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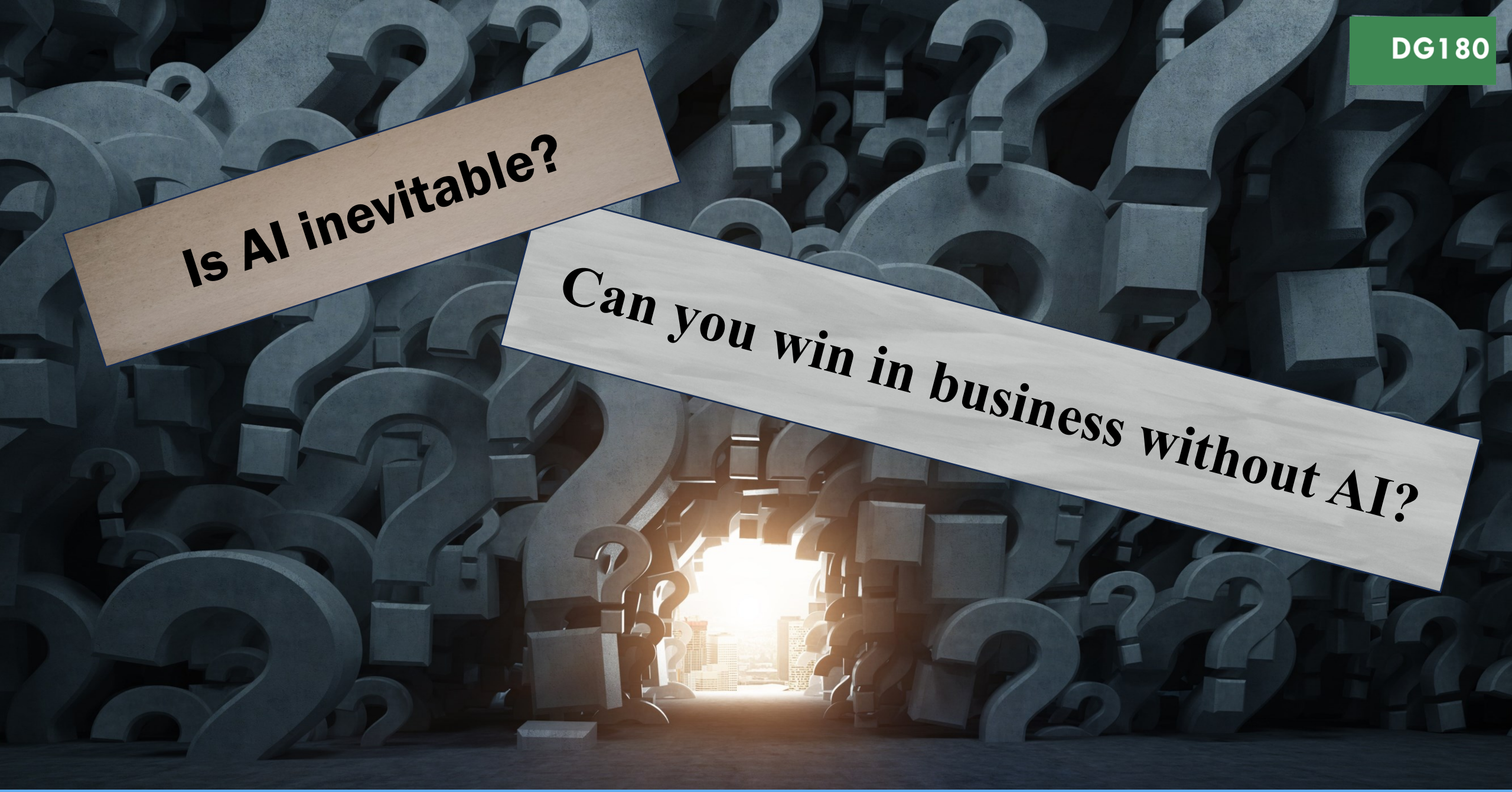
How to win in business with AI?

(“Der unvermeidliche Aufstieg der KI“)

30. November 2023

Darko Butina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Is AI inevitable?
Can you win in business without AI?

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Imagine a company that…

Delivers +60% more

Reacts 1 hour faster everyday

Reduces costs of work for 40%

Grows +80% with existing resources

Doubles profit margin

Doubles free cash flow

Data source: https://www.nngroup.com/articles/ai-tools-productivity-gains/

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The company that wins!

- Higher productivity
- Quicker turnaround
- Lower cost structure
- Scalability
- Higher profitability
- Cash to invest

This happens also in Switzerland!

