

AI STRATEGY

HYPE



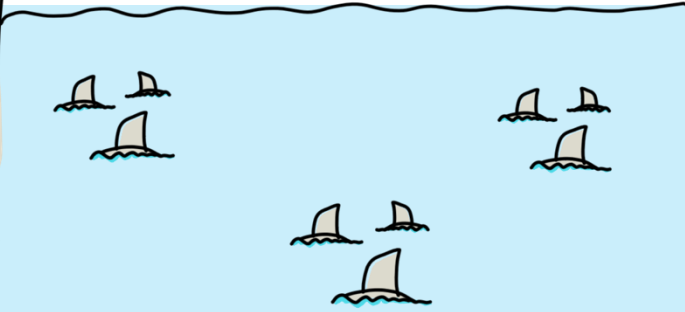
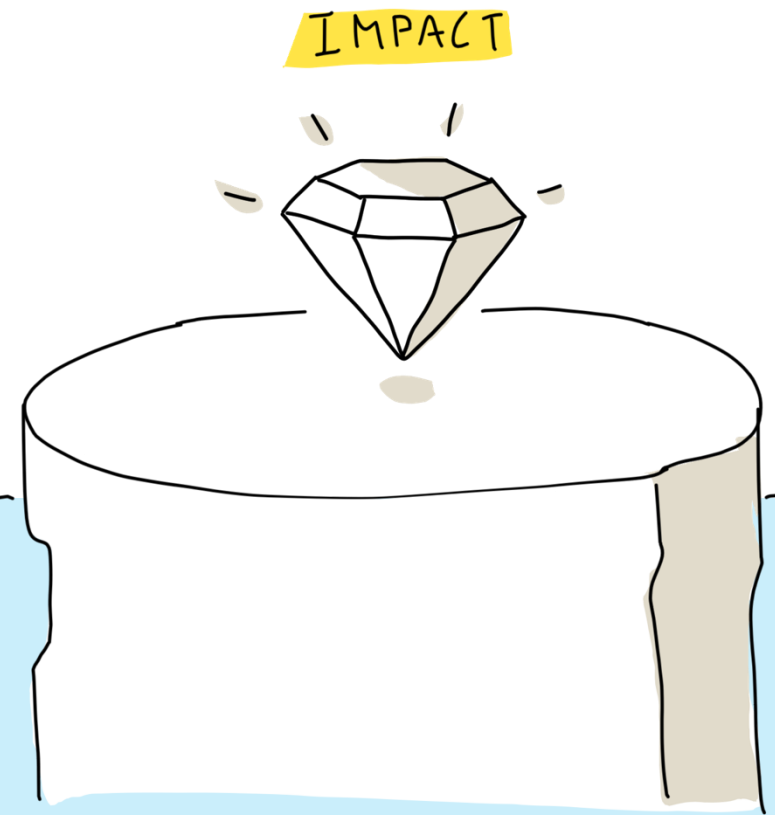
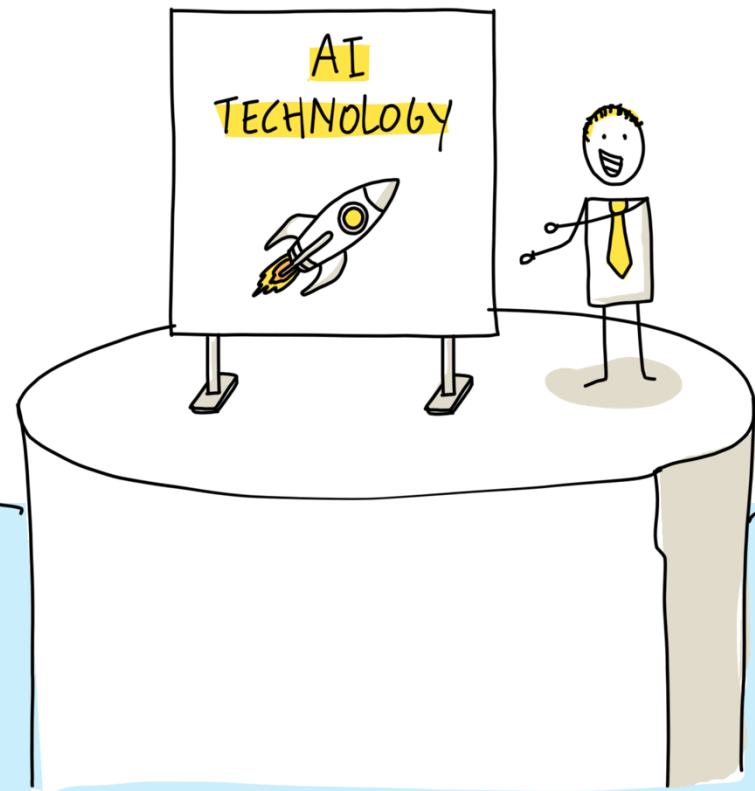
IMPACT



JAN MESKENS

jan@sievax.be

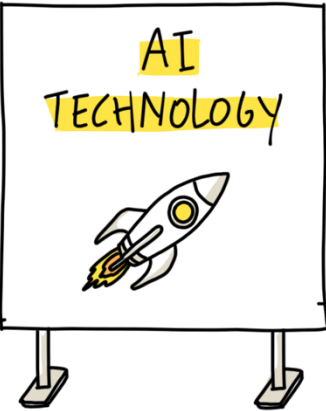




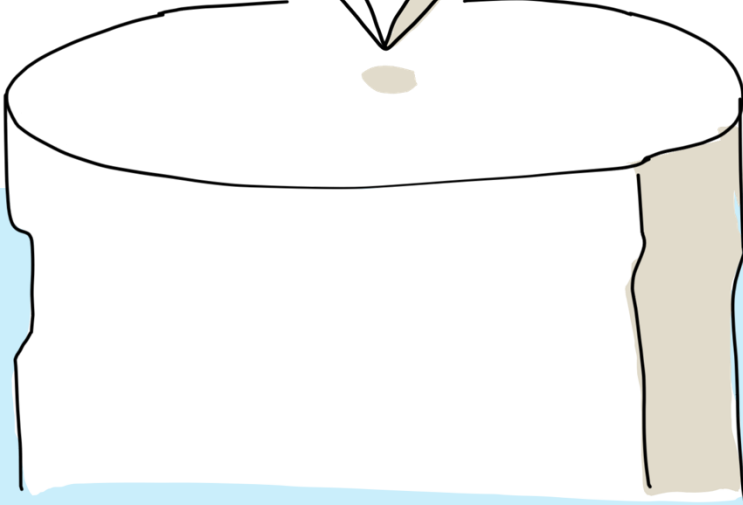
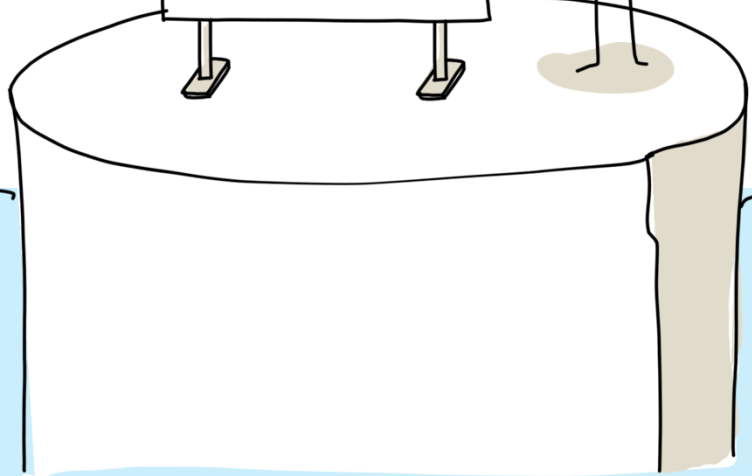


8%

Global AI Pulse,
April 2026, KPMG, n=2110

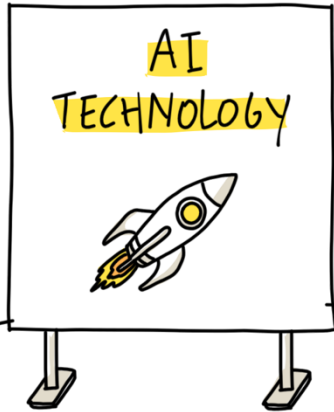


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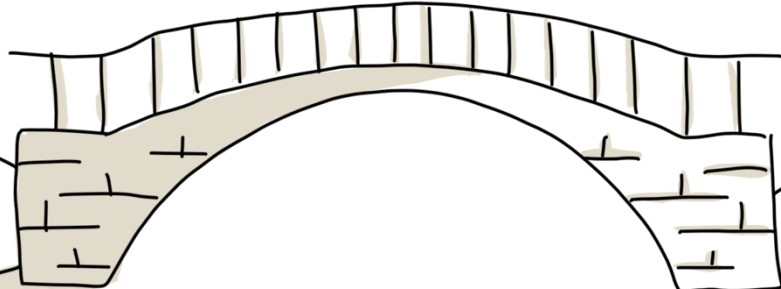




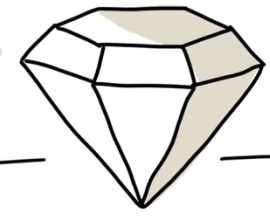
PART I



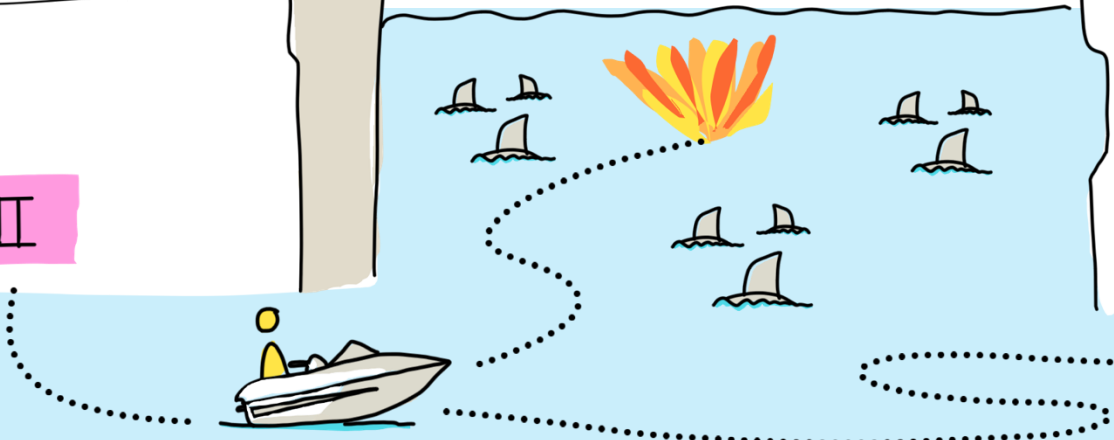
PART III



IMPACT

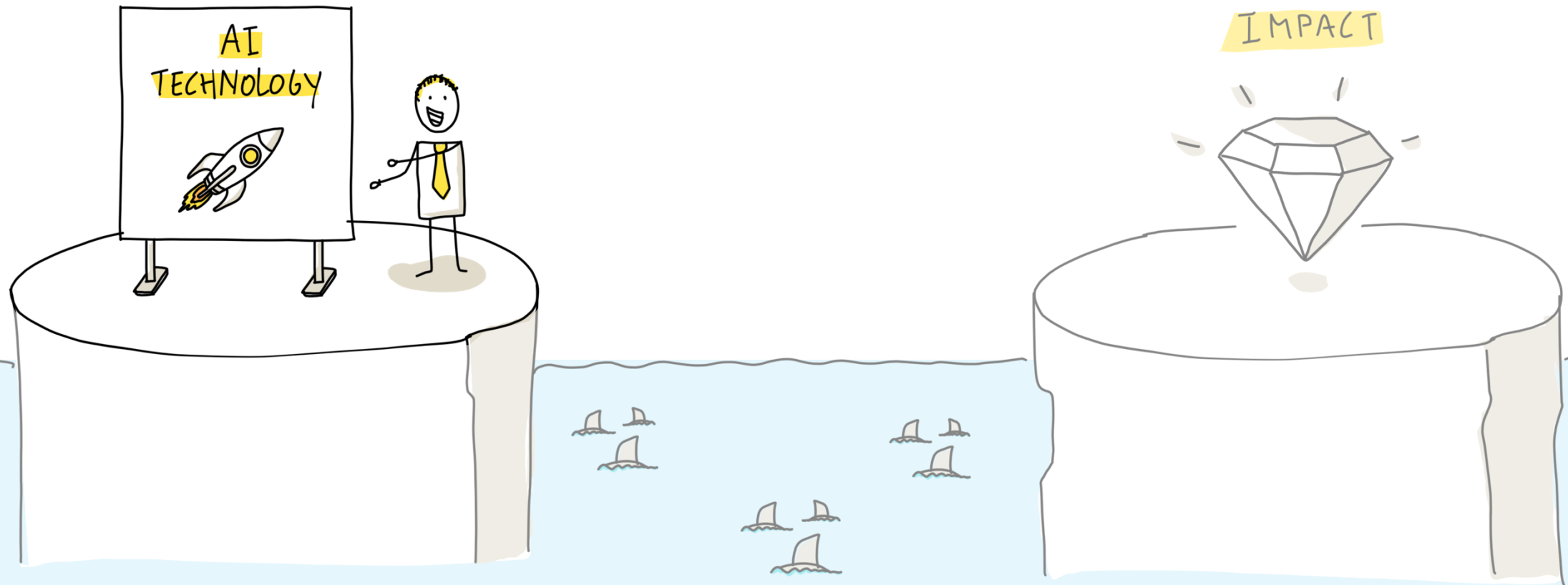


PART II





AI Technology = Powerful Commodity





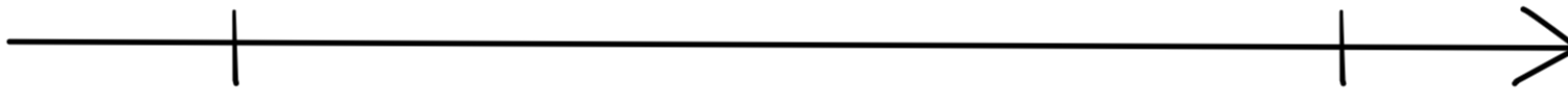
LET'S GO
10 YEARS

BACK IN TIME



2016

2026





0 3 1 9 7 5 7 7 m³

G4 RF1 $t_m = -10^{\circ}\text{C} \dots 50^{\circ}\text{C}$
EN 1359:199
1 imp = 0,1 m³

Q_{max} 6 m³/h
Q_{min} 0,04 m³/h
DVGW-Reg.-Nr.: NG 01BN0089

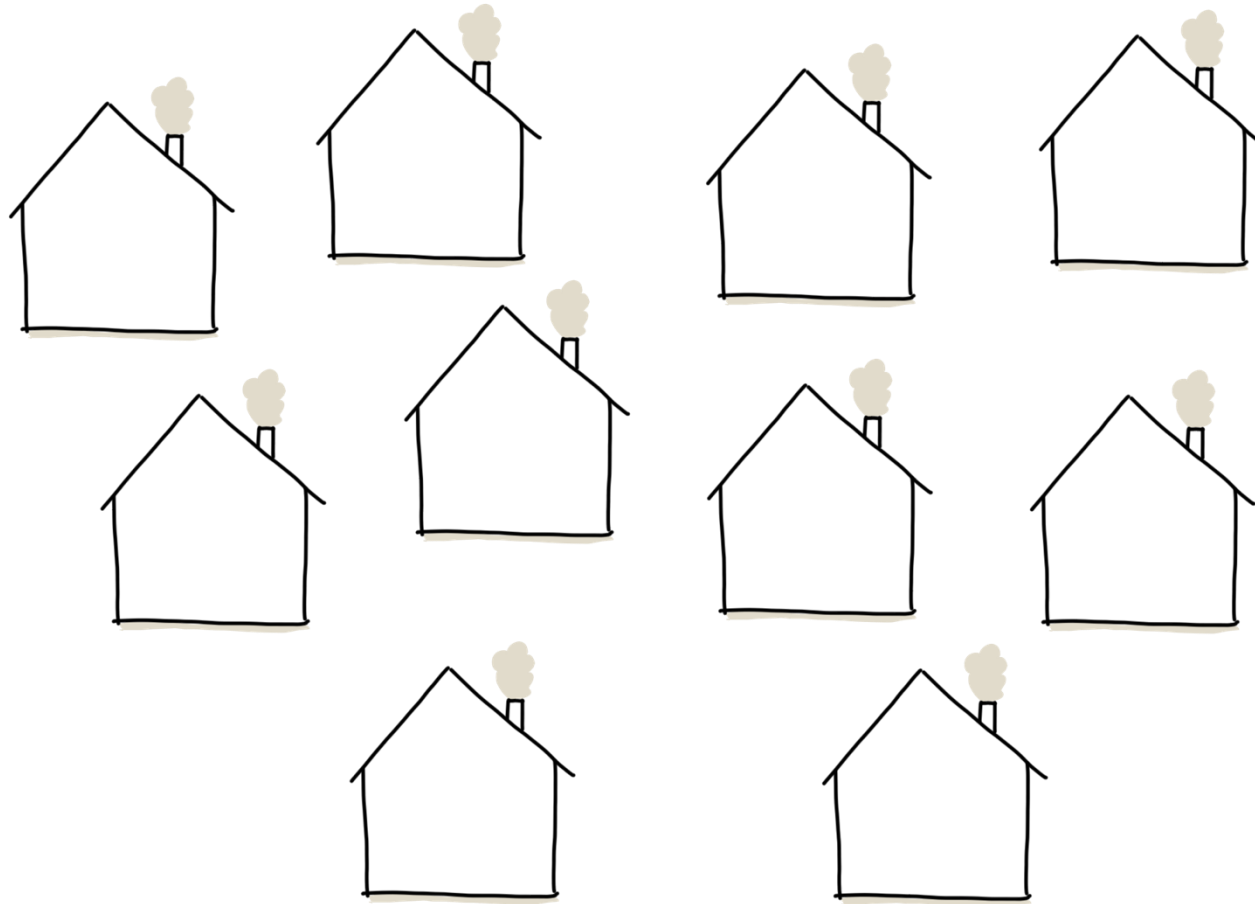
V 2 dm³
p_{max} 0,1 bar
T $\begin{cases} \text{DB} \\ 7.122 \end{cases}$ ②

9218115

1011070

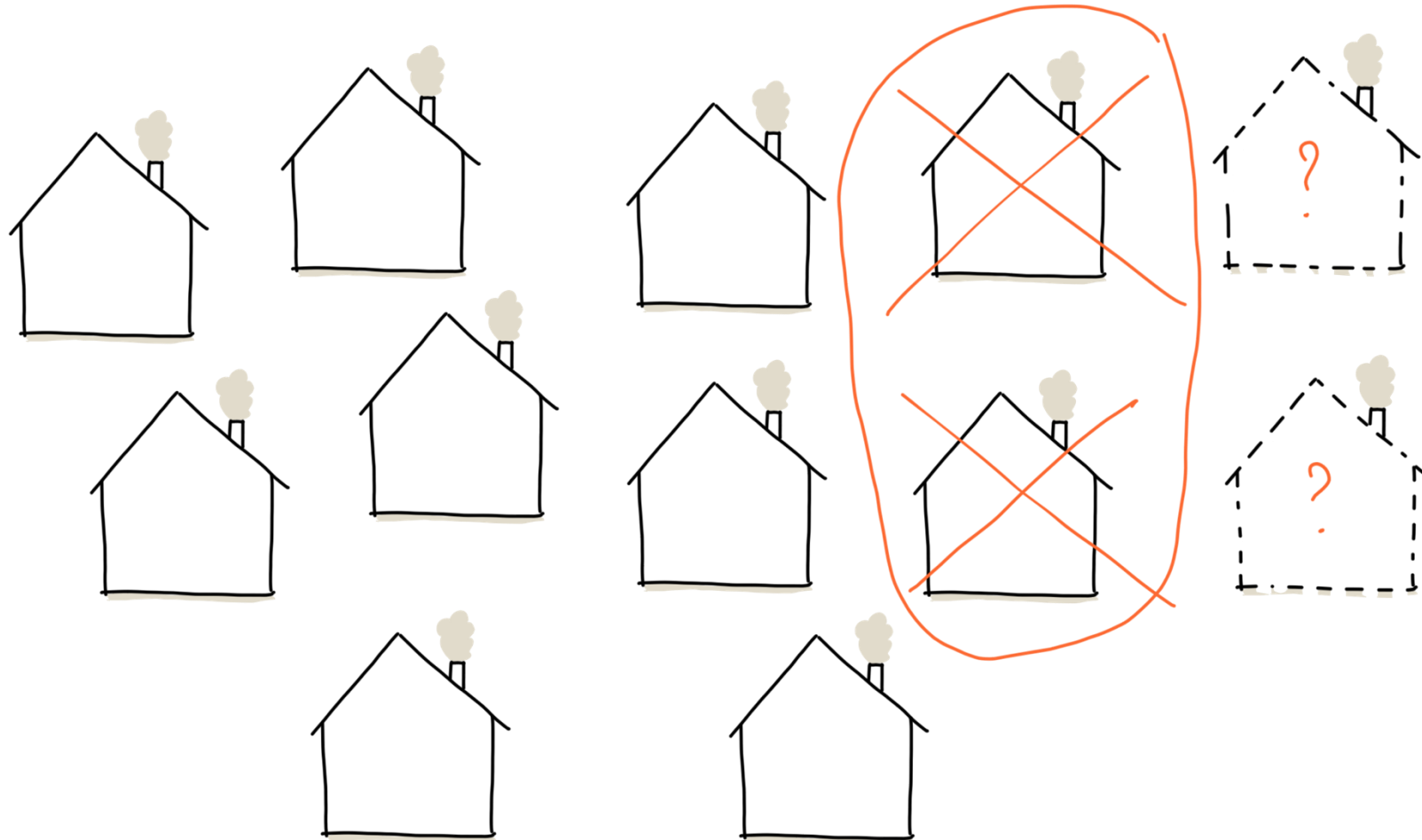


20% of the Belgian Electricity and Gas consumers switch to **another supplier**. The highest number of switches ever.



