



AI in Action: Practical Gen AI Tools for Internal Auditors

March 26, 2025



BEFORE WE GET INTO THINGS...

If you would indulge me for 3 minutes...





AUDIT INNOVATE CONNECT!

AI in Action: Practical Gen AI
Tools for Internal Auditors



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March 26, 2025

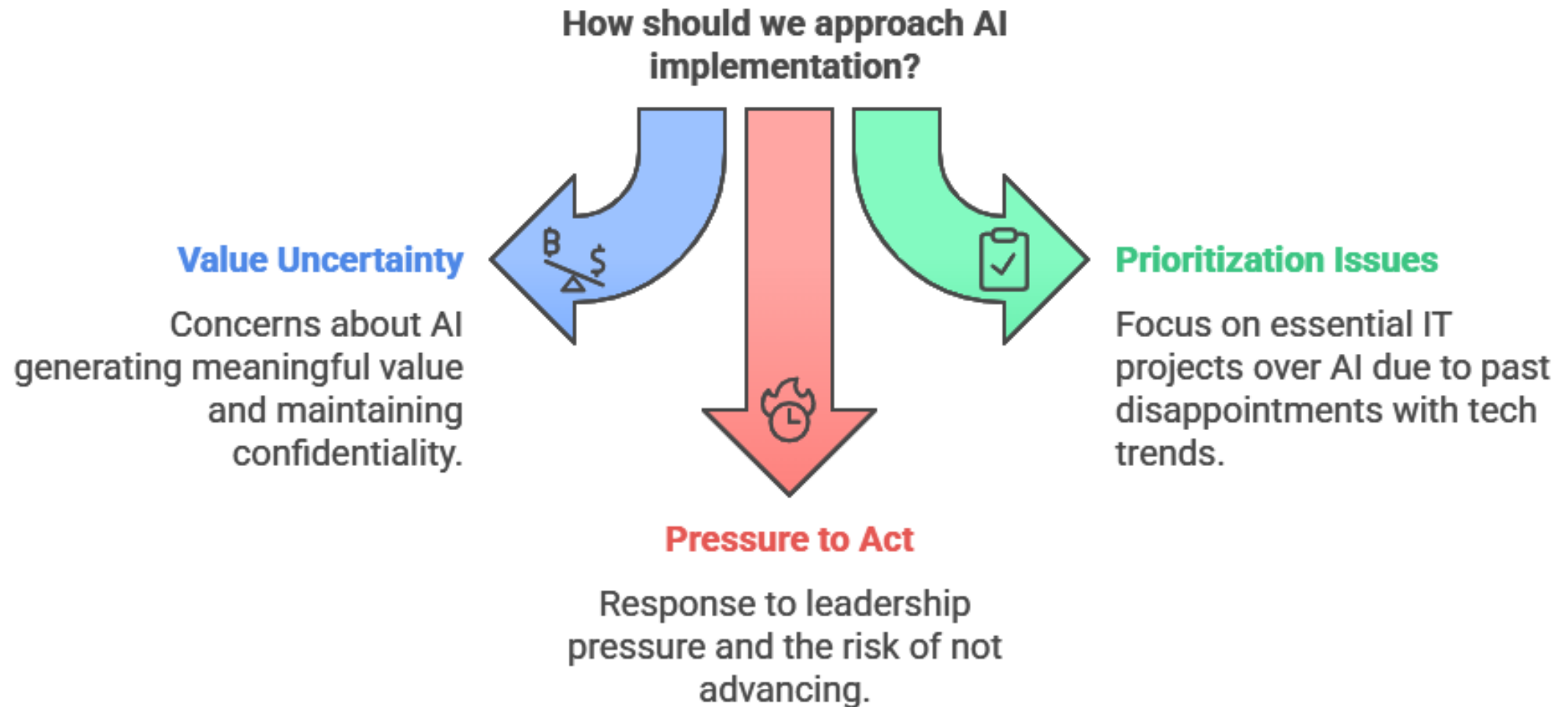
Our Time Together Today Will Discuss Practical Questions Many People Have

1. What Are Organizations Really “Doing” With Artificial Intelligence?
2. What are Practical Things GenAI Does?
3. Why Am I Now Seeing and Reading About AI Everywhere?
- 4. *Live Demonstrations!***
5. What Steps Should Your Organization Consider Next With AI?