Swiss insurer that implemented AI solution provided by Squirro managed to increase productivity with it for over 900 percent

- case outlined by Squirro's CEO, Dr. Dorian Selz, at AI Squared event on 2. November 2023

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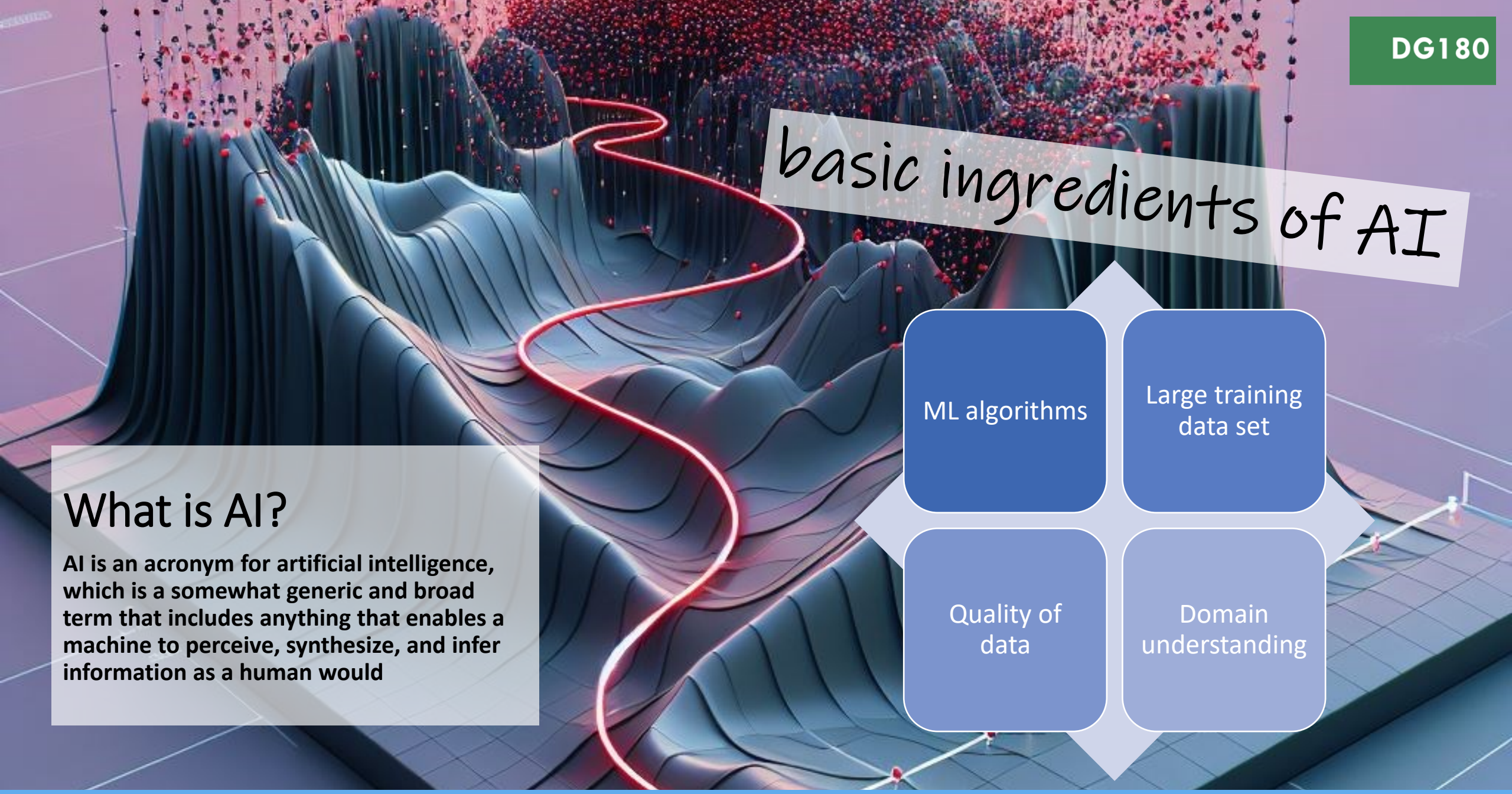
basic ingredients of AI



What is AI?

