

Maximizing AI in M3

Data Strategy, realistic use cases, and actionable steps for cloud & on-premises users

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Agenda

- Welcome
- AI for cloud & on-prem M3 users
- Practical AI examples
- How to start with high-impact AI use cases
- How to bring AI use cases to life and realize value
- Q&A





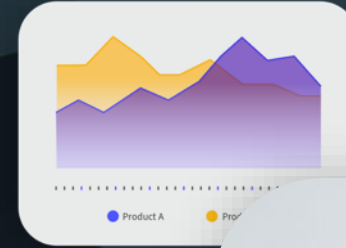
Human-Centric Futures:

4 Facets of Automation and Clear Guidance on When you Should Deploy Different Types of Automation Technologies

Presenter Name

Role

Date 0000.00.00



INDUSTRY SPECIFIC



CLOUDSUITE SOLUTIONS



Definition of Automation



Streamlined Processes

Automation streamlines workflows by removing repetitive and mundane tasks.



Integration of Technology

It involves the integration of technology platforms to manage and execute processes.



Reduced Human Intervention

Automation minimizes the need for direct human involvement in routine tasks.



Benefits with automation



Increased Efficiency

Automation leads to faster and more efficient execution of tasks and processes.



Cost Reduction

Leads to significant cost savings by optimizing resource utilization and time management.



Improved Accuracy & Quality

Reduces the margin of error by replacing manual processes prone to mistakes.



Employee Focus on Value-Added Tasks

Employees can shift from routine and mundane tasks, to more complex and value-added activities.

4 Facets of Automation



Persona driven consumption and interactions

Improve the human interaction



Workflows & Processes

Improve the "way of working"



Robot process automation

Automation by rules



AI/ML

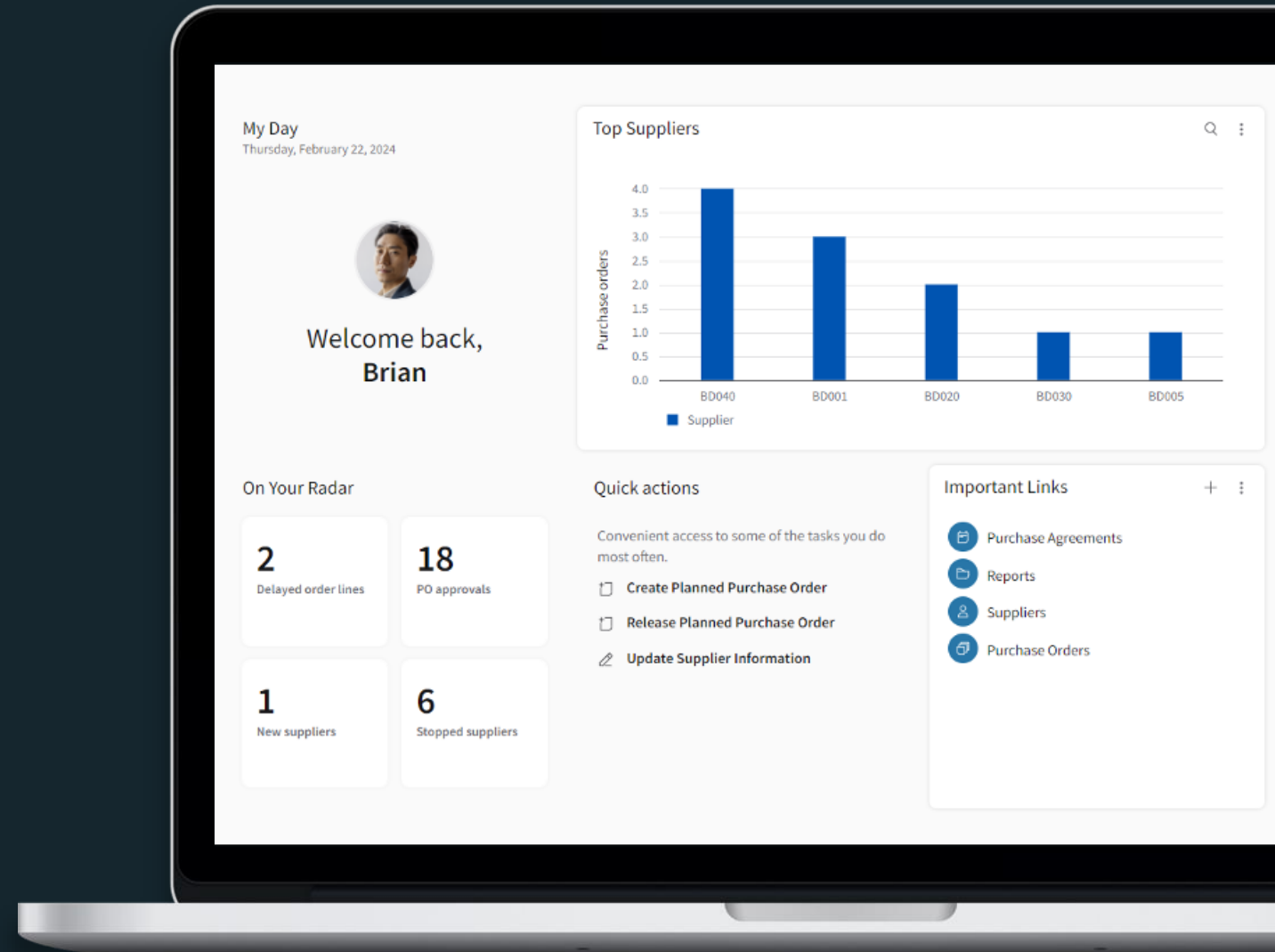
Data driven automation

Persona driven consumption and interactions

Just by an intuitive and well-designed interface could the interaction be more efficient, precis and indirect automated by having the users focusing on the right things.

