



INITIATIVE FOR  
APPLIED ARTIFICIAL  
INTELLIGENCE

**appliedAI**

***Shaping Europe's Innovative Power in AI***

**Success-Stories for German Mittelstand**

***October 27th, 2022***

# Your appliedAI team today



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Farnhammer**  
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## ABOUT US

appliedAI is Europe's largest initiative for the application of leading edge trustworthy AI technology with the vision to shape Europe's innovative power in AI. appliedAI was formed as trustworthy initiative that acts both as enabler and innovator.

Based on our ecosystem we strengthen the value creation building global AI champions.

# THE INITIATIVE

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**50+**

experts

**50+**

partners

**200+**

companies supported

**300+**

solution partners

**100.000+**

visitors on website

Embedded in **global** AI networks

Represented in **OECD** and **GPAI**

# ACTIVITIES

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## Academy

**2.000+**

people trained in live sessions

**30.000+**

people trained in online courses

## Strategy

**25+**

AI strategies developed

**6**

whitepapers published

## Engineering

**44**

machine learning (ML) solutions developed

**2**

ML products in development

# A multitude of leading organisations trust appliedAI

## Industry



30+ individual collaborations

## International

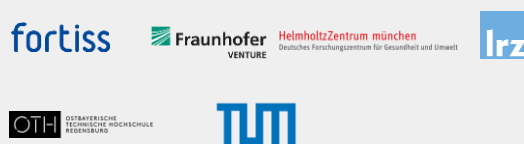


## Technology



Application: [adesso](#)

## Academic



## Ecosystem



# Why companies collaborate with appliedAI



## THOUGHT LEADERSHIP

appliedAI is internationally recognized as a leading initiative for the application of AI



## FOCUS ON IMPACT AND APPLICATION

We don't stop at prototypes that disappear unused



## ENABLEMENT

We upskill our partners to ensure long term success



## HOLISTIC PERSPECTIVE

AI is more than just training a model. Consequently we combine different backgrounds



## TECHNOLOGICAL EXCELLENCE

We solve the hard AI challenges



## NETWORK

We bring together different stakeholders so that they can learn and benefit from each other

# Where to find inspiration about AI use cases? ...



# appliedAI Use Case Library

Filter by **Alle Unternehmensfunktionen** and Suche nach Firmen oder An

**UNTERNEHMENSFUNKTION**

PERSONALWESEN	PRODUKTION UND HERSTELLUNG
Optimierte Stellenangebote <input type="checkbox"/> Analyse eines Videointerviews <input type="checkbox"/>	Qualitätskontrolle Beispiel 1 <input type="checkbox"/> Qualitätskontrolle Beispiel 2 <input type="checkbox"/>
Vorhersage von Personalfuktuation <input type="checkbox"/>	Qualitätskontrolle Beispiel 3 <input type="checkbox"/> Prozesskontrolle & -optimierung Beispiel 1 <input type="checkbox"/>
Leistungsüberwachung / Beobachtung des Mitarbeiterengagements <input type="checkbox"/>	Prozesskontrolle & -optimierung Beispiel 2 <input type="checkbox"/>
Kandidatensuche <input type="checkbox"/> Stellenausschreibungen <input type="checkbox"/> Wissensmanagement <input type="checkbox"/>	Prozesskontrolle & -optimierung Beispiel 3 <input type="checkbox"/> Vorausschauende Wartung <input type="checkbox"/>
Individuelle Lernwege in der Personalentwicklung <input type="checkbox"/>	Autonome Roboter <input type="checkbox"/> Co-Bots <input type="checkbox"/> Virtuelle Assistenten Beispiel 1 <input type="checkbox"/>
Chatbot Unterstützung für potentielle Kandidatinnen <input type="checkbox"/>	Virtuelle Assistenten Beispiel 2 <input type="checkbox"/> Echtzeit-Planung <input type="checkbox"/>
Karrierewege mithilfe von KI navigieren <input type="checkbox"/>	Mensch-Maschine Interaktion <input type="checkbox"/>
	Produktentwicklung / Generatives Design <input type="checkbox"/>

