A new paradigm? How AI is changing business and its hidden costs

Gabriele Pozzetti LSB

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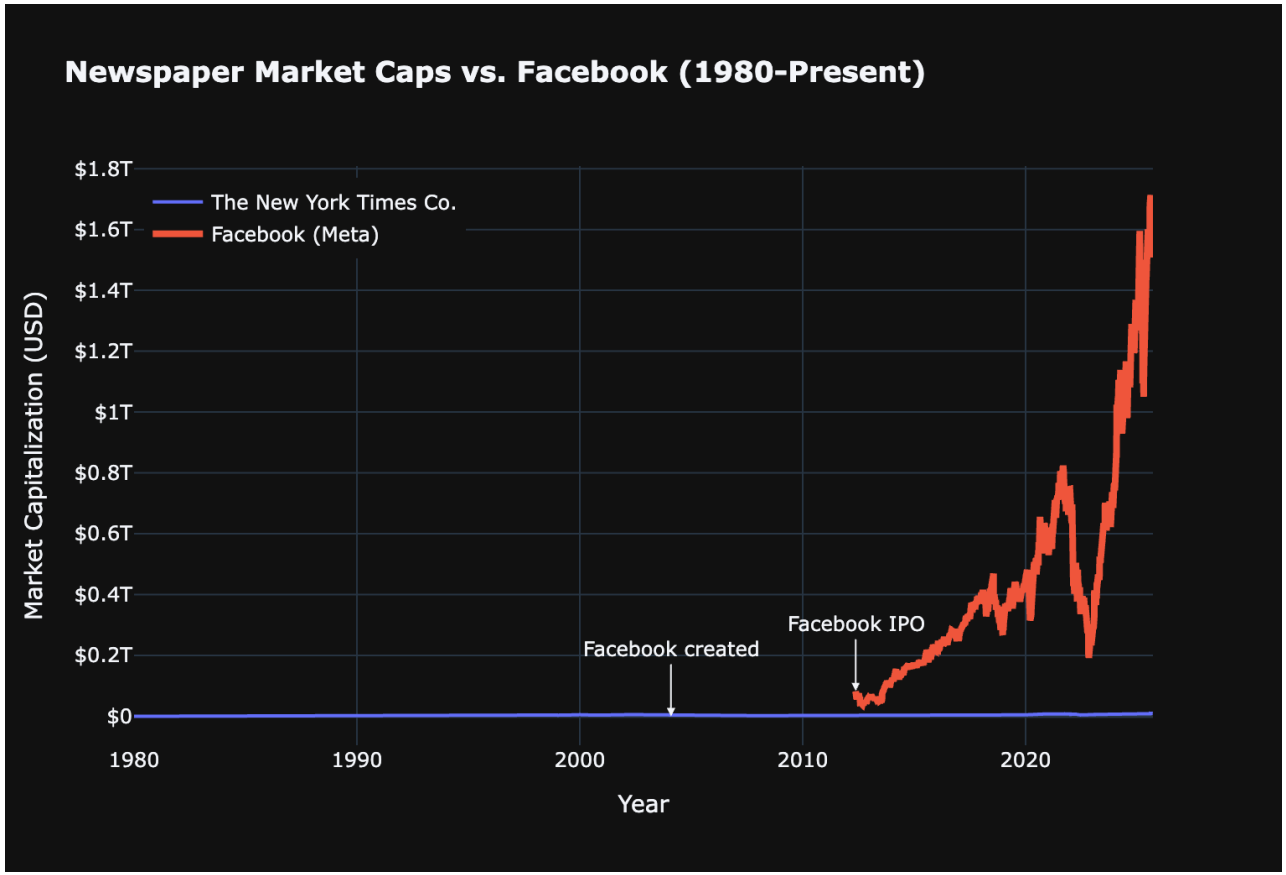
Our business is not about computers



