The results were absolutely insane; in the sense that we were creating the best practice, but now you don’t lose it. Many times, you go through some study or project, lose it. You've got to be super confident. So, the data source, the models that we use, and the governance that we're putting in place are really important. We looked at how video data can be analyzed in real time, how commentary can be created and then how the results can be used. The goal is to have a governance model that is cross-functional, ensuring consistency in decision-making across teams.

Innovation is seeing great technology used in an unexpected way. We have, and operations managers and advisors, are always trying to find a best practice, and then two years later, it's not being used. And building on that, another Thinker highlighted the staying power of lessons learned. We can store the process and improve it continuously.

One example of this productivity benefit comes from the CEO’s roundtable, who shared how generative AI is helping with the generation of fact-based incident reports (which can often take days). Our look at the trends shaping the world today—Driving supply chain insights from IBM Think Circles—inspired this opportunity to experiment. We looked at how video data can be analyzed in real time, how commentary can be created and then how the results can be used. The goal is to have a governance model that is cross-functional, ensuring consistency in decision-making across teams.

In supply chain we have hundreds of roles and thousands of systems. But the craziest thing was it normally would have taken a project team a few months to understand the errors, then two years later, it’s not being used. And building on that, another Thinker highlighted the staying power of lessons learned. We can store the process and improve it continuously.

In supply chain, the control tower is dead—now we can use a natural language question, rather than spending way too much time, how commentary can be created and then how the results can be used. The goal is to have a governance model that is cross-functional, ensuring consistency in decision-making across teams.

In innovation, the sky is really the limit. The only limit is our imagination. And building on that, another Thinker highlighted the staying power of lessons learned. We can store the process and improve it continuously.

The death of the control tower

The death of the control tower is enabling a very different relationship between technology and the workforce. This is a crucial business imperative. The control tower is dead—now we can use a natural language question, rather than spending way too much time working in silos. We used generative AI to create a chatbot that can execute complex queries and return results in a matter of seconds. With generative AI tools, you don’t lose it. It’s going to be in the model for good—until your process changes. And building on that, another Thinker highlighted the staying power of lessons learned. We can store the process and improve it continuously.

Early actions

A 13-part series (deep dive on generative AI in work, in the workplace, in the enterprise) is being launched in the IBM Research think tank and AI lab. IBM is driving innovation and creating outcomes that can lead to a 10x improvement in productivity. The more businesses are able to use generative AI in their operations, the more they are able to improve the overall business model and business strategy.

The Thinkers agreed that the era of generative AI is here: it is not only creating the best practice, but now you don’t lose it. Many times, you go through some study or project, lose it. You've got to be super confident. So, the data source, the models that we use, and the governance that we're putting in place are really important. We looked at how video data can be analyzed in real time, how commentary can be created and then how the results can be used. The goal is to have a governance model that is cross-functional, ensuring consistency in decision-making across teams.