

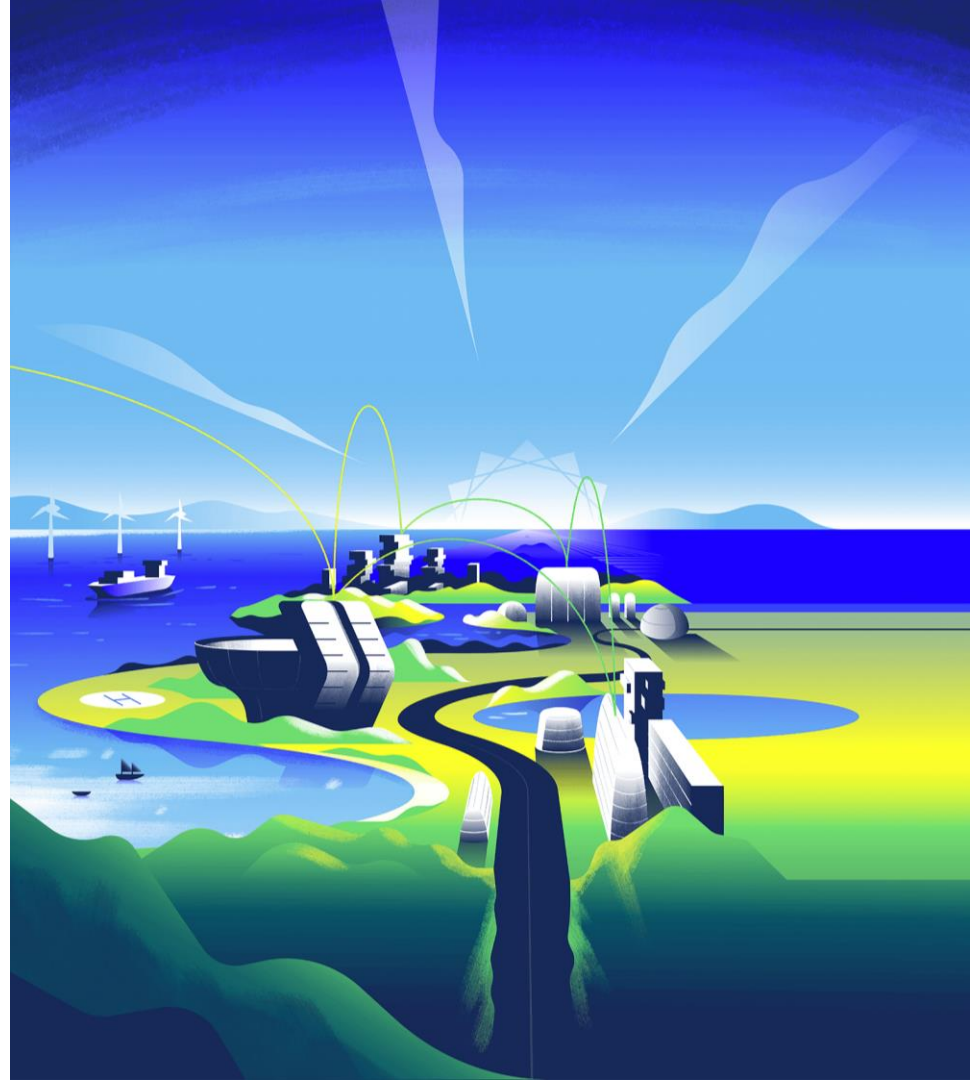
GenAI : a gamechanger like the arrival of the *computer* & the *internet*

