

Automating AI

A conversation about AI orchestration with three business process experts

This white paper covers the explosion of interest in generative AI and large language models (LLMs) among enterprise businesses. It explores both the promises and pitfalls of AI technology and introduces the role of AI orchestration to empower people and processes. Finally, it includes reflections on generative AI from three business process experts, provides examples of ideal use cases for LLMs, and explains how to take advantage of Decisions' new OpenAI module.

AI is Here To Stay

Ever since ChatGPT launched in late 2022, a single acronym has dominated boardroom conversations across the country: "AI."

Although the technology that powers generative AI and large language models (LLMs) has been growing steadily for years, ChatGPT marked a turning point in public awareness. Some people are excited about the promise of unprecedented productivity. Others are nervous that generative AI will replace entire swaths of white-collar workers and artists. But everyone agrees that the world will never be the same.

Across sectors, organizations that previously had little to no interest in AI are suddenly making big bets and conducting major experiments. Corporate leaders and shareholders want to know: "What is our AI strategy?" CTOs and CIOs are being told to find new ways to integrate AI platforms as quickly as possible.

This sudden explosion in interest builds on already significant growth in the AI sector. The latest innovations in generative AI and LLMs are the result of multiple technological advancements that have been around for years, all reaching maturity at a similar time: big data, cloud computing, high-performance GPUs, transformer architecture, large-scale distributed training, and automated machine learning. A major increase in financial capital has further fueled the boom.

Gartner notes that venture capital firms [invested more than \\$1.7 billion](#) in generative AI over the last three years and that [one in three CIOs has already deployed artificial intelligence technologies](#).

The investment appears to be well-placed. Accenture's research found that organizations with the most mature AI technologies can [attribute nearly 30% of their revenue to AI, on average](#). Because they use AI to supplement their people and their systems, they consistently beat competitors on measures like customer experience and sustainability. On the other hand, companies that lag on AI integration run the risk of spiraling into irrelevance.

Of course, pressure isn't just coming from shareholders and board members. Customers also expect companies to provide AI-powered tools and solutions. Forrester's research team explains that "customers' expectations for what generative AI can do for them are [rising faster than anybody can keep up with](#)." If one business isn't using AI to improve customer experiences, develop marketing content, or streamline processes, its competitor certainly is.

In the context of these changes, technology leaders must acknowledge that AI is no longer a nice-to-have tool or a trendy experiment. It's a critical part of the modern enterprise technology stack, and its importance will continue to increase exponentially.

The Promises and Pitfalls of Generative AI

Generative AI is far from a silver bullet. For every use case that promises to change the workplace, there's a pitfall that threatens to unravel AI's progress. Harnessing AI in an enterprise context means understanding how to navigate its strengths and weaknesses to maximize business value, enhance the capacity of employees, and minimize risk.

LLMs are great at managing menial tasks that involve large volumes of text and data. [Gartner](#) notes that "most organizations still have a lot of routine processes that manually manipulate structured and unstructured data that could potentially be automated." They suggest that AI could play a role in cleansing and validating this data.

[Forrester](#) similarly argues that "enterprises using generative AI should focus on early pieces of product and process development."

In other words, generative AI is a complementary tool that makes business processes more efficient and frees people up to work on higher-value priorities. It is not a complete replacement for the processes or the people themselves.

If AI is blindly trusted to take over business processes, problems are a near certainty. (In one prominent case, a lawyer came under fire for using [ChatGPT to draft a legal brief full of falsified citations](#).)

Danny Crichton, the Editor in Chief at Lux Capital, explains that "[ChatGPT and other AI models don't actually know anything](#) but are rather taking inputs and producing outputs using a probabilistic model of what seems right."

Without the capacity for critical thinking, LLMs are prone to produce false information, magnify human biases, and ignore intellectual property law. They also expose enterprises to more cybersecurity and legal threats than ever before. As these risks draw the attention of lawmakers and the general public, business leaders can expect AI to face increased scrutiny and regulatory pressure.

COMMON AI RISKS:

- False Outputs
- Biases
- IP Infringement
- Security Vulnerabilities
- Legal Vulnerabilities
- Loss of Trust and Reliability

Sources: Gartner and Forrester

The Role of AI Orchestration

As they navigate the opportunities and risks surrounding LLMs, many business leaders find that using AI can be a surprisingly manual endeavor. Their employees spend hours engineering prompts, reviewing outputs, cleaning data, and checking accuracy—often negating the very efficiency boost promised by AI in the first place.


“Most AI business value is generated from one-off, point-to-point solutions,” explains the Gartner team. “Getting more value from solutions at scale may require deep business process changes... because AI is difficult to integrate into existing systems.”


