

AI and Information Management: Everything you need to know about GPT and more



Lately, there has been an escalating buzz surrounding ChatGPT and the expanding landscape of artificial intelligence (AI) applications.

This surge in interest signifies a growing recognition and appreciation for the potential of AI technology.

Ever since OpenAI brought forth ChatGPT, an advanced bot and large language model (LLM) fueled by vast amounts of data and cutting-edge computing techniques, the realms of AI, previously relegated to the realm of science fiction, have transformed into a palpable reality.

The emergence of this technology is stoking significant interest among investors, turbocharging its development. At the end of April, OpenAI closed a funding round that raised nearly \$11bn.

Kids are writing school assignments using ChatGPT, content has popped up all over the internet explaining how the chat bot and its emerging rivals can be applied and used in a whole raft of professions, and – who knows – maybe this article was written by ChatGPT, such is its ability to mimic words written by humans... (it isn't!).

Resigning from his role at Google,

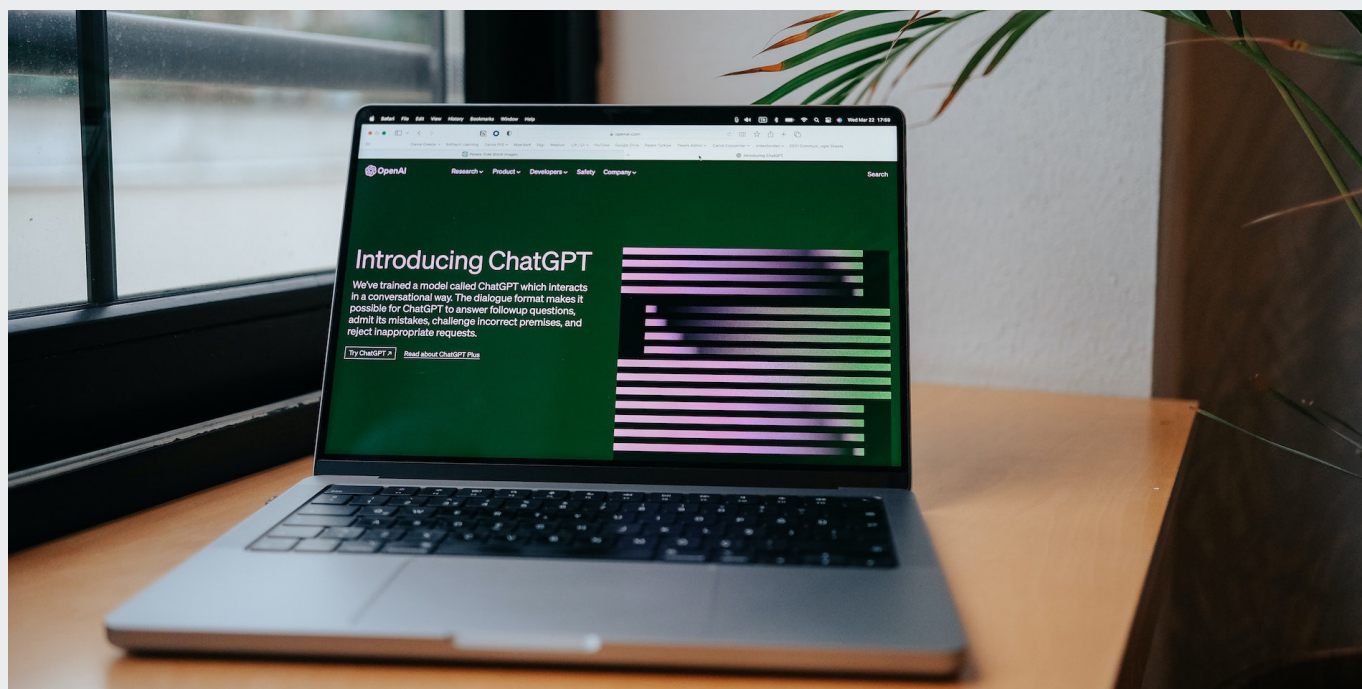
Dr Geoffrey Hinton – widely regarded as the “godfather” of AI – warned of its dangers, adding that he regretted his work.

An open letter signed by dozens of AI leaders called for a pause on all developments more advanced than the latest ChatGPT release.

In the UK, the Competitions & Market Authority announced that it would be reviewing the AI market over consumer protection fears. In Italy, the country’s data-protection authority banned ChatGPT over data privacy concerns.

And most recently, Sam Altman the CEO of OpenAI, told a US Senate committee that even he believes lawmakers need to move to regulate AI.