Characteristics for a great user interaction

- Intuitive
- Easy the use
- Minimize efforts
- Delivering on “the rights”
 - The right information
 - For the right task
 - At the right time
 - To the right person

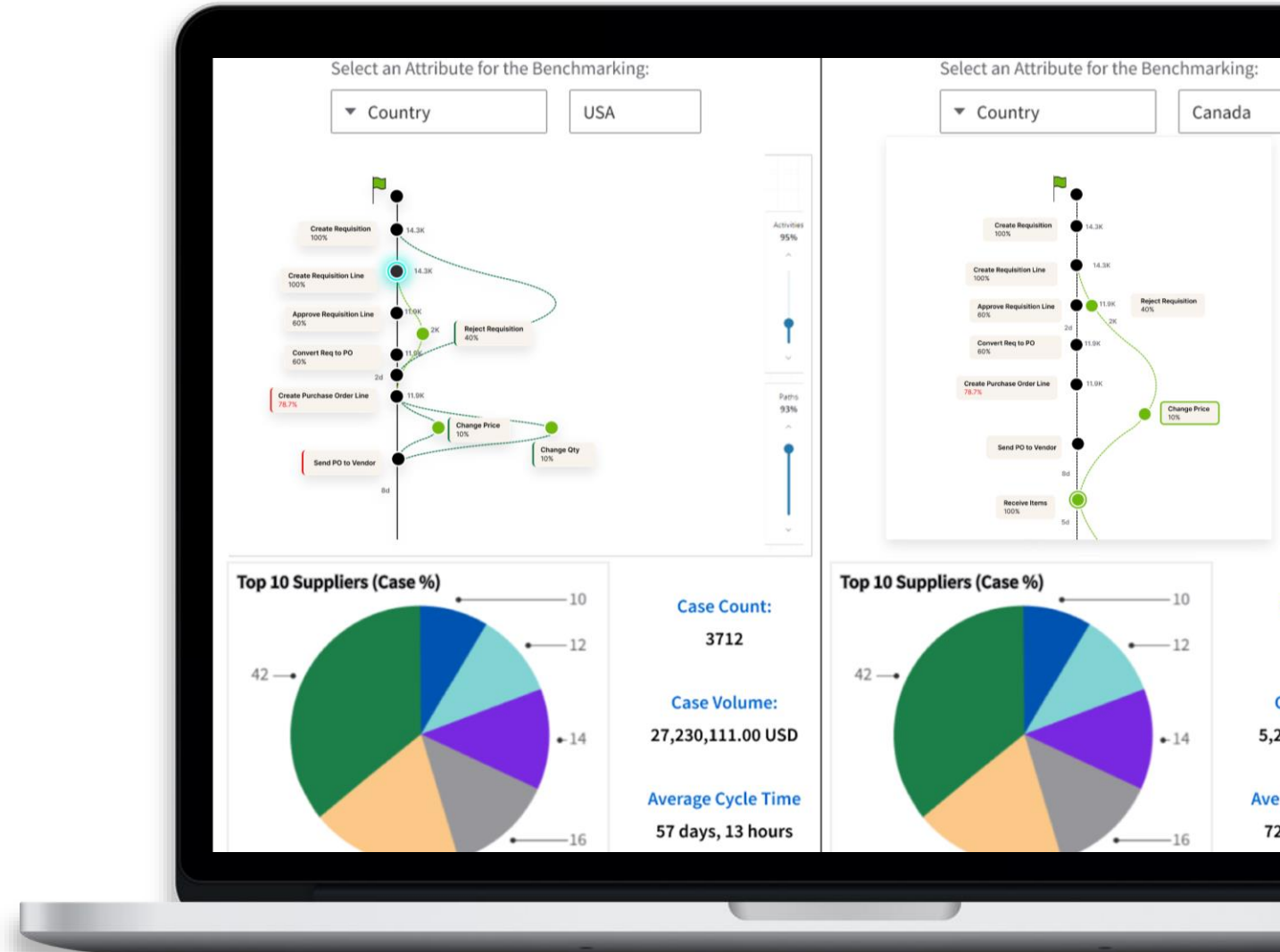


Workflows & Processes

By efficient workflows and process unnecessary steps and unlogical ways of working can be removed. Sometimes RPAs and other automation techniques are applied on processes that could be better designed from the beginning.

Ways to improve

- Utilize best practices processes
- Design processes to ensure efficiency and quality
- Have clear definitions of responsibilities
- Utilice procces mining to:
 - Get factual based analytics on process performance
 - Identify bottlenecks
 - Identify areas for RPAs/ML or a combination
 - Benchmark



