

# Die Reise mit AI in der Cloud

Swiss ICT - 13.05.2025

Boris Hochreutener & Kyle Kruesi



# Agenda

## Introduction & target image (5 minutes)

Welcome and introduction of the speakers  
Aim of the session: Why now? Why relevant?

## AI in the Swiss market (5 Minuten)

AI Use Cases Today  
Technology roadmap & Evolution

## Journey to AI 15 Minutes

Starting point: Cloud as a foundation  
Data strategy & governance as an enabler  
Simple AI Journey Approach

## Ideation Process 10 Minutes

Identify the right AI use cases  
Understand your Data

## AI Use Case Approach 10 Minutes

How to bring an AI use case to life

## Lessons Learned & Best Practices (5 Minuten)

What we should take with us - and what not

## Q&A & Abschluss (5 Minuten)

# Hosts and Contributors



**Boris Hochreutener**

## Principal Program Architect

Verantwortlich für die Planung und Umsetzung strategischer Partnerschaften sowie die Gestaltung und Überwachung von Programmen und deren technischer Architektur. Verantwortlich für die globale strategische Partnerschaft von UBS und ABB, arbeite mit verschiedenen Teams/ Pods und Stakeholdern zusammen, um innovative Lösungen zu entwickeln und hohe Qualitätsstandards sicherzustellen.



Let's connect



**Kyle Kruesi**

## Cloud Solution Architect for Digital Transformation

Begleitet globale und mittelständische Unternehmen bei ihrer digitalen Transformation. Sein Fokus liegt auf der Entwicklung tragfähiger Governance-Strukturen, zukunftsorientierter Betriebsmodelle sowie der erfolgreichen Umsetzung von Cloud- und AI-Initiativen im EMEA-Raum.



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# AI Use Cases

**Let's get a sense of our audience's experience with AI.  
Please raise your hand if:**

You have already used AI ?

You have implemented AI use cases within your enterprise?

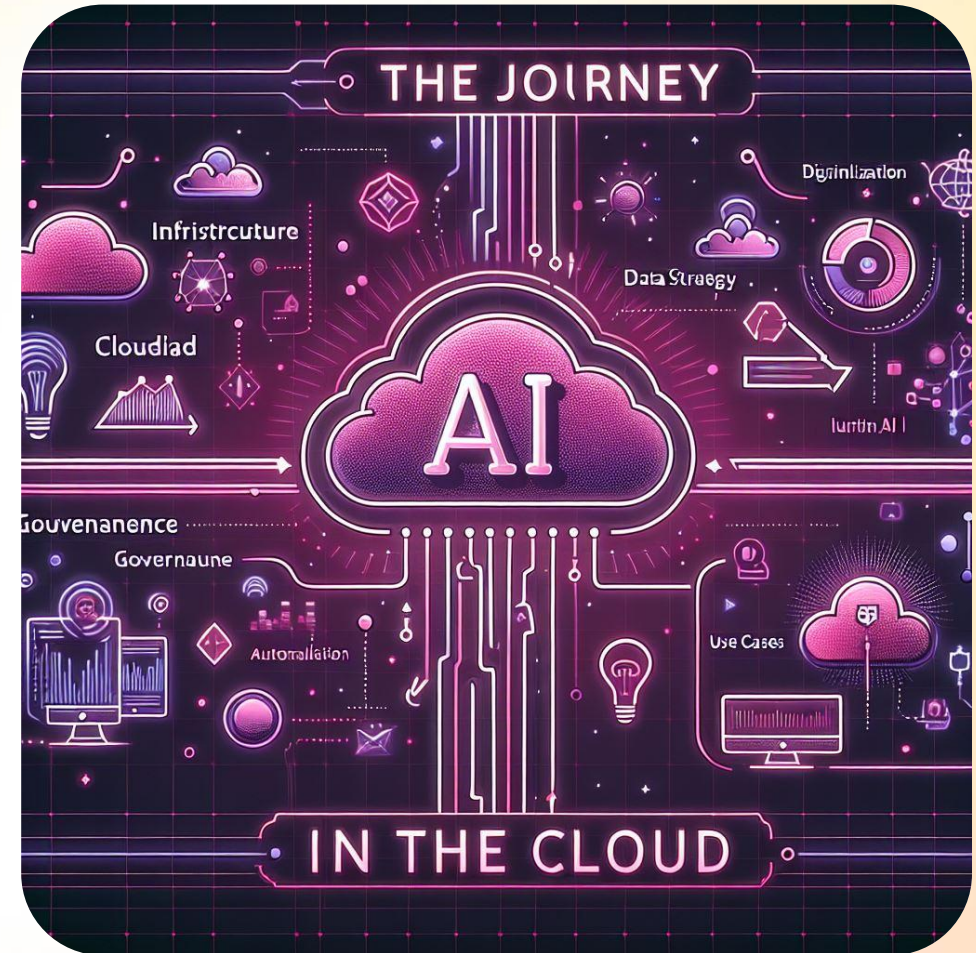


# AI Adoption & Leadership: The Path to Maturity

- Investment in AI is widespread, yet maturity is low
- Only 1% of companies consider themselves AI mature
- Leadership is the primary barrier to achieving maturity
- Millennials demonstrate a high level of readiness for AI integration

[Superagency in the workplace: Empowering people to unlock AI's full potential](#)

McKinsey / January 2025



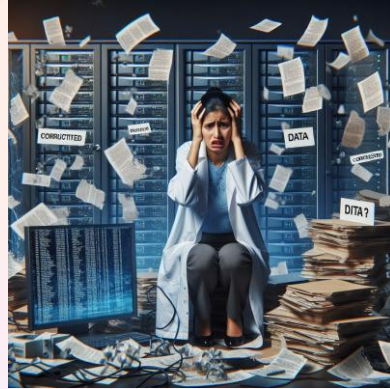
# Key Challenges for the AI Innovation Gap

## Adaption Challenges



AI use cases demand new approaches to adoption by end users, Sales, Marketing, and developers—especially in a rapidly evolving market filled with unknown challenges

## Data Problems



Poor quality, siloed, or inaccessible data hamper effective machine learning model development.

## Talent Shortage



Critical engineering and MLOps skills are lacking, creating a talent shortage in the field.

## Governance Gaps



Compliance, security, and ethical barriers create governance gaps that hinder progress.



# AI in the Swiss market

# Public Reference of AI Use Cases In Switzerland

## Banking and Finance



UBS partnered with **Microsoft Azure AI** to deploy **AI-powered Smart Assistants**, enhancing **client advisory services** and **operational efficiency**.

UBS's **Legal AI Assistant (LAIA)**, powered by **Azure AI Search** and **Azure OpenAI Service**, enhances legal search capabilities through **natural language processing** and **semantic similarity**. This AI solution delivers **productivity gains** and improves workflow efficiency.

**UNIQUE**

Unique revolutionizes financial services with **innovative AI solutions**, prioritizing ethical standards and client satisfaction. Their customizable platforms ensure compliance with international regulations and robust security measures protect client data.

## Manufacturing



ABB and Microsoft are integrating **generative AI** into **industrial solutions** to boost **efficiency** and **sustainability**. Using **Microsoft Azure OpenAI Service**, they aim to provide **real-time insights** for better decision-making. The **Genix Copilot** app will streamline data flow and support **sustainability goals**.



Hexagon partnered with Microsoft to enhance manufacturing using **digital twin technologies** and **Microsoft Azure**. They aim to integrate **Microsoft 365** with Hexagon's Nexus platform for better productivity and use **Azure OpenAI Service** to empower employees.

## Railway



The **introduction** of the AI chatbot "**Flurina**" at the **Rhaetian Railway** demonstrates how **artificial intelligence** can contribute to increasing **customer loyalty** and **satisfaction** as well as improving **efficiency**. The **success** of the **project** underscores the importance of **modern digital technologies** for **companies** and their **customers**.

## Retail



Stöckli undergoes a major transformation with the development of a **new AI-powered chatbot** based on Microsoft Azure. This chatbot aims to **optimize data accessibility** and **accelerate maintenance processes globally**. The implementation has **already led to significant efficiency gains** and **cost reductions**. Stöckli plans to further develop this solution and integrate it into their **customer service portal** to **automate processes** and **improve collaboration** long-term.

**planted.**

Planted, a Swiss FoodTech scaleup known for its clean-label plant-based meat, is using Microsoft Azure OpenAI Service to **boost sustainable productivity** and **data-driven product development**, building on its success with generative AI in **brand** and **marketing**.

## Public Services



The **Luzerner Kantonsspital (LUKS)** has partnered with **Microsoft Schweiz** and **Polypoint** to revolutionize staff scheduling using **artificial intelligence (AI)**, reducing planning effort by **two-thirds**. This innovative approach sets new standards in Swiss healthcare, enhancing both **efficiency** and **patient care**.