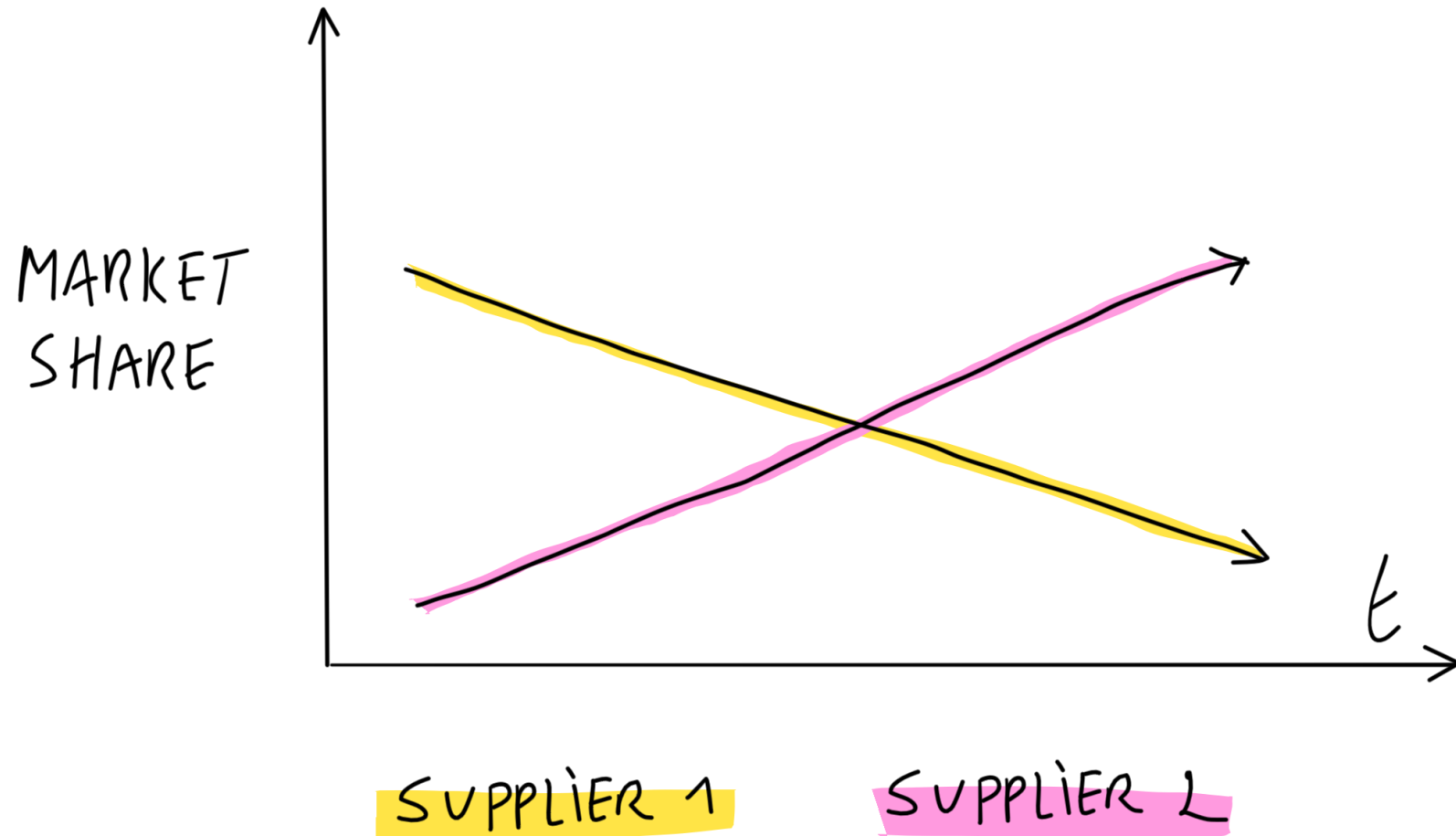


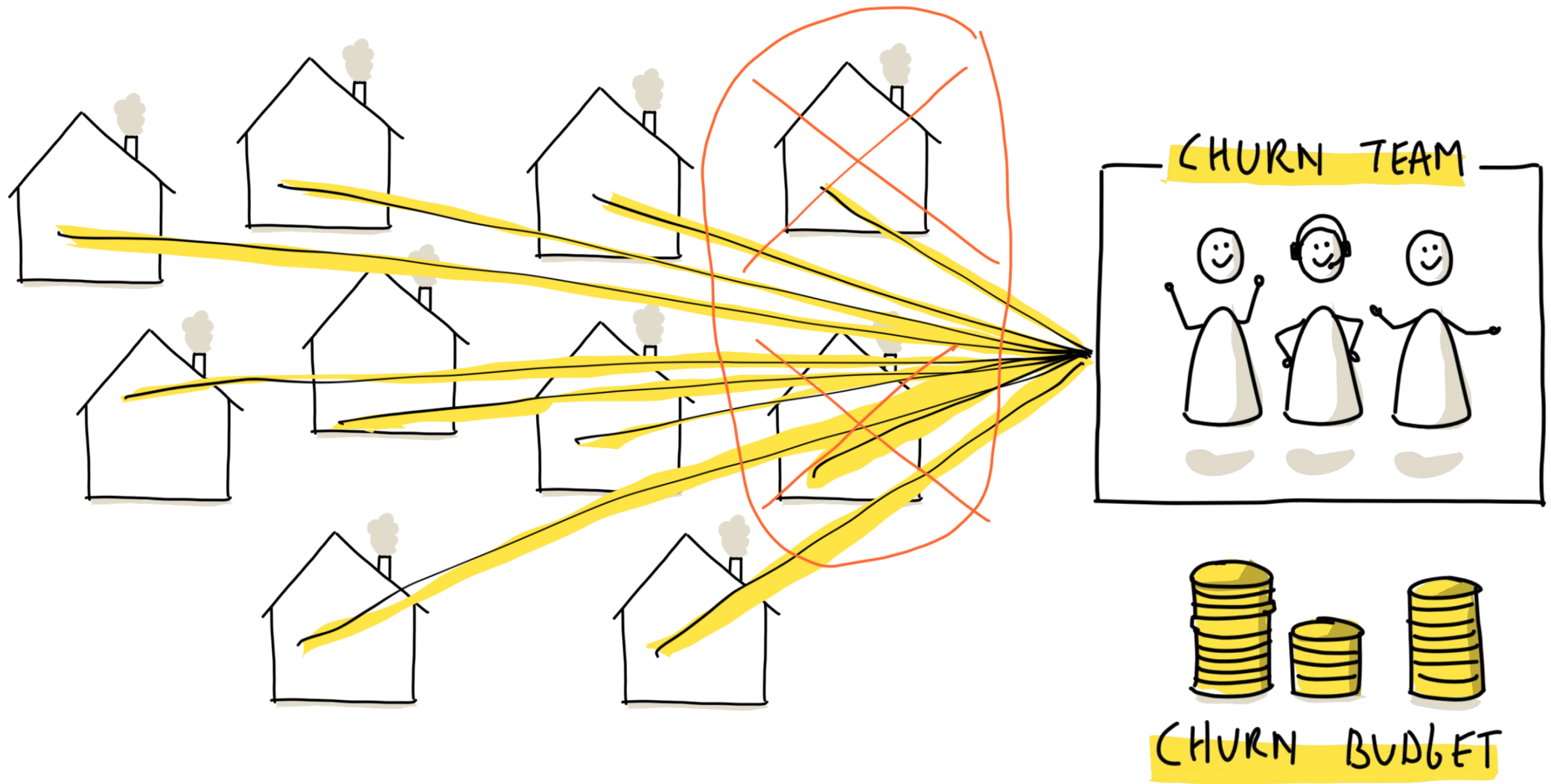
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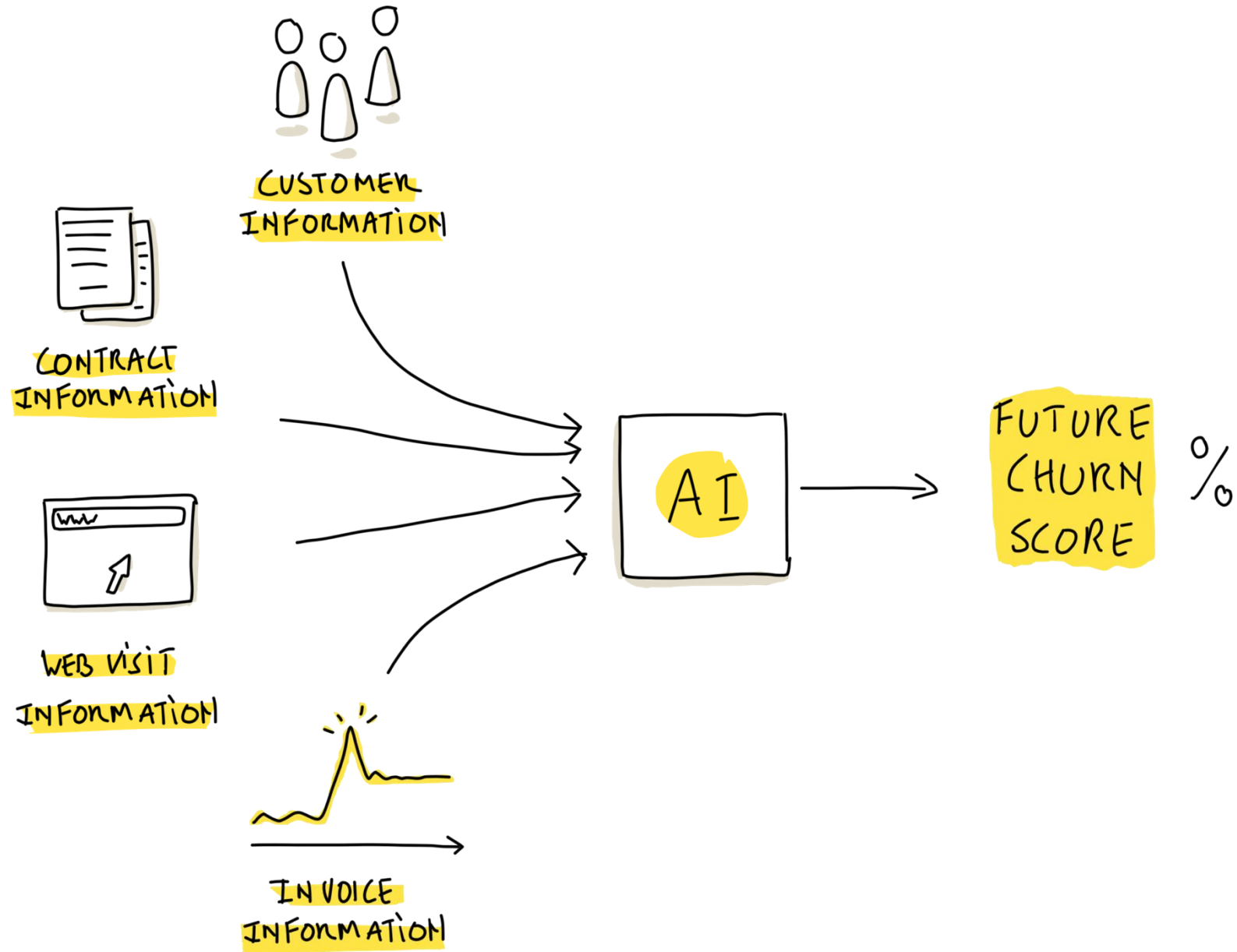




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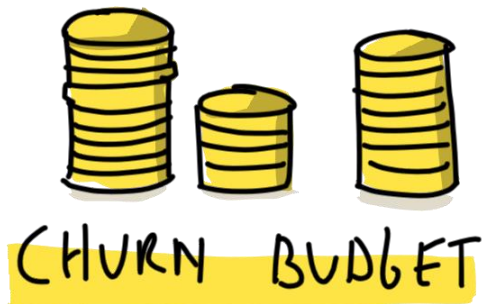
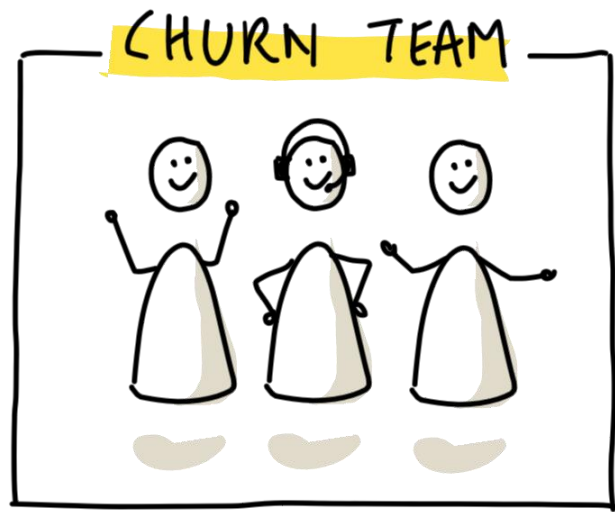






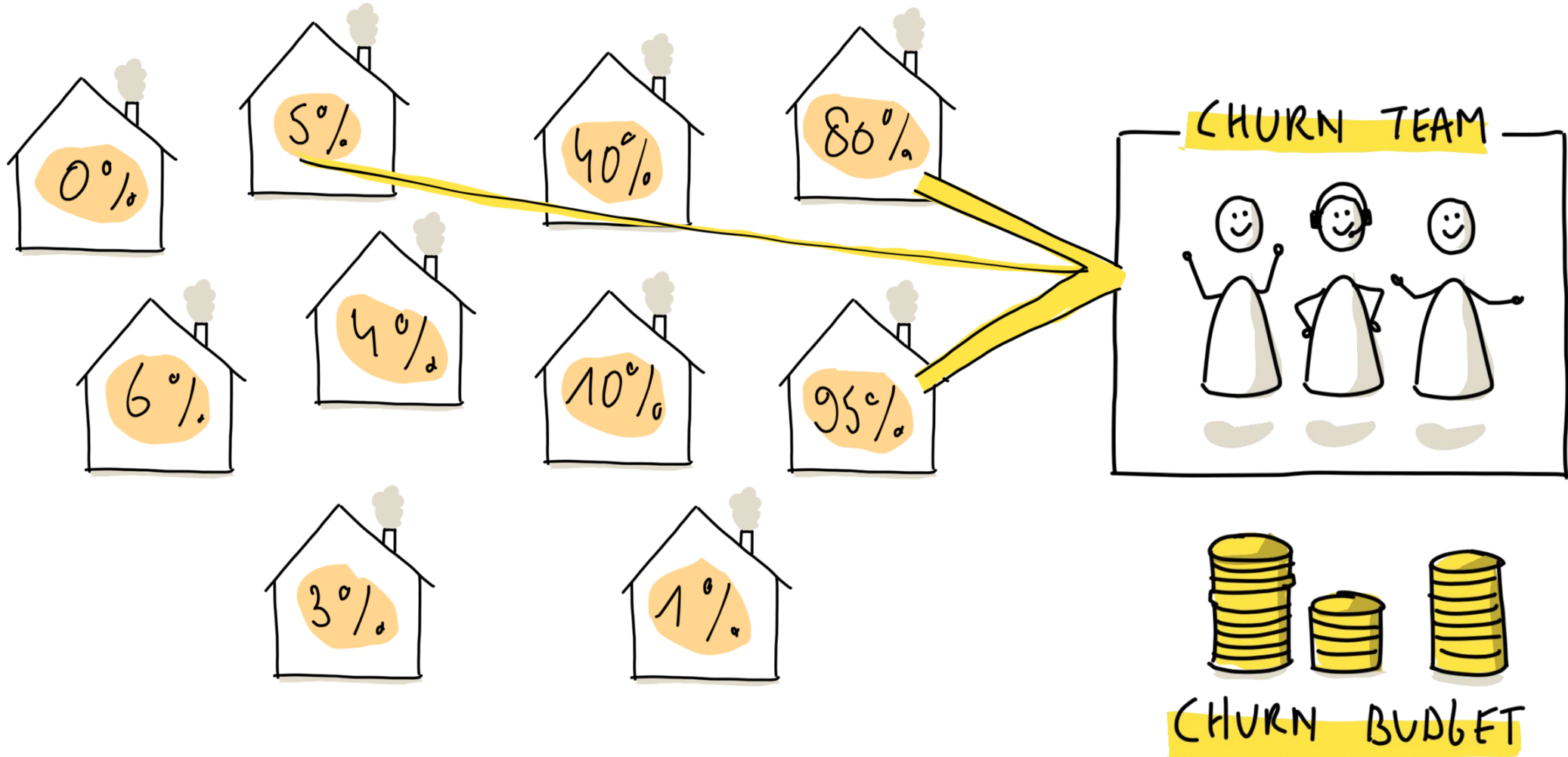


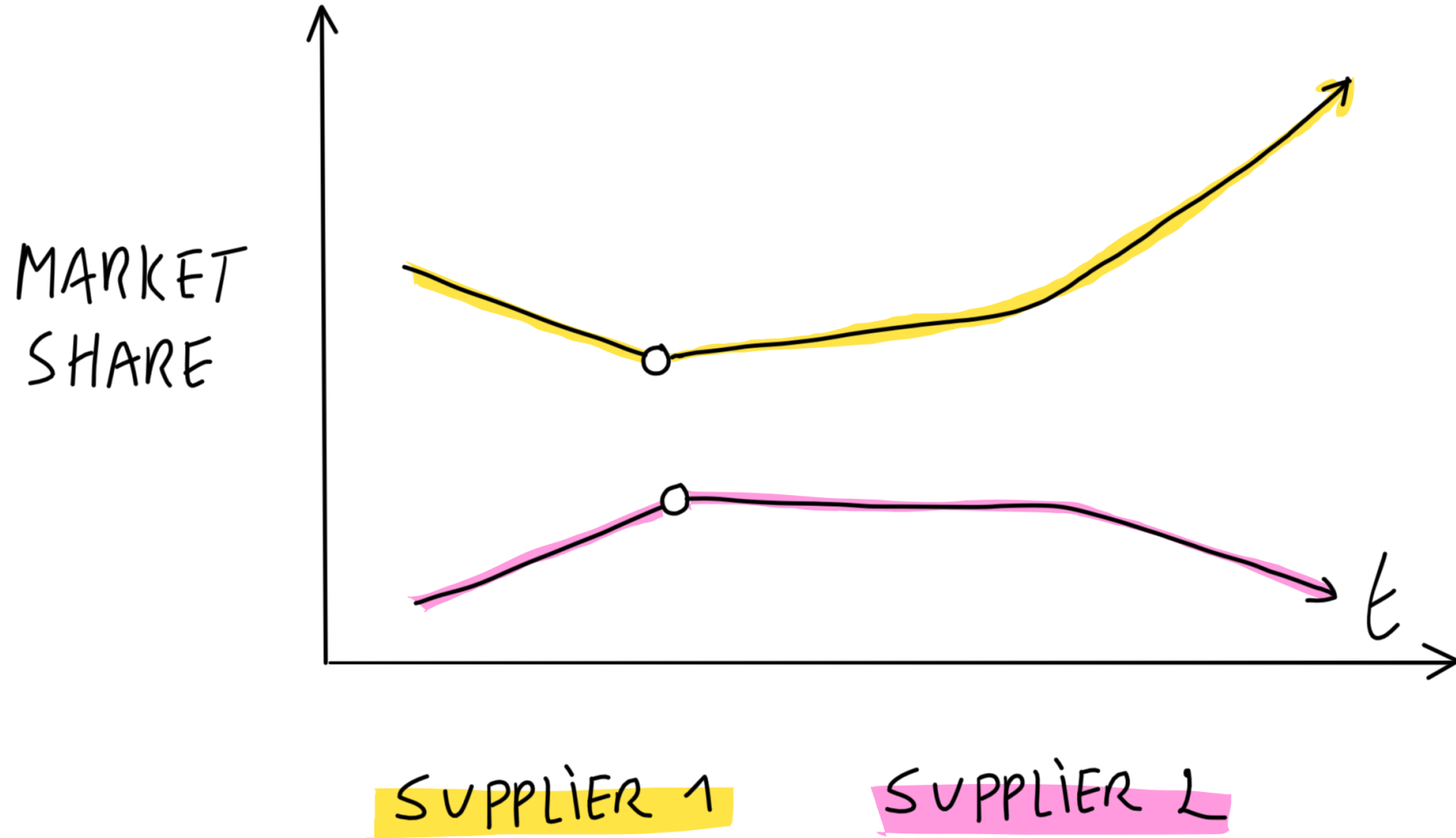
AI MODEL → FUTURE CHURN SCORE





AI MODEL → FUTURE CHURN SCORE



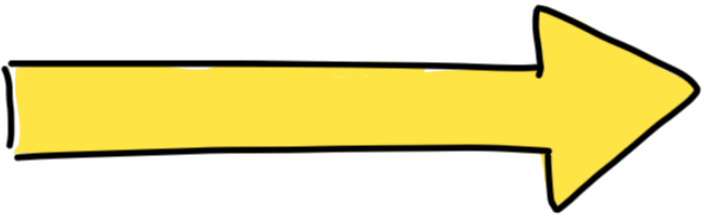




LET'S GO

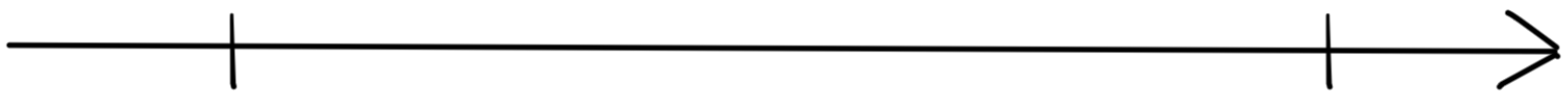
TO

TODAY



2016

2026



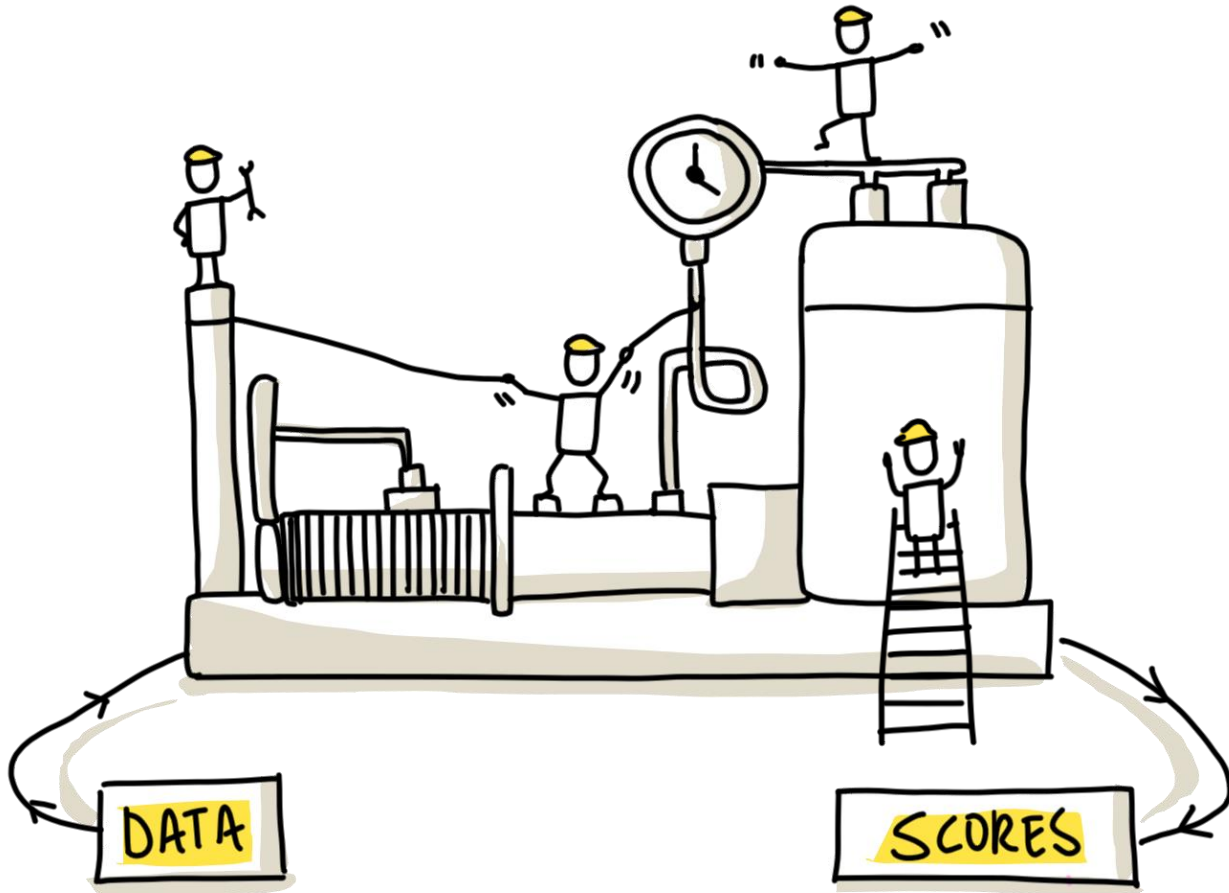


Higher gas tariffs on the way: is it wise to switch to a fixed contract next week?



