

IOWN INTEGRAL

NTT R&D FORUM 2024

DEVELOPMENT

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Superfast service development technology utilizing generative AI

We realize service development in a short period,
at low cost, and with high quality

#Customer Experience Value Creation, #Productivity Improvement



///Technical Issue

Creating high-quality services that reflect diverse user demands requires human involvement, making rapid and low-cost service development challenging.

///Research Goal

We aim to shorten the time required for all stages of service development by 60% and increase the service release speed by 1.7 times.

---Technology

This technology creates a knowledge database that improves generative AI responses by analyzing dependencies in all service development materials, such as specs and programs, using a proprietary algorithm not available on the market.

---Applicable Business

- This technology allows user requests to be reflected in services and released within days using agile methodologies in consumer service development. (To be provided to the NTT Group in 1Q 2025)
- In enterprise service development using the waterfall model, it enables large-scale, high-quality service development in a short time and at low cost. (To be provided to the NTT Group in 1Q 2025)

---Novelty

For service development, specific domain knowledge is essential. This technology enables generative AI to analyze services automatically, extract necessary domain knowledge, and automate advanced tasks that require specialized understanding.