OMC event

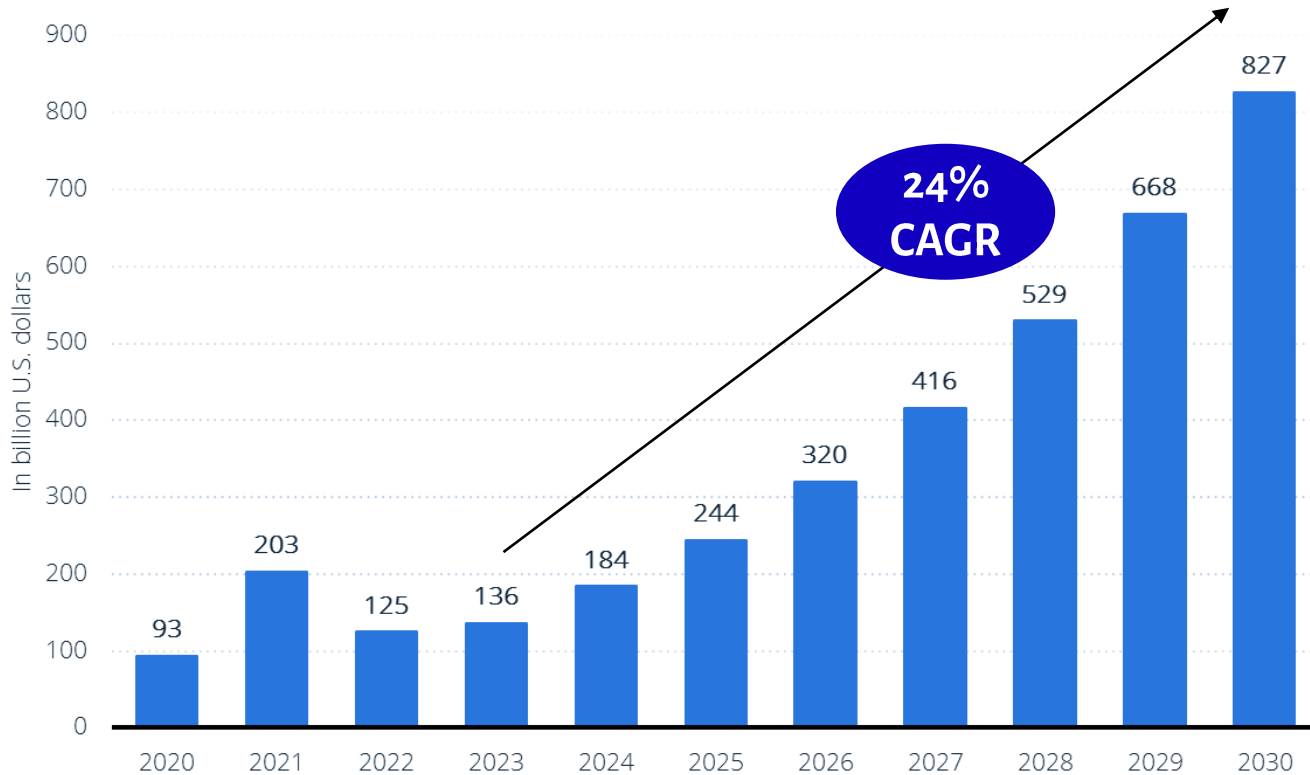
17 October 2024

Danny Goderis

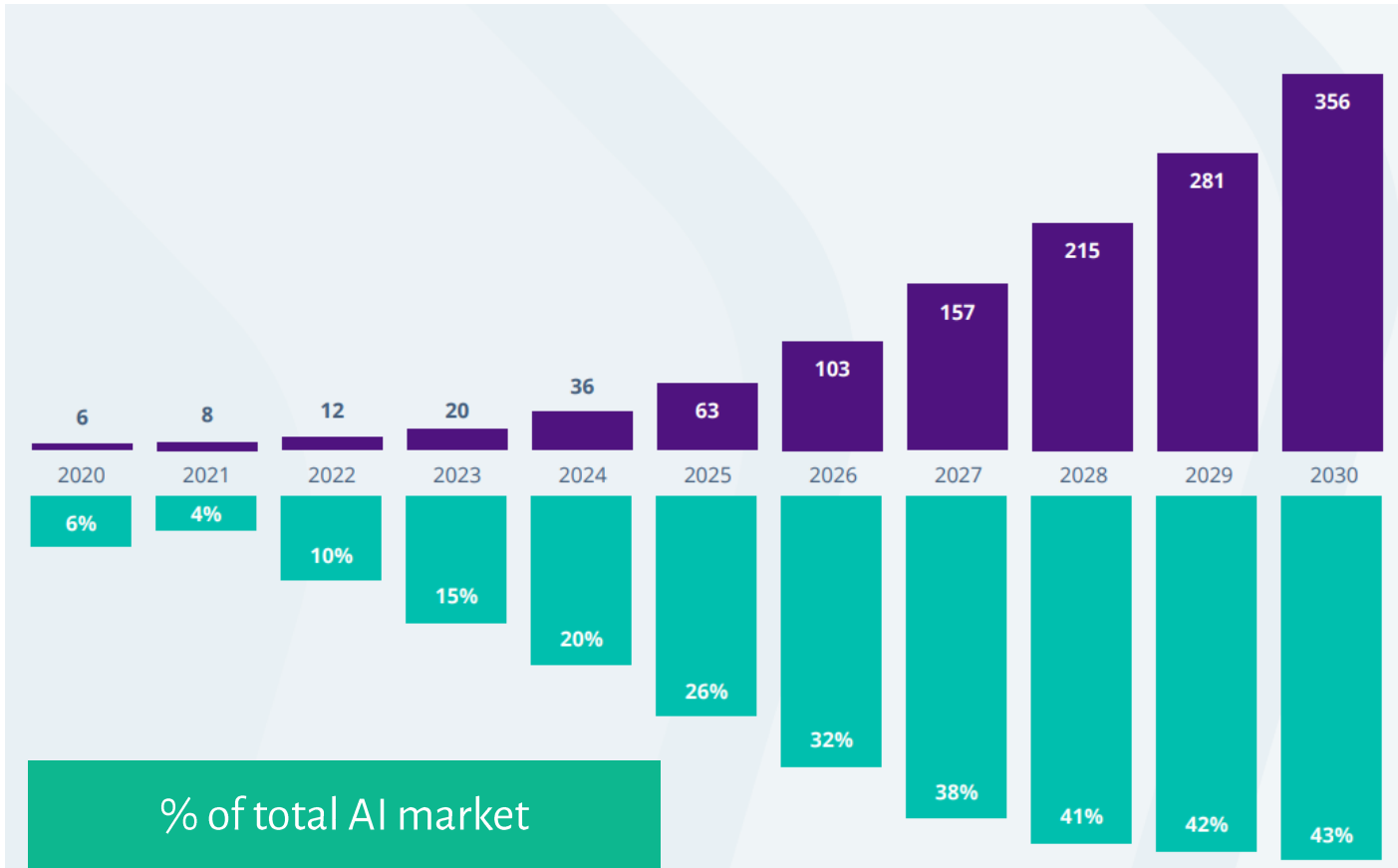
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The AI worldwide market is growing exponentially



