrace it with confidence. From an introduction to the biggest AI tools currently available to an implementation strategy, we'll give you practical advice for establishing an AI strategy that works for your people.

There's no denying that the rise of AI requires the workforce to adapt. But, do it well, and you can evolve your organization to establish a more sustainable future of work.

Contents

Human-centric expertise

At Fujitsu, we're always looking ahead to deliver the most relevant expertise in workplace transformation. Our belief in corporate responsibility means we understand that the most important aspect of any organization is its people, and we care about ensuring that workplace transformation always prioritizes them.

We call it our human-centric approach, and it's why we're trusted to support more than 3 million workers worldwide.

Our expert

Andrew Davis
*Head of Global Digital
Workplace Strategy, Fujitsu*

With over 20 years' experience working with technology and a background in engineering, consultancy and strategy, Andrew is passionate about people first, sustainable transformation. Helping organizations create a more environmentally, socially and economically sustainable future for all through the human-centric adoption of technology.

"I've heard generative AI described as a game changer, and I'd agree, it's exactly that kind of pivotal moment. The interface change from having to learn software to being able to just ask for things in plain language is a massive step forward."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

Generative AI today

In the first few months after its launch, ChatGPT dominated headlines globally. But though it was the first to really achieve such public awareness, it's far from the only tool available. The generative AI market has since exploded with products, many of which have become household names, demonstrating the wide-ranging impact this technology is already having.
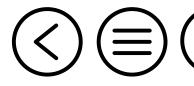
And, though generative AI certainly has uses at home, it has quickly become clear that its biggest impact is going to be in the workplace.

61% of workers currently use or plan to use generative AI.

Many businesses have introduced an AI strategy, motivated partly by the fear that if they don't act, they will be left behind by those who embrace the change first, and partly by the need to keep up with the uptake by their own people. The tools available are changing and evolving every day, but some clear market leaders have been established.

"It's likely that adoption rates will pick up even further once people see others using the technology, from small initial clusters to a wider general uptake within workplaces. Once people begin sharing insight, knowledge and opportunities, you'll see use cases spread more broadly."

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Head of Global Digital Workplace Strategy, Fujitsu

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ChatGPT
- **What it is:** A large language model-based chatbot
- **Released:** 30 November 2022
- **Users:** 100 million monthly active users
- **Cost:** Free to use, with $20 plus option

Microsoft Copilot
- **What it is:** An AI assistant feature for Microsoft 365 applications
- **Released:** 1 November 2023
- **Cost:** $30 per user, per month, some features already available in premium licenses such as Microsoft Teams

Google Bard
- **What it is:** A large language model-based chatbot
- **Released:** 21 March 2023
- **Users:** 49.7 million monthly active users
- **Cost:** Free to use

Midjourney
- **What it is:** AI for converting natural language prompts into images
- **Released:** 21 March 2023
- **Users:** 49.7 million monthly active users
- **Cost:** Free to use

The countdown is on...
Gartner has predicted that by 2026, more than 80% of software vendors will have embedded generative AI capabilities in their enterprise applications, and more than 80% of digital workplace management tools will include generative AI.

The question is not so much whether businesses will embrace AI, but how well they will. AI will be everywhere. What remains to be seen is the approach taken to it – and whether this new technology will prove to be as disruptive as some believe, or whether it will simply act as the new UI for your business processes.

Putting AI to work

How might we use generative AI technology in our day-to-day working lives? There are multiple use cases, both customer-facing and internal. It might even be true to suggest that the applications of generative AI are limited only by your imagination…

Looking for inspiration?

Researching	Prototyping	Summarizing
• Create chatbots to answer customer queries at speed • Easily pull and compile relevant research from the web • Build a business case, taking into account limitations	• Generate marketing materials, including bespoke business templates • Create sales presentations • Generate code and write software programs	• Pull key facts from large data sets and documents • Process unstructured data like feedback forms • Analyze meeting transcripts to create concise notes and actions • Providing suggested responses to long emails • Improving quality and readability of documents.

71% of marketers expect generative AI will help eliminate busy work and allow them to focus more on strategic tasks.

AI benefits

There's a reason why AI has already left such a notable mark on our cultural landscape. It's useful. In workplaces, it promises a range of benefits, including:

- **Saving time on repetitive and complex tasks**

- **Improving quality of developed content**

- **Speeding up time to create new content**

- **Allowing people to dedicate valuable time and energy to creative work**

- **Enabling non-technical users to undertake complex technical tasks**

These benefits are available for all organizations – as long as they've adequately prepared to challenge the risks which may also accompany them.

"People should be actively using the technology to be more productive and more engaged, and letting it take care of some of the mundane stuff, so they can focus on the more creative, interesting work."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

The good, the bad, and the bias

AI isn't without its shortcomings. For the most part, language models are trained on pre-existing texts, which means that the biases of the original authors can come through in the output of the tools. ChatGPT, for example, draws on both the open-source encyclopedia Wikipedia and the popular social forum Reddit, neither of which are infallible.

Organizations need to be aware of potential risks, including: AI hallucinations (where AI confidently identifies something which doesn't exist), data integrity issues, bias, and the range of security concerns which stem from the potential mishandling of confidential data.

