Al in Danish companies and what's next



Who am I?

Henrik Fabrin



Experienced AI and tech entrepreneur

- 12 years as founder & leader in the tech & Al industry
- **Companies**: 1 exit, 1 bootstrapped, 1 failed
- Open Source: Nordic BERT language model collection
- Advisor: Venture funds & enterprises on Al
- Now: Head of AI at DI



What I believe

1. The cost of (artificial) intelligence goes to zero

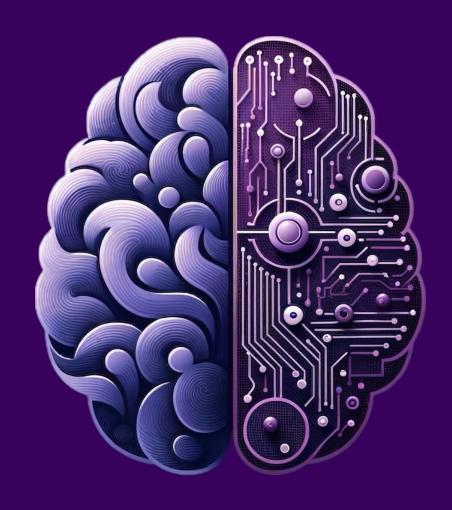
2. Als will assist us, and Als will do the work for us

3. Talking to Als will feel as natural as talking with humans

4. Businesses will innovate, rise and fall much faster

Today's focus

- Industry adoption
- What's holding us back
- Al industry trends
- Final notes







Show of hands



100%



Al



is now for everyone.



First, we digitalized everything





then we trained AI on it all





All our combined knowledge



at our finger tips



to work on your specific problem



Text



Text

Images



Text

Images

Audio



lext

Images

Audio

Video



Images

Audio

Video

Code



Audio

Video

Code

Task completion



Video

Code

Task completion

Physical world



Much easier to use



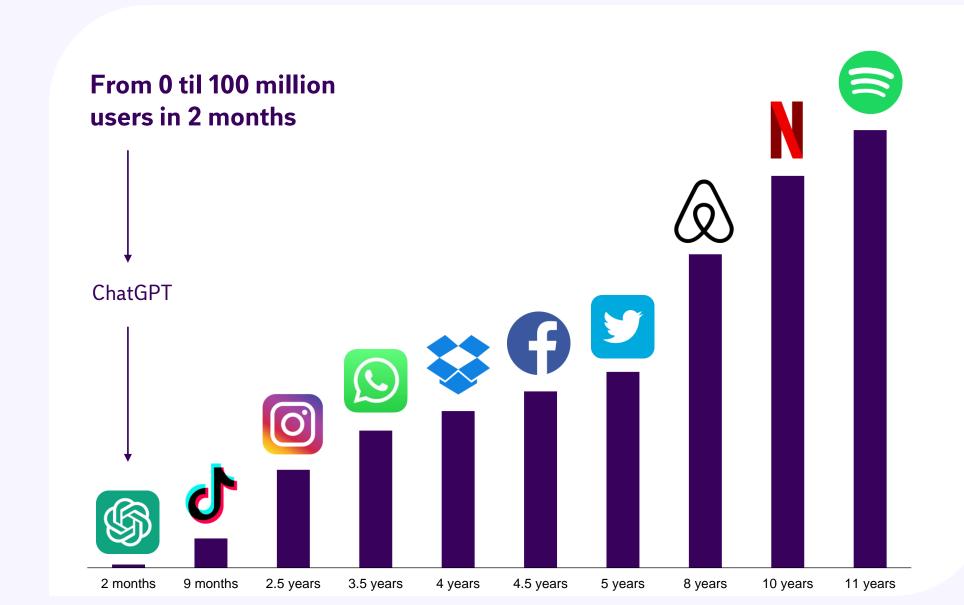
Al Chat



How can I help you today?



Fastest product adoption ever





When 100% use Al



but only 15% has an Al strategy



When the barrier to Al adoption



When the barrier to Al adoption collapses



What does it all mean?





Black & White

Black & White

Job 1: Survive Al

Job 2: Win with Al



Status & expectations



The state of Al adoption in Denmark

Data from the latest reports & analysis DI has been involved in.

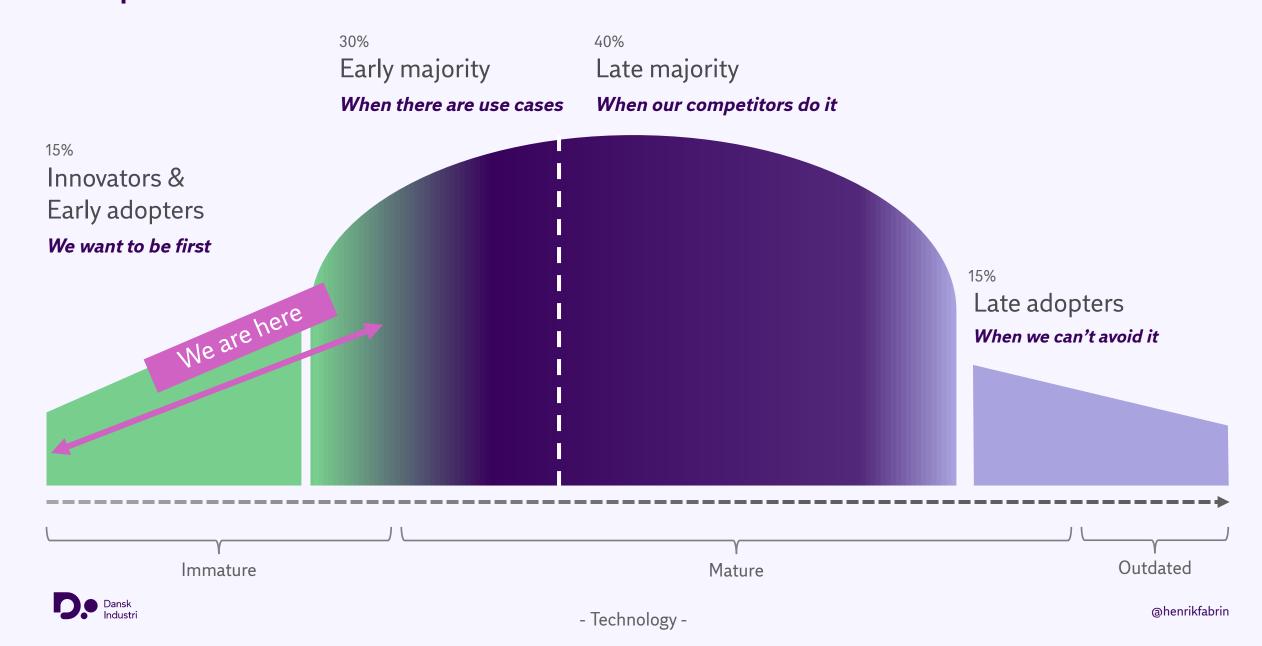








Adoption curve

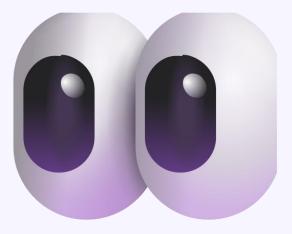


Experimentation

Innovators & Early adopters

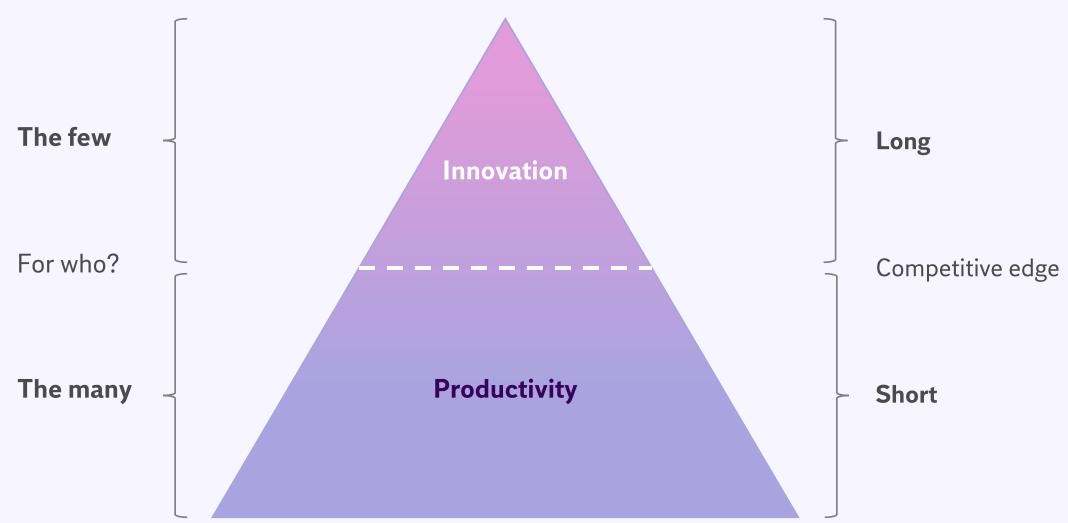


The rest of the market



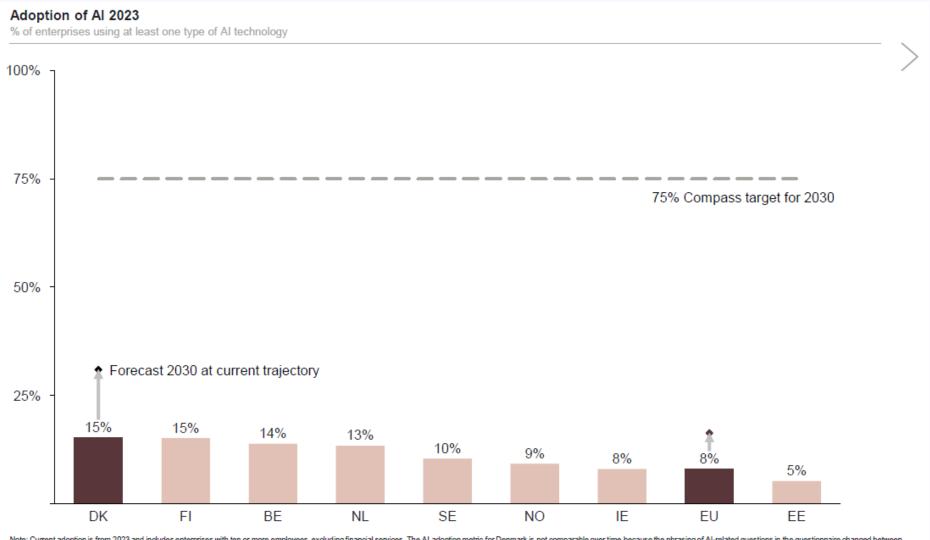
"As soon as we can see the business case"