GenAI to become 50% of the total AI market

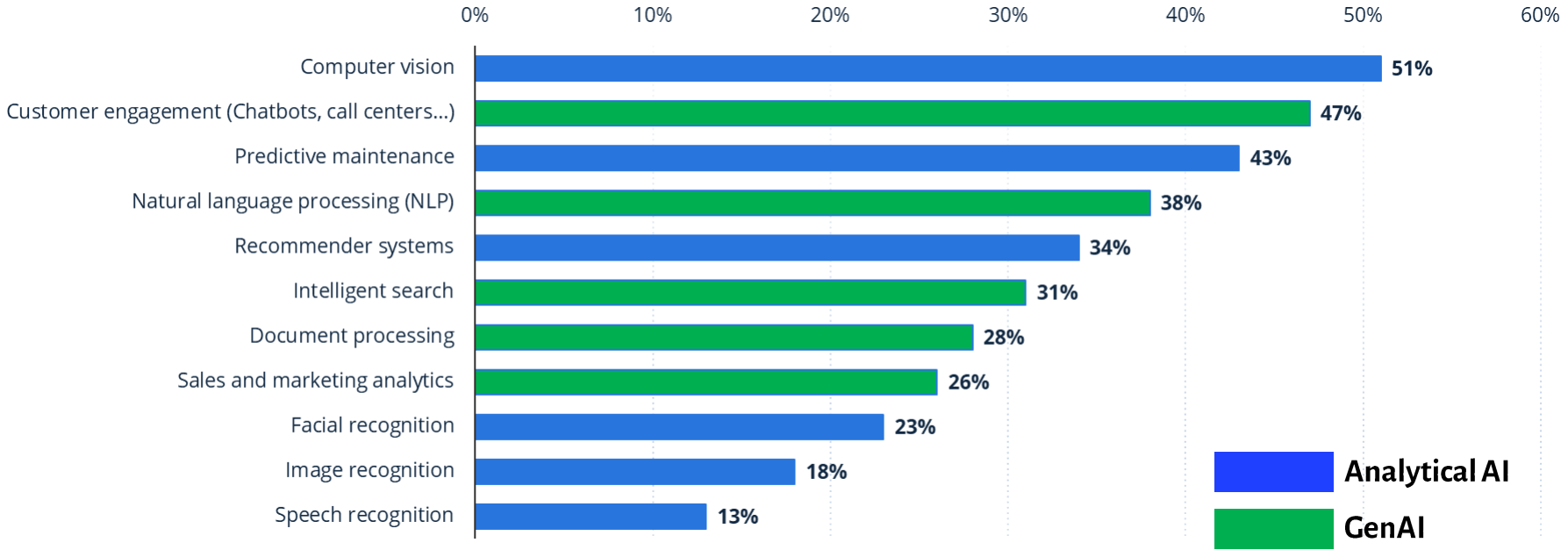


*“From information to expertise
at everyone's fingertips”*

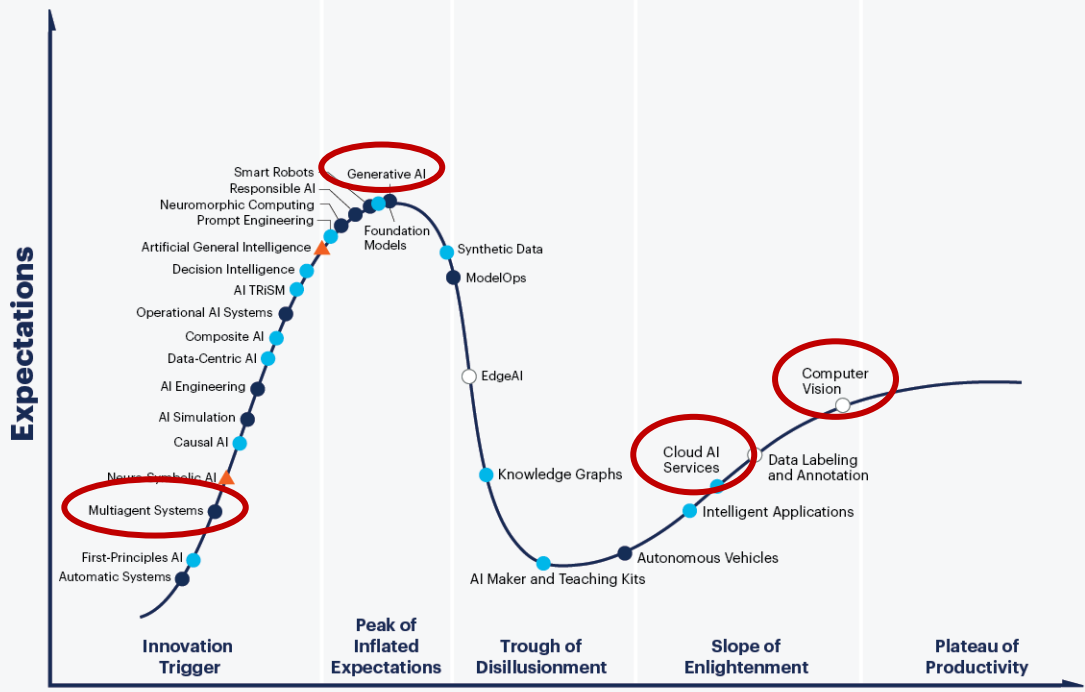
Sam Altman (CEO OpenAI) & Satya Nadella (CEO Microsoft)