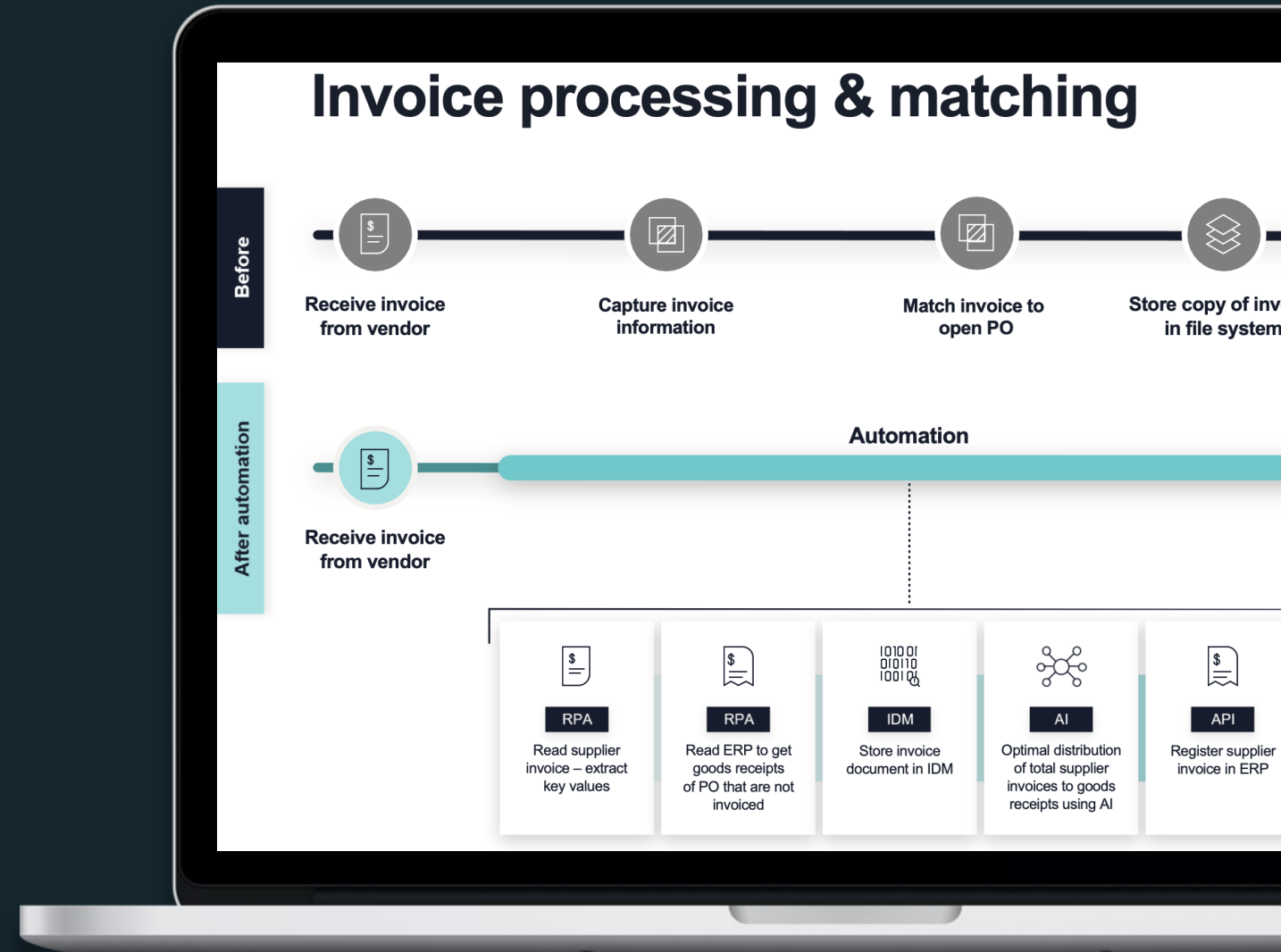
Robot Process Automation

Robotic Process Automation (RPA) has gained widespread adoption in various industries due to its potential benefits.

What processes can you automate?

There are the 4 criteria of automation by RPAs. Any process that fits all the 4 criteria are eligible for Enterprise automation.

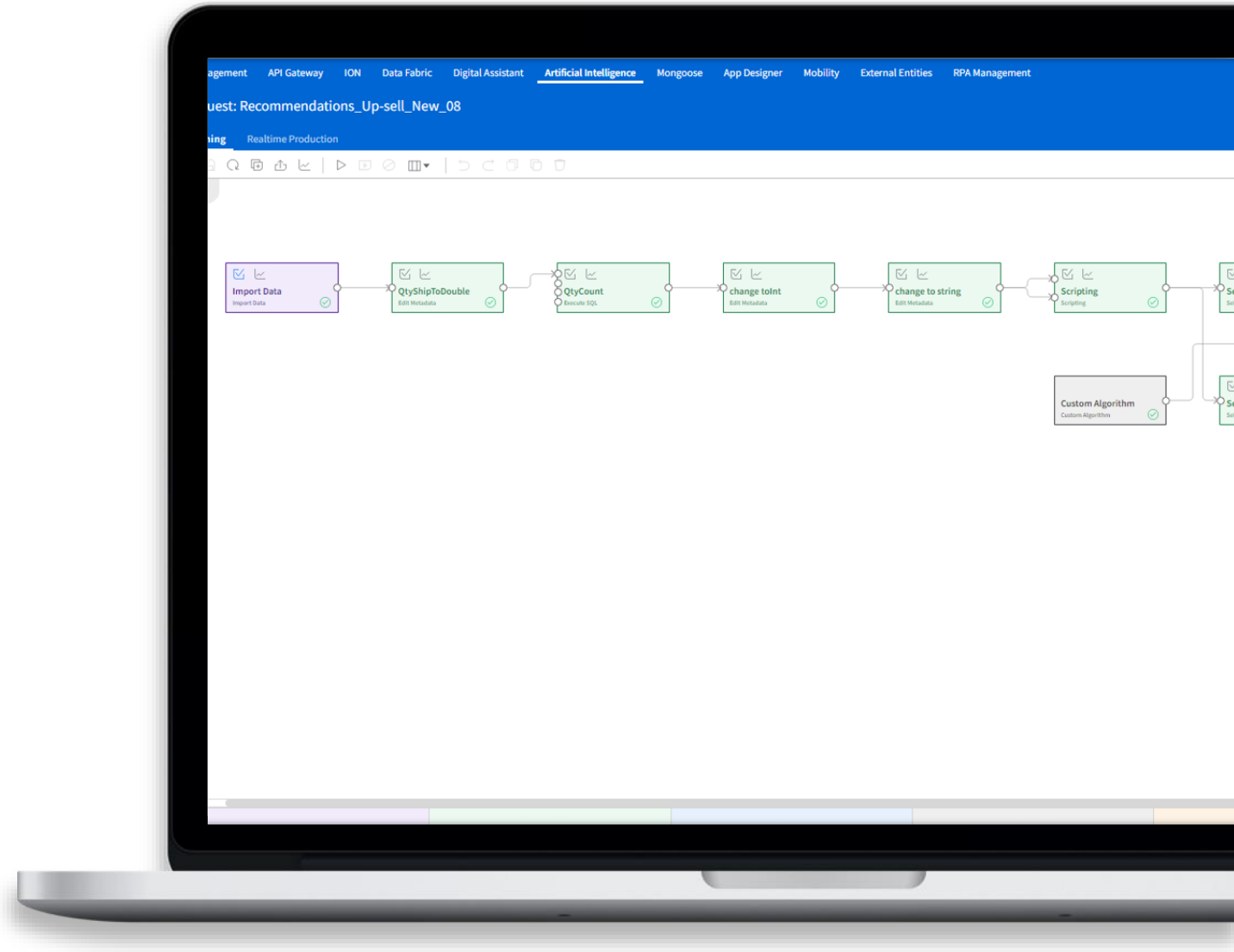
- Well defined triggers: Its not a ad-hoc processes. But either triggered regular intervals or clearly triggered on demand.
- Rule Based: Decisions and actions inside the process can be objectively defined based on the parameters at hand.
- Concrete Input & Output: The process is outcome based where there are clear entry and exit criteria
- Recurrence: Process happens frequently enough.