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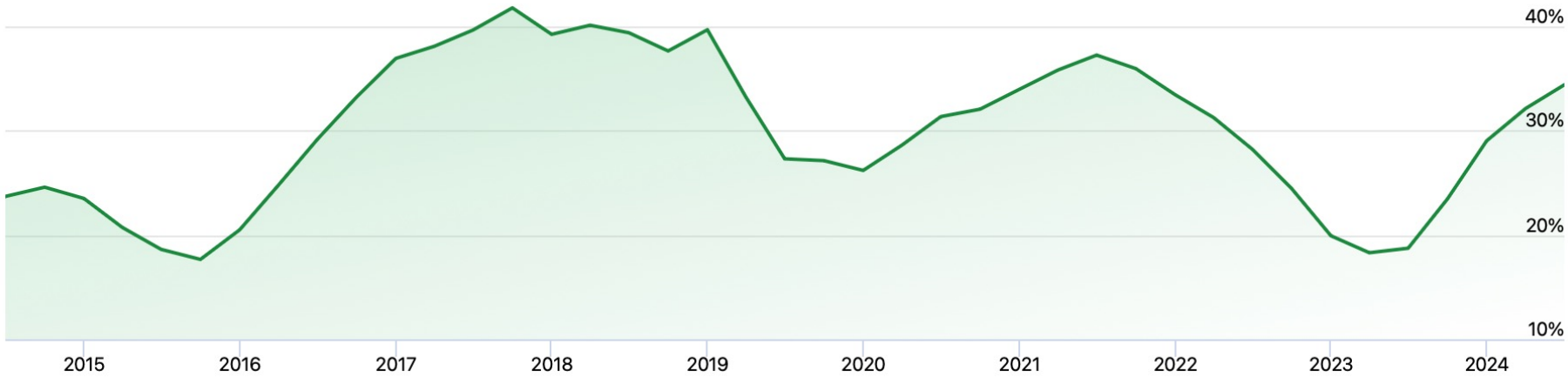
META Net Profit Margin Chart

Meta Platforms Inc (META)

34.34% +45.14% 10Y

Zoom 1Y 3Y 5Y **10Y** 15Y 20Y

Jun 30, 2014 → Jun 30, 2024



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Is data the new oil?

What they told you you have in your backyard

What you actually have in your backyard

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The infrastructure dilemma

(Apparently) Random words you will hear in your digitalization journey…

?

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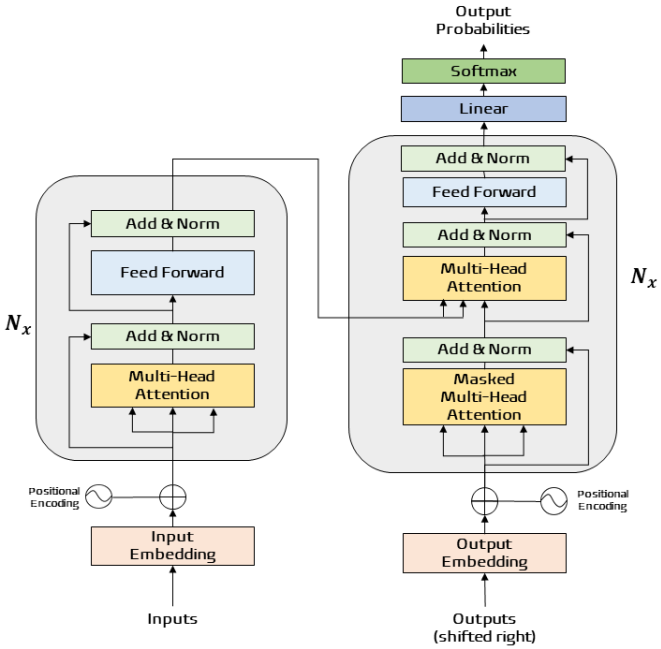
How prediction turns into generation

Enter text:

The dog eats the apples.