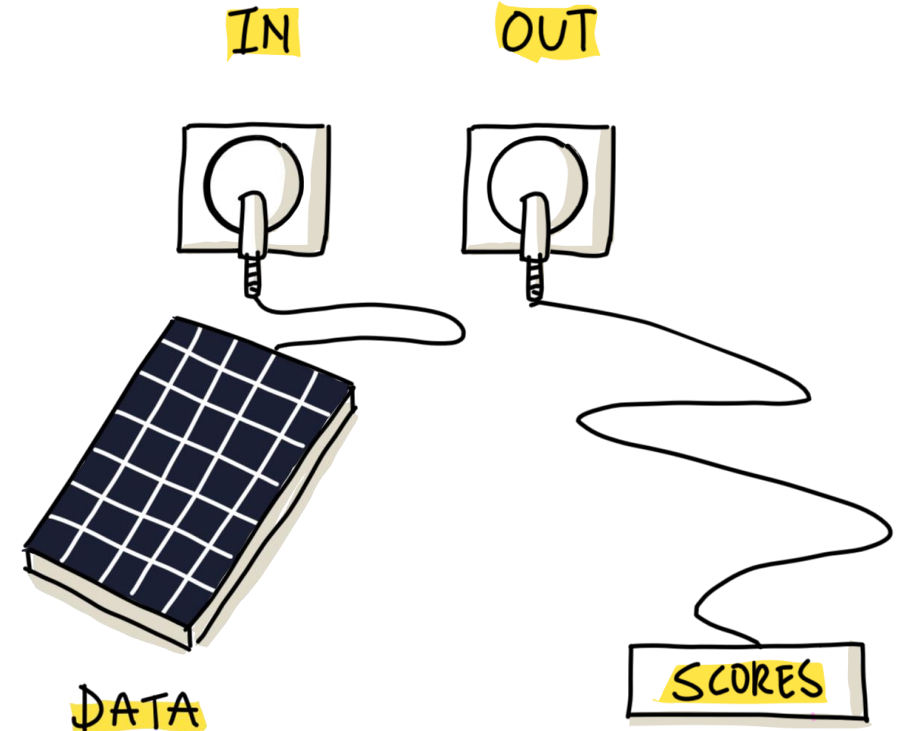
Energieleveranciers passen op 1 april opnieuw hun tarieven aan en zeker voor aardgas zullen die fors de hoogte in schieten door de oorlog in Iran. Dan is de hamvraag: moet je nog voor die datum overschakelen naar een vast contract? Dit zeggen de experts.

2016



AI = CUSTOM BUILT &
STATE OF THE ART

2026



AI = POWERFUL
COMMODITY



2016

2026

Team

+ 8-10 FTE

+ 3-5 FTE

Time to Market

6-12 m

2-12 W

Data

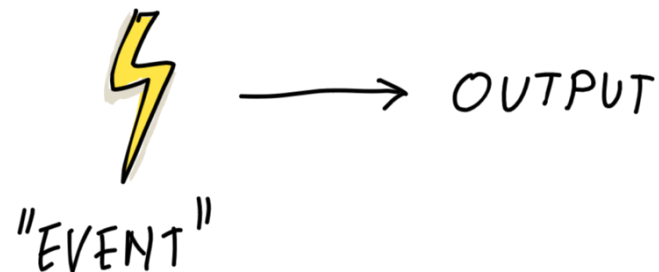
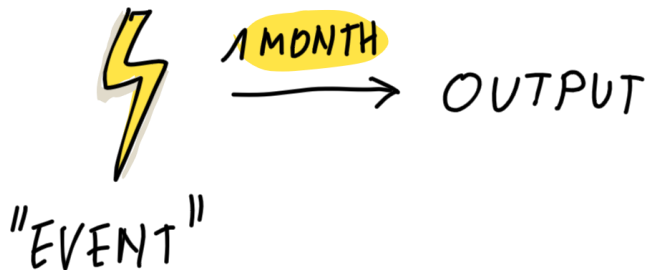


STRUCTURED DATA

(UN) STRUCTURED DATA

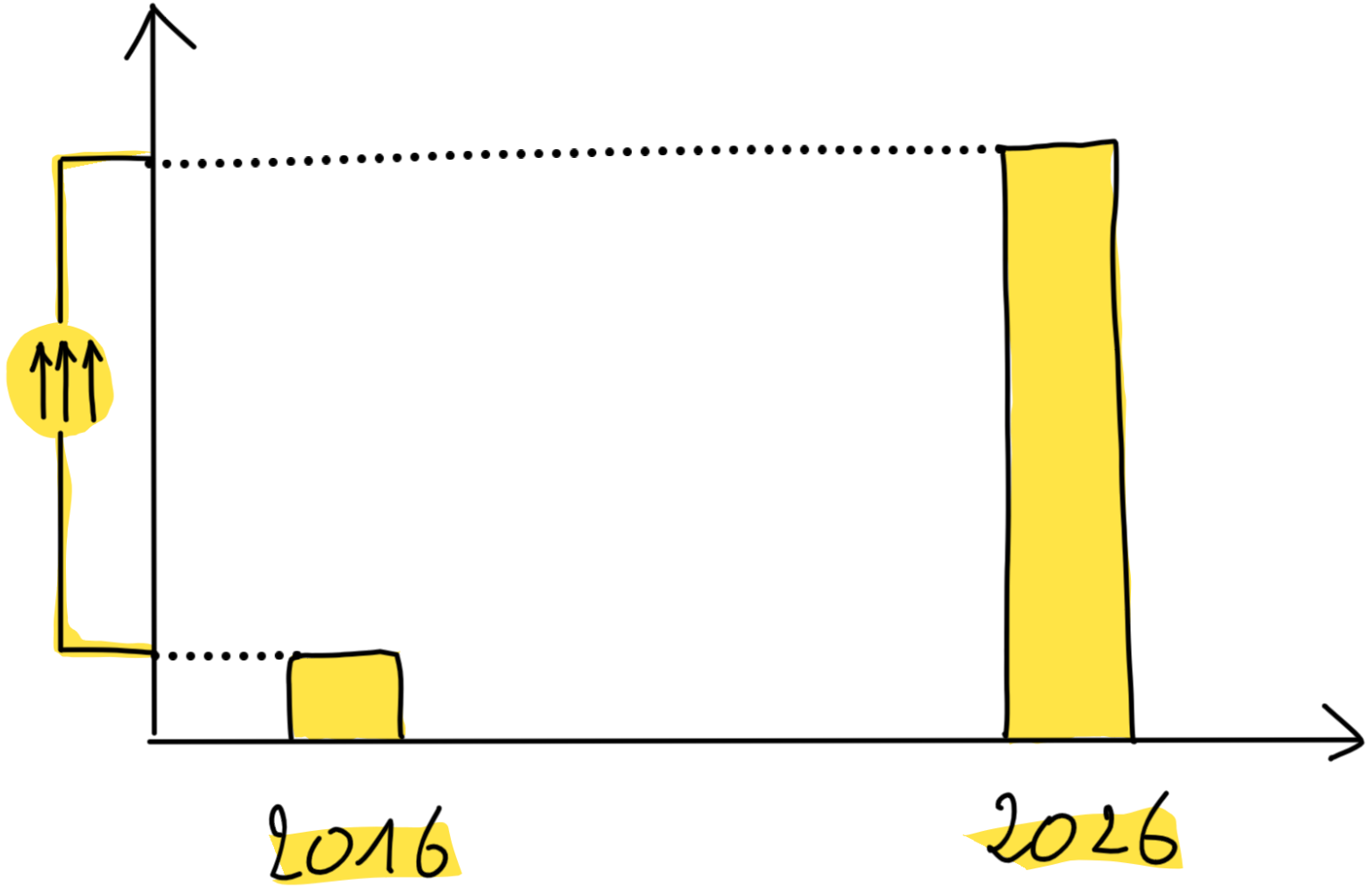


Velocity



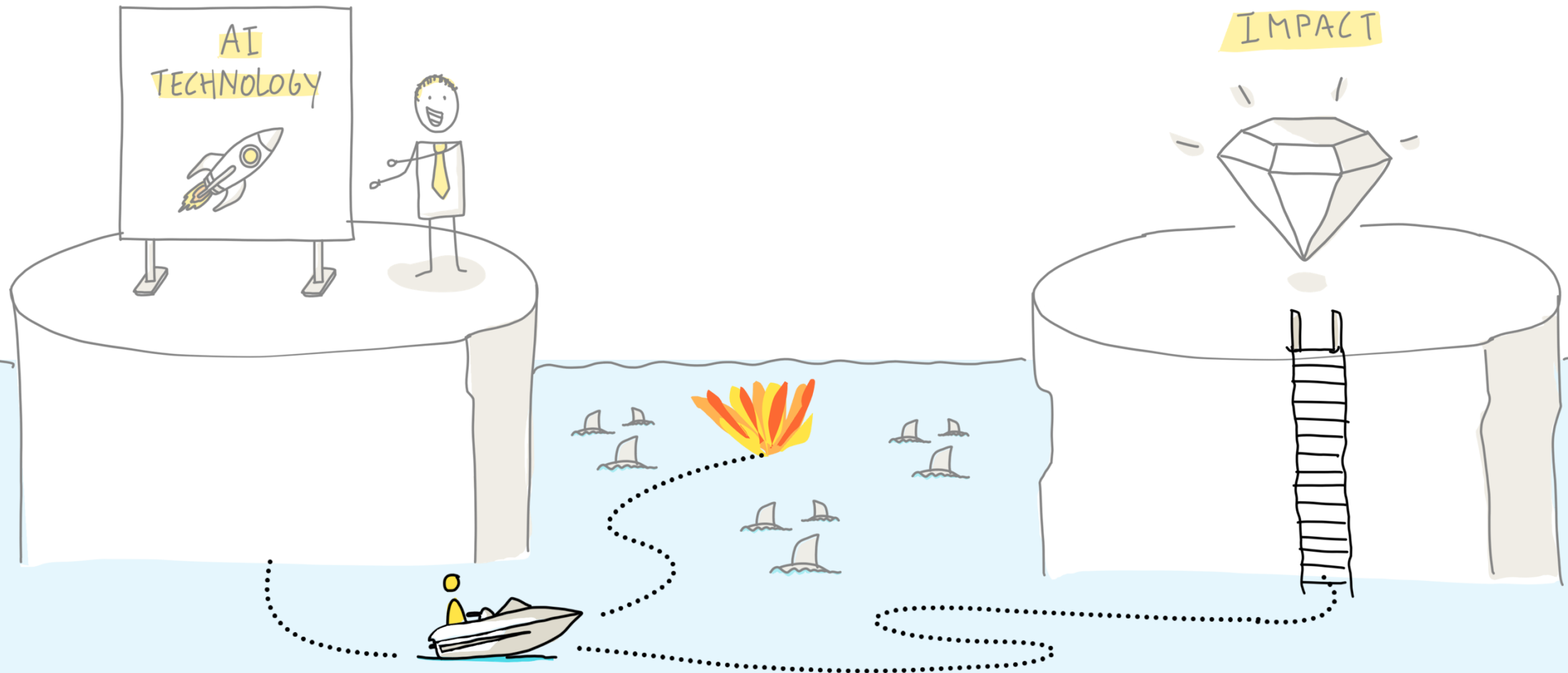


TECH AI CAPABILITIES



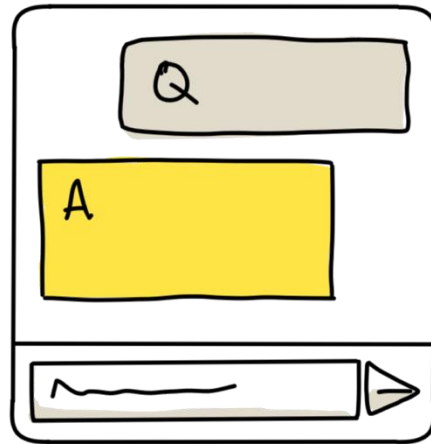


AI Speedboats = Fragmented Attempts

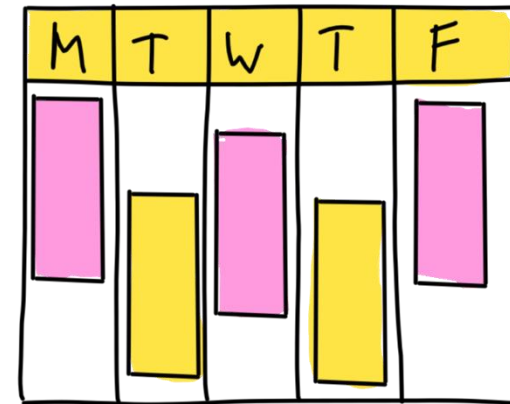




2 Honest AI Use Case Stories



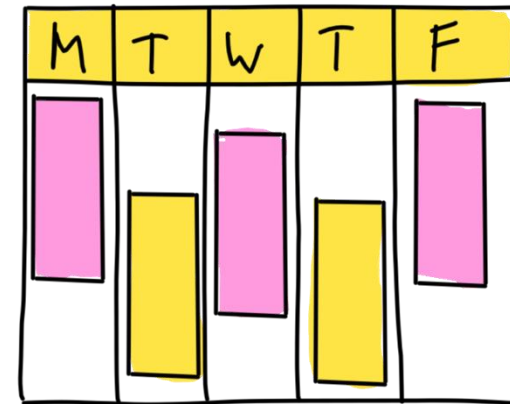
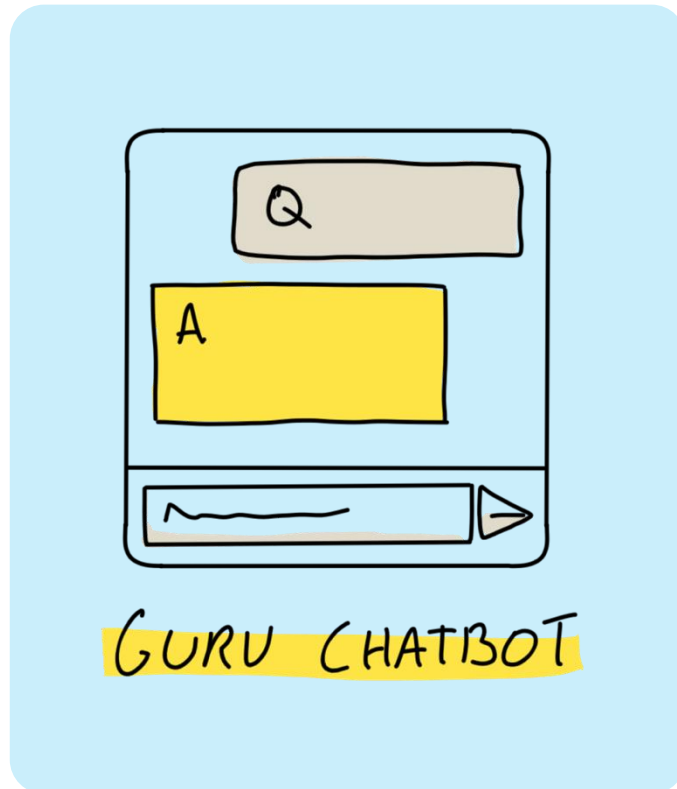
GURU CHATBOT