> "Training should be a big consideration for any organization. Making people aware about how to use generative AI – and how to use it safely - is really important. That means making sure your people know what it is, where it gets its data from, what some of the potential shortcomings or impacts may be, and how to deal with them."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

The compliance question

Organizations have so far been unable to confidently embrace generative AI due to a number of outstanding questions surrounding issues of copyright, IP and regulatory compliance. We're seeing big organizations battle it out over AI in the courts. For example, in February of 2023, Getty Images filed a lawsuit against Stability AI (the startup behind the Stable Diffusion image-generating platform) for misuse of its copyrighted content.

Many of these lawsuits result from the fact that generative AI systems draw on public information to create responses to prompts. If they draw on something copyrighted, the user may be liable for the breach. There's also the possibility that a generative AI tool may produce similar responses to similar prompts or queries from multiple customers. Consequently, multiple customers could try and claim the rights to content that is the same, or very substantially similar.

The fluctuating legal landscape has prompted some providers to announce specific protections for their customers. Microsoft has announced it will legally defend commercial users of Copilot should they be sued for copyright infringement as a result of using their AI. Both Adobe and Shutterstock have also offered indemnity to users if they're hit with lawsuits relating to content from their platforms.

While the blurred lines of legality are not yet getting any clearer, these announcements highlight the possibility that the dynamic is shifting. As more providers begin to vouch for the quality of their data and promise to protect users from negative repercussions of use, these products will become trusted by default, and more easily integrated into workplaces.

"We're starting to see some vendors step up and address some of the biggest concerns. They're bringing down some of the barriers that people are worried about."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

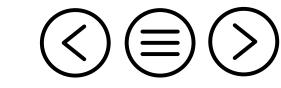# About those barriers...

Challenge 1 - Security

The security issues surrounding generative AI are enough to cause some organizations to hesitate. Company directors remain legally accountable for an organization, so they understand more than most the need to generate a sense of personal accountability around the way in which the tools are used.

Organizations can protect against potential issues by introducing an AI-aware approach to their security. This includes undertaking a process of data housekeeping to ensure that classified data is properly labelled, as well as establishing bounded implementations, training, and raising awareness about potential IP issues.

"There are definitely concerns around where to deploy generative AI, and we need to be careful about how we go about it, what data we're using, and how that data is then accessed by people. An AI could very easily generate an answer using a piece of restricted content either internally or somewhere else on the web."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

71%

of IT decision-makers believe generative AI will introduce new security threats to their data.

Challenge 2 - Skills gap

The speed of AI development has meant that workforces aren't always prepared to deal with the tech. This, coupled with the fact it has a lower barrier to entry, increases the risk of security issues.

AI is making the leap from the developer to the user community, so organizations need baseline governance in place, including safeguards and frameworks to protect people. At the same time, even those who choose to use licensed products in order to reduce the risk of copyright issues risk further dividing their organization into 'haves' and 'have nots'. Ensuring every employee is trained and feels a part of the AI transformation at work will help to tackle the issues resulting from the technology skills gap - and, ultimately, begin to build out stronger AI capabilities at work.

51% More than half of organizations with an AI project in production acknowledge they don't have the right AI talent to bring it to life.

"There's going to be a demand for more care to be taken around data and information. So, you'll see information management become much more important to organizations. Sourcing these skills is very important now."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

About those barriers continued...

Challenge 3 - Uptake

No matter how potentially useful a new piece of software or tool is - if you're not able to bring it into the day-to-day operations of your workforce, it will fail to produce any notable successes. Achieving buy-in from users can be complex - but, in a human-centric workplace, any changes are more likely to succeed.

That's because human-centric workplaces take into account the different needs of individuals and consider the challenge empathetically from their perspective. Having a better understanding of how different groups feel about. Generative AI enables organizations to better prepare for its adoption.

> **"It's really important that we bring people along on the AI journey, so they feel involved and they feel it's going to help them rather than replace them. The last thing you want is a backlash from the workforce. Employers must make it clear that the technology is there to support, not replace, their people."**
>
> *Andrew Davis*
> *Head of Global Digital Workplace Strategy, Fujitsu*

Plus, an open line of communication means employers benefit from a better understanding of potential use cases, and can help their people to feel involved as a result of having a more integrated understanding of their workforce. By establishing different routes for people at different stages of their careers, and readiness to adopt new technologies, organizations can factor new tools into their lives in a way which ultimately addresses outstanding concerns.
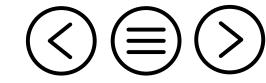
33% of respondents on

[One American study](#) **found that more than one third of respondents feared AI would make some or all of their duties 'obsolete'.**

This kind of attitude is vital to ensuring employees feel like a valued part of the organization. More valued employees are consequently more willing to experiment with new technology to find ways to make their roles more productive and effective. In short, it's about building trust; reassuring employees that AI is about augmentation, not substitution.

