



IGFOA ANNUAL CONFERENCE

Moving into the Future with Purpose

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Automation and AI: Use Cases and What's In It For You

Presented by: Mitch Thompson, Director,
CliftonLarsonAllen LLP

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Introduction



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Mitch Thompson - CLA

Learning Objectives

At the end of the session, you will be able to:



Recognize the basics of AI and automation in finance



Recall comprehensive insights of how AI and automation technologies work, specifically in the context of accounting and finance



Review a range of practical use cases of AI and automation in financial processes



Recall how implementing AI and automation can significantly improve efficiency, reduce errors, further organizational mission, and improve the lives of the workforce



Identify ways your organization can adapt and stay ahead in this rapidly evolving field, including strategies for implementation and overcoming potential challenges

Basics and Definitions

Data and Business Intelligence

- **Data** is the raw, unprocessed facts and statistics collected together for reference or analysis. In government, it is anything quantifiable and measurable, such as budget numbers, crime number, population demographics, and EMS statistics as examples. Data is the foundation to gain knowledge to make strategic decisions. Data is neutral and must be processed and analyzed to create value.
- **Business Intelligence** are the tools, technologies and methodologies used to collect, integrate, analyze and present the data as business information. BI is to help make better decisions through the transformation of data into actionable knowledge. This is done through visualization, analysis, historical and predictive trending, and performance management.

Automation

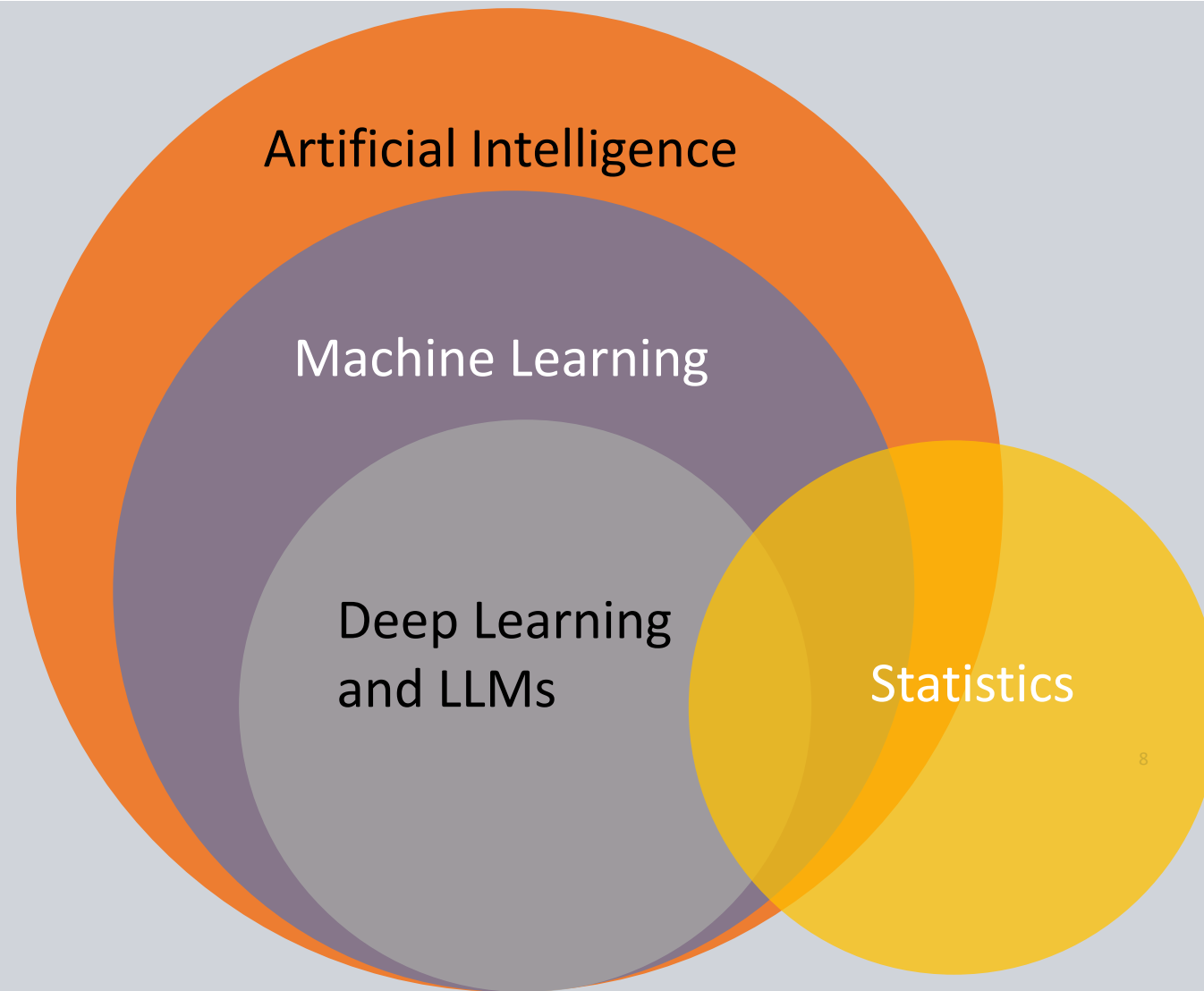
Using technology to reduce human intervention to a minimum.