By optimizing shift planning, LUKS aims to address challenges like **staff shortages** and **high workloads**.



# AI Transformation and Values in Switzerland

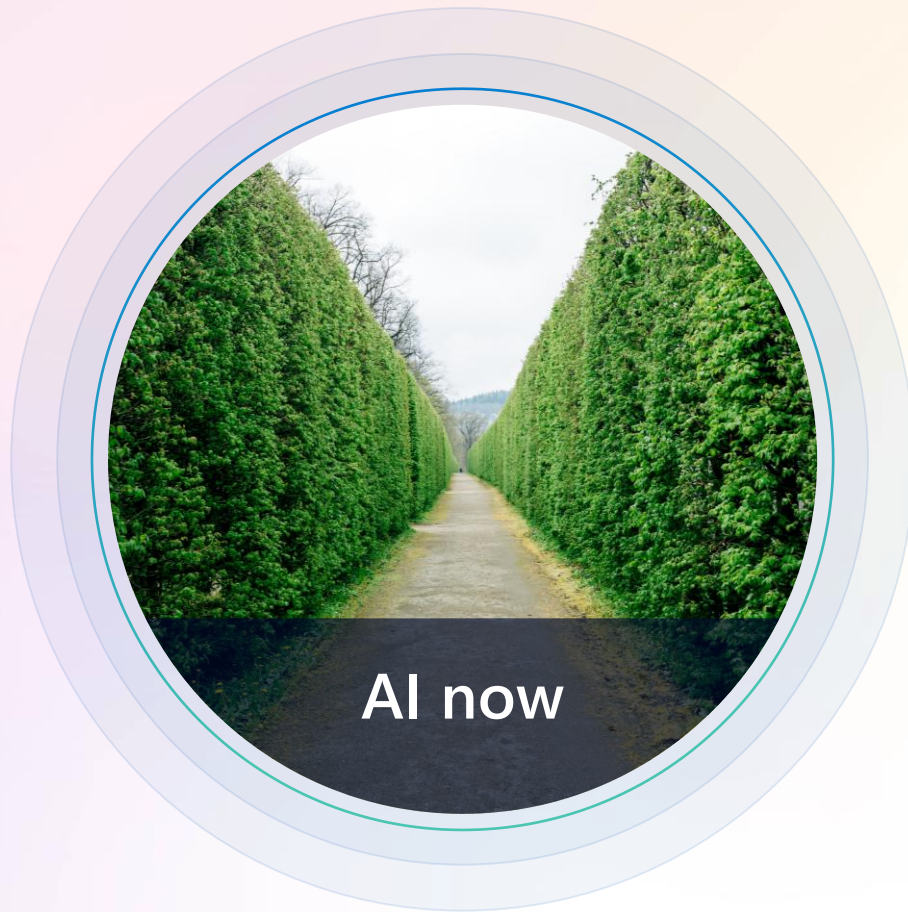
1. **AI implementation** streamlines processes for **improved efficiency**.
2. **Automating routine tasks** reduces **operational costs** significantly.
3. **Data-driven insights** allow for **better decision-making**.
4. **AI technologies** can enhance **production rates** and **quality**.
5. **Organizations** can allocate **resources** more effectively through **automation**.



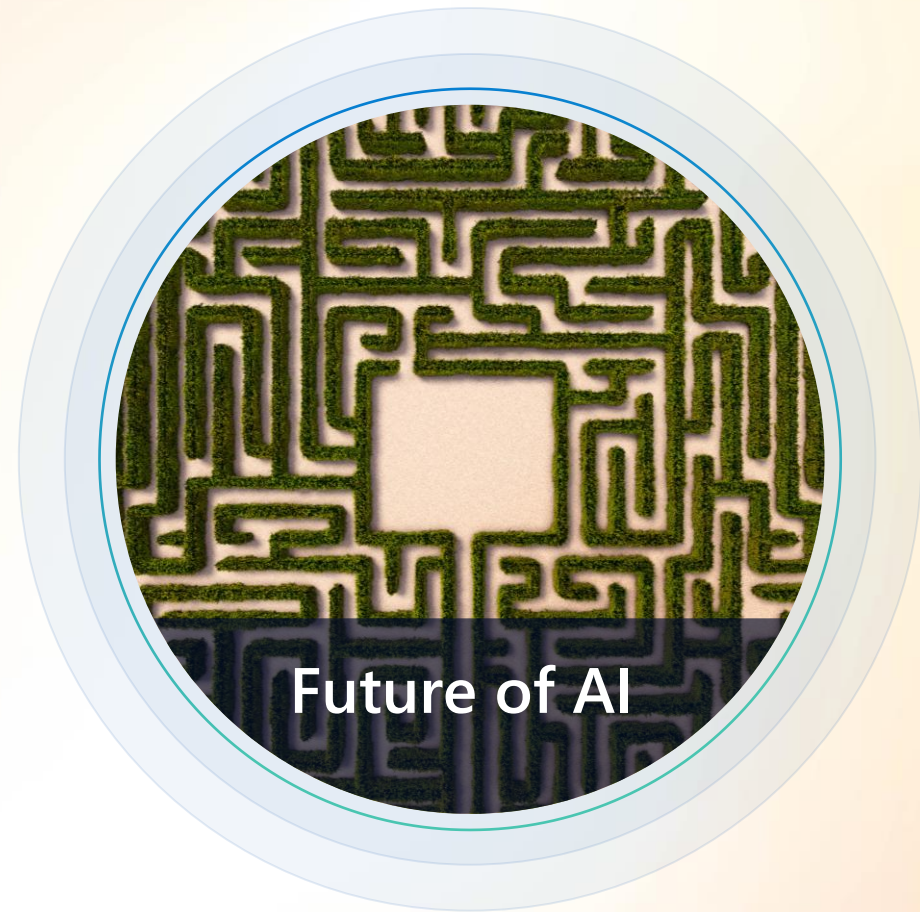
# Future of AI



# Foundation models transform how we think about AI



**Simple model:**  
Purpose-built for one use



**Agentic AI**  
More generalized intelligence  
with many applications



# Microsoft's AI Ecosystem



Copilot



GitHub



Azure



Sales



Marketing



Customer Service



Finance



Supply Chain  
Management



Security



Bing



Copilot Studio



Word



Excel



PowerPoint



Outlook



Teams



Loop



Viva



Planner



OneNote



Forms



Whiteboard



OpenAI  
Model Family  
*(available day 1)*



Phi SLM  
Model Family



Mistral AI  
Model Family



Meta Llama 2  
Model Family



Jais G42  
Model Family



Cohere  
Model Family



Databricks  
Model Family



Hugging Face  
Model Family



Search  
AI



Text  
AI



Document  
AI



Vision  
AI



Language  
AI



Speech  
AI



Video  
AI



Prompt  
Shields



Protected  
Material



Groundness  
Detection



Content  
Safety



Prompt  
Flow



Machine  
Learning  
Studio



Data  
Preparation



Data  
Labeling



Model Catalog  
+1600 Models



AutoML



Experiments



Model  
Training



Model  
Registry

# Journey to AI

Starting point: Cloud as a foundation  
Data strategy & governance as an enabler  
AI Use Case approach

