


# AI Power Play.


# The quest for Business








Kira Engelhardt | Head of Data & AI - Energy Networks

e-on

Reminder(s)

Board Briefing: Latest AI trends  
06:30 AM Thursday, April 18, 2024  
[Place 6](#)

 Potential AI-Use Case for Controlling	2h overdue
 Startup Connect: AI Image Generation	1 day overdue
 Training: How to integrate ChatGPT in your workflow	2 days overdue
 Workers Council Jour Fixe: Privacy in MS Copilot	2 days overdue
 Afterwork: AI Hackathon	3 days overdue

[Dismiss](#)

Click Snooze to be reminded in:  

5 minutes

[Snooze](#)

[Dismiss All](#)



**Susanne Strom**

Awesome new AI tool!!!

Hi Kira, check out what I found online! Can we try this...



**Wilfried Wind**

Have you seen this GPT use case?

Hi Kira, I saw this use case yesterday and want it for my...



**Lara Leitung**

**URGENT: Internal Midjourney needed!**

Hi Kira, Midjourney is so cool! Can you program this for...



**Sascha Solar**

**Copilot Use Case for Controlling**

Hi Kira, I had this idea to implement Copilot for our Con...



Richard Relais

Kira???



Richard Relais

@Kira Are you there? This is business critical



Richard Relais

Hi Kira, I have found this startup online, they develop their own version of ChatGPT. Can your team help us implement their solution?

↩ Reply

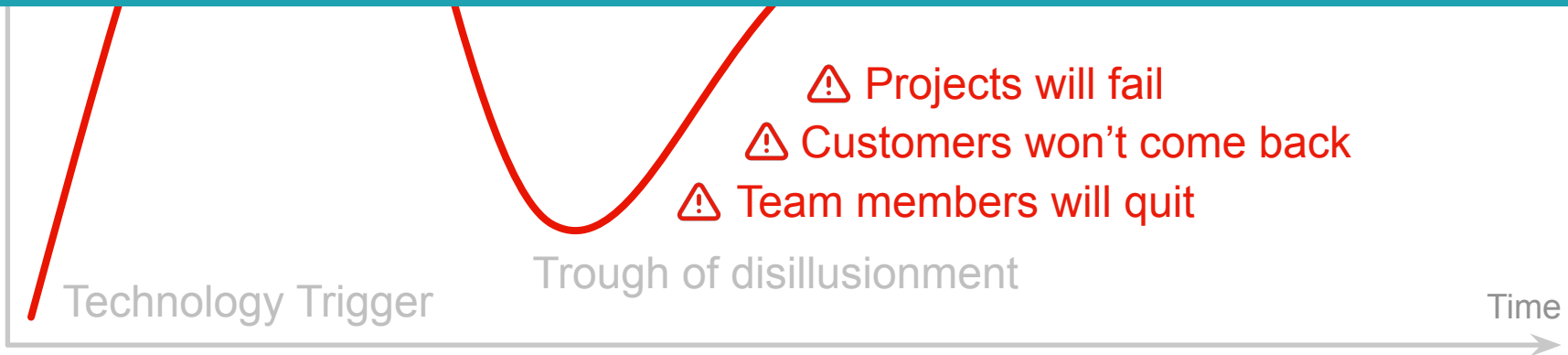
# Say YES!

The worst option

# Be aware of the Hype cycle



Should we not do AI projects?



A close-up photograph of a heavy-duty metal hook and chain, likely part of a crane or lifting equipment. The hook is dark and metallic, with a chain link visible above it. The background is blurred, showing an industrial setting.

# Hook

A photograph of industrial machinery, possibly a robotic arm or a large crane, with several thick cables or hoses extending from it. The machinery is mounted on a metal frame, and the background shows a cloudy sky and some industrial structures.

# Transform

# Why do we need AI-Hooks?

“If I had asked people what they wanted, they would have said faster horses.”

Excel Sheets

Industrie

## Bosch plant eigene KI für seine Mitarbeiter

Der Industriekonzern setzt stark auf KI. Jetzt kommt ein eigenes Sprachmodell, das ähnlich funktioniert wie ChatGPT. Gegen die Risiken hat Bosch ein KI-Schutzschild entwickelt.