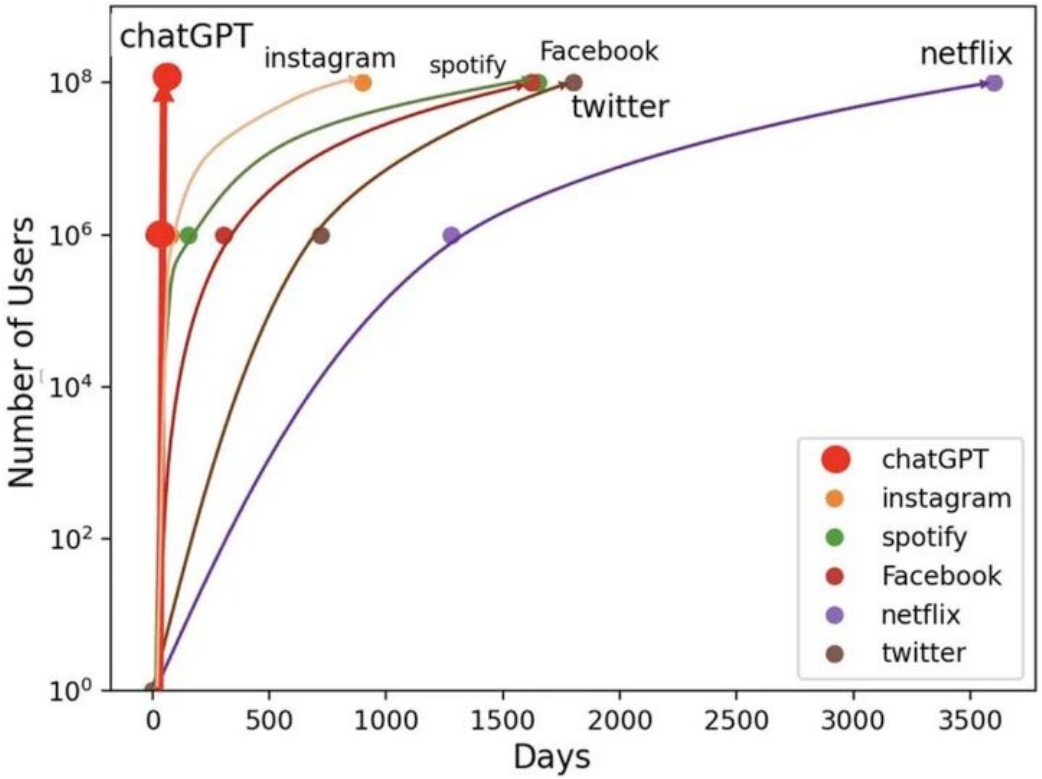
The	dog	eats	the	apples	.
464	3290	25365	262	22514	13