AI is an acronym for artificial intelligence, which is a somewhat generic and broad term that includes anything that enables a machine to perceive, synthesize, and infer information as a human would

- ML algorithms
- Large training data set
- Quality of data
- Domain understanding

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AI landscape today

AI application (verticals)

Large (SW) companies	SMEs	AI startups	AI products from platforms
Notion, Adobe, grammarly, Bloomberg, salesforce, Canva			Microsoft 365 Copilot, Bing

Niche Proprietary Data Sets + Distribution

3rd Party Data

AI platforms / infrastructure (computing, storage, foundation models, MaaS)

Microsoft, Meta, aws, Tencent 腾讯, Apple, OpenAI, Palantir, Alphabet Google

Large Proprietary Data Sets + Distribution Power + AI Ressources

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AI solutions from «functional» perspective

AI first solutions

AI augmented SW solutions

Orchestration of AI and SW solutions

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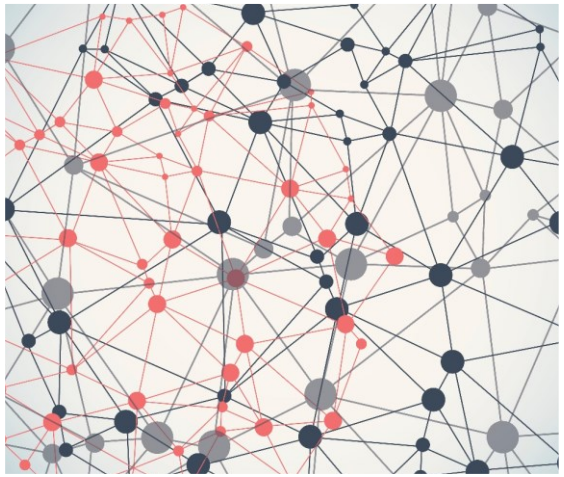
How will AI change business?

Speed

Increased productivity



Immense complexity

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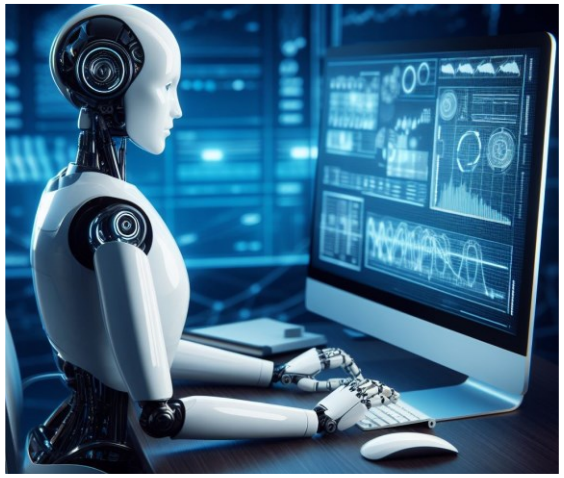
What you need to be aware of?



