

AI x ReCo Industry

Key takeaways and practical examples

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BERLIN / HELSINKI / LONDON / MUNICH / STOCKHOLM / STUTTGART / TAMPERE

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Key points to the Industry 28.1.2025

- Payback of the AI comes 100 % from the process changes
- Real impact is not a low effort thing
- Capabilities are out there: trial, learn and build healthy basis
to an eternal success

Who is Saku Viita-aho?

Strategy & Renewal Principal & Board member & Advisor & Dad

~15 industries

SMEs, Private
Equity, Fortum,
Fira, Kemira,
Cargotec, Stora,
Ora, Viasys,
Sweco...

Business Aspect:

Investments (AI)
***Development
programs***
Digital business
People

Other:

Father
Floorball
Golf
Start-ups
Torpparinmäki
Ms.c & MBA

Gen AI at Futurice since ChatGPT launched → our latest focus for challenging conventions

60+ Gen AI focused projects under our belt - including 10 production implementations

€1.8m research grant, to 10x productivity in management processes with data & AI

100+ live demos and speaking gigs, sharing concrete examples & hard earned lessons

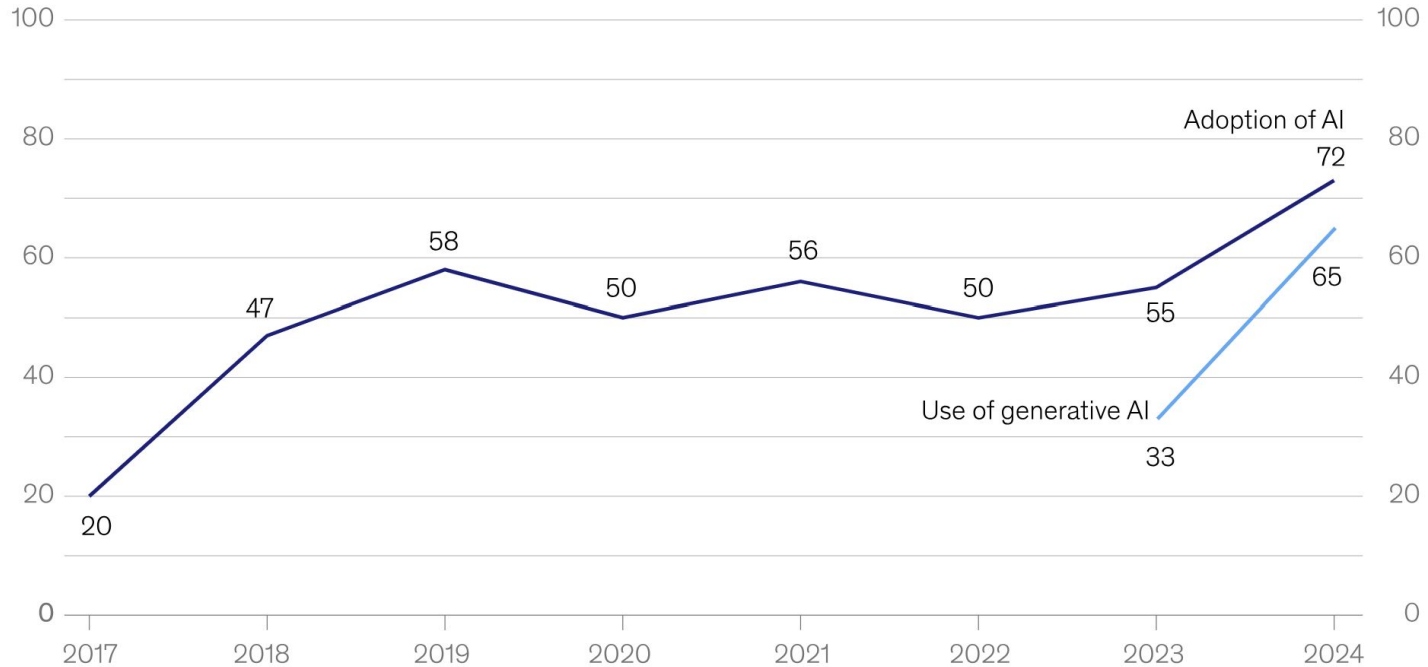
Generative AI Working Paper, documenting our learnings for turning AI into business impact