EINKAUF	KUNDENSERVICE
Lieferkettenanalyse - Risikoidentifikation <input type="checkbox"/>	Chatbot Beispiel 6 <input type="checkbox"/>
Intelligente Lieferantenauswahl und -verwaltung <input type="checkbox"/> Chatbot Beispiel 5 <input type="checkbox"/>	Automatisches Anrufmanagement / Intelligent Call Routing <input type="checkbox"/>
Nachfragevorhersage <input type="checkbox"/>	Biometrik / Authentifizierung Beispiel 1 <input type="checkbox"/>



**Let us find out whether AI is a reality  
for medium sized companies...**

# AI is recognised as a significant opportunity, but companies struggle to generate value from it.

Artificial intelligence is perceived as an essential opportunity...



**9 out of 10** respondents agree that **AI represents a business opportunity** for their company.

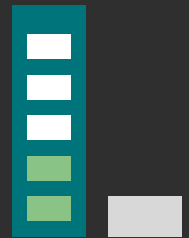
...yet few companies create value through AI



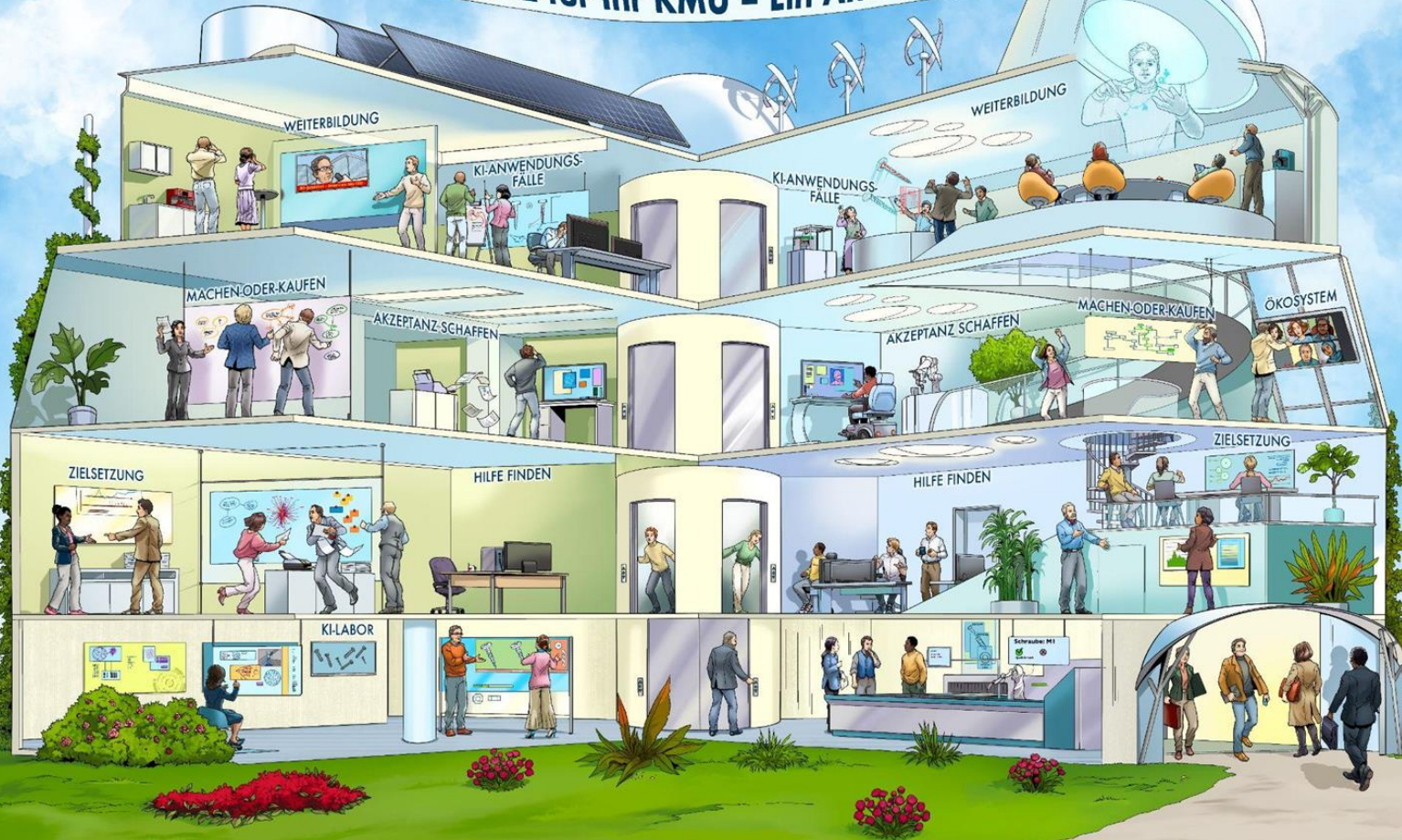
**7 out of 10** companies surveyed report **minimal or no impact from AI** so far