# Microsoft Advisory Approach – Mindset Shift...



**Products** not Projects



**Continuous Release** not Major Releases



**Experiments** not Directives



**Metrics** not Standards



**Trust** not Control



**Mission** not Structure



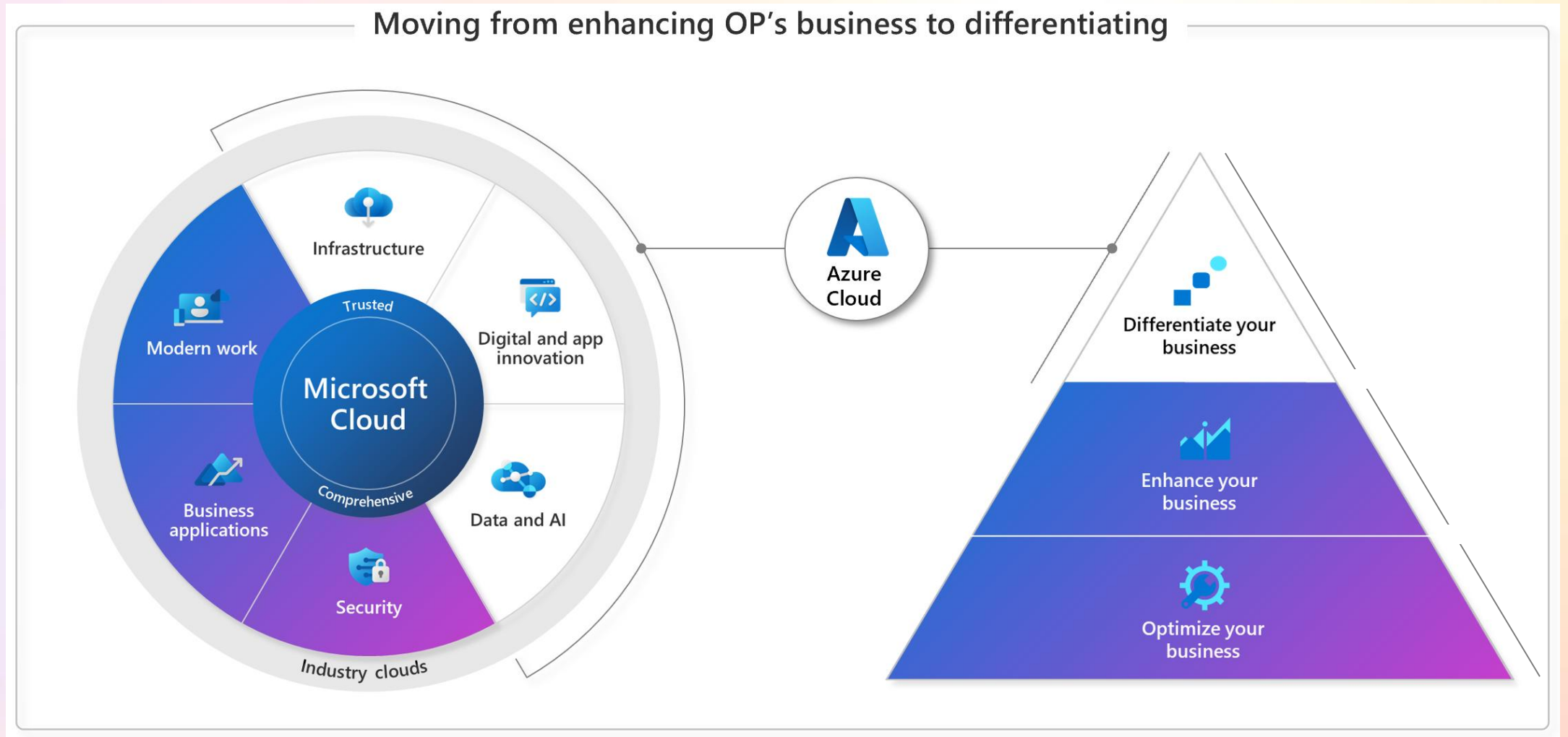
**Transparency** not Need to Know



**Collaboration** not Hierarchy



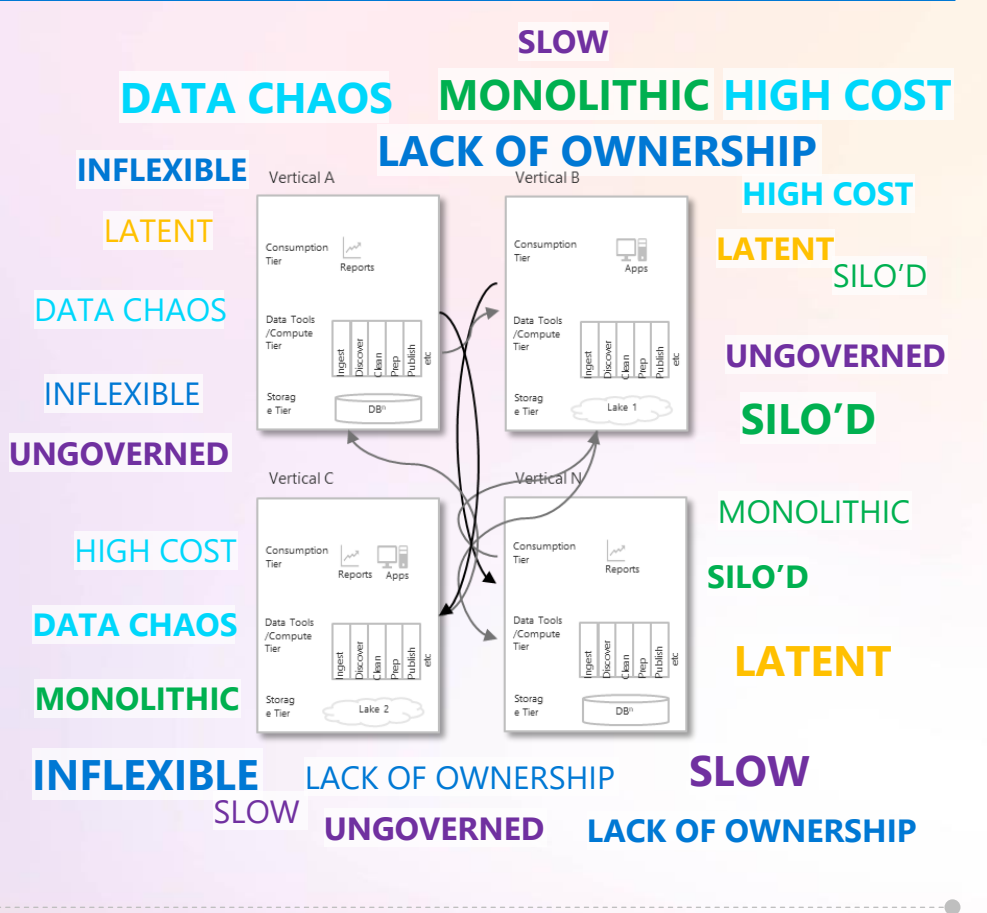
# AI empower Line of Business directly



# Unlock Digital Innovation

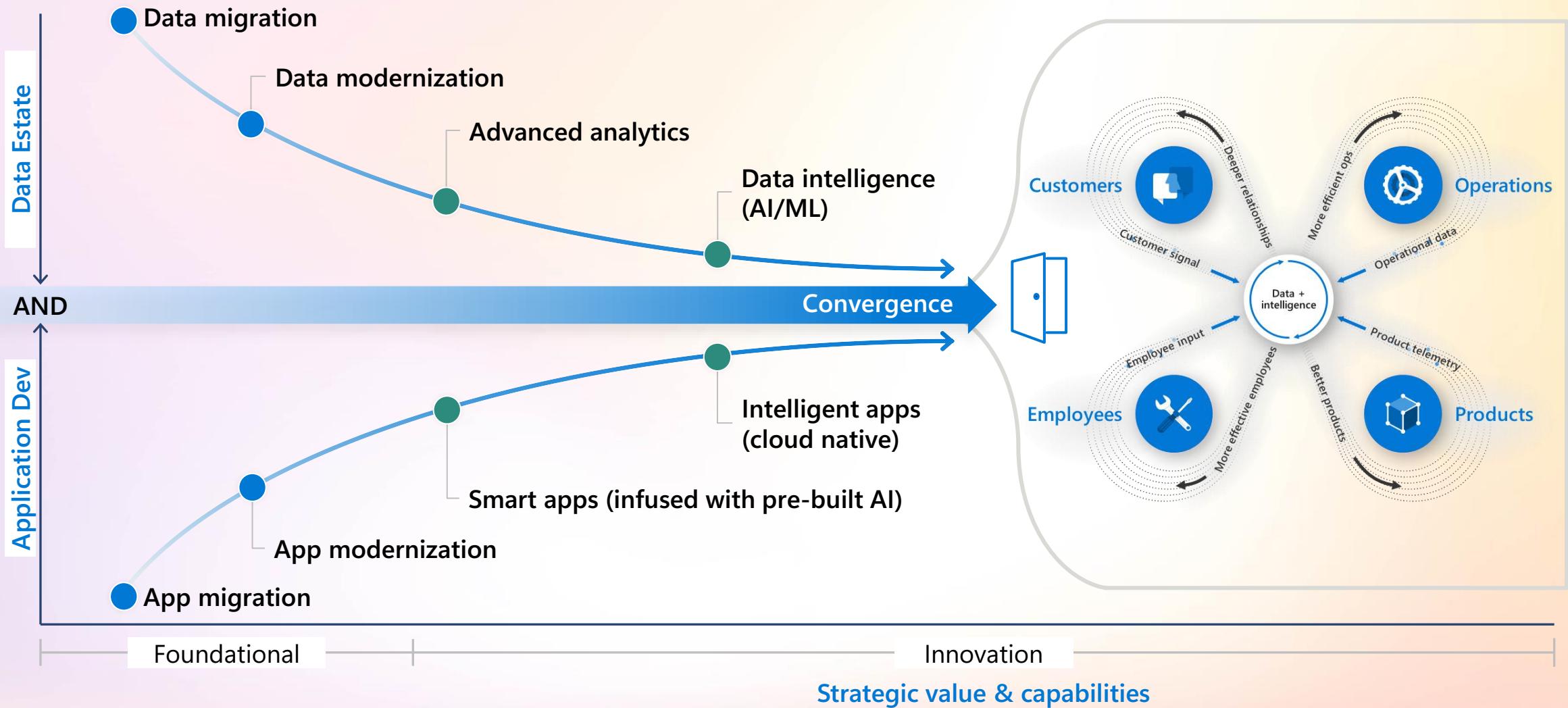
Data – Chaos, fragmented

Data – Disciplined at the core, flexible at the edge



# Continuum to unlock digital innovation...

- Modernization
- Digital Transformation





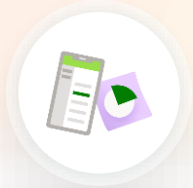
# Placing data at the heart of the organization presents challenges

