



## Thoughtworks Launches Generative AI Product Accelerator

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CHICAGO--(BUSINESS WIRE)--Jul. 31, 2023-- [Thoughtworks](#) (NASDAQ: TWKS), a global technology consultancy that integrates strategy, design and engineering, today announced product accelerators aimed to help organizations identify near-term opportunity areas and projects to apply generative artificial intelligence (AI).

Organizations that meet customers' needs by investing in innovation and preparing for constant change outperform their peers in good times and bad. The effects are multiplied during unstable times where there are shifts in the competitive hierarchy in the industry. Generative AI tools and technology are now easily available to everyone, including prospective customers and competitors. The differentiator will be how organizations leverage and integrate generative AI into their products and business to gain the greatest competitive edge.

One such organization, a leading global technology company, applied generative AI to enhance customer experience. Exploring opportunities in areas such as virtual advisors and education tools, our team is on track to deliver a collection of generative AI-derived product concepts, prioritizing those with a concrete value proposition and compelling business case.

Thoughtworks' Generative AI Product Accelerator enables business and product leaders to make more informed and strategic decisions on integrating generative AI into business product applications.

In as little as five weeks, organizations will:

- Gain a clear understanding of near-term generative AI use cases, risks and limitations for their specific industry and business function.
- Explore what's possible based on their business and customer needs and their existing technology landscape.
- Create an actionable generative AI strategy and prioritized plan with clearly defined business value.
- Build a preliminary deployment plan for responsible AI with prioritized experiments and defined validation protocols.

"Given the pace of advances in generative AI, it's not surprising that many organizations are already experimenting. But without also planning how to scale successful pilots and integrate them into the business, there's a risk of only picking off the low-hanging fruit," said [Mike Mason](#), Chief Artificial Intelligence Officer, Thoughtworks. "With our Generative AI Product Accelerator, organizations will build plans that combine the art of the possible with the lenses of feasibility and value, and within weeks plot a course that achieves lasting value and scale."

Thoughtworks' Generative AI Product Accelerator combines the best of the [Product Thinking Playbook](#), a proven approach to developing ambitious products, with Thoughtworks' expertise in data and AI to expedite ideas into reality and realize the business value of generative AI. With this offering Thoughtworks empowers teams to manage the ethical and practical considerations of generative AI deployment.

Read more about how Thoughtworks is helping businesses bring clarity and speed to their generative AI projects and processes with the Product Thinking Playbook in this blog entitled "[Generative AI: Headwind or tailwind?](#)".

### Supporting resources:

- Learn more about [Thoughtworks' Generative AI Product Accelerator](#).
- Explore how [Thoughtworks is revolutionizing GenAI](#).
- Keep up with Thoughtworks news by visiting the company's [website](#).
- Follow us on [Twitter](#), [LinkedIn](#) and [YouTube](#).

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### About Thoughtworks

Thoughtworks is a global technology consultancy that integrates strategy, design and engineering to drive digital innovation. We are over 11,500 people strong across 51 offices in 18 countries. For 30 years, we've delivered extraordinary impact together with our clients by helping them solve complex business problems with technology as the differentiator.

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