That’s where AI orchestration comes in. AI orchestration is about connecting AI tools to workflows and other enterprise applications in a way that mitigates risk and reduces the need to actively manage the model itself.

It means automating the processes that use AI.

AI orchestration enables enterprise leaders to harness the full potential of AI to solve business problems.

KEY ELEMENTS OF AI ORCHESTRATION:

 **Integrate:** Weave generative AI models into existing workflows

 **Automate:** Design triggers and processes to eliminate manual prompts and data entry

 **Connect:** Add AI to existing applications or use it to connect multiple applications

“Everyone Should Be Experimenting with AI”

Gordon Jones, Chief Operating Officer, Decisions

Do large language models like ChatGPT and Google Bard warrant the hype?

Yes, absolutely. In my 40 years of work experience, this is the single largest technology leap that I’ve seen. The ability to understand and generate human-like text is really game-changing. We don’t yet know where the biggest applications of this technology will come from, but just in the last several months, we are seeing use cases across the board that move the needle in the right direction... Things are moving so fast that it makes sense to try things, experiment, and see what brings results.

Where are LLMs most effective? Where do they fall short?

Right now we are seeing great results related to summarization, classification, and generating test cases for the applications we are developing. We are already using it to summarize meetings, take better notes, and as part of our architecture process. In terms of where LLMs fall short, clearly the “hallucination” problem is the area that jumps out. For the types of use cases we’ve been working on, this is something that has to be watched out for.

Do you have any advice for CTOs who are being asked to integrate AI into their organizations?

I think every organization should be experimenting with it. This technology is moving very fast though; whatever we are doing today might change by this time next year (or next month). So, it’s important to experiment, but understand that things are changing so fast that it’s not the time to move “all-in” on anything. Find use cases that you can experiment with, test things out, and add some value—but don’t bet the farm.

Decisions recently added an OpenAI module to its process automation platform. What are your goals and expectations for this new integration?

When we launched our ChatGPT module during Decisions Days we did not know what to expect. We were actually blown away by the diversity of ideas and the business value that we saw. That totally changed the expectation level. My goal and hope would be that all our customers would download the module and do some sort of experimentation.

Internally, we’ve already used the module to automate invoicing from our email inbox straight through to our accounting system. We’ve also created a chatbot to share customer use cases internally using a vector database. We are currently working on an application to help with RFP and security questionnaires. In the process, we are learning that text-based tasks that are grunt work for humans are excellent for these LLMs.

We are going to be sharing a lot of use case examples in webinars scheduled in the months ahead to spur creativity and let our customers know what’s possible.

How do you think the use of AI in a business context will evolve over the next five years?

I don’t think anyone could tell you at this point. The speed with which this technology is moving means that five months from now is an awful long time. However, I do think that nearly any business process we can imagine will be significantly changed by this technology. If you were to look at any business process from end to end, I can foresee a future where there are more and more calls to LLMs to enhance or simply automate large portions of it. If you think about accounts payable, time tracking, reporting... I can envision more and more automated processes.

NOTE: This interview has been edited and condensed for clarity.

“Orchestration Provides Guardrails and Guidelines”

Corey Anderson, Software Engineer, Shift4

What are your thoughts on the most recent advancements in large language models?

When I look at technology like this, I think of it as a revolution in day-to-day tools that are being used, like a calculator. Calculators don't take away from the ability for people to do arithmetic, but they also add checks and balances for somebody to do arithmetic faster, to do it at a scale that is quicker to do than by hand.

I think that the current hype and the way that people are looking at these large language models is a trend. I've seen them before the hype, and I'm seeing them now, and I don't see too much of a difference in the actual technology that's going on behind the hood. I just see it as a huge marketing initiative to really get it to center stage.

How is Shift4 currently using AI tools?

It's a multifaceted approach. We have a few different committees that are exploring different opportunities for AI. One of those opportunities is merchant onboarding.

In our context, merchants are restaurants or hotels that have menus that need to be digitized into a point-of-sale device. It takes human effort to read through what is on that menu and key into our software. We've been able to train AI to say, “Okay, take this menu, convert it into text, then take this text and convert it into this data schema.” And then from that data schema, we can directly import it into the point-of-sale device.

So instead of that programmer being relegated to a data entry position, they're more in a data quality position. We're seeing that the model can get us to 80% accuracy in a handful of minutes, whereas a programmer working manually could take a number of hours depending on the complexity of the menu.

How do you balance the dual threats of human bias and algorithmic bias?

The way we're proceeding, there's always going to be a human in the loop to make sure, "Hey, this is what the AI tool is sending back. Does that pass the gut check?" We're starting slow because one of the bigger drawbacks of AI and developing these large models is that, as they get more and more complex, they become more and more of a black box.