AI will substitute humans

Emphasis on customer relationships

Business is done between humans

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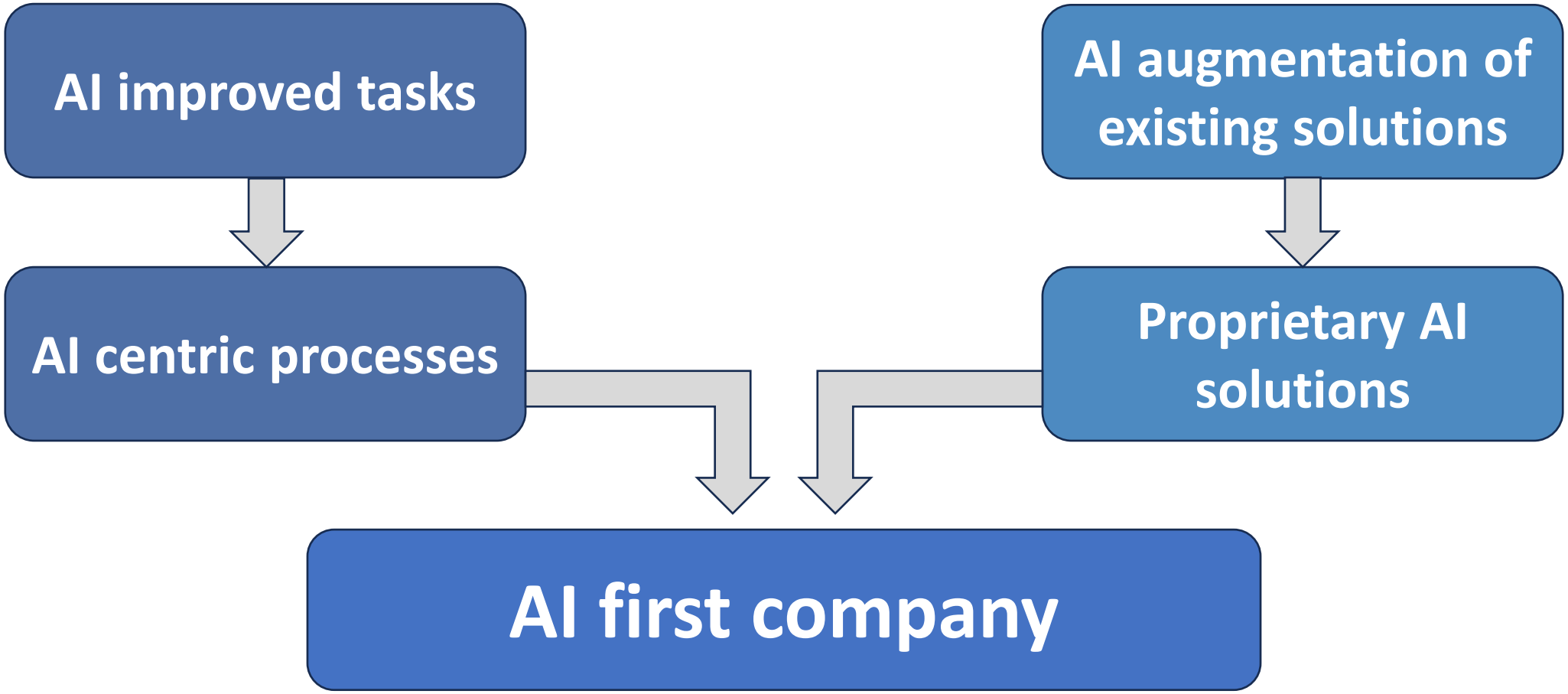
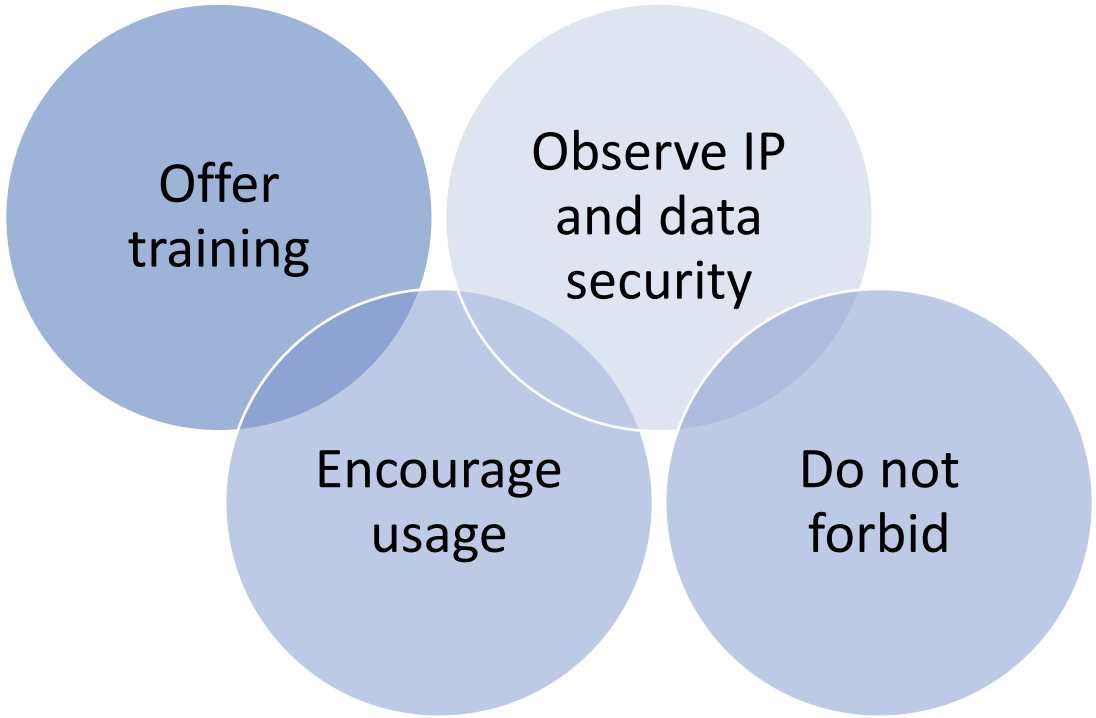
AI first company of tomorrow

Evolution path of AI in business



Start with improving tasks (off-the-shelf AI)



FEW IDEAS TO KICK THINGS OFF

- **Generating content** – website content, sales texts, professional e-mails etc.
- Setting up and executing social media **marketing campaigns**
- **Research** of competitors, industry etc.
- Create custom **graphics, audio and video**
- Improve **coding**
- Kick-start **ideation**
- Meeting transcription – **summarization** + TO DOs
- Etc.

