PGC DIGITAL™

Your Success, Powered by Our IT Partnership

GENERATIVE AI

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Overview

- **596+** Employees
- **6+** Global Offices
- **4+** Development Centers
- **14900+** Office Space

Clientele

- **70+** Global Clients
- **10+** Countries
- **85%** Clients Retention
- **10+** Industry Verticals

Achievements

- **210+** Products Engineered
- **260+** Applications Developed
- **5+** Awards
- **10+** Million Development Hours

Partners

aws

SAP

Microsoft

Google Cloud

Certification

Great Place To Work. Certified DEC 2024-DEC 2025 INDIA

Best Workplaces™ for Women Great Place To Work. INDIA 2024

CMMI level 3

Information Security Management ISO 27001 Certified

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How we help

Natural Language Processing (NLP)

- Text Analysis
- Chatbots & Assistants

Custom Language Models (LLMs)

- AI-driven chatbots
- Personalized interactions

Data-Driven Insights

- Trend analysis
- Strategic recommendations

Creative Design Assistance

- Graphic design
- Video editing

Personalized Marketing Campaigns

- Targeted messages
- Increased engagement

Operational Efficiency

- Task automation
- Workflow optimization

Product Development

- Rapid prototyping
- Feature optimization

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What We Do

Team Augmentation

With 596+ expert engineers skilled in 100+ technologies, we are your Digital Factory. Empower your development with agile, on-demand teams ready to boost productivity. No operational overhead—just seamless innovation.

Fixed Scope

We deliver precisely designed project specifications and timelines to power innovative development, seamless integrations, and feature-rich solutions. With PradeepIT's expertise, your projects are completed with unmatched precision and excellence.

Managed Services

Our IMS services empower enterprises to maintain seamless operations. With 24x7 support, SLA-driven reliability, governance, and technical expertise, we streamline processes and reduce costs effectively.

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Our Expertise

Digital Transformation

- UX/UI Consulting
- Web & Mobility Solutions
- Enterprise API Management
- RPA
- Legacy Modernization

Digital Product Engineering

- Custom Software Engineering
- QA ServicesMaintenance
- Managed Services

Infrastructure & IT Operations

- Cloud Consulting
- DevSecOps
- Cloud Migration Cloud
- Management

Data Management & Analytics

- Data Engineering
- Governance
- B.I. & Analytics

Artificial Intelligence

- M.L. Models Model
- Generation
- M.L. Ops
- Data Science

Internet of Things

- IoT Consulting
- Software Defined Features
- IoT Applications

Innovation Lab

- MVP & POCs
- Rapid Prototyping
- Emerging Tech

Team Augmentation

- Solution Architects
- B.A. Developers Data
- Scientists

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Selected Clientele

Deloitte.

