



CI&T

GEN AI PULSE

ENTERPRISE-LEVEL AI IMPACT

THIRD EDITION



Measuring AI Impact

The challenge of aligning AI
strategies with overall goals.

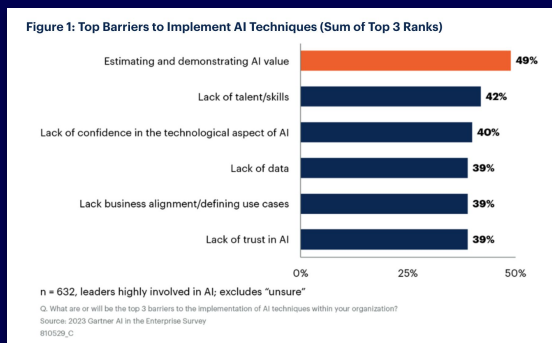
We're all exploring the potential of GenAI and the exciting possibilities it holds for businesses. However, we also recognize that implementing GenAI comes with its own set of challenges.

Many businesses struggle with measuring GenAI's impact and aligning AI strategies with their overall goals.

Bridging this gap is crucial for the successful adoption of GenAI.

49%

of leaders find it **difficult to estimate and demonstrate AI value***



Gartner

*Gartner Survey Finds Generative AI Is Now the Most Frequently Deployed AI Solution in Organizations

42%

of IT managers lack confidence that their **infrastructure can handle AI demands**, while **85%** are already deploying or planning to deploy AI.



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AI impact is **possible**
& **measurable** with
the right methods





Measuring AI's impact at the enterprise level can be achievable with the right methodology. By analyzing the software production cycle and linking AI outcomes to strategic KPIs, companies can track improvements and quantify benefits effectively. This process, carried out collaboratively by providers and companies, ensures measurable growth and informed decision-making.

Efficiency & Quality • Measured by the client

June vs Dec 2023		
	Lead time reduction	Quality improvement
BUSINESS UNIT 1 (23 squads)	43%	2.5x
BUSINESS UNIT 2 (7 squads)	54%	2.1x
BUSINESS UNIT 3 (6 squads)	56%	2.5x
BUSINESS UNIT 4 (14 squads)	49%	2.0x

Productivity • Measured by CI&T

User Story Refinement		Development Phase		Testing	
61%	of reduction in story creation	51%	of reduction in development time	21%	of reduction in test execution time
2.55x	faster in story creation	2.05x	increase in speed	1.27	increase in speed
2.2 days	From 5.6 to 2.2 days per item	3.6 days	From 7.4 to 3.6 days per item	2.6 days	From 3.3 to 2.6 days per item

Impact • Measured by CI&T + Client

#Money	#Time	#Effort	#Productivity
40% Project cost savings with Humans + AI	+65% Faster component updates	54% Less effort of unit test task	1 day gained per development sprint
84% Reduction in hours spent on manual corrections achieved by Humans + AI	79% Faster user stories writing	700h Less effort of unit test task	7x Accelerated code vulnerability remediation time
	23.5h Hours less than using manual effort of working		

*combined average results from different CI&T's clients projects



An AI-powered solution that automates backlog creation and the refinement process

Itaú, Latin America's largest bank, was looking for a way to streamline its project management, moving away from manual and time-consuming processes.



[WATCH THE VIDEO>>](#)

1,000

active users utilize the system.

4k

stories generated monthly.