Misconceptions

- Unemployment
- Only impacts low-skill jobs
- Automation is always the best option
- It's quick and easy
- It's unbiased



What is Artificial Intelligence?



What is GPT?



GPT is a kind of Large Language Model: Able to generate novel, human-like text, write code, and create datasets



Goal of GPT project was to create chat agent that can interact conversationally, generate coherent, relevant content, answer follow up questions.



Trained on websites, books, and online material.



Human AI trainers helped GPT models provide more desirable outputs via reinforcement learning.



OpenAI released ChatGPT November 2022



Many updates and other new generative AI apps & services

AI Today – Audience Participation

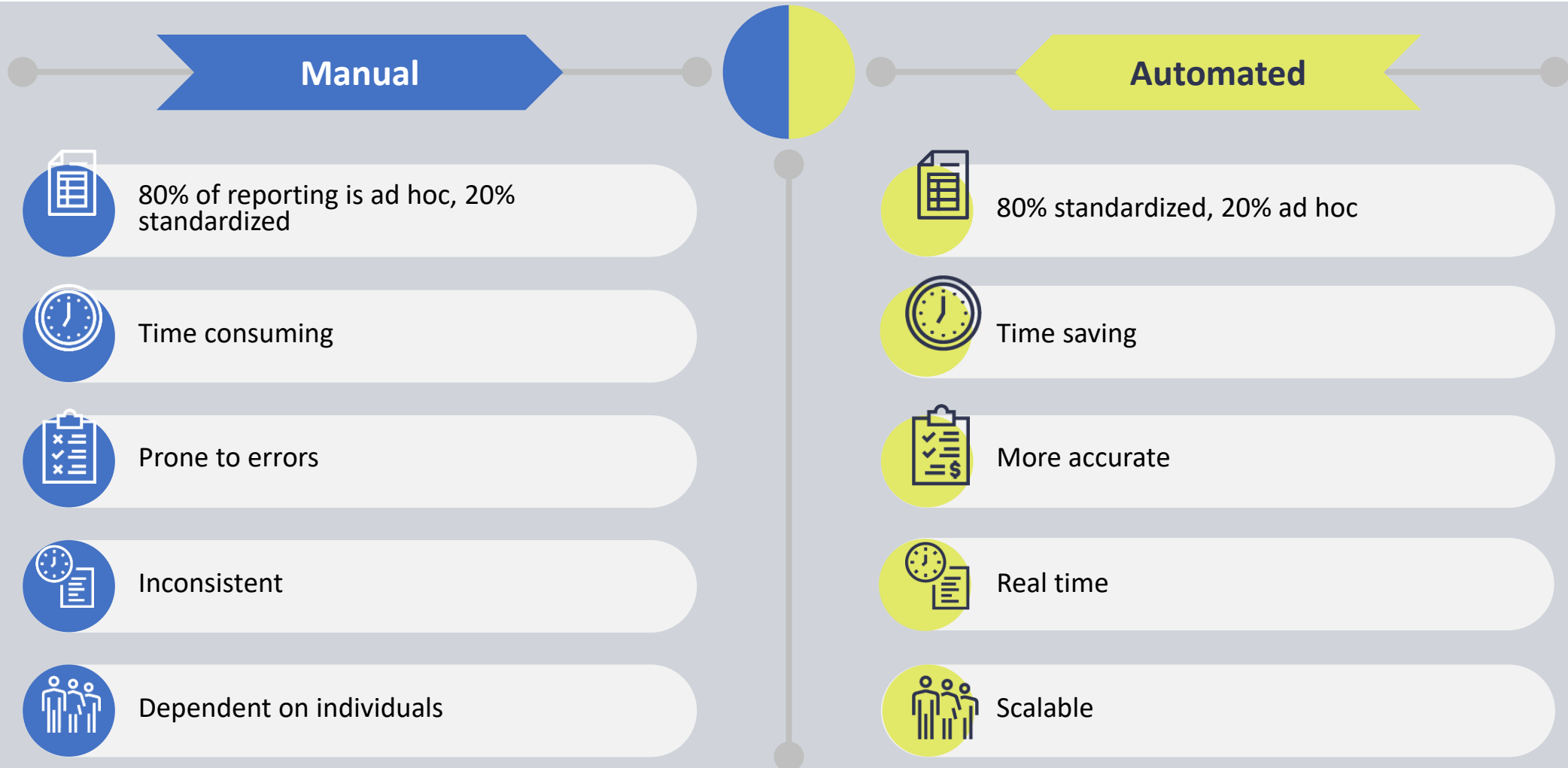
Can you give examples of AI in your daily personal or professional life today?

