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ESG INNOVATION WITH GENERATIVE AI

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THE FUTURE OF ESG WITH GENERATIVE AI

Regulators drive ESG legal obligations globally, targeting environmental and human capital issues.

Organizations that prioritize ethical supply chains use sustainable finance tools like green bonds, which are prominent, energy efficiency investments. These investments surge due to higher energy prices, resulting in green computing traction in technology and precision agriculture resource use optimization. Organizations now focus on social sustainability by addressing biases and promoting diversity and inclusion.

ESG considerations are at the forefront of the changing business landscape, driving transformation across industries worldwide. As organizations embrace this shift, bold actions and swift technological changes push progress.

Here are key priorities for ESG transformation, as businesses move to a net positive.

KEY CHALLENGES

BECOME TRANSPARENT

- How we build ESG process and data foundation
- How we understand our negative impact
- How we track and report the progress on our impact
- How we define ESG risks and targets

MITIGATE & REDUCE

- How we act toward targets by creating initiatives to mitigate risks
- How we can avoid or reduce our negative impact

INNOVATE & COMPENSATE

- How we move toward net-zero and long-term sustainable growth targets by creating innovative solutions and measuring the positive impact to compensate the harm we do

CONTRIBUTE TO POSITIVE CHANGE

- How we create ESG initiatives to contribute to worldwide sustainable programs, serving both people and the planet

GENERATIVE AI BUSINESS BENEFITS

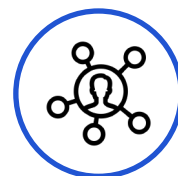
Generative AI empowers sustainability roadmaps for organizations, revolutionizing ESG reporting, data management, measurement, and public engagement. Generative AI solutions can help organizations streamline their workflows, enhance ESG reporting, and provide natural language search to rapidly access insights. SoftServe suggests you consider these most promising directions for the future.



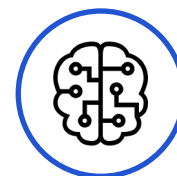
Automate tasks and scale processes



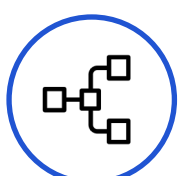
Reduce costs and increase efficiency



Enhance user experience and personalization



Accelerate innovation and AI adoption



Optimize internal processes



Smart decision-making



Improve customer satisfaction



Increase competitive advantage

MOST PROMISING GENERATIVE AI USE CASES

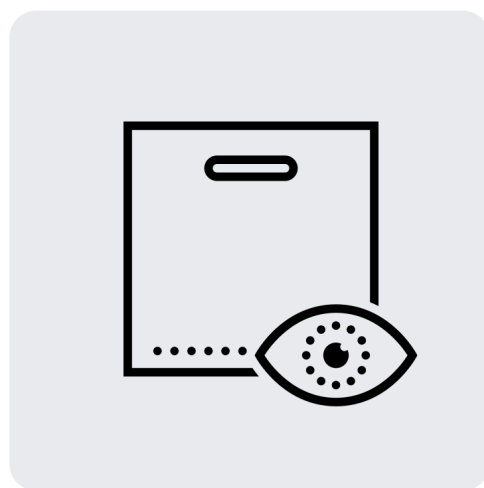
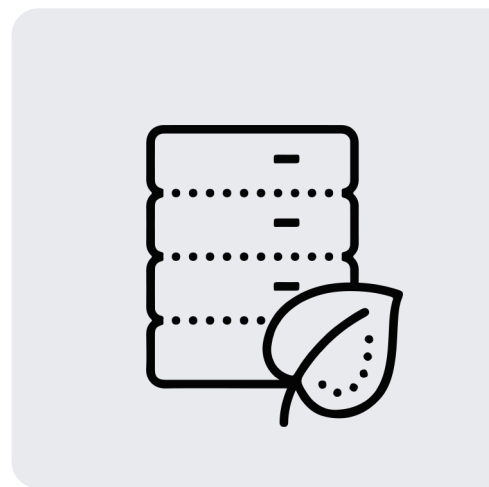


ESG MARKET TRENDS INSIGHTS

Curate insights from various sources like news, blogs, influencers, speakers, white papers, regulations, and ESG products and solutions.