BOSCH

KENNAMETAL

brillio

TREDENCE
Beyond Possible

ROLLS ROYCE

DAIMLER

SAMSUNG

GOODYEAR TIRES

DAIMANI

ALDO

SMYTHS

Kellogg's

thyssenkrupp

embitel

exa AG

KNACK SYSTEMS

ADLER

ePlus Technology

Spark

SPECIAL K

Corona Extra

RUBIX

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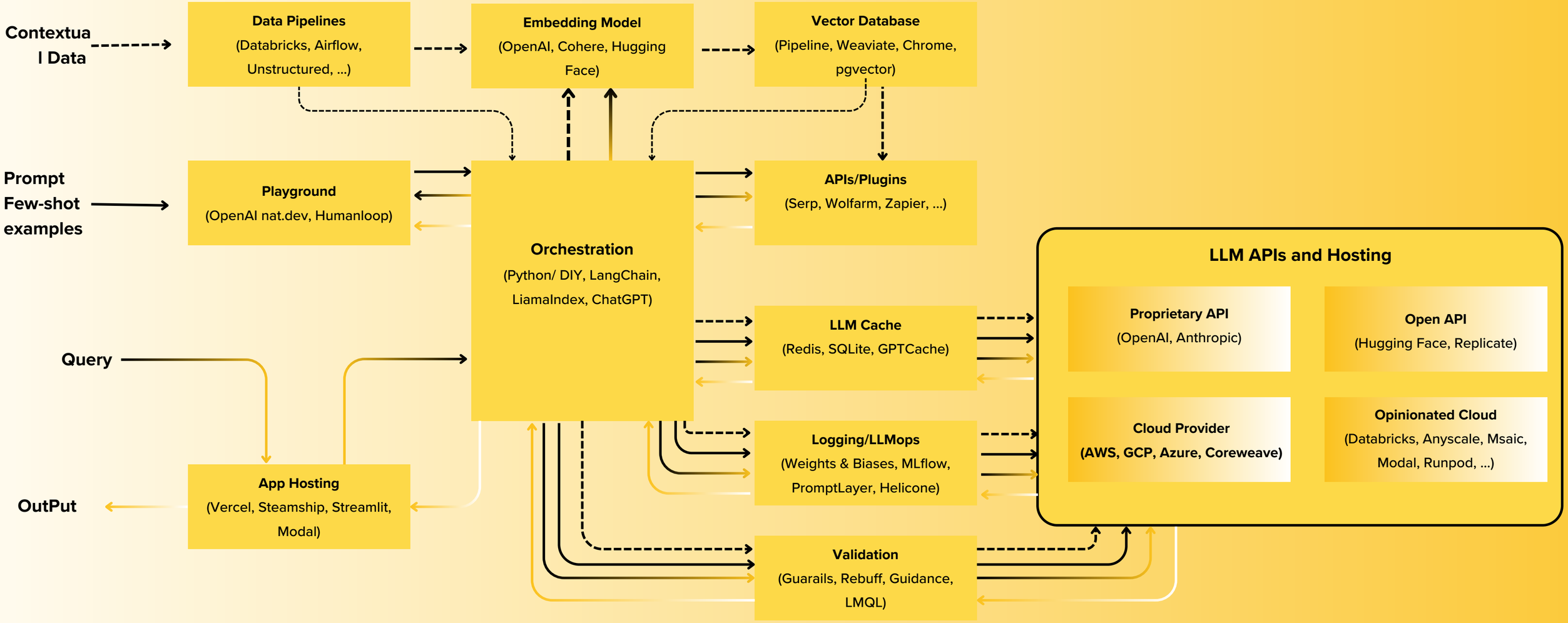
Emerging LLM App Stack

Gray boxes show key components of the stack, with leading tolls/systems listed
Arrows show the flow of data through the stack

- Contextual data provided by app developers to condition LLM outputs
- Prompts and few-shot examples that are sent to the LLM
- Queries submitted by users
- Output returned to users



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Case Studies

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One of the World's Most Prominent Multinational Consumer Goods Companies

Developed a Generative AI module with AIF 360 to generate unbiased market intelligence.

Enhanced Market Insight

Cost Reduction

Risk Mitigation

Outcomes

Enhanced Market Intelligence

Leveraged Generative AI to enhance market intelligence by simulating scenarios, generating data, predicting consumer preferences, and providing cross-cultural insights.

Affordable Research Solutions

Optimized market research by quickly summarizing large volumes of material, significantly reducing costs compared to traditional methods.

Risk Reduction Strategies

AI simulations helped mitigate market risks, reducing the likelihood of product failures and minimizing financial losses.

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Solutioning

Challenges

- Generative AI outputs needed to be validated with real-world data to ensure accuracy and reliability.
- Preventing biased datasets is crucial to avoid skewed market representations in Generative AI models.
- Striking a balance between Generative AI and traditional methods is essential to incorporate human expertise effectively.

Technical Spotlight

- Leveraged Apache Spark to validate AI insights with verified data, boosting reliability.
- Utilized IBM's AI Fairness 360 to detect and reduce biases in Generative AI models.
- Deployed integrated platforms like H2O.ai, combining Generative AI with human-in-the-loop for a holistic market analysis.