PRODUCTION
PLANNING



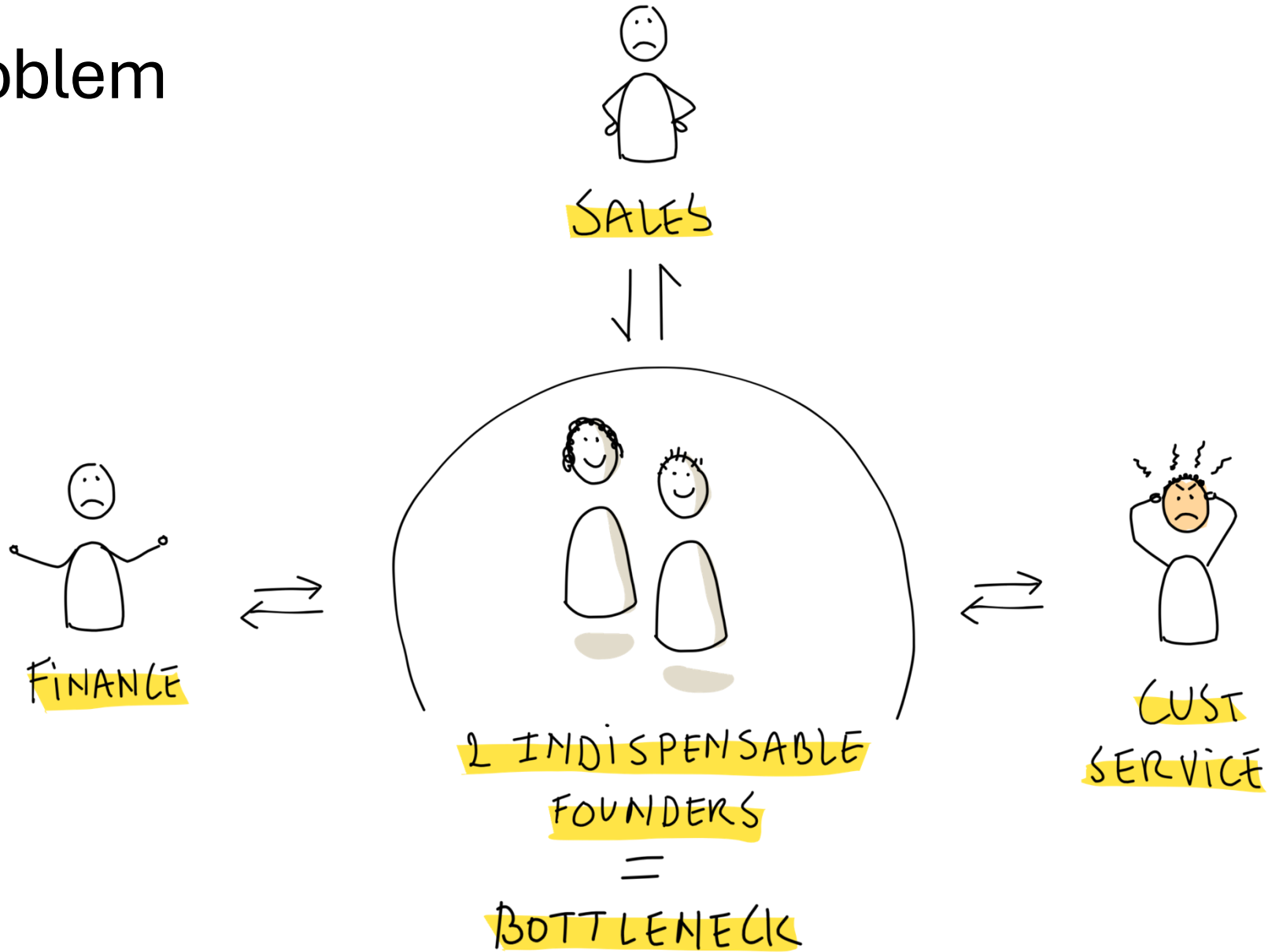
2 Honest AI Use Case Stories



PRODUCTION
PLANNING

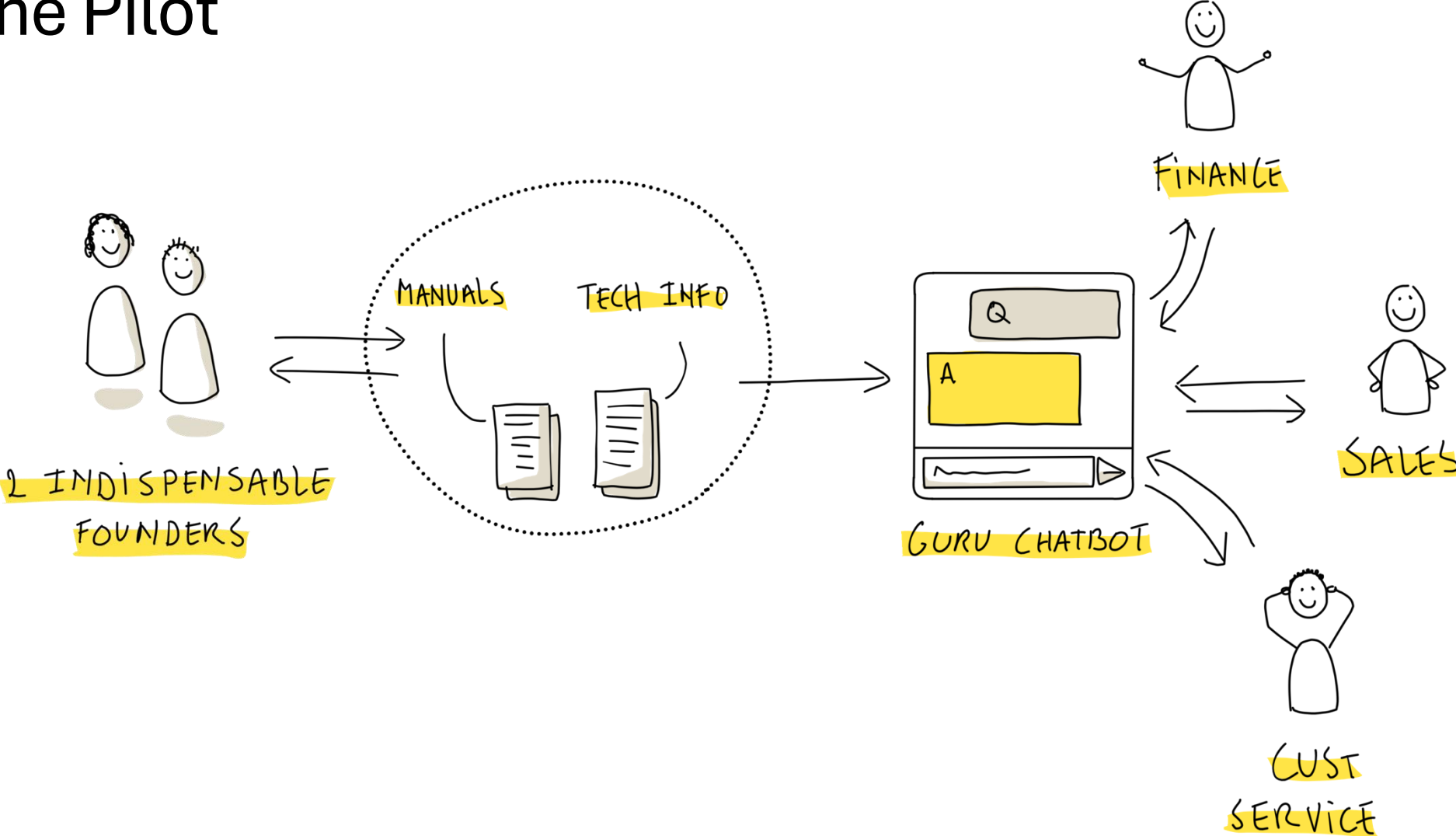


The Problem



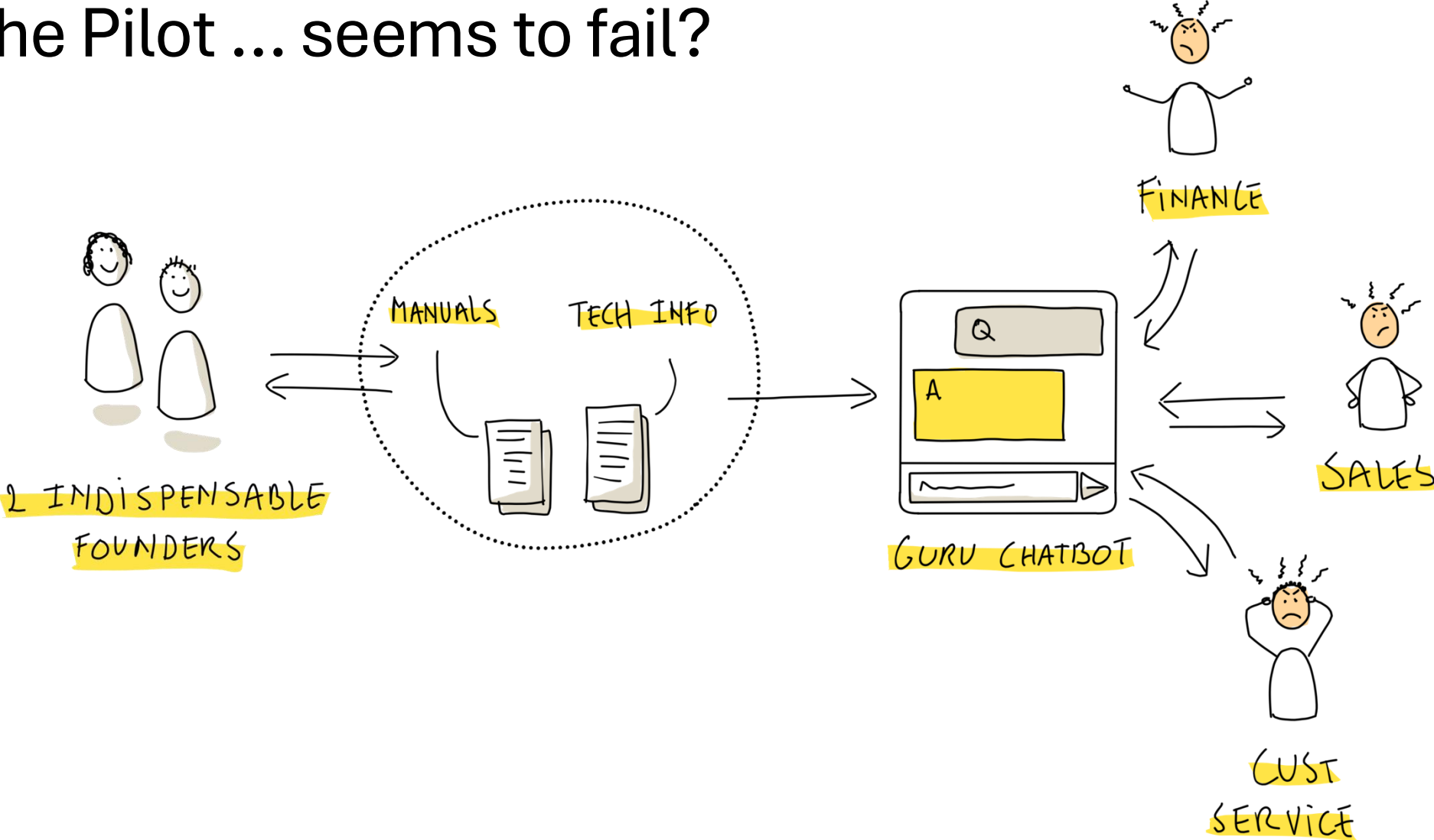


The Pilot



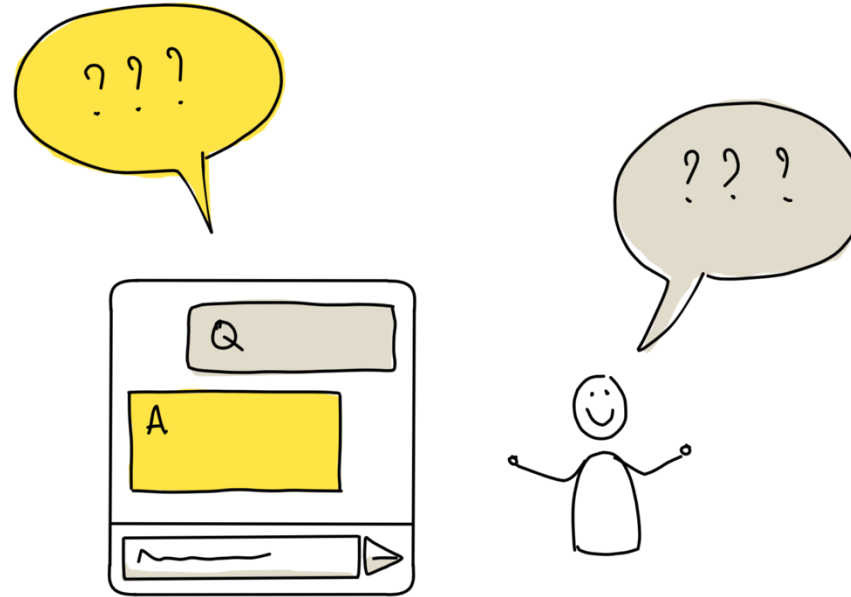


The Pilot ... seems to fail?



