



Masterclass: KI-Strategien für Sales & Marketing

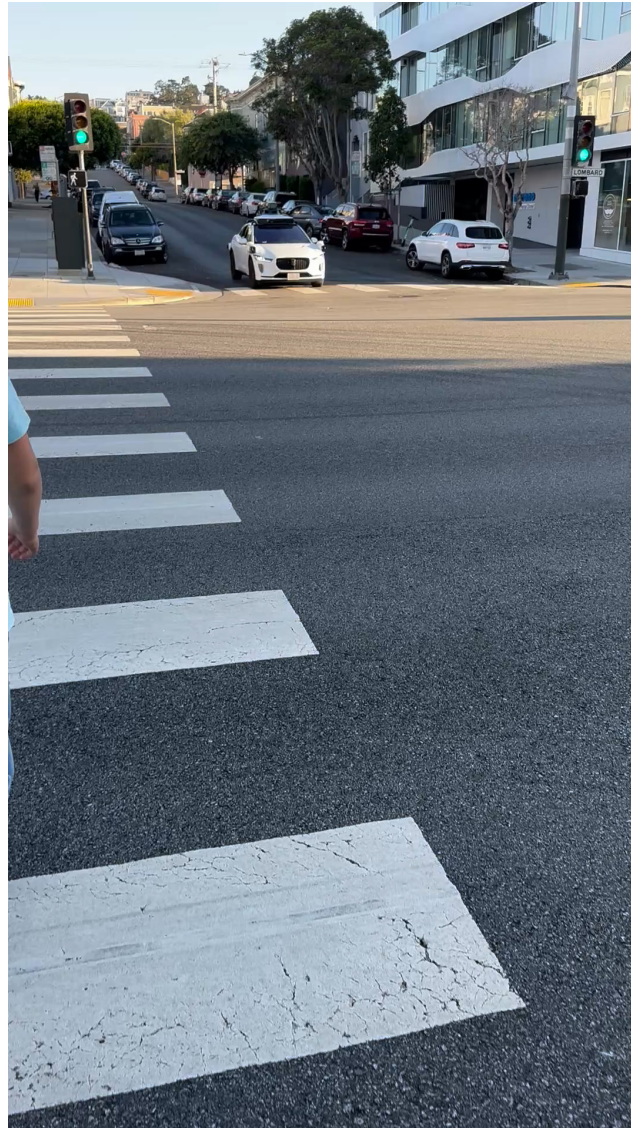
BigBang Festival

—

12. September 2024



AI and Reality



Introduction

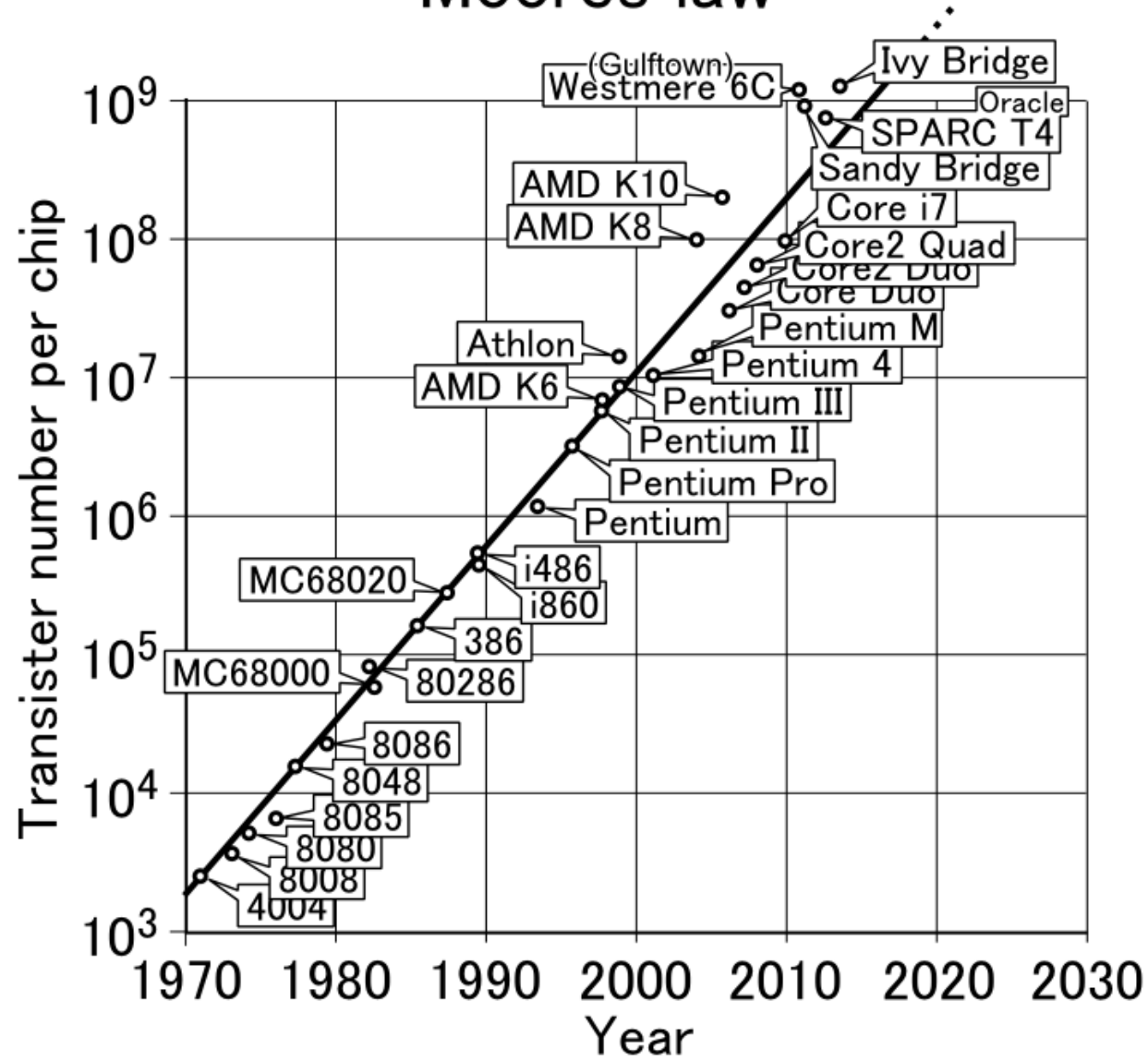


```
21-System Information: Advanced 80110x, ICI Copr 1987, 1988, Peter Markon
Computer Name: IBMPC
Operating System: DOS 3.00
Built in BIOS dated: Wednesday, October 27, 1987
Main Processor: Intel 80286
CPU Frequency: 8000
Video Display Adapter: Hercules (VGA)
Current Video Mode: Text: 80 x 25 Hercules
Available Disk Drives: 3, 0, 0

DOS memory: 640 K-bytes of memory
128 K-bytes used by DOS and resident programs
320 K-bytes available for application programs
A search for active memory failed
640 K-bytes main memory (at hex 0000-0000)
640 K-bytes display memory (at hex 0000-0000)
DOS: BIOS Extensions are found at hex 00000000-0000

Completion Index (CI), relation to IBM/XT: 1.0
Disk Index (DI), relation to IBM/XT: Not computed. No drive specified.
Performance Index (PI), relation to IBM/XT: Not computed.
C:\>
```