Solution Highlights

- Created protocols to validate Generative AI outputs against real-world data, enhancing the reliability of market intelligence.
- Developed algorithms to identify and mitigate biases in AI-generated insights, ensuring fair market representation.
- Combined Generative AI with traditional research methods to leverage both AI-driven insights and human expertise.

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A Premier Logistics Company Specializing in International Express Services

Transforming Logistics and Strategy with Generative AI

Enhanced Resilience

Real-time Insights

Improved Decision-making

Outcomes

Enhanced Market Intelligence

Generative AI detected disruptions, simulated scenarios, and facilitated proactive risk mitigation, boosting supply chain resilience.

Improved Performance

Prioritizing alerts and streamlining decision-making enhanced efficiency and performance across supply chain operations.

Optimized Efficiency

Leveraging Generative AI for scenario analysis and optimization enabled informed decision-making, reduced costs, minimized waste, and improved efficiency.

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Solutioning

Challenges

- Bias in data or AI models can lead to skewed recommendations and discriminatory outcomes.
- Ensuring seamless collaboration between AI systems and human experts is crucial for optimal results.
- Addressing the complexity and scalability challenges of global supply chains is essential for smooth operations.

Technical Spotlight

- Implemented BERT to enhance supplier assessment accuracy and facilitate streamlined communication with supply chain stakeholders.
- Leveraged Hyperledger to secure supply chain data, while blockchain ensured transparency and reliability.
- Utilized AWS Sage Maker to deploy and scale Generative AI models for efficient supply chain simulation and optimization.

Solution Highlights

- Embedding fairness and impartiality in AI algorithms and decision-making processes helped mitigate bias and enhance transparency.
- Promoted AI-human collaboration through training, feedback, and open communication.
- Developed scalable AI infrastructure to manage the complexity and volume of supply chain data.

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A Leading British News and Media Powerhouse

Leveraged Openminded to build an innovative generative AI module for next-level content creation.

Time Efficiency

Quality Enhancement

Personalization

Outcomes

Greater Efficiency

Leveraged Generative AI tools to optimize content creation workflows, enhancing task management and streamlining production processes.

Improved Content Quality

Integrating Generative AI enhanced human creativity, resulting in superior content quality and output

Audience-Centric Content

Generative AI enabled content customization for specific target audiences, aligning with current trends to boost engagement.

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Solutioning

Challenges

- Managing copyright and attribution risks demands responsible usage to prevent legal complications.
- AI-generated content that deviates from brand style and quality can undermine consumer trust.
- The accessibility of AI models raises privacy concerns, posing a risk of misuse and the spread of counterfeit content.

Technical Spotlight

- OpenAI's CLIP ensures legal compliance in Generative AI content creation.
- StyleGAN generates high-quality, high-resolution images to maintain consistent brand aesthetics.
- Openminded provides privacy-preserving AI frameworks to minimize misuse and safeguard user privacy.

Solution Highlights

- Guaranteed the use of legally acquired data for Generative AI training and proper content attribution to reduce legal risks.
- Applied strict quality control and ensured AI compliance with brand guidelines to maintain consistency.
- Enforced strong privacy controls to safeguard AI models and user privacy

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Innovators in Budget-Friendly Fashion with a Sustainable Focus

Implemented Azure Face-powered virtual try-on technology, transforming the online shopping experience.

Personalization

Mitigating Return Rates

Sales Conversion

Outcomes

Accurate Style Representation

Generative AI realistically rendered clothing and makeup on digital avatars, providing an accurate representation of their real-world appearance.

Enhanced Exploration

Virtual try-on technology enabled customers to explore different styles, clothing combinations, and accessories, enhancing their shopping experience.

Improved Customer Satisfaction & Sales

By providing a streamlined and tailored shopping experience, it decreased return rates, boosted customer satisfaction, and contributed to increased sales growth.