Scan QR code and send answers!

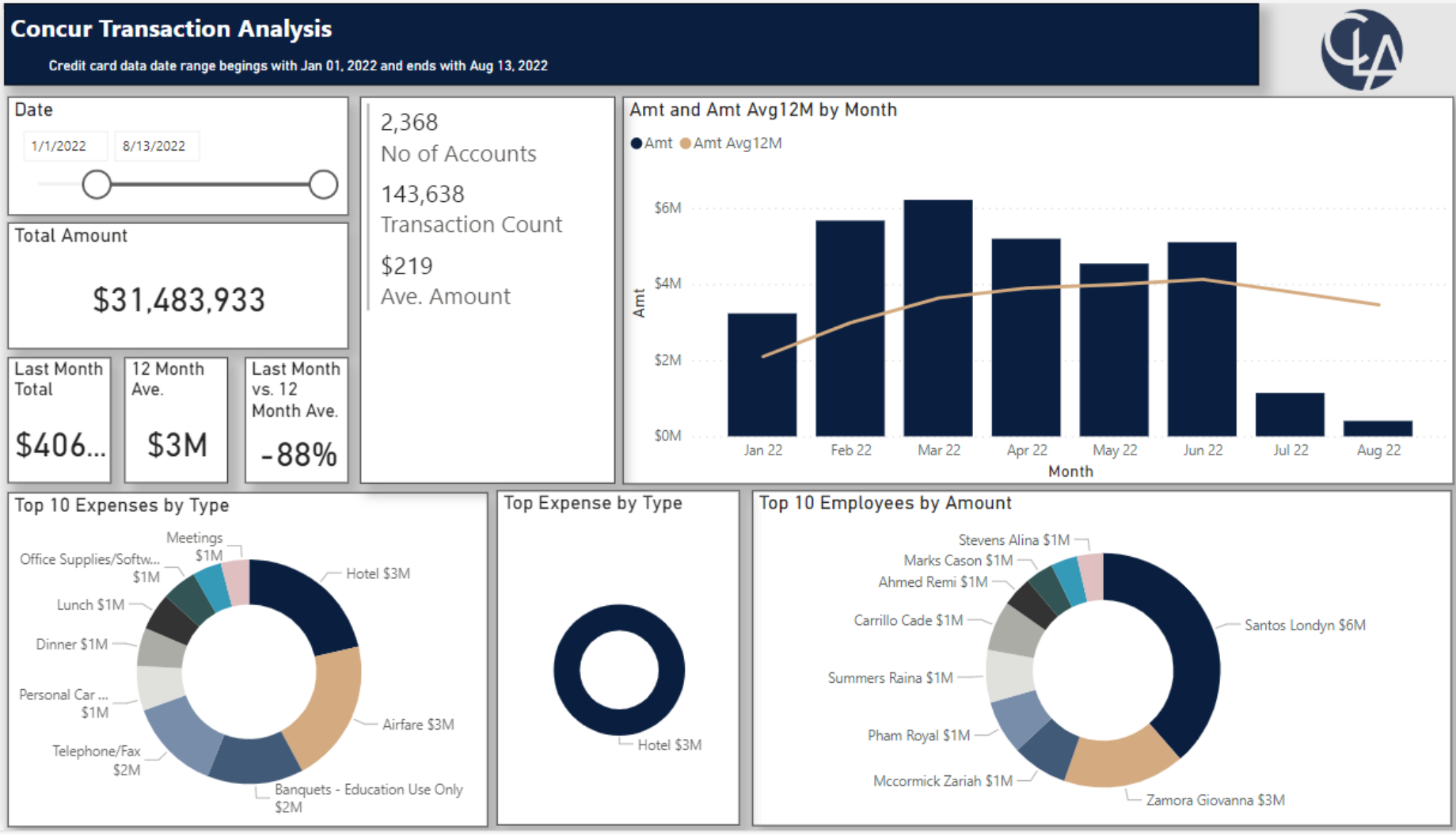


Use Cases

Manual Vs. Automated Reporting



Expense Reporting Analysis



Machine Learning



Forecasting demand for public transportation



Improving energy efficiency in public buildings



Personalized communication to donors



Volunteer matching to project needs from skills, preferences, and availability

Deep Learning



Analyzing satellite images for urban planning



Enhancing public safety through surveillance video analysis



Speech recognition for accessibility with voice-activated controls and transcribing services



Predictive analytics for program success improving allocation of resources

Large Language Models (LLM)