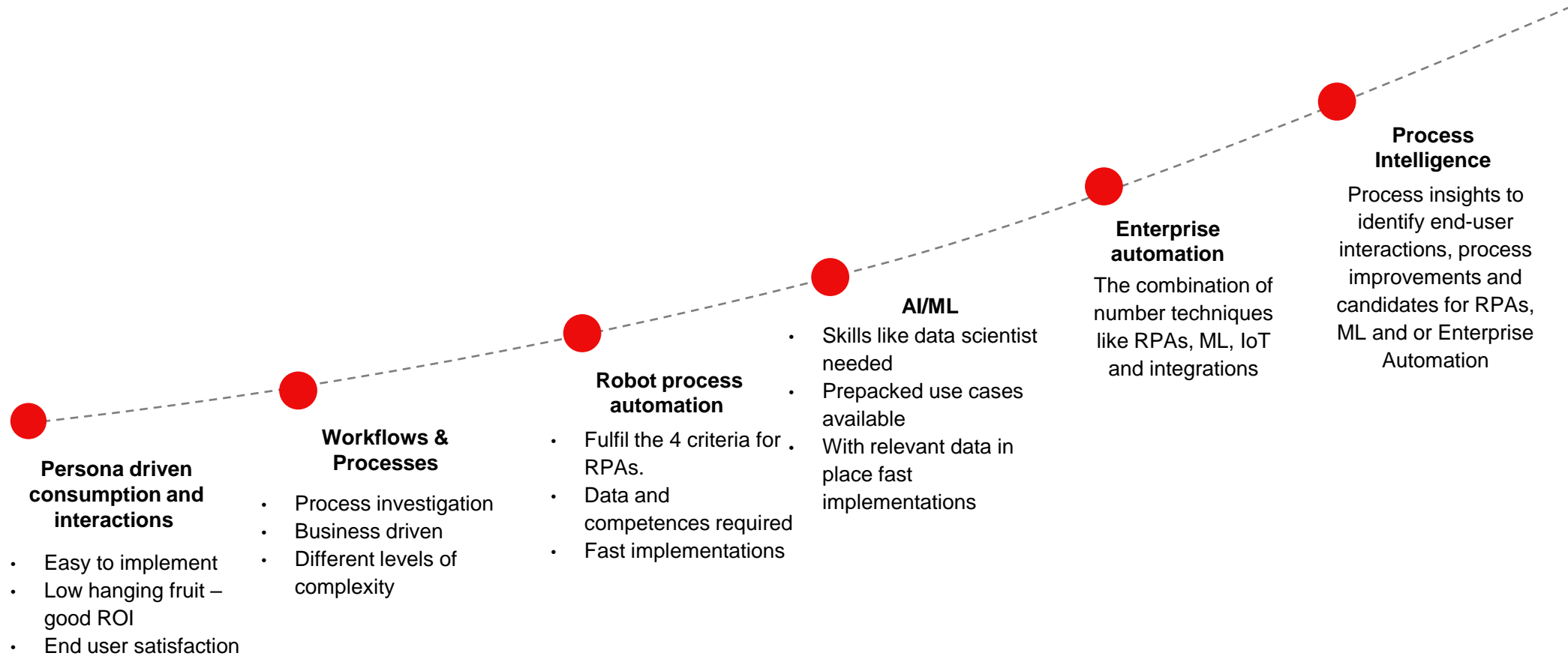
AI/ML – Augmented Intelligence

Artificial Intelligence is a broad concept to make a machines intelligent. Machine Learning is an application of Artificial Intelligence that enables a system to automatically learn and improve from experience without being explicitly programmed.