01/08/24 | Wolfsburg | Models | Press Release

## World premiere at CES: Volkswagen integrates ChatGPT into its vehicles



BASF Digital Solutions

11.166 Follower:innen

7 Monate ·

+ Folgen

chatBASF: Available 24/7 and superspeedy

Exciting news! Meet chatBASF, our new internal assistant that's been working our colleagues with its lightning-fast support. From translating articles to researching information, this chatbot does it all - freeing up our employees to focus on BASF's main purpose: creating chemistry for a sustainable future.

chatBASF is available to all our 110,000 employees. We see a lot of excitement in trying out the new opportunity and high interest in the trainings offered in our Data & AI Academy.

Our colleagues from BASF Global Digital Services have used the Microsoft Azure OpenAI Service to integrate GPT-3.5 Turbo in a secure BASF technical environment to meet security and legal requirements. This was also made possible by our longstanding, good partnership with Microsoft. Several thousand employees are already using the services of the new assistant, and the number is growing every day.

Broad adoption of AI solutions throughout BASF is key - because it is only when we combine new technologies with existing experience and expertise that we can leverage the immense potential.

A big thank you to the colleagues who drove this project forward...we look forward to more AI solutions!

#BASF #GenerativeAI #Innovation

Übersetzung anzeigen



chatBASF



market GmbH + Co. KG

NEWS - 14. AUGUST 2023 17:03

## Künstliche Intelligenz bei dm: Start von dmGPT als unternehmenseigener KI-Chatbot für Mitarbeiterinnen und Mitarbeiter im dialogicum



ogGPT: Otto Group launches internal, privacy-compliant tool with generative AI for all employees

## Siemens First to Add ChatGPT Technology to Manufacturing Apps

Who we are · Our commitments · How we work · Alumni · Media · McKinsey Blog

Back to News at McKinsey Blog

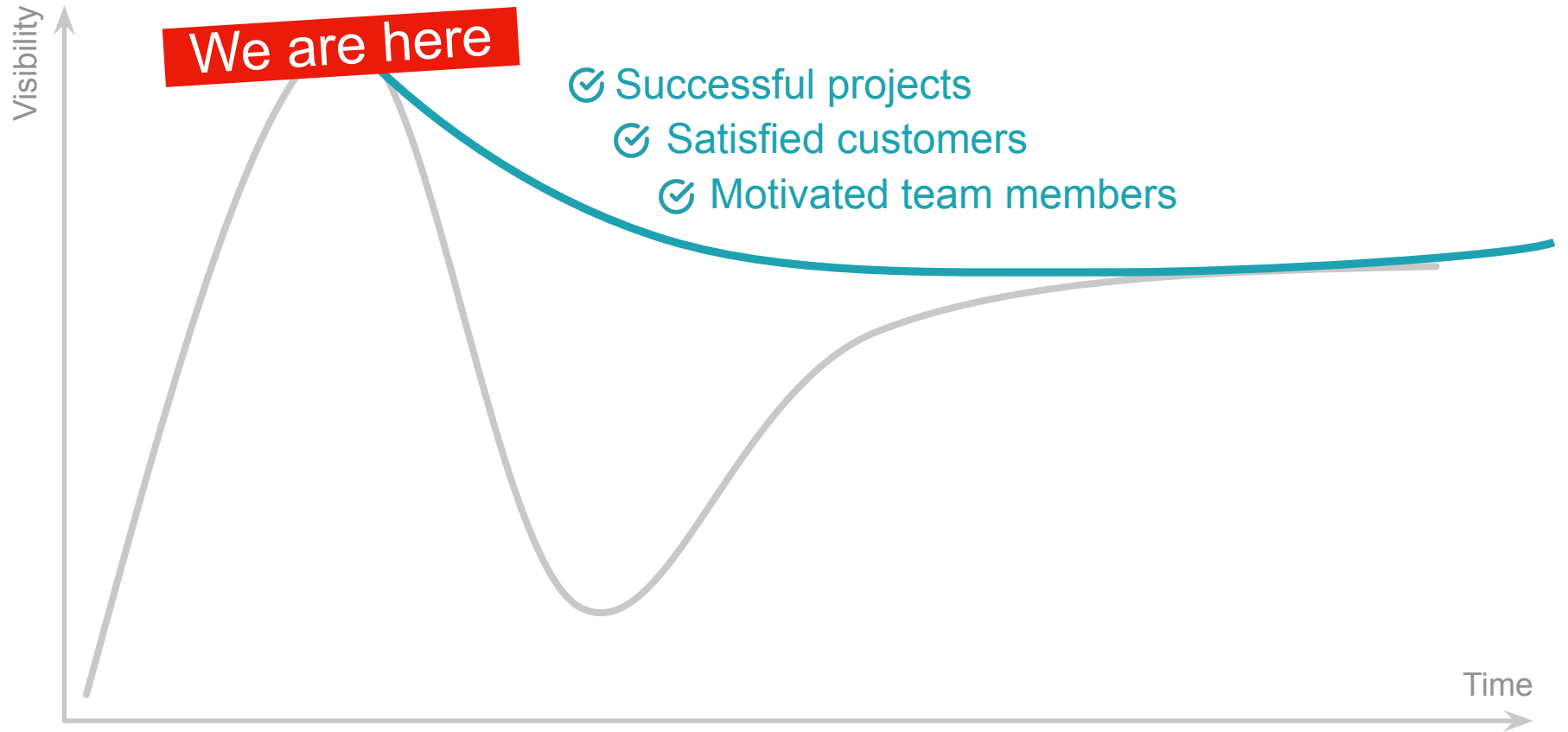
Meet Lilli, our generative AI tool that's a researcher, a time saver, and an inspiration