Changing our own ways of working with AI, across sales, software dev & strategy

.... and **betting on Data & AI reshaping knowledge work since 2019** - with 100+ data & AI projects before gen AI

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

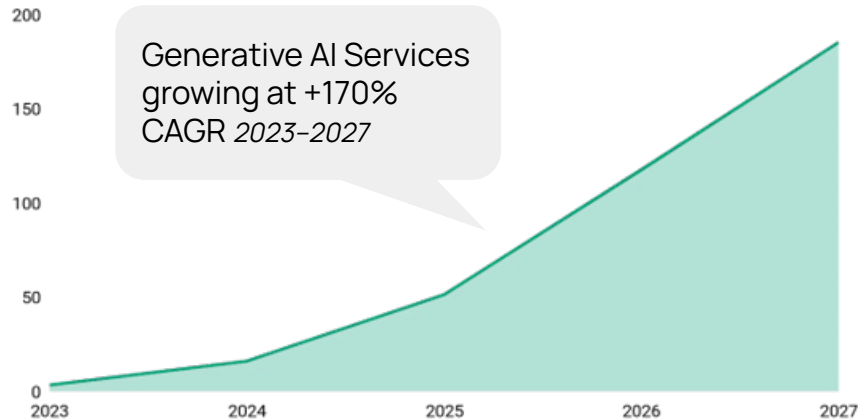
Organizations that have adopted AI in at least 1 business function,¹ % of respondents



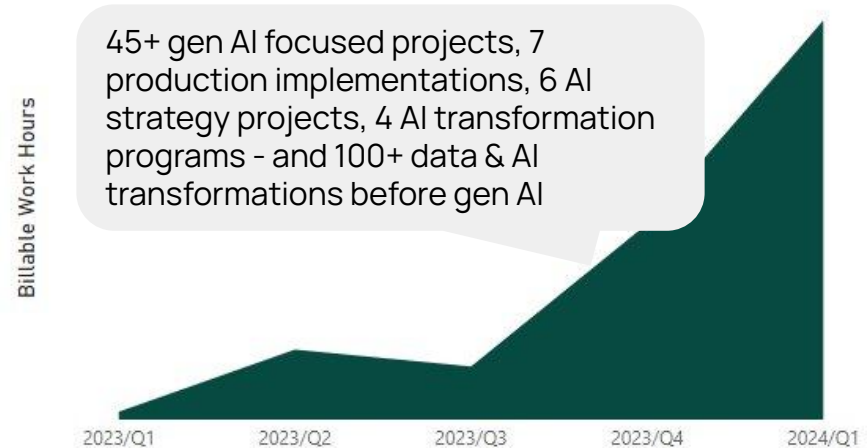
¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function. Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

Enterprises are starting to make significant investments into generative AI - and forecasts say we're only getting started