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Solutioning

Challenges

- Using consumer photos and videos for virtual try-ons raises privacy concerns.
- Customers demand clarity on how their data is used in virtual try-on applications.
- Biases in training data may impact the accuracy of renderings for specific demographics

Technical Spotlight

- Hyperledger ensured robust security and privacy for consumer data.
- Blockchain technology enabled transparent tracking of consumer-machine interactions.
- Advanced facial recognition and skin tone analysis algorithms, such as Microsoft Azure Face API, were integrated to enhance accuracy.

Solution Highlights

- Implemented strong data security protocols to safeguard consumer information.
- Provided clear information on data usage and obtained explicit consent for media usage in virtual try-ons.
- Utilized bias detection algorithms and diverse training datasets to minimize biases in the virtual try-on process.

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A Premier Private-Sector Bank in India

Enhanced customer experience by leveraging our AI-powered support module for seamless assistance.

Real-Time Support

Automation

Customer Engagement

Outcomes

Enhanced Customer Engagement

Generative AI enabled personalized and empathetic customer interactions, boosting satisfaction and fostering loyalty.

Efficient Resource Allocation

Automating customer engagement allowed human agents to focus on complex issues, speeding up response times and improving the overall customer experience.

Scalability and Response Times

Integrating Generative AI enhanced scalability, improved response times, and elevated customer satisfaction by efficiently handling higher volumes of interactions.

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Solutioning

Challenges

- Ensure that AI virtual assistants provide accurate, personalized responses for high-quality customer support.
- Clearly communicate the capabilities of virtual assistants to manage customer expectations.
- Implement robust data protection measures to comply with privacy regulations and safeguard customer information.

Technical Spotlight

- Utilized TensorFlow to enhance conversational interactions of AI virtual assistants, improving customer communication.
- Leveraged BERT to ensure virtual assistants clearly convey their capabilities and limitations for transparent communication.
- Implemented AES encryption algorithms to secure customer data, ensuring confidentiality during both storage and transmission.

Solution Highlights

- Utilized TensorFlow to enhance conversational interactions of AI virtual assistants, improving customer communication.
- Leveraged BERT to ensure virtual assistants clearly convey their capabilities and limitations for transparent communication.
- Implemented AES encryption algorithms to secure customer data, ensuring confidentiality during both storage and transmission.

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A Global Retail Giant Revolutionizing the Hypermarket Experience

Revolutionized Customer Experience with a Personalized TensorFlow-Powered Recommendation Engine

Generative AI | **Customer Experience** | **Personalization**

Outcomes

Improved Sales Conversion

Boosted Conversion Rates through Hyper-Personalized Recommendations, Tailored to Individual Customer Preferences.

Enhanced Customer Satisfaction

Personalized Recommendations Enhance Satisfaction and Loyalty, Elevating the Shopping Experience.

Increased Revenue

Guiding Customers to Relevant Products Drives Revenue Through Increased Purchases and Higher Order Values.

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Solutioning

Challenges

- The recommendation model might reflect biases if the training data is not diverse enough.
- Customer data usage requires strict adherence to privacy regulations and transparent practices.
- Mitigating unintended biases is essential to ensure the recommendations are fair and impartial.

Technical Spotlight

- IBM's AI Fairness 360 was used to detect and mitigate biases in the recommendation algorithms, ensuring fairness.
- HashiCorp Vault was employed to securely store and manage sensitive customer data, providing robust access controls.
- TensorFlow powered natural language processing, enhancing the accuracy and personalization of recommendations through intelligent conversations.

Solution Highlights

- Ongoing monitoring and human validation were implemented to proactively identify and correct biases in recommendations.
- Federated learning and differential privacy techniques were leveraged to ensure customer data privacy while improving model performance.
- Regular data updates were incorporated to maintain the accuracy, fairness, and relevance of recommendations over time.

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CMMI Level 3

Inspired by Passion. Powered by Innovation.

596+	10+	500+	85%
Professionals	**Industries**	**Clients**	**Client Retention**

Thank You

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