Two types of gains



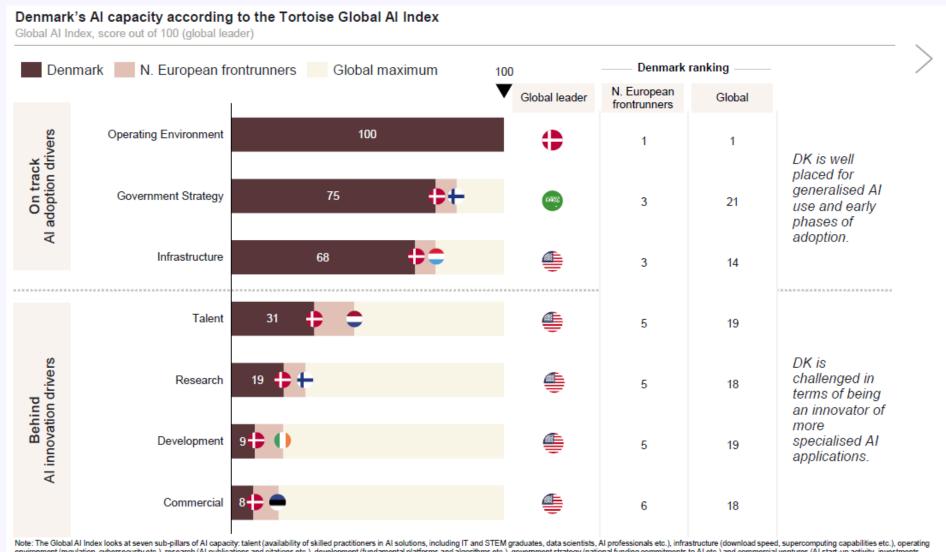


Denmark leads the EU on Al adoption





But is heading for a superuser role, not a lead innovator



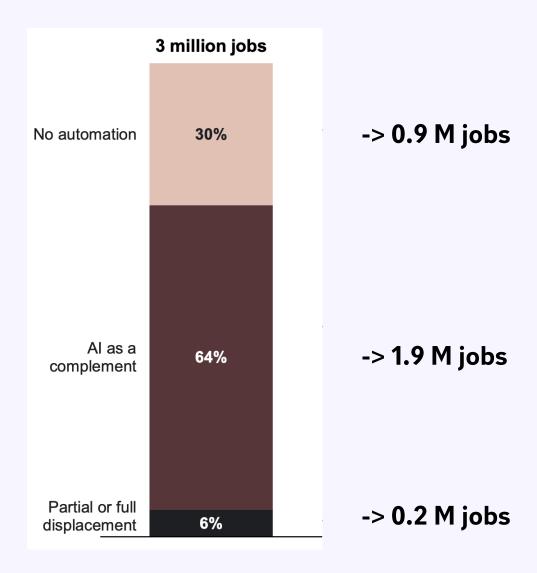


Note: The Global AI Index looks at seven sub-pillars of AI capacity: talent (availability of skilled practitioners in AI solutions, including IT and STEM graduates, data scientists, AI professionals etc.), infrastructure (download speed, supercomputing capabilities etc.), operating environment (regulation, cybersecurity etc.), research (AI publications and citations etc.), development (fundamental platforms and algorithms etc.), government strategy (national funding commitments to AI etc.) and commercial ventures (AI start-up activity, investments etc.).

Denmark Launches Leading Sovereign Al Supercomputer to Solve Scientific Challenges With Social Impact

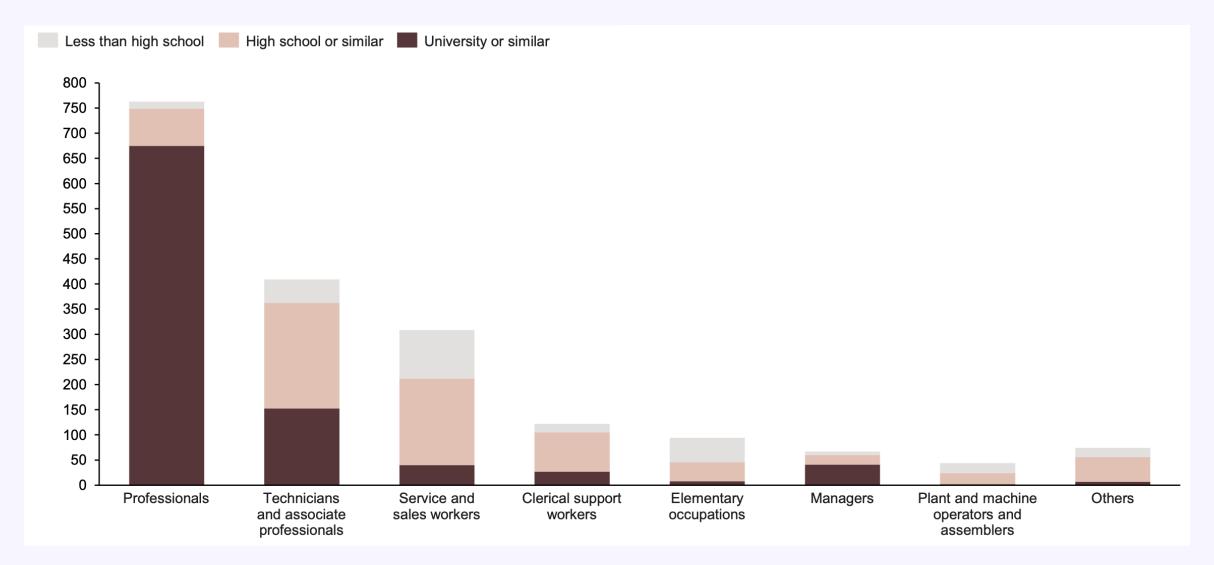


Share of Danish jobs impacted by Al



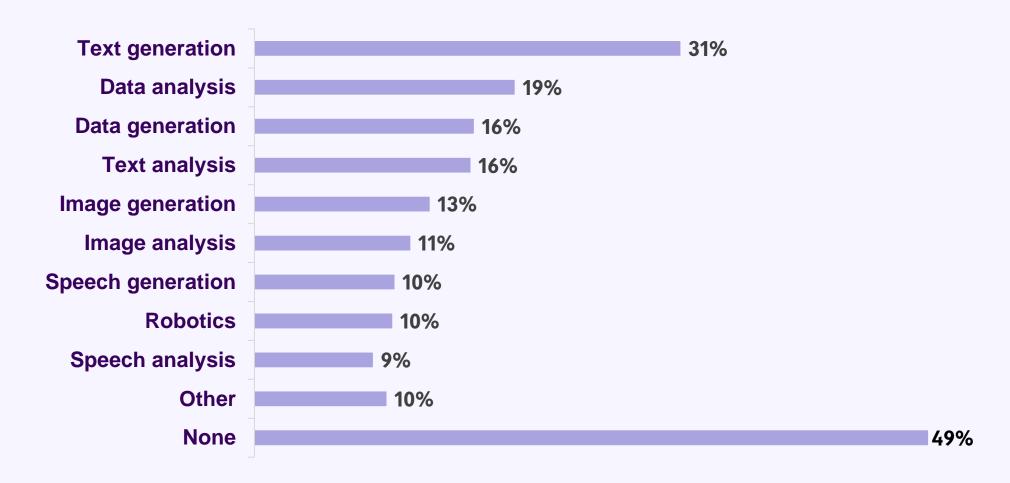


Job types impacted by Al



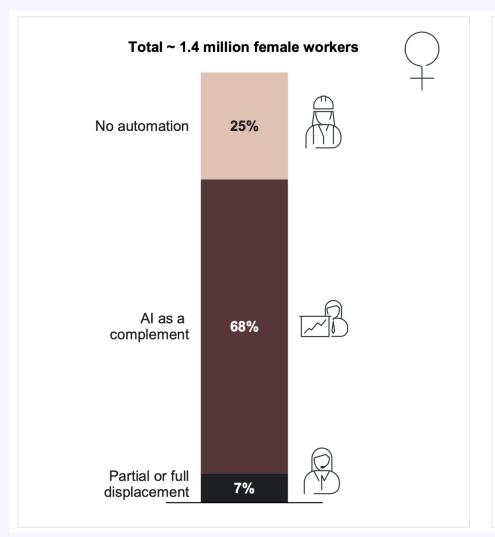


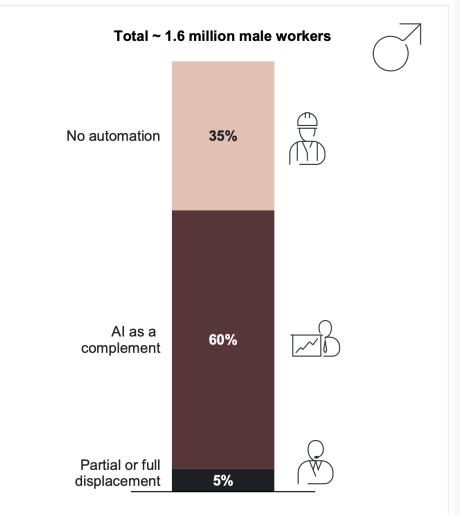
What we are actively using AI for at work





Gen Al is impacting genders differently





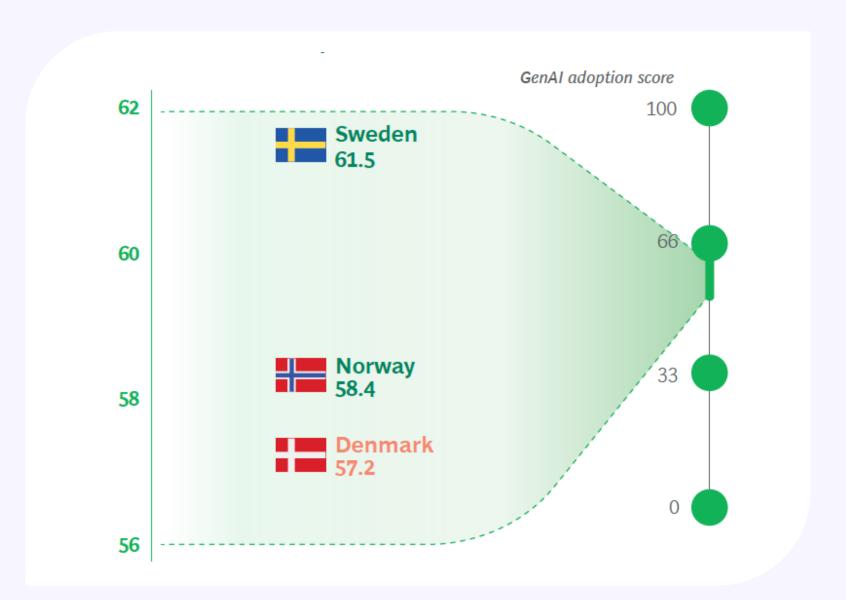


Excitement separates the leaders and lackers





Adoption in comparison





The Danish population are knowingly using Al

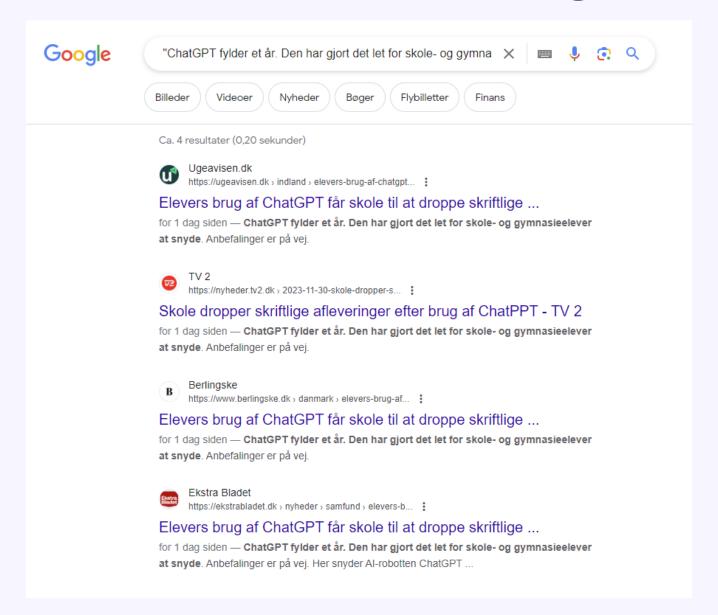
33%

33% of Danes answered yes to having used an Al such as ChatGPT in 2023.

Algoritmer, Data og Demokrati (2023)

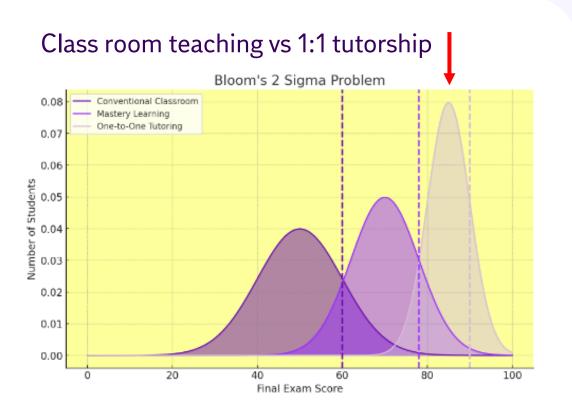


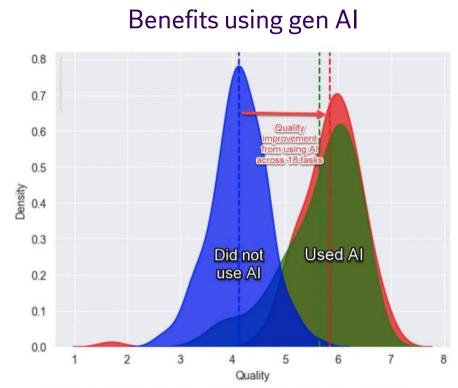
Is it smart or cheating?