ESG REPORT GENERATION

Summarize paragraphs from various sources, such as PDFs and sustainability reports, to provide dashboards with ESG insights.

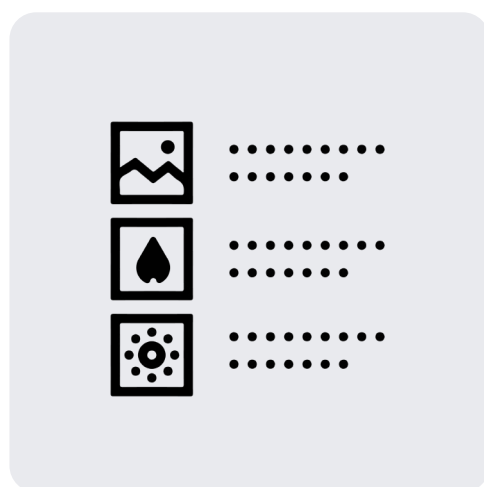
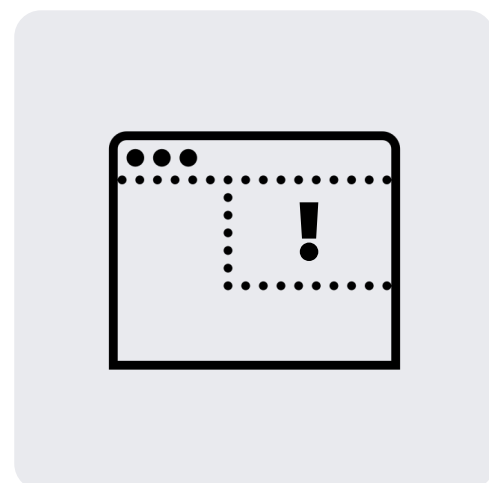


SUPPLY CHAIN RISK INSIGHTS

Review regional and global regulations against corporate policies and generate potential ESG risks in supply chains to comply with ESG standards.

CURATE SUSTAINABILITY COMMUNICATION

Create marketing content by adapting sustainability messaging and communication to reflect industry-specific new products and services and emerging ESG issues.



ESG REGULATIONS NAVIGATION

Deliver insights and guidance about evolving ESG regulations specific to regions, helping organizations meet diverse reporting requirements.

GET STARTED ON YOUR GENERATIVE AI JOURNEY

LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH 3 OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe's defined [Generative AI adoption patterns](#) are designed to help you navigate the complexities of this emerging technology. We will collaborate with you to select an appropriate adoption pattern or a combination of them to build custom Generative AI solutions that meet your business enterprise's unique needs. Expedite your journey, as you move to a new way of productivity and creativity with SoftServe's Generative AI offerings and position your organization as an industry leader.



AI DISCOVERY

*From Interest to Discovery:
Generative AI Ecosystem and
Implications for My Business*

- ✓ Use Cases & Business Impact Priorities
- ✓ Data Quality and Availability
- ✓ Technology Trade-offs and Architecture
- ✓ Technical Feasibility with POC



AI LAUNCHPAD

*Launchpad to Innovation:
Evidence-Based Exploration
and Deployment*

- ✓ Generative AI Lab
- ✓ AI Launchpad Program for Rapid Experimentation
- ✓ Value Stream Mapping & Use Cases
- ✓ POC/POV Pipeline



AI ADOPTION

*From Insight to Impact:
Rapid Scaling and Adoption
in My Organization*

- ✓ Generative AI Adoption Roadmap
- ✓ Technology Strategy
- ✓ Data Strategy
- ✓ Change Management & AI Governance

- ✓ Generative AI Solution Development
- ✓ Generative AI in Product & Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique business enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners. Visit us at our [Generative AI website page](#).