## Common question about data



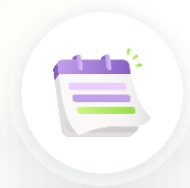
**How do I find the data?**

Master Data lives everywhere and nowhere



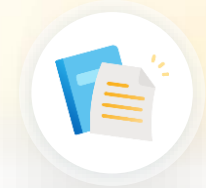
**How do I access the data?**

Lack of clear business ownership



**How old is my data?**

Latency is a fundamental problem



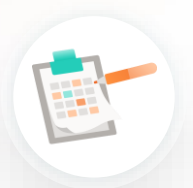
**Why is my report different?**

Source of Truth, Latency of Data Copies



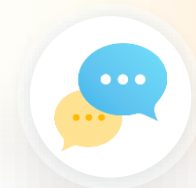
**How is my data secured and am I compliant?**

Various levels of governance increase leakage potential



**How do I manage data more effectively?**

Cloud data services present new capabilities to exploit for data management



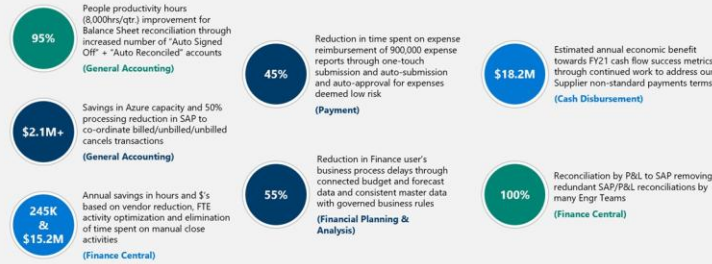
**How do I respond to changes, faster, more accurately?**

Getting data to the right people at the right time

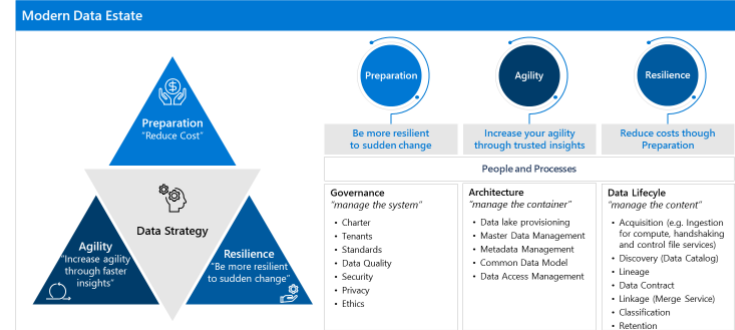
# Data is at the heart of the Intelligence Driven Organization

## How do we **measure** effectiveness of the strategy?

Data Strategy Business **use cases** and top **opportunity** OKR examples



## Guiding principles



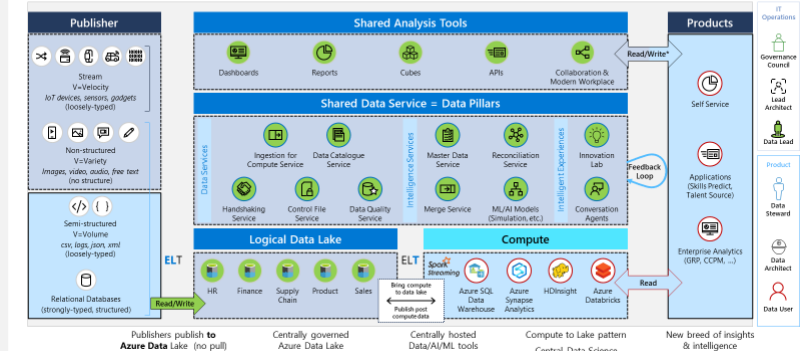
Business  
Use Cases

Operating  
Model

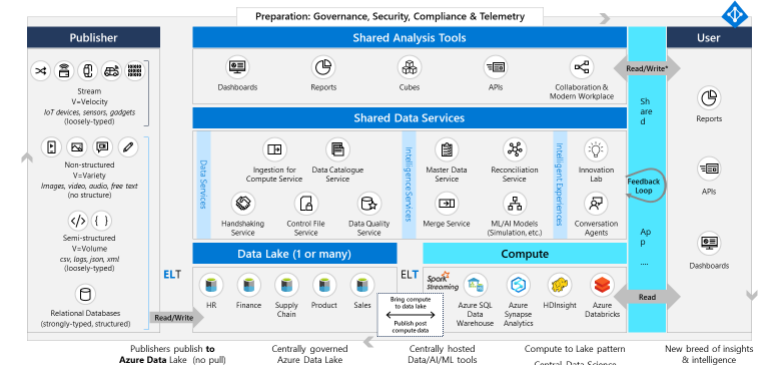
Executive  
Strategy

Technical  
Capabilities

## Data Strategy: Role view



## Data Strategy Technical Capabilities



# Building a High-Impact AI Enablement Office

Aligning with Enterprise Goals While Staying Agile

## Roles

Exec Sponsor

Business Leader(s)

Technology  
Leader(s)

Business Direct  
Reports

Technology Leads

Product Teams

### Joint AIEO SteerCo

- Set strategic direction and oversee program
- Champion 3-horizon AI strategy and goals
- Continuously prioritize objectives and funding
- Resolve escalated issues and risks

### Joint AIEO Core Team

- Lead day-to-day program planning and execution
- Track performance against 3-horizon goals
- Ensure appropriate resource allocation
- Proactively manage issues and risks
- Report status to stakeholders
- Provide functional expertise
- Make final program decisions

### Contoso Business Units and Product Teams

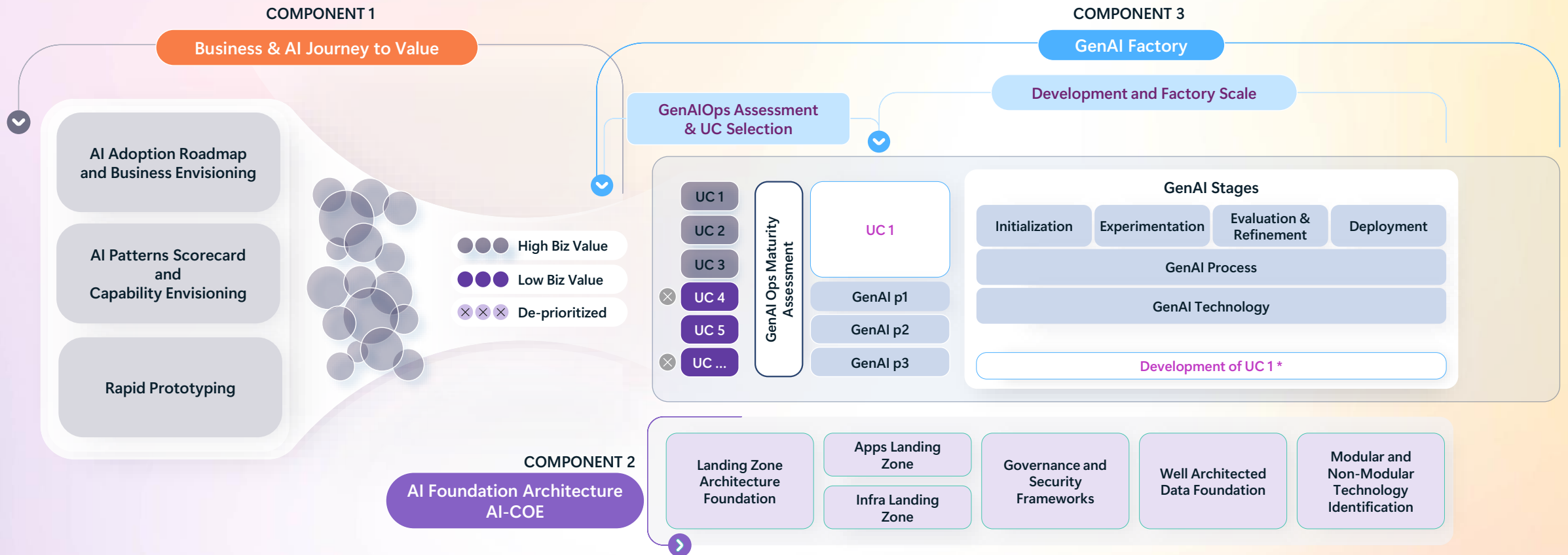
- Execute daily product team tasks
- Build, test, and launch AI products
- Identify and communicate resource needs
- Manage and follow up on issues
- Report progress to leadership
- Make product-level decisions with aligned autonomy



# Ideation Process

- Identify the right AI use cases
- Understand your Data

# AI Business Value Creation + 3 components to success



# Ideation Process in a nutshell

~ (3 Weeks)

~ (6 Weeks)

~ (3 weeks)

## Joint Ideation

Captures everything we know so far in same structure.



