



# GenAI and the Latest Trends: An Agentic Approach

Insights from an Exacaster experience

2024-06-26

[www.exacaster.com](http://www.exacaster.com)



# Lets meet



## Justas Jankūnas

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### Background

A data analytics professional with 10+ years of work experience. Over these years, he has acted in various roles from an analyst up to middle management. For the past 2+ years been leading an analytics team working on CVM and AI/ML projects as well as operational support in Telco area. Currently focusing on AI/ML and GenAI.

### Areas of Expertise

- Generative AI
- Data Science
- Business Intelligence
- Data Modeling
- Management Consulting (IT and Data)

### Industries

- Telco
- Retail
- Education
- Money Transfer (remittance)
- Car-sharing, Health-care and many more

### Certification

- PRINCE2® 2017 Foundation & Practitioner (2020)
- AWS Certified Cloud Practitioner (2023)

### Education

- Master of Mathematics (Vilnius University)
- Bachelor of Mathematics (Vilnius University)

# Today's goal: learning about GenAI and intro to Agentic approach

- 1 Introduction to Exacaster
- 2 What is (and is not) Generative AI
- 3 Adopting GenAI for the first time
- 4 Generative AI – Agentic approach



**Who**  
**~~What~~ is Exacaster?**

# Exacaster – 80+ employees international team



*Our purpose*

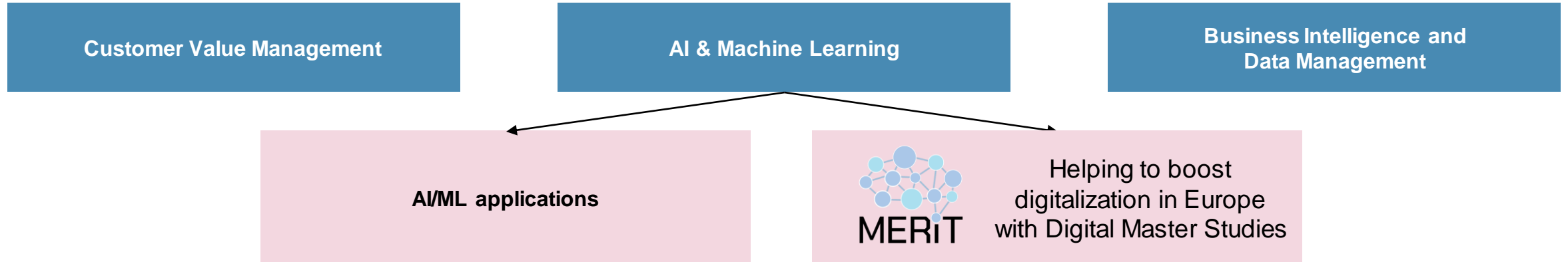
We empower the world to use data for good and create impactful change

*Our values*

- Ownership
- Growth
- Open communication
- Customer obsession
- Meaningful relationships