Automating responses to public inquiries in multiple languages



Analyzing public feedback on policies

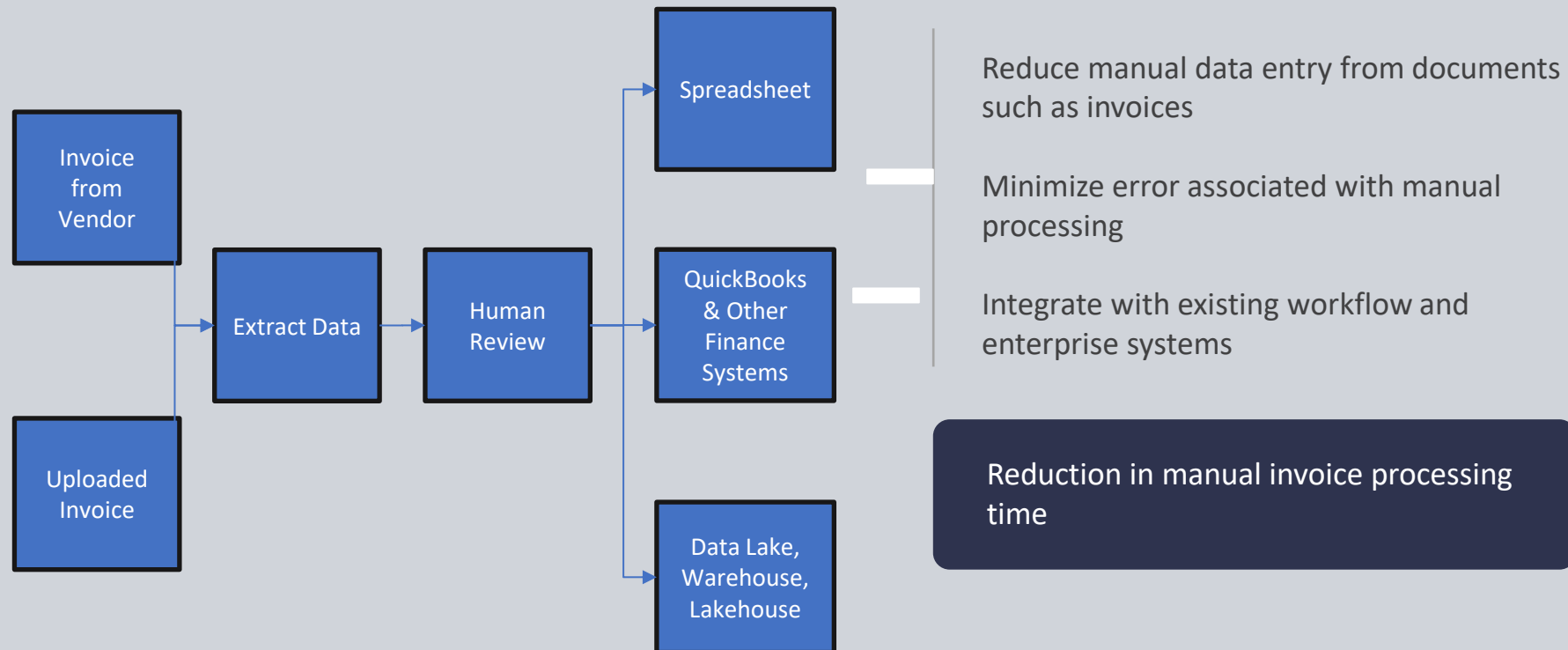


