

An aerial photograph of a serene landscape featuring a deep blue lake surrounded by dense, lush green forests. A small boat is visible on the water, leaving a white wake. The image is used as a background for a presentation slide.

Hva nå -
vil generativ AI endre næringslivet?

SpareBank 1 Nord-Norge

29.8.2023

GenAI har det siste året ryster topputøvere innen kreative fagfelt som mange trodde unntatt digital transformasjon



“We don't expect you to understand who we are. But we ask you to hear us, and beyond that to listen to us when we tell you we will not be having our jobs taken away and given to robots. We will not have you take away our right to work and earn a decent living.”



Kent Beck 🌻 @KentBeck · Apr 18

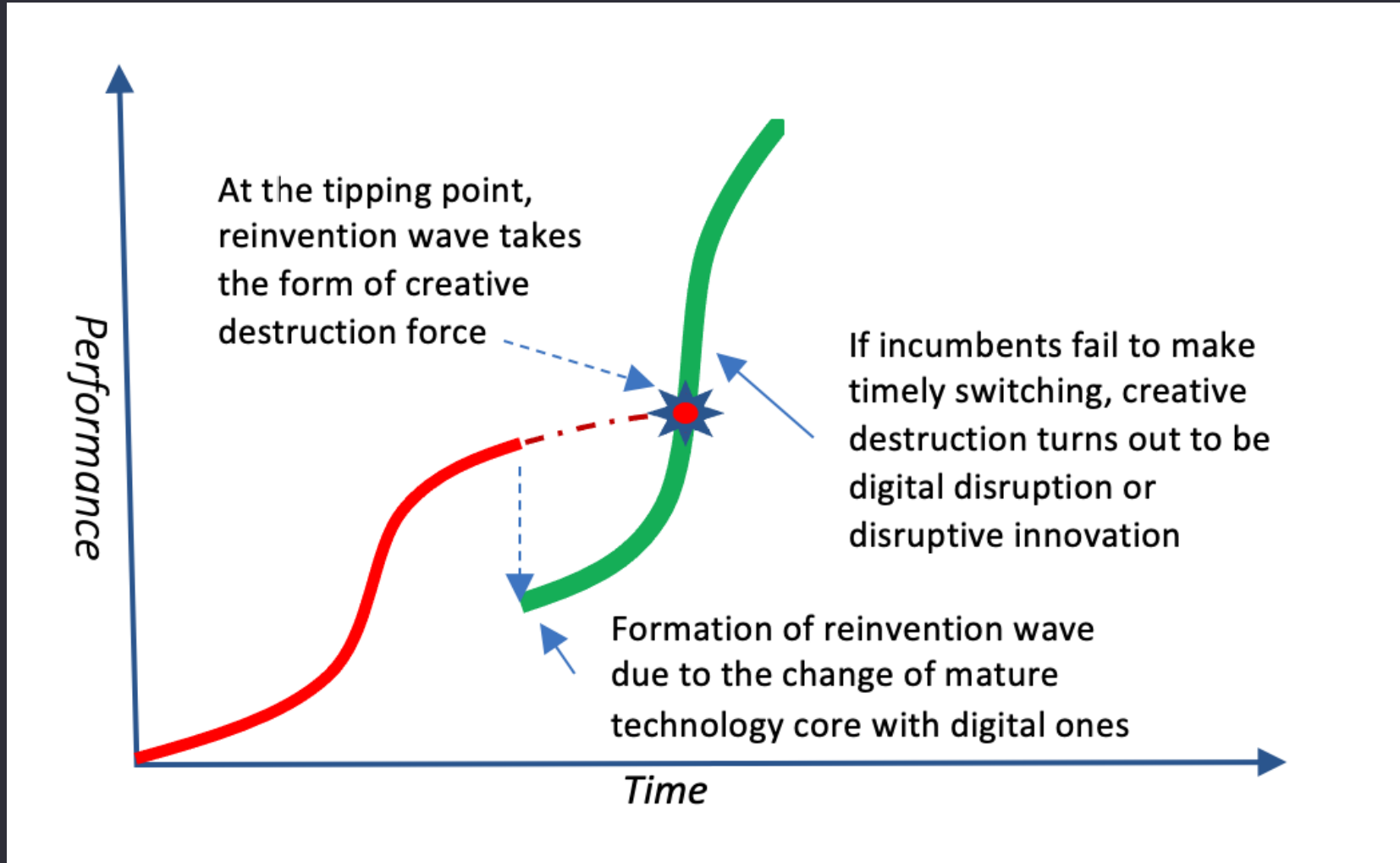
...