Podcast The Economist February 2024

Top 10 AI applications within companies worldwide 2023



Hype Cycle for Artificial Intelligence, 2023



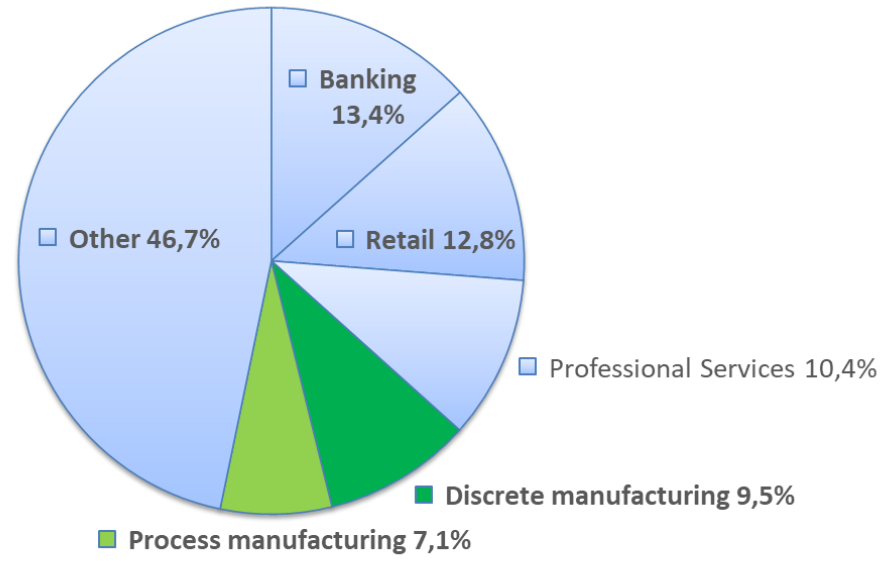
Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

As of July 2023

Manufacturing industry is a significant part of the AI market

Distribution of global spending on AI **2023**, by industry



- Banking
- Retail
- Professional Services
- Discrete manufacturing
- Process manufacturing
- Other

Up to 70%-time reduction in the product design cycle

GenAI & product development: faster – more diverse – more creative



Market research

Processing massive
big data sets



Product design

Visualise with
text-to-image prompting



Product refinement

Iterate highly
diverse designs



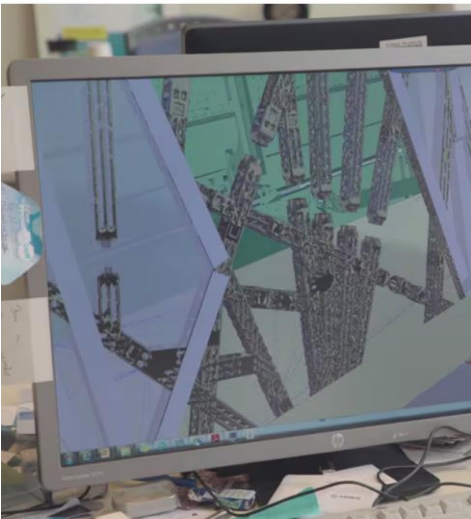
Product testing

Test in a
digital twin environment

Many new applications for digital twins & synthetic data



Training AI algorithms with synthetic data



Synthetic data visualizing product concepts



Volvo ST2 achieved ~50% drag reduction over baseline (~20% over ST1).



Testing product concepts in digital twins

The emergence of GenAI Industrial copilots



- From *predictive* to *prescriptive* maintenance
- Identifying operational issues & presenting workflow solutions
- Creating instructions solving machine failures
- Generating all sorts of multi-lingual technical documentation
- Generating code for PLCs & software engineering

Many Industrial Copilot Providers
Siemens, ABB, General Electric, SymphonyAI,...