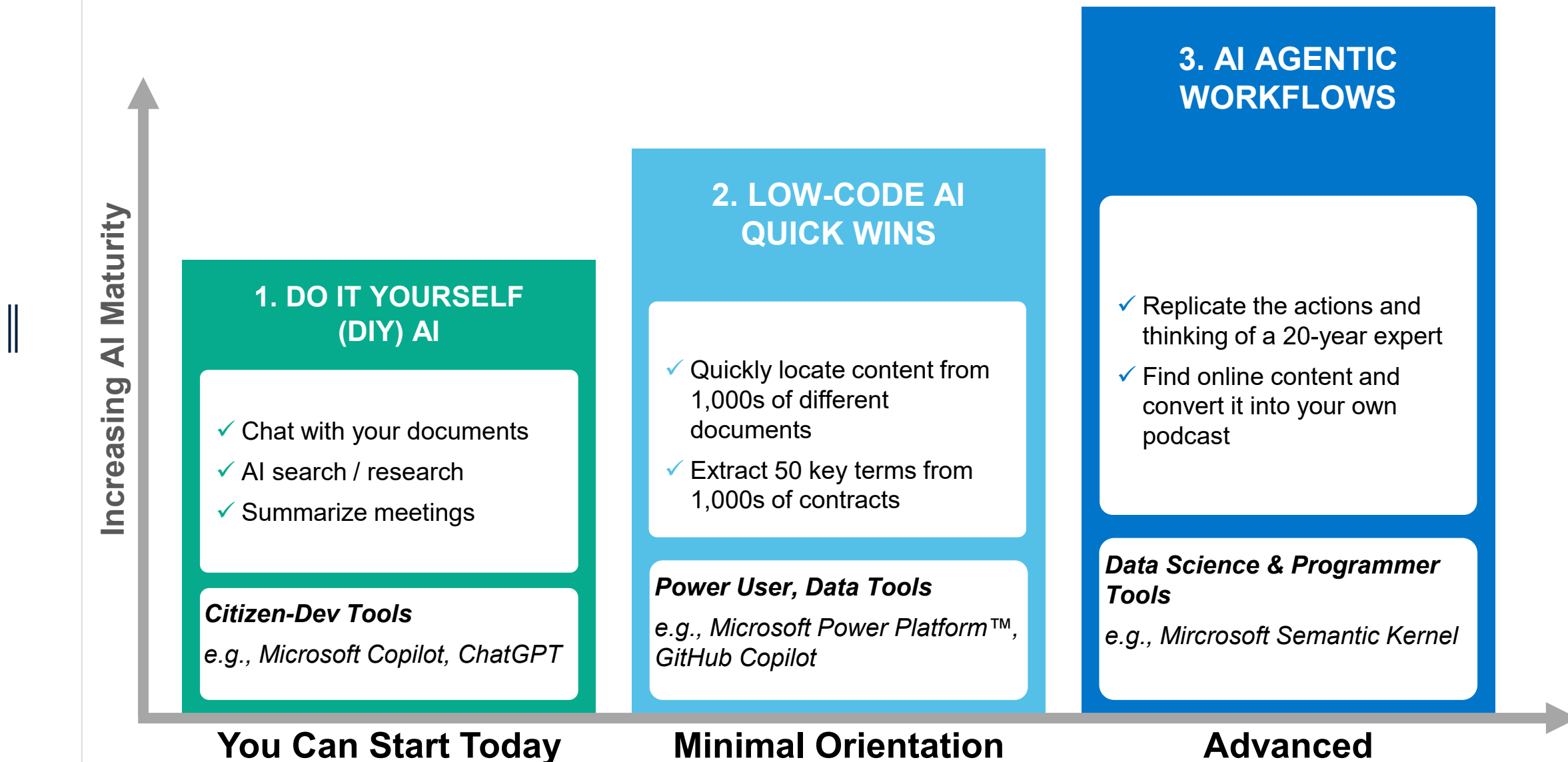


What Are Organizations Really “Doing” With Artificial Intelligence?

Organizational Leaders Share Recurring Themes With Us When It Comes to AI



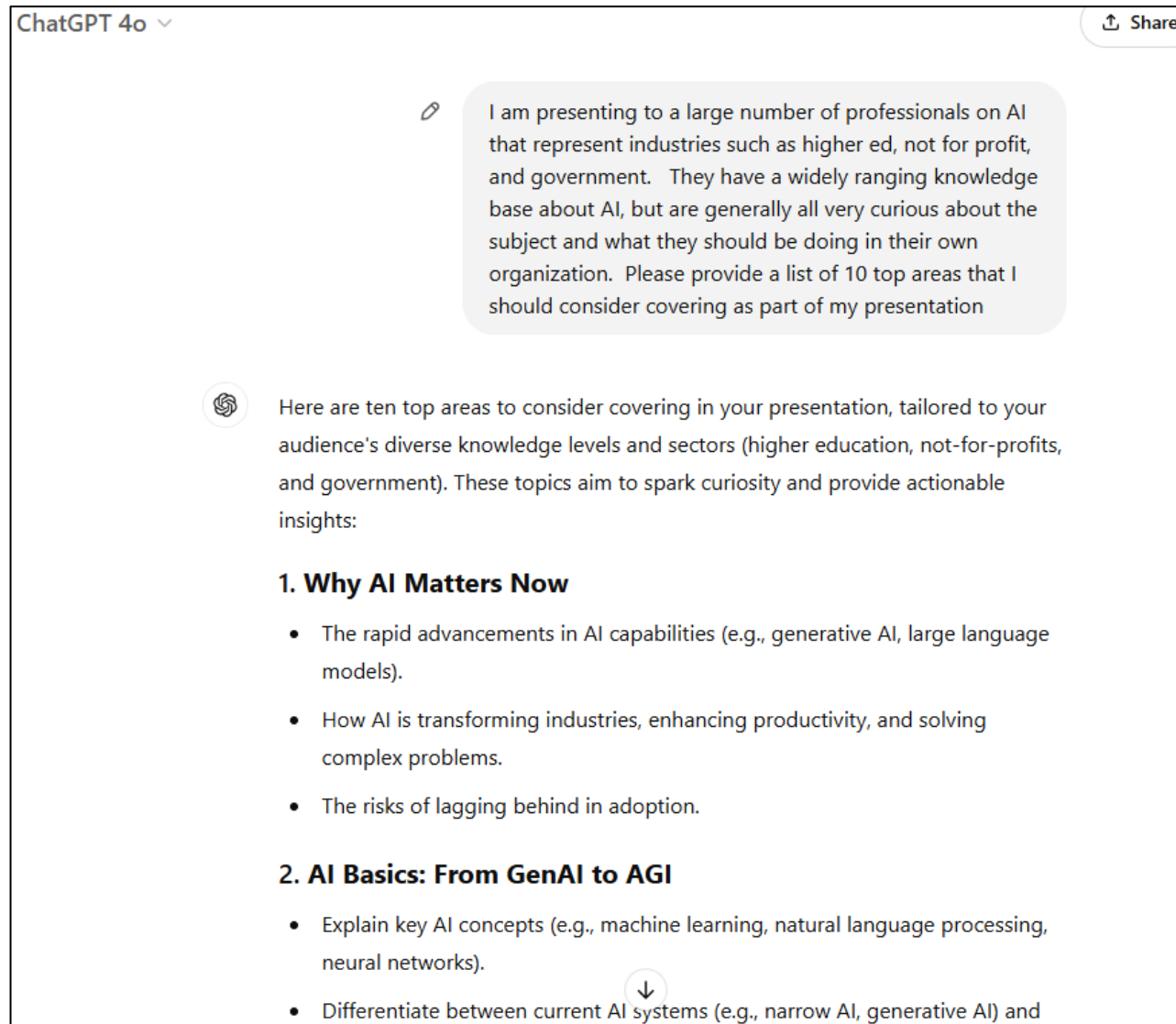
There Is a Very Wide Degree of Sophistication and Impact When Introducing AI Into Your Organization





WHIRLWIND TOUR: What are Practical Things GenAI Does?