Automating large bodies of content for conversational retrieval

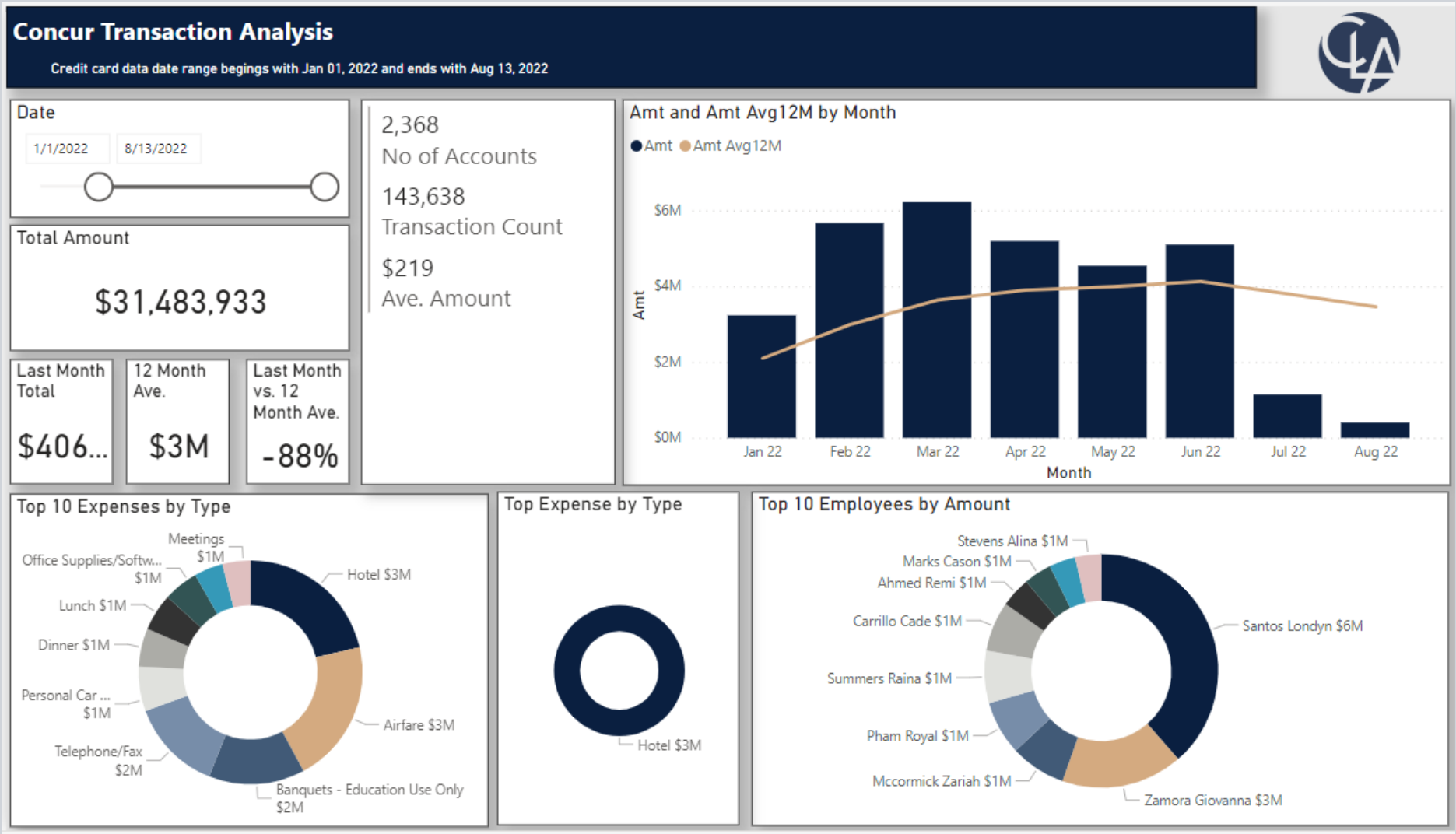


Automated grant proposal review, summarizing key points and alignment with programs