AI & Robotics - Robotic Foundation Models

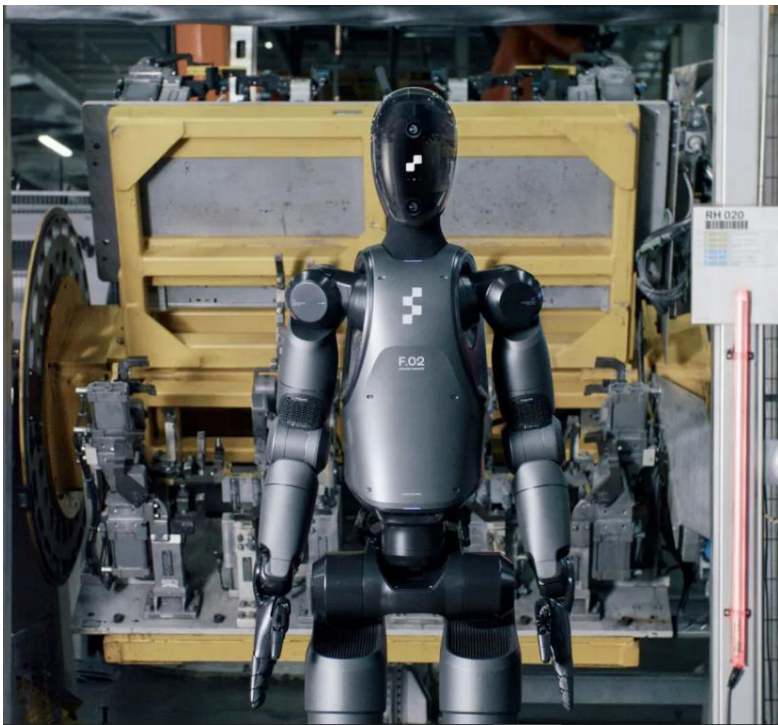


Figure 02 Launch

Next Generation Robots & Cobots

- Multi-model robots (voice, video, text)
- Natural human interaction
- GenAI-based (self) learning & reasoning
- Flexible multi-tasking
- A general-purpose robot

Boston Dynamics, Figure, Covariant, Sanctuary AI, Unitree Robotics and others embrace LLMs in robotics

.A GenAI value 4 industry, manufacturing & companies

Value Industry

Game changer
like the Internet
& computer

All sectors
60% of all jobs

Individual performance
increase up to 50%+

Value Manufacturing

Product design
Faster
Divers & Creative

Production
Industrial co-pilots

Next Generation
Robots & Cobots

Value Companies

Do more with same
amount of people

Performance increase
possibilities for all
intellectual jobs

Faster *on the job*
learning of juniors &
newcomers

GenAI implementation in a company



AI top of Mind of Belgian CIOs

AI integration in your IT & business environment	49,94%
IT governance	37,00%
NIS2 – security how to prepare for the implementation	35,73%
Information security strategy	35,42%
Security threats of AI	35,24%
Making AI ethical, compliant and explainable	34,62%
Getting control over hybrid IT – Cloud	33,36%
How to manage your vendors in compliance with DORA, NIS2...	33,00%
Privacy and AI	32,98%
Cloud-set up	32,91%
Data classification & loss prevention in the world of cloud and AI	30,07%
The impact of the AI Act	29,65%
OT and IT security roadmaps	29,50%
Data strategy and architecture	28,98%
Enterprise architecture maps	28,91%
Information security architecture	28,82%
GenAI user awareness	28,23%
Governance, compliance and risk when OT and IT converge	25,09%
Flexible service delivery	24,24%
Preparing for cyber security incidents on all levels	23,41%

 AI-related

- Beltug Survey published 17 September 2024 :
- *“AI-integratie topprioriteit voor Belgische CIO’s”*



Agoria Survey amongst digital technology companies

March 2024

44% have already GenAI customer projects

18% is hiring in search of specific AI skills

89% are using GenAI tools. 21% own developments

Main GenAI driver: doing more with the same people

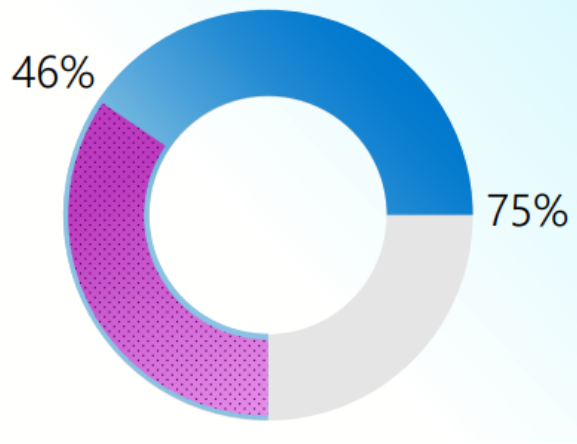
75% of employees are using “free” GenAI

Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are already using AI at work

46% of them started using it less than 6 months ago



78%
of AI users are bringing their own AI to work (BYOAI)

Survey by Microsoft & LinkedIn

- Surveying 31,000 people across 31 countries
- Research with Fortune 500 customers
- Trillions of Microsoft 365 productivity signals

But there is also something like an *AI PARADOX*



49%

of people express concerns about AI as a possible replacement for their jobs.