# Exacaster specializes in Customer Value & Data Management and AI solutions for large consumer enterprises

## Our Products and Services Portfolio



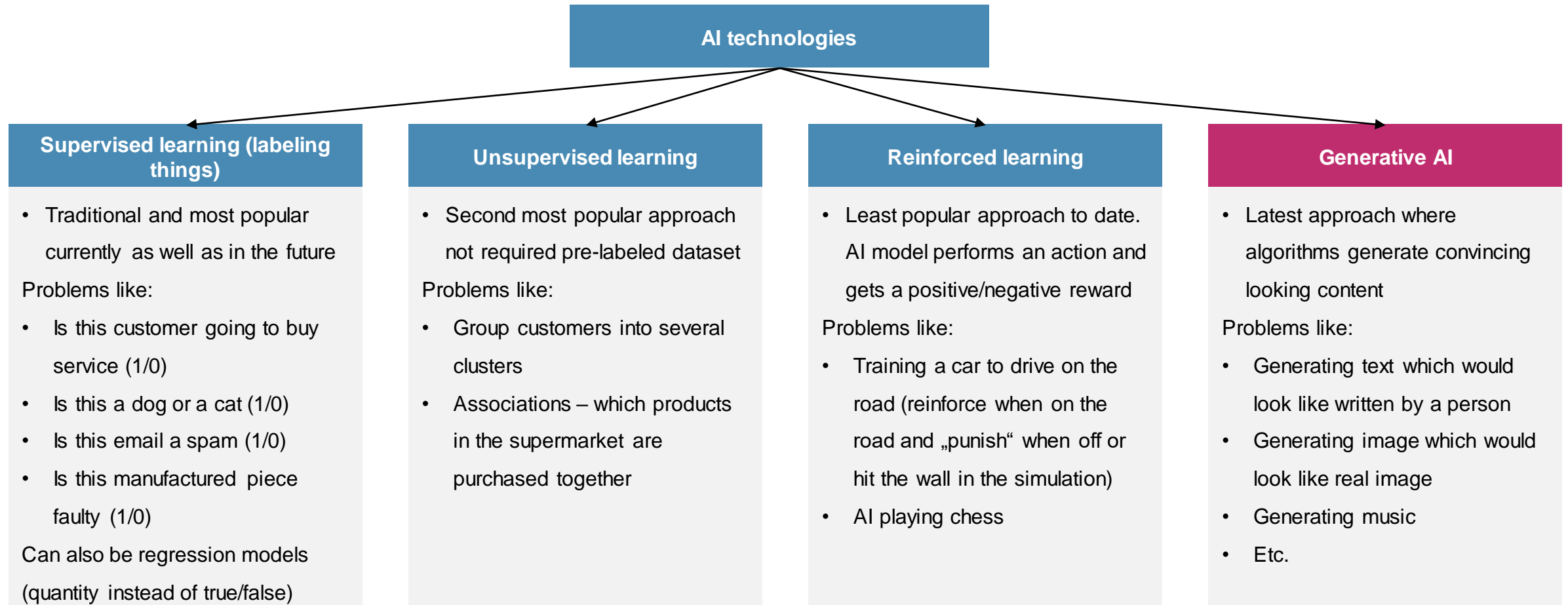