Whirlwind Tour: Generate Content



Creates a great first draft


- Prime
- Prompt
- Engage

Or, talk to an expert on everything:




Whirlwind Tour: Recap Documents

ChatGPT 4o


PSS - DHS public sector AI playbook - ...
PDF

I'm with a Higher Education organization. Please summarize the key takeaways of this document in 200 words or less so I can send it to our department heads



The **DHS Playbook for Public Sector GenAI Deployment** provides a structured approach for responsibly deploying generative AI in public sector organizations. Key takeaways include:

1. **Pilot Projects:** DHS conducted three pilot projects demonstrating GenAI's potential:
 - Enhancing investigative processes with AI-powered summarization.
 - Streamlining hazard mitigation plans for local governments.
 - Developing dynamic training tools for immigration officers.
2. **Responsible Use:** Emphasis is placed on ethical AI use, incorporating privacy, security, and civil liberties considerations. All pilots included oversight from legal and technical experts, ensuring trustworthiness and compliance with

- Interrogate / have conversations about documents
- IF your IT security team approves



Whirlwind Tour: Provide Answers

Traditional Search

Search results for "top trends for AI in Not for Profit". The page shows sponsored results from Salesforce, Moveworks, and Databricks. The top result is "Download the Trends Report - Nonprofit Trends Report" by Salesforce, which includes a description of the report and links to related content like "Agentforce Service Agent" and "Grants Management Demo".

Sponsored

Salesforce
<https://www.salesforce.com>

Download the Trends Report - Nonprofit Trends Report ✓

See how nonprofits are engaging their workforce to maximize impact and meet their goals. Download the report to see key learnings on successful DEI and sustainability practices. Digital Engagement. Nonprofit Success Pack.

Agentforce Service Agent ✓ · **Grants Management Demo** ✓

Introducing: Agentforce ✓

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Bring AI Agents to Life - Get Your AI Agent Roadmap ✓

Find out how easy it is to supercharge your most used enterprise systems. Complete the survey and we'll send you your personalized AI agent roadmap. Services: Fix account issues, Provision software, Answer IT questions, Manage...

Ultimate AI Agents Guide ✓ · **Get Your AI Agent Roadmap** ✓ · **Enable Search & Action** ✓

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Databricks
<https://www.databricks.com> · mit-report · generative-ai

MIT Report on Generative AI ✓

Enterprise Adoption of Gen AI — Hear From Leading CIOs and Academics on How to Take

Same Question – AI “Answer Engines” – Perplexity Shown

Sources

- Data, Analytics, and AI Trends for Nonprofits to Watch in 2025 (askyourdata)
- Why You Should Care About AI Right Now, Not Later (nptechforgood)
- How Nonprofits Use AI to Find and Keep Good Donors | SAP Insights (sap)
- Show all

Answer

Based on the search results, several key trends are emerging for AI in the nonprofit sector as we approach 2025:

Increased Adoption and Integration

Nonprofits are increasingly embracing AI technologies, with adoption rates rising significantly:

- 49% of organizations are now testing AI tools, up from previous years ¹⁰
- 67% of nonprofits plan to increase their AI use within the next year ¹³
- 58% have incorporated AI into communications and 68% use it for data analysis ¹⁸

However, full integration remains low, with only 2% of nonprofits having fully integrated AI into their operations ¹³.

Key Application Areas

Fundraising and Donor Engagement

AI is revolutionizing how nonprofits approach fundraising and donor relations:

- Predictive analytics to identify potential donors and forecast giving patterns ¹⁵
- Personalized donor segmentation for targeted outreach ¹⁵
- AI-powered tools for optimizing fundraising campaigns and improving response rates

Top 10 Generative AI Trends in 2025

1292 startups & emerging companies analyzed

2024 Top 10 Strategic Technology Trends

Generative vs. Predictive AI

TOP 10 AI TRENDS & PREDICTIONS 2025

Search Videos +

Generate Image +

Ask follow-up Pro ↑

Whirlwind Tour: Leverage Unstructured Data



Text Files and Documents



Images



Emails



Website Content



Social Media Data



Call / Meeting Transcriptions



Sensor Data



- **Simple & Agentic**
- **Training Materials**
- **Search**
- **Problems**
- **Trends**
- **Reporting**

Whirlwind Tour: Generate Visual Content

Prompt: Envision a digital workspace where the brightest minds converge to sculpt the future. Illustrate an interface that blends advanced technology with human creativity, fostering collaboration among innovators from diverse fields.