Faster and with higher quality





Distribution of output quality across all the tasks. The blue group did not use AI, the green and red groups used AI, the red group got some additional training on how to use AI.



DI gen Al study from March 2024

58% say they're completing tasks faster

30% think the quality is better



A corporate demand for Al-skills

35 pct of Nordic organisations demand specific digital competences from their employees today. For example the ability to evaluate when, and how to best use Al.



Skills & competences



In two years companies expect from the employees....

1. Usage skills can use relevant bacis software

2. Analytical skills
can assess technology for potentials and
risks

3. Explorative skills
stays up to date and experiments with the
latest technology



Companies expect three profile types in their organisation...

1. Digital Generalist knows how to use basic software

2. Digital Integrator combines technologies and challenges business models

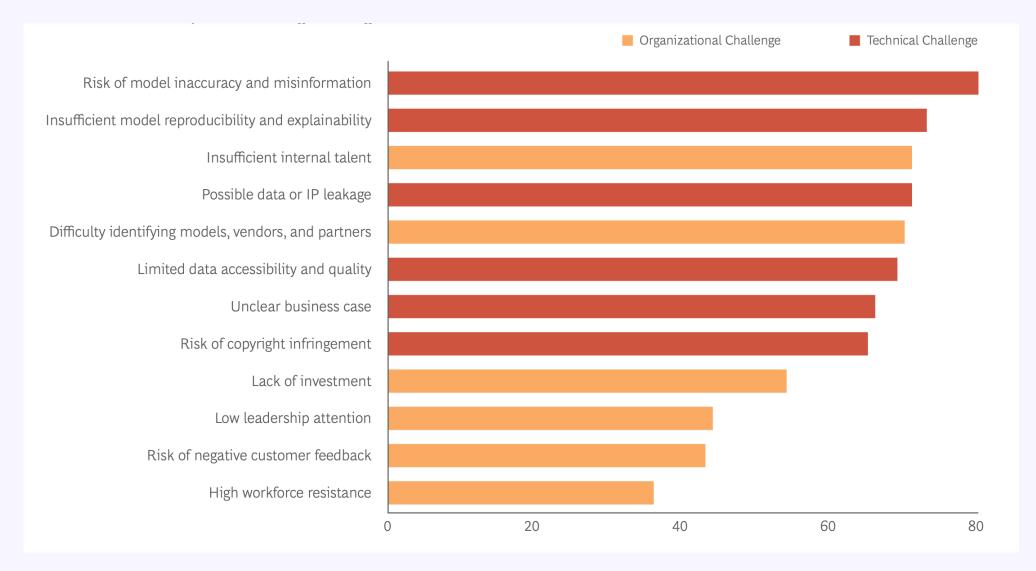
3. Digital Specialist designs, codes and runs digital products.



What is holding Danish companies back



Concerns and challenges



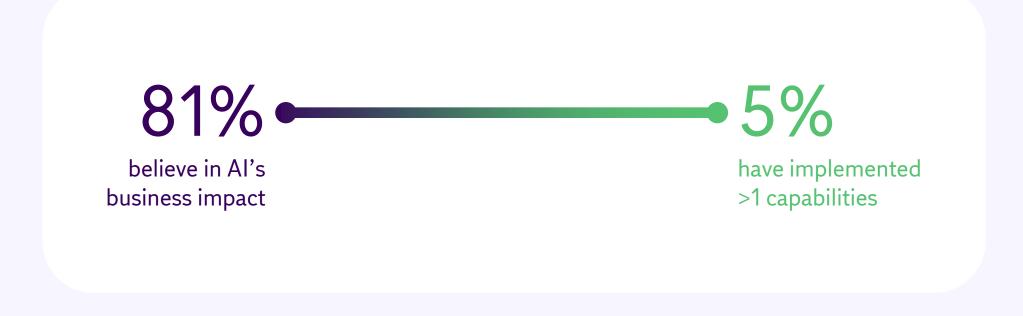


Barriers

- boiled down

- 1. Status quo
- 2. Lack of knowledge of Al
- 3. Unclear use cases
- 4. Lack of leadership attention

A Danish corporate paradox



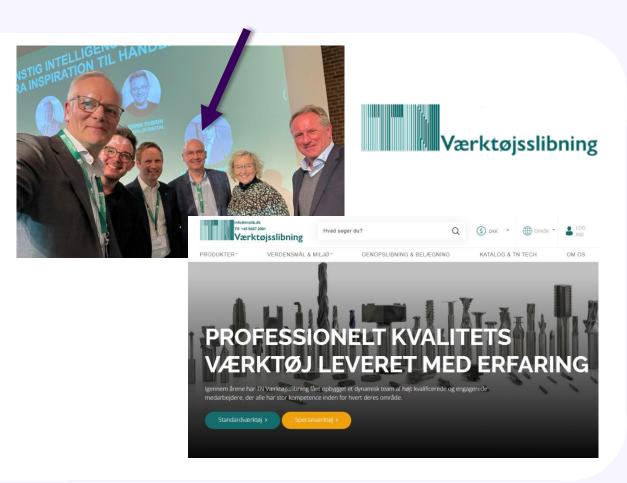
Untapped opportunity

- √ 13% have no plans for gen AI
- ✓ 52% are piloting gen Al efforts





Productivity: TN Værktøjsslibning



Founded by Torben Nielsen in 1987

Leading supplier of specialist tools

Al is used for

- 4x faster employee onboarding
- Synergies across orders

The effect

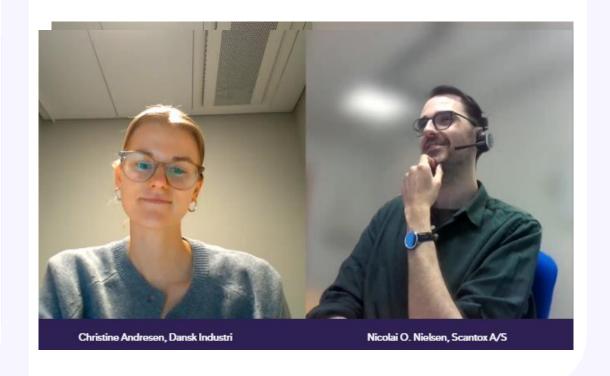
- ✓ Competivite advantages
- ✓ Reduced production costs
- ✓ Knowledge sharing across the organisation



From text generation tool to vital assistant

scantox

- Scantox is a leading contract research company
- HQ in Ejby with 120 employees





From text generation tool to vital assistant

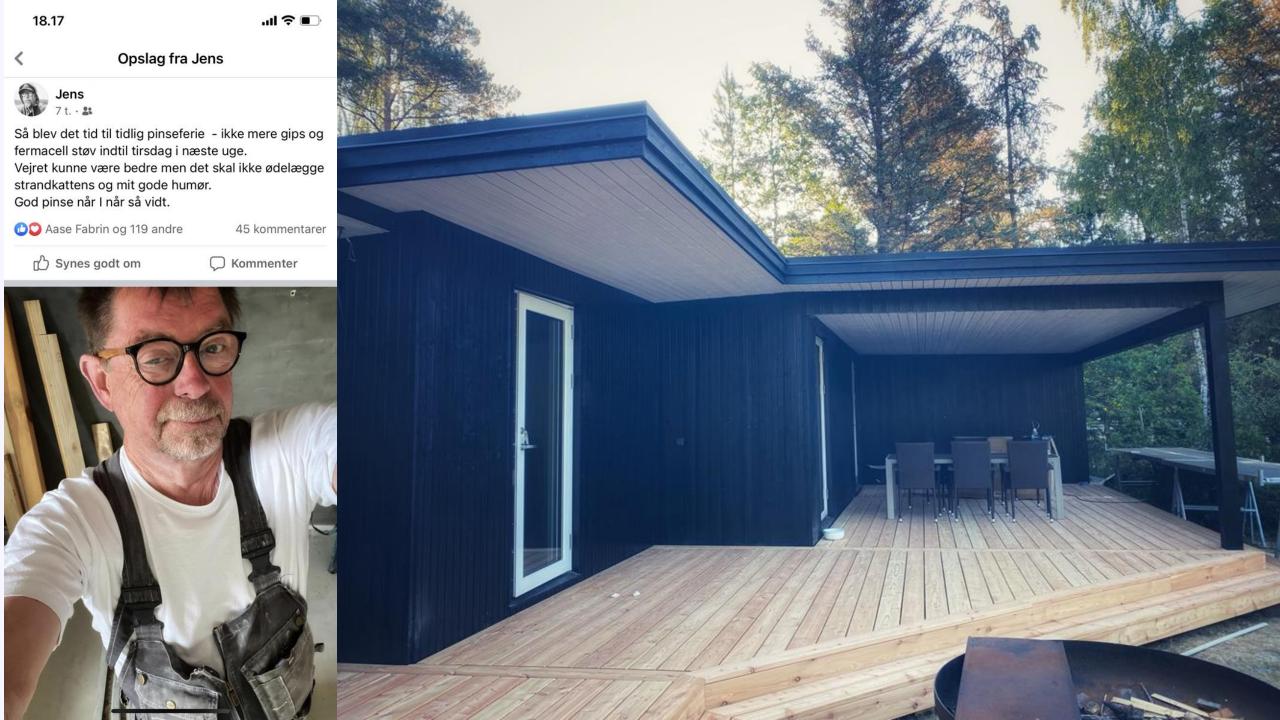
Results

- ✓ Scantox saves 1-2M DKK a year in consultancy fees.
- ✓ Employees complete tasks faster, with improved quality and are more happy.

scantox







Productivity: Project documentation









2. Edit Al-generated text



Project Doc Helper

1. Upload photos



Projekttitel: Renovering af badeværelse

Dato for dokumentation: [Indsæt dato]

Beskrivelse af 'Før' stadie:

Billedet viser et badeværelse i begyndelsen af en renoveringsproces. Væggene er forberedt til flisearbejde med gråt spartel, og installationer til el og VVS er fremført, men endnu ikke tilkoblet. Gulvet er belagt med hvide fliser, og loftet er åbent med synlige træbjælker. Vinduet sikrer godt dagslys, men rummet er endnu spartansk uden inventar.

Beskrivelse af 'Efter' stadie:

På det efterfølgende billede præsenteres badeværelset efter færdiggørelsen. Væggene er beklædt med beige fliser, og et hvidt, panelet loft komplementerer det moderne look. En bruseinstallation med gyldne detaljer er nu monteret, og et træmøbel med en indbygget håndvask og gylden vandhane fuldender indretningen. Det færdige arbejde fremstår rent og uden synlige værktøjer eller materialer.

Aflevering af projektet:

Projektet er afsluttet i overensstemmelse med de aftalte specifikationer og kvalitetsstandarder. Alle installationer er udført korrekt og funktionelt testet. Badeværelset er klar til brug og overleveres hermed til bygherren.

Vedlagte filer:

- IMG_0249.JPG (Før renovering)
- IMG_0248.JPG (Efter renovering)





3. Send email

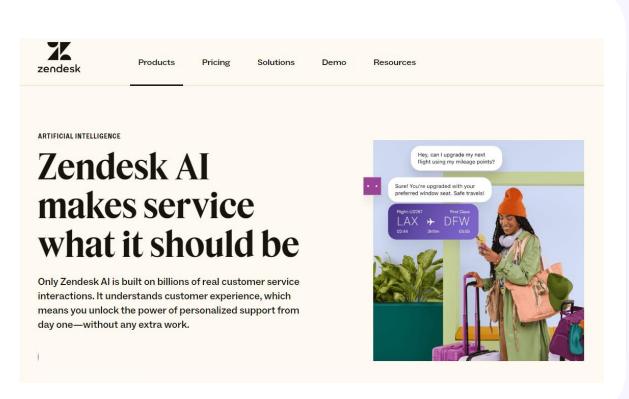








New business models: Zendesk



Founded in 2007 by four Danes.

