

The Gen Al Decision-Maker's Guide for IT Buyers

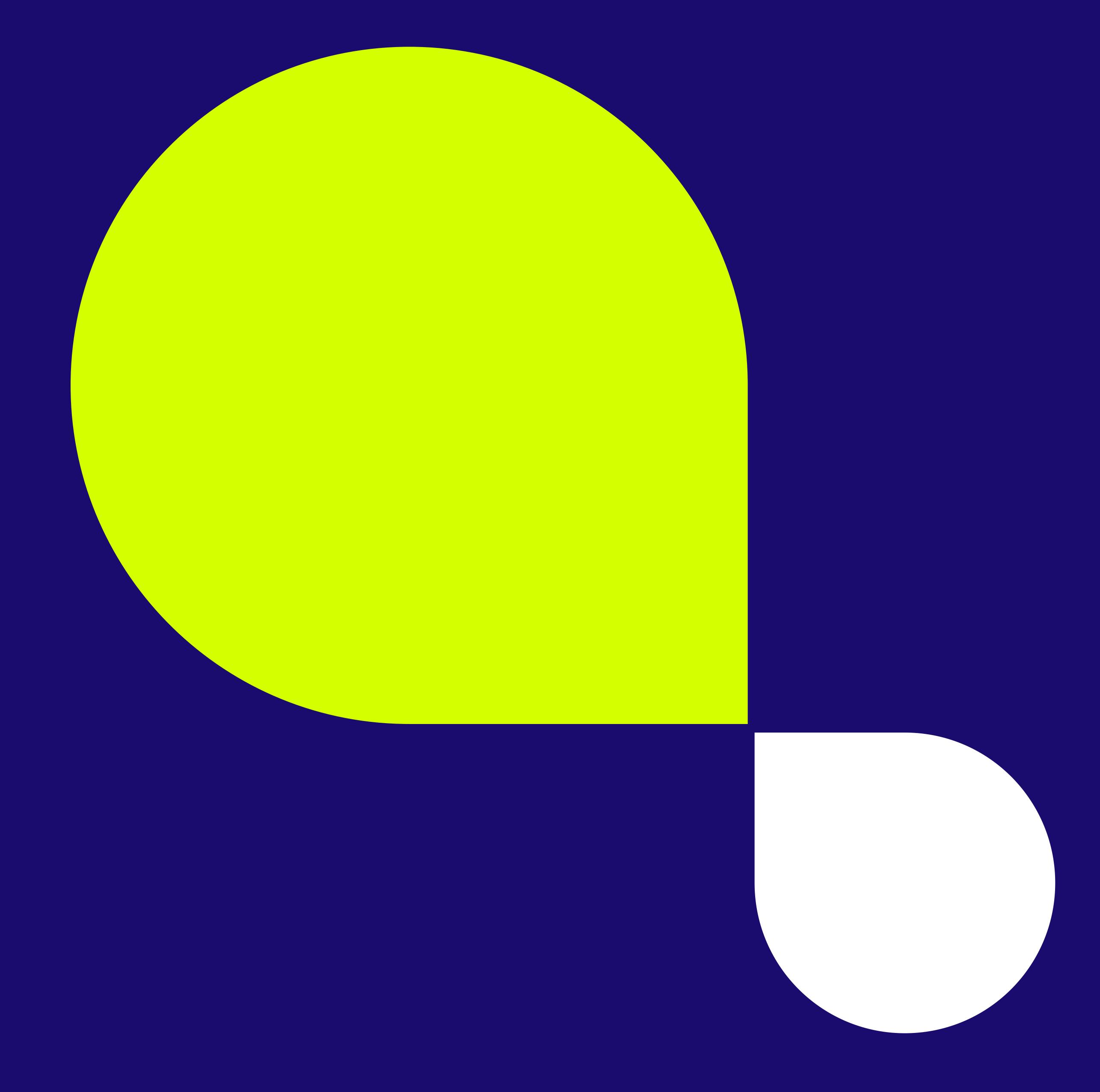


How to Use This Guide

On your path to gen AI adoption, you'll need to get buy-in on your investment, have a clear picture of how you'll use gen AI, and understand the risks and considerations for gen AI broadly and specifically to different solutions. This guide organizes the top-level information you need to:

- Get a clear vision of how to use gen AI
- Build the best case to bring gen AI to your enterprise
- Select the right solution that delivers on your specific needs securely

Here's how to cut through the noise and make a smart and scalable gen AI solution decision that moves the needle for your business.





Why Now?