I've been reluctant to try ChatGPT. Today I got over that reluctance. Now I understand why I was reluctant.

The value of 90% of my skills just dropped to \$0. The leverage for the remaining 10% went up 1000x. I need to recalibrate.

Brytningspunkt

- i digital transformasjon skjer endringer først sakte, så plutselig



Det eksponentielle utviklingen kan ses både i modellkompleksitet og i investeringen



**Eksponentiell vekst av store
språkmodeller**



**Signifikant vekst i investeringen i
AI**

- Lav presisjon i tidlig fase har vist seg å være knyttet til for liten skala ift. modellkompleksitet og treningsdata.
- Modellene har blitt tilstrekkelig sofistikerte til å håndtere kompleksitet og detaljnivå for nye anvendelser.

Utviklingen av større språkmodeller



Source: Yahoo Finance

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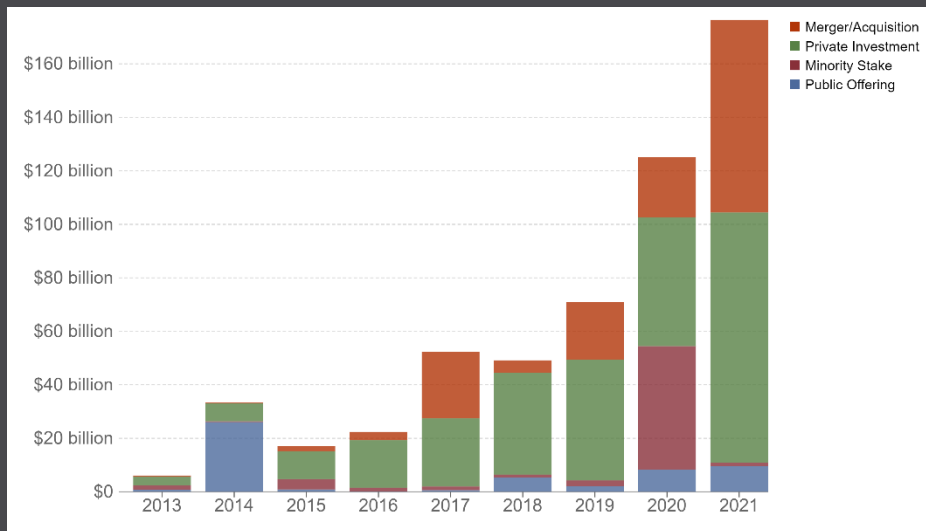
**Eksponentiell vekst av store
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**Signifikant vekst i investeringen i
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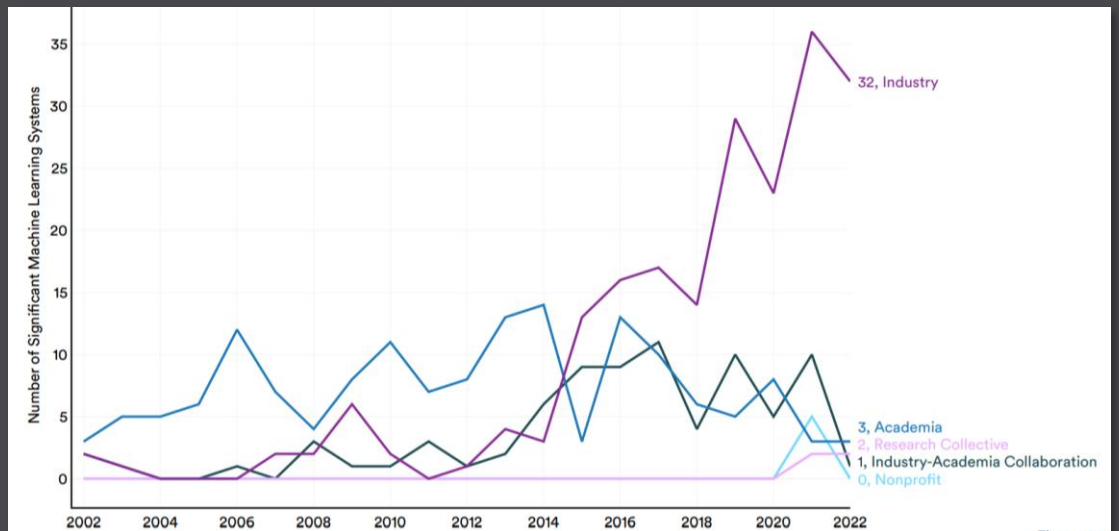
- Investeringene har vært sterkt økende og privat sektor har i de siste årene tatt over for akademisk. Dette tyder på nok et brytningspunkt.