Support platform, +100.000 customers.

Before Al

- Business model based on licenses (SaaS)
- More employees -> more licenses = more revenue
- Zendesk is a tool to do your job

With Al

- √ SaaS business model under pressure
- ✓ Zendesk AI does the job -> fewer licenses
- ✓ New business model: Value based



Salesforce follows fast

FORTUNE

TECH- A.I.

Exclusive: Marc Benioff has declared a 'hard pivot' to autonomous AI agents. Will it be enough for Salesforce to thrive in the generative AI era?

BY **SHARON GOLDMAN** September 5, 2024 at 7:28 PM GMT+2





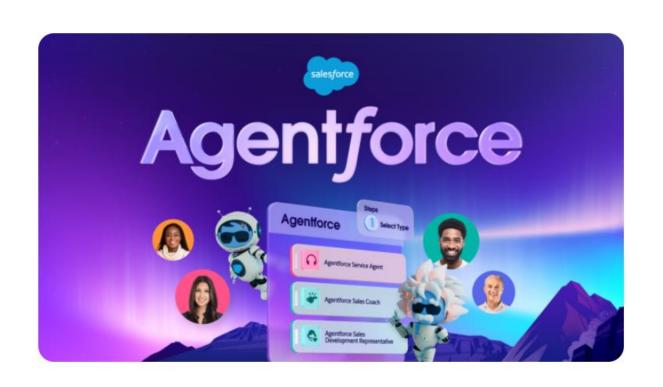
Marc Benioff, CEO of Salesforce

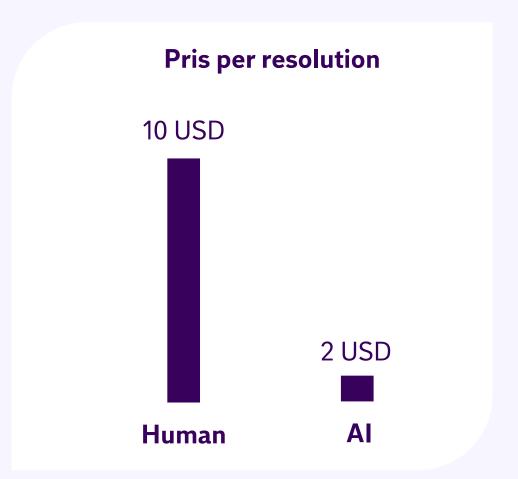
STEFAN WERMUTH—BLOOMBERG/GETTY IMAGES



Outcome based business model

Example: Customer support







Outcome based business model has huge implications

For example

- Risk/reward
- Pricing (SaaS vs RaaS)
- Revenue predictability
- Enterprise valuations



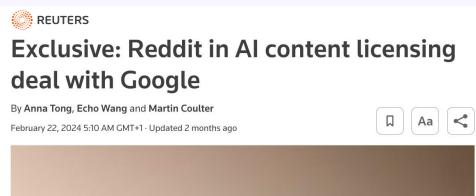
New business models: Data as a Service

23 min siden | af Josefine Nygård Hummelmose

Samfund

Financial Times' artikler skal træne ChatGPT

Artikler fra den britiske avis Financial Times skal i fremtiden bruges til at træne chatbotten ChatGPT. På den måde skal ChatGPT på sigt kunne besvare brugerspørgsmål med information fra Financial Times' artikler og linke til avisens hjemmeside. Også den franske avis Le Monde samt tyske Axel Springer Group har indgået lignende aftaler med selskabet bag ChatGPT, OpenAl.





Reddit logo is seen in this illustration taken November 7, 2022. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights 📑

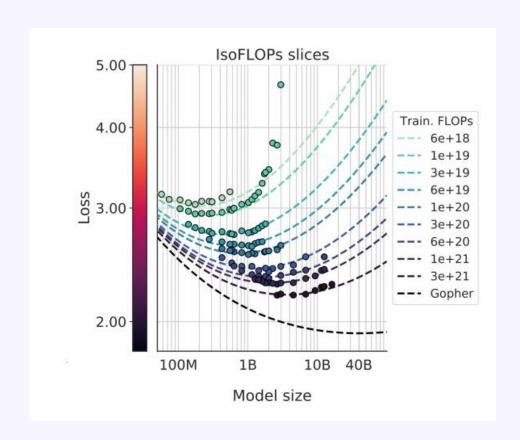
SAN FRANCISCO, Feb 21 (Reuters) - Social media platform Reddit has struck a deal with Google (GOOGL.O) To make its content available for training the search engine giant's artificial intelligence models, three people familiar with the matter said.

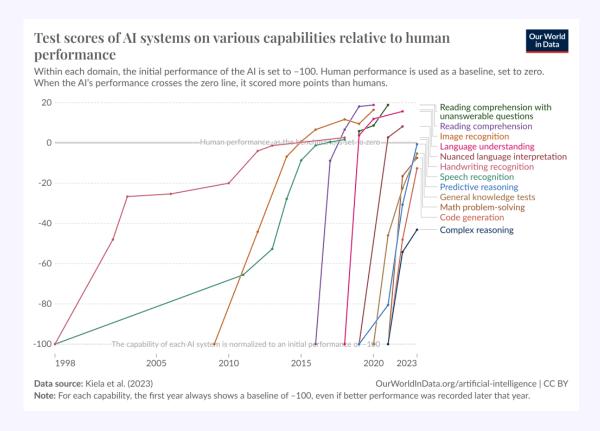


The next 6-12-n months?

Infrastructure

Size continue to matter for performance







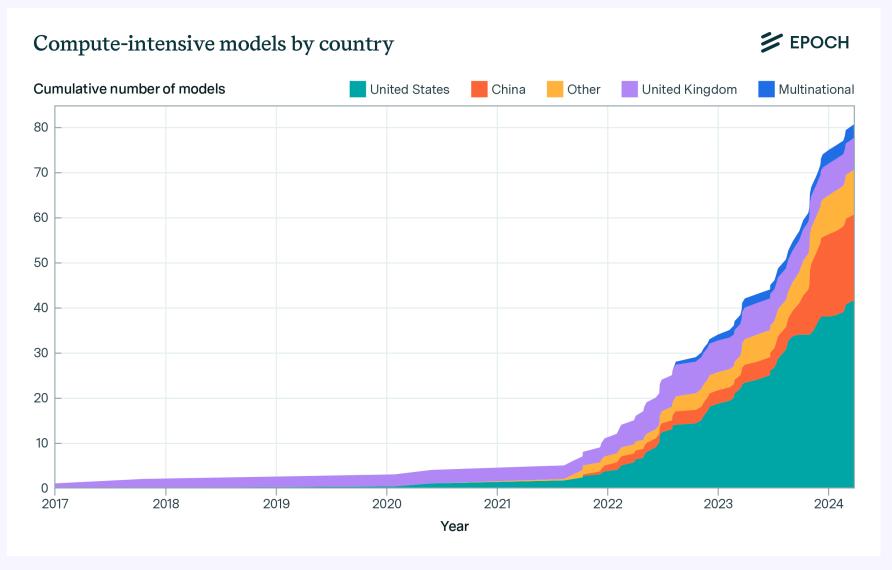






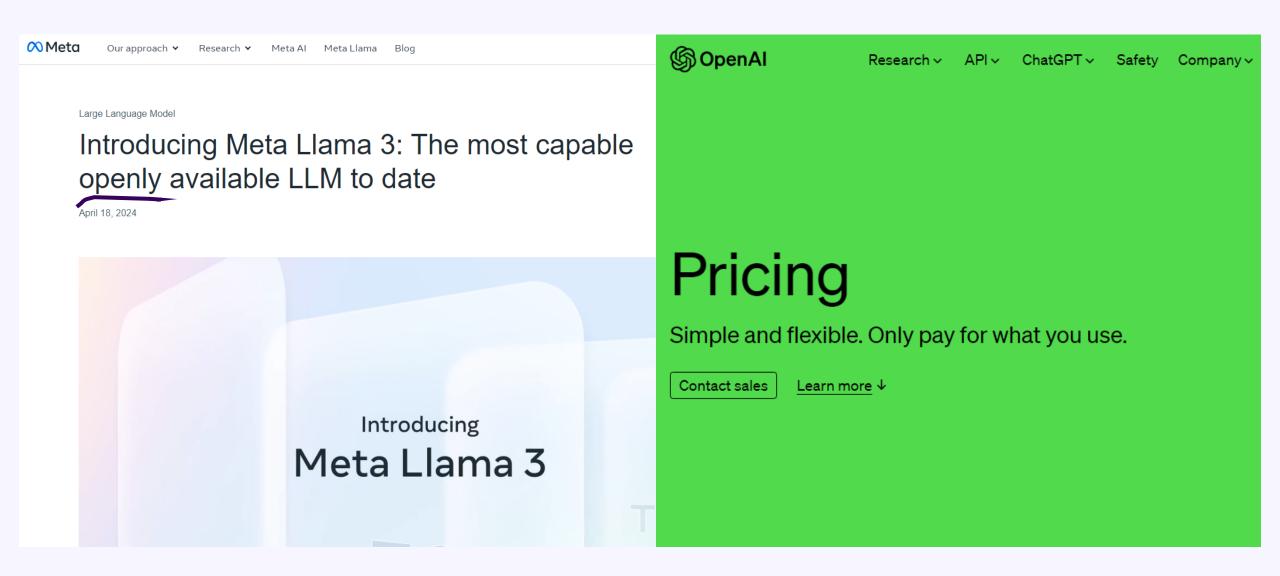
...consensus is we will have expert Als across most domains.

The US and China are leading the race



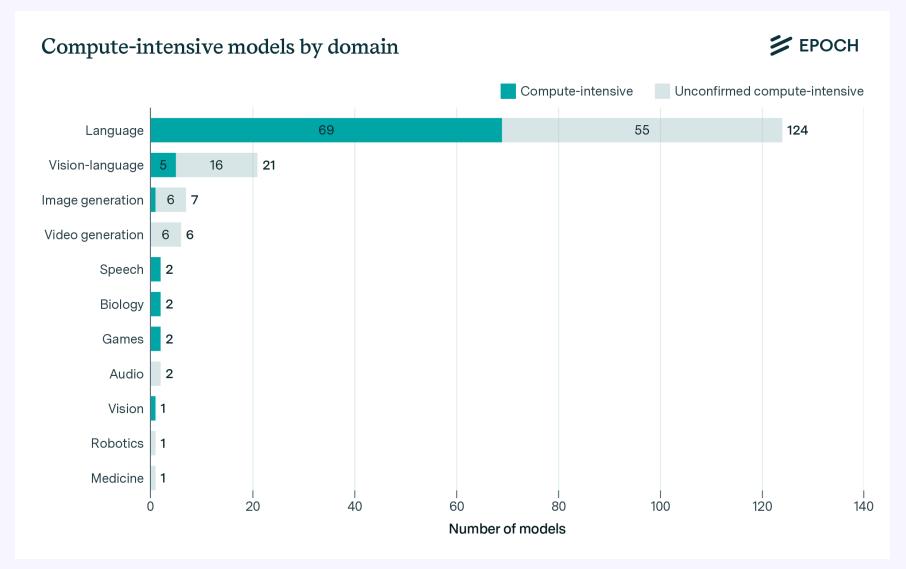
EPOC: "Compute-intensive" = models trained using over 10^23 floating-point operations (FLOP).