Gartner's global market forecast for AI services
USD billion



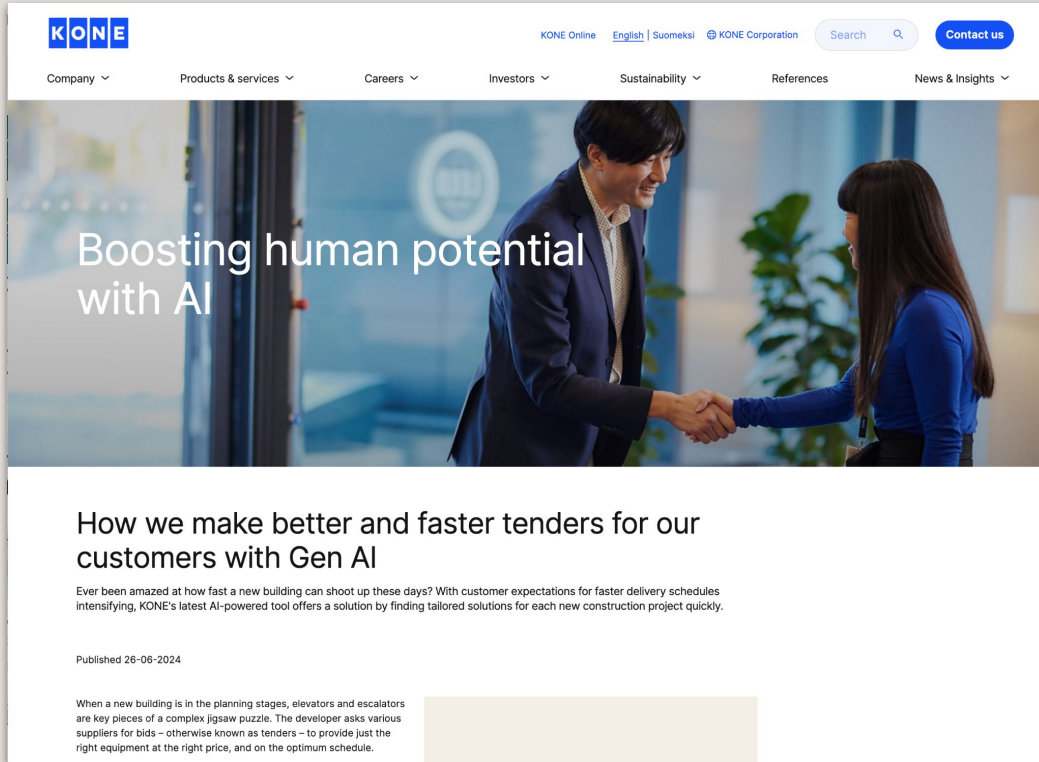
Rapid increase in demand for Futurice's AI services
Our billable hours in Gen AI focused projects



Demonstrating the AI capabilities

1. phind.com
2. www.perplexity.ai
3. <https://notebooklm.google/>
4. Futurice's demo portal

Systematically driving down sales cycle time for Kone, with gen AI and lean process redesign



KONE KONE Online English | Suomi KONE Corporation Search Contact us

Company Products & services Careers Investors Sustainability References News & Insights

Boosting human potential with AI

How we make better and faster tenders for our customers with Gen AI

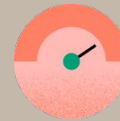
Ever been amazed at how fast a new building can shoot up these days? With customer expectations for faster delivery schedules intensifying, KONE's latest AI-powered tool offers a solution by finding tailored solutions for each new construction project quickly.

Published 26-06-2024

When a new building is in the planning stages, elevators and escalators are key pieces of a complex jigsaw puzzle. The developer asks various suppliers for bids – otherwise known as tenders – to provide just the right equipment at the right price, and on the optimum schedule.



Driving the tender process down **from 3 weeks to 1 day**



90%+ accuracy & 4.3/5 user feedback scores



Global Rollout
Successful pilots in multiple countries, now scaling globally

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A selection of Gen AI use cases we've worked on

Strategy

Market intelligence: from alternative data sources like news, patents & job listings

Following strategy execution in real-time: using alternative data sources like sales materials, public chat & calendar events

Sales

Automating legwork: from RfP to proposals

Knowledge-centric sales: matching sales with best sources of knowledge & experts

Personalised content: creating bespoke data insights & tailored narratives

Marketing & Content

Content ideation & creation: supporting content creators to create better content, faster

Market event monitoring: following news articles to find opportunities to react

Customer Experience

Feedback insights: unlocking the value of open text feedback

Chatbots: giving customers a personal assistant to use your product with

Customer Service

Supercharging agents: giving agents better access to company knowledge-base, policies & past calls

24/7 support: self-service chatbots that actually work

IT

AI-powered devs: supporting developers to adapt their role and leverage AI's power

Cloud cost & legacy architecture optimisation: finding savings and speeding up translation from old languages to new

Legal

AI-assisted contract review: reviewing new contracts against guidelines & policies

Proactive risk analysis: highlighting potential threats in new proposals, before they become problems

HR

Onboarding assistant: giving new employees easy access to company knowledge & experts

Matching interests with opportunities: finding employee interests from their 'digital footprint', and matching with opportunities

And more...

