



# Creator Studio

The conversational AI platform that lets you generate any use case

**The modern enterprise typically deploys over 200 SaaS apps company-wide.** This has led to a complex and fragmented experience for employees who are required to learn each of these applications just to get work done.

All those investments in automations, data, and knowledge – yet employees don't know how to reach them.

**Consequently, employees spend an average of five working weeks per year** switching between systems and looking for solutions, and most of these apps only end up achieving a fraction of their full potential. So what do employees do?

They rely on subject matter experts by either creating highly general tickets for them, sending them messages, or sending them emails for help. Experts waste 20-30% of their time conducting manual processes that should be automated.

## Conventional approach

Conventional platforms today need you to take the toolkit approach to building conversational AI use cases.

- **Employee requests can't be scripted.** Toolkits require builders to script out entire conversations, think of an endless list of entities, and predict every single intent – an impossible task.
- **Requires a diverse, highly educated technical team.** Most builders are under equipped to configure the numerous advanced settings required to make a traditional toolkit successful.
- **Intent clashing is inevitable.** Even if builders are able to set up topics and use cases correctly, due to weak underlying NLU models, intents will begin to clash soon after ten or more use cases are built.

## The Moveworks advantage

Creator Studio enables for anyone on your team to generate conversational AI use cases in just minutes, not months.

- **Generate fluid and dynamic conversations.** Using three unique workspaces – Paths, Queries, and Events – create custom conversations that automate your highest employee issues across the enterprise.
- **Deploy use cases in minutes using generative AI models.** Powered by GPT-3, MP-Net, and FLAN-T5, Creator Studio does all the heavy lifting for you – no ML PhD required.
- **Develop unlimited use cases at scale.** You will never have to worry about intent clashing again by using Moveworks' grounded large language models fine-tuned to enterprise language.

“Creator Studio dramatically reduces the time and effort required to create conversational AI experiences. We can build dozens of use cases in a matter of hours, compared to several weeks with more traditional approaches, like building out GUI-based apps.”

—Walter Starke, IT Technical Supervisor, Coca-Cola Consolidated

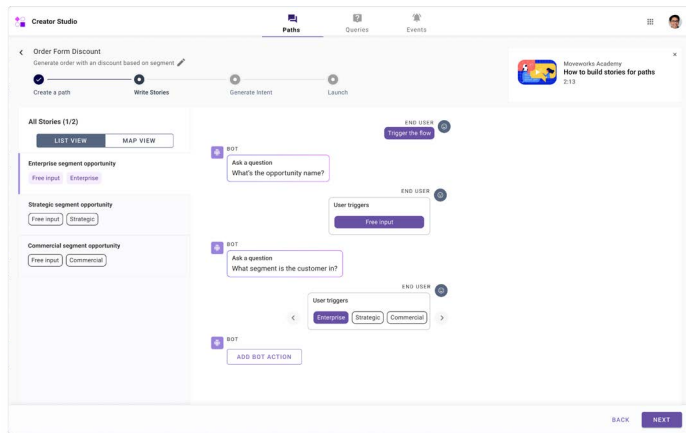
# Build enterprise-wide use cases across any department

- Sales**  
Turbocharge Revenue Generation
- Finance**  
Streamline Finance Operations
- Marketing**  
Accelerate Pipeline Generation
- Supply Chain**  
Reduce Transportation Costs
- Engineering**  
Accelerate Commit Frequency

## Features and functionality

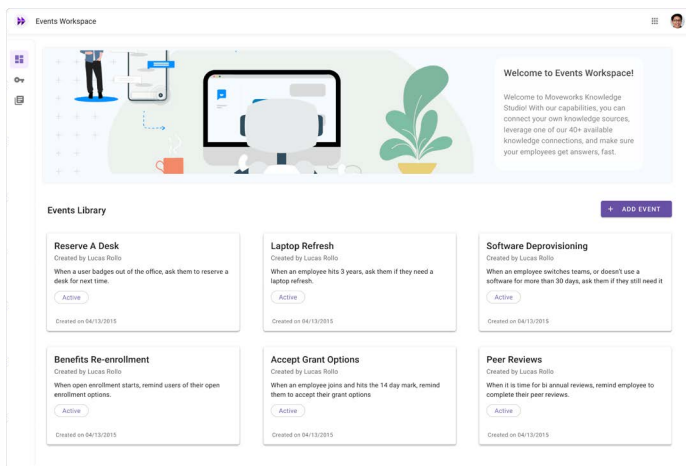
### Paths Workspace

Paths offers your service owners and developers the ability to create fluid yet highly controlled conversations. Using generative AI, Paths leverages expert and agent notes as input and produces conversation stories as output — rapidly improving time-to-value for any use case. Help your employees surface an answer, kick-start a workflow, or be directed to another resource.



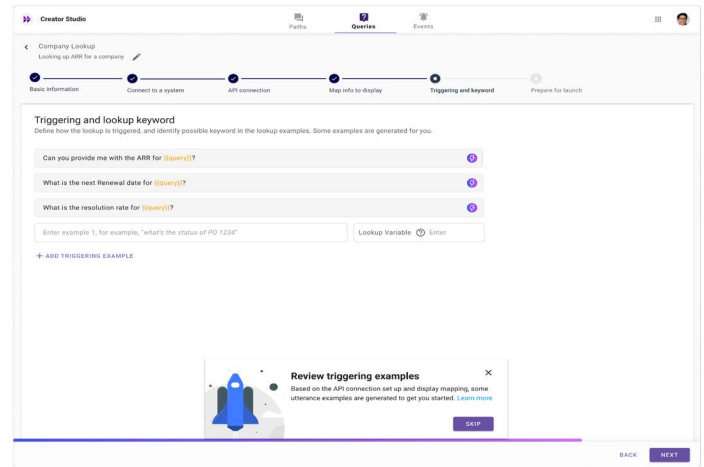
### Events Workspace

Events keeps your business running more smoothly than ever, allowing your service owners and developers to surface business critical, actionable alerts for employees — ensuring they never miss a notification again. Save time, reduce costs, and turbocharge productivity for your employees.



### Queries Workspace

Queries enables your service owners and developers to provide employees access to any system, in any department, in any language. Supercharge your employees' efficiency so they can concentrate on their work, not on navigating the dozens, if not hundreds, of systems across your enterprise.



### Creator Studio Analytics

Enable discussions for each workspace about the overall impact of use cases with stakeholders, optimize use case engagements, and understand what works best for employees.