Moore's law




```
Public Class Form1
```

```
Private Sub ButtonSubmit_Click(sender As Object, e As EventArgs)  
Try
```

```
    If Cdbl(TextBoxGrade.Text) >= 89.5 Then
```

```
        LabelGrade.Text = "Grade A"
```

```
    ElseIf Cdbl(TextBoxGrade.Text) >= 79.5 Then
```

```
        LabelGrade.Text = "Grade B"
```

```
    ElseIf Cdbl(TextBoxGrade.Text) >= 69.5 Then
```

```
        LabelGrade.Text = "Grade C"
```

```
    ElseIf Cdbl(TextBoxGrade.Text) >= 59.5 Then
```

```
        LabelGrade.Text = "Grade D"
```

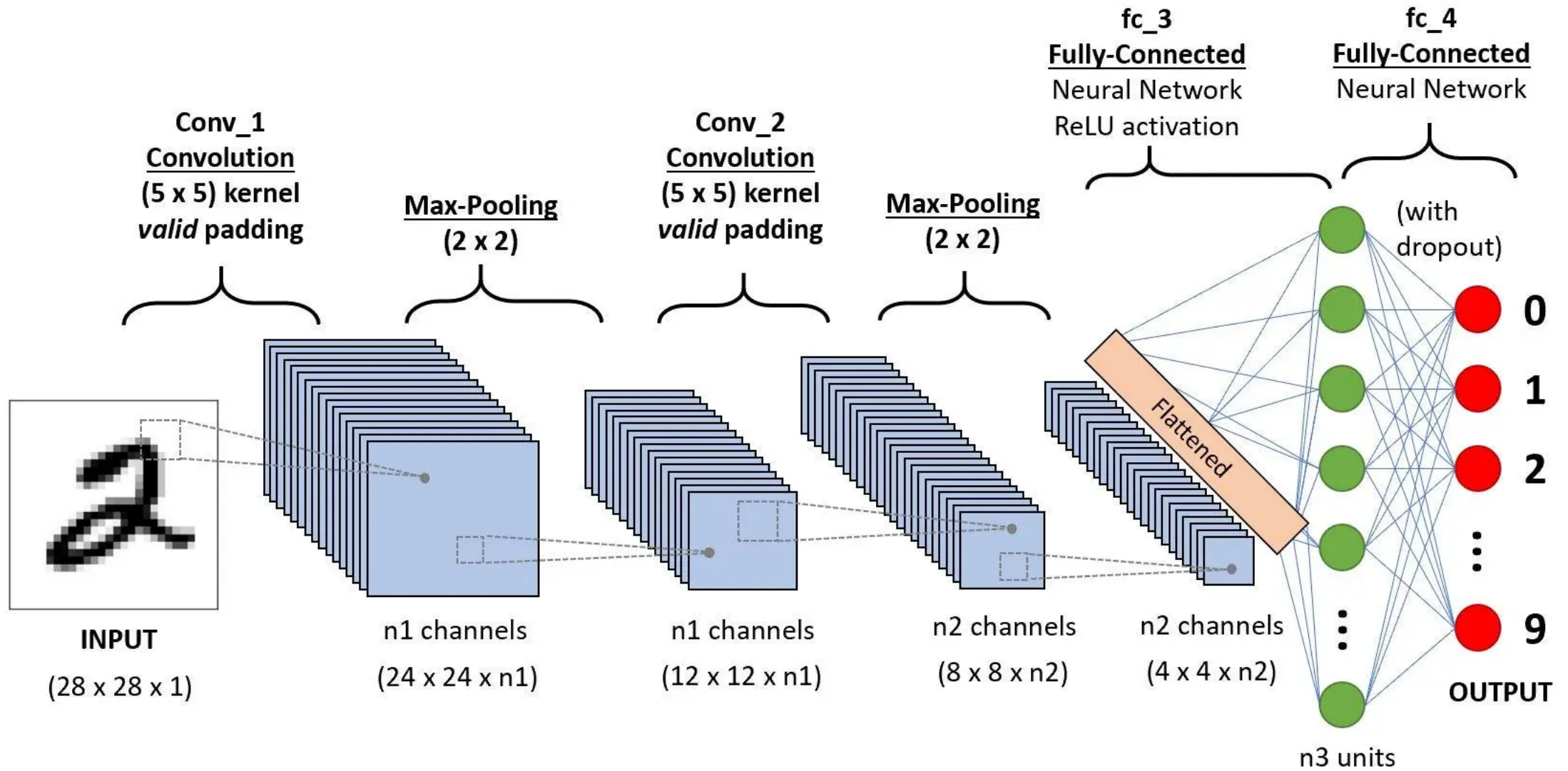
```
    Else
```

```
        LabelGrade
```

```
    End If
```

```
Catch ex As Exception
```


Name2	Surname	Greeting
Anna	Johnson	
Olivia	Smith	
Ethan	Brown	
Mia	Williams	
Liam	Jones	
Ava	Miller	
Noah	Davis	
Isabella	Garcia	
Mason	Martinez	
Sophia	Anderson	