- Top ML use cases
 - Reducing company costs
 - Retaining customers
 - Process automation for internal organization
 - Recommender system
 - Increasing customer satisfaction
- Different way of utilization
 - Recommendations (augment the end user) – discounts, pricing etc.
 - Predictions - maintenance, services i.ex.
 - Optimization – stock, assortment
 - Automation
 - Bots
 - Insights and analytics



When to do what - Natural steps in the evolution





Key Challenges and Considerations



Skills Gap

The challenges lie in finding highly skilled workers who possess the expertise to operate and maintain sophisticated automation systems.



Integration Complexity

Addressing the complexities associated with seamlessly integrating new automation technology with existing legacy systems.



Job Displacement

Potential concerns regarding job displacement as automation takes over certain roles and tasks traditionally performed by humans.



Key takeaways



The automation case

Identify the automation use case from a holistic perspective. The case will drive the choice of solution not the other way around



The benefits

What is the business case for the use case. There should always be business benefits with automation. There is no idea running a case just for the sake of running a case.



The method

Once the case is identified the potential is estimated it is time to choose the right method, is it UX, process improvements, RPA, ML/AI a combination of it or something else?



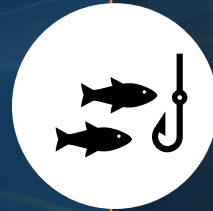
The people

Automation will always impact people. To include, inform and work with change management is in the end a success criteria for the implementation.

How to start with high-impact cases



What can we do with this?



Traditional AI
vs
Generative AI



Consider risks
Enable innovation
Set Governance

What can we do with this?

Hyped user
experience

Use it!

Does this change
business models?

The right tool at the
right place

AI does not revolve around GenAI



Data driven AI



Generative AI

Traditional AI

Mature technology



“Do we need AI here?”
The confidence interval



Value is under the radar



New Business Models

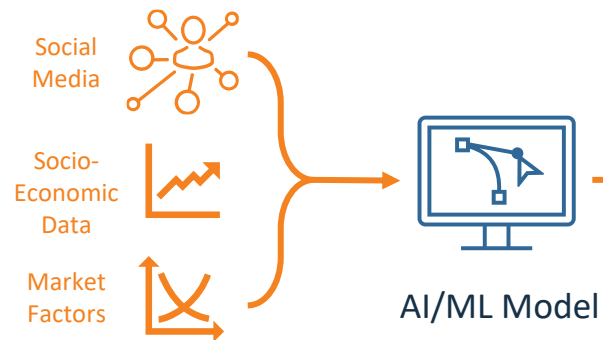
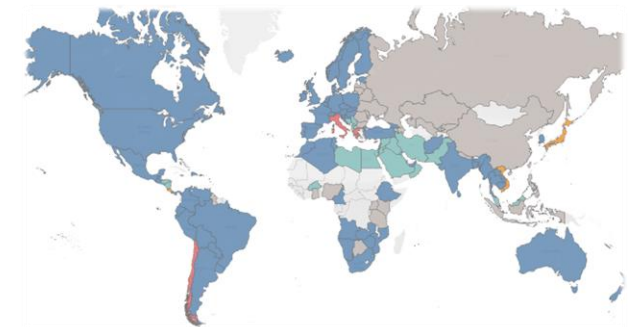
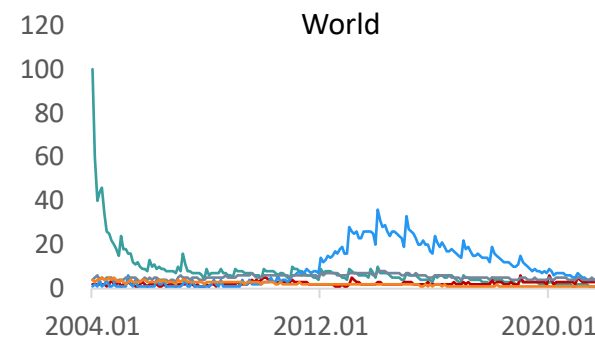
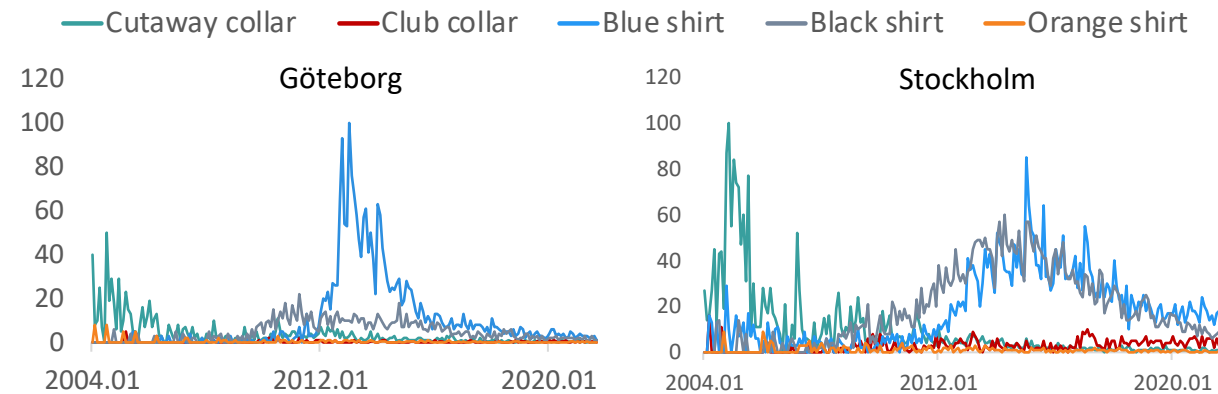
Servicification