*Long-term collaboration model, top customers are with us for 10+ years*

## 26 enterprise customers globally



# What is (and is not) Generative AI

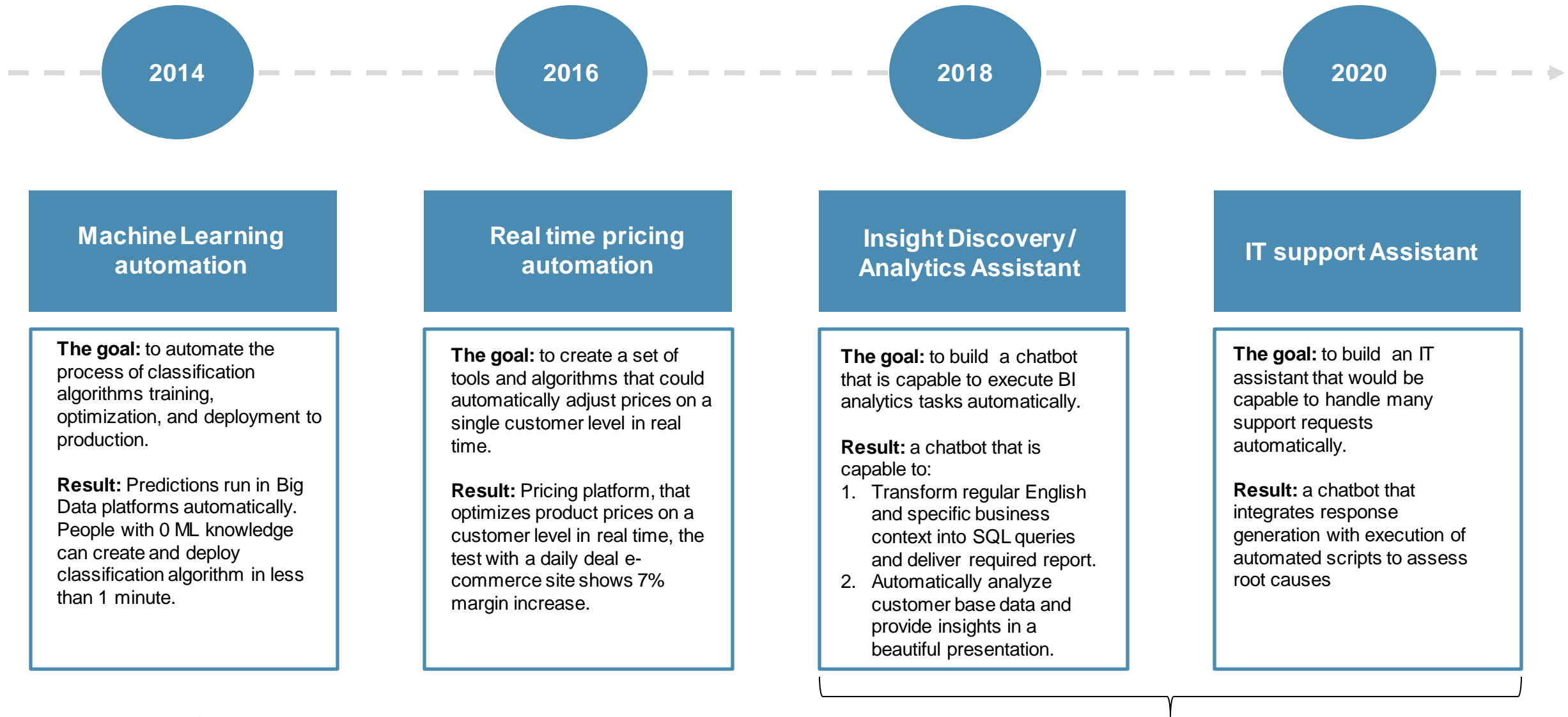
# GenAI: is it the right right solution for your problem?