1 The accelerating pace of change ...



2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

COMPUTER RANKINGS

By calculations per second per \$1,000



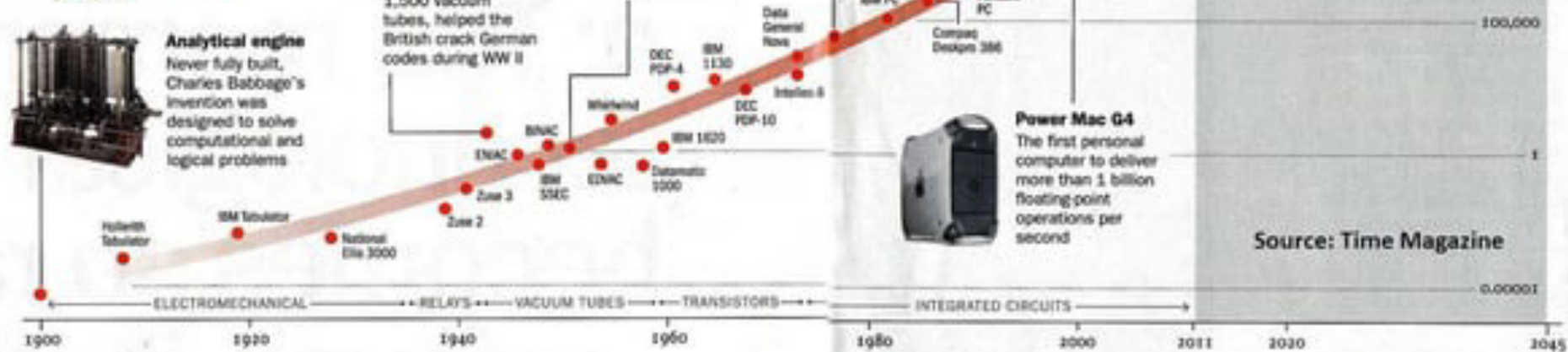
Analytical engine
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



Colossus
The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II

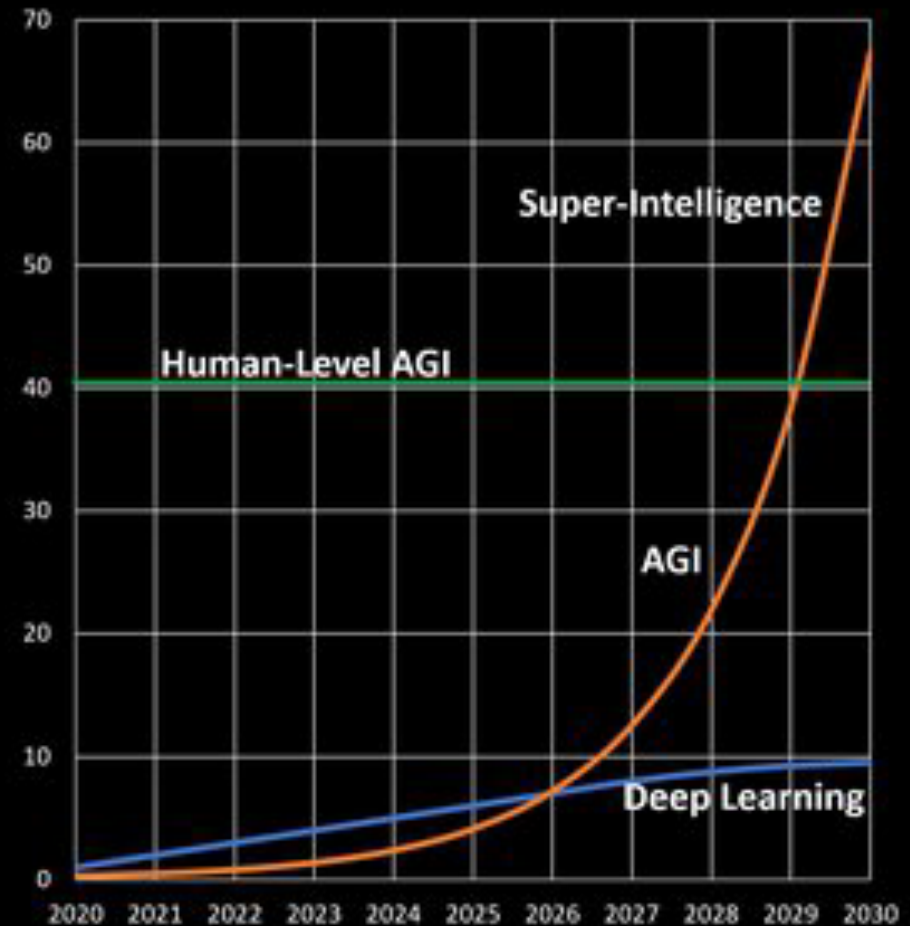


UNIVAC I
The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



Source: Raymond Kurzweil, „The Singularity is Near”, 2005

- **Deep Learning will plateau**
 - Limited network models
 - Supervised learning
 - Need for labeled data
 - Does not scale
- **AGI increases exponentially**
 - Powerful, flexible network models
 - Unsupervised learning
 - Inputs and Memory flexible
 - Grows and evolves with time



NEW - and just in time for Christmas!

EXCLUSIVE "HOLIDAY CASE" FOR THE
WORLD'S FIRST AND FASTEST PORTABLE!



The gift that never stops giving — a Smith-Corona portable typewriter — particularly the *Silent-Super*, illustrated here. Every feature for big machine performance, plus the fastest *Keyset Tabulator* on any portable.

And now, in the exciting, new, slim-line "Holiday Case" it's a smarter-than-ever gift, to get or to give. See it demonstrated — at Smith-Corona dealers everywhere. Look in your Classified Telephone Directory.

INSIDE SECRET! The ingenious metal frame, shown here, in position, locks your portable in place for carrying. Your *Silent-Super* slips in and out instantly and easily.



Smith-Corona
SILENT-SUPER, complete
with the exclusive, new
"Holiday Case" — \$118.50*
With standard case — \$113.50*
Other models, shown below,
with standard cases only.