# Hook

# Transform

# How can we create real business impact now?



# The quest for Business Impact

How to  
IDENTIFY  
Business Impact?

How to  
DELIVER  
Business Impact?



Identify Business Impact

Stay close to core processes.



The background of the slide is a close-up, slightly blurred image of a large pile of various pills and capsules. The pills are in many colors, including white, orange, yellow, green, and pink. Some are round, some are oval, and some have markings like lines or dots. The overall effect is a dense, textured background of pharmaceuticals.

Identify Business Impact

**Prioritize Aspirin  
over Vitamins.**

Identify Business Impact

# Prioritize Aspirin over Vitamins.

How to:

General strategy beats everything

Stay close to the money

Get specific through Hands-On workshops

Identify Business Impact

**You must**  
Have a clear vision.

Identify Business Impact

Bonus Tipp

Ask the forbidden  
question.

Identify Business Impact

**Bonus Tipp**

Do we really need  
AI for this use  
case?

# The quest for Business Impact

How to  
IDENTIFY  
Business Impact?

How to  
DELIVER  
Business Impact?



A blurred background image showing a large crowd of people at what appears to be a sporting event or festival. The crowd is dense, with many people wearing colorful clothing and some holding up phones or cameras. The scene is outdoors, with a paved area in the foreground and a fence or barrier in the middle ground. The overall atmosphere is lively and festive.

Deliver Business Impact

Create a highly  
transformative team



Deliver Business Impact

# Create a highly transformative team

Balance  
different skills

Business | IT | Consulting

Fast & furious  
onboarding

Distribute  
ownership

Identify Business Impact

Choose a  
“lean legal”  
approach.

Identify Business Impact

Ensure existing prerequisites.

A blurred background image showing a business meeting. A man in a suit is seated at a table, looking down at papers. Other people are partially visible around the table, also in business attire. The setting appears to be a formal office or conference room.

Deliver Business Impact

The Business  
needs to pay for it.

# TL;DR: The quest for Business Impact

## How to IDENTIFY Business Impact?

- ☐ Close to Core
- ☐ Aspirin instead of Vitamin
- ☐ Clear & joint vision
- ☐ AI is the right solution to the problem

## How to DELIVER Business Impact?

- ☐ Highly transformative team
- ☐ Policies were considered
- ☐ Prerequisites are available
- ☐ The business needs to pay for it

## How that works for us?

> 3x

Overall portfolio  
growth

20

New team members  
onboarded

8.9

Team  
NPS

# Thanks.

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