YOUR PARTNER FOR THE FUTURE

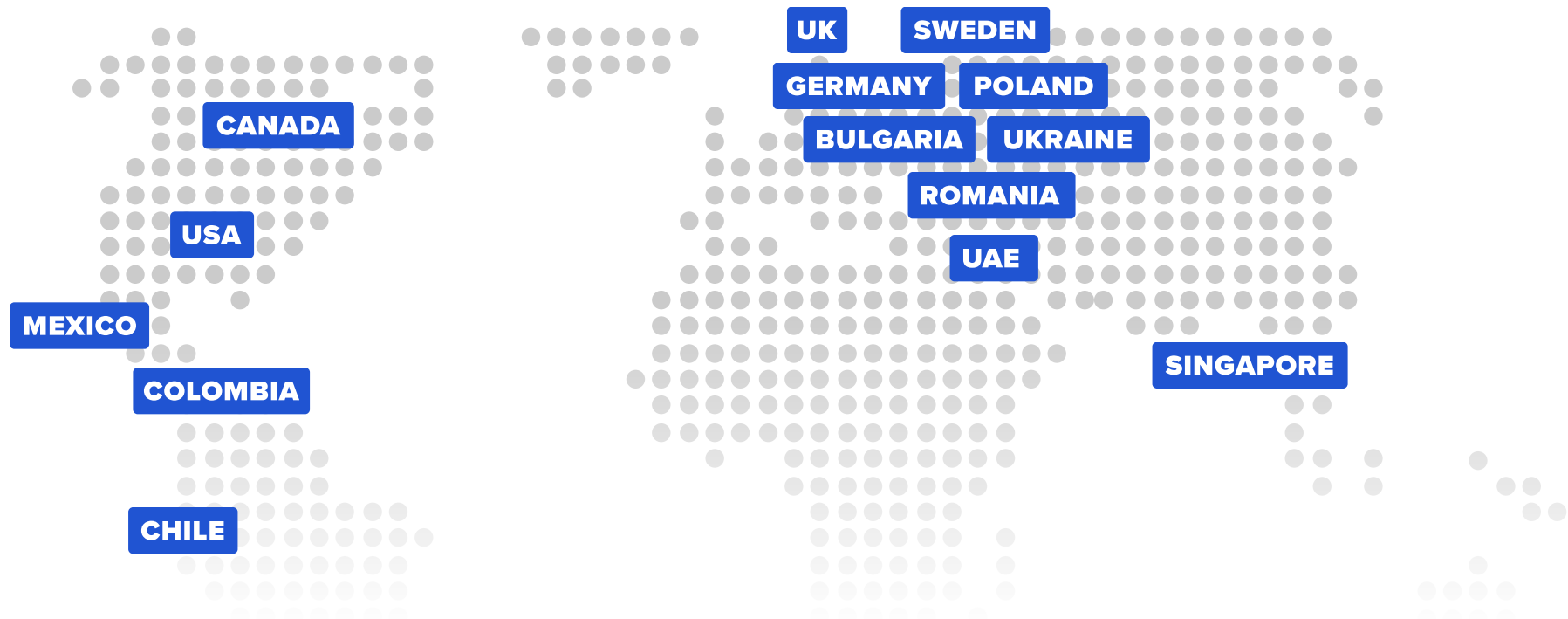
DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

30 Years of Experience

98% Client Retention

14 Countries of Operations

58 Offices Worldwide



GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

120+
GCP Enabled Customers

690+
GCP Certified Resources

100+
Data Science Experts

3
Anthos Fellows



AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

500+
AWS Certified Resources

100+
AWS Certified Solution Architects

50+
AWS Professional Certifications

11
AWS Competencies



MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

250+
Azure Certified Professionals

19+
Years as a Microsoft Partner



NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

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DEEP TECHNOLOGY EXPERTISE IN AI/ML

**HUMAN-FIRST APPROACH TO DESIGNING
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS
WITH CLOUD SOLUTIONS PROVIDERS**

LET'S TALK



BUSINESS OPPORTUNITIES

Some of the more specific use cases where we envision generative AI can be a game-changer in the world of ESG can be found below.

