



# Generative AI enabled Financial Services Transformation



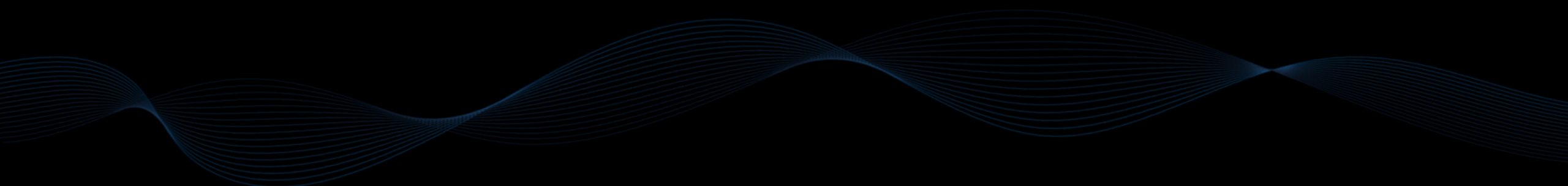
The electric light  
did not come from the  
continuous improvement  
of the candle

*Oren Harari*



**Martin Moeller**  
Head of AI for Financial Services EMEA

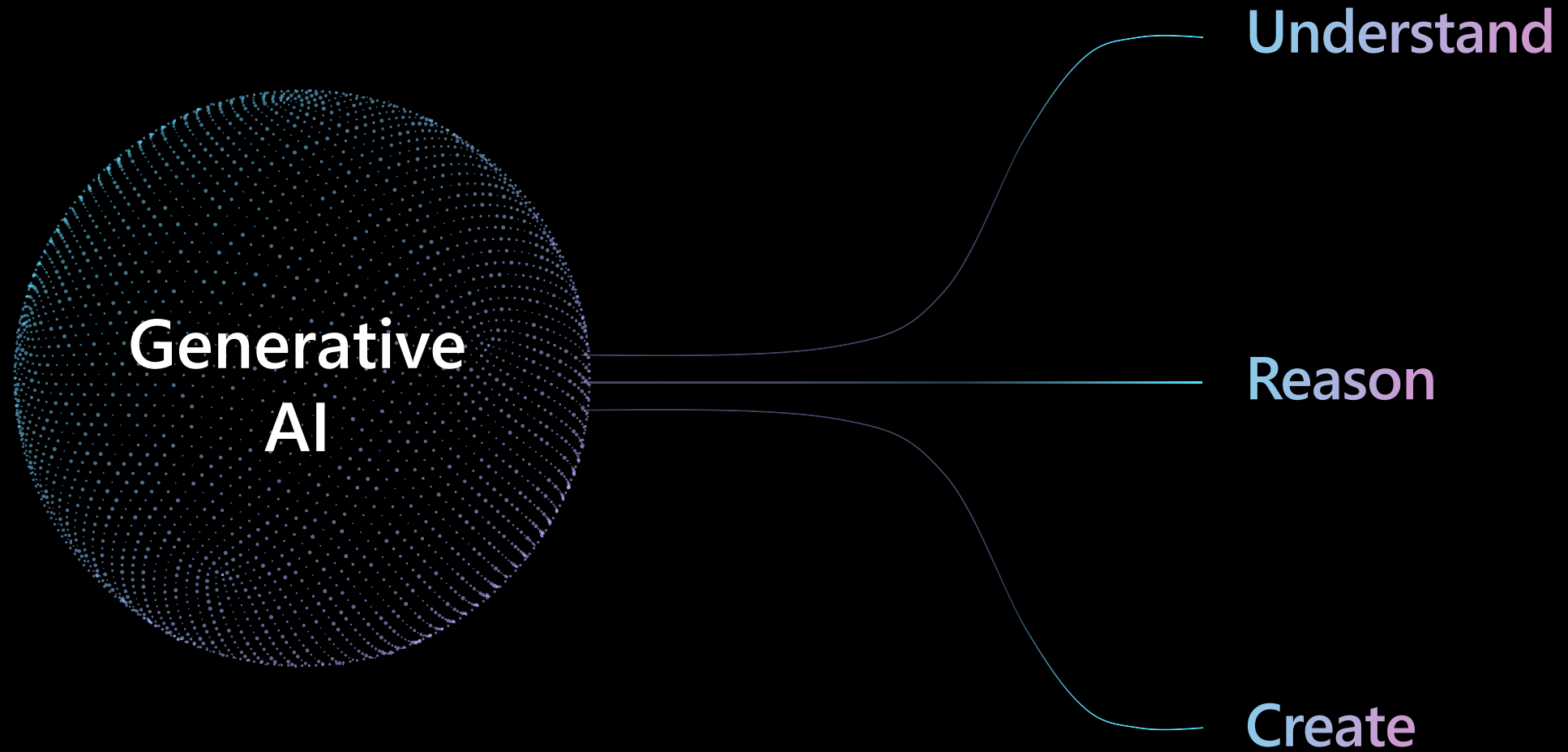
<https://www.linkedin.com/in/martin-b-moeller/>