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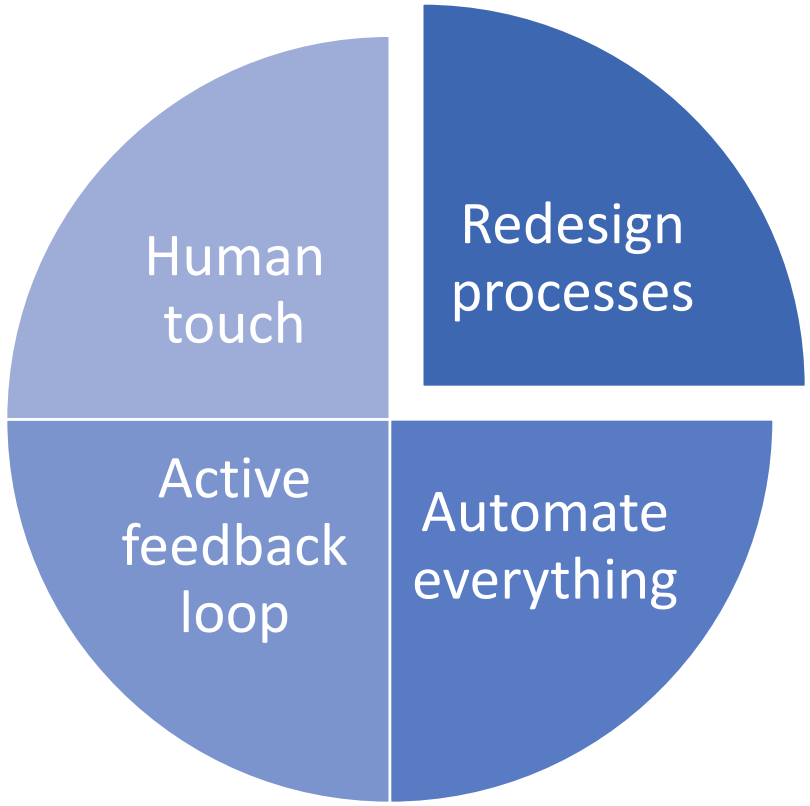
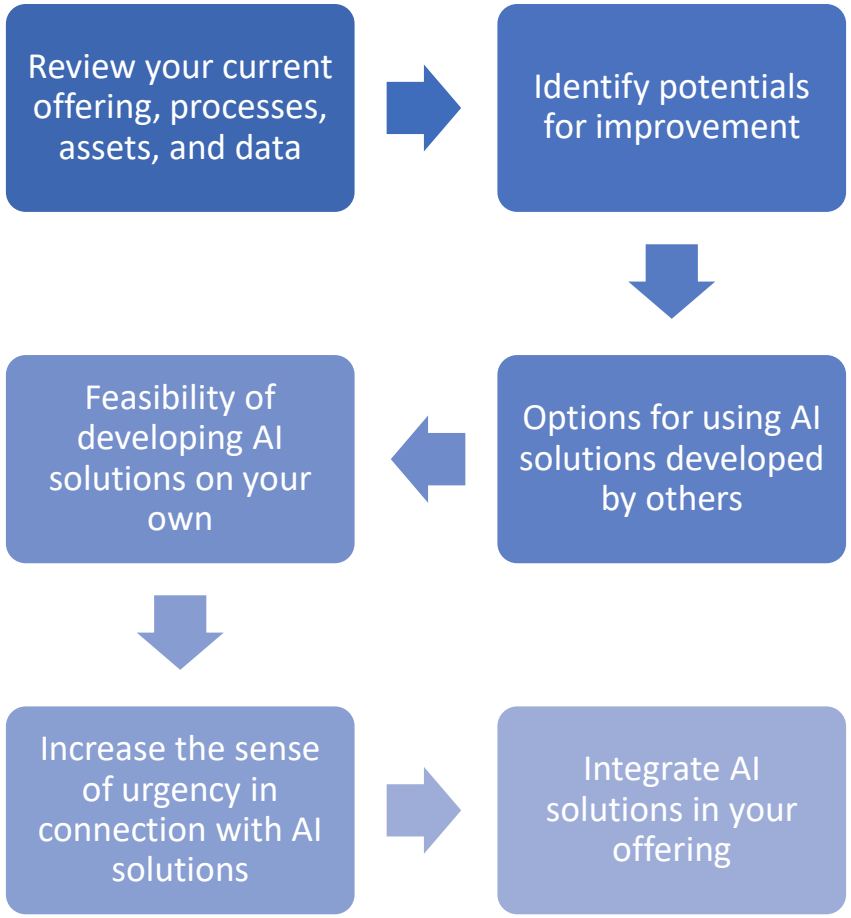
Continue with AI centric processes