# Things to consider when adopting Generative AI for the first time

# Exacaster has 10+ years experience in applied AI/ML including R&D stage concepts



# Since GenAI is in early stage, we provide services aiming to answer questions on GenAI adoption

## GenAI specific topics to think about





Selecting the right tech stack

Choosing the foundation model

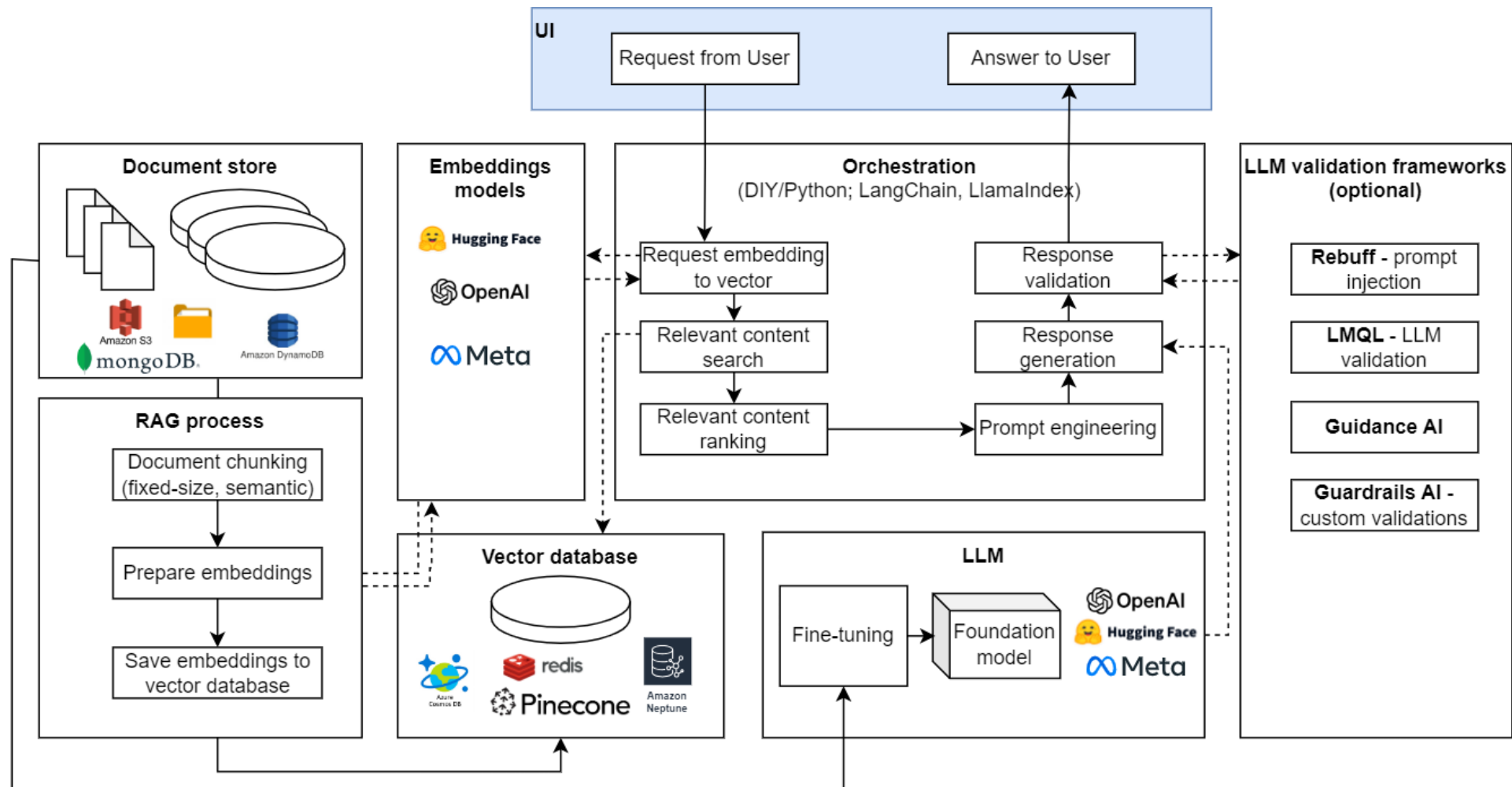
Evaluating costs

Available data for finetuning and it's sensitivity

Potential business impact by introducing GenAI

Stage	Activities	Deliverables
 <p><b>GenAI consulting</b> Requirement's analysis and solution design</p>	<ul style="list-style-type: none"> <li>• Requirement gathering and analysis for a GenAI solution</li> <li>• Available information analysis</li> <li>• Initial solution and architecture design</li> </ul>	<ul style="list-style-type: none"> <li>• Document covering key requirements, data &amp; solution design</li> </ul>
 <p><b>Infrastructure</b> Platform set-up for GenAI model</p>	<ul style="list-style-type: none"> <li>• Required infrastructure set-up if local and/or cloud infrastructure is used</li> <li>• LLM model and related components set-up (e.g. Vector embedding for RAG)</li> </ul>	<ul style="list-style-type: none"> <li>• GenAI platform components configured</li> </ul>
 <p><b>GenAI processes</b> Develop processes using internal data and GenAI models</p>	<ul style="list-style-type: none"> <li>• Prompt engineering to achieve desired output</li> <li>• Retrieval augmented generation implementation</li> <li>• Foundational model fine-tuning</li> <li>• Agentic approach implementation</li> </ul>	<ul style="list-style-type: none"> <li>• GenAI model fine-tuned and trained with additional knowledge</li> </ul>
 <p><b>Operations</b> Daily monitoring, maintenance and support</p>	<ul style="list-style-type: none"> <li>• Platform and process monitoring</li> <li>• Operational support</li> <li>• Constant process improvement</li> </ul>	<ul style="list-style-type: none"> <li>• GenAI model running in production</li> </ul>

# We recommend focusing on POCs and quick iterations on typical GenAI architecture for rapid testing



# Generative AI – Agentic approach

# Latest trends in Generative AI – agentic workflows – what is that?

## Traditional (zero-shot) prompting

- Write an essay on topic X



Single iteration  
to generate

## Agentic workflow

- Write an essay on topic X
- Prepare an outline for an essay on X
- Do you need any web research for any of the outline subsections?
- Write a first draft for each section in an outline
- Revise each section with having previous/next sections in mind
- ...