IOT enablement

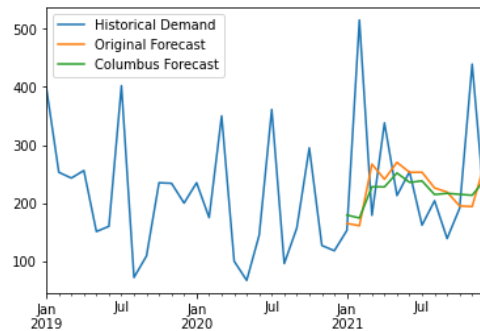
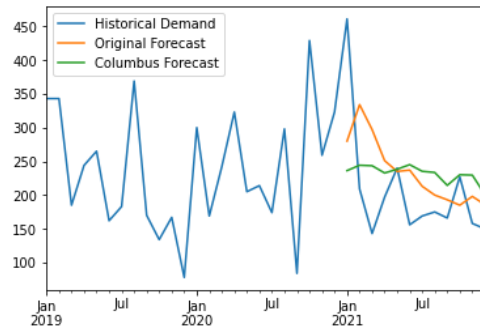
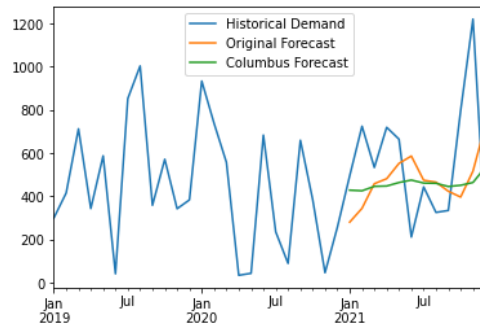
Use your data

Market Trends Forecasting

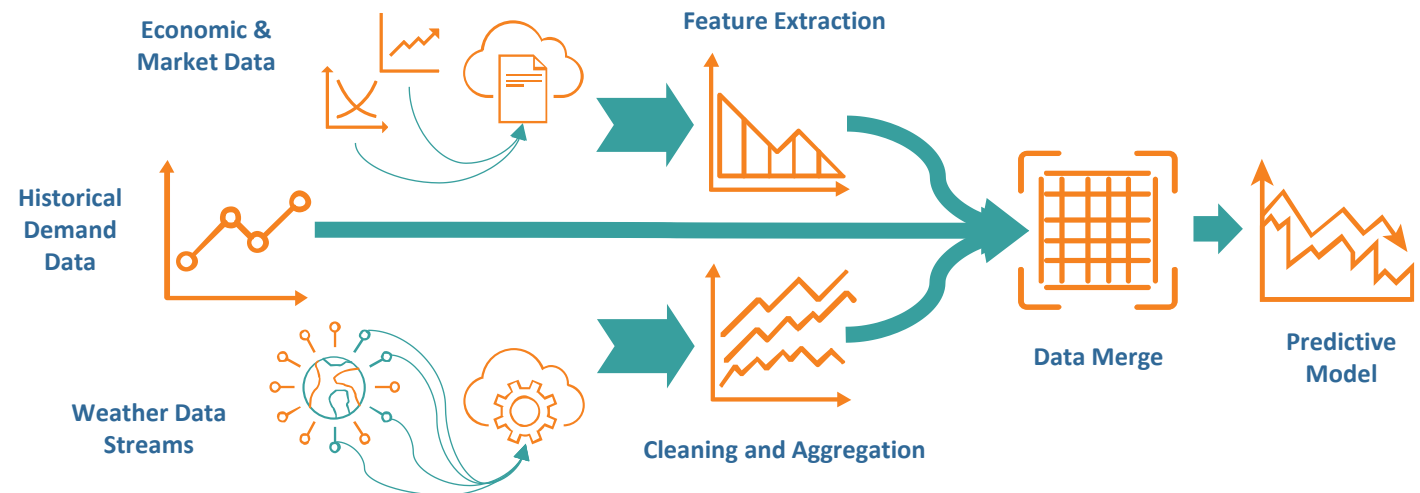
- Identify shifting consumer interests and trends
- Spot market trends related to offerings or brands
- Forecast waning or growing interest in product types
- Tailor marketing and product development to trends



Improved Demand Forecasting



- Automate model training and selection
- Scale forecasts to 100s or 1000s of products and markets
- Integrate external data (weather, economic trends, etc.)
- Tailor marketing and product development to trends



Generative AI use cases

Hyperefficiency

- Augmentation
- Conversational analysis
- Code interpretation and generation
- Content creation (multimodal)
- Training creation
- Agents – executing AI