Your team recently won a contest at Decision Days, using the new OpenAI module. How do you see orchestration tools like Decisions being used moving forward?

Going to the conference and seeing that the ChatGPT module was even being worked on and available within the tool was exciting.

When I look at how orchestration fits into AI, it's crucial because, without it, you get the garbage in, garbage out problem. Having that orchestration provides the guardrails and guidelines for what you're looking to get.

NOTE: This interview has been edited and condensed for clarity.

“Stick to the Core Business”

Heath Oderman, Chief Technology Officer and Co-Founder, Decisions

Are you optimistic or skeptical about the recent progress in generative AI?

I think the recent advancements in large language models and generative AI are nothing short of breathtaking. The applications that you see being generated, the use cases that you see, and then the responses that you see in the community are so widespread, that of course they're going to generate meaningful evolutions to what we do in software.

But you know how it goes with the hype curve. We saw it with robotic process automation (RPA), we saw it with workflow, we saw it with business process modeling... That's my fear with the enthusiasm around large language models and generative AI. When we're all really, really excited about what's going on in the median, we forget to drive the car down the highway. The actual core job of running a business gets set aside.

So I'm afraid of the distraction as much as I am enthusiastic about the evolution.

What was the strategy behind the new OpenAI integration in Decisions?

With all this flux in this technology, with all of it happening so quickly, there's a lot of pressure for product companies like ours to jam features in, so that we can say, "We're not just the best business rule engine you can buy. We are an AI business rule engine."

We said, let's not jam in a half-baked feature so that we can capitalize on the marketing buzz. Process automation and business rules are what we've been doing for 10 years. So we thought, let's actually just create an integration in our product that allows our customers to focus on their business processes. Employee onboarding, IT management, pricing logic... They can use generative AI in all of those processes.

So we've equipped our customers to take advantage of generative AI, rather than simply telling them we're cleverly taking advantage of generative AI on their behalf.

Where have you seen businesses generate the most value with generative AI tools?

The thing I've seen it do incredibly well is prompted content generation. It's a solution to writer's block: "I can't think of a solution to this code problem. I'm not sure where to start on the unit testing."

You don't have to wait for the team meeting. You just start a conversation with ChatGPT and you get the ball rolling. From a content generation perspective, whether it's creative writing or software development, the speed of using generative AI is incredible.

What advice would you give to a technology leader responsible for integrating AI into their enterprise?

Don't be resistant, because there's a lot you can do with AI. But iterate a lot. Start small. Take off bite-sized chunks of things so that you can develop confidence about how it works, and about how your team's going to adapt to it. If you don't care about the people as much as you care about the technology, you're not going to get an effective result.

And stick to the core business. What are the missions and mandates of your team, and how do you use generative AI in small ways to accelerate the work you're already doing? Keep doing the things that have made your business successful to date.

NOTE: This interview has been edited and condensed for clarity.

Three Use Cases for AI Orchestration

At Decisions, we're pretty excited about the capacity of LLMs to transform business processes. As a leading no-code software development platform, Decisions is ideally suited to automate processes, business logic, and workflows that integrate new AI technologies.

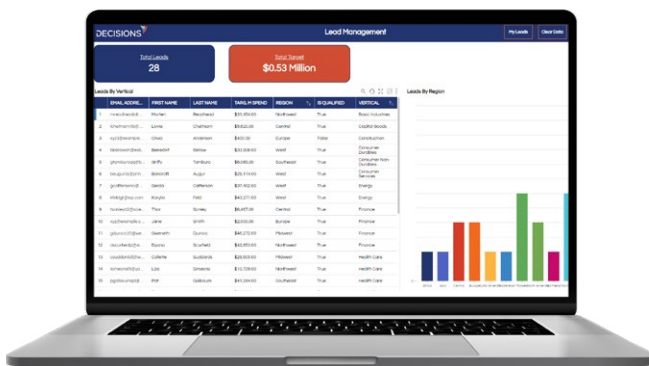
To get started with generative AI, we recommend you focus on repeatable processes that use LLMs to produce, format, or analyze information—freeing up your people to do high-value strategic work.

An orchestration solution like Decisions can help you streamline the various steps necessary to submit prompts to the AI model, review results, and implement the final product. Here are three sample use cases based on our own team's implementation of ChatGPT.

Use Case 1: Generate Test Data

When our team is testing new processes and visualizations for Salesforce, we don't make changes directly in our live production dashboard. Instead, we use test data to ensure the integrity of our primary database.

The OpenAI module within Decisions helps us automate the process of generating test data. We select the data type we need, identify key attributes, and specify the required sample size. Decisions transforms these details into a prompt, sends it to ChatGPT, displays the results, and then publishes it into the mock dashboard.