DALL-E

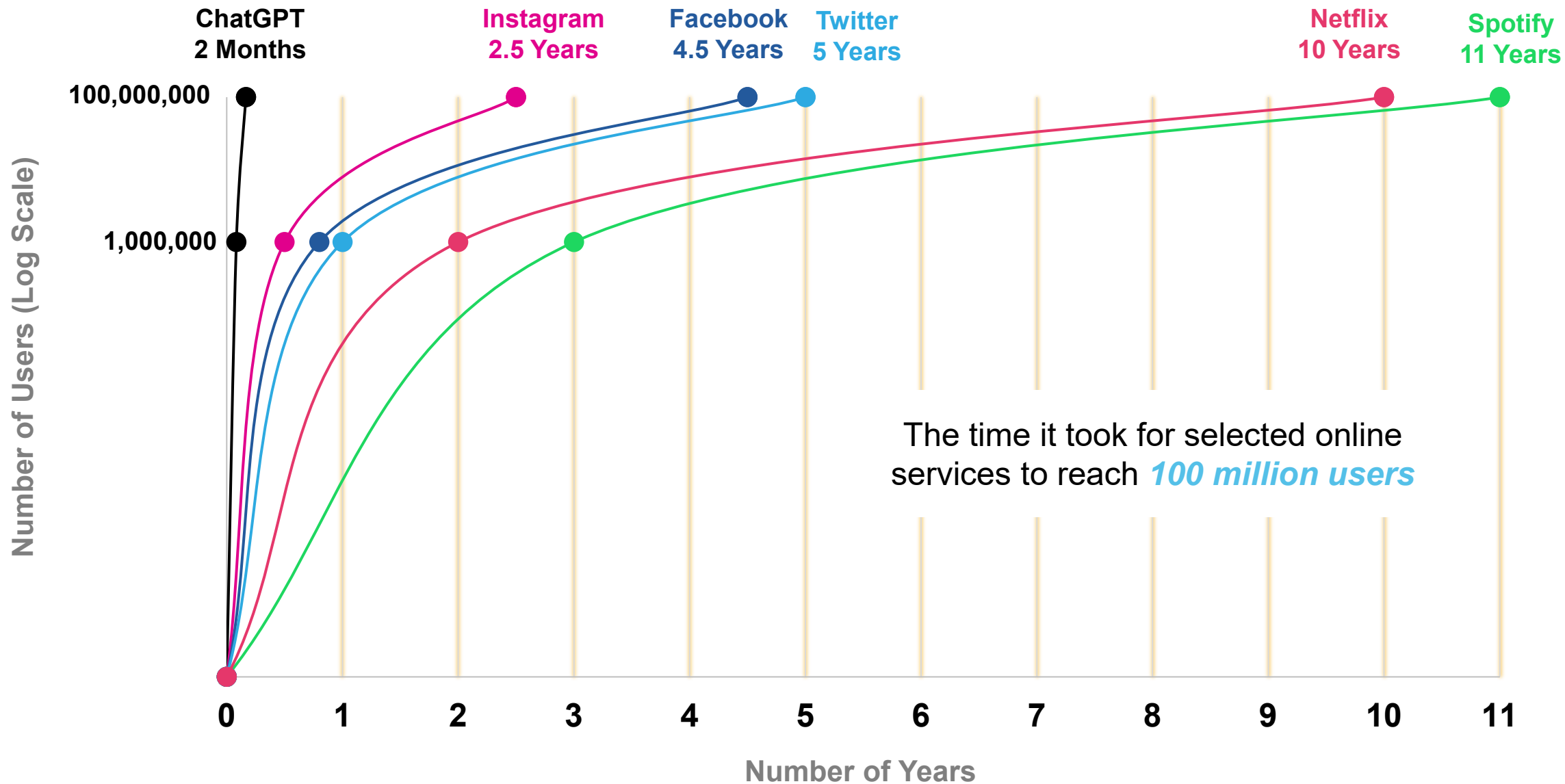


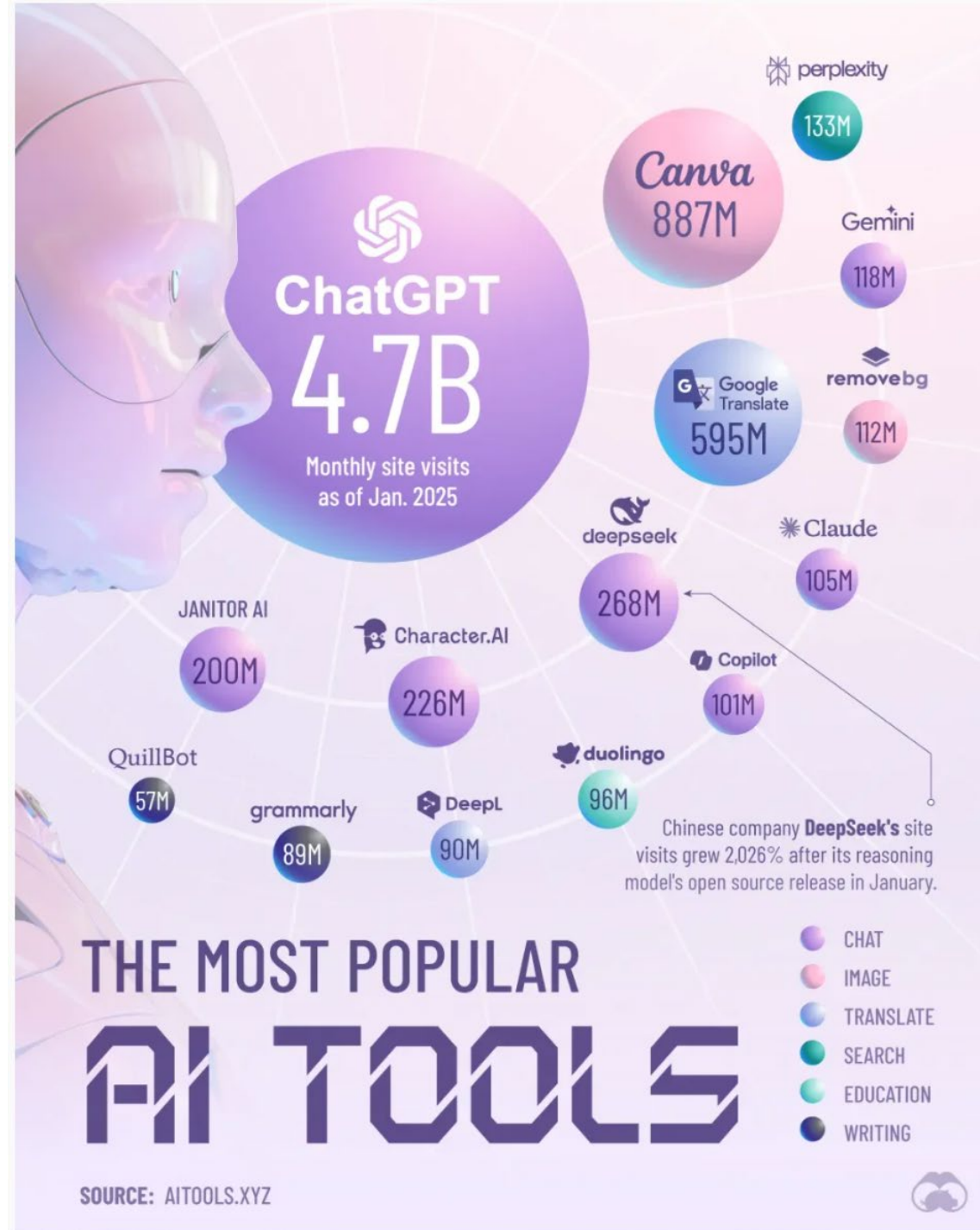
Midjourney



Why Am I Now Seeing and Reading About AI Everywhere?