Chatbots

- Consumer facing chatbots, e.g. Support
- Virtual assistant
- Virtual coaching

Documentation trawling

- Document processing
- Process intelligence
- Cybersecurity



Legacy
Modernisation

Self healing automated
processes

Digital Board Member

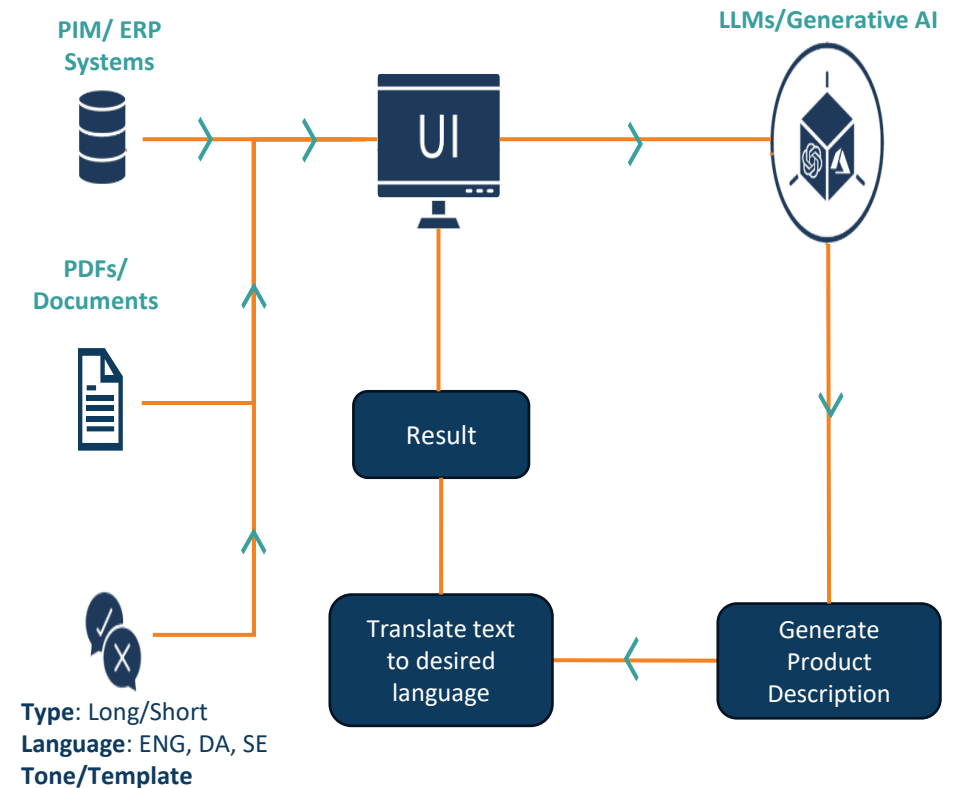
Product Description Chatbot

Who A leading residential developer in Europe with the purpose to create happy neighborhoods for the many. The customer develops residential housing in Germany, Sweden, Finland, Estonia, Latvia and Lithuania. To date, the company has built about 40,000 homes.

Challenge In real estate, manual drafting of property listings is time-consuming, resource-intensive, and prone to inconsistencies, affecting customer engagement. Thus, the company aims to introduce an AI-powered solution for streamlined and efficient Property Description Generation.

Solution We aim to develop an AI-driven Product Description Model to enhance content quality and automate description generation, improving customer engagement.

Outcome A customized Generative AI tool that generates product descriptions for the company on demand in many languages, hence reducing the requirement for content writers' dependency.



Digital Twin – Public Procurement



How is this done?

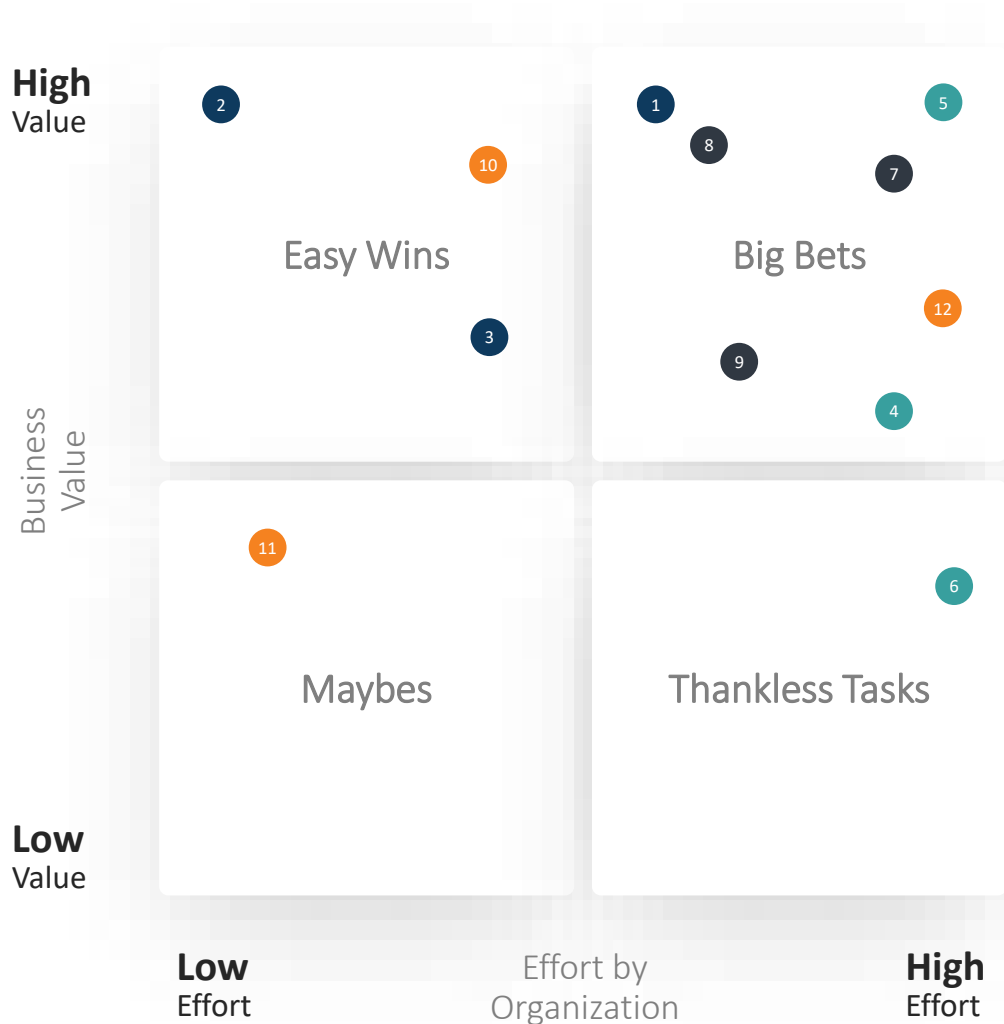
01 AI value workshop

02 AI innovation Laboratory

03 Policy, Security and Governance



AI Value Workshop



Participants from Customer: Process owners and C-level representative

Participants from Columbus: Customer Facing Data Scientist and Management Consultant

High-level workshop to identify key business needs, goals, and interests and potential AI/Data Science tools useful to address them.