This is just a snapshot of the top areas where we've gained hands on experience. We've also explored use cases in Finance, Procurement, Operations & R&D - as well as discussing **wider operating model renewals**

System truth vs. reality

● Users like

● Neutral

● Users hate

Easy or possible access to data	Access control	Sitedrive	SAP	iTWO	Sitemanager
Automated, working	Neutral	Neutral	Neutral	Neutral	Neutral
Automated, not working	Neutral	Neutral	Neutral	Neutral	Neutral
Easy & manual	Neutral	Neutral	Neutral	Neutral	Neutral
Manual / Painful but done	Neutral	Neutral	Neutral	Users hate	Neutral
Manual / Painful not done	Neutral	Neutral	Neutral	Users hate	Neutral

Not easy to leverage data	Whatsapp	3D tool X	Trimble Connect	One's photos	Excel
Automated, working	Neutral	Neutral	Neutral	Neutral	Neutral
Automated, not working	Neutral	Neutral	Neutral	Neutral	Neutral
Easy & manual	Users like	Neutral	Neutral	Users like	Users like
Manual / Painful but done	Neutral	Neutral	Neutral	Users like	Users like
Manual / Painful not done	Neutral	Neutral	Neutral	Neutral	Users like

The data have to shift towards the transparent section, & More and more input points / software have to be liked of zero user interaction

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Value stream modeling:

New technology does not bring business impact alone, it's about people, processes, tech and data.

Current State Value map

Follow value stream = all activities that happen between the customer order (starting point) and fulfillment (end point)

Icons used

- Web page
- Documents
- Hardware (Server)
- Excel (Data)
- Chat (Discussion)
- Network (Message)
- Mail
- Team
- Sharepoint
- Opportunity area



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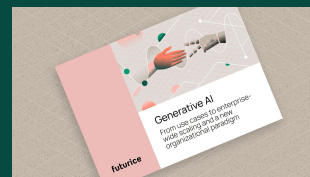
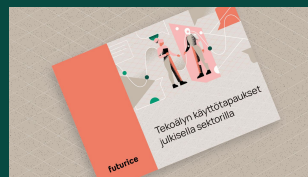


Kiitos

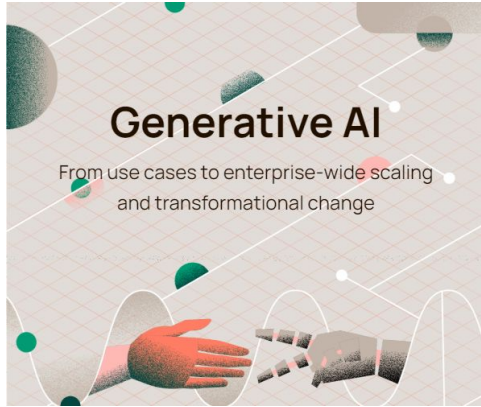
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More AI: Generative AI - From use cases to enterprise

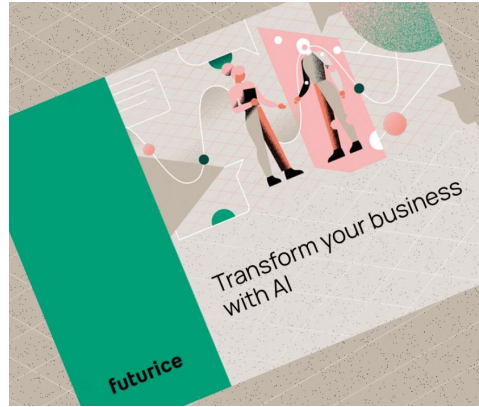


Our key learnings on getting impact with AI - shared with the world



Generative AI Working Paper

51 pages chocca full of our best insights, case stories & frameworks, for getting real impact with AI.