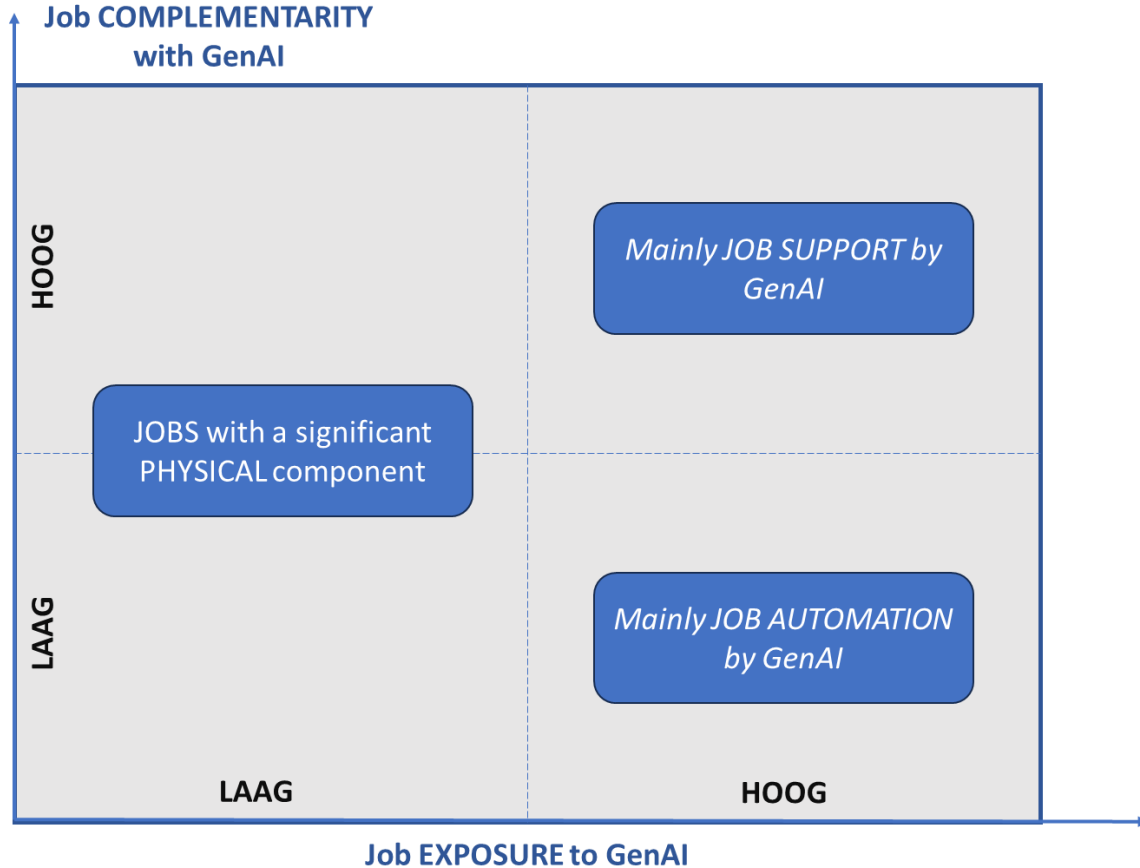
but

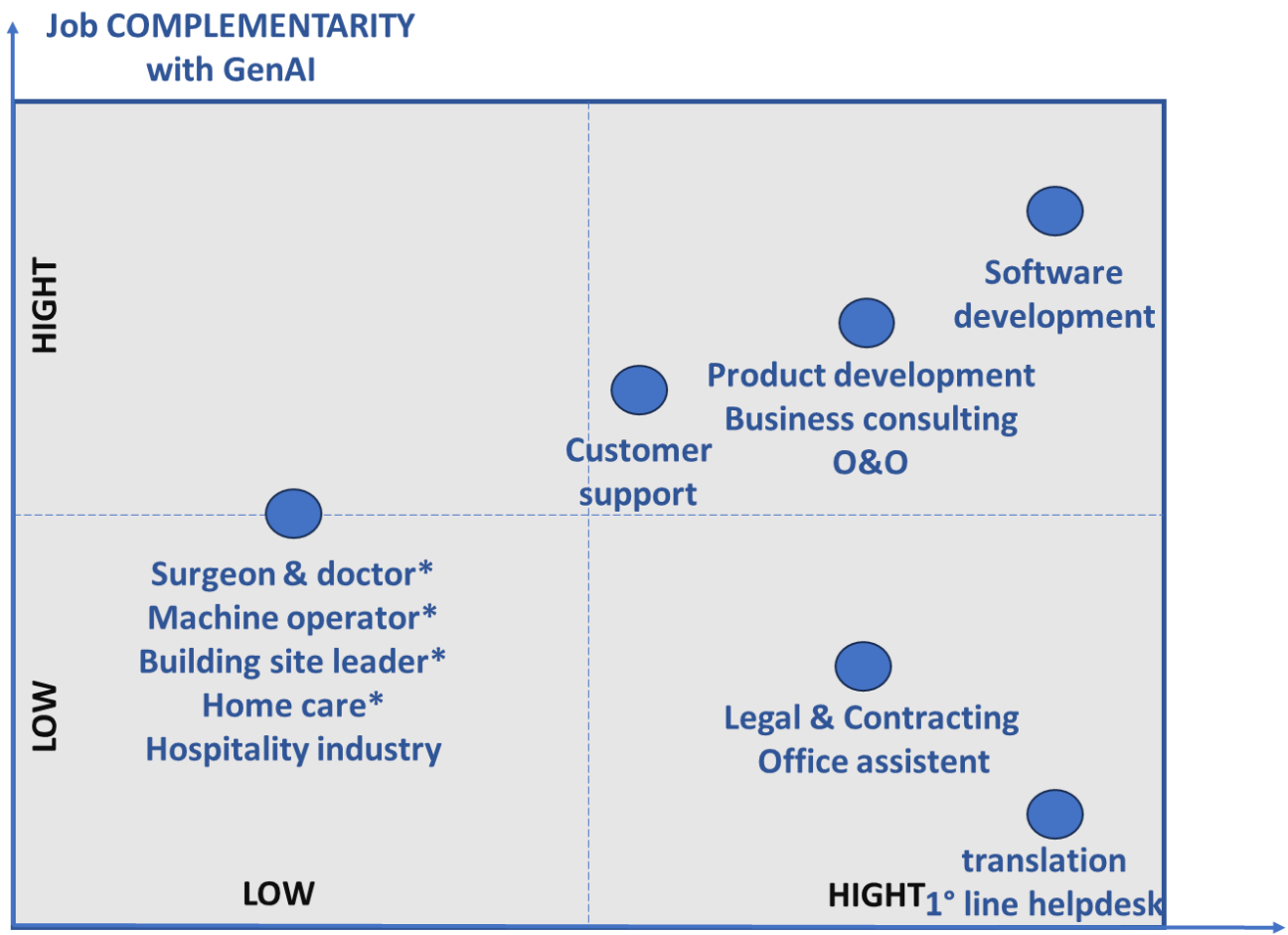


70%

would delegate tasks to AI to lessen their daily workloads.²

IMF MODEL - Impact of GenAI on knowledge jobs





(*) Support by 'analytical' AI

Job EXPOSURE to GenAI

A canvas for GenAI introduction in Companies

Implementing generative AI is different

GenAI-tools are very widely **accessible**

GenAI tools provide **suggestions**, not unique answers

GenAI is a **foundational technology** with numerous potential use cases

As always Get the basics right

Start from real **business** needs

Work **iteratively** for stronger adoption

Keep working on **data** maturity

Avoid the (usual) pitfalls

Pay attention to **change** management

Provide a clear **policy** framework

Awareness & **training** for all employees

Agoria (Gen)AI research papers

- [Generative AI is a game-changer like the arrival of the computer and the internet](#)
- [AI will impact 60% of all jobs in advanced economies](#)
- [Fourth industrial revolution in higher gear through \(Gen\)AI technology Generative](#)
- [ING study: AI's impact on the Belgian labour market will be a revolution without causing a rise in unemployment](#)
- [Survey «GenAI: Unlocking new potential for the Digital Industry»](#)
- [How \(generative\) AI projects differ from traditional digitalisation projects and yet not entirely so](#)

**Papers available in ENG – NL – FR
+ 50 references mentioned in the papers**



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