**Narrow AI**

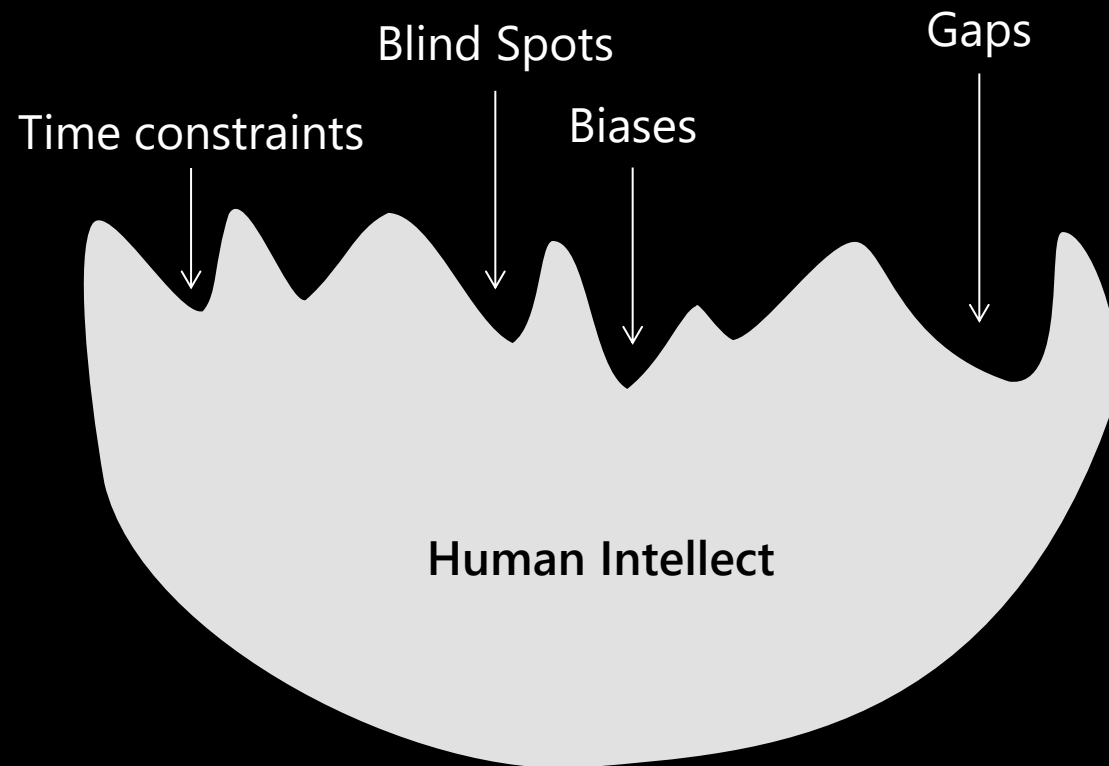
**Generative AI**

**General AI**

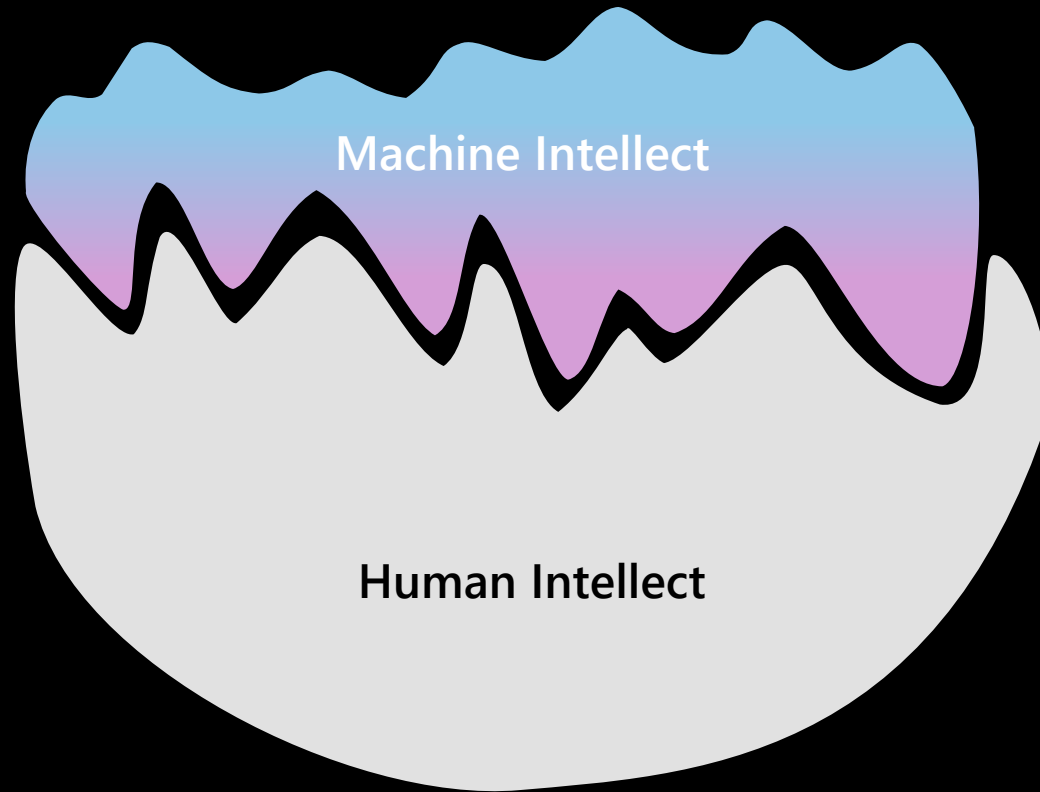


	A	B	C	D	E	F	G	H	I	J	K
1	Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
2	France	VanArsdel	Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,529,440	\$15,294	\$1,514,146	\$
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,494,240	\$14,942	\$1,479,298	\$
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451,648	\$0	\$1,451,648	\$
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391,808	\$83,508	\$1,308,300	\$
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$628,904	\$6,289	\$622,615	\$
7	France	Contoso Pharmaceuticals	Recycled Can	Low	4903	\$5	\$127	\$622,681	\$6,227	\$616,454	\$
8	Canada	Proseware	Natural Personal Care Products	Low	1954	\$270	\$302	\$590,108	\$5,901	\$584,207	\$5
9	Canada	Proseware	Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600,980	\$84,137	\$516,843	\$4
10	USA	VanArsdel	Compostable Food Packaging	Low	1254	\$3	\$380	\$476,520	\$4,765	\$471,755	\$
11	USA	Proseware	Natural Personal Care Products	Medium	1465	\$224	\$302	\$442,430	\$26,546	\$415,884	\$3
12	USA	Proseware	Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$425,820	\$25,549	\$400,271	\$1
13	Australia	Proseware	Natural Personal Care Products	Medium	1369	\$224	\$302	\$413,438	\$24,806	\$388,632	\$3
14	USA	VanArsdel	Compostable Food Packaging	Medium	1052	\$3	\$380	\$399,760	\$23,986	\$375,774	\$
15	Canada	VanArsdel	Compostable Food Packaging	Low	980	\$312	\$380	\$372,400	\$3,724	\$368,676	\$3
16	Australia	Proseware	Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391,996	\$23,520	\$368,476	\$1
17	Australia	VanArsdel	Compostable Food Packaging	None	954	\$3	\$380	\$362,520	\$0	\$362,520	\$
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353,695	\$3,537	\$350,158	\$3