Use Case 2: Write User Stories and Acceptance Criteria

The product team at Decisions uses business requirements and user stories to prioritize new features and tasks for developers to build. Writing these acceptance criteria is a manual process that's been vastly improved with the use of generative AI.

Initially, we found that the time saved by using ChatGPT as a direct resource to craft acceptance criteria was offset by the time required to format requests, review results, and input the final criteria.

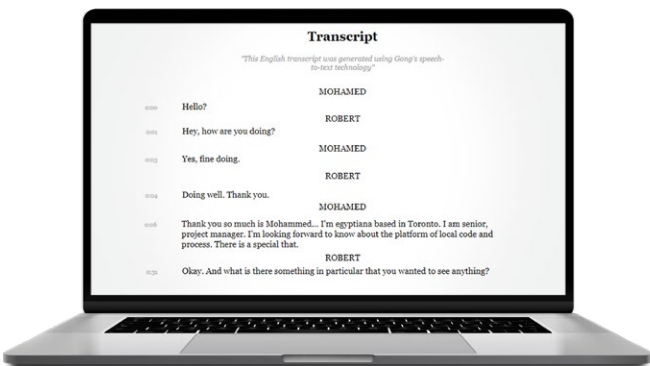
Instead, using Decisions as an orchestration tool enables our team to automate the process from beginning to end—writing prompts, extracting results, and turning them into useable stories—while allowing people to make quick modifications and edits as they go.



Use Case 3: Analyze Transcripts

The Decisions sales team uses a third-party platform, Gong, to record demos and generate transcripts. We wanted to find a way to efficiently analyze these transcripts to find key talking points, create summaries, and flag common questions from customers.

Rather than manually entering prompts for each step into ChatGPT, we used a Decisions workflow to connect Gong to our database and ChatGPT in one seamless process. We've successfully automated ten separate steps that enable our sales team to better understand their market and address customer needs.

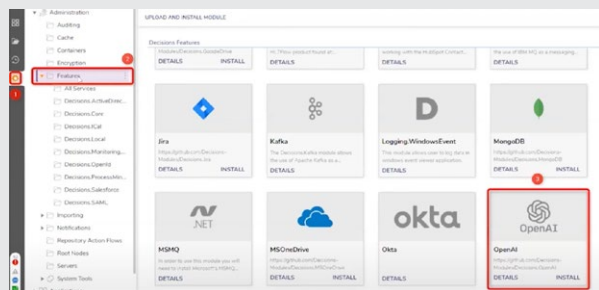


How to Access the Decisions OpenAI Module

The Decisions OpenAI module was released in June 2023 and is available to all existing Decisions customers currently running Version 8. It provides a direct connection to the internet-sourced version of the ChatGPT large language model.

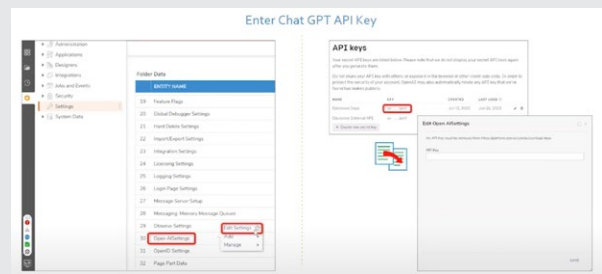
The OpenAI module can be found in the Settings folder in the main Decisions portal, categorized within the Administration -> Features subfolders. (You must have an admin account to see this page.)

Click Install and the module will be downloaded within a few seconds.



After the module has been installed, you'll need to connect it to your OpenAI account. Return to the Settings folder and select the Settings subfolder. Right-click on OpenAI Settings, select Edit Settings, and you'll see an open text box for your API key. Paste in the secret API key you generated in your OpenAI account and click Save.

If you do not yet have an OpenAI account, you can create one for free at openai.com.



After you have connected the OpenAI module to your account, you'll see OpenAI as an option within the Integration dropdown in the Decisions Workflow Designer. Simply drag and drop OpenAI steps into your workflow to start connecting to ChatGPT!



About Decisions

Automate anything. Change everything.

Decisions is a no-code automation platform designed to accelerate any business process. It combines AI orchestration, a robust rules engine, workflow management, and process mining to quickly build software and solve your most difficult problems.

Learn more at www.decisions.com.

Experts interviewed for this white paper:

- **Heath Oderman**, Chief Technology Officer, Decisions
- **Gordon Jones**, Chief Operating Officer, Decisions
- **Corey Anderson**, Software Engineer, Shift4

DECISIONS 

With the Decisions no-code automation platform you can fix the customer experience, modernize legacy systems, ensure regulatory compliance, and automate anything in your business.

We help people who know what to do, get it done, and change their world.