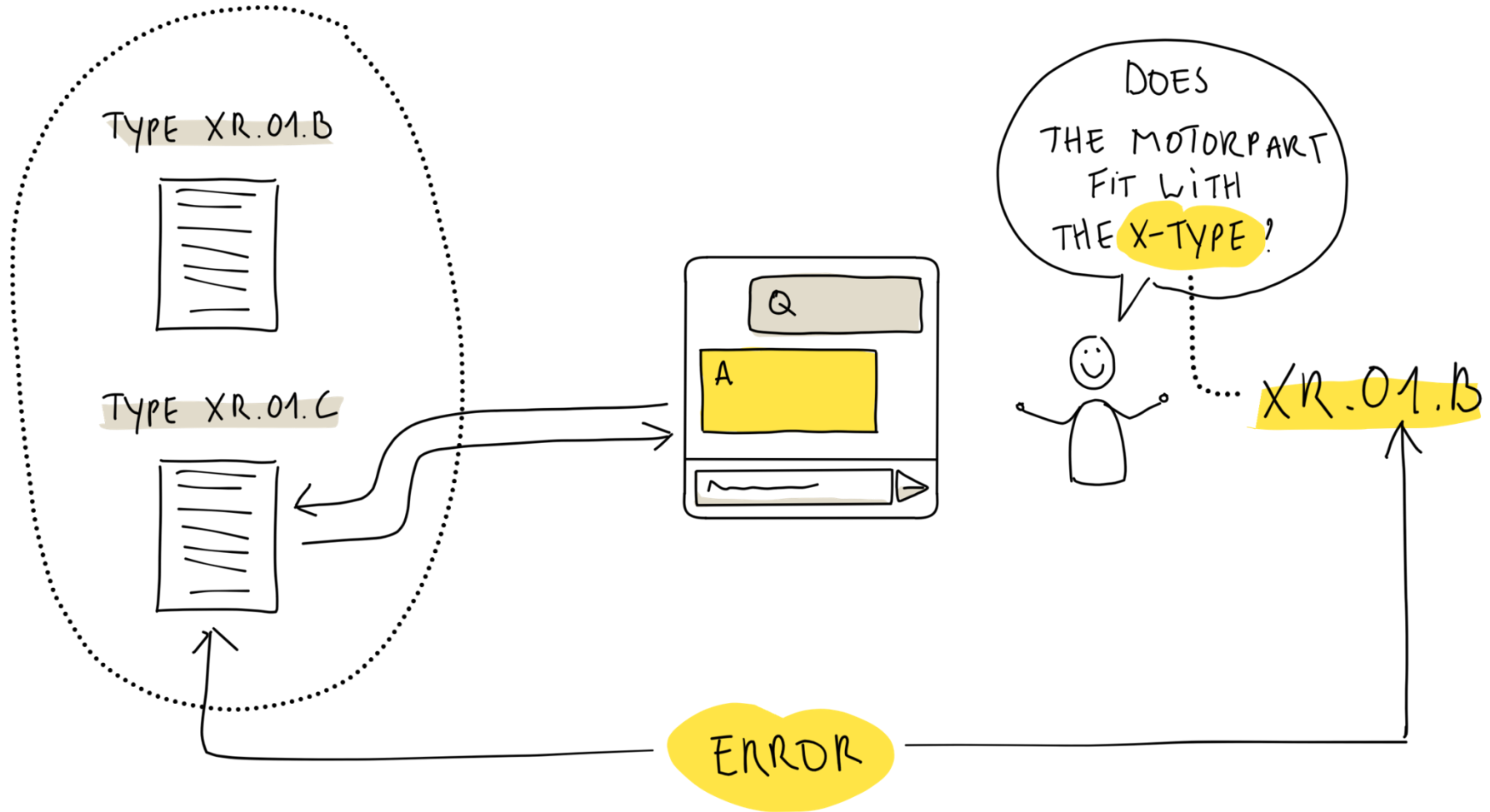


Lost in Translation



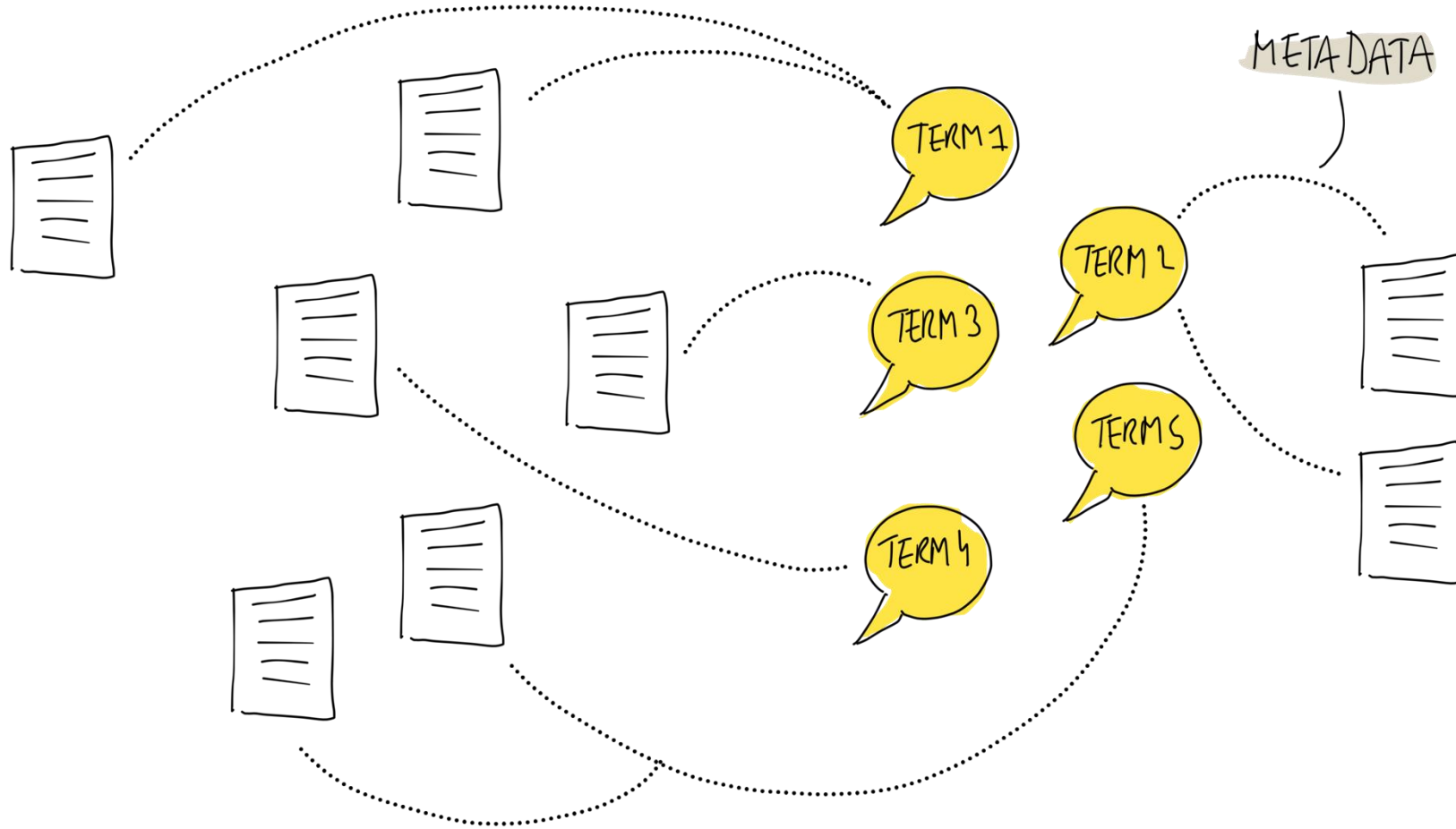


Lost in Translation



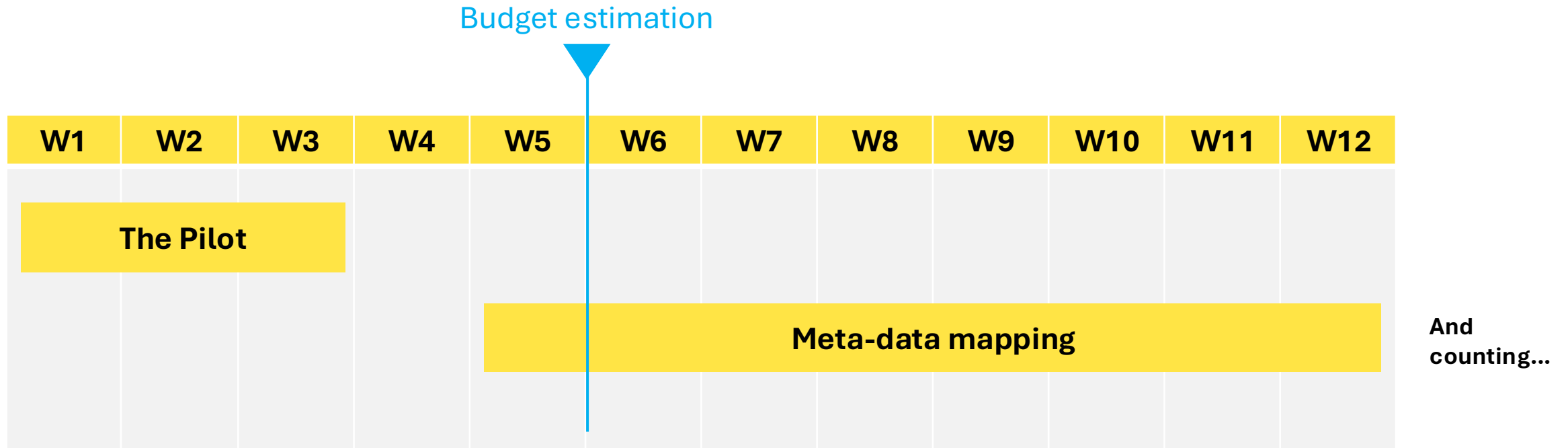


The Missing Piece: Mapping



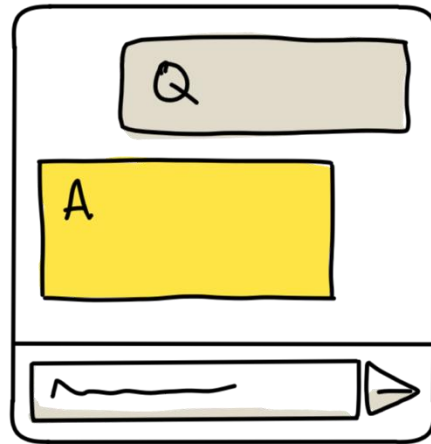


Use Case Roadmap

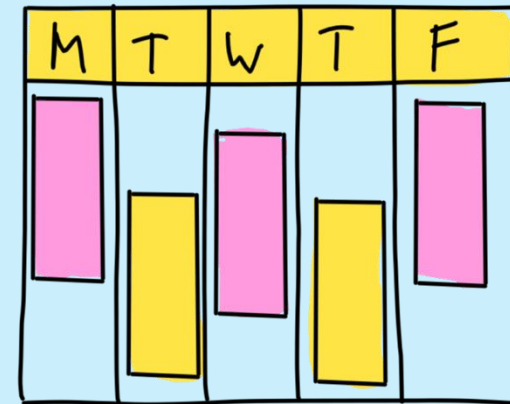




2 Honest AI Use Case Stories

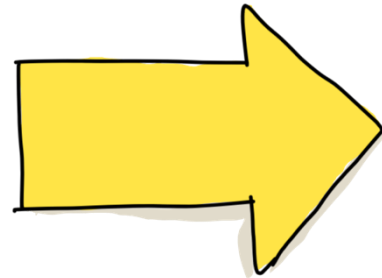


GURU CHATBOT



PRODUCTION
PLANNING

INPUT



OUTPUT



DOORHINGE

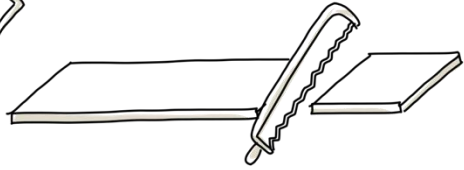


DOORHANDLE

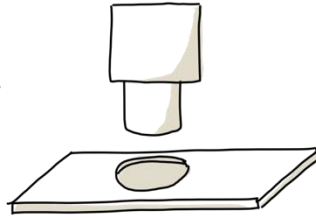


HOOD

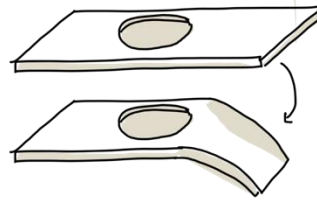




SAWING



MILLING

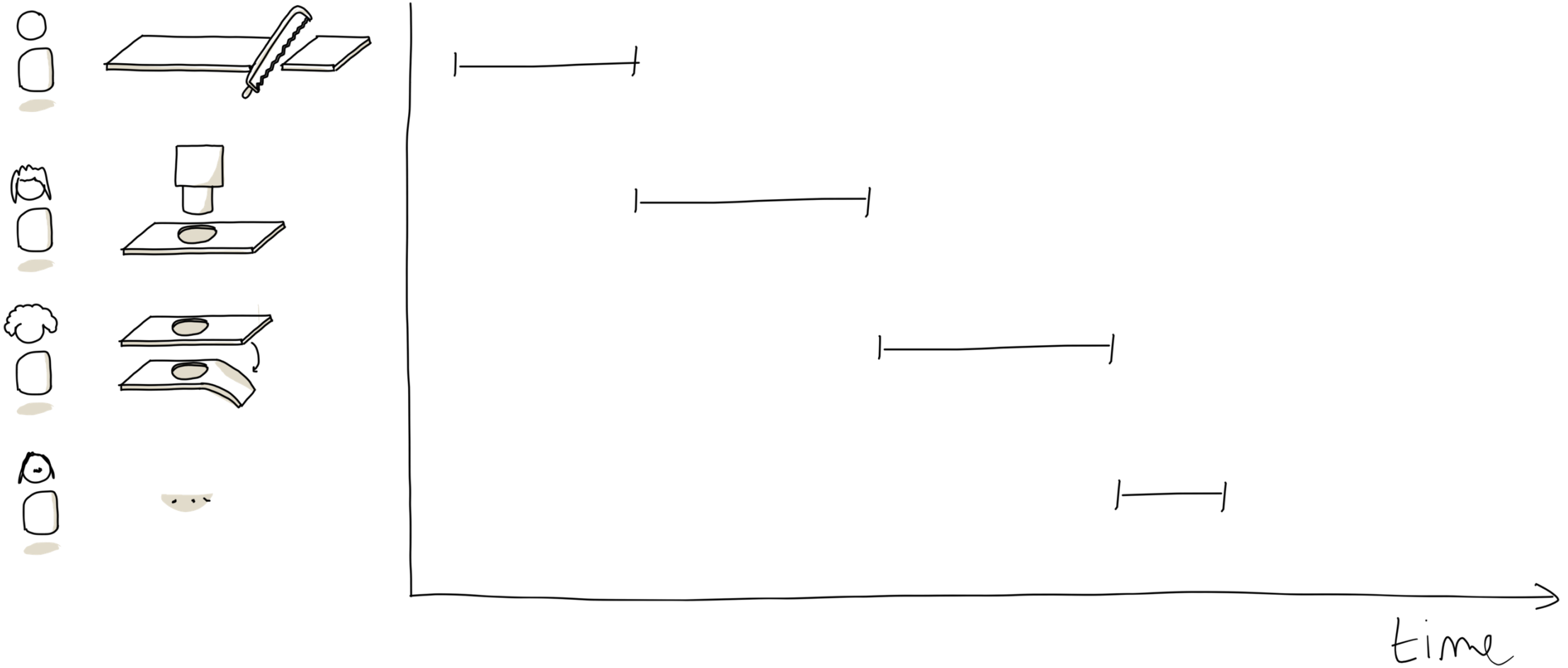


BENDING



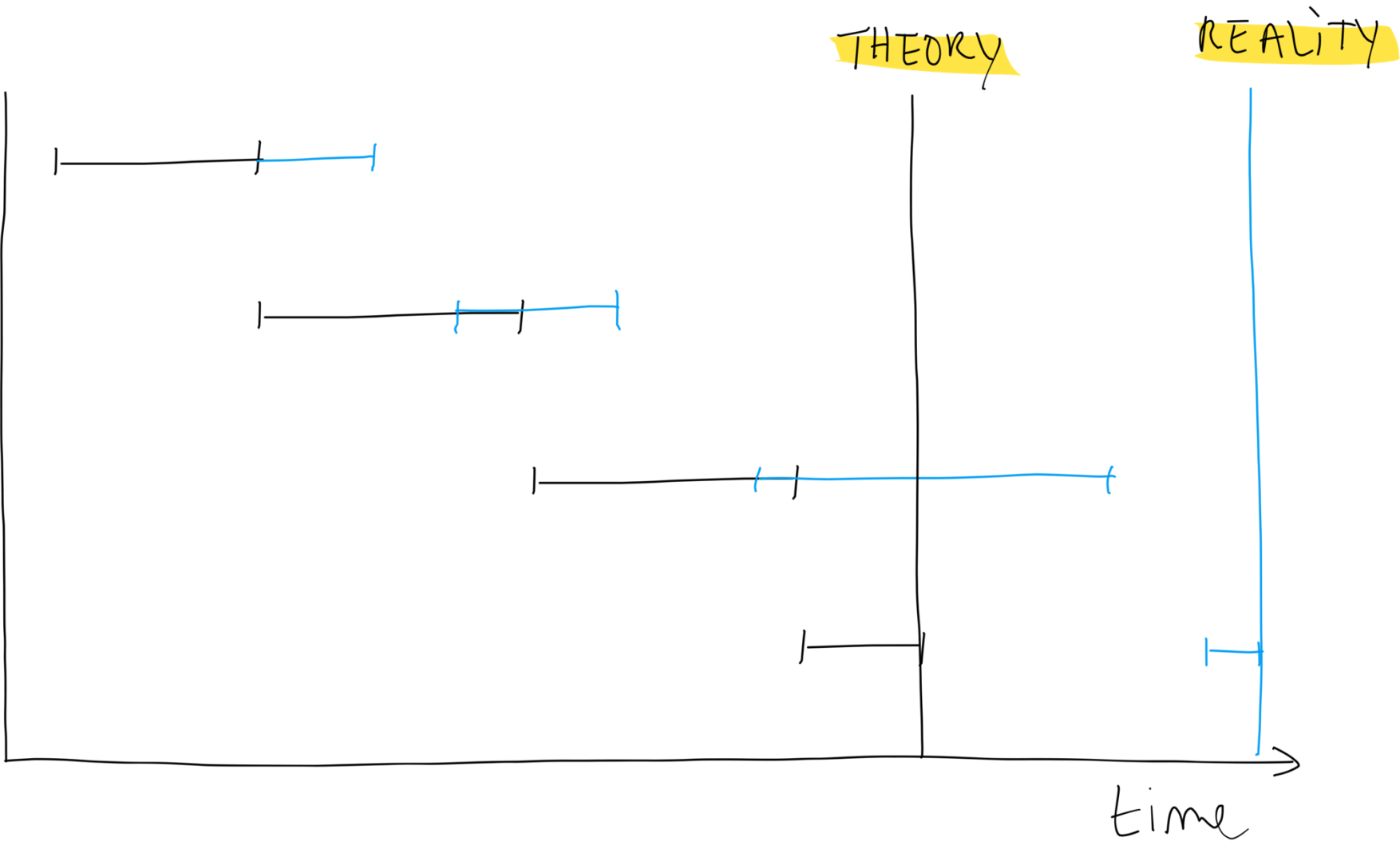
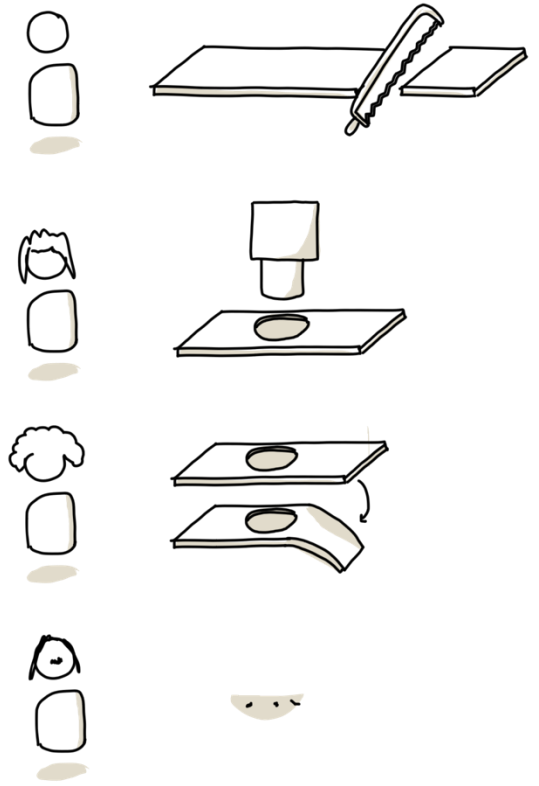


The Problem



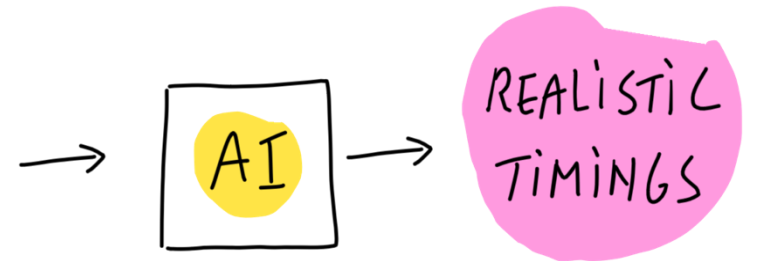
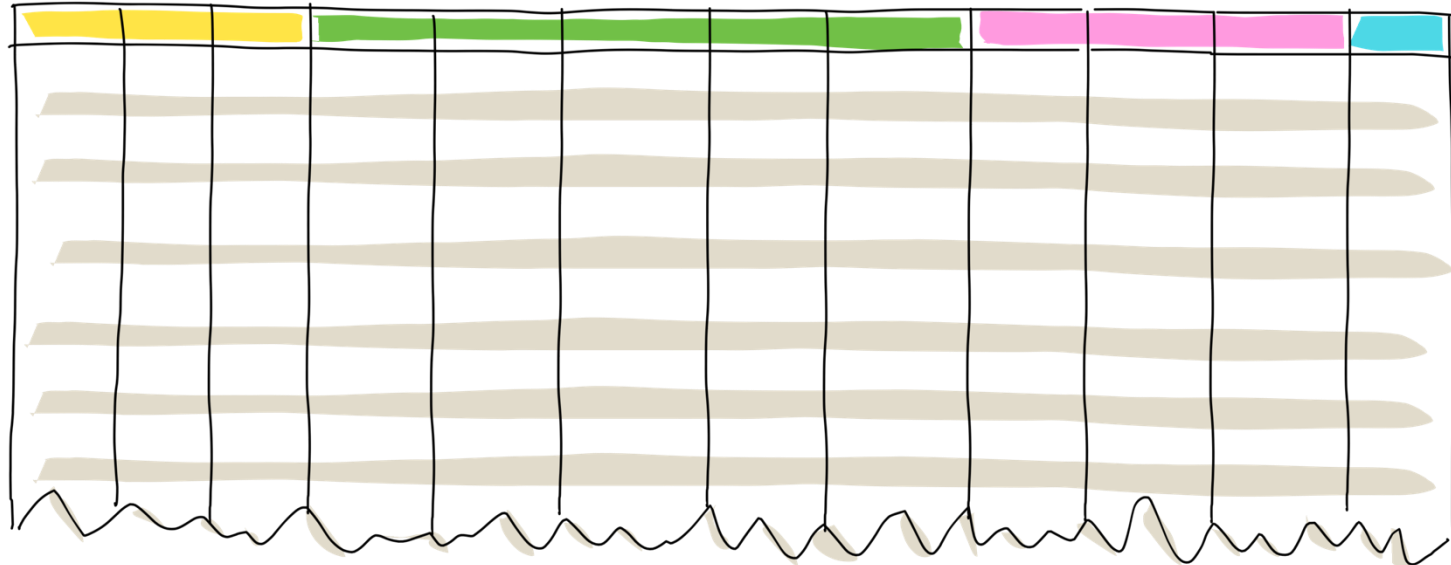
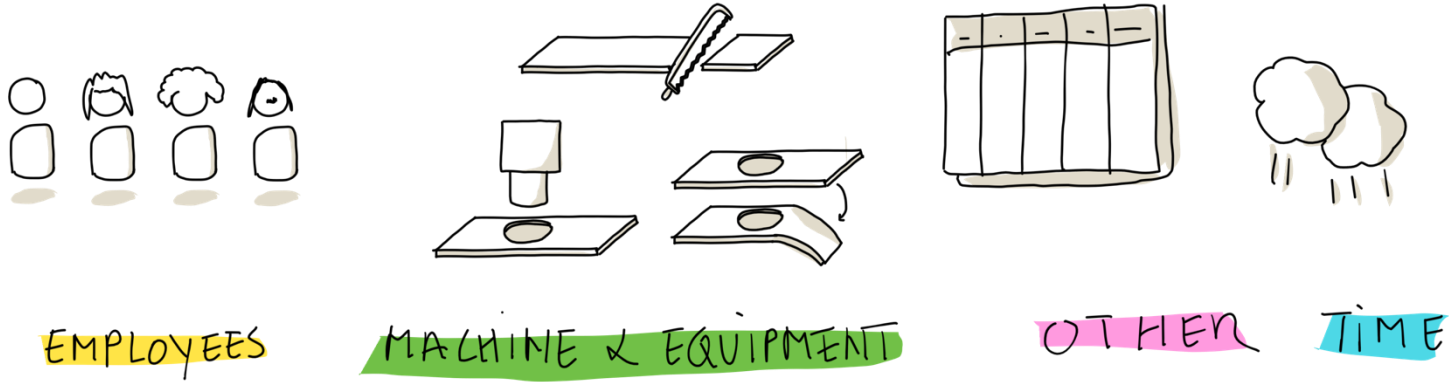


The Problem



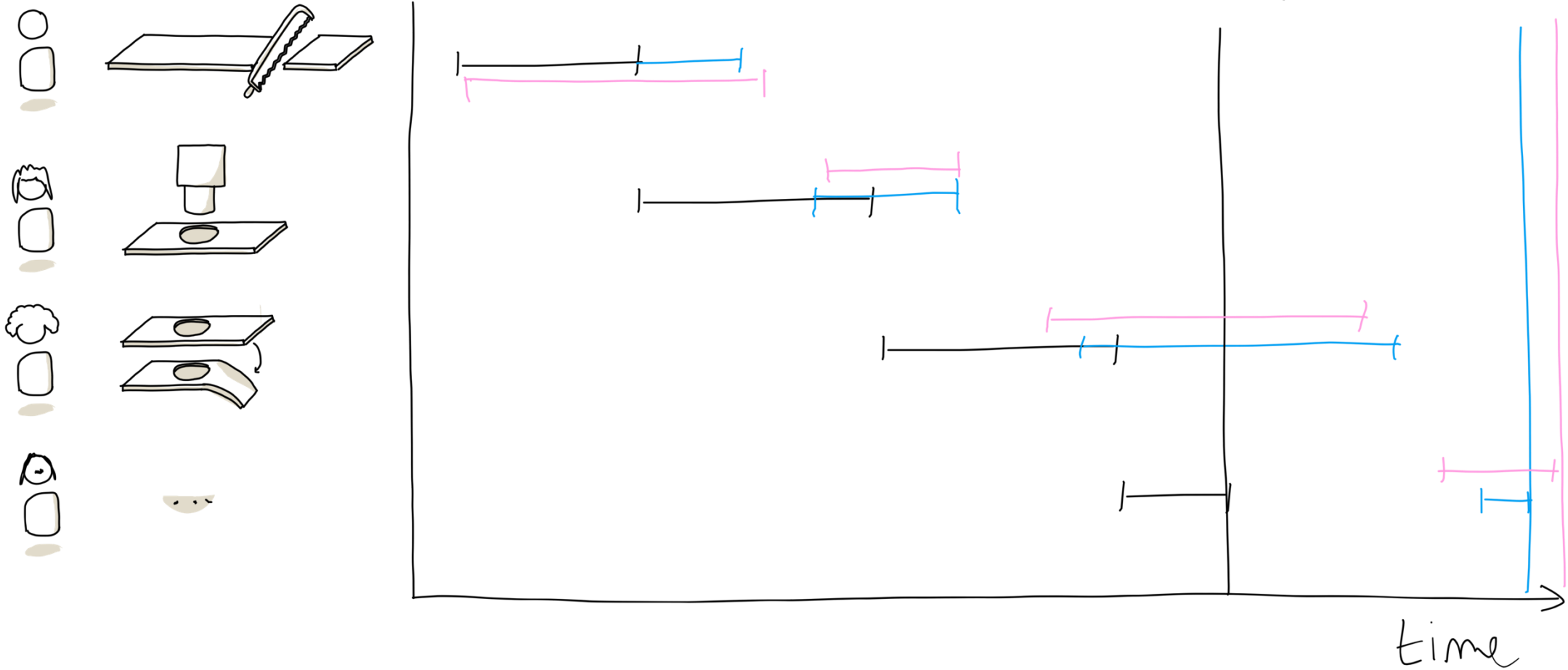


The Solution



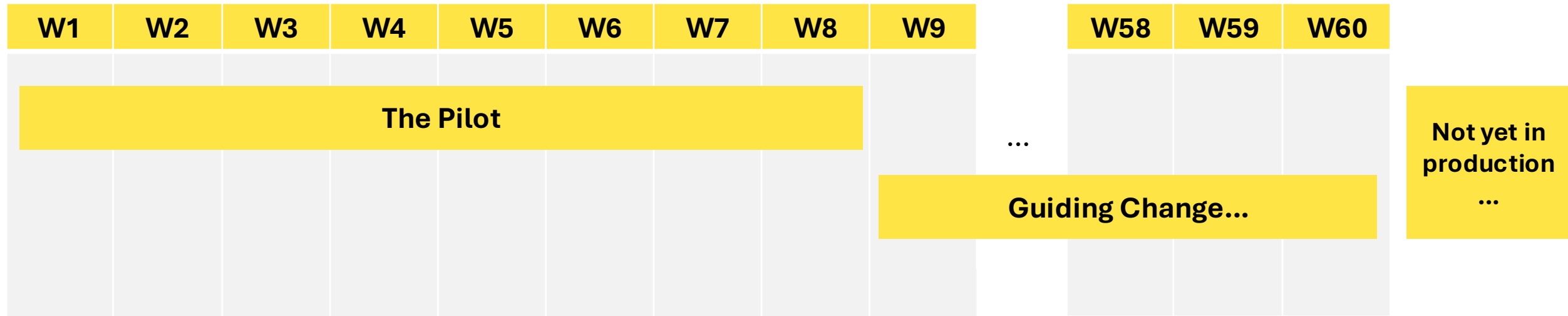


The Solution



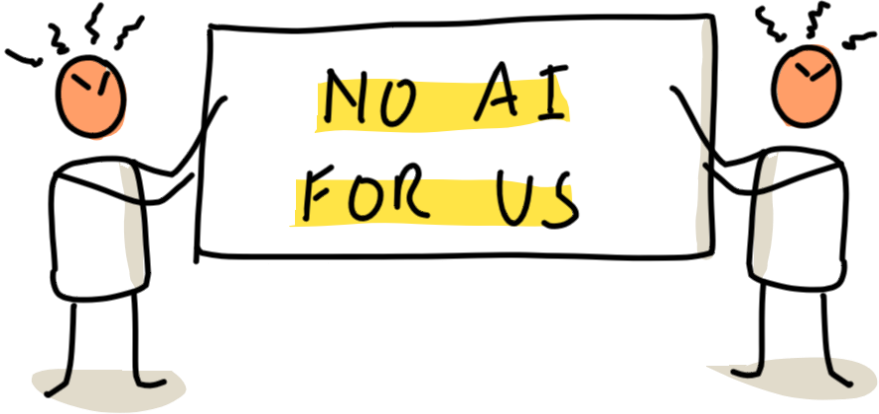
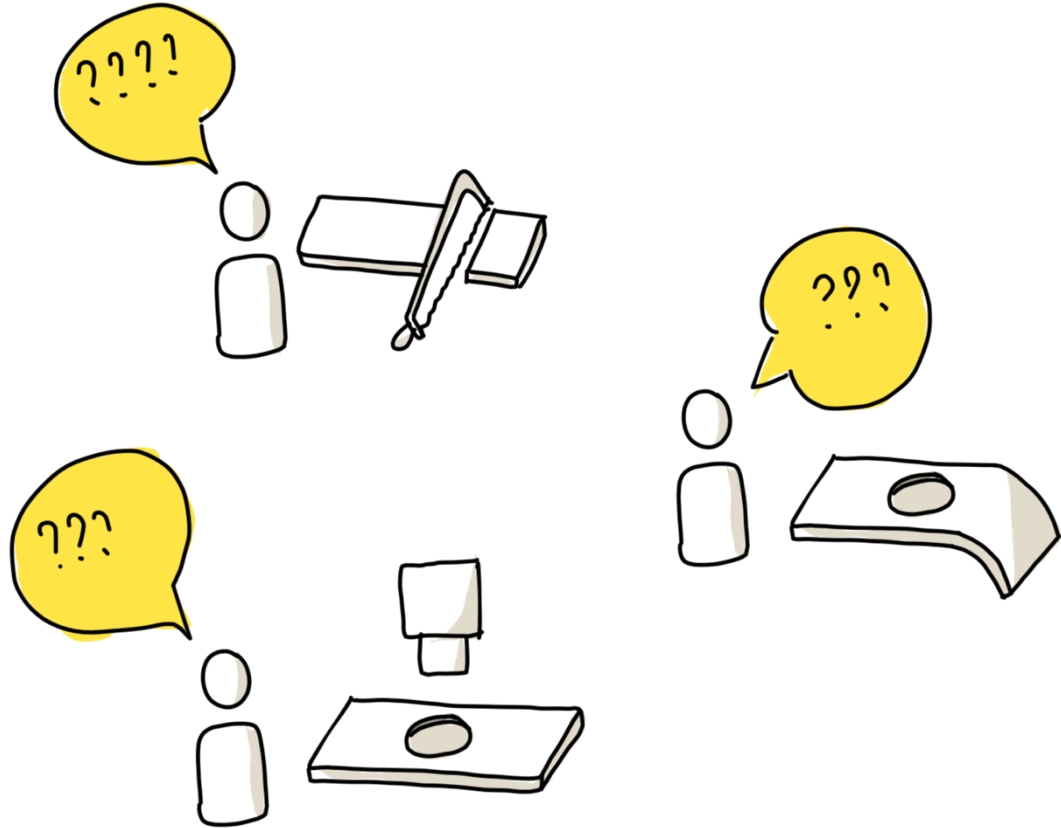