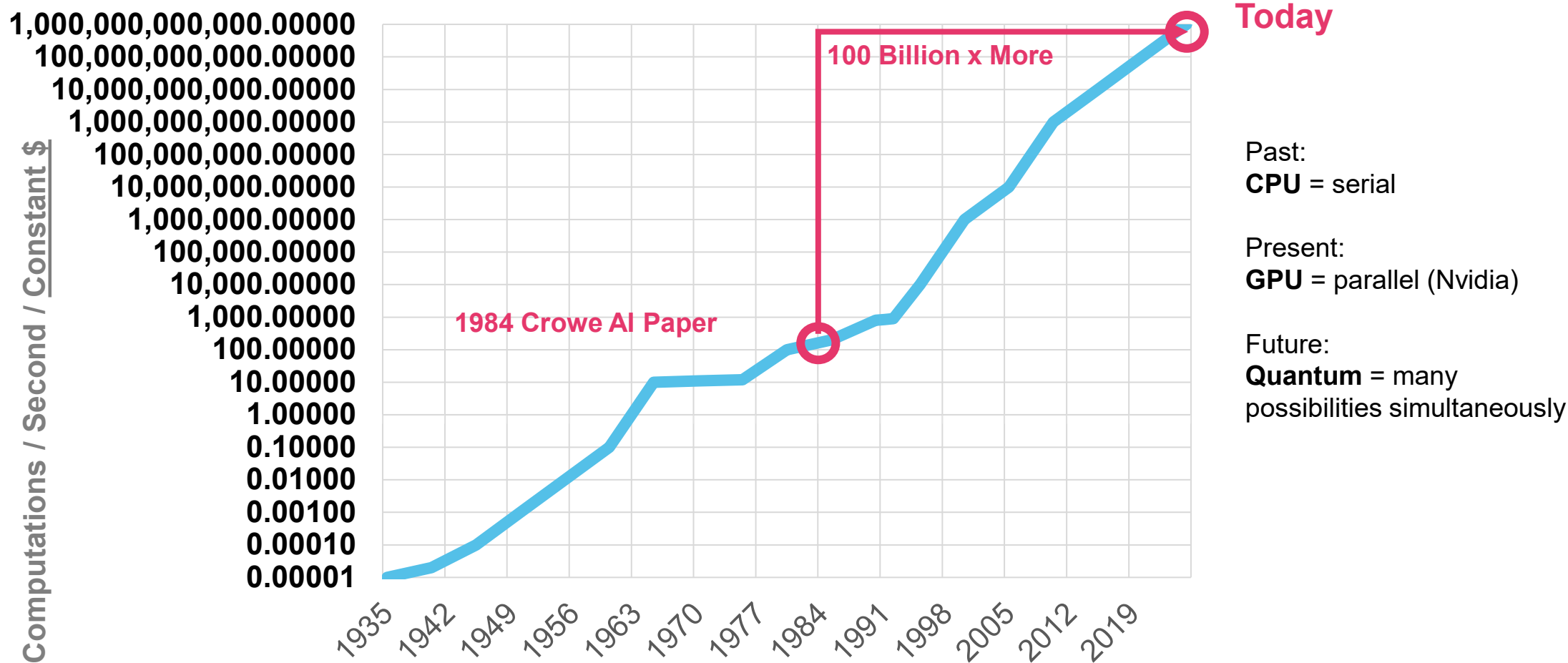
ChatGPT Races to 100,000,000 Million Users Within 2 Months





3 Reasons for AI Surging: Computing Power Has Changed the Ballgame

Price-Performance of Computation per Inflation Adjusted \$



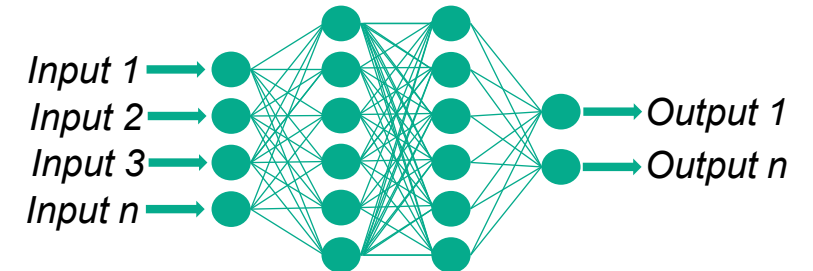
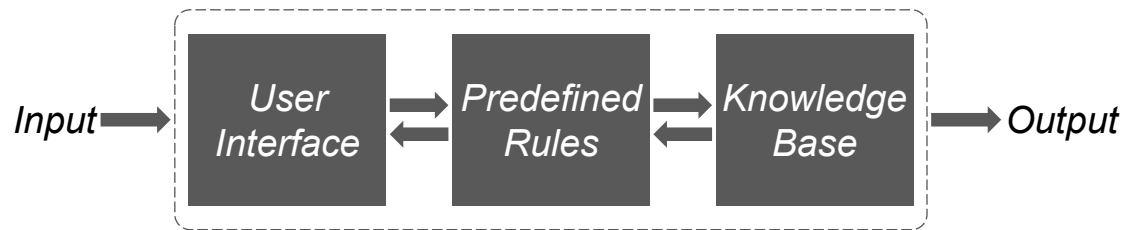
Source: Ray Kurzweil, Ph.D., "The Singularity Is Nearer," June 2024.