The State of Gen Al in the Enterprise

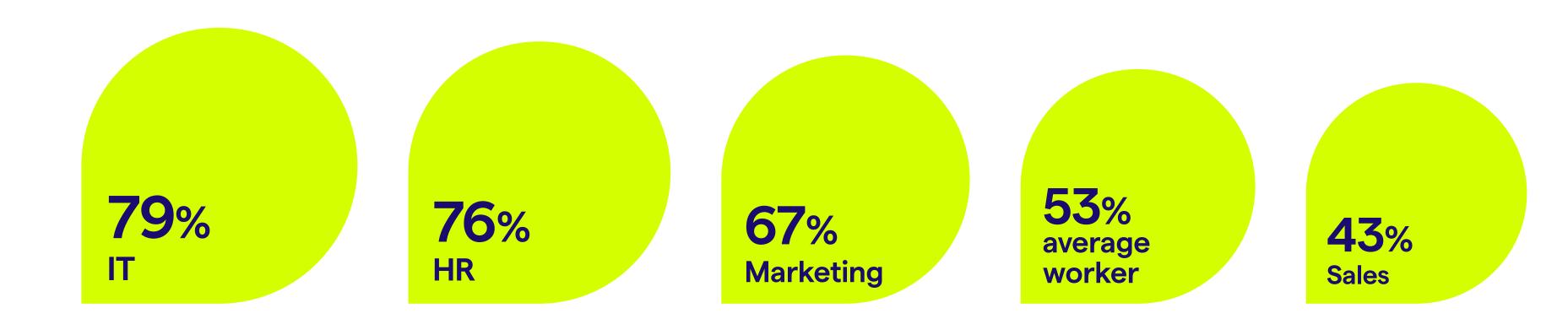
In the ever-evolving technological landscape of the business world, the information technology (IT) department stands at the forefront of driving innovation across the enterprise. There has never been a more pivotal moment for this department's influence than today, with the rapid explosion of generative AI (gen AI) technology.

Forrester's research shows that <u>80% of employees</u> who use gen AI for their writing and editing say their company hasn't adopted the technology yet. This rogue, unsecured gen AI use creates a significant risk for your company, compromising your brand reputation, data, and security posture.

That is why it is so pivotal for IT teams to play a leading role in the selection, deployment, and adoption of gen AI tools. You must also lead the upskilling of your entire workforce to ensure every employee is equipped to use this new technology effectively. As experts in technology, IT is perfectly positioned to weave gen AI into the fabric of business operations, boosting effective communication, efficiency, and innovation across the enterprise.

While IT teams are among the earliest adopters of gen AI, the rest of the organization has room to catch up. Only 53% of knowledge workers are regularly using gen AI at work today—and the majority say they don't know how to use gen AI tools effectively.

Gen Al Usage Across Departments



37%

But workers and leaders across departments who do use gen AI at work tout its transformational benefits, including saving an average of eight hours each week in productivity alone. Knowledge workers say that gen AI helps to reduce workloads, boost productivity and efficiency, and lower stress. They also believe that AI makes them better at their jobs, improves the quality of their work, and helps them avoid miscommunications that could cost them both time and stress.

The integration of gen AI is no longer an option but a necessity. Those who have adopted a "wait and watch" approach are already falling behind. It's likely that your employees are already experimenting with an assortment of, unvetted gen AI tools without your oversight, which puts your company's data and your entire enterprise's security posture at risk. As you navigate this new terrain, the challenge lies in equipping your teams with the right technology to experiment with, optimize, and then standardize gen AI usage across your entire enterprise. Only then will you reap the benefits of gen AI at scale.



Gen Al Use Cases Across the Enterprise

Using gen AI to augment a single use case or workflow is valuable. Using it across your organization's entire world of work is transformative.

Gen AI Use Cases for Marketing

Content creation

Gen AI speeds up the content creation process by generating initial drafts of articles, ebooks, reports, and more. It can also suggest edits, generate headlines, and optimize content for SEO. This gives your team back valuable time to focus on more strategic, creative work.

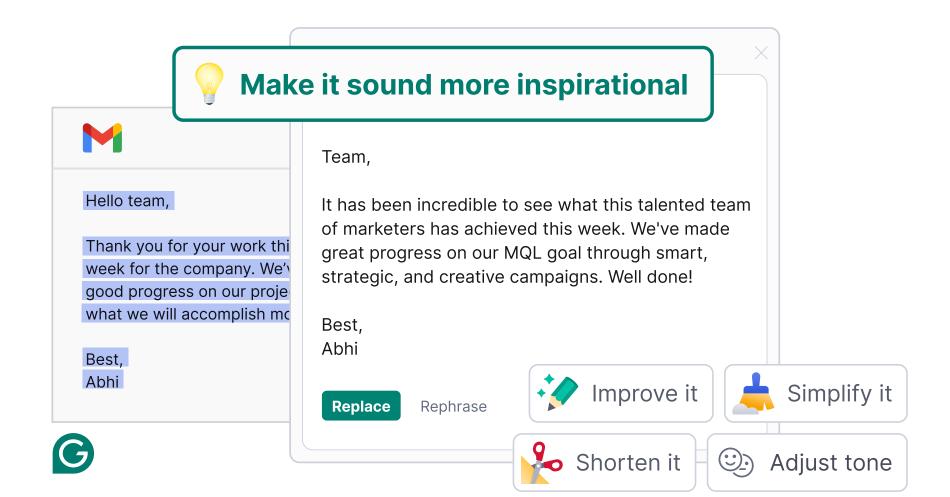
Consistency across channels

AI can be trained on your company's brand guidelines to help maintain consistency in voice and style across all marketing materials and channels. This includes generating content that aligns with your brand's tone, style, and core messaging, ensuring a unified experience for customers across every touchpoint.

How Grammarly Helps

With Grammarly's AI, you can seamlessly choose from one-click suggested prompts or craft one yourself to generate relevant content for the app you're in. It also understands your company's context and offers strategic suggestions based on your message's recipient, tone, and goal.

Style guides offer a shared library of do's and don'ts for writing. Within your overall style guide, you can create subsets of writing style rules (say, for social media where emoji may be appropriate) that apply only to the groups you select.