Use Case Roadmap



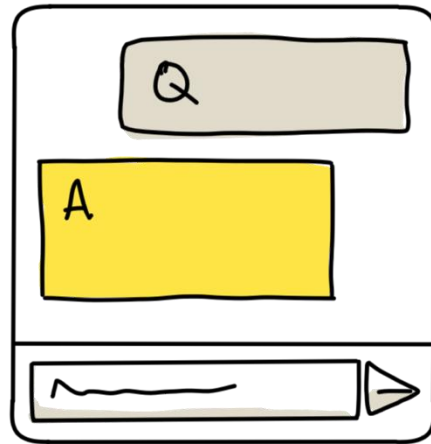


The missing Piece: **Trust**

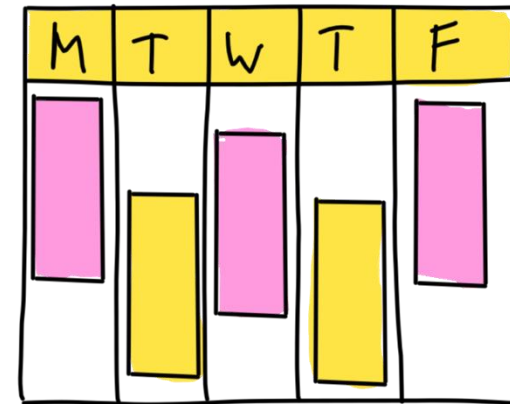




2 Honest AI Use Case Stories



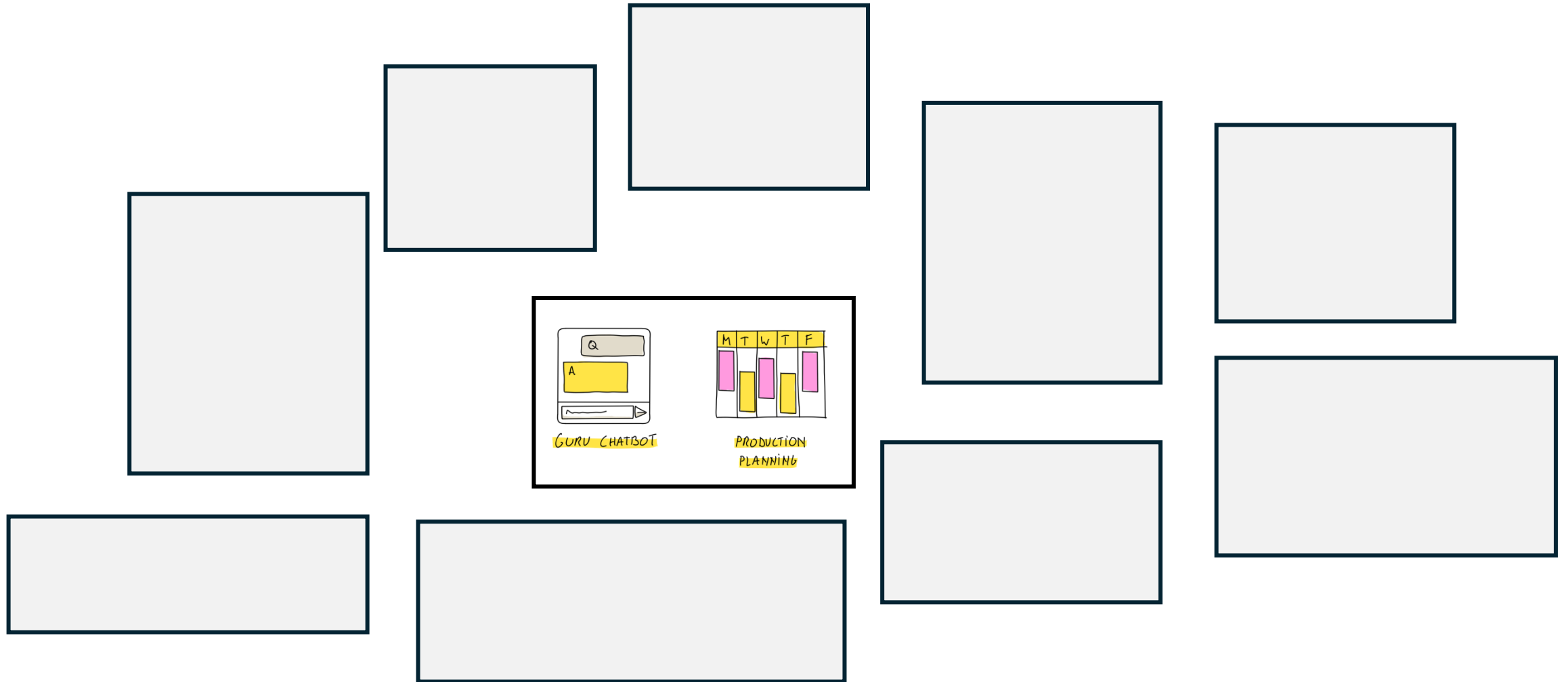
GURU CHATBOT



PRODUCTION
PLANNING

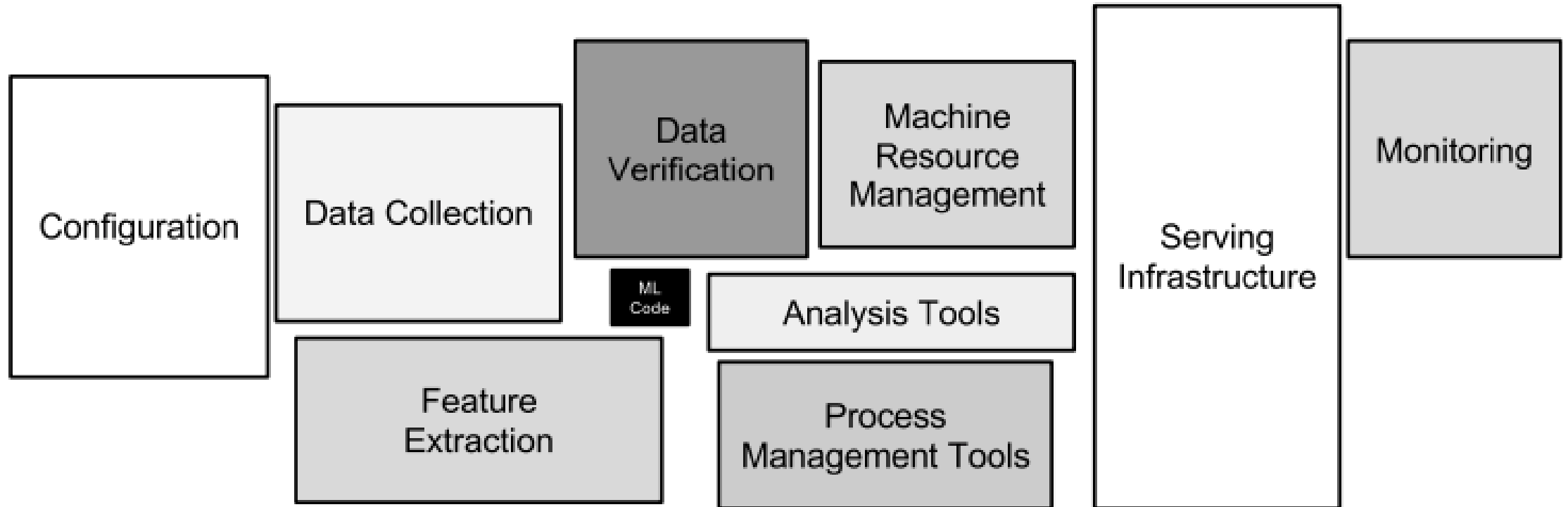


AI = One Small Piece of a Bigger Puzzle



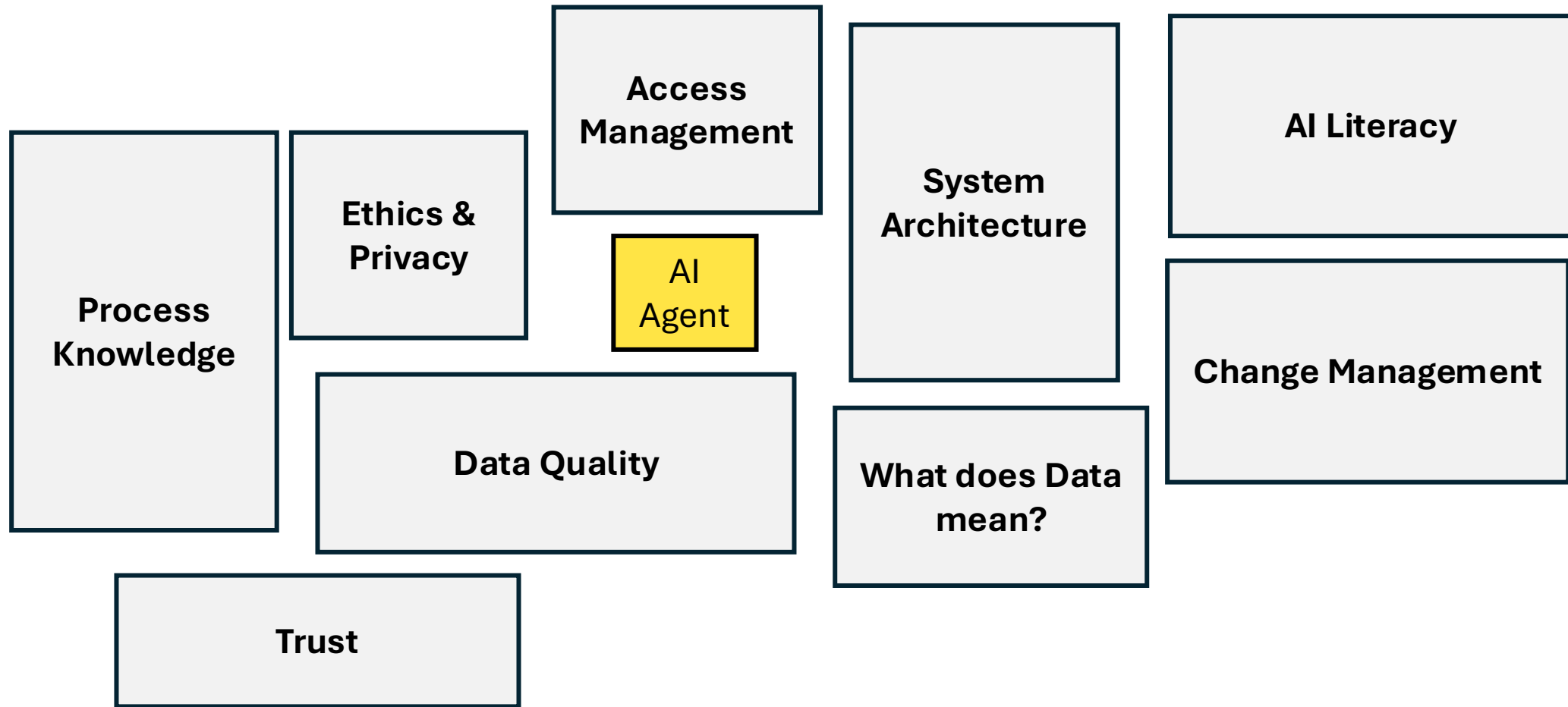


ML = One Small Piece of a Bigger Puzzle



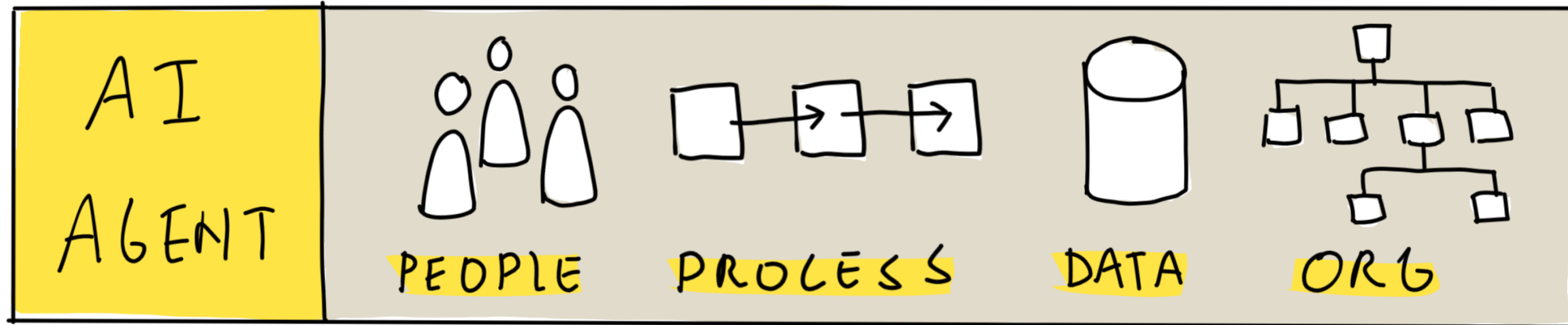


AI = One Small Piece of a Bigger Puzzle





Every AI Use Case = Many Facets

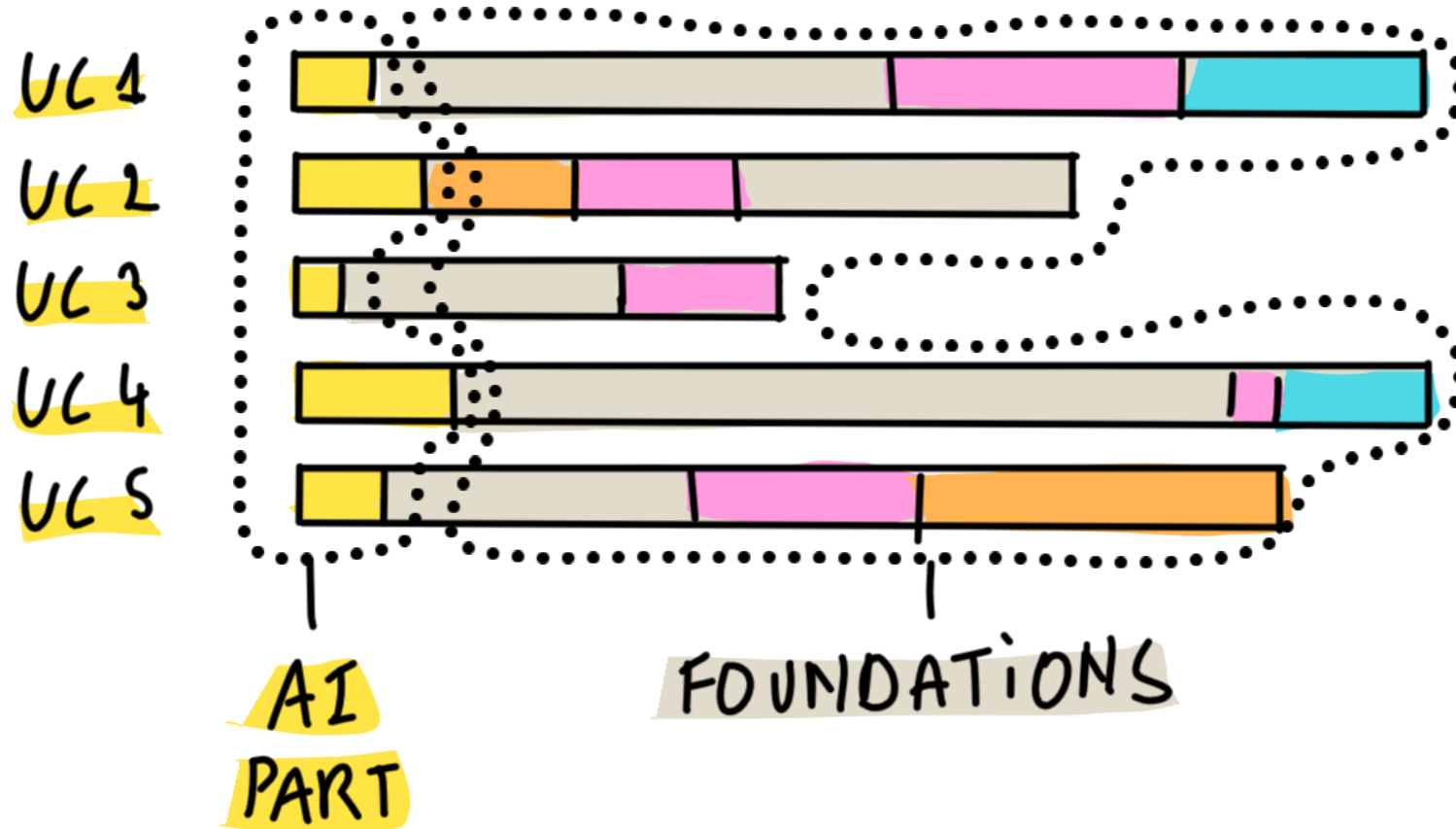


20%

80%



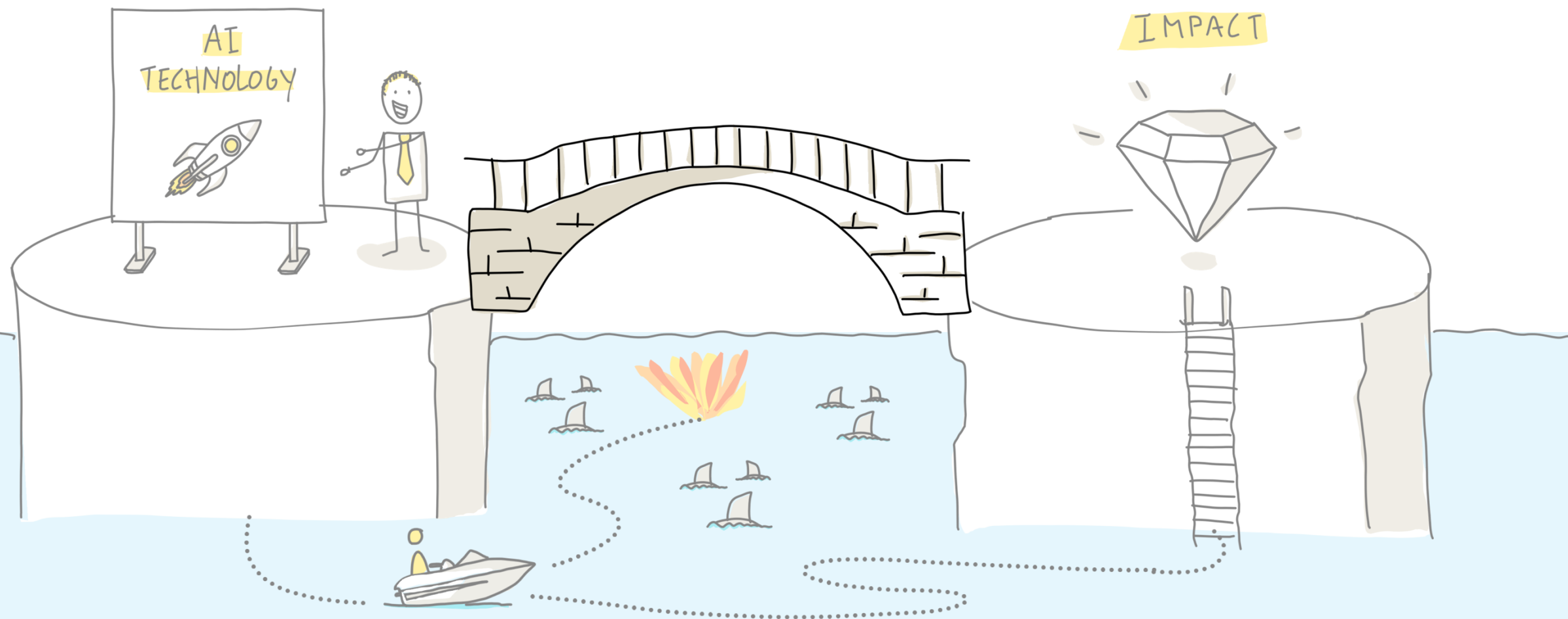
AI Use Case Backlog



PART III

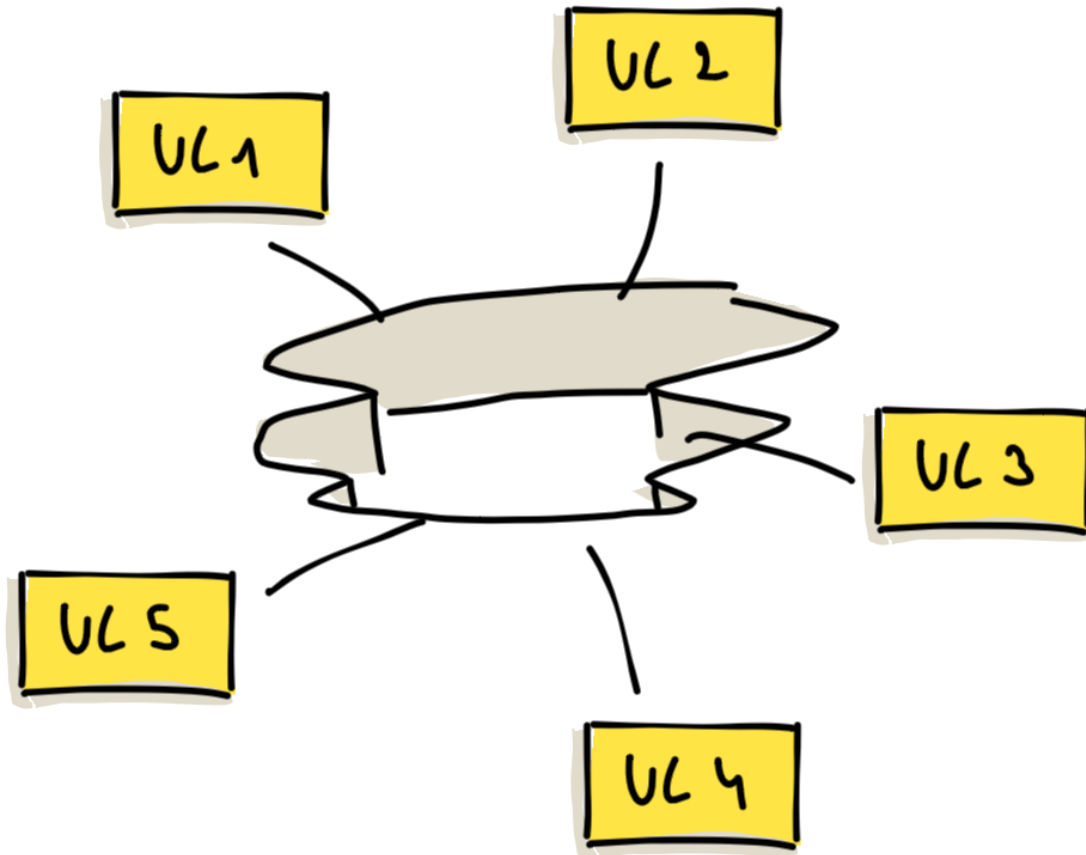


AI Strategy = A Stable Foundation

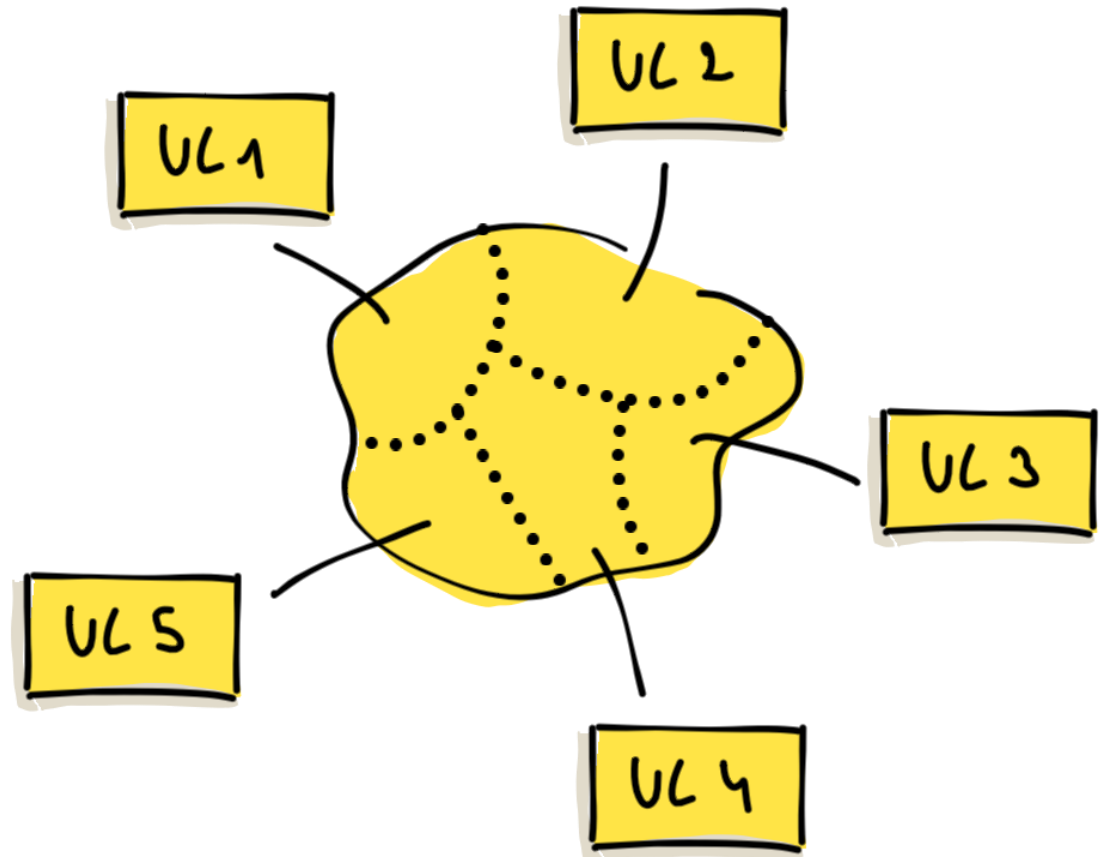




AI Use Case View

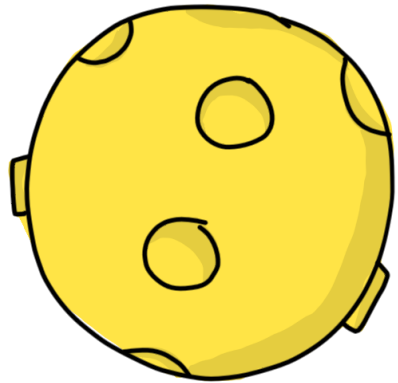


Strategic AI View

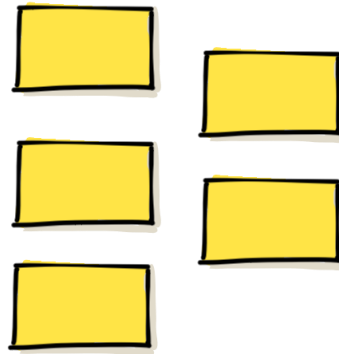
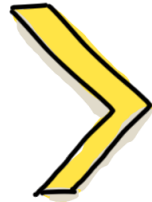