3 Reasons for AI Surging: New Algorithms for How the AI Processes Information

1984:
EXPERT SYSTEMS



2024:
NEURAL NETWORKS



Rigid Logic

Structure

Human Brain-Like Processing

Rule-Based, Predefined

Approach

Learns Patterns From Data

Limited to Predefined

Knowledge
Source

Adapts & Generalizes

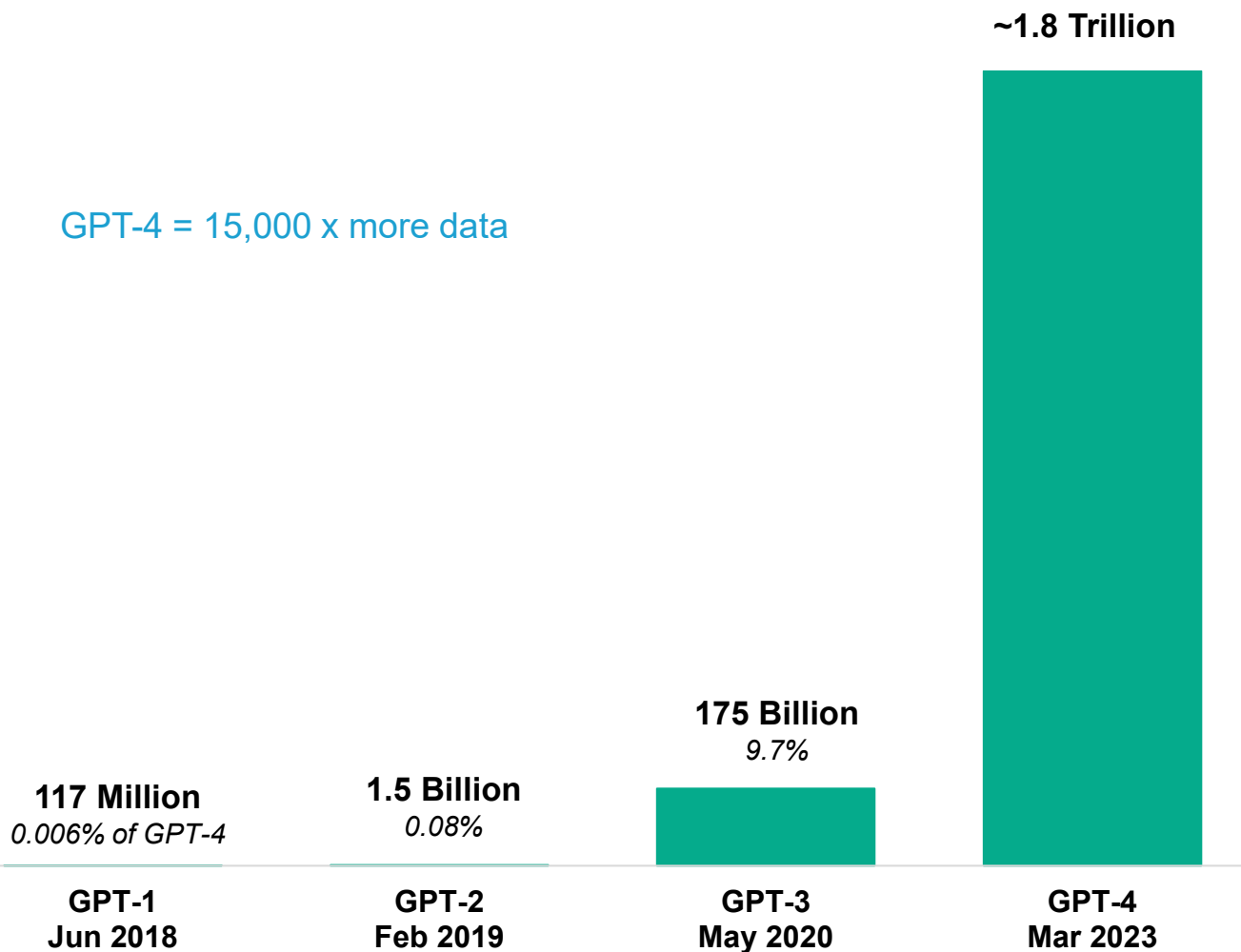
Brittle

Processing

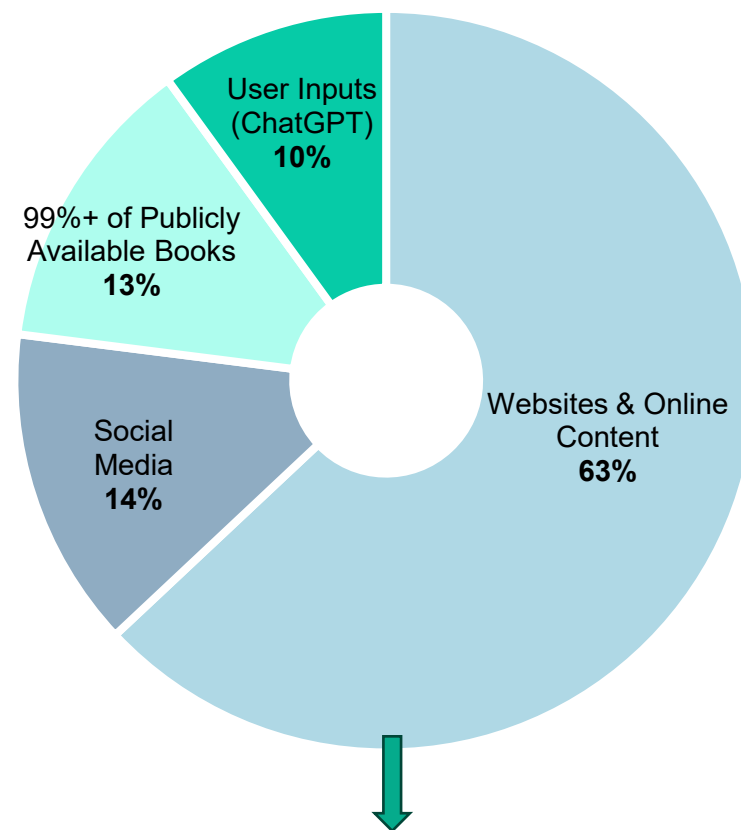
Flexible

3 Reasons for AI Surging: Training Data Is Growing at Scales That Are Hard for People to Comprehend

Model Training Data (in # of Parameters)



Training Data Sources



GPT-o3: Significant **Synthetic** Data

But how does it work!?