But no matter what, it seems that AI is here to stay – and as businesses we need to be ready to mitigate against the risks and capitalise on the opportunities. Here we explore the potential ways that AI – and LLMs, like ChatGPT, in particular – might further disrupt the way organisations store and manage their information.



AI, LLMs and records management

Digitalisation has already had a huge impact on the way organisations store and manage information. This transformation has seen records that were once only accessible in paper format readily available at the click of a mouse. Think about the remote work revolution; that has only been made possible through the digitalisation of information.

The fundamental concept behind platforms like ChatGPT involves using data and computer science to efficiently search for and analyse information. This information is then presented in a coherent and human-like manner. As a result, LLMs and AI have the potential to elevate information retrieval to unprecedented heights, unlocking a multitude of benefits that previous stages of digitalisation have merely begun to explore.

ChatGPT and Bard claim the potential to revolutionise record and information storage and management. This is particularly true when these advanced language models are seamlessly integrated with an organisation's information management system. The question that remains is: How exactly can this transformation be achieved?



Potential applications for LLMs within information management

As potential applications of AI and LLMs in information management continue to expand, we have identified four key areas where this technology can greatly enhance records management. With its ever-growing capabilities, AI and LLMs offer unprecedented opportunities to optimise the way we handle and use information. In this article, we will delve into these specific areas and explore the transformative effects that AI and LLMs bring to records management.

› **Efficient data migration and content preparation:**

The use of solutions such as ActiveNav, brings unparalleled efficiency to data migration projects. Through its advanced capabilities, ActiveNav monitors connected repositories, applies policies, and notifies information owners and relevant users for action. This proactive approach streamlines content preparation for migration, resulting in lower migration costs and higher quality data. By managing sensitive data and receiving feedback about content risk, organisations can stay on top of potential challenges and achieve seamless migration outcomes.

› **Proactive records management and cost reduction:**

By implementing on-going records and governance policies, organisations can significantly reduce the cost of legal holds, early case assessment, and collection. With ActiveNav, content monitoring becomes deliberate, managed, and defensible, thanks to consistent policies that are in place. This customer-centric approach empowers organisations to achieve visibility into stored and managed data, allowing for effective monitoring and management of content in place.

› **Intelligent classification and remediation:**

ActiveNav's AI technology, enables intelligent classification and tagging of data, creating a rich set of metadata. By rationalising file share structures based on classification and analysis results, organisations can achieve greater efficiency in records management processes.

Furthermore, sensitive data screening and remediation before migration help reduce data risk and enhance overall security.

› **Regulatory compliance and e-Discovery savings:**

By leveraging the power of AI, Active Governance identifies records and sensitive data for regulatory compliance and proactive e-Discovery savings. With policies deployed on content at rest or in use, organisations can ensure quality, health, value, and compliance throughout their records management journey. In the event of a data breach, ActiveNav also helps remediate sensitive data, reducing data risk and bolstering organisational resilience.

LLMs offer a wide array of ways to support information management, beyond what has been mentioned. For instance, the crucial role of LLMs in aiding regulatory compliance within large organisations is yet to be explored. Embracing the power of these advanced language models can significantly enhance efficiency and effectiveness in this domain.

What about the pitfalls and risks?

Despite the significant potential benefits for organisations and information management, it is crucial to carefully evaluate and mitigate the associated risks. While there are numerous advantages, it is imperative to consider and address these potential challenges.

› Privacy concerns:

This specific issue is of significant importance. Italy took measures to temporarily prohibit the use of ChatGPT earlier this year due to concerns regarding data privacy. OpenAI, however, has promptly addressed these concerns and subsequently obtained the approval of the Italian data protection authority, resulting in the lifting of the ban. Language models are extensively processing vast datasets, including those containing personal information. It is imperative to exercise caution in the management of LLM plug-ins within an organisation's software.

› LLMs analyse data inputted by humans, which may contain biases:

