Combining Generative Integration and GenAI for Connected Experiences Within Higher Education Webinar Q&A

Question	Answers by SnapLogic
Middleware or an Enterprise Service Bus has been a technology service/function in most enterprises for 10+ years. How do the principles or functions of an ESB relate to SnapLogic's solution?	ESB was traditionally created to support a service oriented archiecture for giving the business access to range of applications via an interface. SnapLogic has been designed and built as a modernised version of this concept to support all manner of applications, systems, databases and IoT - irrespective of where they reside - on premises, cloud or both, with the recognition that today's IT landscape is heavily decentralised and distributed. Snaplogic's design aligns to enabling businesses with access to applications and data through a broad range on connectivity models, supporting the ever-evolving IT landscape.
Where is the training data and the models hosted? How will we ensure regulatory compliance and data privacy concerns? Can we audit the training data to ensure no PII data has been used without adequate consent?	A RAG approach to building LLM-based applications ensures no prior training of a general purposes LLM is necessary. Of course it's still an option to fine-tune LLMs and SnapLogic can assist with the ingestion of data for training purposes. However, RAG allows for LLM-based applications to be rapidly constructed with no prior fine-uning (training) required, meaning a general purpose LLM is sufficient to bring to market GenAI based outcomes which are highly relevant (because they embrace your data and context) but in a much more secure and private fashion, and with drastically reduced risk (security and hallucinations). Training data and model hosting is up to the organisation. On premises server, public cloud, private cloud and cloud provder of choice. SnapLogic may be able to recommend where these should be hosted to align with respective IT architecture environments. Regulatory compliance requirements cna be built into the models given respective requirements. Data privacy - Snaplogic allows data to be redacted and masked to address data privacy - moreover user access controls can determine who can and cannot access specific data. Metadata is also encrypted. Auditing of traning data is possible for data pipelines built wihtin snaplogic. the integration capability also allows the use of other tools / applciaitons for this purpose.
I assume there are cost/function differences between the SnapLogic solution and Microsoft Co-pilot? What might the other differences/target problem spaces be?	Microsoft co-pilot works well within it's own tech stack. SnapLogic augments this solution by providing access to other data sources outside of that immediate environment. Other differences are that MS co pilot requires greater coding and deeper skills to build a similar result ikn SnapLogic
Have you done any accuracy benchmarking from the RAG patterns? LLM/Transformers are still stochastic = if we ask the same question 3 times, we'll get 3 (only slightly hopefully) different answers. How is the accuracy and recall important for generative integrations? Particularly if we chain or orchestrate multiple GenAIs. Is there a risk of cascading/snowballing errors?	I think this is an area that is quite nascent and so requires more testing on a per-use-case basis. The value of a flexible AI architecture which SnapLogic enables is that you have the freedom to "plug-and-play" various LLMs easily in order to provide the level of response accuracy which meets your requirements. You can also very easily chain together multiple LLMs and have complete control over the input, prompt decoration and augmentation, response and chaning together of the overall data journey across these pipelines. There are still a lot of unknowns in general in the GenAI world, given it's recency and stampeding rate of innovation, which gives power to the connectivity fabric (SnapLogic) when it comes to rapid iterations of testing and validating.
Interesting that the answer format updates only after the next question is asked?	This is a rendering/refresh glitch in the Streamlit UI being exposed. SnapLogic isn't responsible for the chatbot UI, with Streamlit being a simple and easy way to render a web-based chat UI. Digging into the underlying python script in Streamlit will resolve the issue and we'll look into it now.
How do you handle the typical security/governance requirements?	Security and governance controlled via the configuration of the GenAI application within the context of the respective customer environment. Data does not leave the customers ecosystem and data used is secured accordingly. Security is a growing concern and should not be taken lightly across an organization. With increasing cloud applications and services, organizations must establish a series of security processes to mitigate security issues. At SnapLogic, we understand that privacy and security are of paramount importance to our customers. In this white paper, you will learn how SnapLogic addresses security in multiple areas. https://www.snaplogic.com/resources/white-papers/security-privacy-overview
How can we ensure that the students are getting valid and accurate answers that are vetted by the professors especially when they are trying to teach a new concept?	This will depend on the resources available for the specfiic course content being taught. If there is an area of research that is new with minimal literautre, the models can be intructed to answer truthfully as opposed to making up answers by hallucinating.
Is the segregation and security layer at the system prompt level? This can be easily subverted. Can we put controls at the vector database access level per role/user?	Absolutely. In the SnapLogic pipeline you have full access and control over the prompt received, metadata associated with the calling party and all the power of fully-fledged integration platform to validate, augment, change and control both the original prompt, the augmentation as well as the response payload before returning any answers to the caller.
Who are some of the Universities you have worked with?	Rhodes College: https://www.snaplogic.com/resources/case-studies/rhodes-college-digital-transformation Davidson College: https://www.snaplogic.com/resources/case-studies/davidson-college-innovates-covid-19-testing-process-with-snaplogic Skidmore College: https://www.snaplogic.com/resources/case-studies/skidmore-college-oracle-cloud-migration Others here: https://www.snaplogic.com/resources?_resource_industries=higher-education
The GenAI Builder slide mentioned Masking Data, can you give an example use case?	SnapLogic provides powerful masking, redaction, replacement and hashing/encryption functionalities for protecting PII as part of the overall data journey. Example use-cases are removing or masking certain fields in responses, perhaps based on roles and identities, or replacing sensitive fields with patterns to not completely redact the content, but make it sufficiently removed as to prevent identification (eg: replace a full student number, except the last 4 numbers with X).
Does SnapLogic work with Microsoft Co-Pilot?	Yes it does. Integration with the full Microsoft suite of platforms and tools is important for any organisation with a minor or major investment in Microsoft. Your IT landscape likely includes numerous platforms, environments and applications which transcent the Microsoft sphere, and ensuring you can bring all of your distributed IT landscape together in a cohesive fashion is important for allowing you to automate business processes and support the full data journey required to deliver great outcomes for students, prospective students, faculty, research partners, industry and alumni. The IT landscape is ever-evolving, the expectations of these personas is relentless, don't let a legacy, fragile and potentially calcified integration platform hold you back.