

Unlocking generative AI for your organization

The rise of gen AI is a revolutionary moment in technology — not unlike earlier breakthroughs in mainframe, cloud computing, and mobile. The companies that get it right — fast — are tomorrow's leaders.

AI use cases = endless possibilities

With the rise of semantic search and gen AI, it's easy to imagine a world where end users can query an ecommerce site or internal workplace knowledge base to get personalized, relevant, and prescriptive responses.

Soon customers and employees will be on the receiving end of sophisticated question-answering that provides product recommendations, financial summaries, real-time data insights, and security prompts.

AI will have broad applications across many industries and job functions, fundamentally changing online expectations and experiences.



Ecommerce
Product recommendations



Financial services
Regulatory summaries and insights



Human Resources
Policy requirements



Government
Citizen experiences



Legal
Compliance reporting and discovery



Manufacturing
Predictive maintenance



Customer Success
Real-time insights and automation



Security
Risk assessment and analysis

The massive promise of gen AI

The power behind AI is search — a critical piece of a company's infrastructure that can transform personalization, automation, and productivity:



Increased efficiency

Delivering the right information, faster with process automation



Improved customer experience

Presenting personalized answers and recommendations



Accelerated competitive differentiation

Providing innovative experiences and timely responses

Your data unlocks the best gen AI responses

The key to creating business value with gen AI is your proprietary data. Using context windows, gen AI can integrate with your data whether it's unstructured, structured, or semi-structured to deliver highly relevant, contextual responses based on natural language queries.

- **Customer information:** Past purchases or interactions, location, what they own, contract details
- **Product details:** List of products, specifications, inventory levels, product promotions, documentation, support resources
- **Process documentation:** Service level agreements, who to contact for what, how to self-serve

Most critically, you need an AI solution that securely protects private and sensitive data, respects access permissions, and lets you maintain full control over your data.

The Elastic AI value proposition

Trusted by more than 50% of Fortune 500, Elasticsearch provides a safe, cost-effective approach to building relevant, gen AI enterprise experiences with *your* proprietary data. So you easily operationalize **privacy-first gen AI in real time, at scale.**

- **Maintains security and confidentiality:** Recognizes and implements the appropriate access to the user and data, removes private information
- **Delivers the most relevant content:** Before gen AI composes a response, Elasticsearch delivers the most relevant content to best answer the query
- **Reduces costs:** By providing the information most relevant to the query, less compute and storage resources are required
- **A complete platform for AI apps:** End-to-end platform to build and deliver AI search applications

Get the latest on gen AI and Elasticsearch

Stay up to date