

How AI will drive the greatest value to your company's business applications

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Key findings on the innovative evolution of business processes

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Agenda



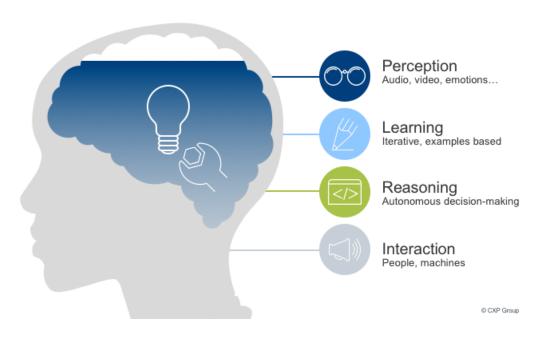
- 1. Setting the scene
- 2. Al in business apps
- 3. Moving forward with Al
- 4. Dos and don'ts with Al

Setting the scene

Al: buzzword of the year



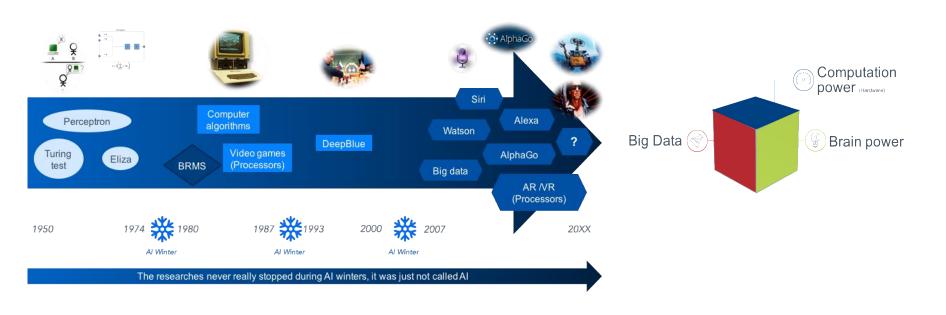






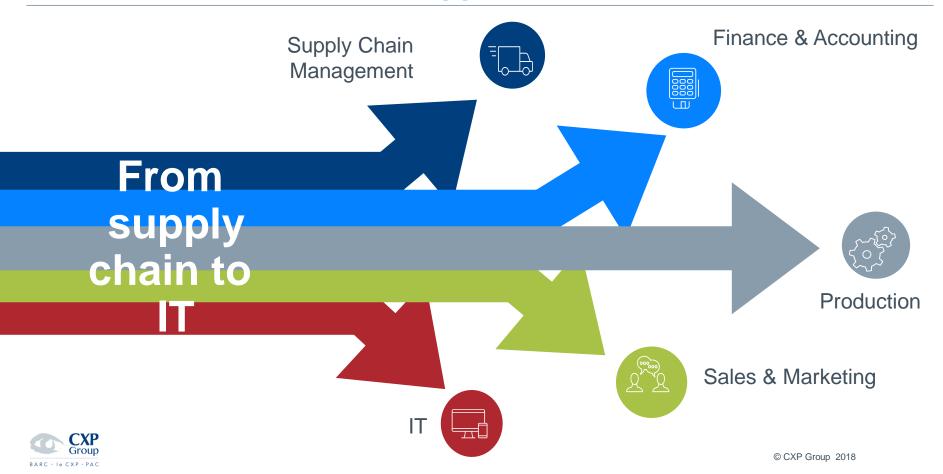
Source: Distrb Films US

Al beyond Alexa: business applications



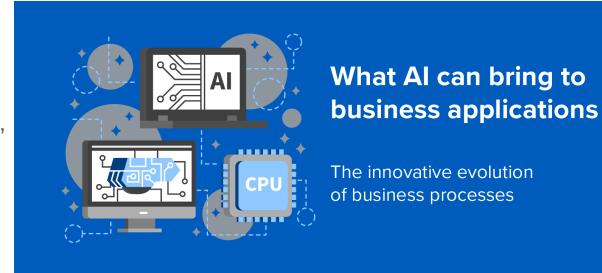


Al use cases in business applications



PAC & Fujitsu trend study

- 240 companies surveyed
- UK, France, DACH, Nordics, Spain & Italy.
- Manufacturing, services, trade & transport.
- Full report available at the following <u>link</u>.

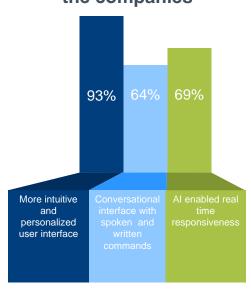




Business applications today



Important improvements for the companies





Al strategy

Do you have an AI strategy?







25%

Al is strategically important for our future business.

30/n

Al is not strategically important, but provides the basis for process improvements and automation.

2%

Al is currently not important but an interesting technological development for the future. Is Al important?