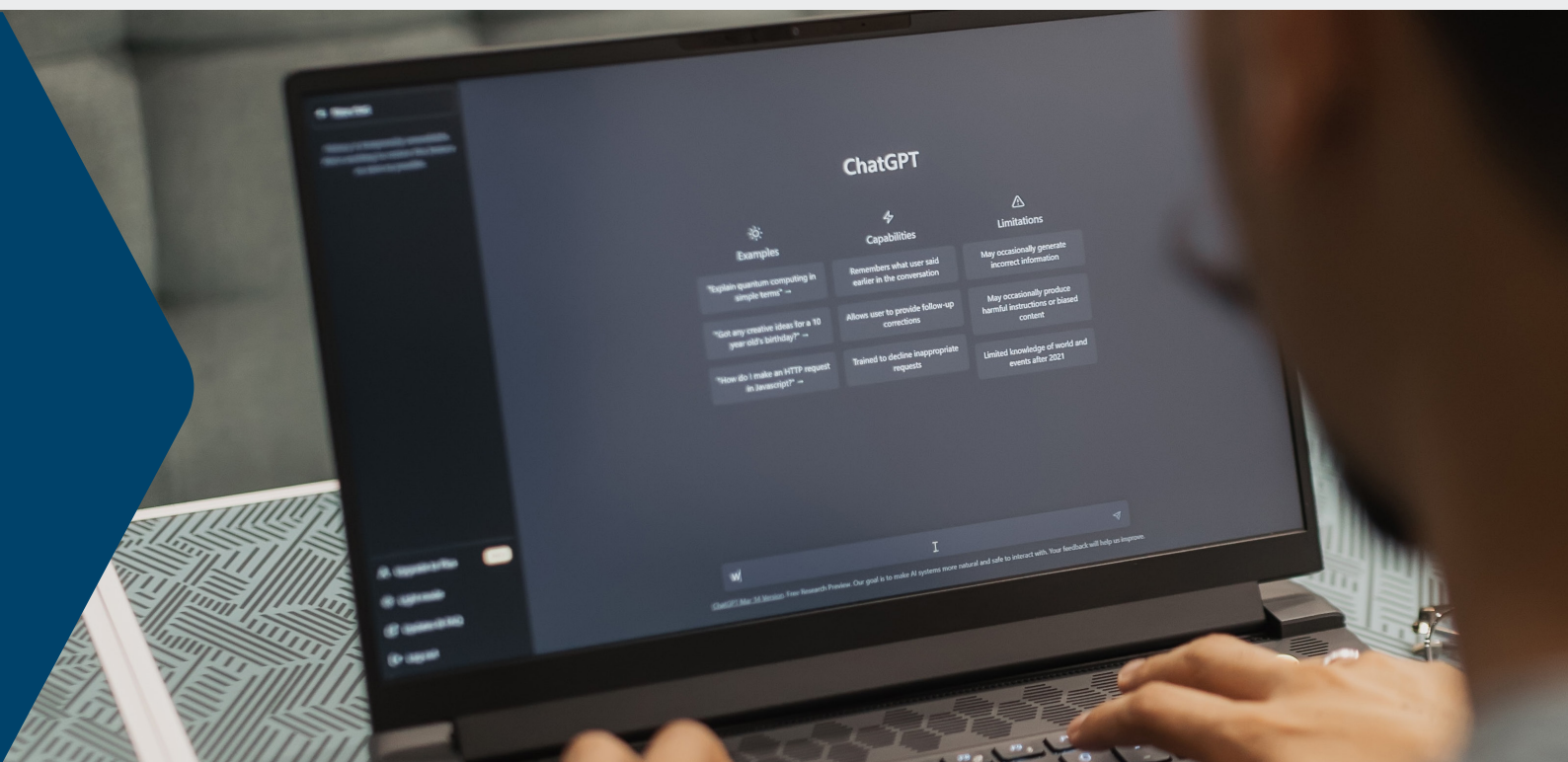
Although this is less relevant to an organisation's internal information management, it is important to acknowledge that LLMs are trained on potentially biased data, which could affect the outcomes they produce.

› Returning or spreading misinformation:

An ongoing concern surrounding ChatGPT and Bard is their potential for misinformation dissemination. Dr. Hinton highlighted this issue when he departed Google, providing an example of how LLMs could be exploited by autocrats. It is imperative to remain vigilant of this additional drawback.

› Regulation is likely to be imposed:

It is looking increasingly likely that lawmakers around the world will impose legislation on the use of LLMs, especially given the concerns cited about the power of this technology by those who created it. It's not yet clear what shape that might take, but that could restrict the way LLMs can be used when it comes to managing sensitive information.



What next?

Clearly, LLMs are specifically designed for digital information processing. Consequently, certain benefits mentioned here can only be realised if your information or records have already been digitised. However, a significant amount of information is still stored in physical form.

This technology has seemingly emerged out of nowhere, yet it already showcases levels of sophistication that garner global attention. Naturally, there are associated risks and challenges. However, the potential for AI, particularly LLMs, to revolutionise information management within organisations is undeniable. It is imperative that we collectively contemplate and comprehend how to leverage this technology for swift, efficient, precise, and secure record management, given its rapidly increasing impact.

If you need help with digitising your information and records, we are here to provide our support.

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