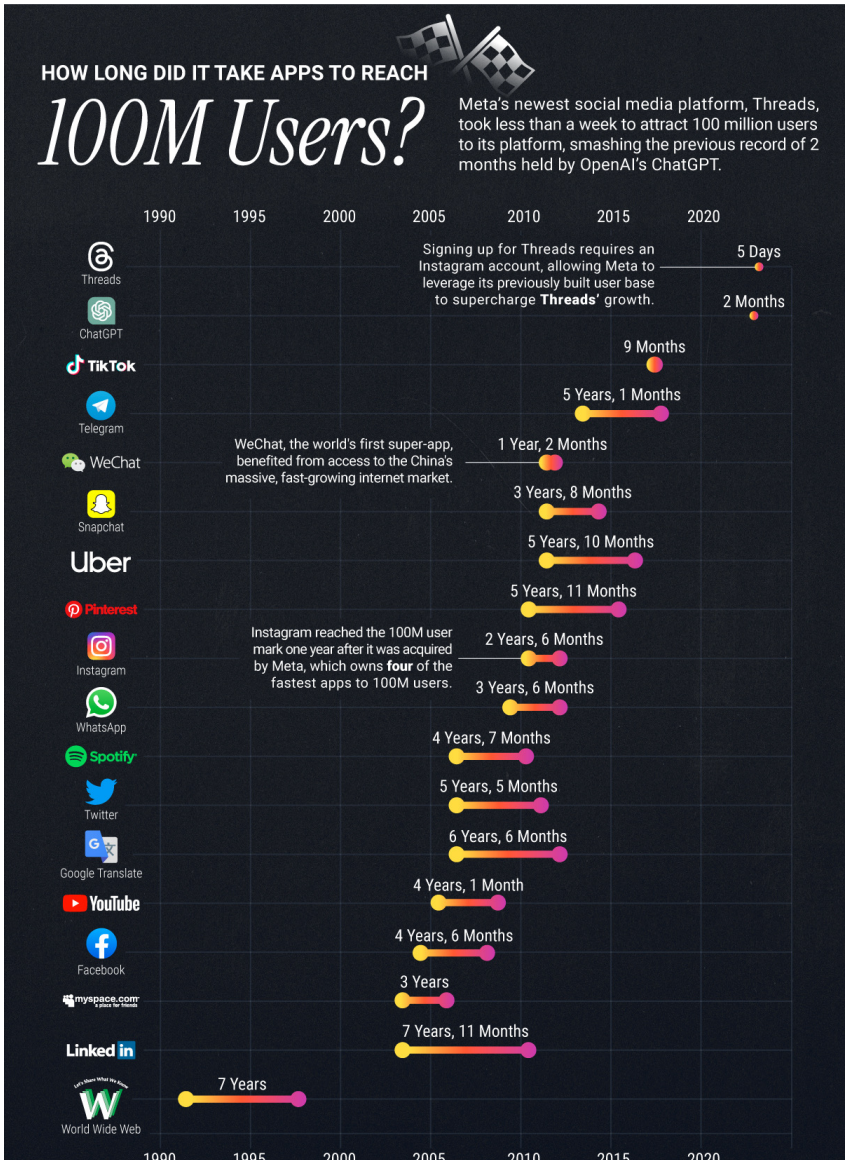
464 3290 25365 262 22514 13



https://arxiv.org/abs/1706.03762

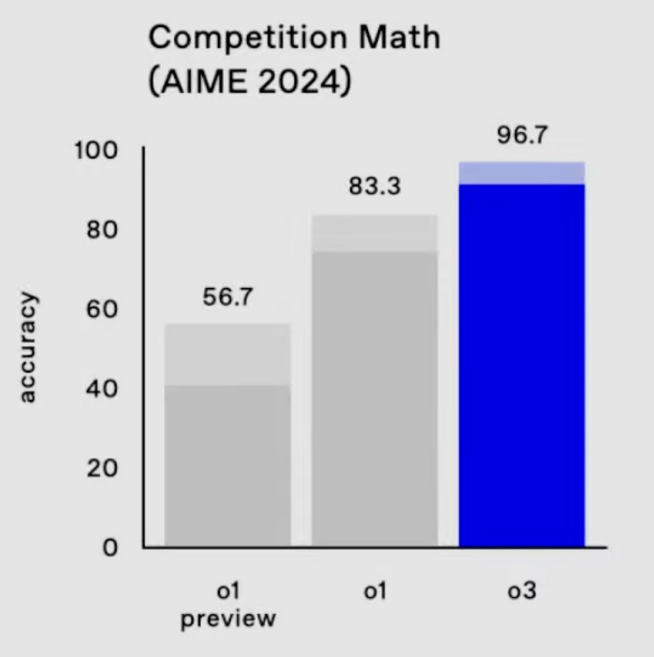
The LLM revolution





LLM and benchmarks, a complex relationship

Not long after, ChatGPT was de-throned by another even faster product.... Do you remember which one?