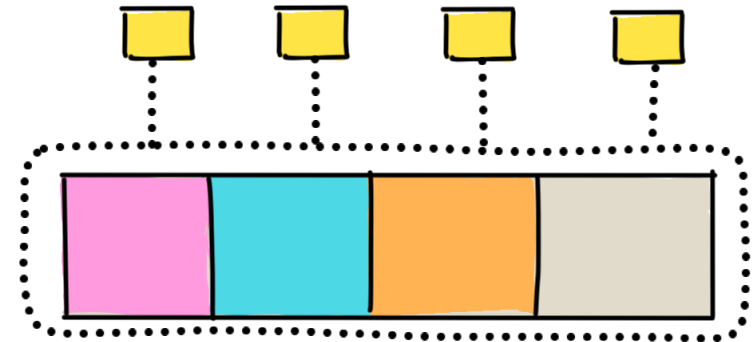
AI Strategy Approach



AI AMBITIONS



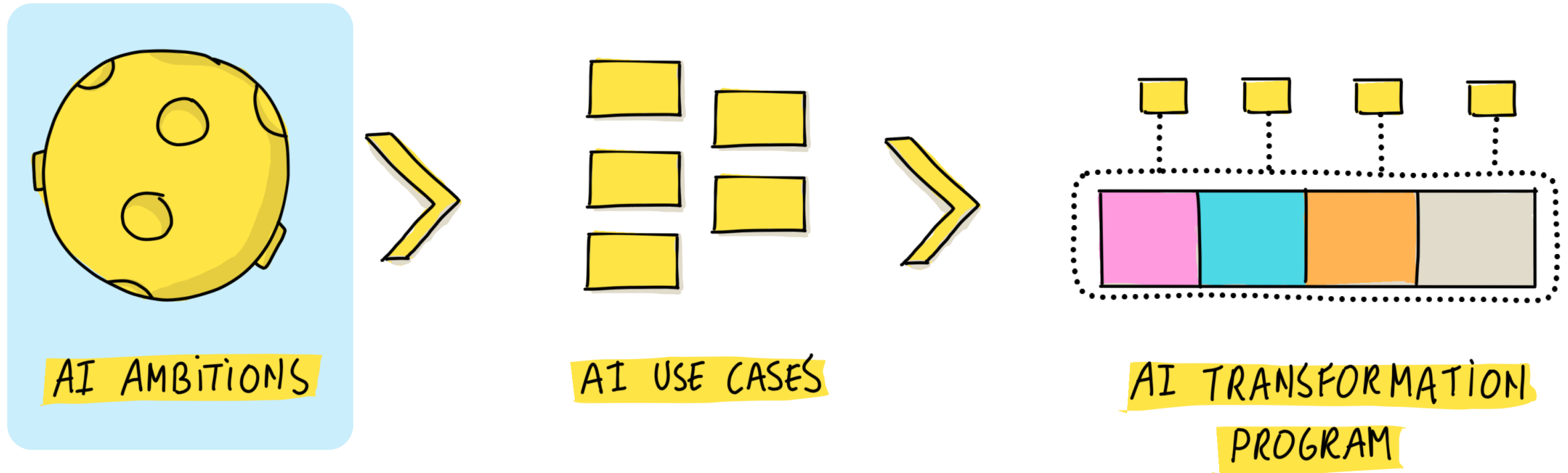
AI USE CASES



AI TRANSFORMATION
PROGRAM

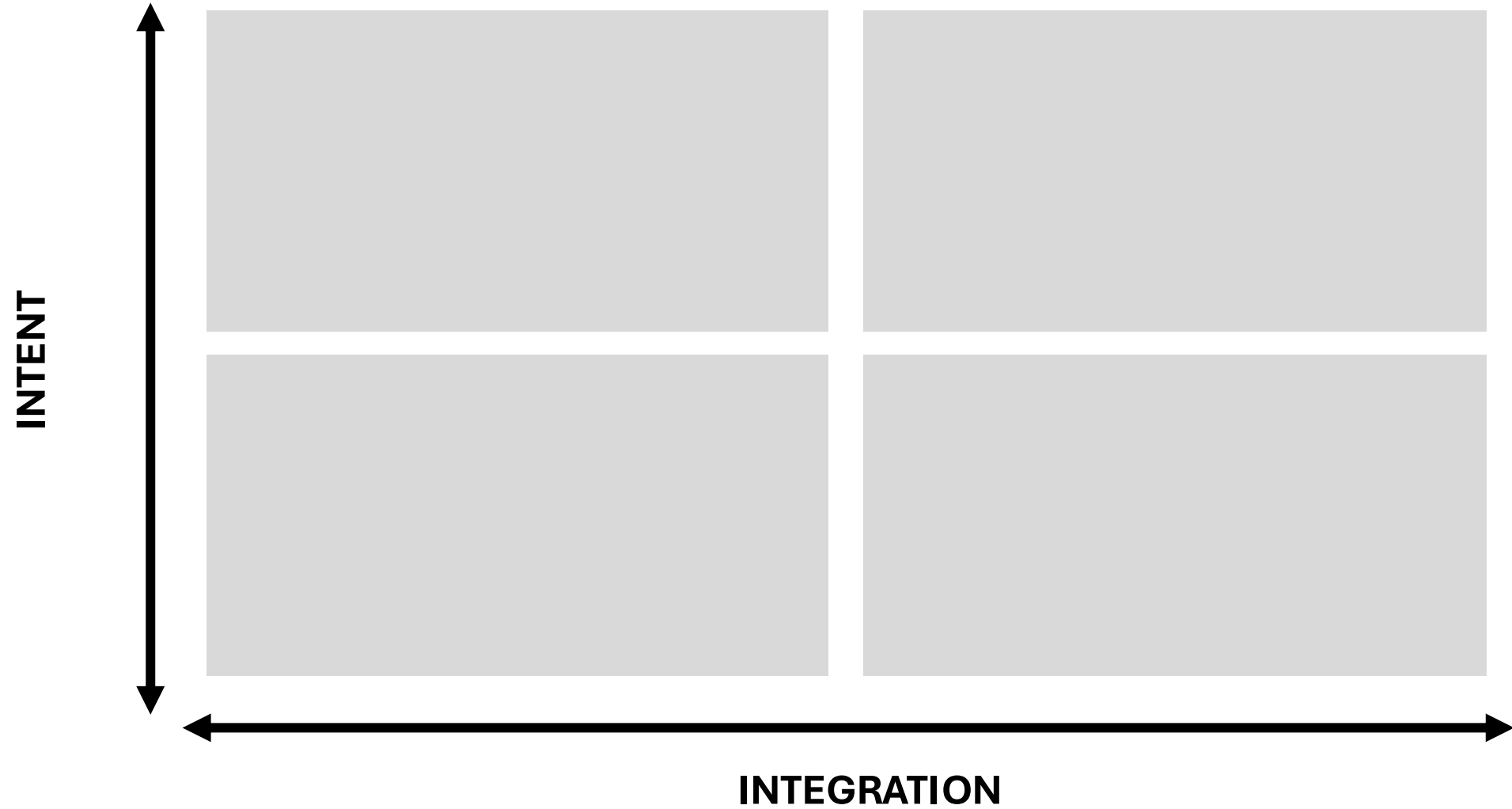


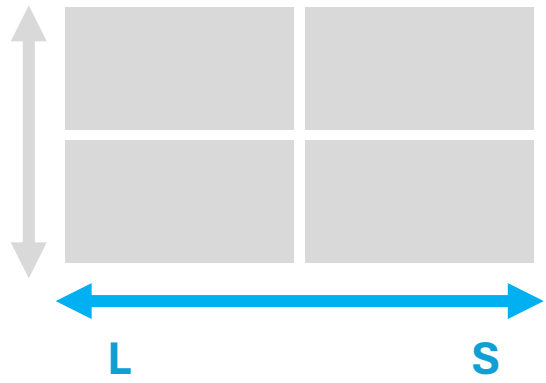
AI Strategy Approach



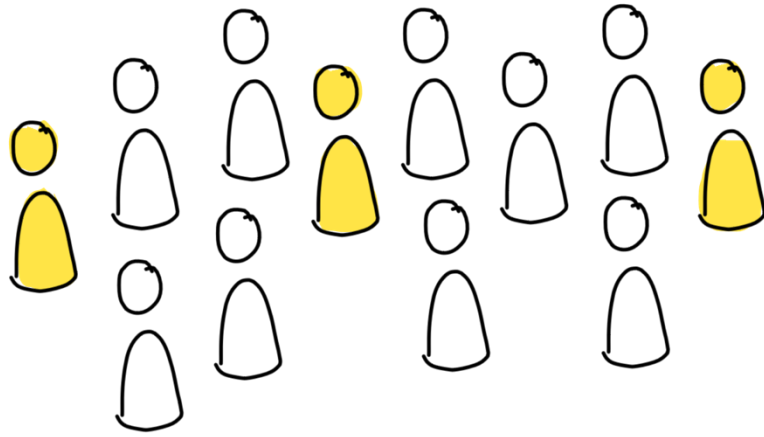


AI Ambitions

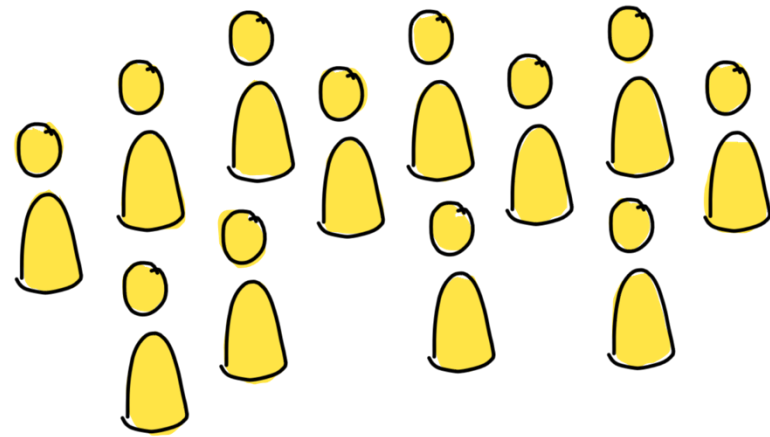




Integration



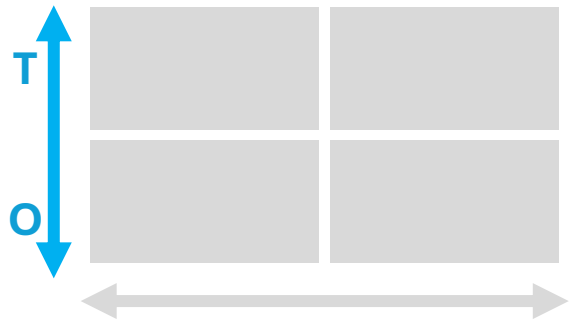
LOCAL



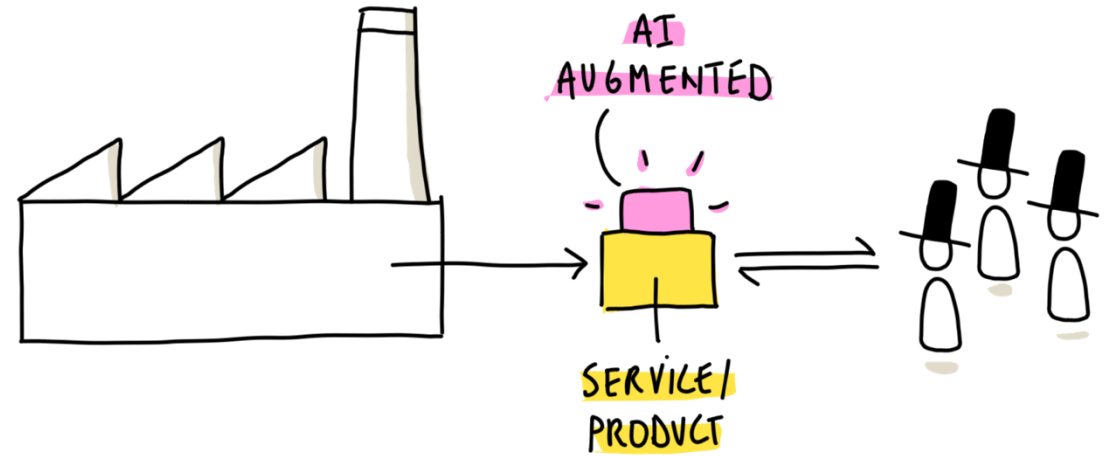
SYSTEMIC



Intent



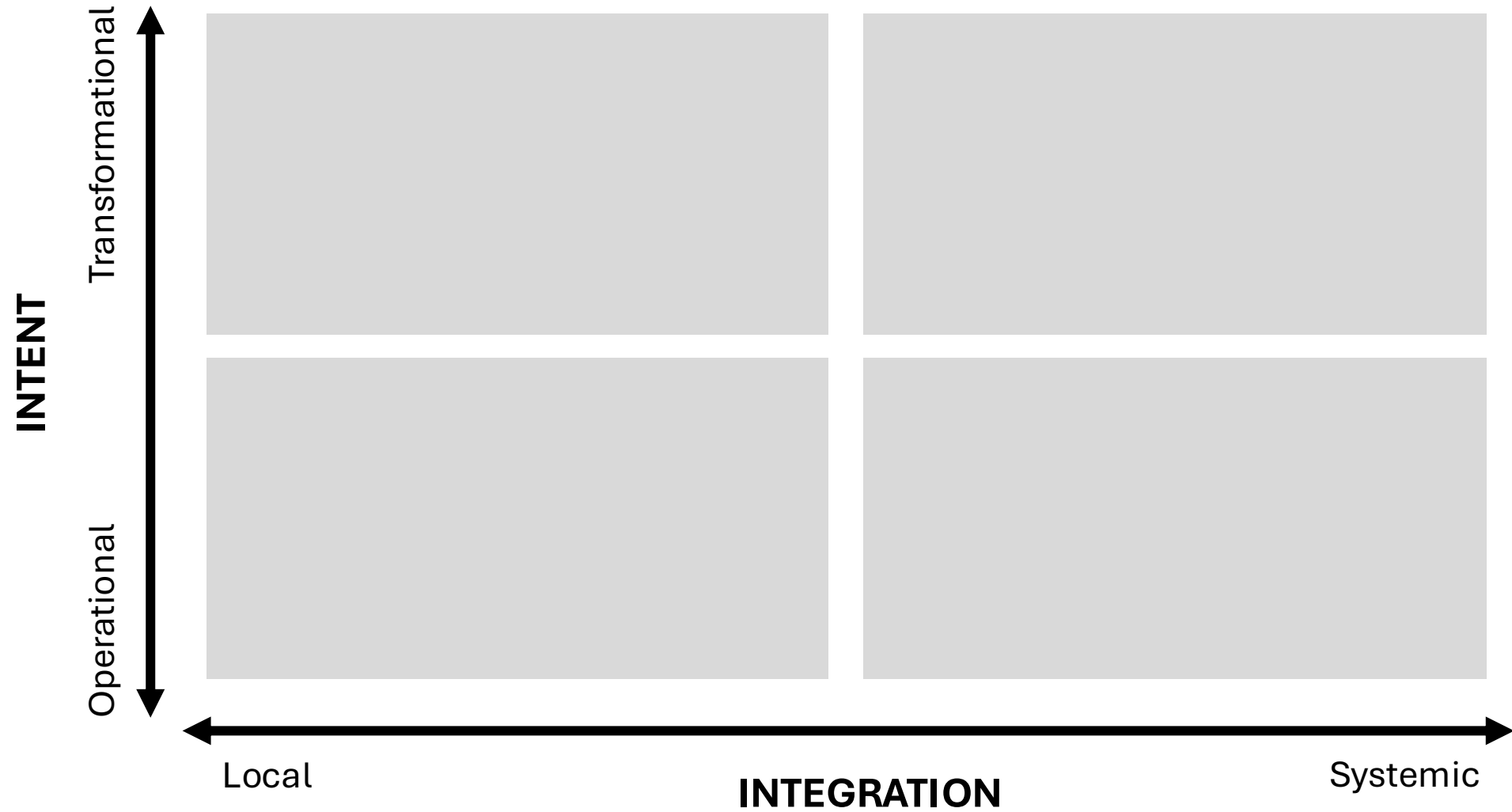
OPERATIONAL



TRANSFORMATIONAL

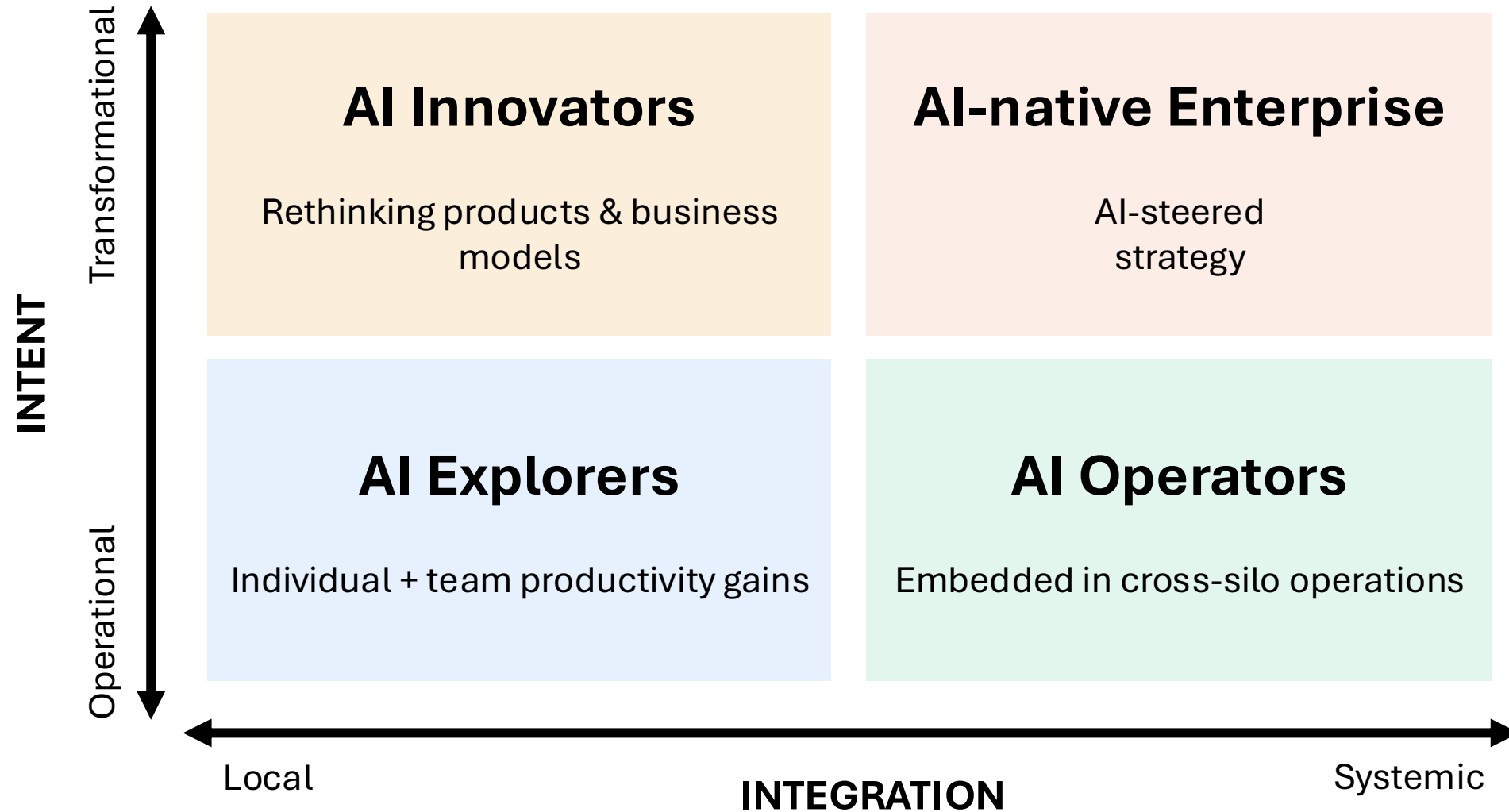


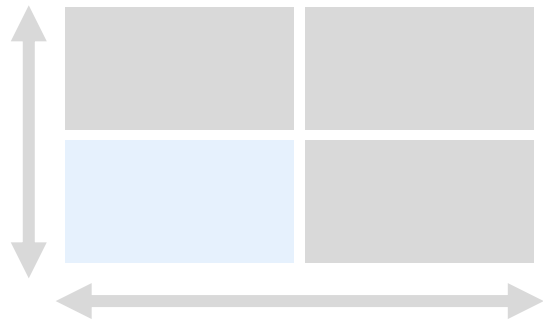
AI Ambitions



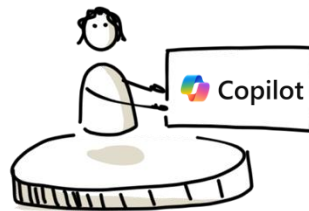
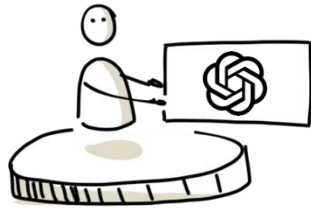