- Define Hypothesis
- Define OKRs (Post Launch & Ideation)
- Define Personas (8)
- Build Persona Profile
- Categorize Personas- 3 Groups
- Link Personas to Pain points
- Solutioning – Crazy 8s per persona group

## Initial Prioritization

Alignment around prioritized idea



- Define User flow per persona
- Story pointing to vote topmost ideas
- Selected Ideas above 5 story points

## Concept testing & validation

Define visual UX to see how product looks like



- High Fidelity Figma Prototype for Features/Scenarios above 5 story points
- Continuous Feedback

## Feasibility & Prioritization

Initial validation of solutions before investment in development



- Scenario to tech mapping
- Tech Feasibility per Scenario
- Cost Estimation - Azure Components Pricing – RoM
- Effort Estimation - Build
- Voice of Customer – Look for customer who wants to buy [TBC]

## Release Planning

Organize solution and insights so development can get started



- Preliminary Product Roadmap/Now, Next, Later
- MVP Backlog & Roadmap
- Responsible AI Assessment
- Go To Market Aspects - Branding
- Other product market fit diligence: govt, competition, etc.



# Problem Statement & Vision

## Problem Statement



### Problem Statement for Field Worker

- Field workers face inconsistent access to real-time data, leading to delays in decision-making and reduced operational efficiency.
- Manual reporting and documentation are time-consuming, error-prone, and often disconnected from central systems.
- Lack of predictive insights limits proactive maintenance, safety, and resource optimization in the field.

**Existing Contoso Products**  
Digital Workflows and Remote Assistance.

## AICOE Services

**Joint Ideation – Define Vision, Pain Points, Personas, Needs, OKRs**

**MVP Hypothesis & Definition Backlog**

**UX Wireframe**

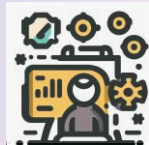
**Tech Feasibility, GTM Strategy  
+ Lean Business Case**

Use a collaborative Design thinking approach to guide the initial concept of the product and explore possible innovations.

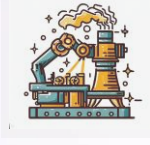
Ideate the Product details, formulate the GTM strategy, prepare an MVP prototype and anticipate user experience with wireframes.

Formulate a sustainable and valuable roadmap for the Product after initiation  
Combined Manufacturing Transform your workforce/ Azure Open AI scenarios package into the solutioning phase

## Value drivers



BC + GTM strategy



Efficiency



Seamless collaboration



Accuracy


### Manufacturing Transformation


- **Efficiency:** Automate routine tasks and data capture to reduce administrative overhead and increase productive time.
- **Accuracy:** Enhance data quality and consistency through AI-driven validation and real-time synchronization.
- **Proactivity:** Enable predictive maintenance and intelligent scheduling to minimize downtime and improve service delivery.
- **Predict** skillset requirements, **upskill** and **onboard**
- **Optimize** expert time with remote support.
- **Seamless collaboration** between people, systems, assets - digital thread.

### Deliverables:

- ✓ Vision, Personas, Needs, pain points
- ✓ Preliminary Product OKRs
- ✓ MVP – Epics, Features and User Stories
- ✓ Clickable Prototype/wireframes for MVP
- ✓ Business Case using Commercialization approach/GTM Strategy

# Use Case Team Contoso – Vision & OKRs (10 Weeks Ideation)

 **Vision:**  
We aim to empower field workers with real-time, AI-driven insights that enhance safety, efficiency, and decision-making on the job. By automating routine tasks and delivering contextual, predictive guidance, we reduce operational friction and bridge the skills gap in the field.

-  **Stakeholder Value Proposition:**
- ☐ **Market Opportunity:** Estimated \$100M TAM (Total Addressable Market;) in field services automation, with 10% CAGR (Compound Annual Growth Rate ) driven by digital transformation.
  - ☐ **Segment Focus:** Targeting OEMs and service providers with distributed field teams—15–25% of TAM, growing \$20M annually.
  - ☐ **Strategic Impact:** Reduces downtime, improves compliance, and accelerates workforce readiness.

Contoso Objectives and Key Results					
Objective 1		Objective 2		Objective 3	
Enhance field productivity and safety through AI-powered assistance		Deliver a validated MVP for AI Field Assistant		Build scalable AI infrastructure for field deployment	
KR 1	Achieve 95%+ task accuracy via AI-guided workflows	KR 1	MVP backlog approved by 2 pilot customers by July 2025	KR 1	Deploy AI assistant to 3 pilot regions by Q4 2025
KR 2	Reduce incident reports by 40% through predictive safety alerts	KR 2	Complete UX prototype and field test feedback loop by August 2025	KR 2	Integrate with existing field service platforms (e.g., SAP FSM, Dynamics 365)
KR 3	Cut average task completion time by 25%	KR 3	Finalize business case and go-to-market plan / strategy by September 2025	KR 3	Satisfy Ai Use case enduser and achieve 99.9% uptime and latency <2s for AI responses