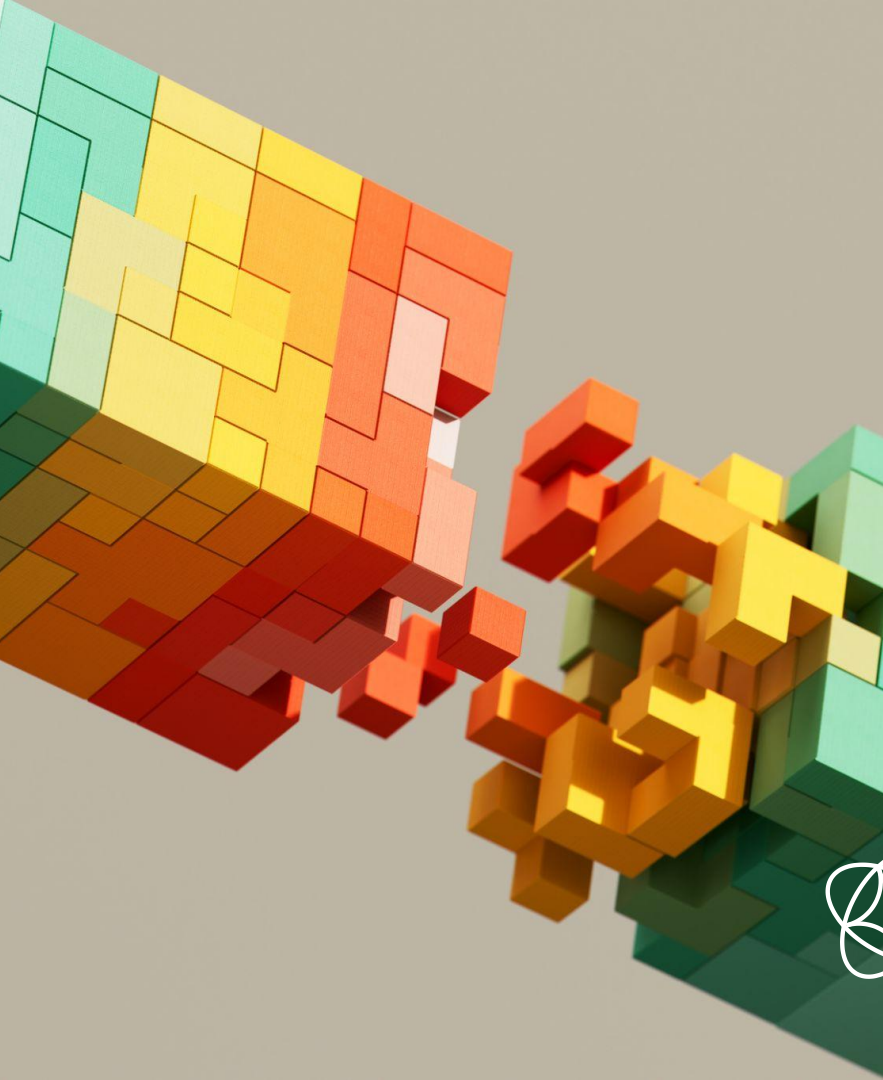
Approximately

100

communities use the system monthly.

30%

improvement in the quality of the generated stories.

An abstract 3D geometric structure composed of numerous small, colored blocks (cubes and rectangular prisms) in shades of teal, yellow, orange, and red. The structure is built on a light gray background and extends from the left side of the frame towards the center, creating a sense of depth and complexity.

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Building your journey to
achieve enterprise-level
AI impact





We identified five key topics that are critical to building an AI-ready enterprise.

#Scale

Balance ambition & pragmatism. Empower humans, ensure responsible AI use.

#Equity

Ensure fair access, diverse representation, and unbiased outcomes. Build inclusive AI systems that empower all.

#Governance

Actively shape and monitor AI frameworks to align with values and maximize potential.

#Communication

Transform AI fears into opportunities. Leaders must proactively guide the AI narrative.

#Compliance & Cybersecurity

GenAI integration demands proactive ethics: addressing biases, setting privacy guidelines, and fostering transparency. Build trust through responsible AI.

#Scale

"We are seeing that in an operational world, where we are trying to come up with prompt AI solutions, we are missing the bigger picture of what else could be done.

And that is limited... not the technology. It's limited by the vision of whoever it is that's working in it."



Kaushik Patel

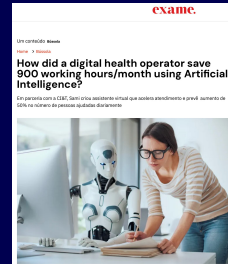
Head of Business Systems, BREX
at [CI&T Impact AI](#) >>

PODCAST >>



On Straight Forward, CI&T Founder Bruno Guicardi and Yang Bao, Senior AI Product Leader, Retail and CPG, emphasize that **successful AI scaling requires a focus on measurable business outcomes, not just technical implementation.**

ARTICLE (PT) >>



sami

Sami's operations were transformed, saving 900 hours per month, and boosting assistance by 50% with a virtual assistant.

#Equity

GenAI can inherit human biases, but by prioritizing diversity and ethical development, we can ensure it fosters a more equitable future.

[SEMINAR >>](#)

AI For All: Embracing Equity for All

“AI is being trained with the biases of the past, so it will reproduce those biases (...). The journey begins by using technology to highlight what the data is revealing about reality. This is a task for data and technology governance, to make this data available in an actionable way. These problems won't solve themselves.”



Marcelo Marciano

Head of Innovation & Impact | CI&T

At CI&T's ESG day

#Governance

"At YDUQS, we believe that education must keep pace with the needs of the modern world. Generative artificial intelligence has been a strategic resource for providing more personalized and inclusive learning experiences, adjusting content to the profile of each student.

We are committed to using technology responsibly, prioritizing safety and ethics, and preparing our students for a dynamic and ever-changing future, with a common focus on increasing the employability of our students, and CI&T has been a great partner in this journey."



Eduardo Parente
CEO | YDUQS

ARTICLE (PT) >>



AI is advancing rapidly, presenting both opportunities and risks. Countries like Brazil and the European Union are taking steps to regulate AI, ensuring its responsible use and mitigating potential harms.



Leandro Angelo

Partner, EVP LATAM | CI&T

[Article \[PT\] "Artificial intelligence: why countries should regulate the technology as soon as possible"](#)

#Communication

Despite the rapid growth of GenAI, **71% of organizations fail** to provide clear guidelines on using the technology to their internal communicators.