Of the **90%** of companies that have invested in AI, **less than 2 in 5** report that AI has **created value** in the last three years

**90%**



# KI-Kompetenz für Ihr KMU – Ein Anwendungskurs



from the  
online  
course  
**KI-  
Kompeten  
z for KMU**

KI-KOMPETENZ  
FÜR IHR KMU  
EIN ANWENDUNGSKURS

 INITIATIVE FOR  
APPLIED ARTIFICIAL  
INTELLIGENCE

Mittelstand-  
Digital 

Gefördert durch:

 Bundesministerium  
für Wirtschaft  
und Klimaschutz

aufgrund eines Beschlusses  
des Deutschen Bundestages

# An application course

## Online course for SMEs on AI competences



DER ONLINEKURS BIETET EINE ANLEITUNG  
FÜR IHRE ERFOLGREICHE KI-EINFÜHRUNG,  
VON KI-STRATEGIEN ÜBER MAKE-OR-BUY  
ENTSCHEIDUNGEN BIS ZUR ANWENDUNG.

**JETZT KOSTENFREI ANMELDEN.**

Gefördert durch:



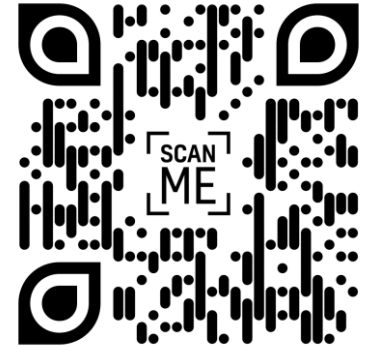
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Mittelstand-  
Digital 

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**BY  
UNTER  
NEHMER  
TUM**



**Let us explore a programme where  
this seems to work ...**

# KI Transfer Plus

## A programme just for SMEs

### Who?

SMEs from Bavaria with the motivation to introduce AI

### Why?

Holistic support for the introduction of AI

- Strategy development
- Technical implementation
- intensive support

### What?

- 9-month programme
- Support from specialists from a regional centre
- Strategy development, use case identification
- Various workshops for management
- ML knowledge building for your technical staff
- Programming coaching for ML engineers
- Implementation of your own use case