LAW FIRM EXAMPLE

- **Lawyer leads the initial discussion** with the client about the case
- AI tool like **ChatGPT is used to summarize** the discussion, extract the issues and client's requirements in a structured manner
- Another AI tool like **Doctrine is used to research** relevant cases and legislation
- AI tool like **Herlock is used to analyze all inputs** (documents, transcripts etc.)
- **Lawyer guides the client** to successful resolution
- **New business model is used** – fixed price + success fee instead of unpredictable T&M

Augment existing solutions with AI



SOME OF FAST MOVERS

WiX
Website builder

pandatron
Coaching chatbot

GONG
Revenue intelligence

butterflye
Changelog tool

Develop proprietary AI solutions

NON-TECH COMPANIES DO IT TOO

BAYER

Clinical trial process

Walmart

Inventory, customer support etc.

VOLVO

Predictive maintenance

UNITEDHEALTH GROUP®

Clinical decision support, automating claims etc.

Hypothekarbank Lenzburg

Fraud prevention

yokoy

Expenses management

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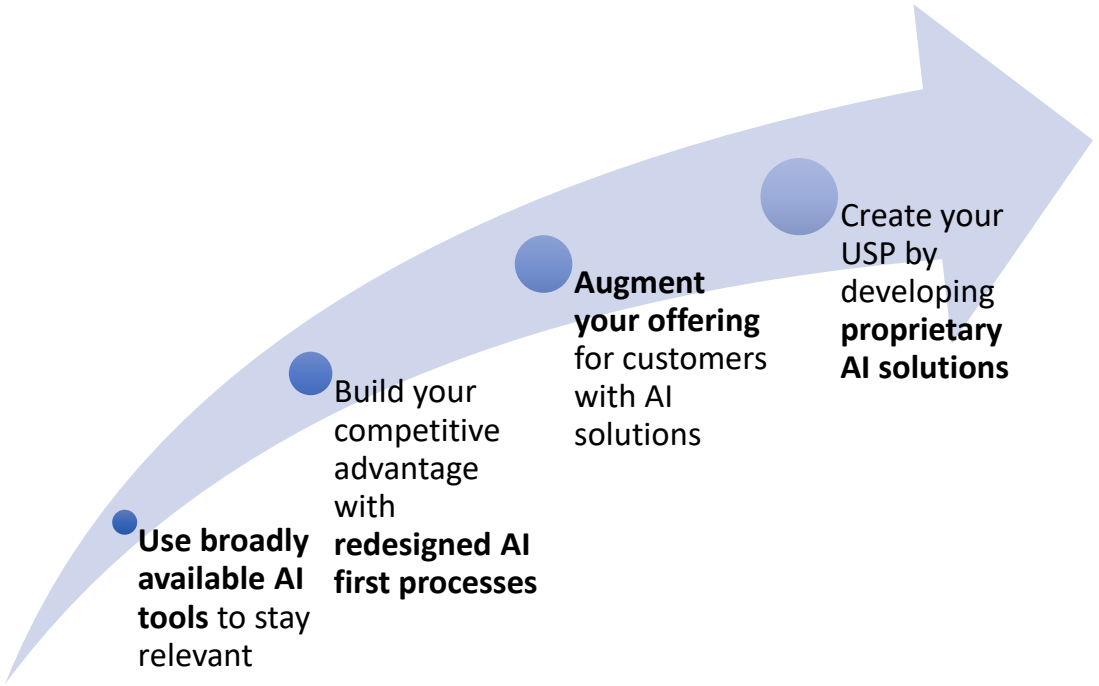
Seize the opportunities!



Train others how to best use available AI tools and solutions	**Help customers redesign and implement AI first processes in their companies**
Help customers implement AI solutions to augment their existing offering	**Provide critical ingredients (augment data, provide ML/AI expertise, provide domain know-how) to customers and help them build their proprietary AI solutions**

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Thank you for your attention!

Questions?

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