"I couldn't imagine working without Grammarly. We use its generative AI to help with first drafts, ideation, and designing the framework of our conversations. Then, once we're done creating, Grammarly's in-line features ensure everything is clean, concise, and on tone. It's my copilot when it comes to authoring new content."

Dan Cane CEO





Knowledge base article creation

IT teams can use gen AI to generate and update technical support articles and documentation that employees or even customers access and use regularly.

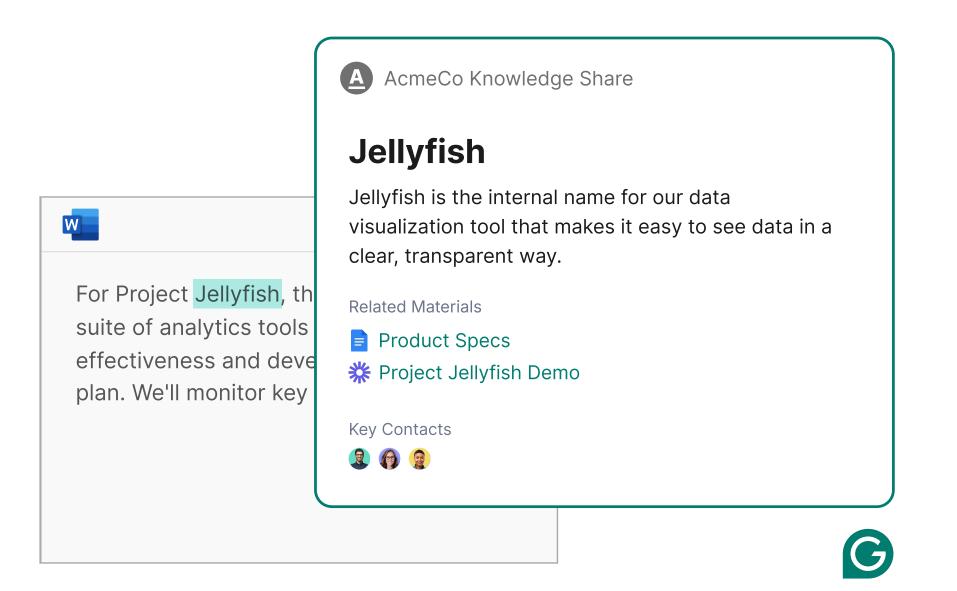
Monitor communication trends and ROI across teams

As your team uses gen AI, you can measure its impact in the form of productivity, time savings, and quality improvements.

How Grammarly Helps

Grammarly's ensemble gen AI model employs the best LLM based on the context of each prompt, enabling IT engineers to seamlessly draft and update knowledge base articles and responses to employee or customer queries.

When it's time to talk ROI, let Grammarly do the work for you. Analytics on benefits like time savings realized and tones detected give context to team performance.





"We essentially live and die by our communications. If those communications are unclear, we will not be providing the level of customer obsession we need. Grammarly helps us enable our global support organization—especially where English isn't the first language."



Faster response times

Support agents can use gen AI to read customer messages and suggest contextually appropriate responses. This not only speeds up response times and alleviates CS workloads but also ensures consistency and accuracy in the answers provided to customers.

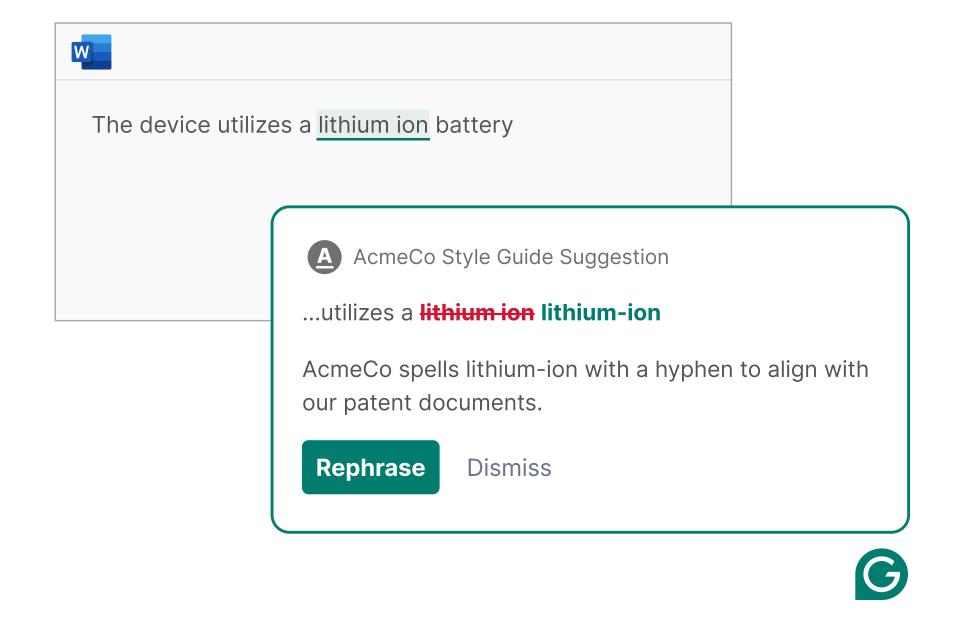
Streamlined drafting and editing of technical materials

Gen AI can create first drafts of technically complex troubleshooting guides tailored to the problems that customers often face. AI can even analyze customer issues in real time, generating a customized set of troubleshooting steps based on the user's questions.