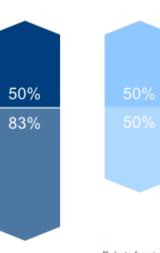
Al in business apps

Supply Chain Management

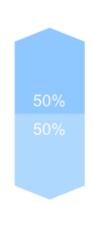


Major challenge when it comes to business applications

Value of Al in addressing the specific challenge



Automation of supply chain planning and fulfillment



Robots for picking orders and moving them inside the warehouse



procurment strategy

Route optimization and delivery date forecast

17%

83%

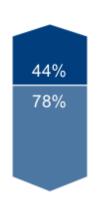


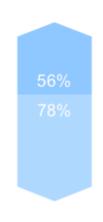
Finance & accounting



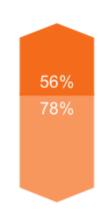
Major challenge when it comes to business applications

Great value of AI in addressing the specific challenge









Automation of invoice management from entry to payment

Predict the financial situation, such as liquidity

Automation of bank reconcilliation

Better detect and prevent fraud

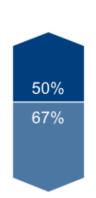


Production

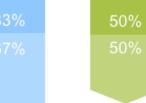


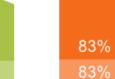
Major challenge when it comes to business applications

Great value of AI in addressing the specific challenge









Increase product/service quality through predictions and defect detection

Improve production efficiency through the automation of Al supported manufacturing

Provide better aftersales support

Enable predictive maintenance

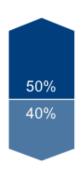


Sales, Marketing and Service

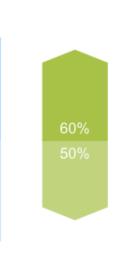


Major challenge when it comes to business applications

Great value of Al in addressing the specific challenge



Understand your customers reactions by analyzing their faces



Accelerate pipeline and Better target customers in B2C marketing with lead generation more personalized offers

60%

40%

Predict customer behavior such as churn, and forecast sales success

and gestures

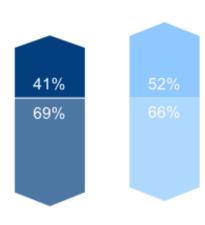


IT



Major challenge when it comes to business applications

Great value of Al in addressing the specific challenge

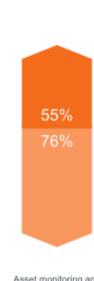


Automated user support

Tuning and optimization of the application and its infrastructure



Enhanced cyber security



Asset monitoring and predictive maintenance to improve overall service availability



Some of the Al adopters in the UK















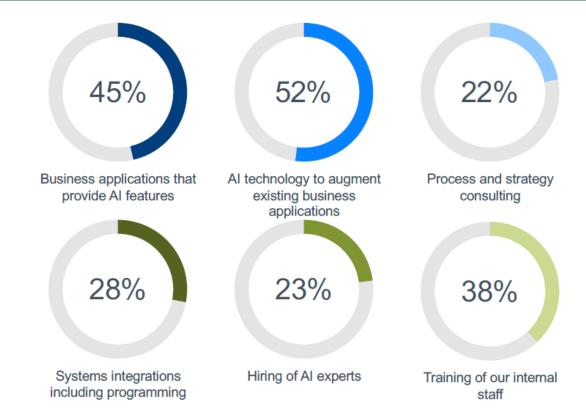






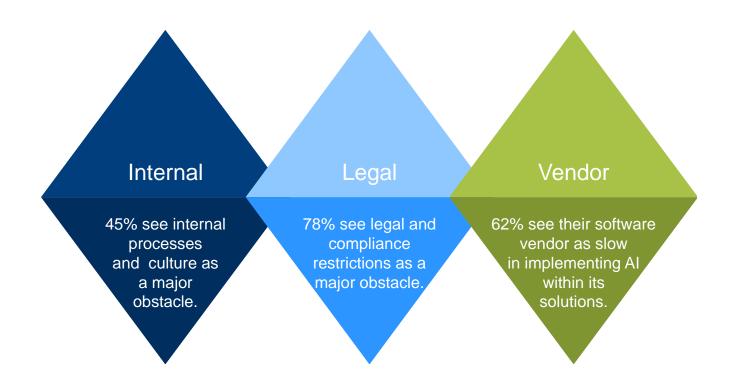
Moving forward with Al

Investment areas



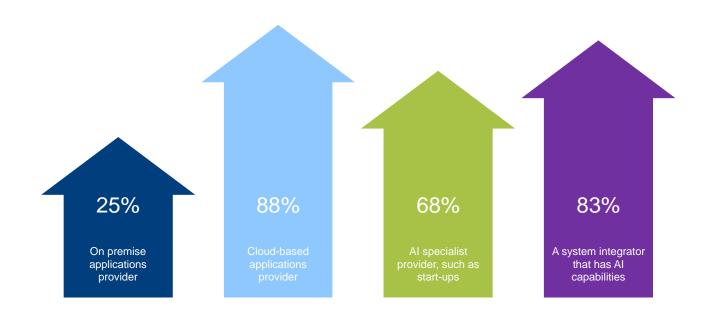


Obstacles on the Al road





Preferred AI suppliers





Dos and don'ts with Al

Dos and don'ts for Al

Dos

- 1. List your problems and business challenges.
- Use what you have: data, tech & talent.
- 3. Get to know AI use cases and vendor ecosystem.
- 4. Personalize services/products.
- 5. Improve efficiency.
- 6. Think about the culture.

Don'ts

- 1. Don't do it because everybody does it.
- 2. Don't make big technology investments without thinking about the strategy first.
- 3. Don't forget that AI can bring automation but also big change as well.
- Don't forget to ask about quantifiable use cases when dealing with vendors.
- 5. Don't be afraid to learn from other players, even competitors.



Next up...

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15.15

Industry Breakout Sessions:

Transportation

Education

Manufacturing

Retail & Hospitality

Public Sector

Guided Tours of the Demo Center:

Financial Services
Energy & Utilities



shaping tomorrow with you