# Our Personas

**Plant Manager**



**Trainer/Expert**



**Quality Engineer**



**Field Operator**



**Control Room Operator**

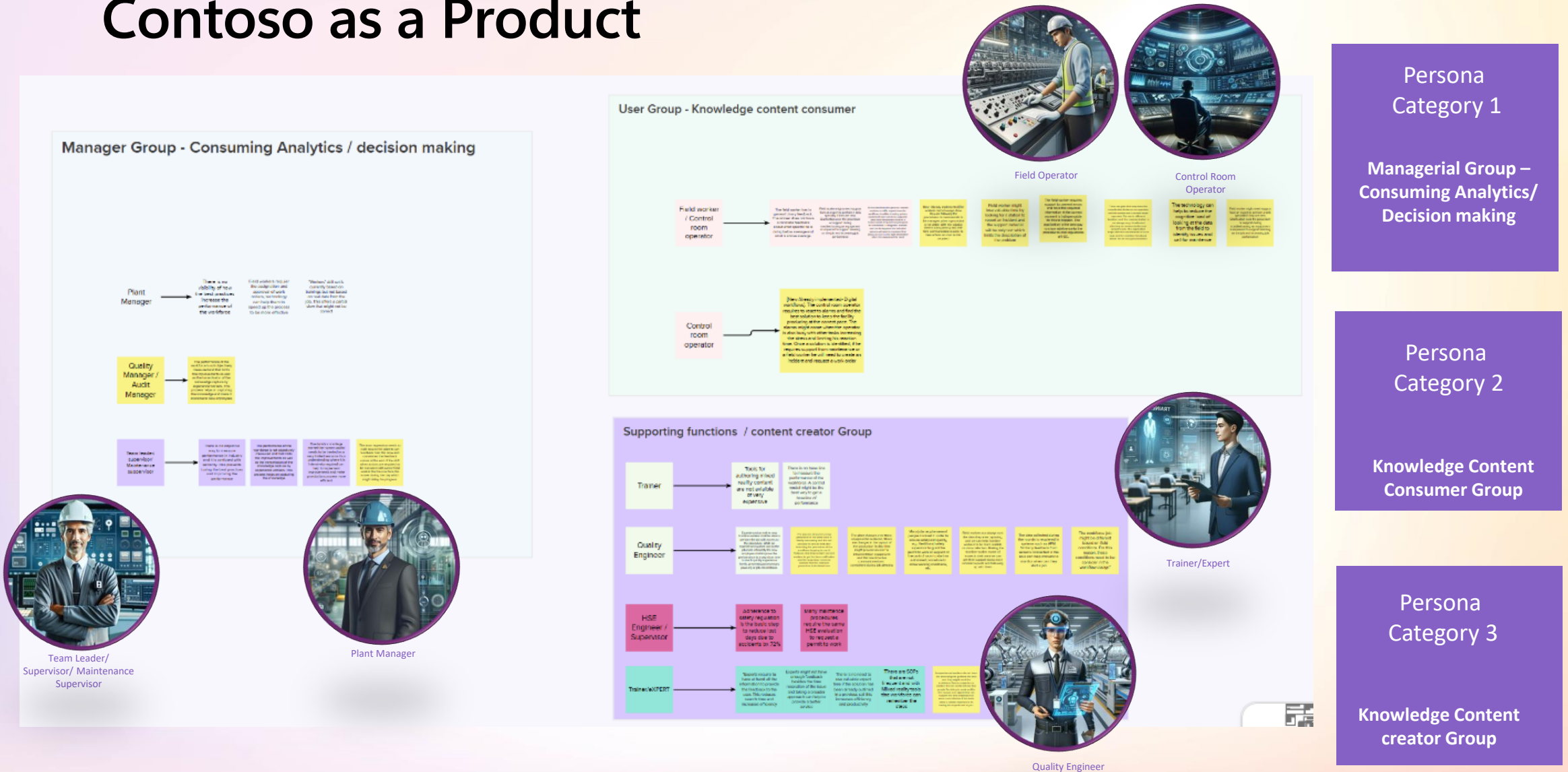


**Team Leader - Supervisor**





# Persona Categorization – Based on Interaction with Contoso as a Product



# Persona 1 – Field Operator

Group – Knowledge Content Consumer

*“Quote from Persona Perspective”*



## Goals & Motivations

- Perform the tasks with optimal quality
- Understand each step of the procedure and adhere to it
- Comply with the regulations such as HSE procedures
- Collaborate with other workers in the tasks that are required

## Fears & frustrations

- Does not understand the instructions and believes everybody else does
- Feels that he is not a guru in mobile applications, and it is safer to work on paper
- Does not feel comfortable criticising the procedure
- Hide mistakes or does not share the experience of poor practice because is afraid of losing the job
- In principle does not want to change the way things operate
- Not able to perform the task due to lack of knowledge of the plant
- Not able to perform the task due to lack of communication with other worker

## Tasks & Tactics

- Start with the known jobs
- Waits to get support from another worker when is facing a problem but does not inform about the lack of knowledge of low detail of the procedure to the team leader
- Provides feedback at the end of the shift when the new worker needs to jump in

## Needs

- Have the correct and accessible information at the time it is required according to his/her knowledge or background
- Support on demand to resolve questions
- Feedback about how is doing his job to improve
- A suitable workload that does not cause stress or boredom"

# Prioritized Scenario #23

Field Engineer seeks AI assistance to generate automated Documentation

## Scenario description



The Field Engineer uses an **AI assistant** to request work procedures simply by speaking or typing in **natural language**. The **AI** gathers information from **manuals, reports, existing procedures, HSE guidelines, and remote support knowledge** to generate a tailored procedure. It includes **step-by-step instructions, recommended roles, context-aware deviations**, and relevant **visuals** like diagrams or videos. Once reviewed and accepted, the procedure is automatically **drafted** in the **procedure management system**. This streamlines **documentation** and ensures readiness for **safe and efficient task execution**.

### Average Score

8.00

### Technical Risk

0.27

### Complexity

Medium



### Technology Cost

\$ 2k – 3.5k

## Impacted Personas

### Team Lead



### Quality Engineer



## Technologies in scope

Azure Data Lake

Azure Cognitive Services

Azure Form Recognizer

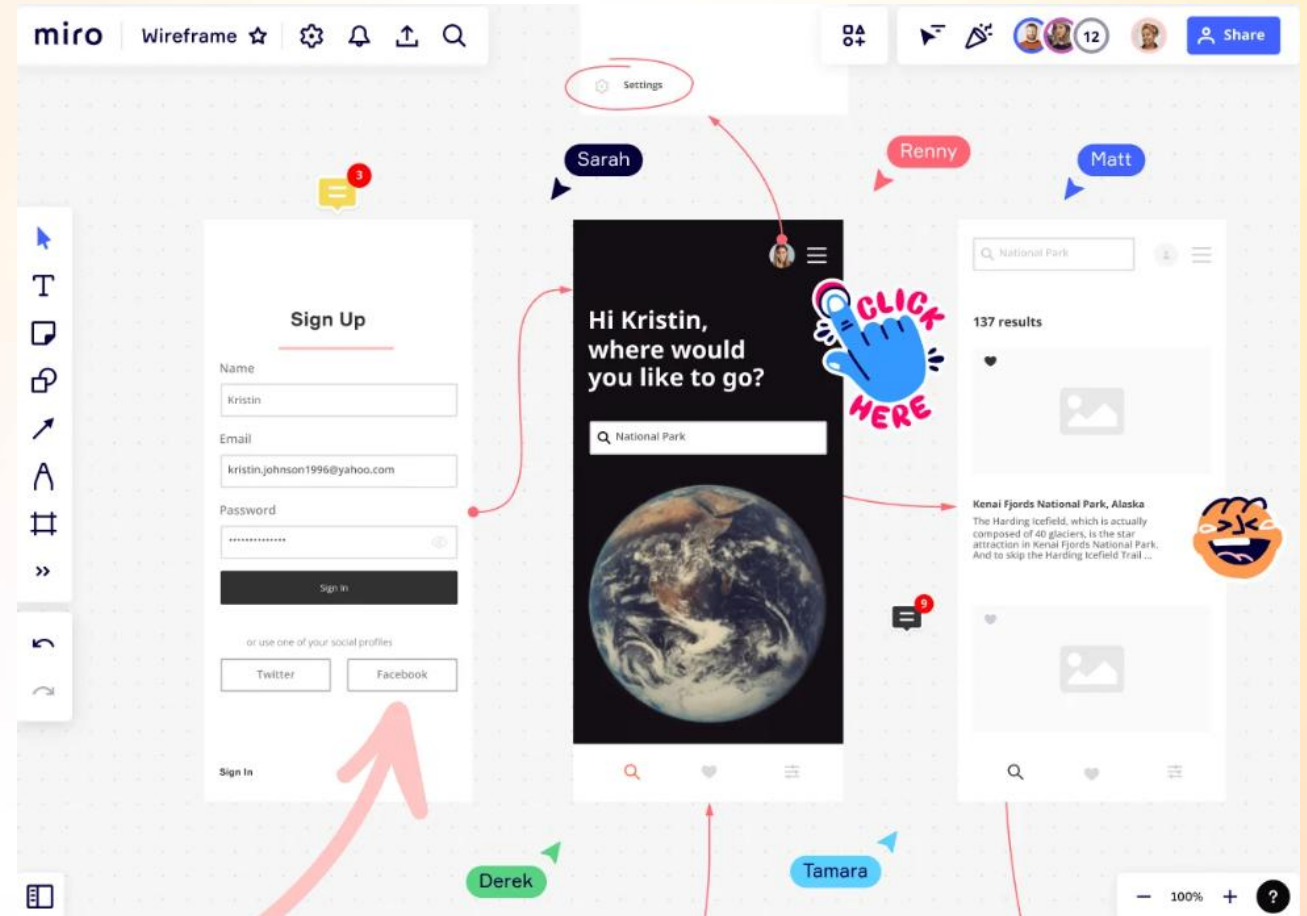
Azure OpenAI Services

[Link to access UX Wireframe Prototype](#)



# What is UX Wireframe

- Wireframes can be used to visualise the overall structure of a page or app in a simplified form.
- They are also suitable for creating consistent layouts that meet the needs of users.
- With a wireframe tool, you can easily create a wireframe for your upcoming designs or projects.