Playbook for AI Transformation

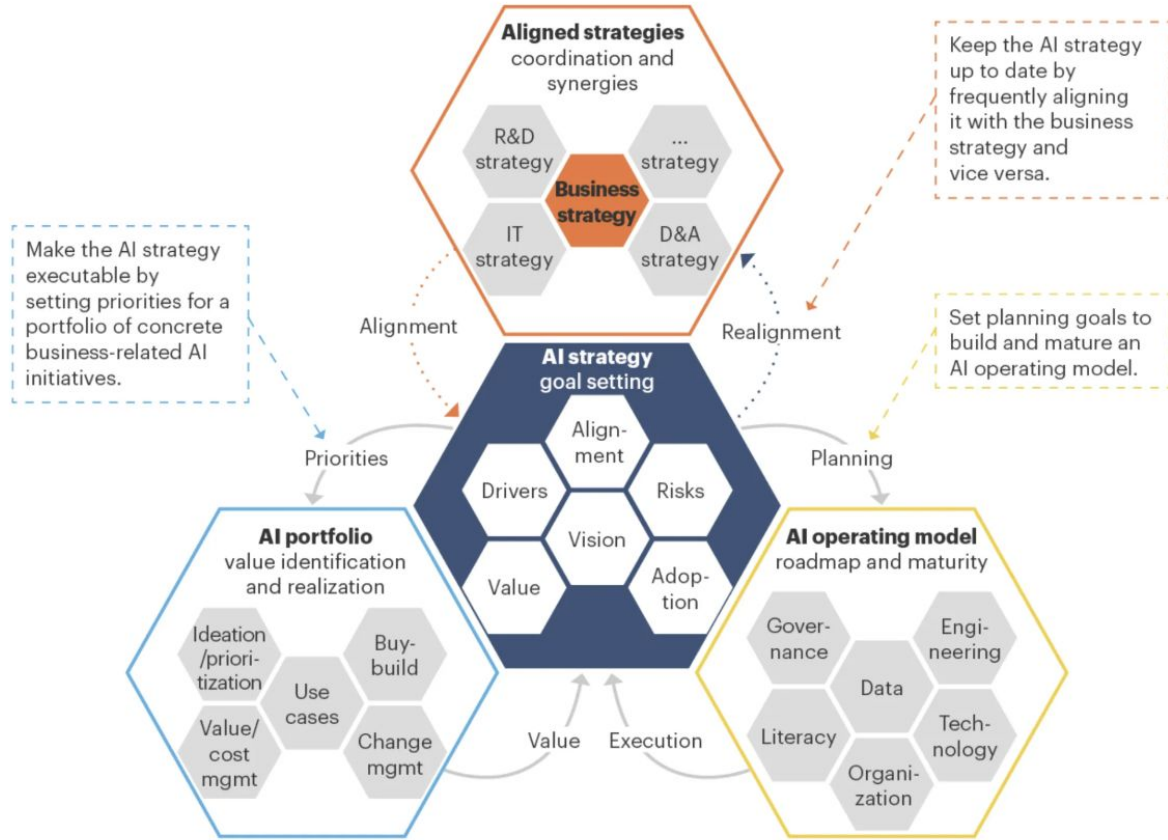
A digestible version of our best insights for driving business change with AI.



Data & AI Demo Shows

One example of over 100 'gen AI demo shows' we've done, to make the possibilities of AI concrete, beyond the hype.

The AI Strategy in Context



Source: Gartner
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AI strategy ties into the company's wider context and cascades down all the way to management systems

How does the AI strategy account for external forces and the business?