How Grammarly Helps

Grammarly's AI writing partnerdoesn't just check grammar. It also understands the context of each communication and offers strategic suggestions based on the recipient, tone, and goal of the interaction. This gives every CX agent real-time support to communicate professionally and empathetically across all customer touchpoints.

Create rules to standardize terms for your organization and teams. Responsive, in-line suggestions ensure terms, phrases, and product or feature names are consistent, strengthening the accuracy of your communications.





"I've always believed you build credibility with customers through proper communication. Grammarly provides an enormous amount of value in building that credibility."

Narsi Subramanian

VP of Customer Support

© databricks



Upskilling and feedback

Gen AI communication assistance is a valuable tool in providing real-time feedback on every piece of communication. It provides immediate corrections and feedback on clarity, tone, and grammatical errors. This instant feedback is also an effective learning tool, helping to upskill employees at scale.

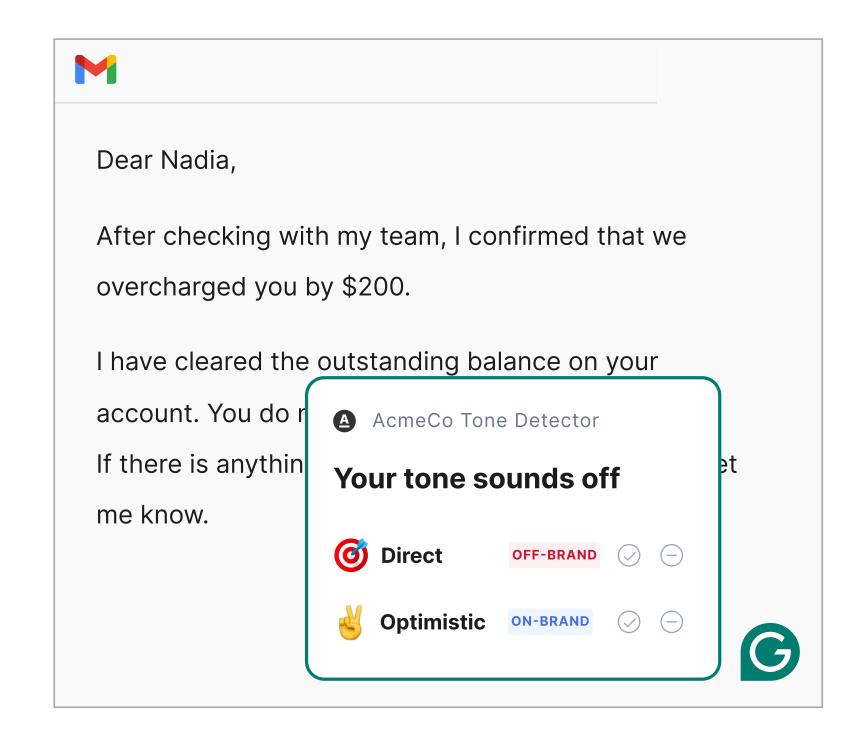
Inclusive language and brand consistency

AI can be trained on your company's brand guidelines to help maintain consistency in voice and style across all marketing materials and channels. This includes ensuring the use of inclusive language, generating content that aligns with your brand's tone, style, and core messaging, and creating a unified experience for customers across every touchpoint.

How Grammarly Helps

Grammarly's in-line writing assistant makes real-time suggestions for correctness, clarity, and tone so your team can stay productive, craft professional communications faster, and worry less about editing before hitting send.

Style guides offer a shared library of dos and don'ts for writing. Within your overall style guide, you can create subsets of writing style rules that apply only to the groups you select. You can also create onbrand and off-brand tone profiles so that Grammarly will help your team create a consistent brand voice.





"With Grammarly, we put the tool in the hands of our employees—quite literally at their fingertips—to make the learning experience frictionless. The results that we've seen by operationalizing our inclusive language guide is empowering employees to have new and better conversations with each other, with clients, and with the marketplace. Making that learning frictionless is what really put us on the path toward realizing that goal."

Susan Laws
DEIB+ Learning and Enablement
indeed



Gen AI Use Cases for Sales

Tailored, professional pitch decks and materials

AI tools can analyze your organization's data to generate tailored, professional pitch decks and customer-facing materials that speak directly to their intended audience.

Scaled prospecting and outreach

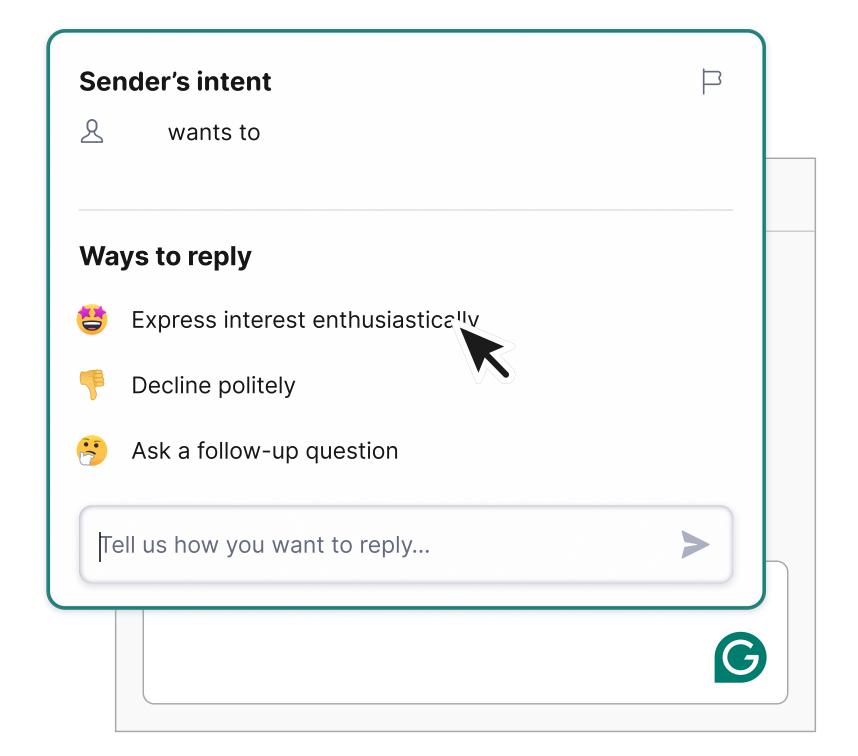
Sales teams can use gen AI to generate quick, contextually appropriate messages in whatever tool they are using for prospecting.