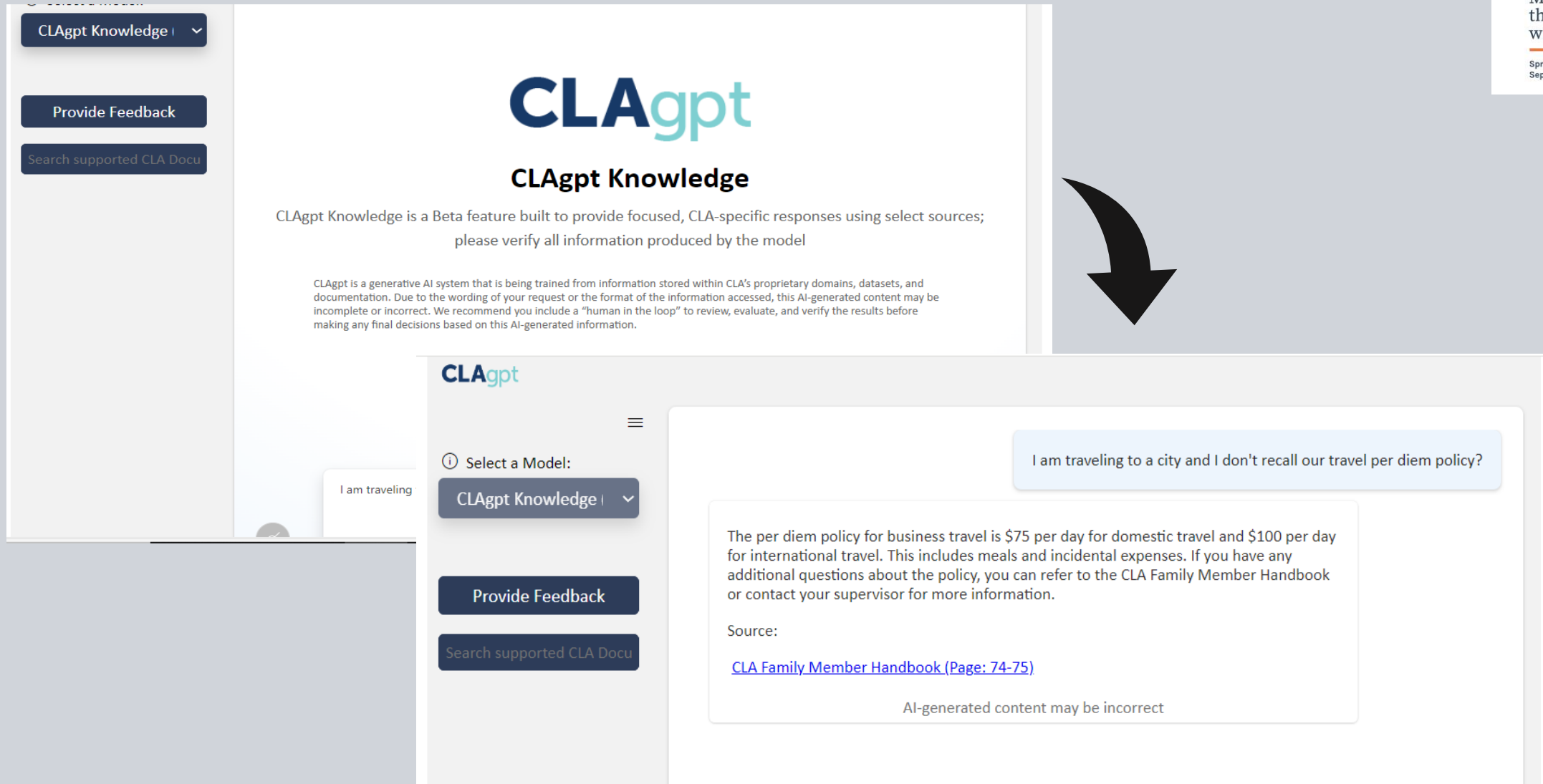
Use Case Study: AP Automation



Expense Reporting Analysis



Use Case Study: Large Language Models



The screenshot displays the CLAgpt Knowledge interface. On the left, a sidebar contains a dropdown menu labeled 'CLAgpt Knowledge', a 'Provide Feedback' button, and a 'Search supported CLA Docu' button. The main content area features the CLAgpt logo and the title 'CLAgpt Knowledge'. Below this, a text block states: 'CLAgpt Knowledge is a Beta feature built to provide focused, CLA-specific responses using select sources; please verify all information produced by the model'. A disclaimer follows: 'CLAgpt is a generative AI system that is being trained from information stored within CLA's proprietary domains, datasets, and documentation. Due to the wording of your request or the format of the information accessed, this AI-generated content may be incomplete or incorrect. We recommend you include a "human in the loop" to review, evaluate, and verify the results before making any final decisions based on this AI-generated information.'

A large black arrow points from the disclaimer text to a detailed view of the interface. This view shows a user input field with the text 'I am traveling to a city and I don't recall our travel per diem policy?'