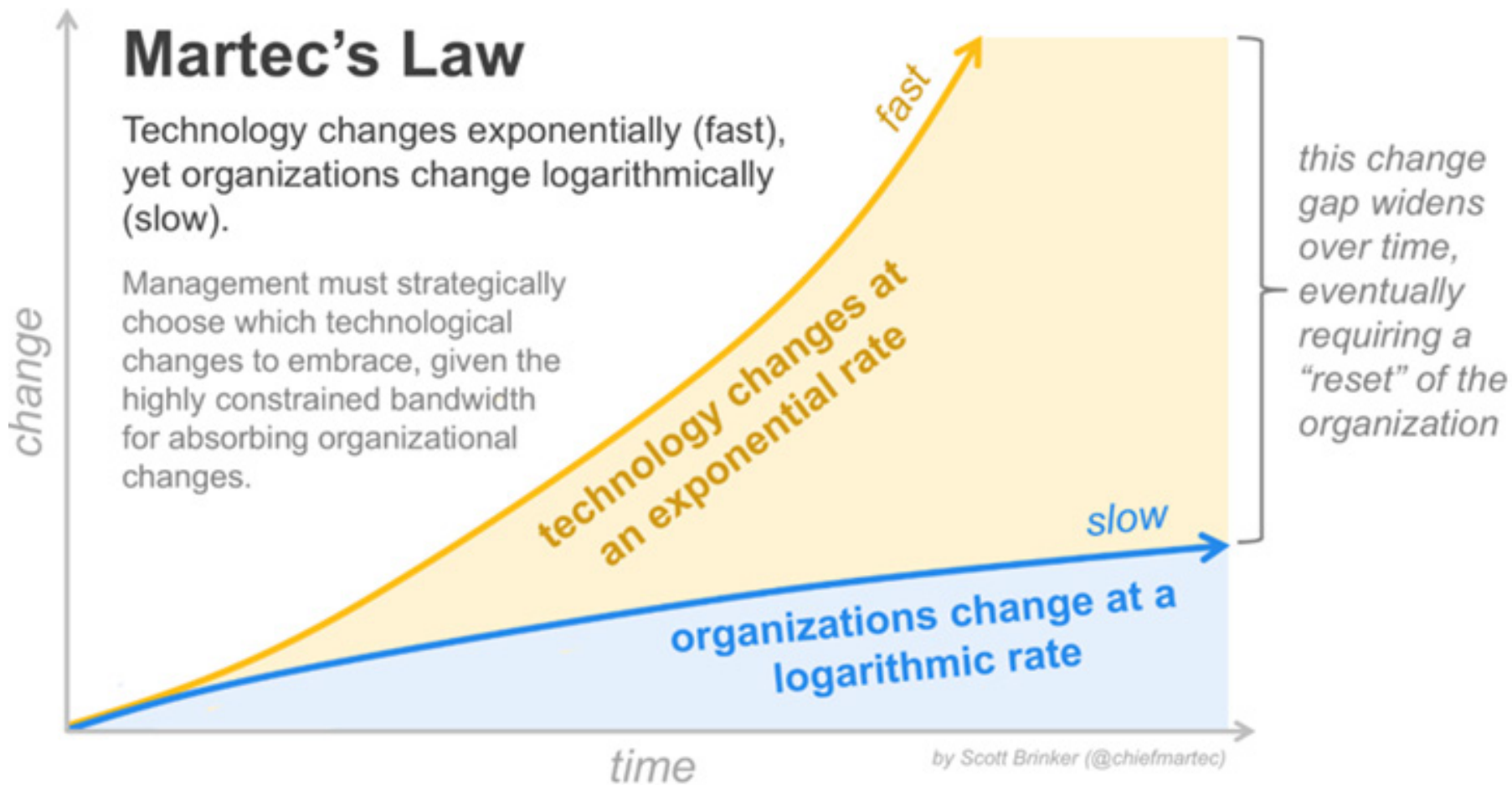
Pay as little
as \$1.25 a week

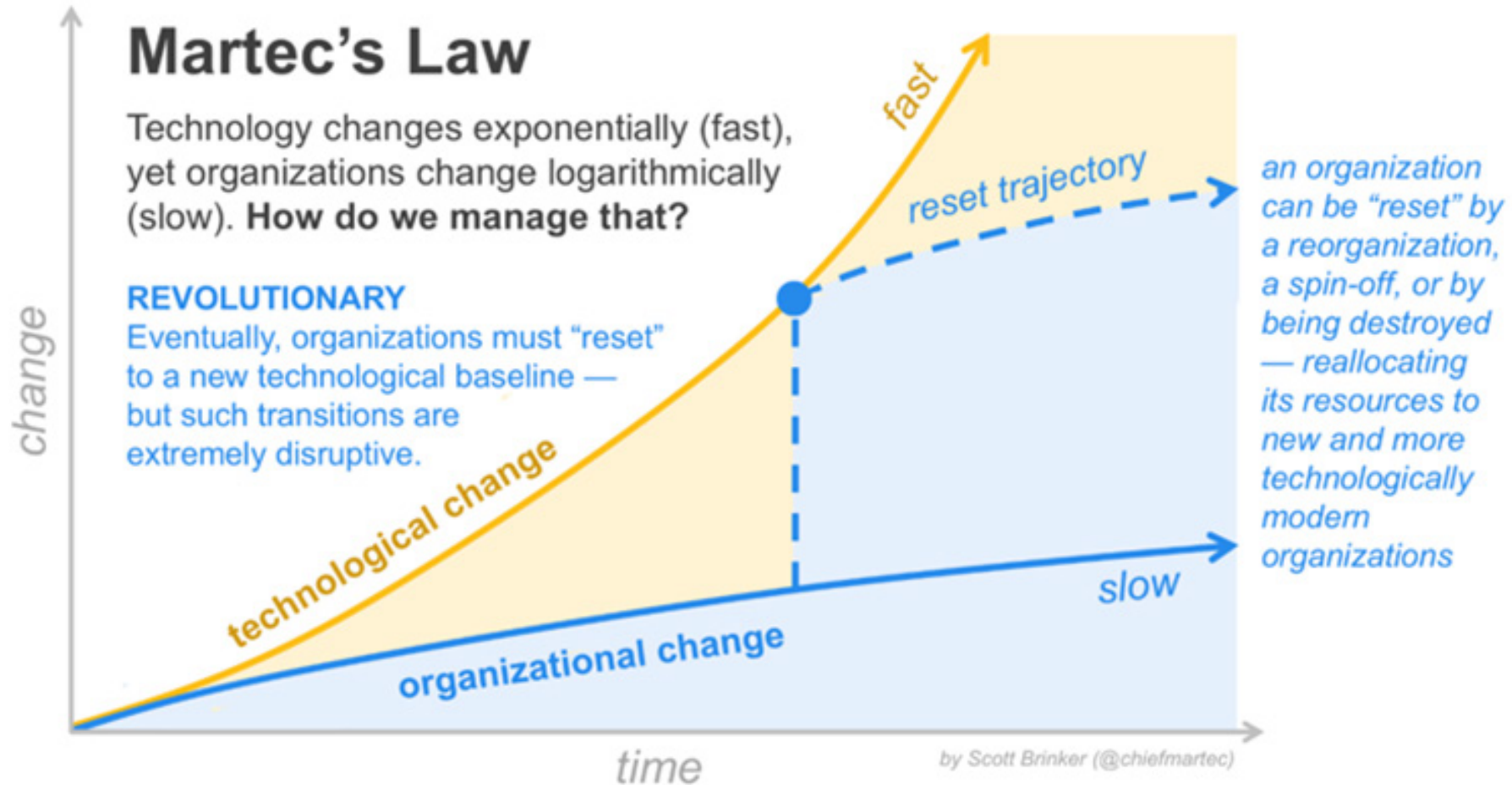
Smith-Corona

WONDERFUL TO GET... WONDERFUL TO GIVE... WONDERFUL!