The open-source vs closed-source battle continues





Language models are the most common





Google, Meta, OpenAl and Anthropic





+ Nvidia and Apple

NVIDIA Releases Digital Human Microservices, Paving Way for Future of Generative AI Avatars

NVIDIA ACE Now Generally Available for Cloud, in Early Access for RTX AI PCs, in Use by Companies Across Customer Service, Gaming and Healthcare, Including Dell Technologies, ServiceNow, Aww Inc., Inventec, Perfect World Games

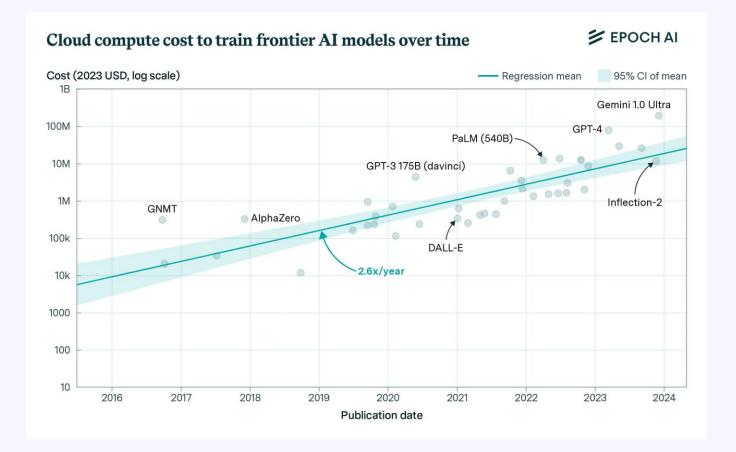
June 2, 2024



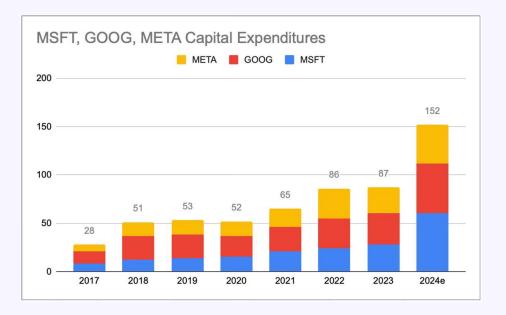


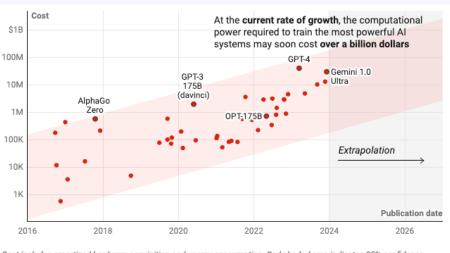


Massive investments in training



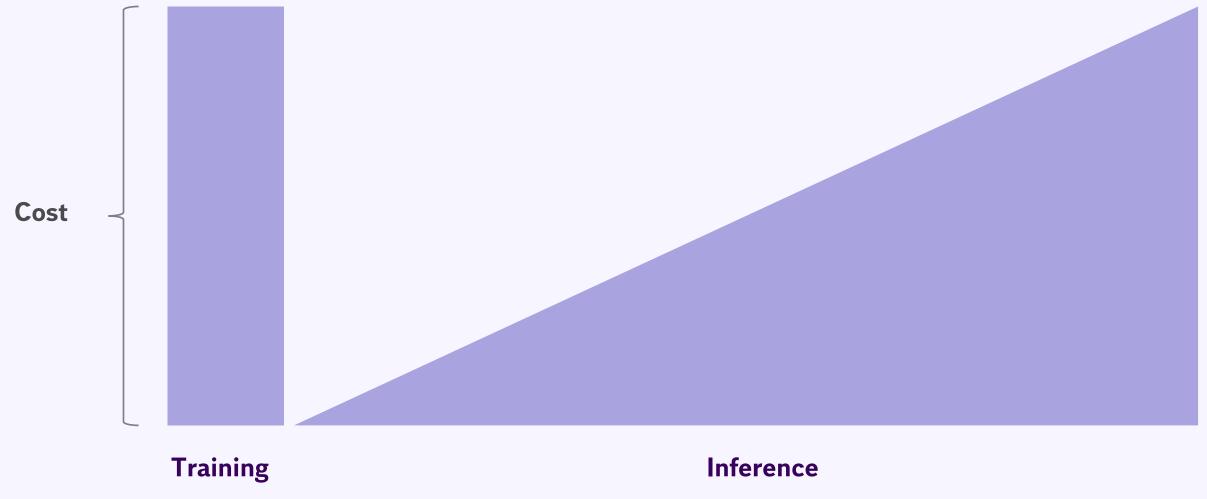






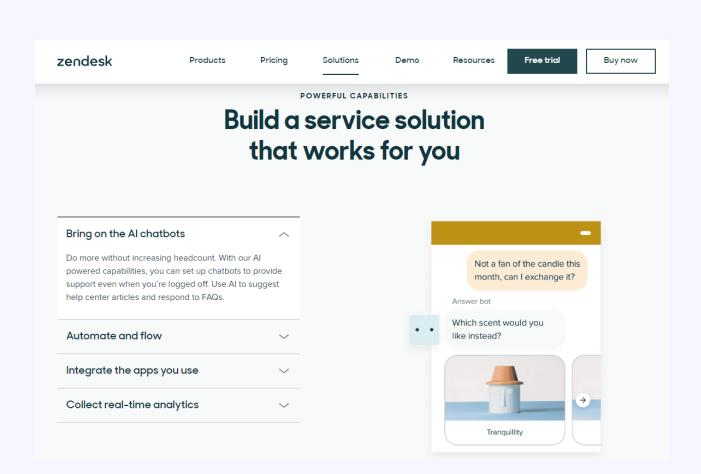
Cost includes amortized hardware acquisition and energy consumption. Red shaded area indicates 95% confidence prediction interval.

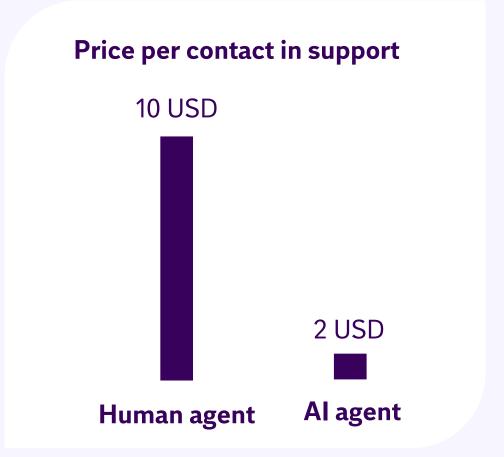
Inference is already a larger long-term cost





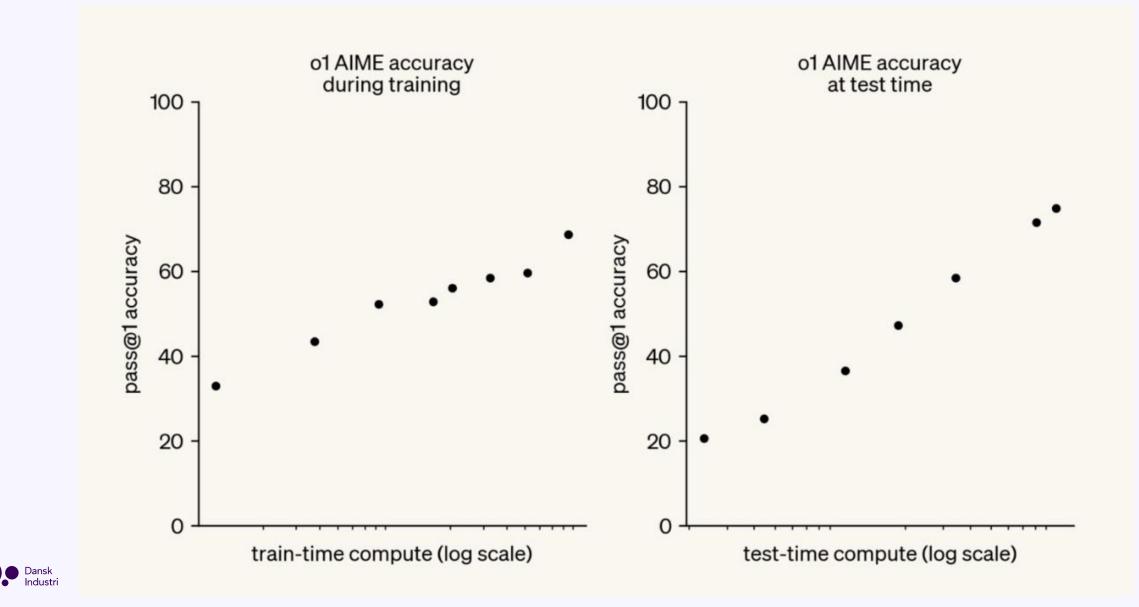
Inference cost is absorbed by venture capital and users



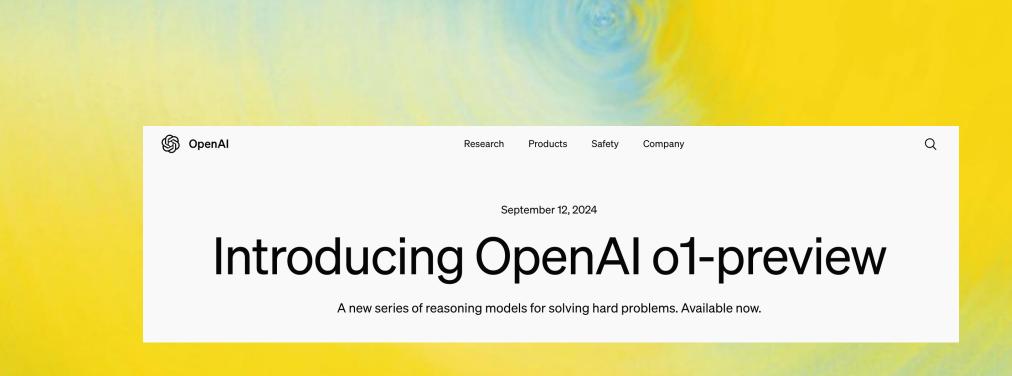




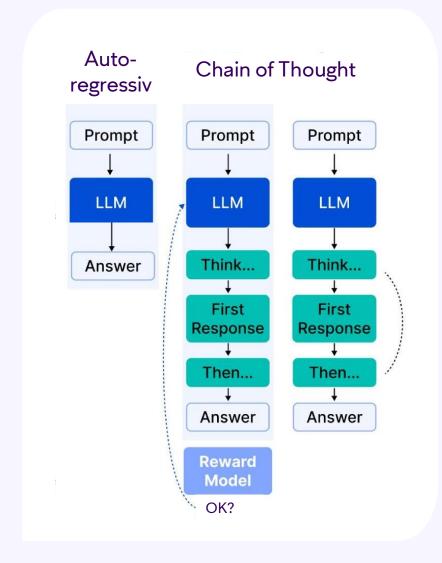
But inference might be the next leap forward



OpenAl's o1 marks a shift

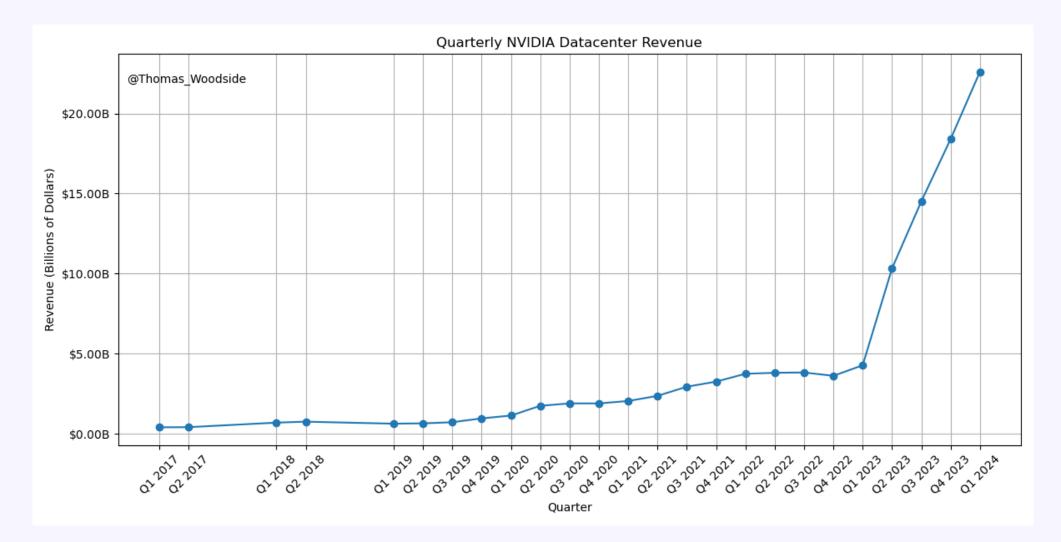


The difference between traditional LLMs and o1



"Like if the great coworker now spend more time thinking before answering"