# Agentic approach patterns

## Reflection

- The LLM checks own work to improve it.  
*e.g. Edit already written text, check if code runs without problems*

## Using external tools

- The LLM is given tools (usually through APIs) such as web search, weather information, code execution, or any other function.  
*E.g. what is the weather today in Vilnius?*

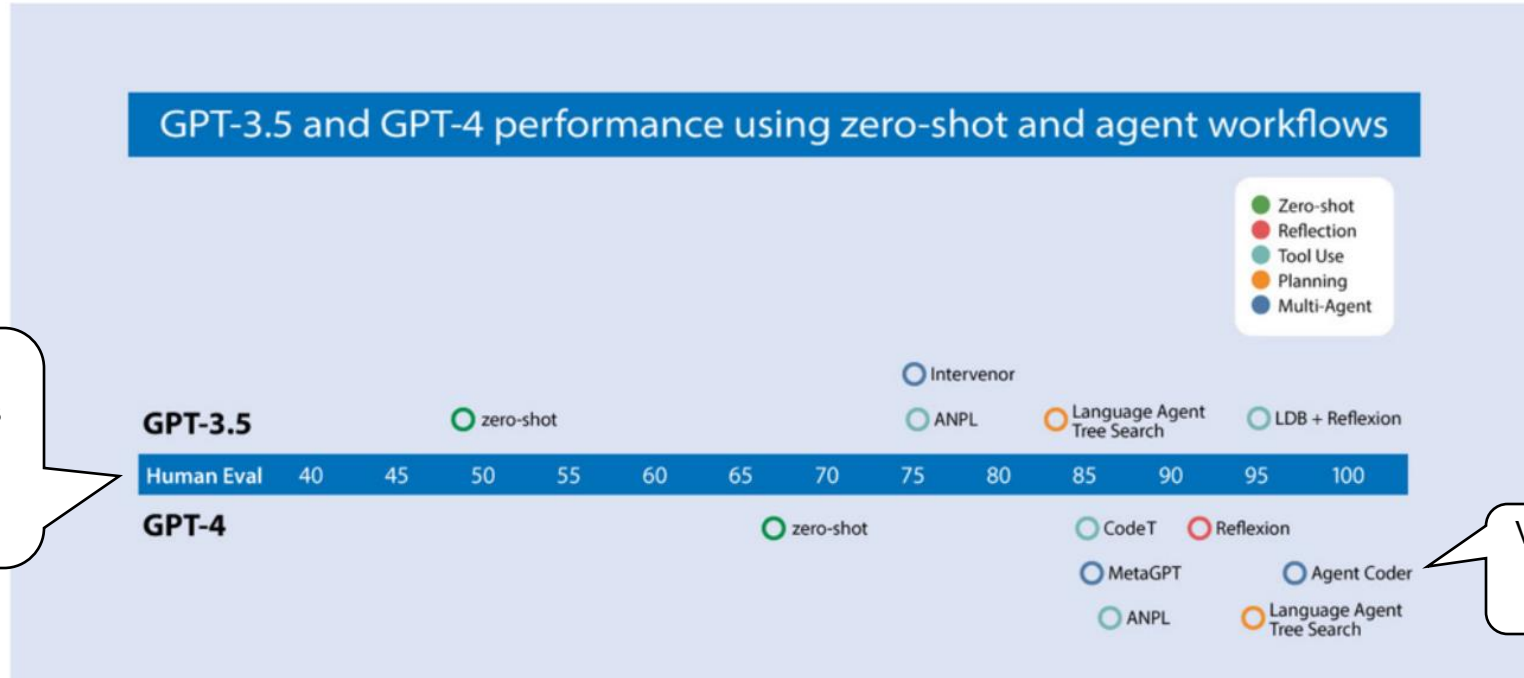
## Planning

- The LLM comes up and executes, a multistep plan to achieve a goal.  
*E.g. 1. writing an outline for an essay 2. doing online research 3. writing a draft 4. ...*

## Multi-agent collaboration

Using different type of agents together, e.g. First planning agent, then tools agent, then regular prompt and after the reflection step to check own mistakes.  
*E.g. A team of Assistants based on LLMs where each has a different role, iterating and working together. (gpt-researcher by assafelovic is a famous example)*

# Is Agentic approach really that powerful?



Human Eval benchmark evaluates correct programming code generation capabilities

Various frameworks already exist by different researchers

- Agentic approach allows using GPT-3.5 to achieve better accuracy than GPT-4.
- Potentially that means GPT-4 together with agentic approach can be more accurate than GPT-5 will be after launch



# Lets connect to discuss your AI/ML journey



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