KI TRANSFER +

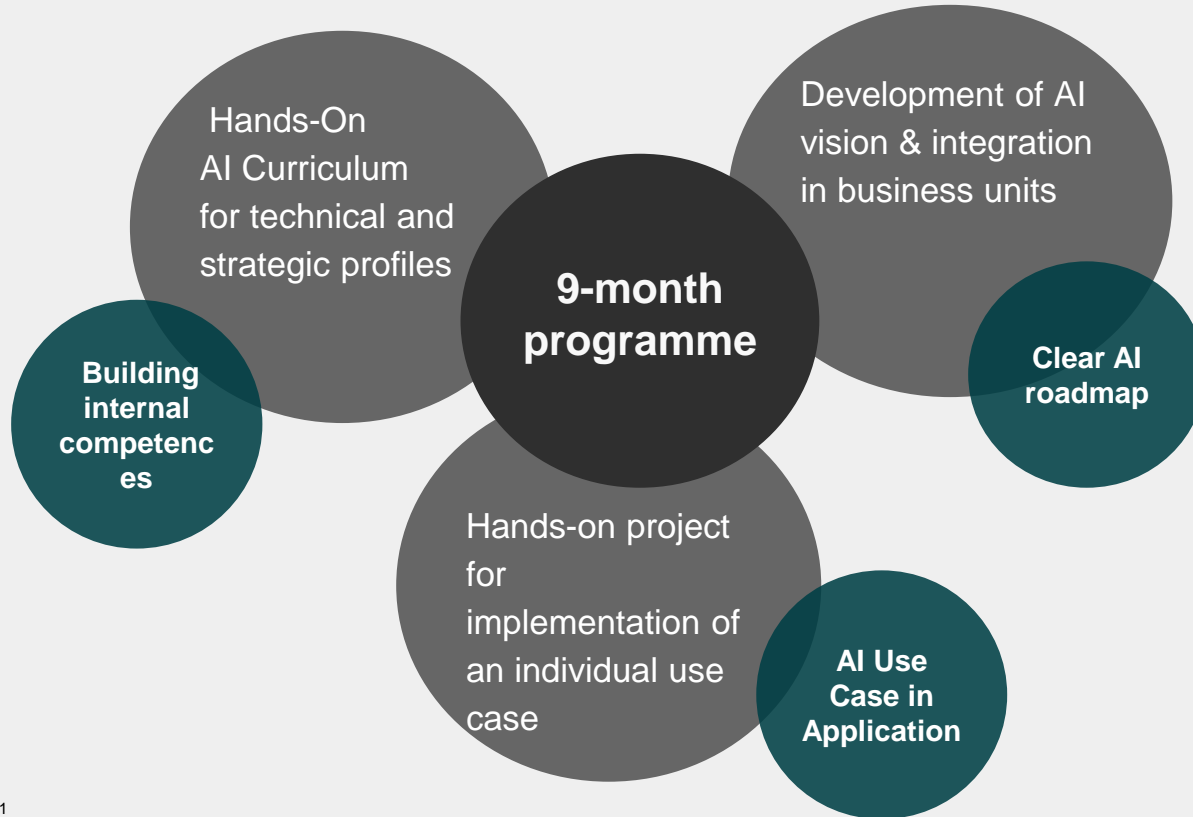


Bayerisches Staatsministerium  
für Digitales





# A nine-month programme for holistic AI development





# First successful round

July 2021 - March 2022



# Now we are in between our second round

July 2022 - March 2023



**Is there anything you can learn from the experience of our experience with medium sized companies?**

# Talent shortage

## Talent can be built in the company



### Who is needed?

- Software developers, electrical engineers, mathematicians, etc.
- Use online courses

# Wide support for AI implementation in the organisation

## Management commitment

- Without management commitment, AI cannot be introduced.
- The whole management (not only technical departments need to be informed)
- An own AI vision helps