|World as a prompt

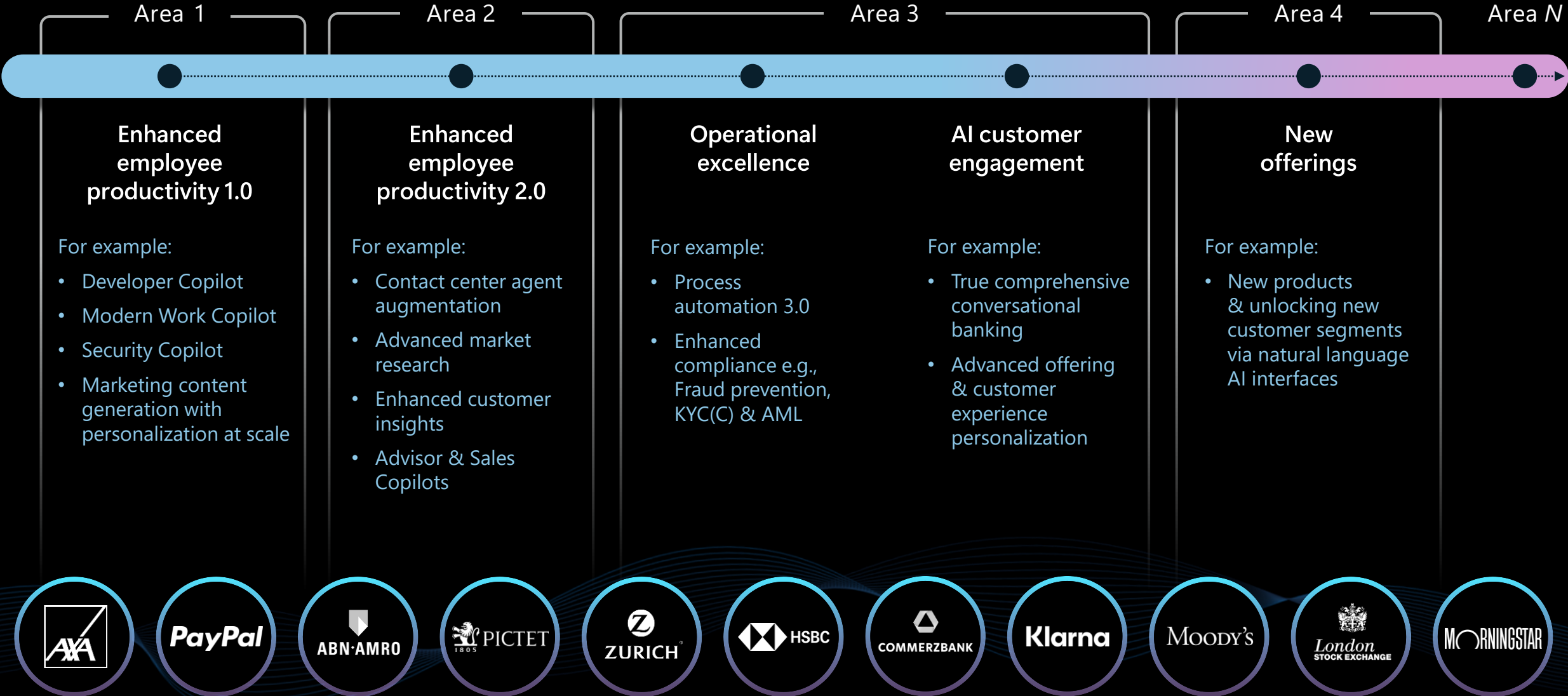


**Augmented  
Intelligence**



**Augmented  
Intelligence**

# GenAI enabled next generation Financial Services

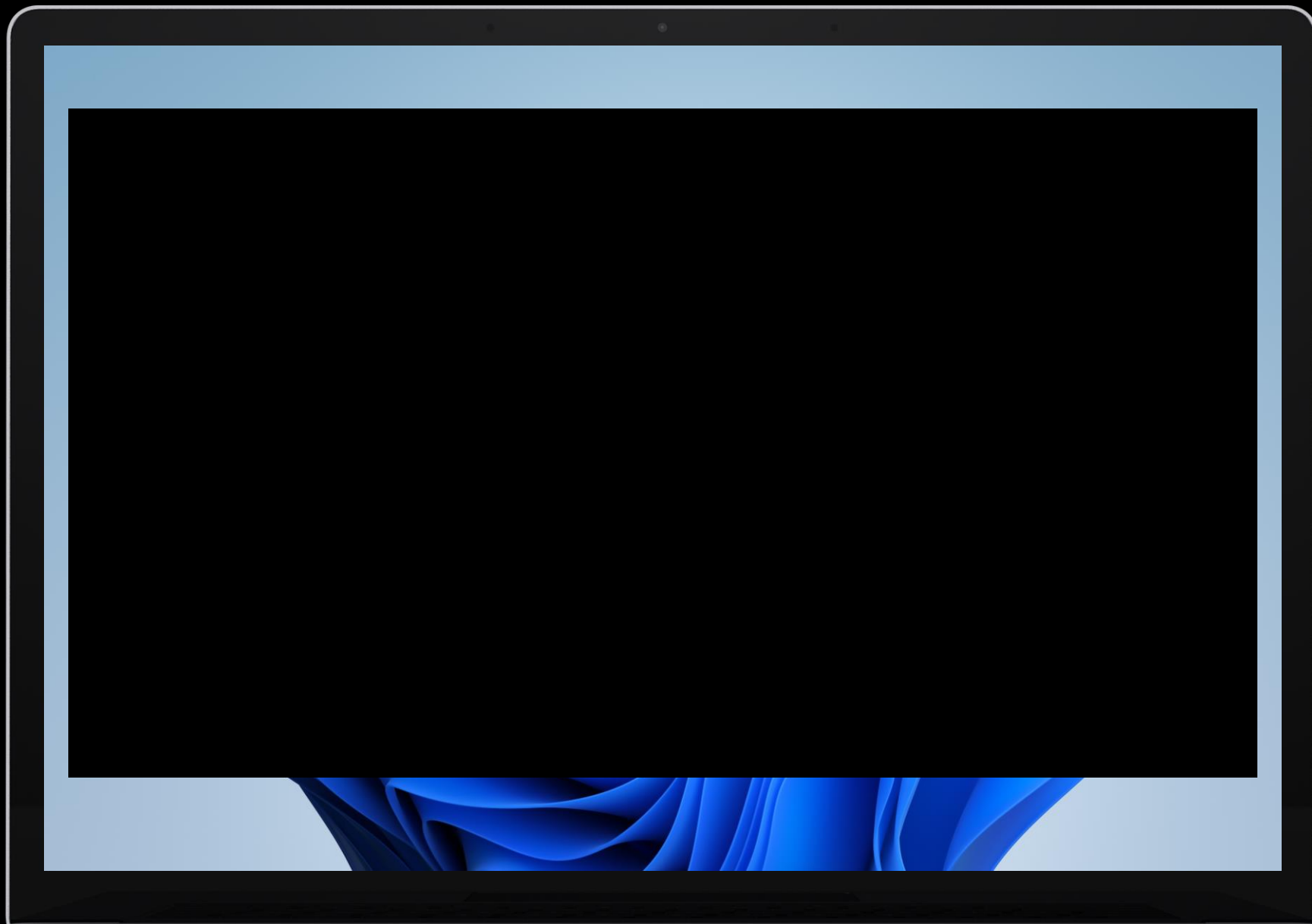






# LONDON STOCK EXCHANGE

GenAI assistant enabling  
your people with  
in-depth data insights and  
creative collaboration  
in real-time





# LONDON STOCK EXCHANGE

GenAI assistant enabling your people with in-depth data insights and creative collaboration in real-time

The image displays four screenshots of the Microsoft Copilot interface, demonstrating its capabilities in financial analysis and reporting. The top-left window shows a chat interface with the LSEG and Microsoft logos. The top-right window shows a Copilot chat window with a text response and a 'Fabricum Trading topics' section containing bar charts for metrics like Relative Value, PEG, Dividend Increases, Change of CEO, and Results Bias. The bottom-left window shows a Copilot chat window with a detailed report