TRANSFORMER EXPLAINER

Examples ▾

Artificial Intelligence is transforming the world

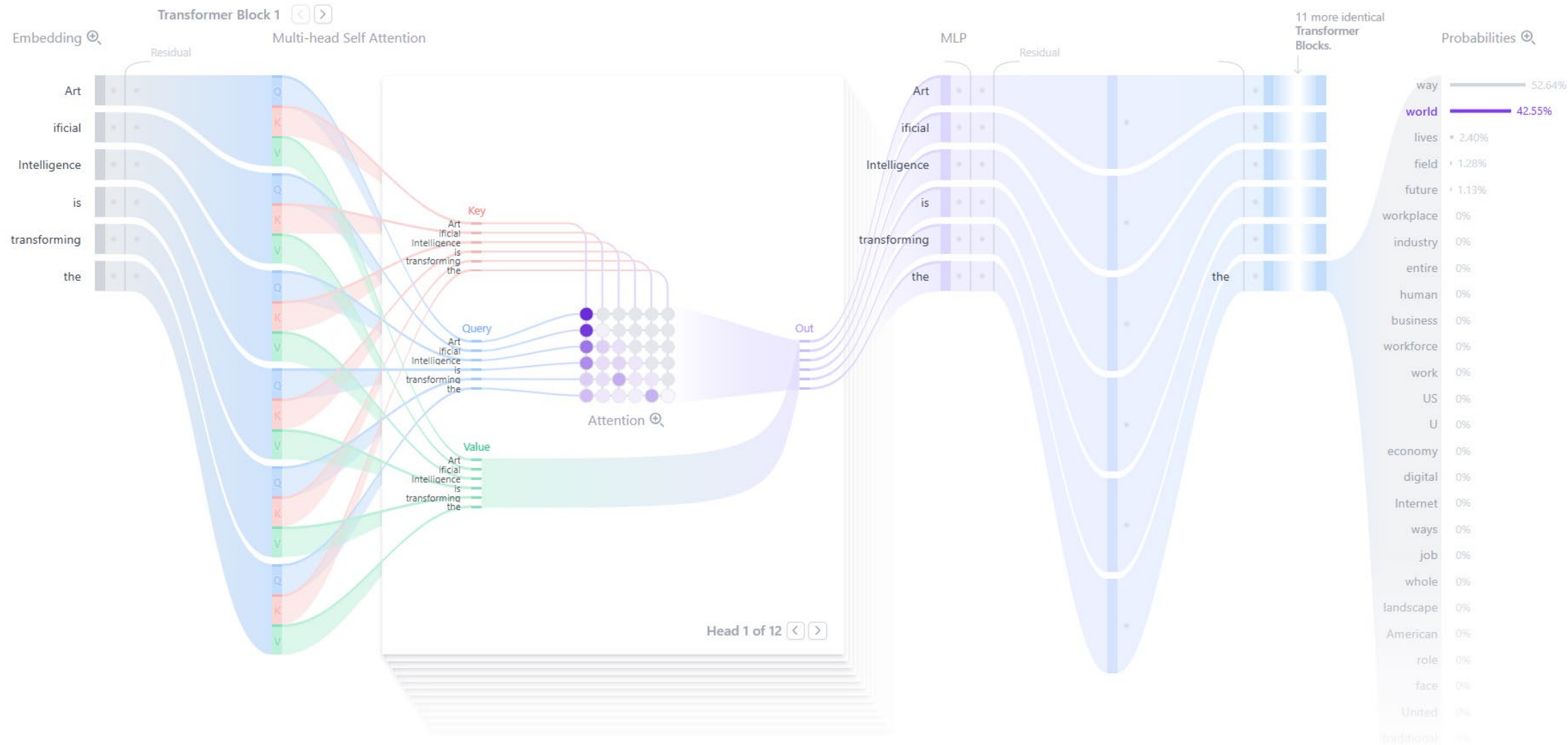
Generate

Temperature 0.8

Sampling

Top-k Top-p

PDF YouTube



<https://poloclub.github.io/transformer-explainer/>



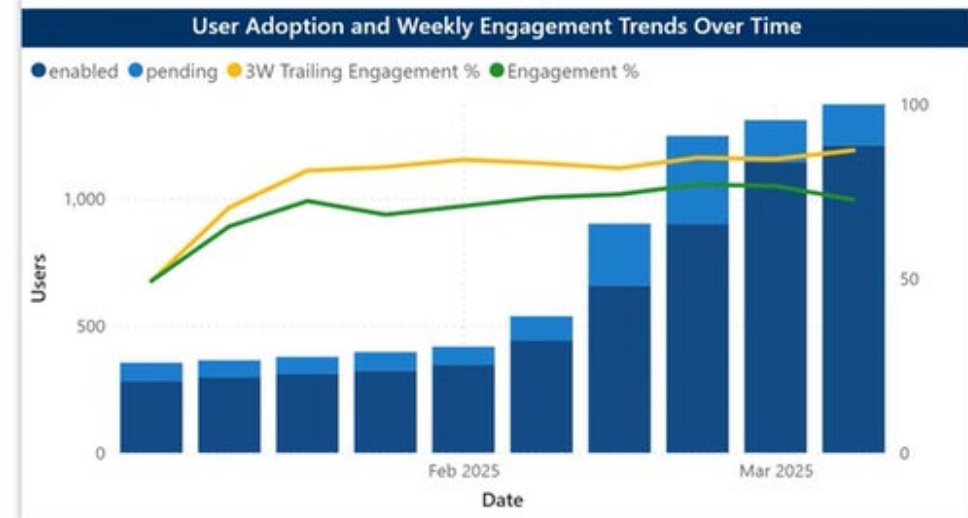
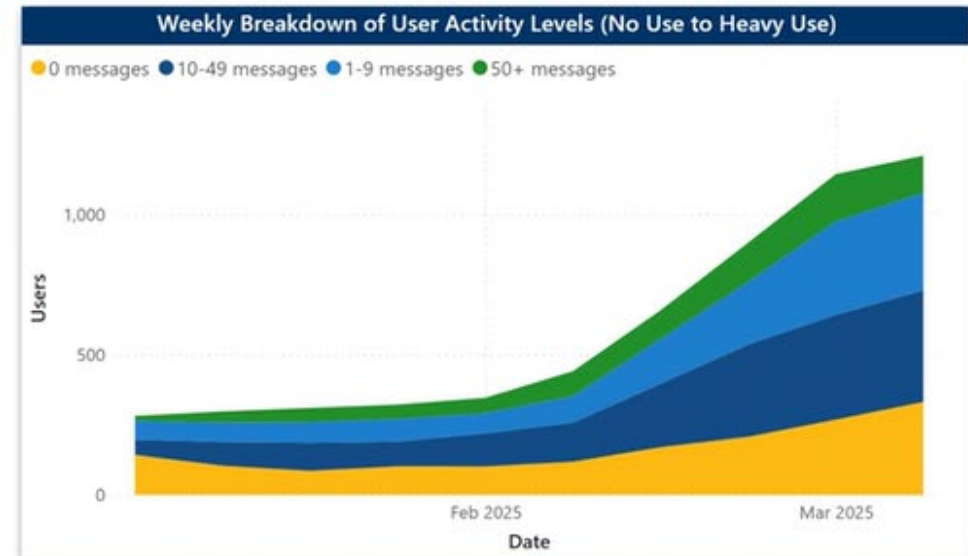
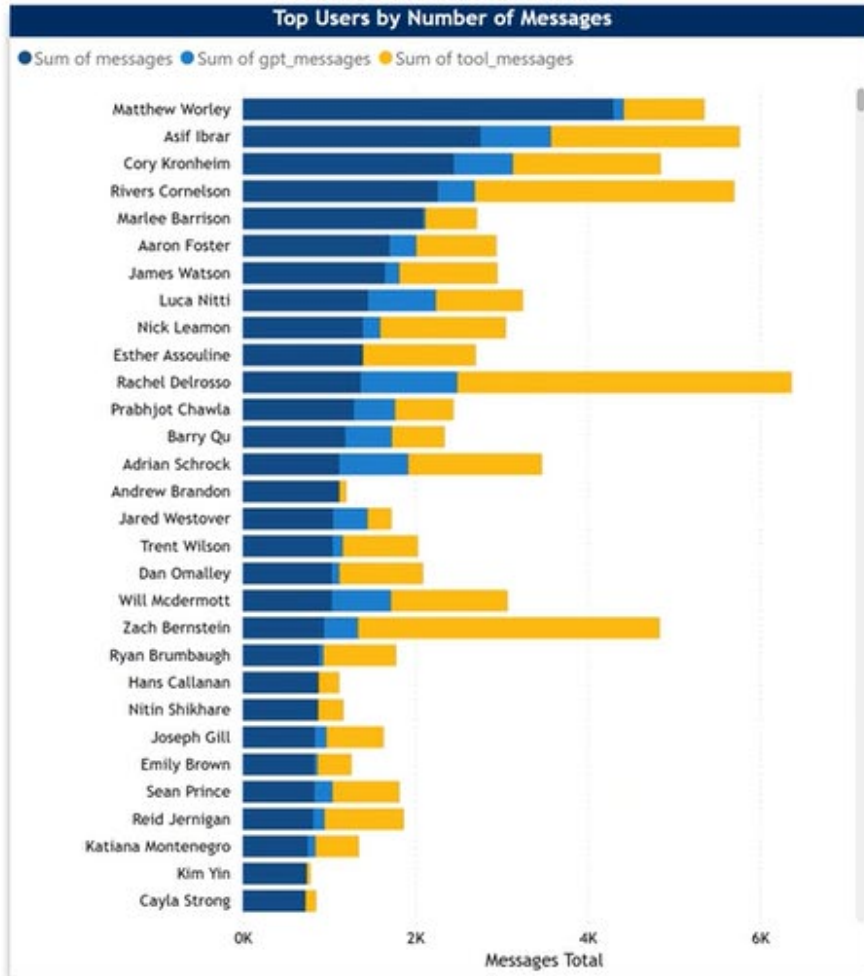
Live Demonstrations!