Source: <https://miro.com/de/wireframing/was-ist-wireframing/>

# AI Use Case Approach

How to bring an AI use case to life

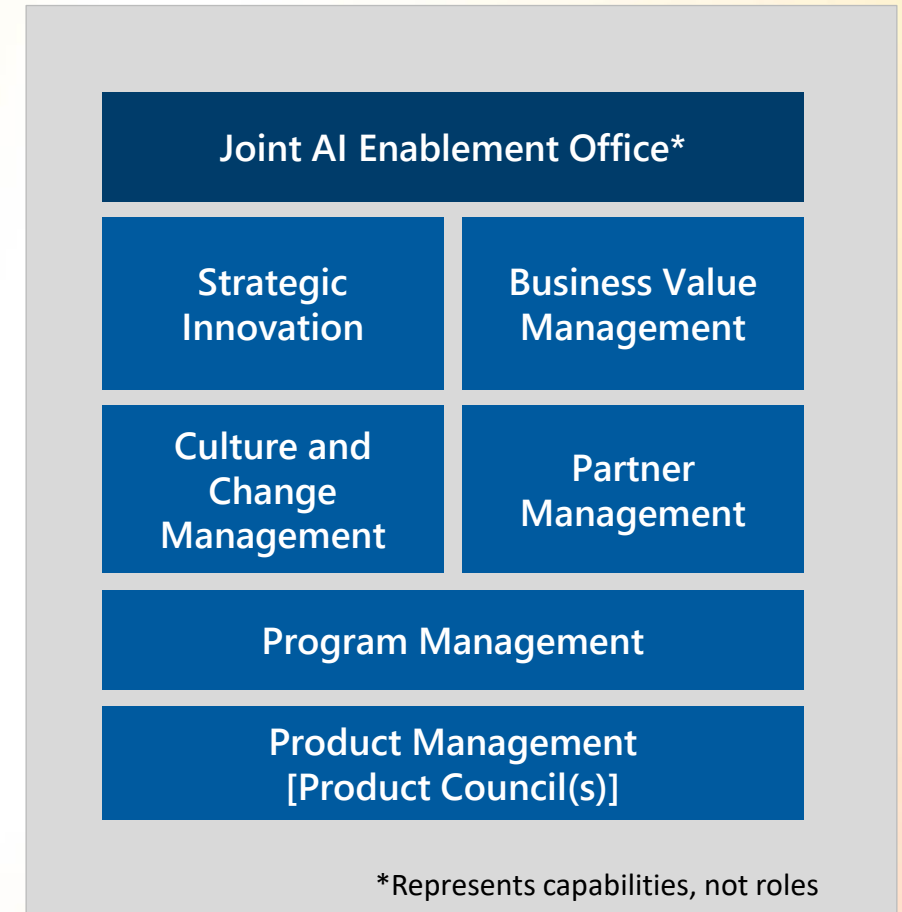
# Joint AI Enablement Office with Microsoft

The AI Enablement Office accelerates strategic outcomes and AI transformation by:

-  Aligning AI enablement and adoption at the enterprise-level across business units
-  Integrating business and IT transformation
-  Connecting strategic business and product strategy

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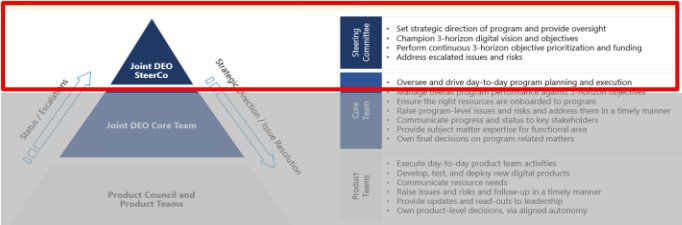
The AI Enablement Office is a **joint client-Microsoft operating model and approach** at the strategic program-level to orchestrate, manage, deliver, measure, and support adoption of your AI transformation.





# The first level is strategic

AI transformation **roadmap**, leadership **engagement** and **readiness**



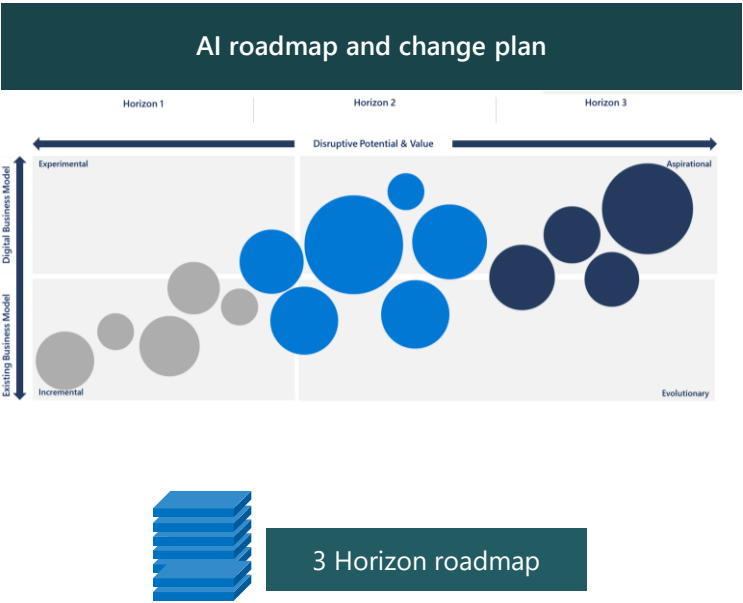
## Desired and current AI priorities

AI transformation vision, scope and value	AI maturity
Aspired AI objectives	Current AI state
Priority cultural elements	Blockers / enablers
Desired outcomes	Innovation gaps

Organizational readiness
Change management capabilities
Employee readiness / resistance to change

Understand Contoso desired AI vision and culture with creation or modification of business strategy, cultures, processes, products and/or Contoso experiences.

## AI roadmap and plan



Co-create with Contoso the north-star AI vision and prioritize 3-horizon strategic outcomes for initial funding and product team resourcing.

## Leadership engagement and preparation

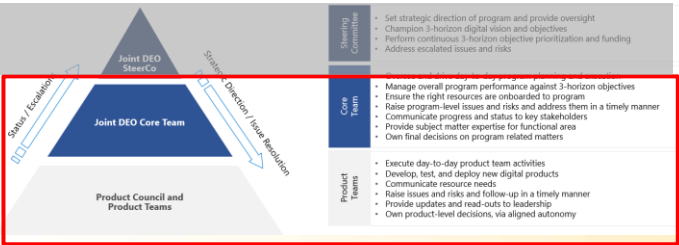
Executive sponsors onboarding	Leadership engagement plan	AI change enablement network
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Executive Steer Co
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Onboard and engage sponsors and organizational leaders to support their teams through the AI innovation journey.

# The second and third level is tactical



Ensure that **all programs** follow a **structured** and **consistent adoption** approach

### Steering committee and core team driving AI strategy

3-Horizon vision

Assure that a structured framework is applied and used to drive programmatic execution for all programs and projects that the organization has to implement to drive the desired outcomes..

### Brings a repeatable framework

Project / Program

Joint AI Enablement Office

Strategic Innovation

Business Value Management

Culture and Change Management

Partner Management

Program Management

Product Management [Product Council(s)]

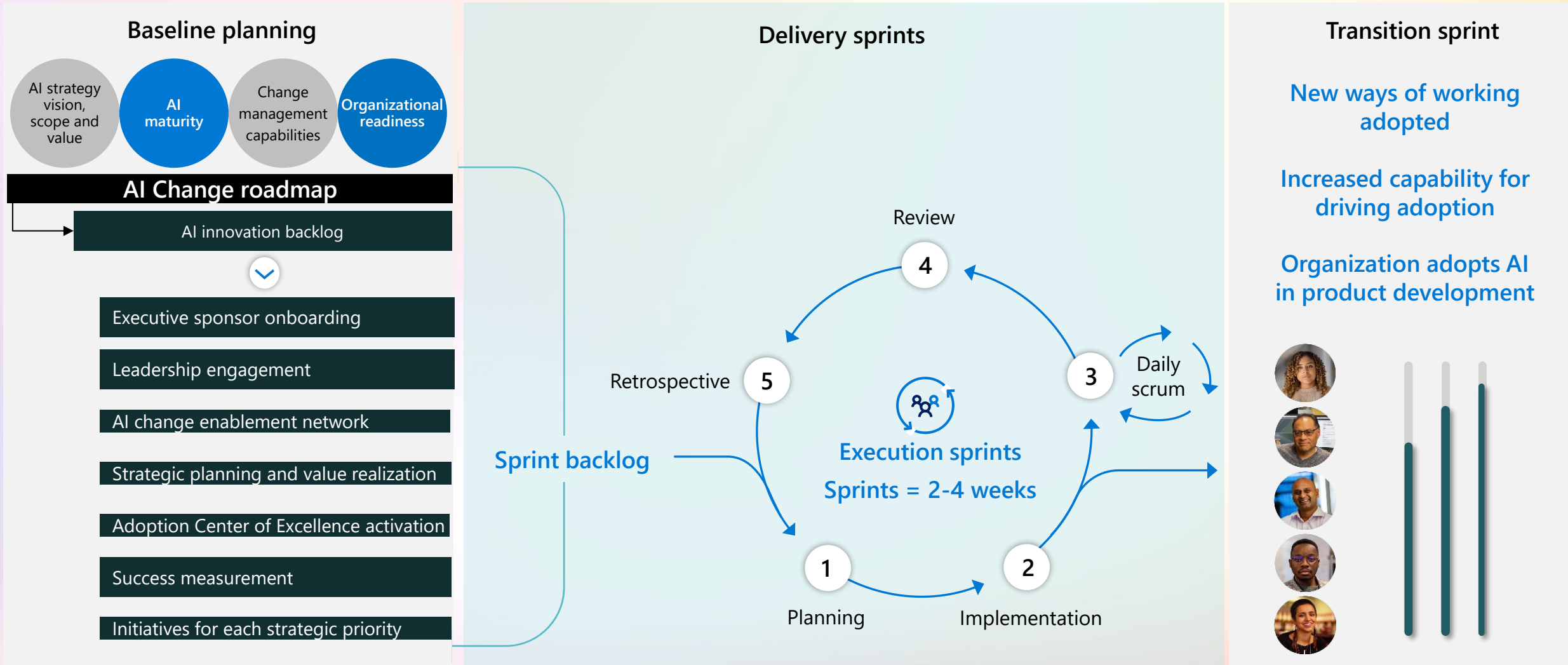
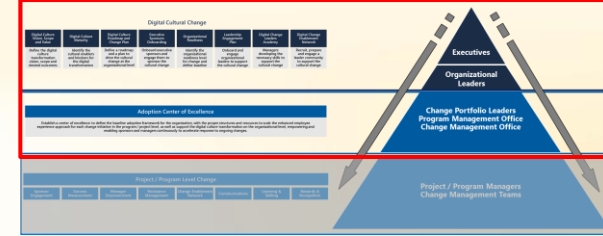
Promoting consistent adoption and generating economies at scale for change initiatives.