How Grammarly Helps

Grammarly's AI writing partner doesn't just check grammar. It also proactively guides teams to be strategic as they write, rigorous with the necessary details, focus on what's crucial, and tailor their communication to drive alignment from stakeholders.

One-click suggested replies and snippets boost your team's productivity with a library of ready-to-insert, rich text format sentences and paragraphs. These features help CX agents write more in less time.

Grammarly's AI treats snippets like any other text, so they'll always be checked for accuracy against your writing preferences.



"Whenever we pitch to new clients, we include our partnership with Grammarly as a competitive advantage. It's helping us win deals because our communications across the team are polished and professional."



Key Enterprise Integrations

Grammarly provides one consistent communication layer across 500,000+ apps and sites. Grammarly stays with you, seamlessly integrating into every team's workflow.





Customer Spotlight:



How ModMed Employees Each Saved 19+ Days per Year With Grammarly's Al

The Challenge

The Solution

Unclear and inconsistent messages could pose obstacles to ModMed's objectives of creating customer satisfaction:

- Communication mistakes could eopardize brand reputation and trust.
- The company needed to ensure quality communication in a time of rapid growth and expansion.

Grammarly's AI saved time, increased productivity, and enhanced interactions across teams:

- Generative writing assistance empowers employees to write first drafts and suggests improvements in just a few clicks—generating results. Grammarly's AI writing partner helps align teams with suggestions for clear and consistent writing.
- Advanced features like style guides and brand tones help align on suggestions for clear and consistent writing.

The Results

75% improvement in communications

158
hours saved per person per year

28X ROI

"Our goal is to use technology in such a way that we really save our doctors time and make them as efficient as possible. Part of the communication that goes back and forth internally might contain sensitive data, so knowing that Grammarly is able to handle that allows us to sleep better at night."



Mihai Fonoage VP of Engineering

Read the Story



The Opportunities and Risks of Gen Al

Gen AI offers transformative potential across your enterprise, but you still need to understand the risks associated with your goals as you select the right vendor and develop your implementation plans.

Opportunities Risks

Enterprise-wide operational efficiency

Deploying a standardized gen AI solution across the enterprise allows for IT to increase efficiency at scale. AI can help every employee, no matter their role, department, or level, accomplish more, faster. Knowing what gen AI tools your company invests in also gives your IT team oversight and confidence that employees are using secure tools to augment their work.

Rogue, insecure use of gen AI tools with no oversight

When employees use gen AI tools without IT's knowledge, it raises real security concerns and leaves the business's security posture vulnerable. Without IT's involvement, there is no way to know if employees are feeding sensitive data into the different gen AI tools and models. This leaves the business at risk of not meeting external data privacy and security regulations and puts the brand's reputation on the line in the case of a potential data breach.

Enhanced workforce productivity

With gen AI, IT can onboard and upskill employees across departments more efficiently than ever before. Gen AI raises the bar for effective communication across the company and boosts productivity in tangible ways.

AI literacy gaps

You will only see the benefits of gen AI at scale if you reach enterprise-wide adoption. Large AI literacy gaps across teams, levels, or generations will not only create inequity in your workforce but will also hinder productivity if only a portion of employees know how to use these tools effectively.

Increased innovation

IT teams are stewards of innovation, responsible for introducing new technologies that add value and business impact to the organization. With enterprise-wide AI adoption, IT can lead the way in increasing the speed of innovation, boosting creativity, and securing a competitive edge with the newest technological advancements.

Bias and irresponsible AI

Increased innovation and more effective communication sound great, but only when it comes from accurate, fair, and responsible outputs. AI systems can inherit biases from the data they are trained on or generate false information, which can lead to inaccurate, unethical, and unfair decision-making across departments.



Questions for Your Gen Al Vendor

Once you have a clear picture of how you'll use gen AI across your org and understand the risks and considerations for gen AI broadly, it's time to evaluate what tool will suit you best. How do you navigate the sea of software available today and find the gen AI tool that's right for your enterprise? It requires diligent up-front assessment of both the AI tool and the vendor before you make an AI technology purchase decision. Here are the topics and questions to ask any gen AI vendor before making your purchase.

