PwC and Microsoft

GenAI responsible AI framework

Creating impactful AI systems that are responsible, consistent and defensible.

At PwC we help organizations create and implement a responsible AI (RAI) system that helps builds trust and enables defensible decision-making.

PwC drives a multi-layered approach tailored to the unique and evolving needs of each organization and its stakeholders. As your AI footprint expands, our delivery model can adapt, enabling ongoing alignment with your requirements and opportunity.

Benefits

Balance benefits and risks.
Identify, prioritize, and mitigate known and unknown risks proactively, rather than reactively.

Innovate faster.
Improve the speed and quality of AI delivery and innovation, to produce generative AI you can trust.

Align on common practices.
Leverage and enhance existing policies and procedures to help drive consistent and quality generative AI enterprise-wide.

Make defensible decisions.
Provide mechanisms for accountability and well-documented, justifiable generative AI decision-making.

pwc | Microsoft

AI Strategy
An overall AI strategy provides an essential foundation for implementing AI as part of a broader corporate strategy.

Governance
Operationalizing your AI governance program involves designing the governance framework and escalation processes, establishing policies, standard operating procedures and enterprise controls that reflect the specific risks associated with AI and generative AI systems.

Testing
We help teams define common practice for building and implementing AI systems, which includes testing practices, performing independent testing and assessments and evaluating the effectiveness of associated processes and controls.

Training
We aim to facilitate the smooth integration of responsible AI practices to enable your employees are equipped with the necessary awareness and skills to effectively utilize and help embrace generative AI.

Use case

Challenge
With the growing excitement around generative AI, companies and staff are moving quickly to adopt this technology. But with the excitement comes a recognition that these technologies are not perfect: they are prone to errors, there are IP and data protection considerations, and concerns about cyber risks. Many users within your organization may be unfamiliar with how AI models work and how they should be used, and how to manage the risks.

Solution
Responsible AI can help to manage these risks. When well deployed, PwC's Responsible AI addresses both application-level risks, such as lapses in performance, security and control, and enterprise and national-level risks, such as compliance, potential hits to the balance sheet and brand, job displacement and misinformation.

Results
PwC's Responsible AI, delivers trust-by-design through the entire AI life cycle with frameworks, templates and code-based assets and is relevant to executives at each level. Whatever your company's maturity level with AI, including generative AI, it's wise to put responsible AI front and center as soon as you can—and keep it top of mind every step of the way.

Let's connect

Jennifer Kosar
Trust & Transparency Leader
Jennifer.kosar@pwc.com

Ilana Golbin
Responsible AI Lead
Ilana.a.golbin@pwc.com

Jocelyn Aqua
Privacy and AI Governance Principal
jocelyn.aqua@pwc.com

© 2023 PwC. All rights reserved. PwC refers to the US member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details. This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors. Internal for PwC and Microsoft use only.