# Choosing the first AI use case

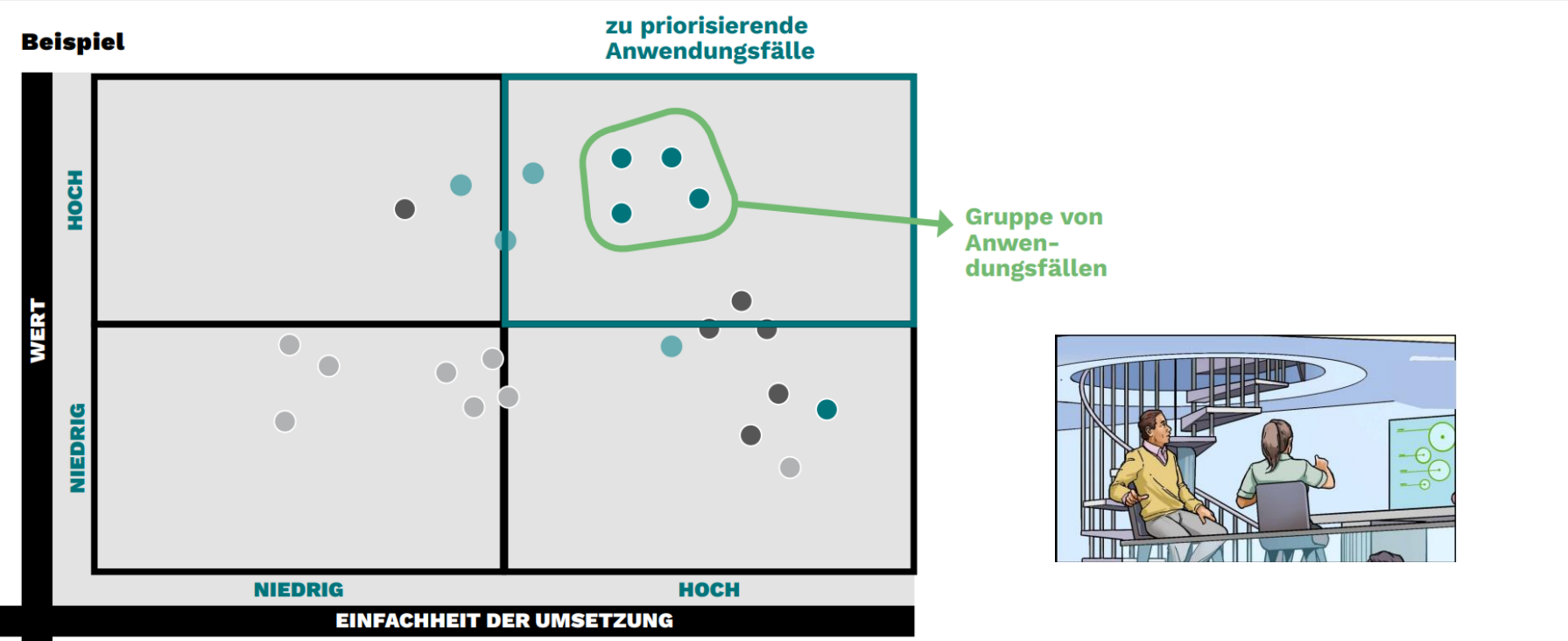
## Product or process

- The first intuitive use case that comes to mind for SMEs is a product use case.
- Sometimes process use cases bring higher value creation



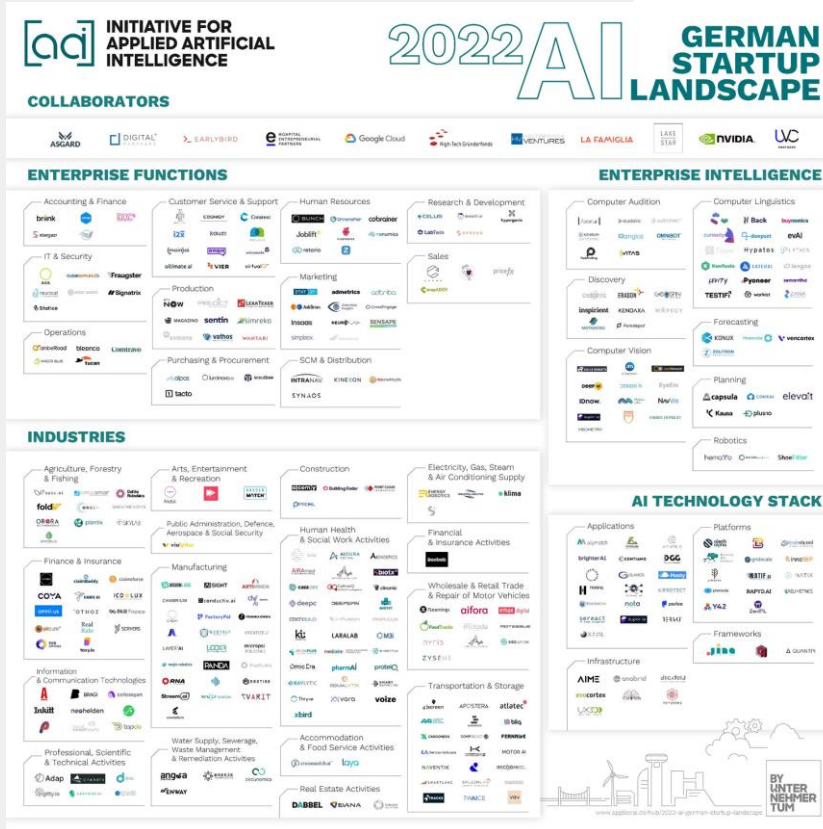
# Choosing the first AI use case

## Picking the right one





# Competition



With Artificial Intelligence, small start-ups quickly become competitors





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Thank you. 🙏  
*Any questions?*

Dr. Johanna Farnhammer