Core Capabilities	
Enterprise use cases	What specific enterprise use cases does your gen AI solution address?
Organizational awareness	Can your models be trained or fine-tuned with our proprietary data so that it can provide contextually aware guidance?
Customization and scalability	How customizable and scalable is your solution? Can it be tailored to fit our specific use cases, needs, and objectives?
Ethical considerations	How do you address ethical considerations such as bias, fairness, copyright, intellectual property rights, and potential misuse of your models?
User Experience	
User-friendliness	How user-friendly is your AI solution for non-technical workers?
Learning curve and training	How difficult will it be for our employees to learn to use your system? What training and support does your company provide?
Demo and trial	Do you provide a demo or trial period for us to evaluate the solution?
Feedback	How can we report feedback on issues or suggest improvements?
Technical Deployment	
Implementation	What are the hardware and software requirements for implementing your solution?
Integration and compatibility	How easily can your solution be integrated with our existing tech stack?
Deployment timeframe	How long will it take to integrate your gen AI system or tools into our existing operations, and what are the steps involved?
Deployment support and training	What kind of support can we expect during the implementation and integration process? Do you offer ongoing support, training, and access to experts to maximize the value of your technology across our business?



Data Handling and Security	
Data training	What's your approach to model training, retraining, and maintenance? How often will the models need to be updated or retrained?
Data quality	What is the expected output quality and how do you measure it? How do you ensure the data used to train your models is representative and unbiased?
Data handling	How do you handle data used for training your AI models? Is it stored securely?
Data retention	What are the data retention policies for data we provide or generate using your AI?
Data privacy and security	How does your model handle data privacy and security? What measures do you have in place to ensure data is kept confidential and secure, especially sensitive data?
Compliance	Are your solutions compliant with relevant data protection rules and emerging Al regulations?
Responsible AI	
Transparency and explainability	How transparent and explainable are your models? Can you provide insights into the decision-making process behind the generated output?
Performance and accuracy	How do you measure the performance and accuracy of your gen AI models? Can you provide any benchmarks or metrics to demonstrate their effectiveness?
Avoiding bias	How do you ensure your AI solution adheres to ethical guidelines and avoids bias?
Ethical considerations	What measures are in place to prevent the generation of harmful or inappropriate content?
Legal considerations	What legal considerations and compliance standards does your AI solution adhere to (e.g., GDPR, CCPA)?
Support and Maintenance	
Support and collaboration	What kind of support and collaboration can we expect during the implementation and integration process?
Ongoing support	What kind of support and training do you offer post-purchase? Do you offer ongoing support, training, and access to experts to help us maximize the value of your technology?
Service level agreements (SLAs)	What is your SLA for uptime and support response times?
Self-service support	Do you provide documentation and resources for troubleshooting and best practices?



(\$\$\frac{1}{3}\$ Costs and ROI	
Pricing	What is the pricing model (e.g., subscription, one-time fee, usage-based)?
Hidden costs	Are there any hidden costs (e.g., for training, updates, or additional features)?
ROI	Can you provide a clear ROI estimate for our specific use cases?
Analytics	How can we measure the impact and effectiveness of your gen AI?
Case studies and referrals	Can you provide case studies to back up these ROI claims? Do you have customers in similar industries who can offer testimonials of how your AI has been successfully implemented?
Future-Proofing	
Scalability	How scalable is your AI solution as our needs grow?
Product roadmap	What is your roadmap for future development and new features?
Future-proofing	How do you stay ahead of technological advancements and incorporate them into your solution?



Grammarly's Enterprise-Grade Security Approach

We keep security at the heart of our product, infrastructure, and company policies. Grammarly provides enterprise-grade security for AI built with fairness and safety in mind. Customer data is never sold or used by third parties to train models, and we never use our enterprise customers' text to train any of our models. Explore the measures we take to safeguard your data and keep your trust.

"The safety of our customers' data is at the center of our business, backed by Grammarly's robust, comprehensive security infrastructure. Protecting our millions of customers requires creativity and persistence in every corner of our organization; it is the pinnacle of responsibility for our world-class engineering team."



Suha Can CISO **G** grammarly



Built on best-in-class security

Grammarly is built on best-in-class infrastructure, following industry standards to guarantee security, availability, integrity, and adversarial robustness. A CISO and a dedicated team of security experts support, audit, and test all Grammarly products. We work with worldwide industry-leading organizations to foster a security-first culture, participate in the global security community, and share knowledge with the field's foremost experts.



Enterprise-grade attestation and regulatory compliance

We have the largest portfolio of enterprise-grade attestations and regulatory compliance for an AI writing assistant. Grammarly Business complies with governmental privacy regulations and frameworks, including GDPR, CCPA, HIPAA, ISO 27001, 27002, 27017, 27018, 27701, SOC 2 and PCI DSS.



Data ownership

Your words are yours—we do not, and will not, sell your or your team's information. We don't help third parties advertise their products to you or to train their models with our customers' data. You always retain all rights to your text, including copyrights and duplication privileges.



Data hosting and transparency

Grammarly hosts data in Amazon Web Services data centers in the US East regions and ensures continual product availability by using native backup tools. We're committed to transparency, so customers can view all personal data associated with their accounts at any time.



Data encryption

Grammarly encrypts all data in transit and at rest. Data transfer is protected using the industry-standard TLS 1.2 protocol, while data at rest in AWS is encrypted using AES-256 server-side encryption. Grammarly uses AWS Key Management Services for database encryption and secure key management.



Bring Your Own Key

Customers have the option to provide and manage their own encryption keys through AWS' Key Management Service. This allows for greater control and visibility over their institution's data stored at rest within Grammarly's services and gives them insight into data access logs through CloudWatch/AWS CloudTrail Logs.





