



ACCENTURE + SAMBANOVA: GENERATIVE AI DELIVERS BUSINESS VALUE FOR THE ENTERPRISE

VIDEO TRANSCRIPT

Speakers

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Rodrigo Liang, SambaNova Co-Founder and CEO

Lan Guan: I'm so excited to talk to Rodrigo from our partner SambaNova today about generative AI and what we will do together for our clients. Thank you for taking time to talk to me. Let's dive right in. In one of the media interviews, you mentioned that your company was built for large. Can you expand on what that means in the context of generative AI?

Rodrigo Liang: Thanks, Lan. Our customers are turning to SambaNova because they want to quickly deploy state of the art generative models and use those capabilities for the enterprise. Our platform, SambaNova Suite, is a collection of the most accurate generative models that are optimized for large enterprises and deployed either on-prem or in the cloud. For enterprises that need to be deploying these models to stay

competitive, they ultimately need their own foundation model with these generative AI capabilities. SambaNova Suite will snap into those workflows and allow you to take advantage of these AI capabilities at the fastest rate of adoption so that you can actually get up and running on these capabilities quickly.

Lan Guan: That's a really good call out. This reminds me that multiple large enterprises and government clients that I've talked to, they have also shown a desire to stand up a private edition of their own foundation models. So, do you consider this as one of SambaNova's advantages? Another way to put it, what sets SambaNova's approach to generative AI apart from other companies in this space?

Rodrigo Liang: Absolutely SambaNova's advantage. You know, every organization needs to own their foundation model for unlocking these capabilities, and there are several elements today that are preventing people from actually deploying these AI models



broadly. One, it's governance. Two is auditability. And then three is control.

And so, the answer to these challenges or concerns ultimately is about model ownership. Organizations need to own these foundation models, and that means a lot more than just having a private copy of somebody else's model or a dedicated instance of somebody else's model. What they need is a model that they can control all layers of the model, and some LLM providers allow you to maybe change the final layer of the model, but that's not enough. When we say model ownership, it's about owning all layers of the model and being able to actually get visibility into all the weights and be able to see all the data that was used to train. This is really, really important for most enterprise organizations to be able to deploy these broadly so that they can trace. They can audit. They can follow kind of how all the decisions are being made because they have visibility into how the model was trained.

At SambaNova, we do that 100% and we allow you to then export these models whenever you want. Even if you end the service relationship with SambaNova, you retain the ownership of the model. Your data, your model. And so, for SambaNova, we definitely view that as a key advantage that is necessary for most enterprises in order to deploy exam models broadly because it gives them control and gives them the ability to audit and gives them the ability to actually govern their business processes because they have full control of the models.

Lan Guan: I really like that point. I think what I'm hearing is your technology allows companies to have very strong control over data ownership and also the model ownership. That's something that... frankly, that's something that many people neglect, right? Or may not even be aware of. But this is very, very important for enterprise and government clients to address some of their concerns with generative AI, such as factual inaccuracy, gender and racial biases, language toxicity and IP infringement.

So, can you give an example of how SambaNova has successfully implemented generative AI technology underpinned by model ownership into a client project? And how would the partnership with Accenture play a role in its success?

Rodrigo Liang: At SambaNova and Accenture, what we offer customers are these pre-trained models that we've trained from an open-source community or our research partners. We take these models and then we train them on the customer's private data. And so now the customers can train these models from our pre-trained checkpoints or from scratch, whichever way they want. But regardless, once it's trained on our customer's data, they maintain ownership of the model in perpetuity. Even when they've ended service with a particular LLM provider, they maintain the model ownership if you got it from SambaNova. It should not be a tradeoff of whether you get to control the model, be able to own the model or have access to AI. At SambaNova we focus on giving you both the most accurate models that are based off of the best open-source community and being able to then train that on your own data and retain the ownership of the resulting model to use wherever you need it, whenever you need it.

Lan Guan: Yeah, that's a great point. I think you mentioned the model transparency. And I cannot tell you how many times I have heard that from clients, one of their concerns with generative AI is it's actually a black box. So, I think many times we have been trying to demystify that with our clients, and I think your statement is something that we can really leverage. How would the partnership with Accenture play a role in its success?

Rodrigo Liang: With SambaNova Suite, we provide enterprise customers with a hot start to generative AI.



We have engineered the complexity out on behalf of the customer so that customer can get up and running easily with our systems. These models are available to run right out of the box. They are fully trained, and the customers can quickly realize value. So SambaNova provides differentiated AI capabilities and then Accenture, the experts in digitizing business processes, can then build it into customers workflows.

Lan Guan: I love the point about hot start. Being able to help customers across a range of industries quickly realize value out of the box could be an immediate game changer for those customers.

So, in what ways do you envision SambaNova's generative AI technology transforming various industries, and how would the partnership with Accenture accelerate this transformation?

Rodrigo Liang: You know, there's so much enterprise data that's locked behind companies' firewalls in these unstructured documents in places that are hard to analyze and hard to extract. And that's all knowledge that a company has no quick access to. With generative AI, we're now enabling us to access that information and gather intelligence that allows us to run our businesses better. But that knowledge and that model that generates that insight needs to be managed in a way that's secure, in a way that the customer is able to control how it's used, where it's used and be able to verify that its use is under their control. And so SambaNova and Accenture, our skills are very complementary in the space. Accenture is in tune with what the customer's workflows are, the change management process, how to actually do the business process analysis and acceleration, while SambaNova, we are deep tech experts in AI. And when you need to deploy production grade AI quickly, that's what SambaNova focuses on. So, with Accenture's strength in accelerating digital transformation, and we know that AI is part of that today, the combination of Accenture and SambaNova, it's a mash-up we're really, really excited about on behalf of our joint customers.

Lan Guan: I completely agree with you. I think being complementary is so important to a successful partnership. So, Rodrigo, let's take a step back. Okay. Given how far SambaNova has gone with its generative AI technology, as the CEO, what are you most proud of?

Rodrigo Liang: We're really proud of being the first to actually deploy these large language models, these foundation models on behalf of the customer, trained on their data anywhere the customer needs it while the customer is able to retain control of the model. We're just really excited about that use case, which ultimately we believe is what most enterprises want. You know today we have these solutions that allow you all the capabilities that we see now being opened up with ChatGPT and what many of the generative AI companies are doing, but we're enabling it for enterprises that are risk-aware, they're highly regulated and need to deploy AI solutions and AI capabilities in a way that has reduced risk and allows them to own the resulting model that's trained from their own data.

And ultimately, you know, having run this company from the beginning, we're just really excited by the team that's come together in order to actually build this technology on behalf of our customers. My co-founders, the brilliant professors from Stanford University who've been spending time on AI for many, many years, to our investors that have come in and really provided the best funding for startups in order to actually execute such a plan. And to just amazing partners and folks like Accenture that are just experts in their field to really bring these solutions as a complete stack to our customers. So, we are really excited about all the folks that have come together and excited to show what we can actually do on behalf of our customers in the coming years.



Lan Guan: I'm so glad that we ended this conversation on the point of people. So, thank you, Rodrigo, for sharing your perspective. For the audience to summarize SambaNova's unique advantage to deploy private instances of large language models into enterprise and government clients allows us to scale their generative AI capabilities securely and responsibly. That's one of the many reasons why I'm so excited about this partnership ahead of us

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