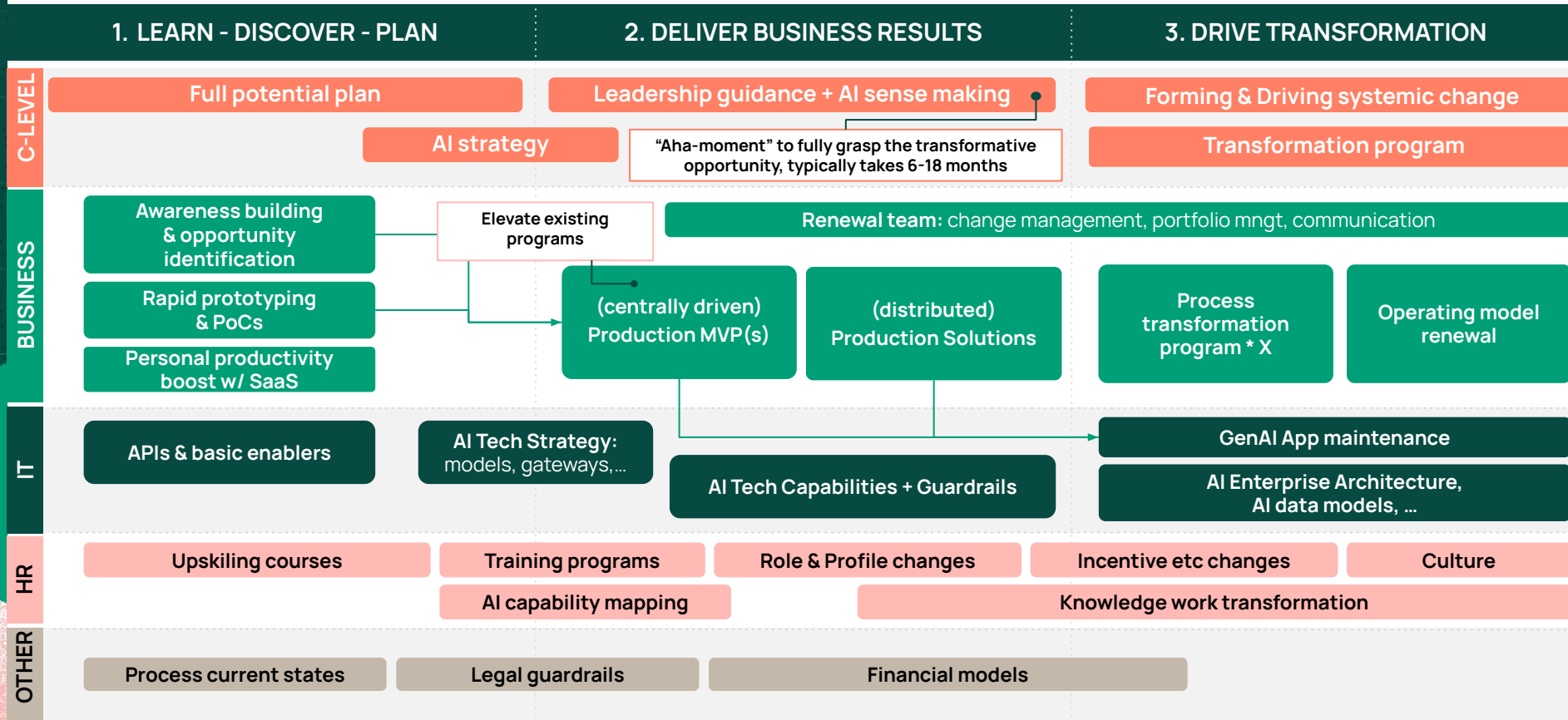
What impact does the AI strategy have on capabilities and the current way of working?



AI can create new opportunities and ideas for updating the strategy and business model

AI and data, in particular, influence the necessary capabilities but also challenge existing operating and management models.

The 'full-stack' path to gen AI impact - detailed view





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Empowering the world to act.