Årlige investeringer i AI i privat sektor pr. type (i USD)



Kilde: NetBase Quid via AI Index Report (2022)

Antall signifikante maskinlæringssystemer pr. sektor (2002-2022)



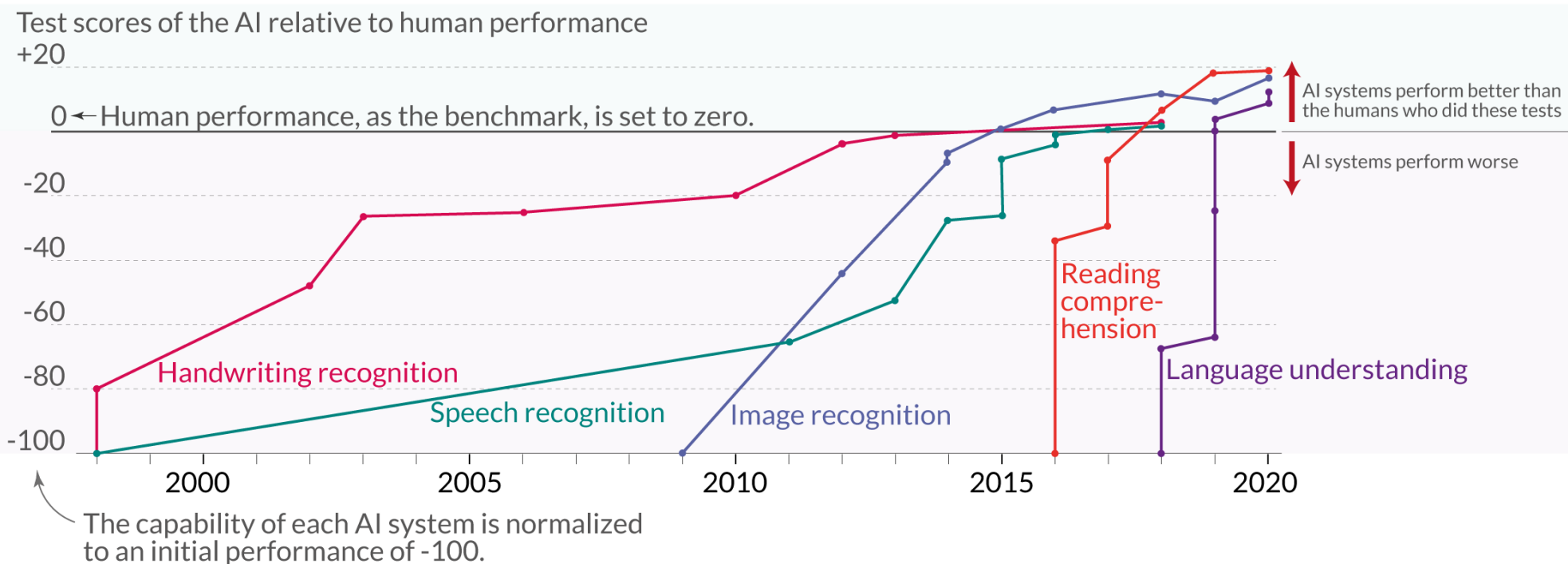
Kilde: Epoch (2022) via AI Index Report (2023)

Hva er brytningspunktene for AI? Et tydelig er presisjon i forhold til mennesker

Fem klare brytningspunkter de siste 10 årene

Language and image recognition capabilities of AI systems have improved rapidly

Our World
in Data



Data source: Kiela et al. (2021) – Dynabench: Rethinking Benchmarking in NLP
OurWorldinData.org – Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the author Max Roser