[Gallagher's 2023/24 State of the Sector report.](#)

"The path to being AI-Ready shines brightly with communication, empathy, and collaboration. By focusing on these key elements, we can shift from hesitation to excitement. **We also need to prioritize our people because authentic innovation flourishes when they are fully engaged.**"



Bob Wollheim

Partner, EVP of Growth
CI&T

#Compliance & Cybersecurity

"The lesson to be learned is that, in this increasingly advanced and seemingly trustworthy false reality, **it is not enough to just create defensive mechanisms; it is essential to adopt emerging technologies to stay one step ahead of criminals.**"



Leonardo Horvath

Head of Cybersecurity | CI&T

[ARTICLE \(PT\) >>](#)

Identify Your Needs:

Start by understanding your specific security needs and pinpoint areas where GenAI can make a difference.

Invest in the Right Tools:

Research and choose GenAI security tools that meet your organization's requirements and budget.

Upskill Your Workforce:

Train your security team to effectively use and manage GenAI security solutions.



Solange Sobral

EVP & Partner | CI&T

Learnings from the article ["Cyber Security Powered by Generative AI: A Choice or a Requirement?"](#),

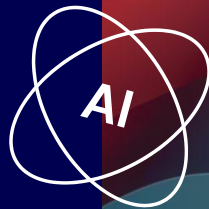


GenAI: Real results for **real business impact**

Realizing GenAI's full potential requires a thoughtful, strategic approach, focusing on understanding and measuring the tangible impact of AI initiatives. By concentrating on the key pillars of an AI-first company, we can navigate the complexities of this technology, empower our teams, and unlock sustainable and measurable growth.

Ensure that your AI strategies promote #Equity, adhere to #Governance standards, and prioritize #Compliance and #Cybersecurity. Open #Communication will be essential as we #Scale our initiatives and drive meaningful impact.

The journey may require us to adapt and learn along the way, but the rewards of a future powered by responsible AI are well worth the effort.



"The rapid development of AI raises concrete ethical concerns, ranging from job displacement and algorithmic bias to potential misuse in safety hazards (...) We must adapt and accelerate the pace of regulation to effectively establish guardrails that balance innovation with public interests."



Cesar Gon

Founder and CEO | CI&T



Colouring the Future of AI:

An Artificial Intelligence's odyssey through ethical challenges and societal transformation.

As we continue trailblazing with the power of AI, **we'll return** to share more of what we've learned in practice.

Stay tuned for the next edition of the GEN AI PULSE >

Resources

Recommended content for you to dive deep into GenAI learnings



[PT] Financial Revolution: Disruptive Strategies with AI Towards Maximum Efficiency

AI is revolutionizing finance, boosting efficiency, and customer experience.



Future Ready Summit

The event connected top tech minds to share the latest thinking on AI-driven business strategies.

Talk with our specialists:



Bob Wollheim

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Marcelo Marciano

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WANT TO KNOW WHAT GEN-AI SYNTHETIC PERSONAS THOUGHT ABOUT THIS TOPIC?

CHECK OUR GEN-AI SIMULATED SURVEY RESULTS



"Initially, I was a bit skeptical about how much GenAI could actually streamline our operations, but the results were quite surprising. Within a few months, we noticed a significant reduction in the time our human agents spent on repetitive inquiries, freeing them up to tackle more complex issues. **This not only improved our efficiency but also led to higher customer satisfaction scores** ."



Jordan Whitaker, CTO, California-US*

* Jordan is a synthetic user (an AI-generated profile).

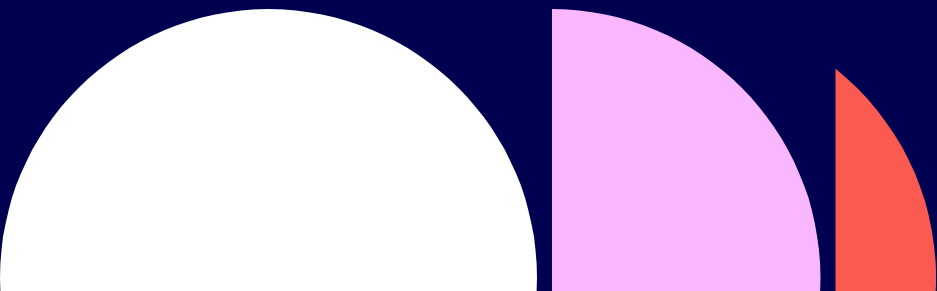
"It's crucial for us to identify specific areas where GenAI can drive tangible value, rather than adopting it for the sake of being on trend. **Having a targeted approach ensures that efforts are strategic and outcomes are measurable.** "



Amelia Thompson, CIO, Toronto-CA*

* Amelia is a synthetic user (an AI-generated profile).

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