. The AI response, enclosed in a light blue box, reads: 'The per diem policy for business travel is \$75 per day for domestic travel and \$100 per day for international travel. This includes meals and incidental expenses. If you have any additional questions about the policy, you can refer to the CLA Family Member Handbook or contact your supervisor for more information.' Below the response, the source is cited as 'Source: [CLA Family Member Handbook \(Page: 74-75\)](#)'. A disclaimer at the bottom of the response box states 'AI-generated content may be incorrect'.

Benefits, Challenges, Where to Start, Future Trends

Benefits



Improve Efficiency



Improve Accuracy



Improve Organizational
Capabilities



Improve Employee
Satisfaction

Challenges



Data accuracy



Bias



Security



Trust but Verify



Know the source



Fear of use of
available tools

How to Get There



Assess current state



Data strategy



Develop a roadmap



Short-term and long-term objectives



Internal working group



Test the technology



Educate yourself!

Future Trends



- It's not going away
- Speed of growth will continue to expedite
- Controls?
- There will be many models to choose from
- The use cases will become endless

A photograph of a man in a white shirt, seen from behind, raising his right hand in a classroom or meeting setting. Other people are visible in the background, also seated. The image has a blue tint and a semi-transparent orange text overlay.

Questions

Thank You!



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*Scan to
Schedule a
Meeting*

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