Introducing ChatGPT Enterprise

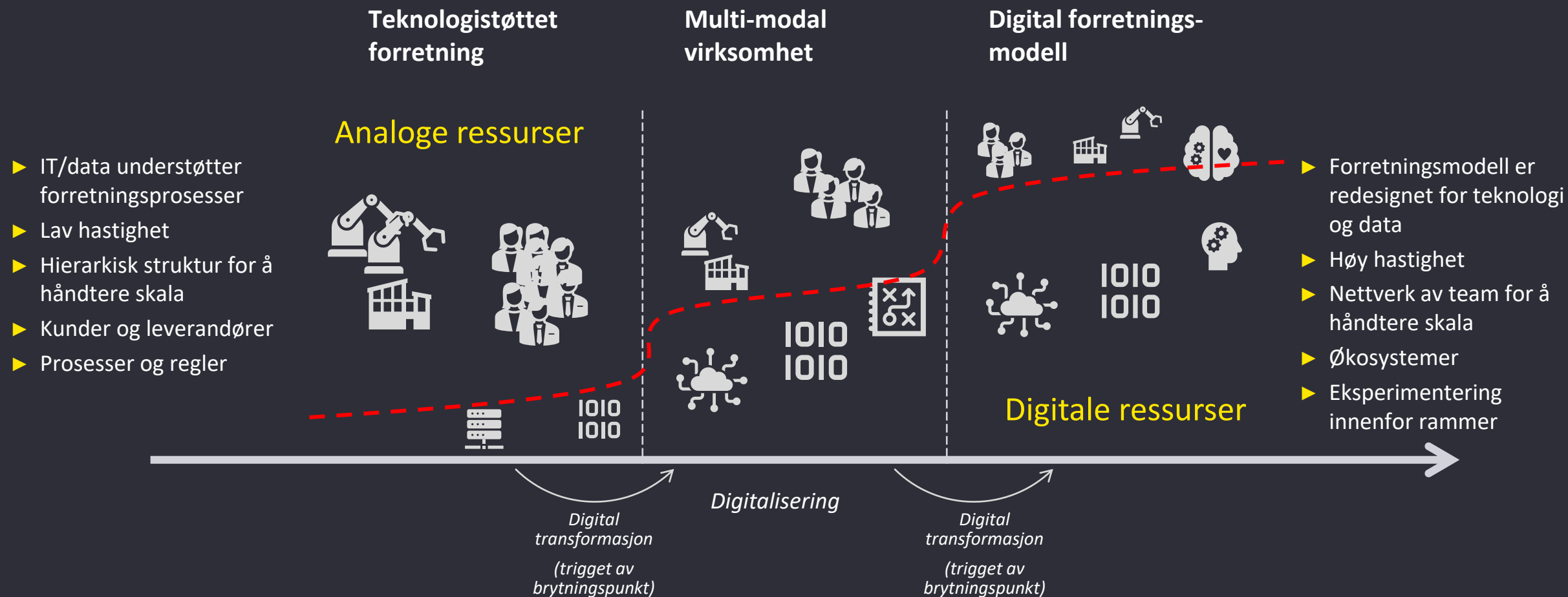
Get enterprise-grade security & privacy and the most powerful version of ChatGPT yet.

[Contact sales](#)[Learn more](#)

Det er sterke argumenter for at tiden er inne for å tenke nytt rundt flere fundamentale forhold i bedriften



Fundamentale skift i anvendelse av teknologi og data endrer en virksomhet – kultur, ledelse og kompetanse vil/må endres underveis





EU AI Act

The EU Parliament passed the world's first comprehensive **AI Act** on June 14, 2023. The Act aims to regulate AI in the EU, ensuring it is safe, **transparent**, **traceable**, **non-discriminatory**, and **environmentally friendly**. The legislation categorizes AI systems based on risk levels:

Unacceptable risk



This category includes AI systems that are considered a clear threat to the safety, livelihood, and rights of people, and are therefore prohibited.

High risk



AI systems in this category have significant potential to cause harm or adverse effects, and they are subject to strict regulatory oversight.

Limited risk



These AI systems have some potential for harm, but the risk is mitigated by transparency obligations, such as chatbots disclosing that they are not human

Minimal risk



AI systems in this category pose little to no risk, and they are free to operate with minimal restrictions.

Hva bør din virksomhet gjøre nå?

1 | Generativ AI-strategi

- Vurder bedriftens AI-kompetanse og kapasitet
- Vurder potensiale for AI på egen operasjon samt på kundenes operasjon.
- Vurder behov for samarbeid og partnerskap.

2 | AI use-case

- Se etter bruksområder med lav kompleksitet og risiko.
- Sett sammen forretning og data/teknologi-eksperter og utforsk use-case.
- Lær, lær, lær.

3 | Governance og ansvarlig AI

- Vurder regulatoriske rammer for din bedrift.
- Etabler rammer og kontrollmekanismer for bruk av GenAI.
- Øk kompetanse i styre og ledelse.

EY | Building a better working world

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Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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