Al is the main growth engine for cloud and data centers





Access to chips, data and energy are the bottlenecks





APRIL 29, 2024

Financial Times announces strategic partnership with OpenAI

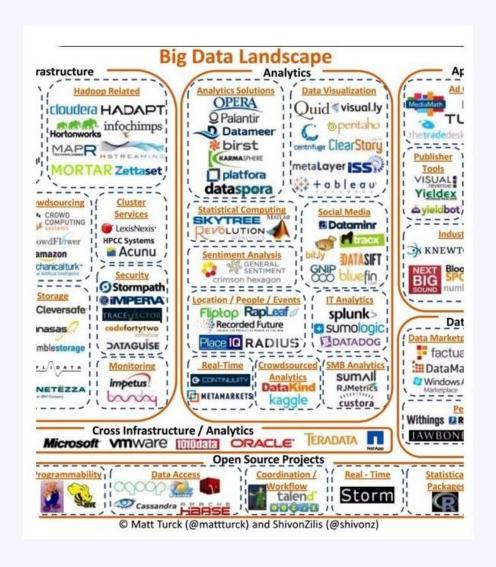


Published Oct 22, 2024 · Updated Oct 22, 2024



Application layer

Al Big Data in 2012

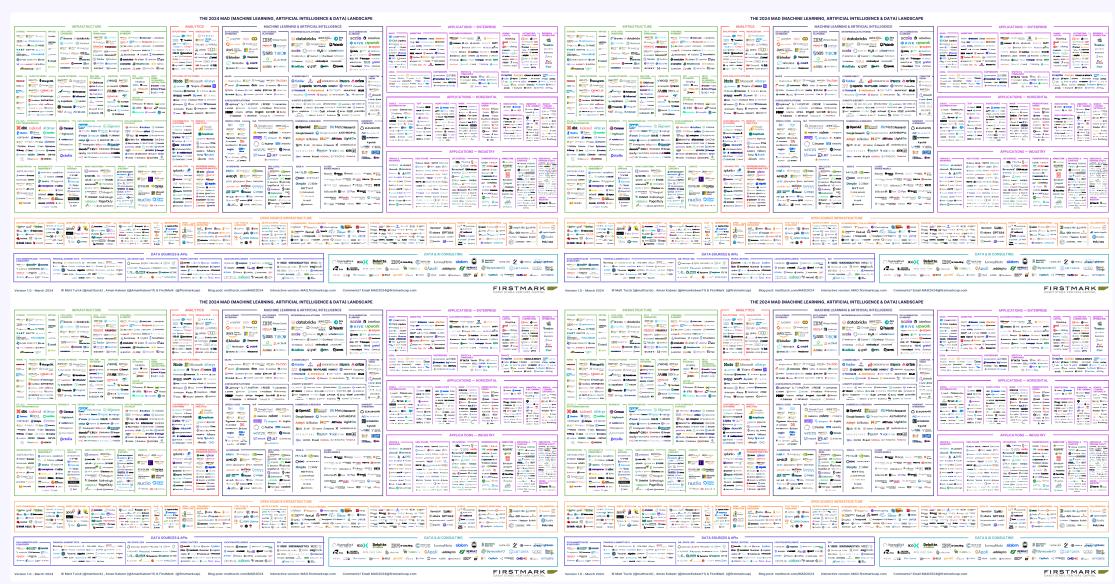


THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE **INFRASTRUCTURE** ANALYTICS MACHINE LEARNING & ARTIFICIAL INTELLIGENCE APPLICATIONS — ENTERPRISE DATA SCIENCE = DATA SCIENCE . ENTERPRISE MIL/AI PLATFORMS -DATA GENERATION 6 Looker 🍩 🙉 🙃 👫 + ab | e av BWS***** Marson & Gwyed: J C GONG HUSSAND aws to the BWS 😅 💍 Geogla Charl 🚯 CONFLUENT 🛞 dictabricke SCO @ 1 Labelbox databricks aws hazzen 💋 data Google Developers IX O LIVE 🗂 jupyter 🎹 🧰 Hire≠Vue THE Watson Studio DOMO T. 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Namegraphy & Mirylly REVERSE ETL CUSTOMER DATA -💓 Debgoor 🚳 📾 Shoograin | Page 6 4 James Lines (Street, Street, O Player (6) REPLICA SAP Data Services Segment > TEALTURA (* Action10 🚱 Informatica: 📣 Soil Point: 🍀 Collibra Voicelout 📲 : **III dbt** talend alteryx mutable at Man and HB OFIN MAN SE (ELEUTHERN VIZCOM Measure M HINW - BILLS ♦ Informatica Issuami MuleSoft © snopLogic segment Simon # Moderne @ Affile M Factor Nys appliery Rowindson Owen Kittl embly & Lindy Fretren Stitch motilion Contains 💍 bparretse \$ SPLIGH 🐞 Palestal ## mporticle Ampurity & A12 Alexandrate for Al hightouc Amplitude Absorper woodlum' Market KREA FY .-- Watsalt d'troyle %TEALIUM QIKE ∻Jitterbit craffiy. + fable CONSESS. Dayes appear 🌿 say. 🕻 lytics 💎 🖽 ESTUARY 🙆 Alrhyte 🔯 Datorios section & Layer nixpanel #pendo ONE NI STRUT cellgo 🛕 importio 🎡 SNOWPLOW 🛂 Fiulfille ■MMUTA: STEMMA: OKËRA Growthlesp △ 7 F f F though 🙆 Google Charl 💯 Glue 🐠 /kvutai Ø Hitachi Vantara (♥) SELECT STAR 22 Seconda Freshpaint Infoworks StreamSets (Filder ablueshift orecisely cilvin 🙉 acyllate 🔯 securiti MIRI V VECTOR denada[®] CRU× bobsled ® Sequin grounter 3 Demus eLASSBOX fullstory 3541 APPLICATIONS — INDUSTRY cinchy nextdata isxwsa.ai a male STRATIO OI ataccama #Modern Orian occiosco **wieks Dimentia SOSMOS** Sprig ! kubit Octolis optimove bueconic oot n8n whalesync Pakanolia > YepCode naito Solidatus OOCTOPAI Cilian Man (2) (2) DataChannel (3) SUPERMETRICS Whatfix CVO INANCE & -AEROSPACE, -DEFENSE & GOV'1 SYNCARI @fund - Benchling 🏋 UDER TESLE KENSHO A Upstart BOWERY olor 1 898HA, verily LOG ANALYTICS -W erules was splunk> 🕮 Awarate 5 ovipumin Benevolent" DNAnesus PARTING GOSSOS DATADOG aws threeting **G**FBN 🙉 600 gist Freds - site ASTRONOMER aws aws mate dean MONTECARIO acceldata - MOZART DA Extension & ACAPE Almornenta 🚳 --IRON 40X VARERA POIN PREFECT **Commen ***442 new rolls. data App Dynamic 🐧 SospeCket - suma logic Man & Course of DOWNER A Assemble RC11 ... 45 Collins Lucasial EULT outerbounds UNION Transcent Markey awsaz... 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Owners AY AKELERA → Howyerks ✓ vectors SANANA CHIPPON ♠AKASA "Anomaly *** sonio ** Quibim X DataSet SciënceLogic DATAGRA POPANO ANTHROPIC Al21 studio Google Roscarch O DeepMind MARIES DIDE County Business Continues Areal PREGUEL_ nuclio Objett **∰quaccent** ∰ Hebbir Brauere profis (A SPECIAL STREET SOURCE STREET AND ADMINISTRATION OF THE STREET, AND ADMI ⊕beam - cerescui Nota Al ANYONE SE turbine Chicago XVI A. AND THE V⊖⊝AM PagerDuty Promote GROSE BEVIVE HIST and grayleg pony, ovia → DoubleDloss ΩPolentir ⊞ α @Papersgage **∵gradien** Attack Common Small # 2 to the Anymote Wassalge Amoresi (LARMADA Resis Materia & Farslant △ Goode Could In p. EQUINI. 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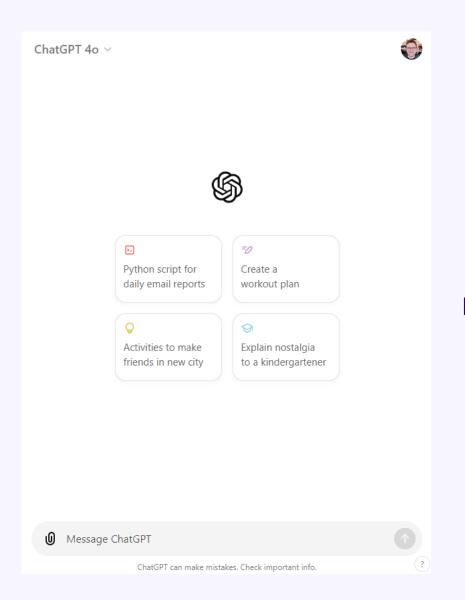




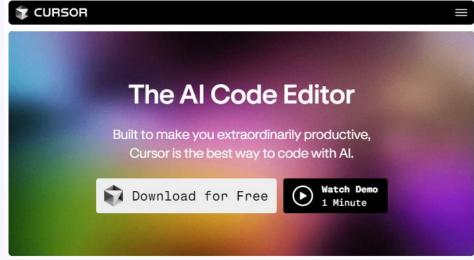
The # of AI applications will continue to grow



General purpose to niche









Attract more qualified

qualified applicants with inclusive content

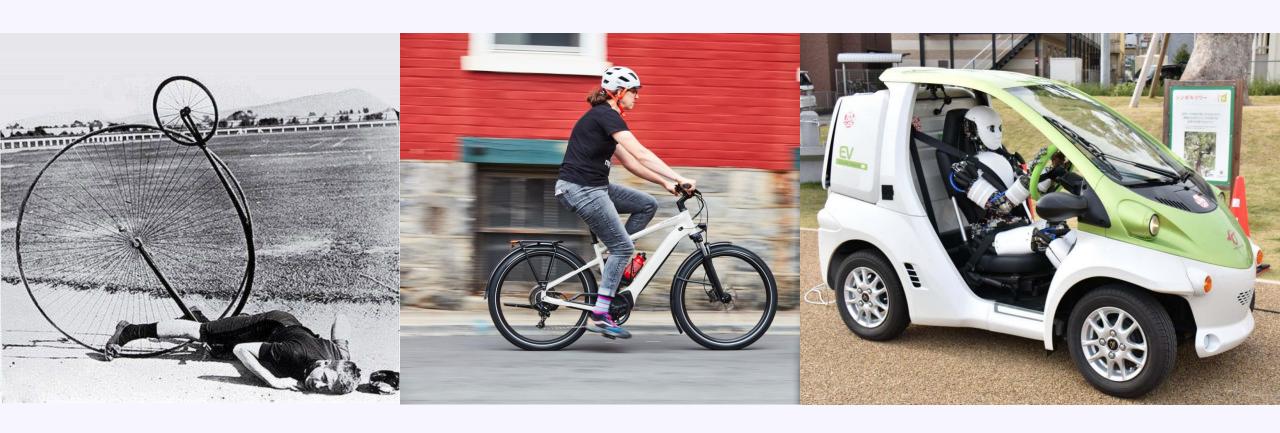
Use our AI writing software to create unbiased and compelling job posts, career pages, and other employer branding content that attracts a diverse pool of highly qualified candidates.