Sensitive data

Sensitive customer data is not read or stored. Grammarly is blocked from reading any fields marked as sensitive, such as names, birthdays, addresses, passwords, and payment information, and searches proactively to remove any sensitive data from our database. All customer data is de-identified.



Domain and application controls

Control what domains Grammarly can and cannot run in and which Grammarly applications can be used by employees. You can also require any user with an account under your corporate domain to join your institution to ensure they're getting the same enterprise-grade security implementation and oversight.



Custom administration

Administration tools make it easy to add, remove, or transfer accounts and to manage team member roles, permissions, and access within your company. You can define finely-grained access permissions at the user or group level, aligning Grammarly access and management to each person's needs.



Session timeout control

Grammarly offers a session timeout control, giving companies the control to secure users' accounts by requiring reauthentication at a specified interval and reducing the time window when an attacker can compromise an account.



SAML single sign-on and two-step authentication

SSO allows for access management and enforcement of companyspecific controls through integrations with identity providers. For an extra layer of safety, multi-factor authentication is available for team members across your company to secure their individual access.



Data control

Customers are always in control of their data. They control where Grammarly works and what type of information is accessible to Grammarly. Every type of customer (free, premium, business, etc.) can choose to turn off the generative AI feature if they wish.



Managed mode and existing account capture

Ensure that employees can only log in using their company Grammarly Business account (not a personal account) when on company devices. Invite and domain capture ensure that existing users with an account on the corporate domain join your institution to get the same enterprise-grade security and oversight. Any new users signing up with a verified corporate domain will automatically be sent to SSO.



External penetration testing

Grammarly continually works to identify and fix security vulnerabilities in our product and infrastructure. That's why we undergo third-party network penetration tests, AWS security assessments, and corporate infrastructure security audits. We also offer a bug bounty program to promote transparency and provide a channel for external security researchers to identify potential security concerns.



Cloud platform

All components that process your data operate in Grammarly's private network inside our secure cloud platform, and each user's data is isolated from other users' data. Grammarly's servers and network ports are behind load balancers and a web application firewall. Grammarly thoroughly reviews all data subprocessors to conduct due diligence. Grammarly thoroughly reviews all data subprocessors to conduct due diligence.

Trusted by thousands of organizations around the world









































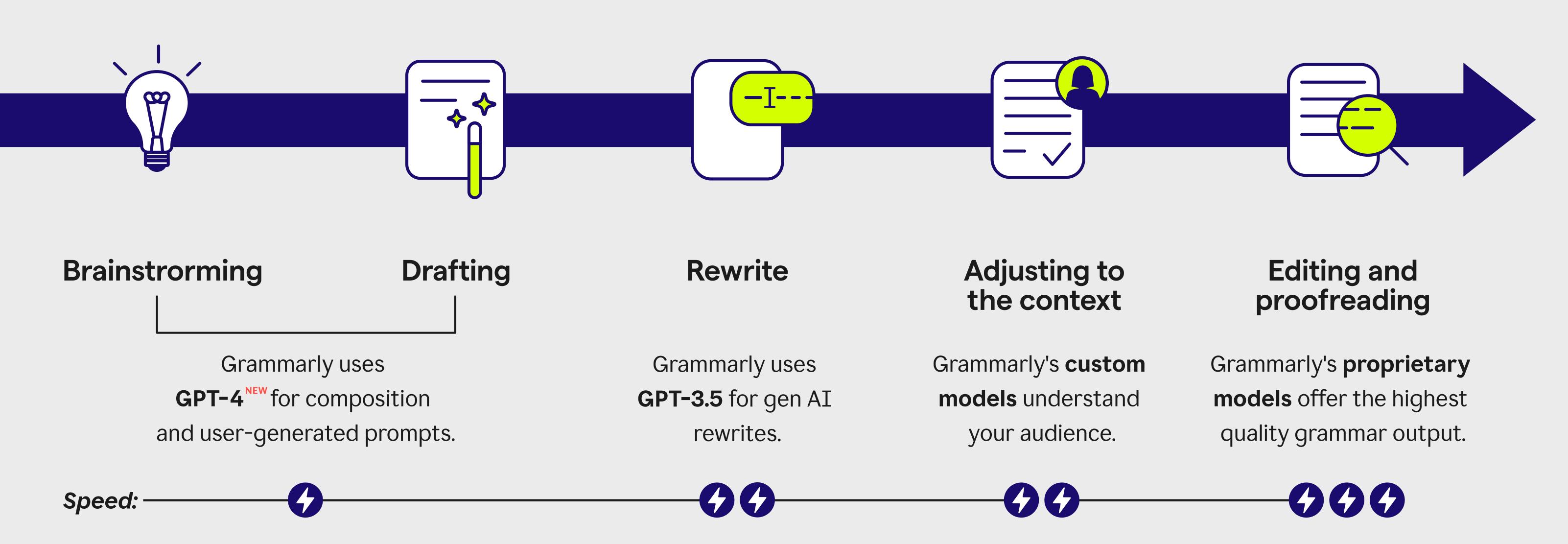




Grammarly's Ensemble Gen Al Model

Each communication stage is unique, so just one generative AI model won't do. Instead, you need an ensemble of models so you can employ the best one for each stage of communication. Here's a peek into Grammarly's approach to gen AI through the communication lifecycle.