The most complete line of portable typewriters in the world—

SMITH-CORONA INC SYRACUSE 1 N Y
Factories also in Toronto, Brussels and Johannesburg





AI Journey

“Out of the box”
Solutions

Personal Chatbot



Brownfield

Greenfield



Personal Productivity

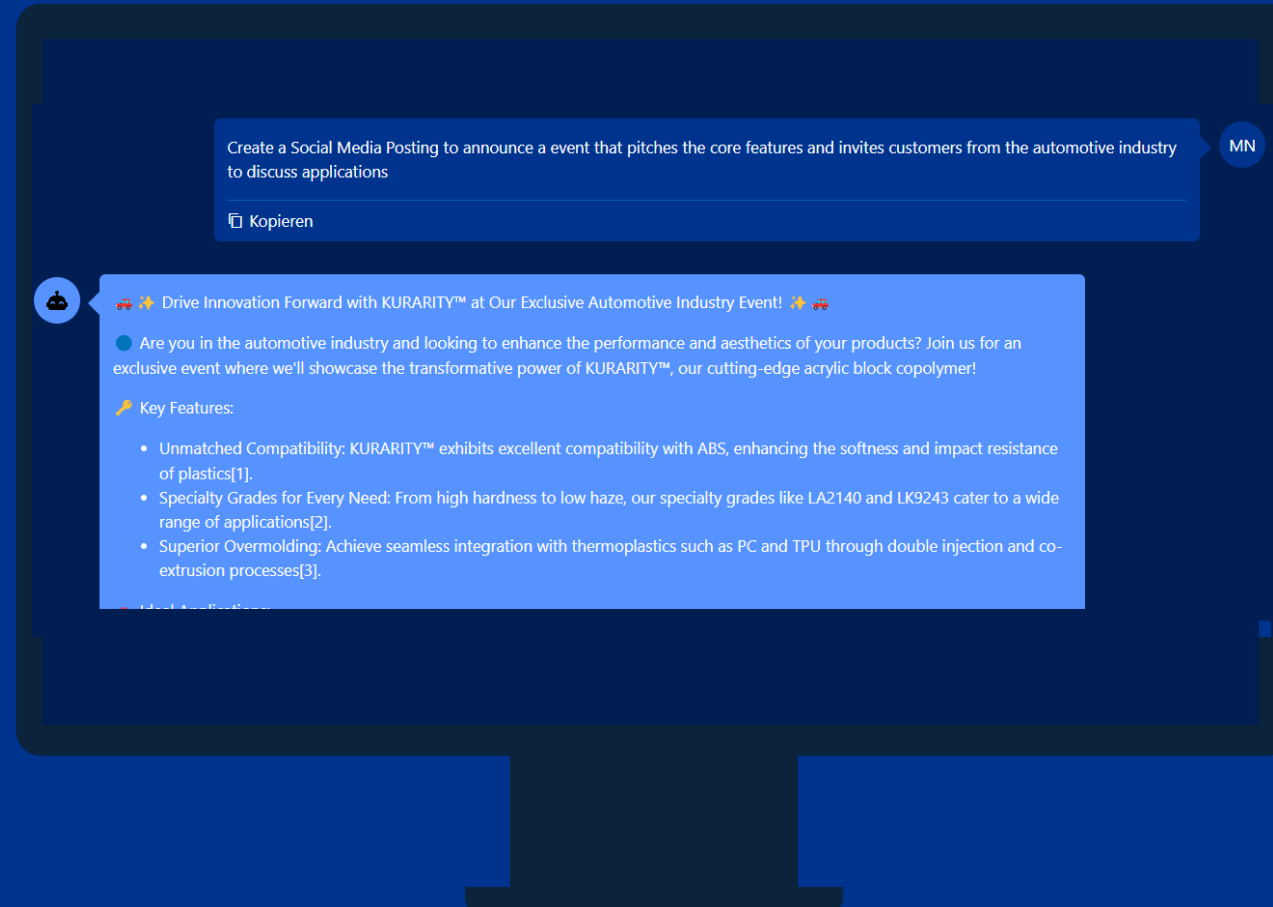
Business Productivity



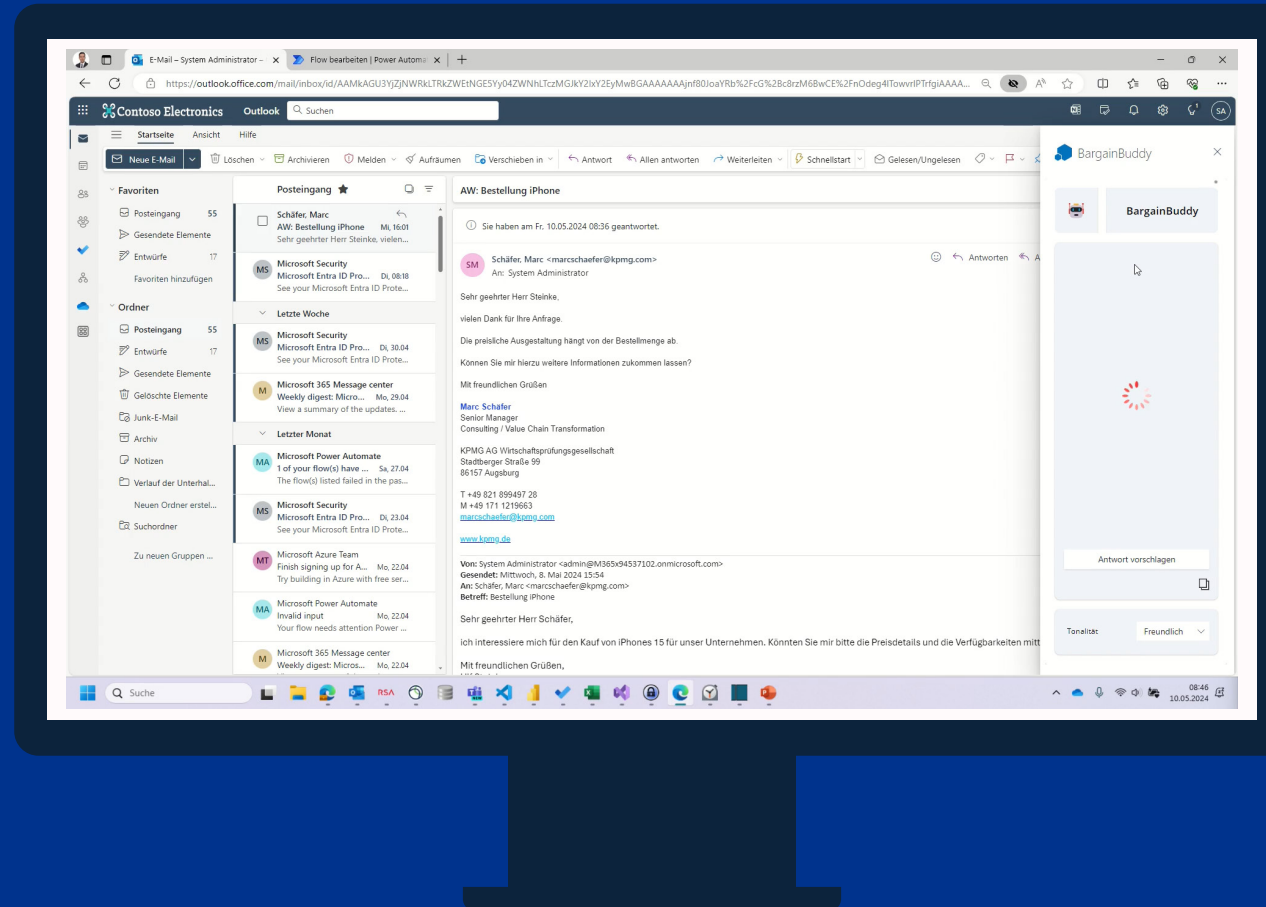
02

Use Case Examples

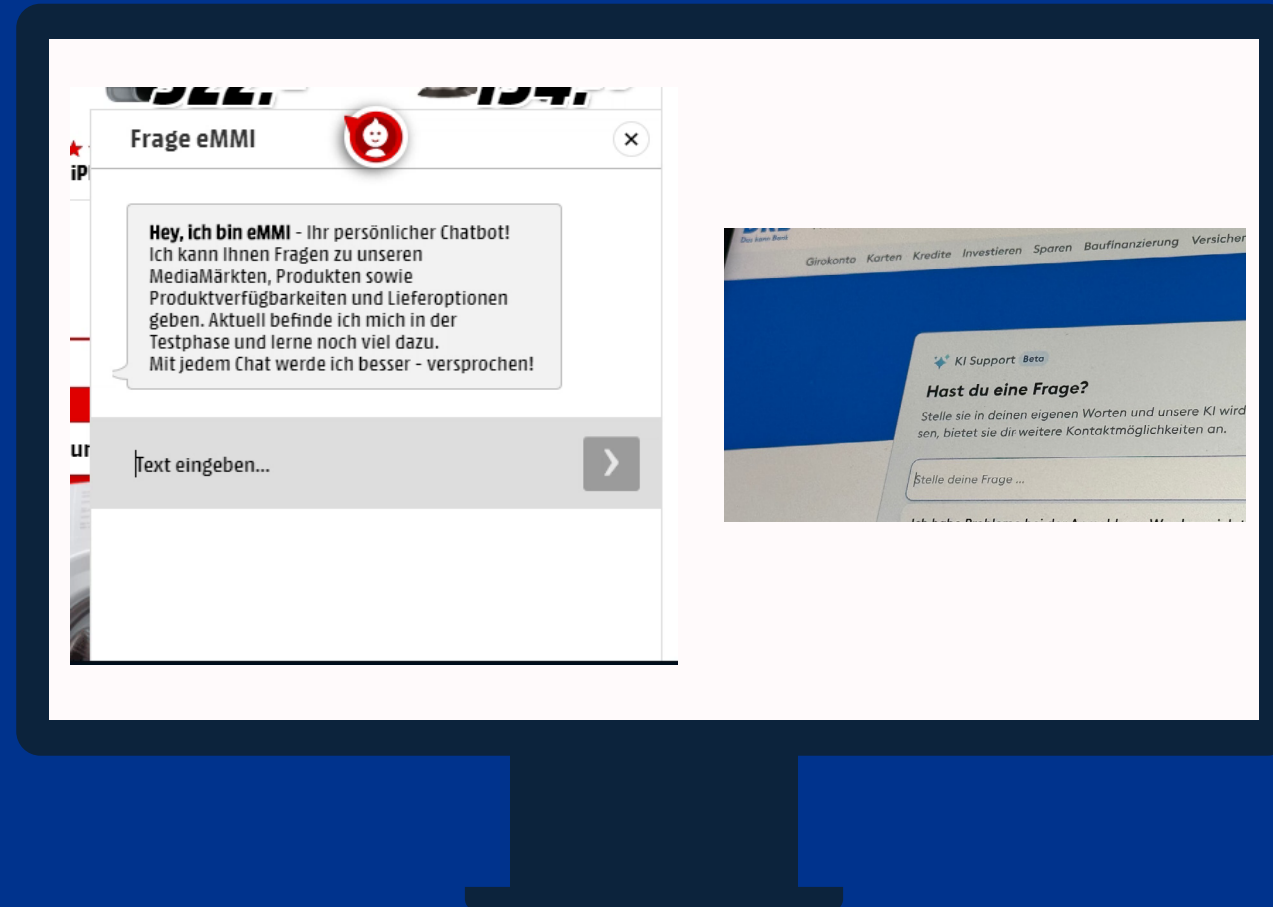
Personal Productivity for Marketing & Sales