> **"A successful integration looks like: better productivity, better engagement from your staff, and higher levels of creativity. It's certainly not about reducing the head count in your organization. It's about getting more out of your people."**
>
> *Andrew Davis*
> *Head of Global Digital Workplace Strategy, Fujitsu*

Strategies for success
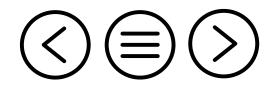
1 - Start small, safe & sensible

When regulatory and compliance issues are still being actively debated, it's safest for most organizations to start with a vendor who will take responsibility for the data their AI tool accesses, protecting you from potential copyright breaches.

Also, consider where you're considering implementing an AI. Is it part of a workflow people can access with ease? Can you use the technology to solve any existing issues? Tools should be integrated into peoples' working days – they should make things convenient, not add additional steps.

We understand that introducing a new technology to your workplace can be daunting, which is why we've created a four-step strategy for AI success:

> **"If you want people to adopt the technology, make sure it's easily accessible in the flow of how they get their work done. If people have to start copy-and-pasting work between applications and windows, they won't embed new tools into their daily routines."**
>
> *Andrew Davis*
> *Head of Global Digital Workplace Strategy, Fujitsu*

Strategies for success continued...

2 - Be adventurous

While it makes sense to have an aim in mind when instituting a new technology, generative AI is so new that you should be prepared for the use case to develop in unpredictable ways as people actually use the tech. Don't be afraid to explore the possibilities - you may find unexpected applications.

That's why it's important to establish mechanisms which allow you to measure and understand the value you're getting from the tools. Check in regularly with your workforce, facilitate open conversations surrounding AI, and give them the ability to explore.

> "There's an argument that if you're going to make a significant investment, you want to know what your outcome is likely to be. But this is one of those areas where it's important not to inhibit exploration, because you might find that you have a business case within your organization that you didn't even know existed."
>
> *Andrew Davis*
> *Head of Global Digital Workplace Strategy, Fujitsu*

Strategies for success continued...

3 - Tidy your data

Perhaps one of the most important steps you can take is to make sure your data is AI-ready. Complete data labelling, tagging, classifications and ring fencing before introducing any AI tools at work. Without undertaking proper data housekeeping, there's a risk AI will access and share confidential data with end-users.

Put in place the right information access controls, consider legacy data access, and understand which regulatory controls are needed.

4 - Bring your people along

As with any workforce transformation project, any AI integration should be focused around supporting people.

Prioritize training so employees feel involved and not replaced. Remember, a successful AI implementation looks like one where people actually use the tools. The more this happens, the more of a community you'll build - which opens you up to better conversations about what works, what doesn't, and where AI can best support improved productivity in the workplace.

> "There is a huge people change aspect to this. This can't be a technology we just deploy and hope people use. We do have to guide and help people, and champion it. As you see new generations come into the workforce, they'll bring it with them rapidly. There is significant work to do so that people who aren't coming from this route understand how to use this technology and how to get the most out of it."
>
> *Andrew Davis*
> *Head of Global Digital Workplace Strategy, Fujitsu*

The Fujitsu difference

Our human-centric approach to workplace transformation means we're best placed to support your adoption of new technologies. We understand that no project can succeed without buy-in from your people - meaning there's little point making changes without first consulting with the people it will really affect.

That's the purpose of our Co-Design Accelerators, each focused on a business problem or challenge – like introducing generative AI. Over the course of the six-week program, we'll work together to interview a number of relevant stakeholders and generate personas. From there, we'll help you to develop a solution which delivers business value at every level.

Get in touch to find out more about our Co-Design Accelerators

AI-powered people

As with any workplace solution, introducing generative AI should be about getting the most out of your people. If you can't bring your people along, your AI strategy won't succeed - it's the human experience that will make the real difference.

To summarize our advice, remember: a business plan can be useful, but you need to leave room to experiment; make sure your security is robust and you have a good training framework in place; most importantly, don't feel you have to do it in a vacuum - talk to people both within and outside your organization to learn how they're progressing. It's by communicating and collaborating that the most effective use cases for generative AI will become clear.

"At Fujitsu, we really recommend taking a human-centric approach to implementing AI. If you take a technology-view, users are more likely to either fail to take up the tech, or to misuse it. You're more at risk of potential issues like security and regulatory complications.

It's important that we take the needs and perspectives of different people into account, to develop a way to use the technology that generates the most use and value in a safe and secure way.

A human-centric approach keeps our people safe, and gives them the ability to confidently use the technology."

Andrew Davis
Head of Global Digital Workplace Strategy, Fujitsu

Imagine a world where after you attend a call, the itemized, summarized meeting notes are delivered in seconds. One where your presentations are automatically built into your marketing templates, and designing a content plan is as easy as asking politely. A world in which bespoke customer support is always available, and complex data categorization is as accessible as writing an email. An ideal world, where the solutions you implement at work are embraced and built-on by your people.

With Fujitsu, you don't have to imagine. We're experts in people, which means we're here to help guide you into creating a workplace that's as sustainable and welcoming as it is technologically brilliant.

FUJITSU

Talk to us about your workforce transformation goals, and we'll help you to deliver sustainable change that gets the most out of your people:

email askfujitsu@fujitsu.com to find out more