Grammarly deploys the **most effective AI model** for each communication stage. Models are fine-tuned using our proprietary training data with billions of lines of business writing collected over 15+ years across 500,000 apps and websites.



Grammarly's approach ensures you can use the best model for each communication stage or writing use case without any effort from you. Each gen AI model is built and trained differently, so every model excels at different use cases. Grammarly evaluates a variety of gen AI models, assessing the model's speed and the quality of its output across use cases.

In addition to determining the best-performing model, Grammarly then fine-tunes it, leveraging our proprietary training data of business writing collected over 15+ years. While other training data consists of finished writing, Grammarly is able to fine-tune models with data on the entire writing process.

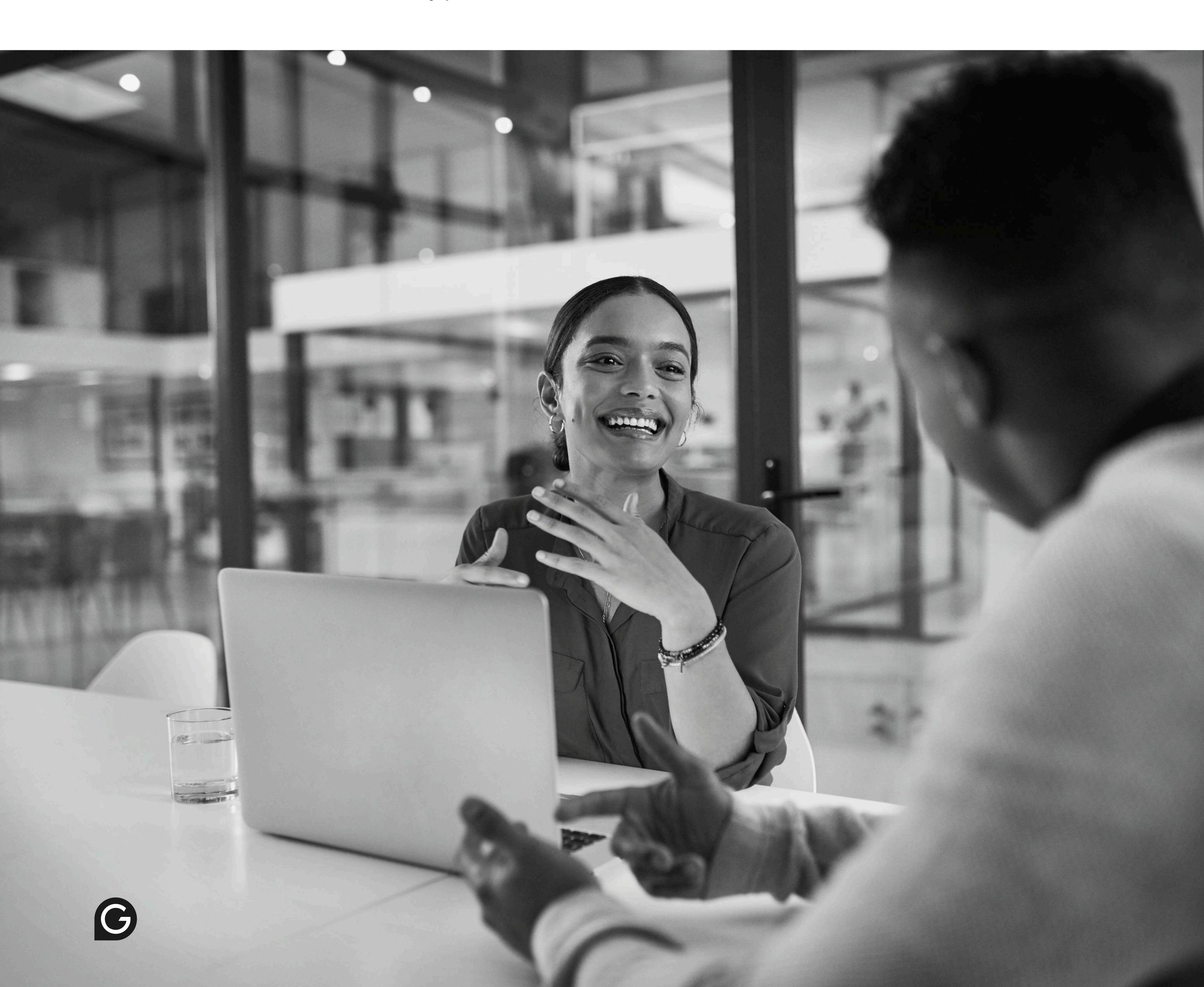


Human First, Responsible Al

At Grammarly, we believe that AI innovations should enhance your team's skills while respecting personal autonomy and amplifying every team member's intelligence, strengths, and impact.

We take a value-driven approach to building AI-enabled communication technology. We leverage AI and other technologies to address actual challenges your team faces in communicating their ideas and being understood as intended. We are committed to building models using quality data sets that undergo bias and fairness evaluations. We design and develop products with our team of analytical linguists who apply research and expertise to minimize bias and apply user feedback.

With Grammarly, you are in complete control of your experience. AI is a tool that helps augment communication, but it can't do everything. You and your people are the ultimate decision-makers and experts in their own relationships and areas of expertise. Our commitment is to help every user express themselves in the most effective way possible.







Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work. Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites. Learn more at grammarly.com/about.

Learn more by getting in touch with our product experts.