Email Automation



Chatbot



Callcenter Automation

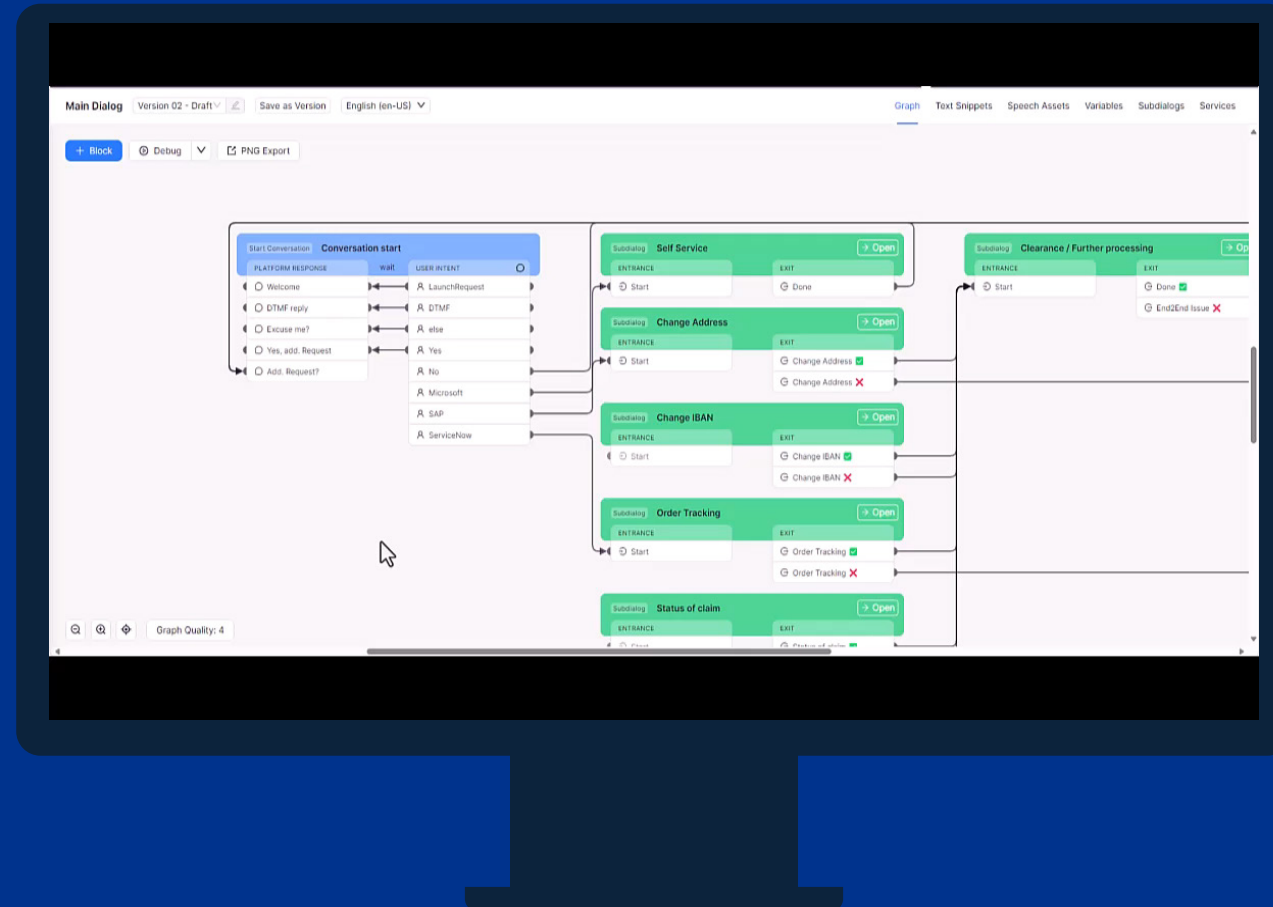


Image and Video Generation



03

AI Strategy

Generative AI has a significant impact on organizations - but also faces barriers

4 of 5 leaders

believe that generative AI will help their employees to be **more productive** and **efficient in their** day-to-day work.

93%

of respondents are certain at an organizational level that **generative AI** offers **added value** for their company.

3 of 4 CEOs

see generative AI as the **most important emerging technology** that will **impact** their companies in the next year and a half.

20%

of respondents expect generative AI to have a **significant impact** on their organization.



Cultural resistance



Low acceptance and mistrust



Lack of a clear business case



Lack of personnel for development



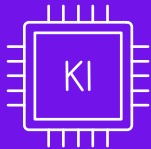
Lack of willingness to invest

Source: KPMG Generative AI Survey; August 2023

Challenges and typical journey

Generative AI offers companies significant advantages by increasing efficiency and productivity, improving the quality of products and services, strengthening risk management and thus offering decisive competitive advantages.

Key fields of action



Process adaptation

Core business processes need to be strategically rethought and redesigned to efficiently leverage the opportunities GenAI offers.



Knowledge Management

To fully realize the potential of GenAI, enterprise-wide knowledge must be identified, assessed, and managed.



Management of risks and compliance

Company-specific risks in the application of GenAI also with regard to data management, legal acts and ethics must be identified, assessed and managed.

Step-by-step implementation

Use cases/
testing PoC

Community &
training

Governance

Strategic
orientation

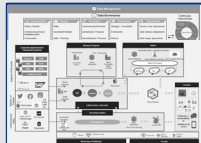
Operating
model

AI strategy blueprint: Goals & ambition

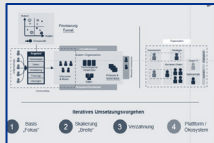
Together towards an AI strategy

- The development of an AI strategy creates the basis for the reliable use of AI.
- We work with you to define a target design for AI in your organization, use cases along the value chain and a high-level target operating model that addresses a trustworthy governance.
- The following is an example of the high-level blueprint for the AI strategy.

Blueprint: AI strategy



Data strategy Market view



Blueprint: Target Operating Model



Goal & Ambition

KPMG perspective



... have a data / analytics strategy in place



... prioritize a strong data basis for profitable growth

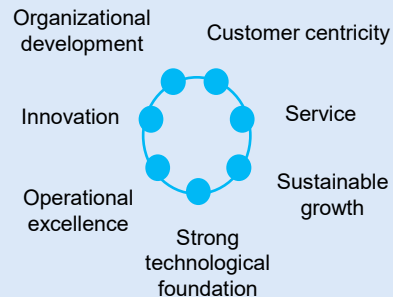


... focus on the empowerment of Business Units (e.g. via self-service)

Typical priorities:

- AI expertise throughout the company to support all departments
- Data & AI as a product
- 360° understanding on relevant objects
- Supporting growth by generating market / customer insights
- AI-based process efficiency
- Optimization of risk & compliance

+



Potential goals:

- Enabling growth
- AI-driven efficiency
- Increased agility
- Risk minimization
- Quality improvements
- Improvements in sustainability
- [...]

=

1) Story & Ambition

2) Priorities:

- 360° customer understanding for up- and cross-selling
- Personalized services for customers
- ESG optimization for better products and more transparency
- Data-driven support for strategic and operational decisions
- Enabling the organization to use AI (AI literacy)
- Improving the control of outsourcing models
- [...]

