Big Tech ups the ante on AI for enterprise with generative data storytelling

Article

The news: **Microsoft**, **Google**, and **Salesforce** stuff productivity tools with generative AI.

- At its virtual **Future of Work** event Friday, Microsoft demoed its GPT-4-infused **Microsoft 365** and **Office** apps, per [The Washington Post](#).

- Microsoft also [announced the launch of Copilot](#)—an **AI chatbot assistant in a sidebar across all of its products** to build solutions, refine ideas through dialogue with users, and analyze and visualize data.

- **Salesforce** is enhancing its data analytics platform, [**Tableau,** with an AI **Data Stories** feature](#) that provides narratives for the meaning behind data and allows users to ask questions.

- The announcements follow Google's launch of [generative AI features in Workspace](#).

  Factual or fictional data storytelling? Generative AI—enterprise AI's creative cousin—is rapidly permeating tech tools with promises of productivity superpowers.

- Generative AI's prowess is seductive. For example, Microsoft's Copilot allows users to ask questions in plain language about company data sets and get automated insights.

- Salesforce's Data Stories is like a data visualization-to-text tool that could potentially cut report writing time.

- Yet [generative AI's accuracy **shortcomings**](#) **raise the question of whether AI will weave fictional accounts from data or stick to the facts**.

- Likely for that reason, Microsoft's features come with a disclaimer that they're experimental previews not meant for production use. Given that [**OpenAI** made similar comments about **ChatGPT**](#), the qualifier might get ignored.
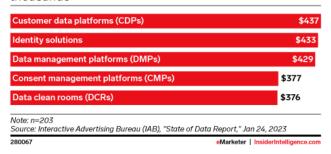
  Automation inundation: We seem to be heading toward a generative-everything tech economy that's reshaping the industry and how we work. Tech companies are aware of generative AI's issues, but in their [zeal to beat each other](#), they're **treating the commercial market like a giant R&D lab**.

- The rapid influx of generative tools means companies have to scramble to figure out the who, what, when, and where of adopting them.

- Meanwhile, the need for and lack of regulation of the technology is [sending lawmakers back to school](#) to make sense of it.

- We can expect **policy debates about accuracy standards, risk disclosure, and labeling requirements for the technology and its end-use products**.

Average Data Technology Costs in 2022 According to US B2B Data Decision-Makers, by Technology, Nov 2022

thousands

Customer data platforms (CDPs)	$437
Identity solutions	$433
Data management platforms (DMPs)	$429
Consent management platforms (CMPs)	$377
Data clean rooms (DCRs)	$376

Note: n=203
Source: Interactive Advertising Bureau (IAB), "State of Data Report," Jan 24, 2023

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