A first high-level prioritization will be done for all initiatives according to a Value vs Effort model.

Key questions:

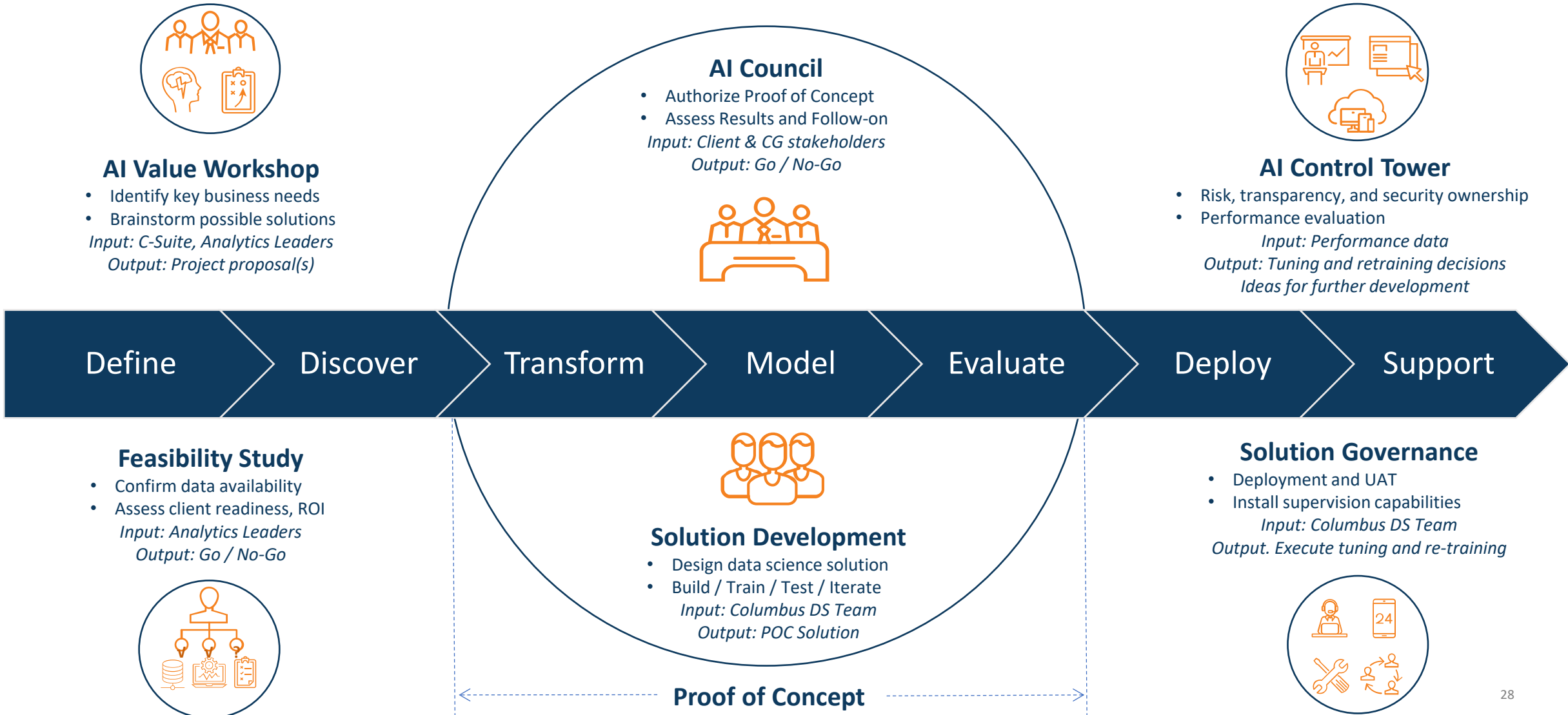
- Does the project give a quick win
- Is the project either too trivial or too unwieldy in size
- Is the project specific to your industry
- Is the project creating value

The most promising initiatives will be described in a one-page project description.

The customer decides which initiatives they want to go forward to a feasibility study with.

Columbus AI Innovation Laboratory

A framework for successful value realization of AI Projects



AI Value Workshop

- Identify key business needs
 - Brainstorm possible solutions
- Input: C-Suite, Analytics Leaders*
Output: Project proposal(s)

AI Council

- Authorize Proof of Concept
 - Assess Results and Follow-on
- Input: Client & CG stakeholders*
Output: Go / No-Go



AI Control Tower

- Risk, transparency, and security ownership
 - Performance evaluation
- Input: Performance data*
Output: Tuning and retraining decisions
Ideas for further development

Define

Discover

Transform

Model

Evaluate

Deploy

Support

Feasibility Study

- Confirm data availability
 - Assess client readiness, ROI
- Input: Analytics Leaders*
Output: Go / No-Go



Solution Development

- Design data science solution
 - Build / Train / Test / Iterate
- Input: Columbus DS Team*
Output: POC Solution

Solution Governance

- Deployment and UAT
 - Install supervision capabilities
- Input: Columbus DS Team*
Output: Execute tuning and re-training



Proof of Concept

Innovation Enablement

Top down

communicate what we want to do, provide the tools

Bottom Up

Start using it

Thank you!