3) This is made possible by:

- Guidelines for using AI for the entire organization
- Compliant use of AI (incl. traceability)
- AI as a building block for process automation
- AI as a building block for risk management
- Structured data governance
- 360° views of relevant data pools, such as customer data (relationships, touchpoints, ...)
- [...]

4) Risk Appetite

- Percentage of human in the loop
- Full automation – employees and business partners interact with LLMs

Your perspective

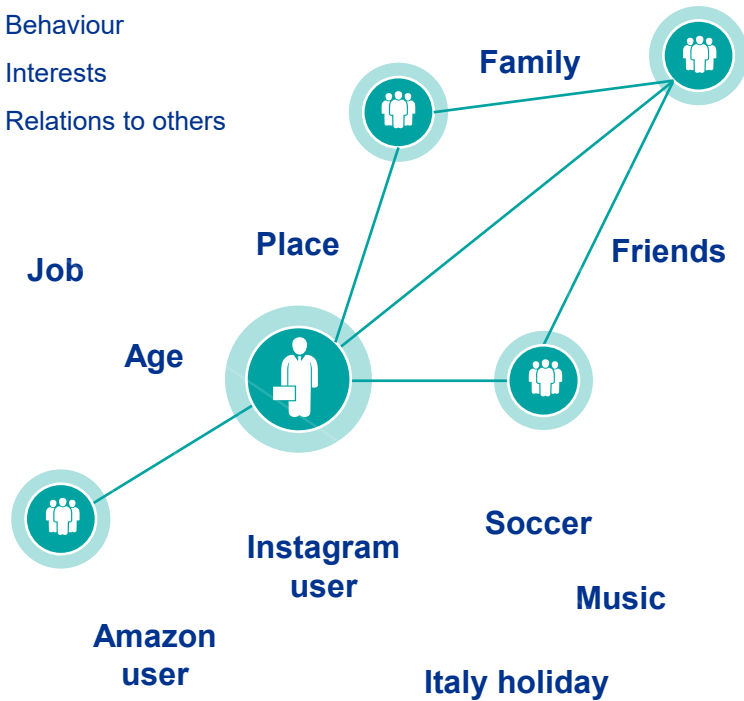
Target design & products / use cases

Target Operating Model

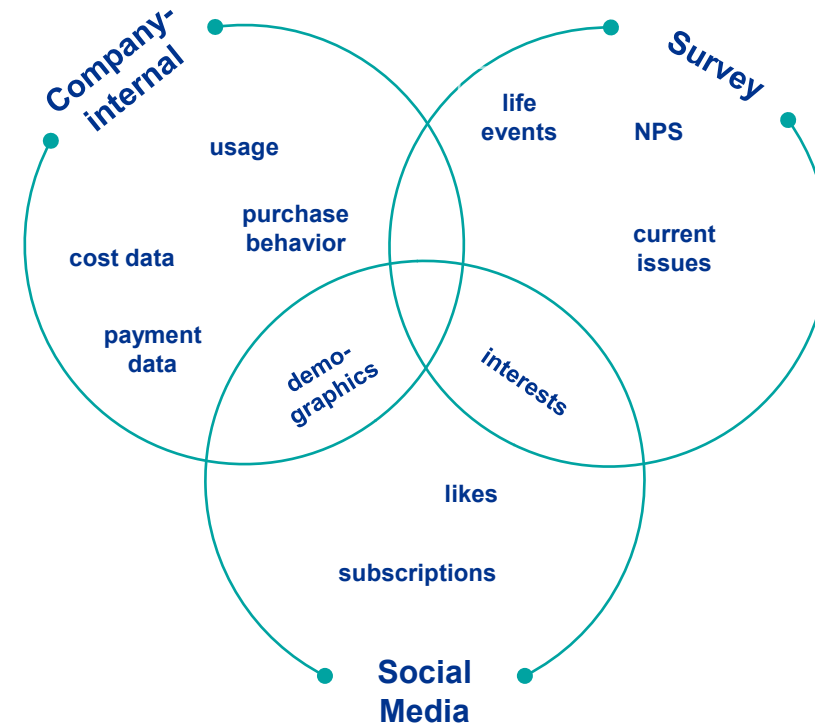
Customer Data Platform as basis for AI Strategy

Segmentation basis:

- Demographics
- Behaviour
- Interests
- Relations to others



Required data collection:

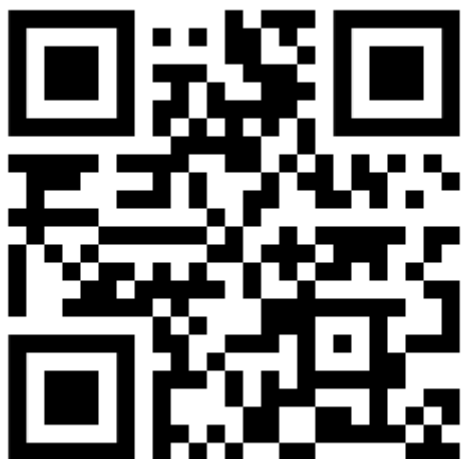


➔ Basis for segmentation and scaling (e.g. look-alikes via social media)

KPMG KI-Expert Zertifikats-Workshop

Nutzen Sie die künstliche Intelligenz für den Erfolg ihres Unternehmens!
Termine am 14.10.2024, 26.11.2024 und 03.12.2024 jeweils 12:00 – 18:00 Uhr

Anmeldungen unter <https://diind.de/ki-expert/>



powered by **KPMG**

WERDEN SIE KI-EXPERT

Live-Weiterbildung mit top KI-Experten

- ✓ Mit personalisiertem Zertifikat
- ✓ Praxisnahes Wissen für jedes Niveau
- ✓ 100% online

STEUERLICH ABSETZBAR

HIER DIREKT ANMELDEN

Erweitern Sie Ihr Wissen und sichern Sie sich Ihr persönliches Zertifikat.

14.10.2024 | 12.00 - 18.00 Uhr

TEILNAHMEDATEN EINGEBEN

Gutscheincodes werden erst bei der Rechnungserstellung berücksichtigt.

1x Teilnahmeplatz + Zertifikat	990€
Gesamtbetrag	990€



Thank you!



kpmg.de/socialmedia

kpmg.de

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2024 KPMG AG Wirtschaftsprüfungsgesellschaft, a corporation under German law and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

**SCANNE DEN QR-CODE
UND KOMME DEINEM FIT FOR KI ZERTIFIKAT EINEN
SCHRITT NÄHER**



**BIG
BANG 
KI FESTIVAL**