Connect people and product with powerful AI

ClerkCore™ is our proprietary personalization technology with an algorithm specifically designed and tailored to the needs of the modern e-commerce store.

From chatbots trough copilots to agents





Multimodal Al-agents

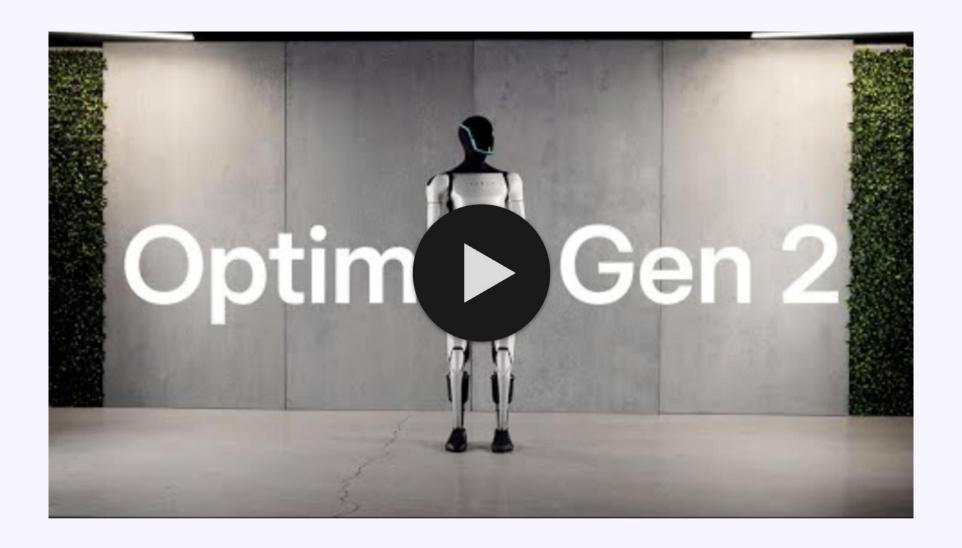
Claude 3.5 gets a computer



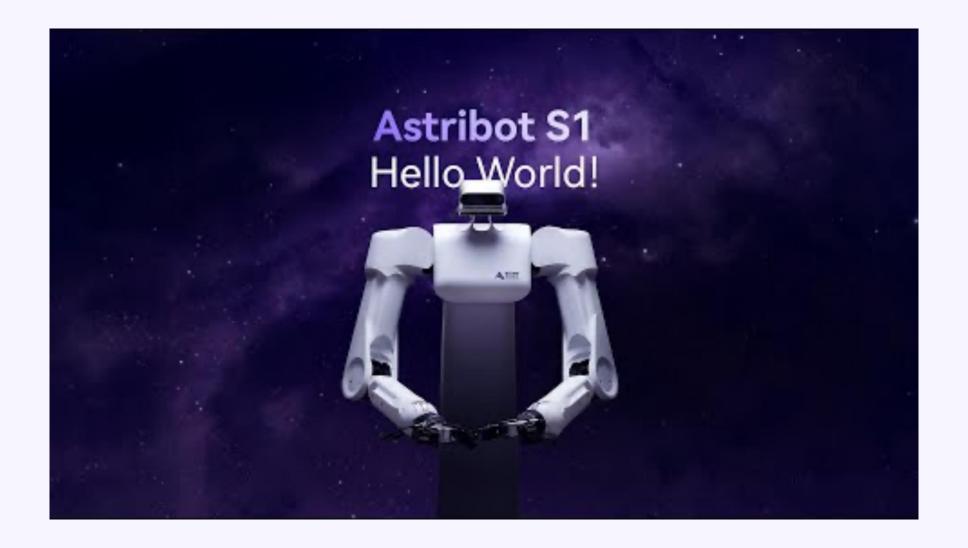
Online



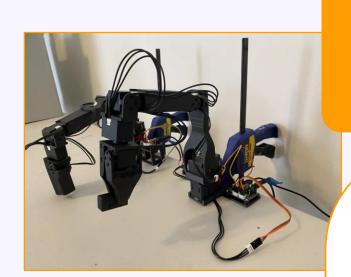
Offline



Offline



Open-source robotics picks up





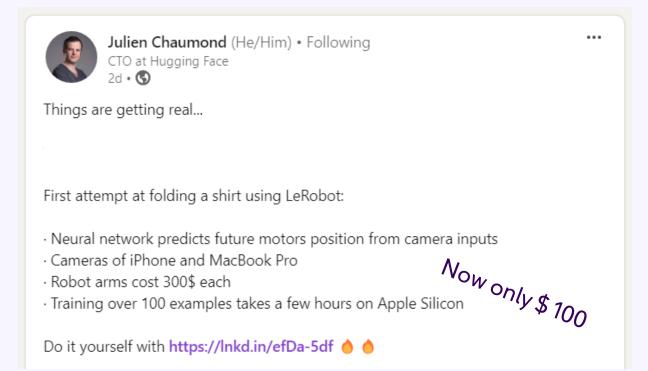
LeRobot

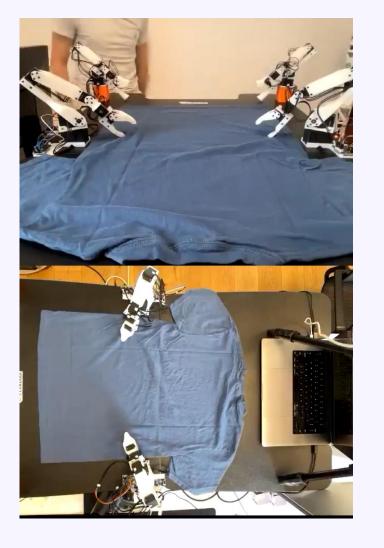


"Hugging Face LeRobot aims to provide models, datasets, and tools for real-world robotics.

The goal is to lower the barrier for entry to robotics so everyone can contribute and benefit from sharing datasets and pretrained models."

Constantly cheaper and more accessible



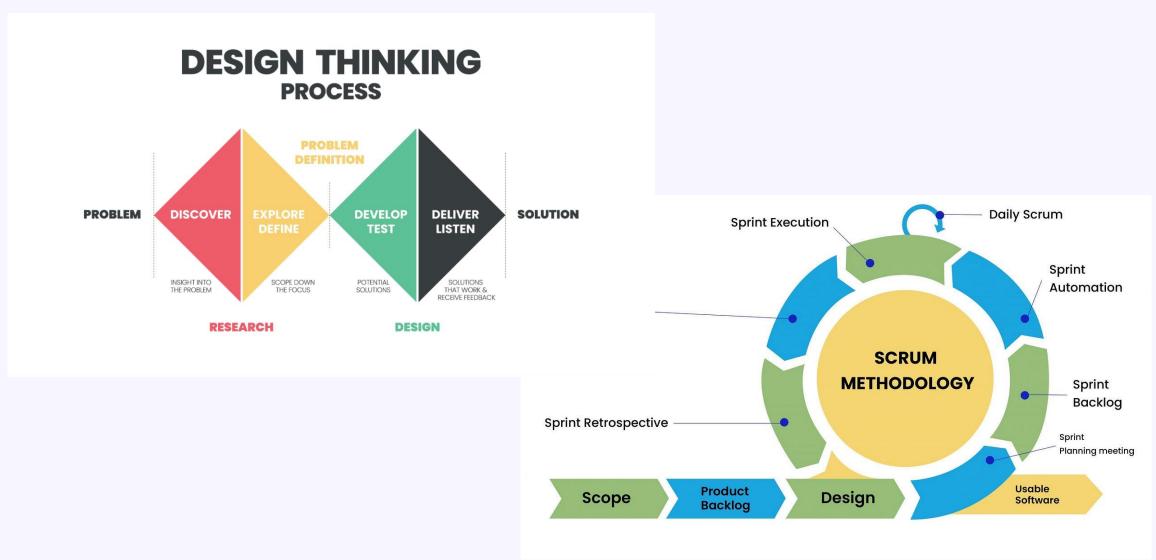




Speed of innovation & product development

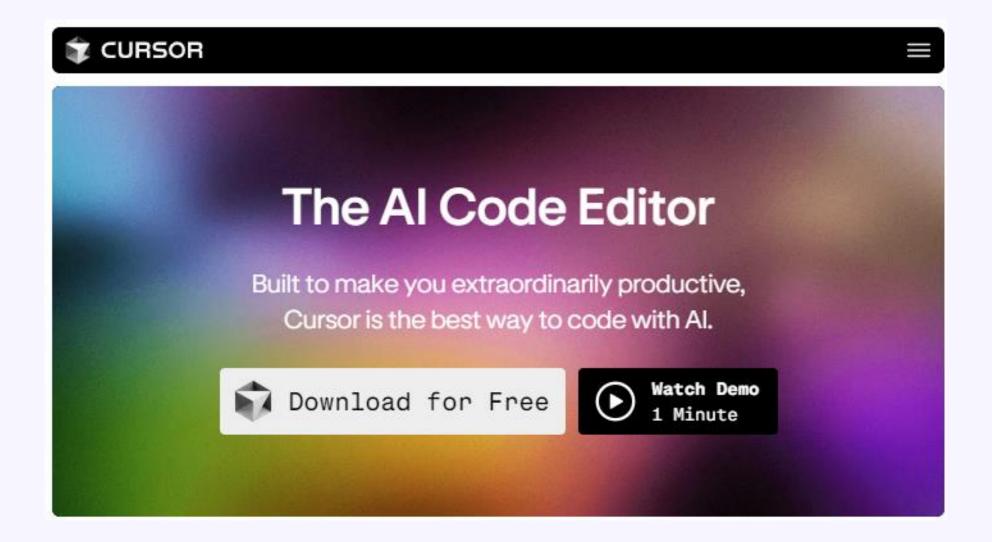


A paradigm shift





Faster for coders, Al-product team for non-coders



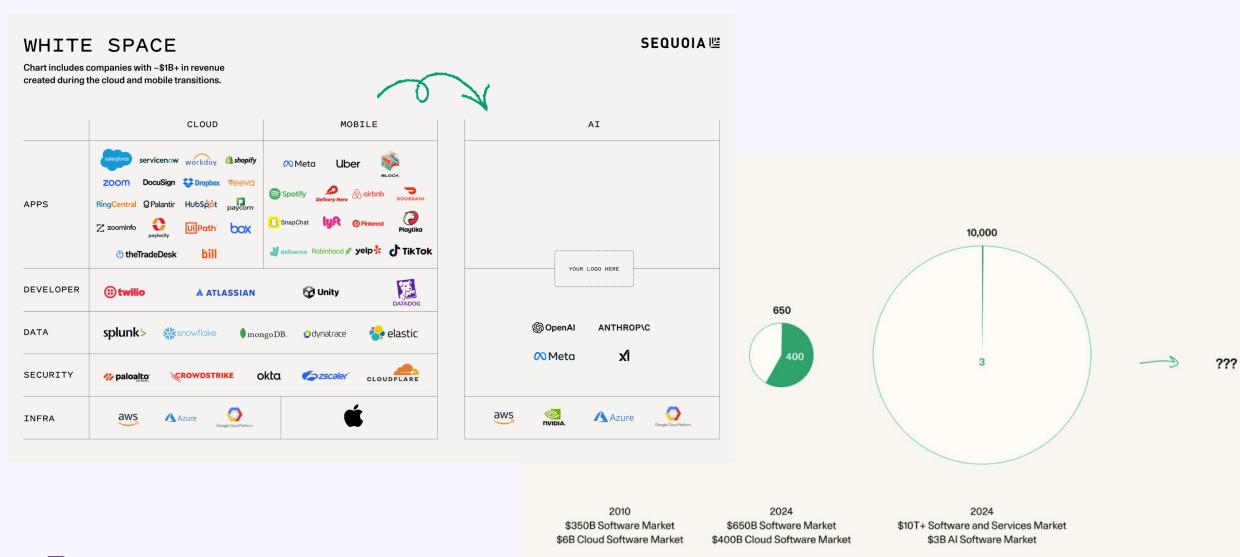


Factor 10

- = 10x faster innovation
- = 10x less cost



The largest opportunity is in the application layer?