titled 'Fabricum Quarterly Review Q323' featuring multiple charts and a 'CONTINUE BARS' button. The bottom-right window shows a Copilot chat window with a line chart and a bar chart, with a 'Disruption vs. comp and the market' title.

# Is productivity all there is?



**Optimize**

Increasing  
productivity



### Optimize

Increasing productivity



### Super powering

Enhancing people's existing capabilities



### Superpowers

Giving people new capabilities

Transforming Work

Transforming Enterprise



**Optimize**  
Increasing productivity



**Re-design**  
Enhancing operations & customer engagements



**Re-invent**  
Transforming offerings & business model



**Super powering**  
Enhancing people's existing capabilities



**Superpowers**  
Giving people new capabilities

Transforming Work

Beyond

Productivity

Two dimensions  
of GenAI impact

# Success factors for scaling GenAI

## Leadership & Mindset



- ✓ Clear strategy & vision
- ✓ AI innovation mindset
- ✓ Continuous executive sponsorship
- ✓ Responsible AI & compliance gov.
- ✓ Business value alignment & metrics for success

## Organization & Set-Up



- ✓ GenAI organization
- ✓ (Gen)AI talent
- ✓ Operating model transformation
- ✓ Adoption & change management

## Data & Digital



- ✓ Data platform
- ✓ Cloud platform
- ✓ Digital processes

# GenAI at work: Four worrying numbers

Gap between employees' aspirations & employers' enablement creates new risks and hampers productivity gains

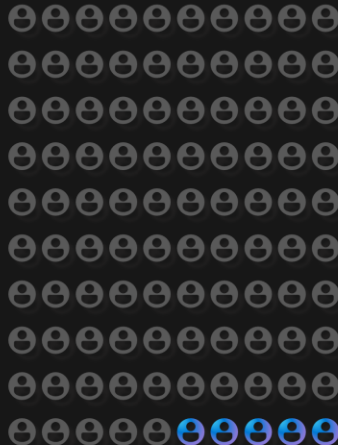
94%

People saying they are ready to learn new skills to work with GenAI <sup>1)</sup>



5%

People saying their employers are actively training their workforce <sup>1)</sup>



75%

People already using (Gen)AI at work today <sup>2)</sup>



78%

(Gen)AI users bringing their own AI tools to work, not waiting for employers to provide them <sup>2)</sup>



1) Harvard Business Review: Embracing GenAI at Work 2) Microsoft: 2024 Work Trend Index Annual Report

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