Live Demos

1. Teams Premium – the best meeting minutes you'll ever get
2. Copilot – becoming ubiquitous throughout Microsoft applications
 - a) Teams
 - b) Outlook
 - c) SharePoint Site
 - d) OneDrive – whiteboard picture content extraction
3. ChatGPT Enterprise – my go-to AI tool for most things
 - a) Excel data pivot use case
 - b) Proposal writer assistant
4. Audit Clarity – great example of a custom built chatbot
5. Napkin.AI – easily create images from your content
6. Document Detective – Crowe's AI document interrogation tool
7. NetbookLM – create a podcast out of anything!

ChatGPT Enterprise Utilization at Crowe

Usage Data as of March 8th





What Steps Should Your Organization Consider Next With AI?

There are Common Barriers to AI Adoption Which Can Be Countered in Part by Best Practice Strategies for Success

Common Barriers to AI Adoption

- Lack of internal skills
- Lack of management vision
- High costs of AI products & services
- Regulations against
- Uncertain use-cases

Strategies to Support AI Adoption

- Upskill the workforce on AI
- Prove out the value with working test cases
- Support small projects and quick wins
- Supplement rather than replace

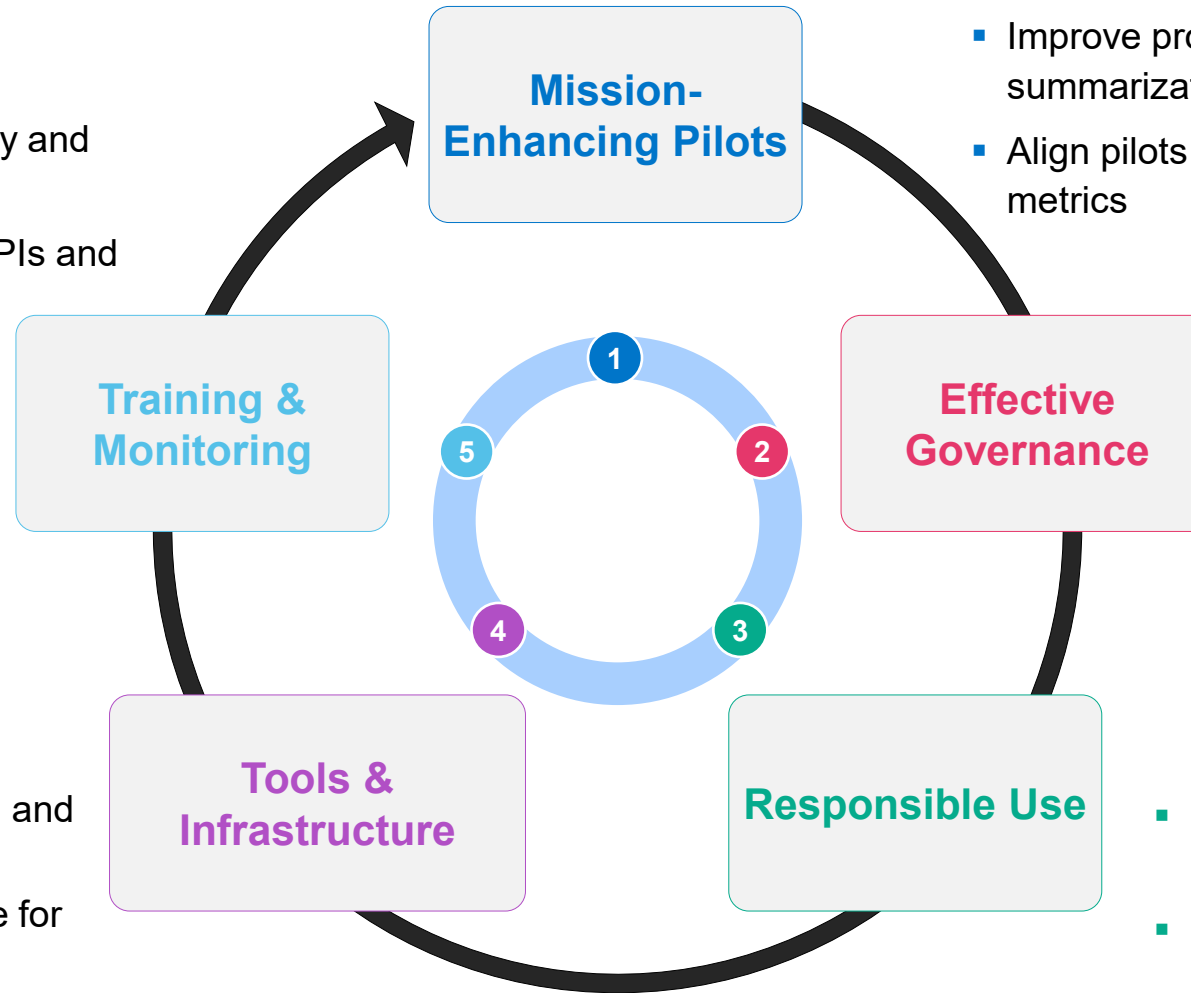


Follow the Advice of Organizations Like the DHS Playbook for AI in the Public Sector and Get in the Game

- Train employees on GenAI literacy and technical skills
- Create frameworks for tracking KPIs and monitoring progress



- Assess current tools, infrastructure, and scalability needs
- Build secure, scalable infrastructure for GenAI deployments





THANK YOU



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