Al in Customer Experience

Problems for online merchants

98%

of webshop visitors don't purchase

75%

of customers never come back

Why?

Why?

They don't know - it's guesswork at best

But...

85% of shoppers say personally relevant content from brands increases their purchase intent.

MIT research shows that if you know the shopping type of the individual shopper and personalize the webshop accordingly, you will increase sales by +20%.

The 10x opportunity

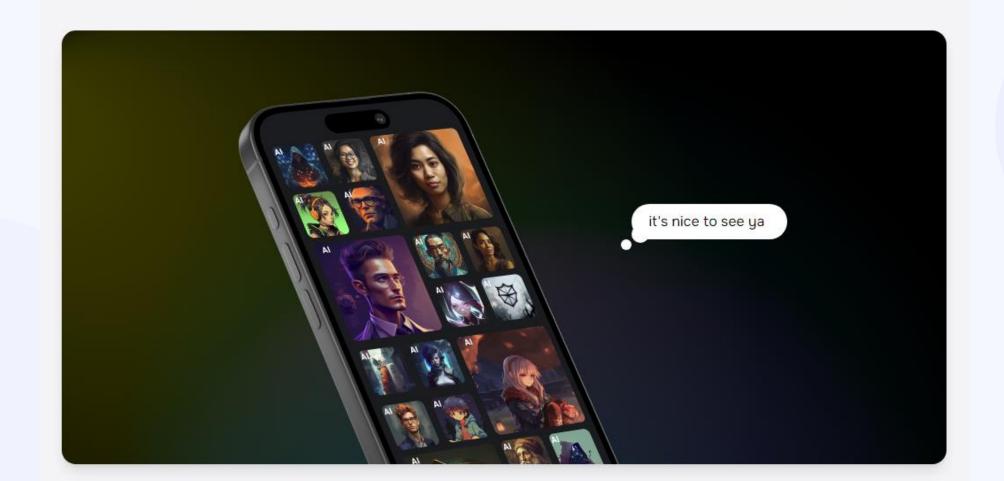
Personalized AI you can talk to

as big of a change as cloud and mobile.

character.ai

Personalized AI for every moment of your day

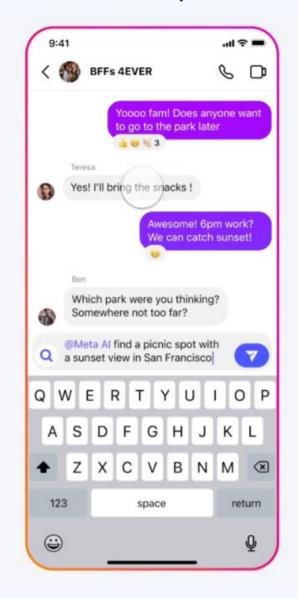
- +20M users
- Spend two hours a day
- 60% 18-24 y/o
- 50/50 male & female





Meta Al

400M daily users



Brands use chatbots to save costs, sell more, and build brand loyalty.





Cutting costs

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Klarna: AI lets us cut thousands of jobs - but pay more

Tom Gerken

Technology reporter

28 August 2024

The buy now, pay later firm Klarna is seeking to get rid of almost half its employees in the coming years through efficiencies it says arise out of its investment in artificial intelligence (AI).

The firm has already cut its workforce from 5,000 to 3,800 in the past year, and wants to reduce that to 2,000 employees by using AI in marketing and customer service.





Selling more

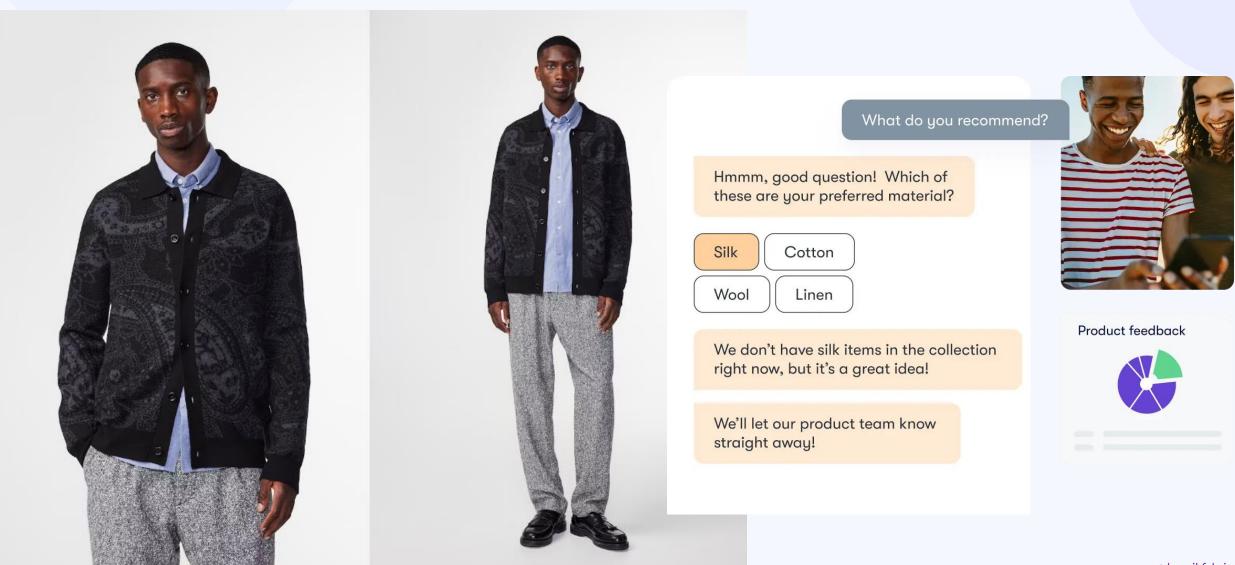
(of the right products)

Same Henrik, different needs





Quantitative data: context, behavior, intent



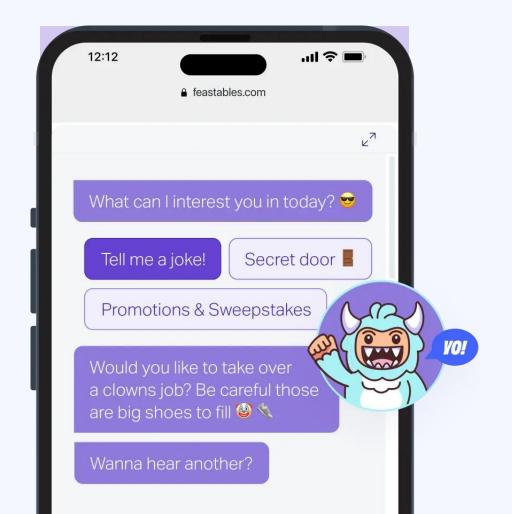




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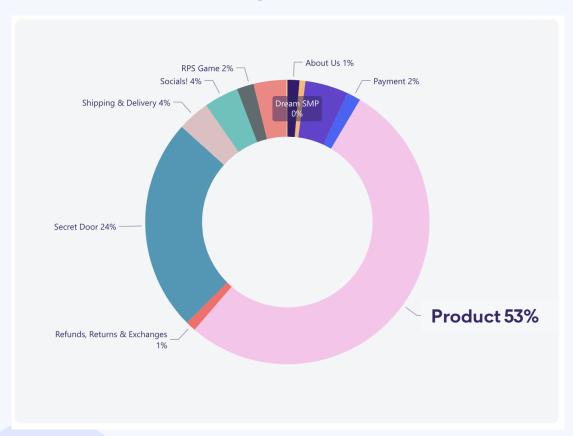
Brand engagement

Engage customers the 362 days a year they're not buying your product

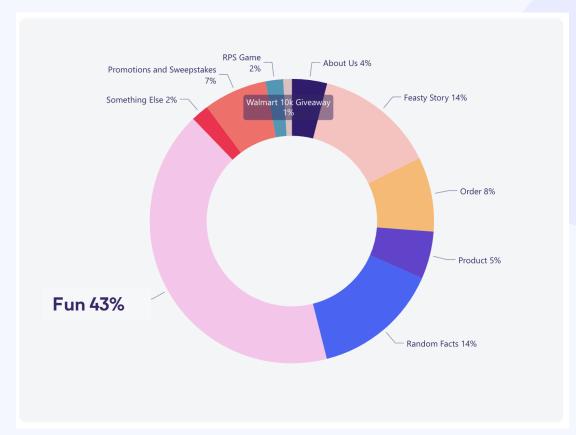


Different channels, different needs

Webshop: Purchasing



Messaging apps: Having fun







\$2,000,000

in extra revenue

\$400,000

in cost savings

2,3M

conversations

But it's not all free play



There are important things to keep in mind



The AI Act and general compliance

Legal help for using Al

DI offers you practical AI tools to help you comply with applicable laws, protect IP rights and prepare for the upcoming AI regulation.

Guide

AI Act: Your overview of EU legislation on AI

The guide gives you an overview of the Al Regulation and the practical implications it will have for you.



Guide

How to prepare for the EU AI Regulation

This guide will help you prepare your business for the upcoming AI Act: the EU's legislation on artificial intelligence.



Guidance

Employee policy: Guidance for the use of generative AI

Learn what you need to be aware of when employees use generative AI.



Template

Employee policy: Template for using generative AI

With DI's template, you can tailor a personnel policy on employee use of generative AI.



Digital Tool

Requirements and criteria: Self-assessment tool

Use the D-mark's free self-assessment tool to see which criteria and requirements fit your company's use of Al.



Template

Data protection impact assessment in AI projects

Get a handle on data security in your Al projects and make sure you comply with the GDPR and Data Protection Act.





Al is for everyone – also bad actors





The 3rd largest economy

North Korean Hackers Using AI in Advanced Cyberattacks

U.S.-Led Sanctions Do Little to Curtail North Korea's Development of Al

Chakravarti 🔰 @laylay Techi + lanuary 24, 2024 🌘

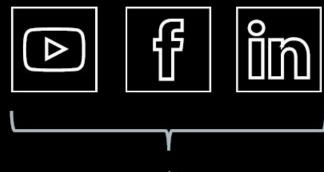
https://www.databreachtoday.com/north-korean-hackers-using-ai-in-advanced-cyberattacks-a-24184



Malware development



Al assisted phishing





Deepfake

'Mom, these bad men have me': She believes scammers cloned her daughter's voice in a fake kidnapping

Opinion one AM EDT, SM AWS SIL DOS





Lastly

How DI helps companies

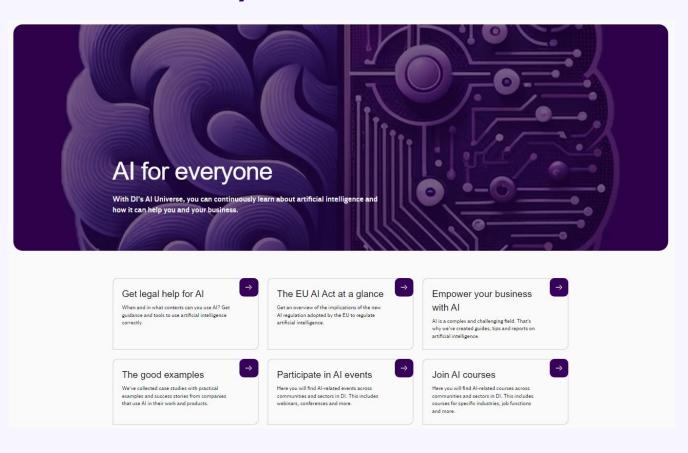
Practical guides and case studies on how to empower your business with Al

Exclusive AI community, masterclasses, courses, and events

Policy formulation and lobbying, ensuring the best framework for adaptation.

Legal counselling on the implementation of AI

--> Visit di.dk/ai





Key takeaways

1. Brands and people using AI will have a clear advantage.

2. Put your customers' needs first.

3. If you start today, you're still be (almost) early.