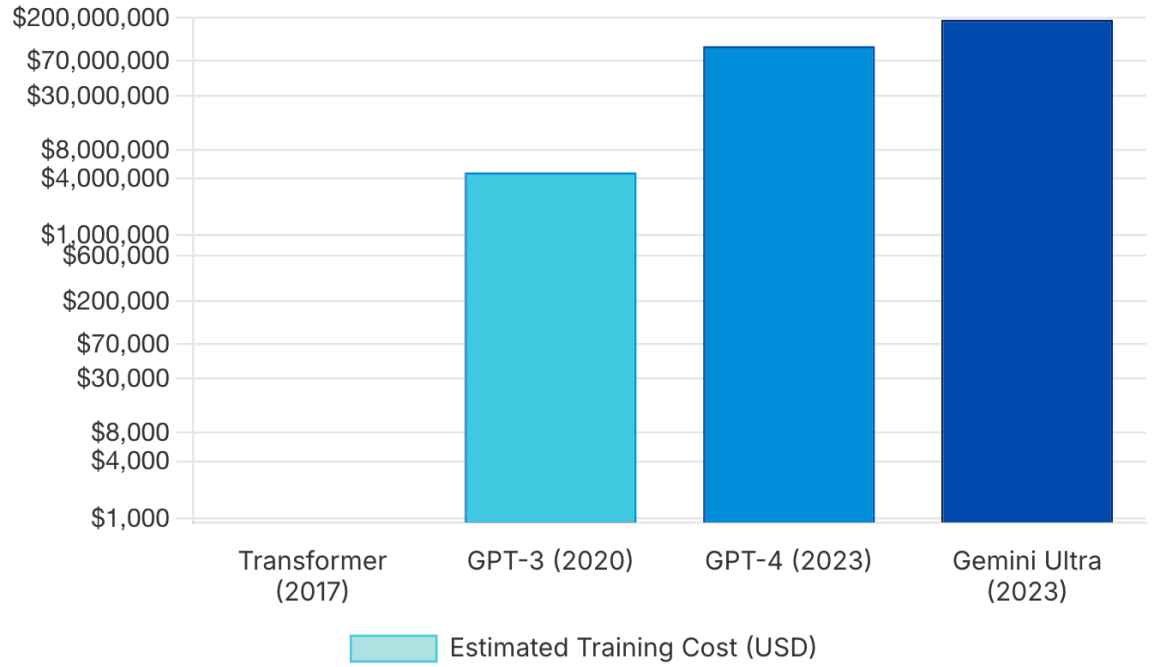


Model 239 / 239	Overall	Hard Prompts	Coding	Math	Creative Writing	Instruction Following	Longer Query	Multi-Turn
claude-opus-4-1-2…	1	1	1	1	1	1	1	1
gemini-2.5-pro	1	2	3	1	1	1	1	1
chatgpt-4o-latest…	2	4	3	13	2	5	4	1
gpt-5-high	2	2	3	1	7	5	11	6
o3-2025-04-16	2	4	3	1	8	6	13	7
claude-opus-4-1-2…	3	2	1	1	1	1	1	1
gpt-4.5-preview-2…	3	5	4	8	1	4	3	1
gpt-5-chat	5	3	3	8	3	5	3	1
qwen3-max-preview	6	4	2	1	7	4	4	3
claude-opus-4-202…	8	4	3	6	2	2	2	7
deepseek-r1-0528	8	8	4	10	8	15	13	14
deepseek-v3.1	8	6	4	1	7	6	5	9
deepseek-v3.1-thi…	8	4	3	1	2	4	1	7
grok-4-0709	8	10	12	1	4	6	8	7
kimi-k2-0711-prev…	8	10	7	13	16	24	22	7
kimi-k2-0905-prev…	8	5	3	-	6	16	12	7
qwen3-235b-a22b-i…	8	4	3	2	9	6	4	7
glm-4.5	10	7	4	7	14	7	8	10

LLMs show how crucial the definition of accuracy is

Continuously beat benchmarks, but their utility is not following the same pattern

Cost of traditional ML vs GenAI



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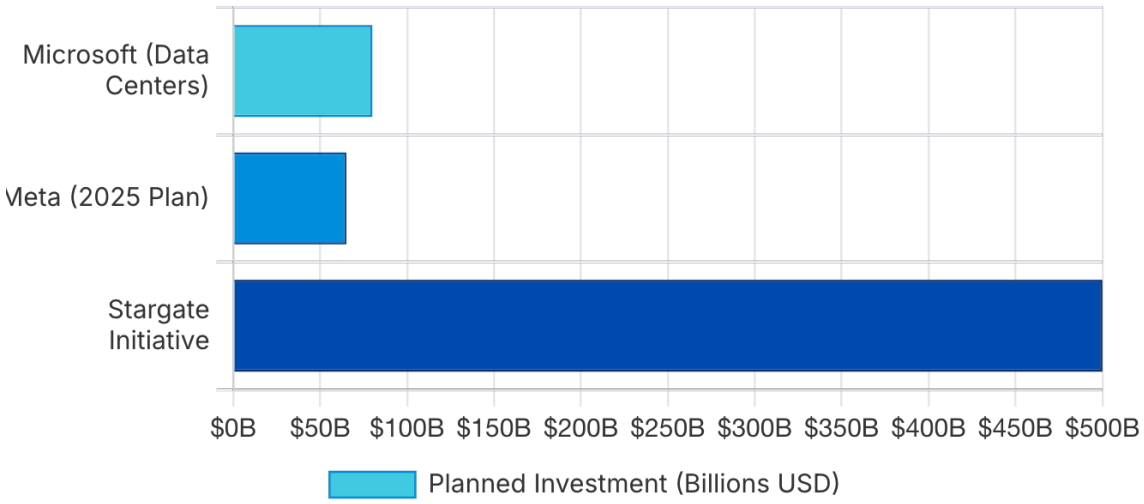
From Opex to capex, back to opex



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