### For Program / project/ change leaders

Empowering program / project / change leaders with a structured framework and a set of tools to drive adoption of the desired behaviors.

# AI Change covers the first 2 levels

Strategic and tactical assistance for your AI innovation and culture change





# Team Structure (Small)

Flexible options for programmatic services, sized to Contoso's needs:

## Core Team



Portfolio Architect with  
AI background

Engage across BUs to envision & define strategy, refine business justifications and decision-making approaches (full-time dedication)



Program Manager

Support Operation Framework and project management/coordination

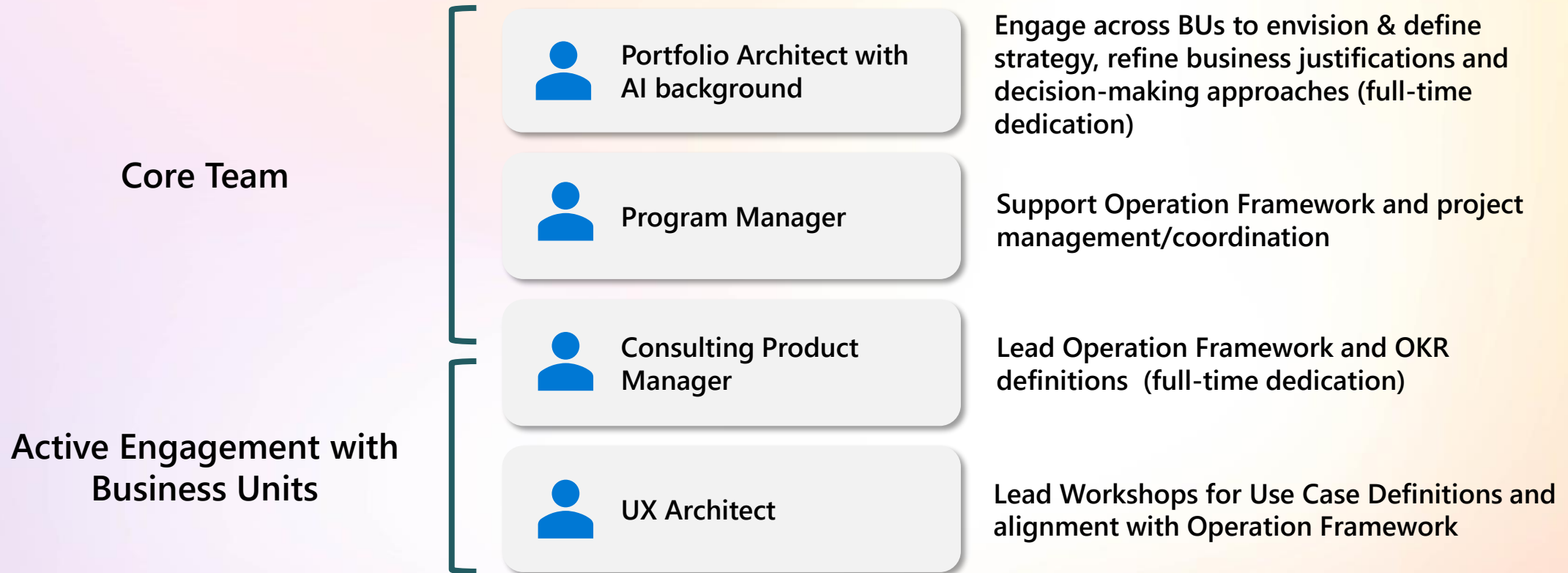


Consulting Product  
Manager

Lead Operation Framework and OKR definitions (full-time dedication)

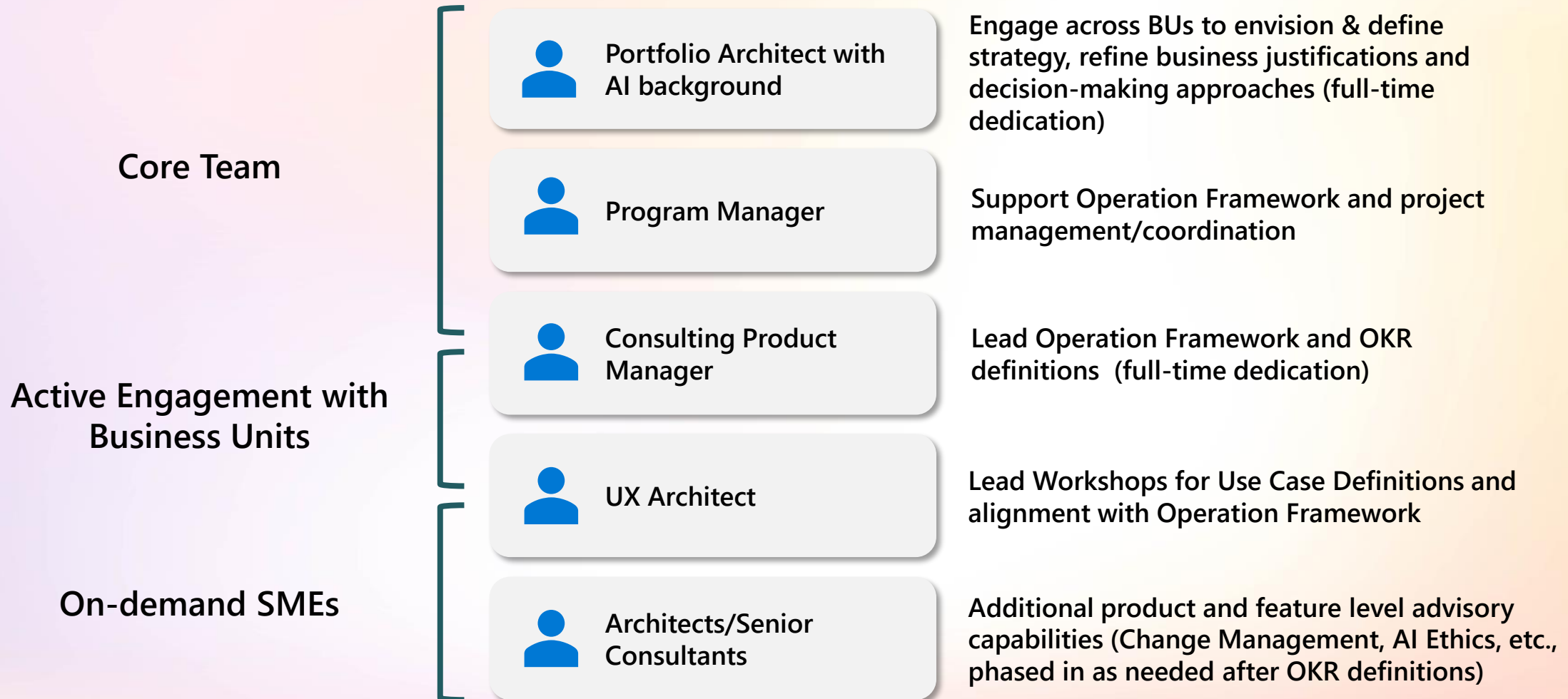
# Team Structure (Medium)

Flexible options for programmatic services, sized to Contoso's needs:



# Team Structure (Extended)

Flexible options for programmatic services, sized to Contoso's needs:





# Lessons Learned

# Key Takeaways

## Start with Vision, Build with Structure

A clear idea, paired with a discovery process, turned into a game-changing product.



## Collaboration Accelerates Innovation

Close teamwork with product management ensured alignment and speed.



## AI Empowers, It Doesn't Replace

Generative AI helped capture and deliver expertise in real time, supporting smarter decisions.



## Preserve Knowledge to Ensure Continuity

With retiring experts, digitizing know-how is vital for operational resilience.



## Innovation is Ongoing

The product learns from use, proving that continuous improvement is key.



# Questions + Answers





# In an AI area – Data is everything



Let's connect



Let's connect

THANK YOU  
Boris Hochreutener & Kyle Krüsi