AI Ambitions

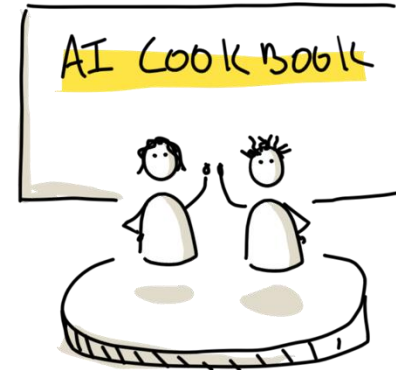




AI Explorers



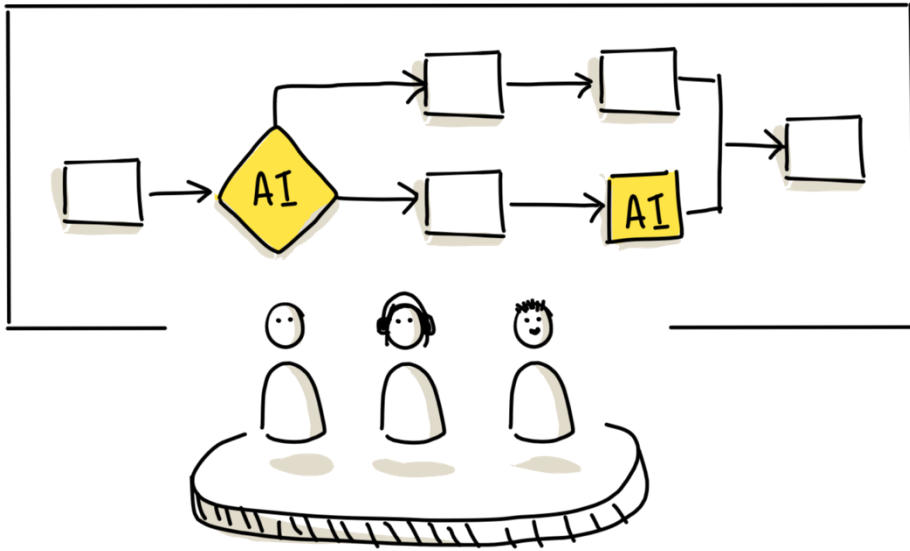
PERSONAL PRODUCTIVITY



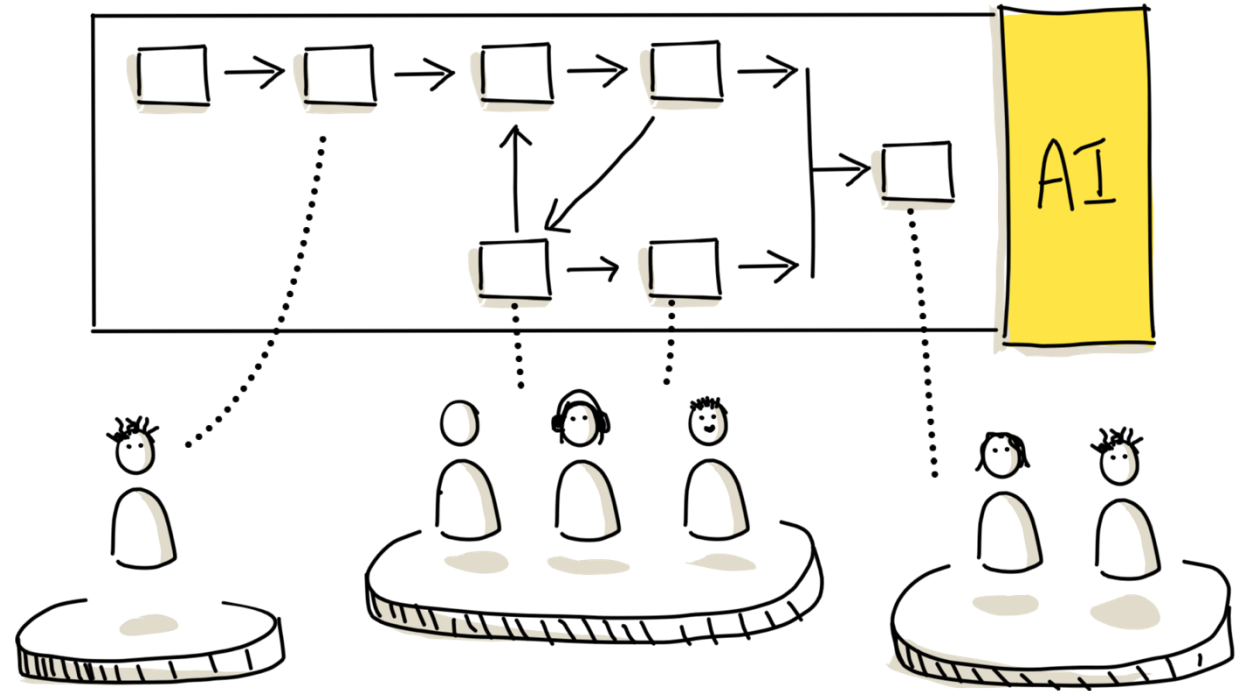
TEAM PRODUCTIVITY



AI Operators



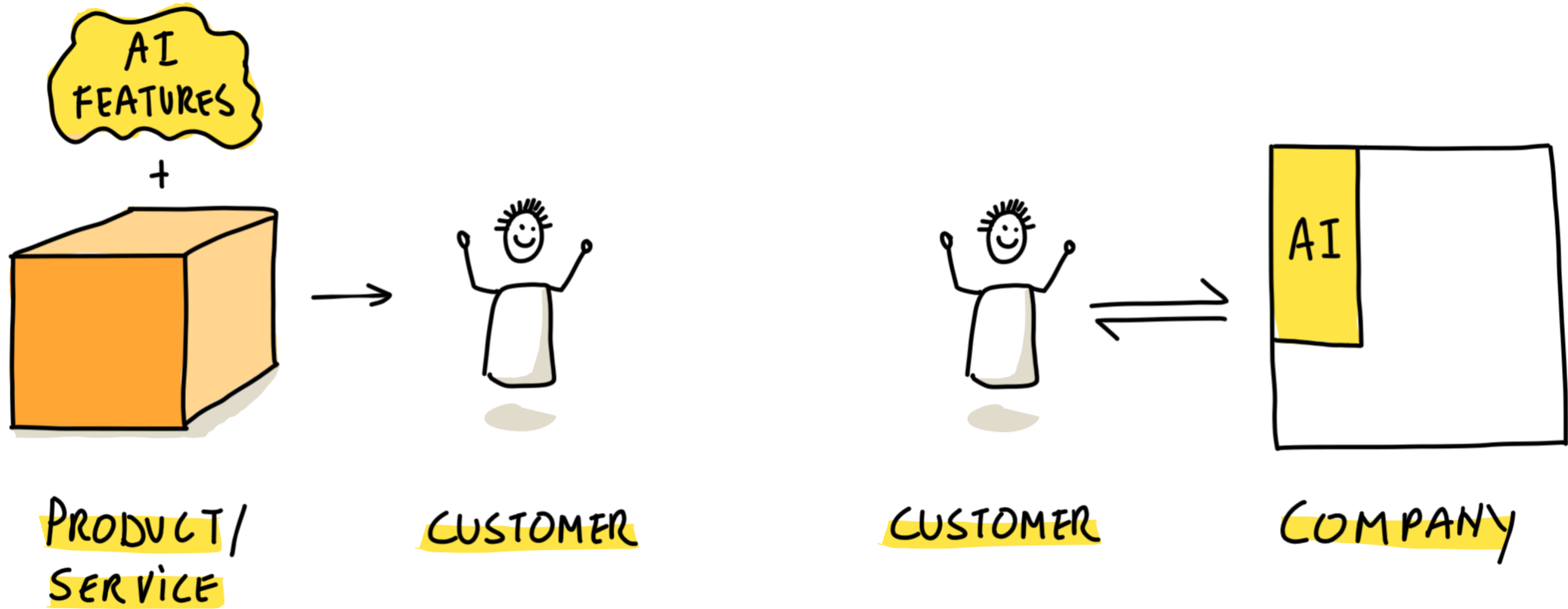
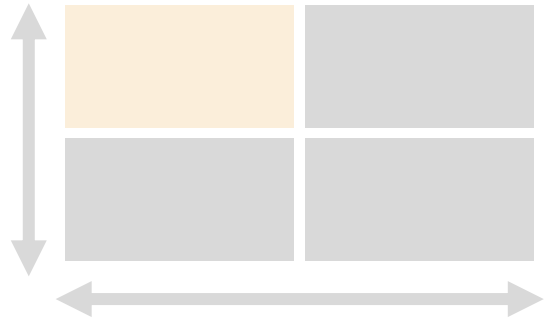
WORKFLOW EMBEDDING



CROSS-SYSTEM ORCHESTRATION



AI Innovators



PRODUCT REIMAGINATION

BUSINESS MODEL EXPLORATION



For the Record

News ▾

Company ▾

Search...



Meet your DJ



Hip Hop Mix | Jazz Mix | R&B Mix | House Mix

Good morning



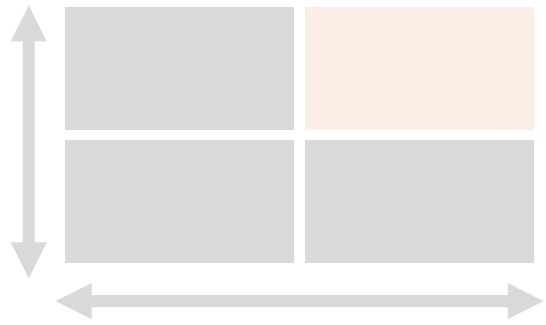
DJ

A mix of current go-to's, old favorites, and some new discoveries you haven't heard yet

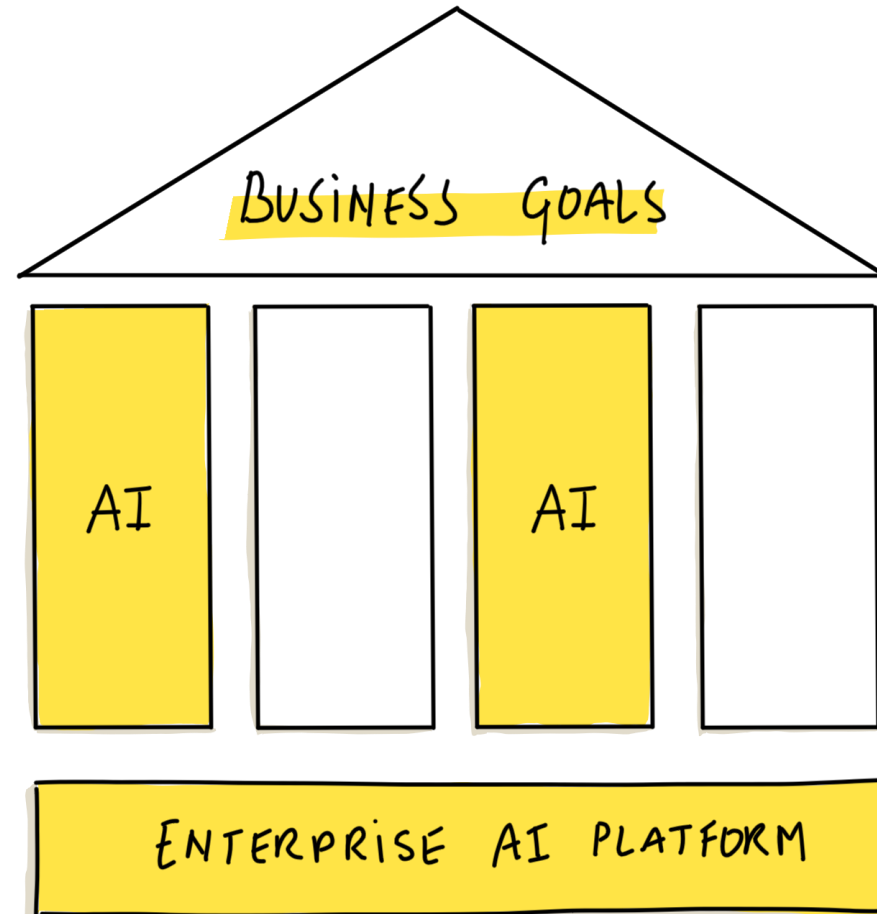
SAY WHAT?

Spotify Debuts a New AI DJ, Right in Your Pocket

FEBRUARY 22, 2023



AI-native Enterprise



AI-STEERED
STRATEGY

4 HET
LEVEN

AFAS
open

4
5 DAY WEEK

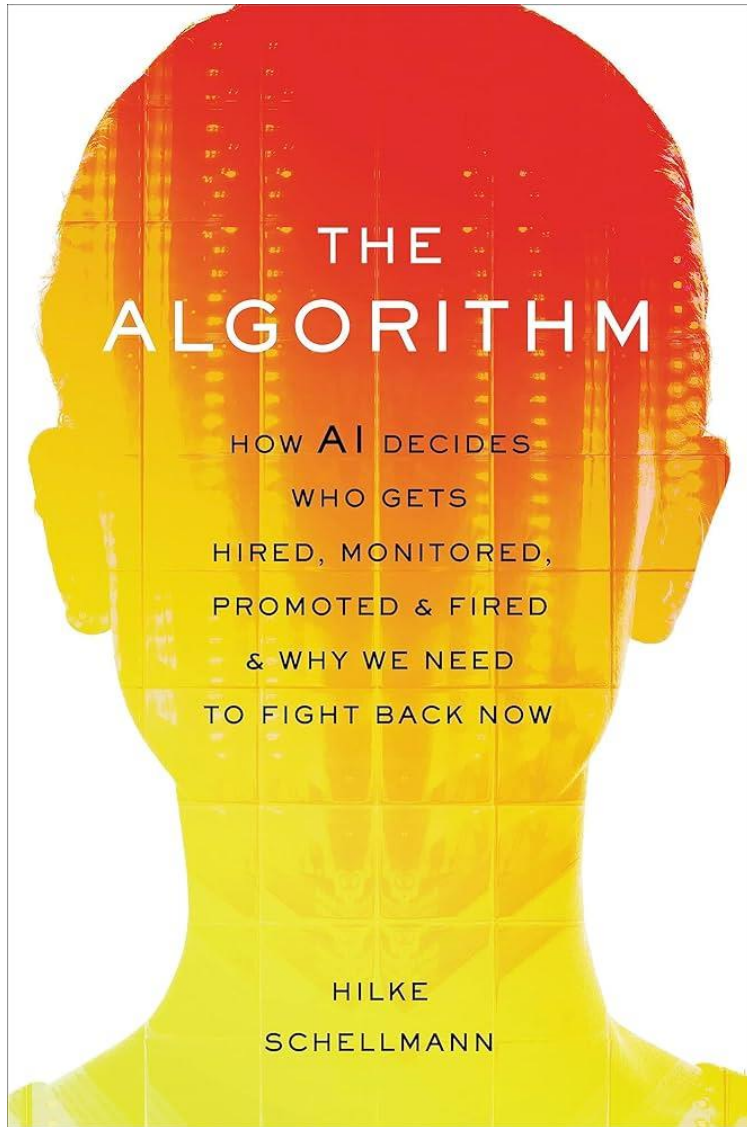
Wij gaan naar een 4-daagse werkweek

Vrijdag wordt ontwikkeld

4 HET
LEVEN

AFAS
open

AFAS



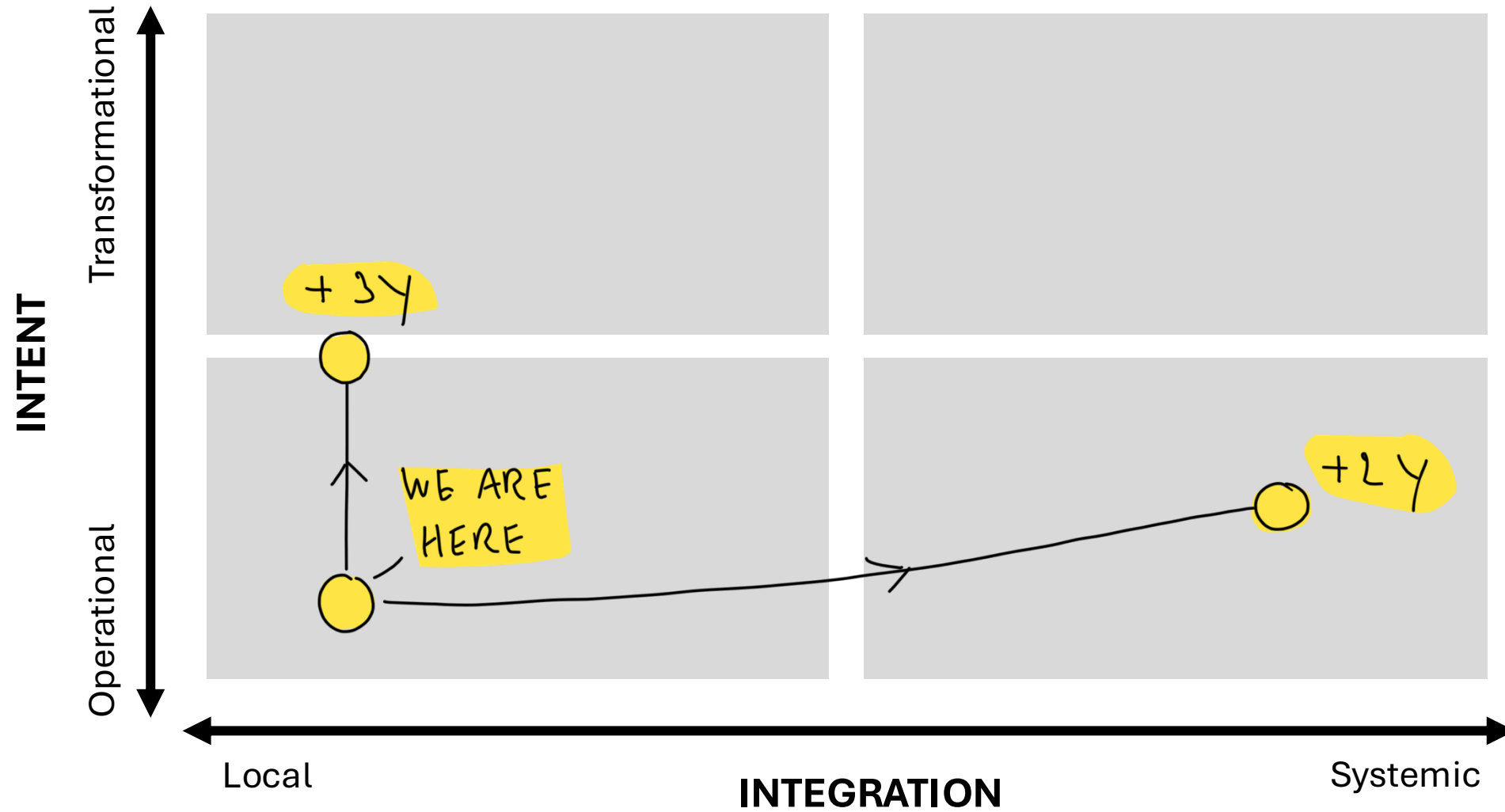
Uber

amazon.com.be

∞ Meta

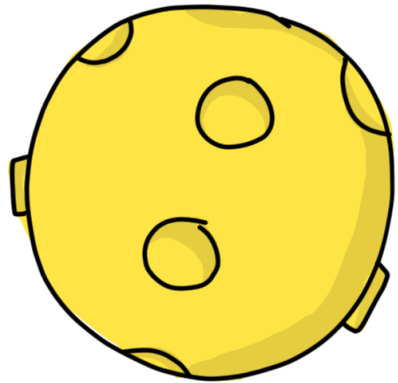


AI Ambitions Defined

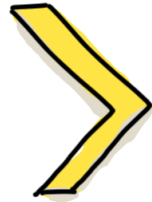




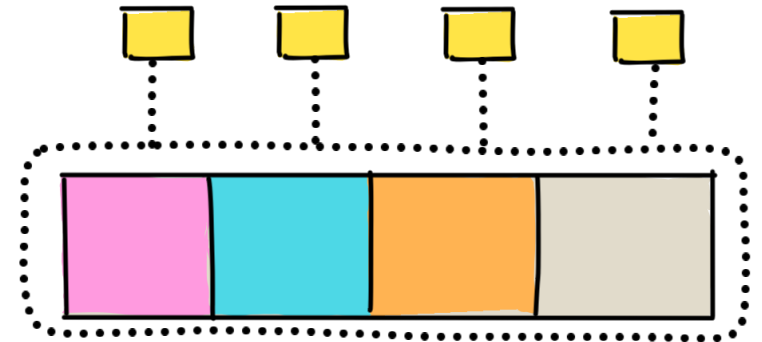
AI Strategy Approach



AI AMBITIONS



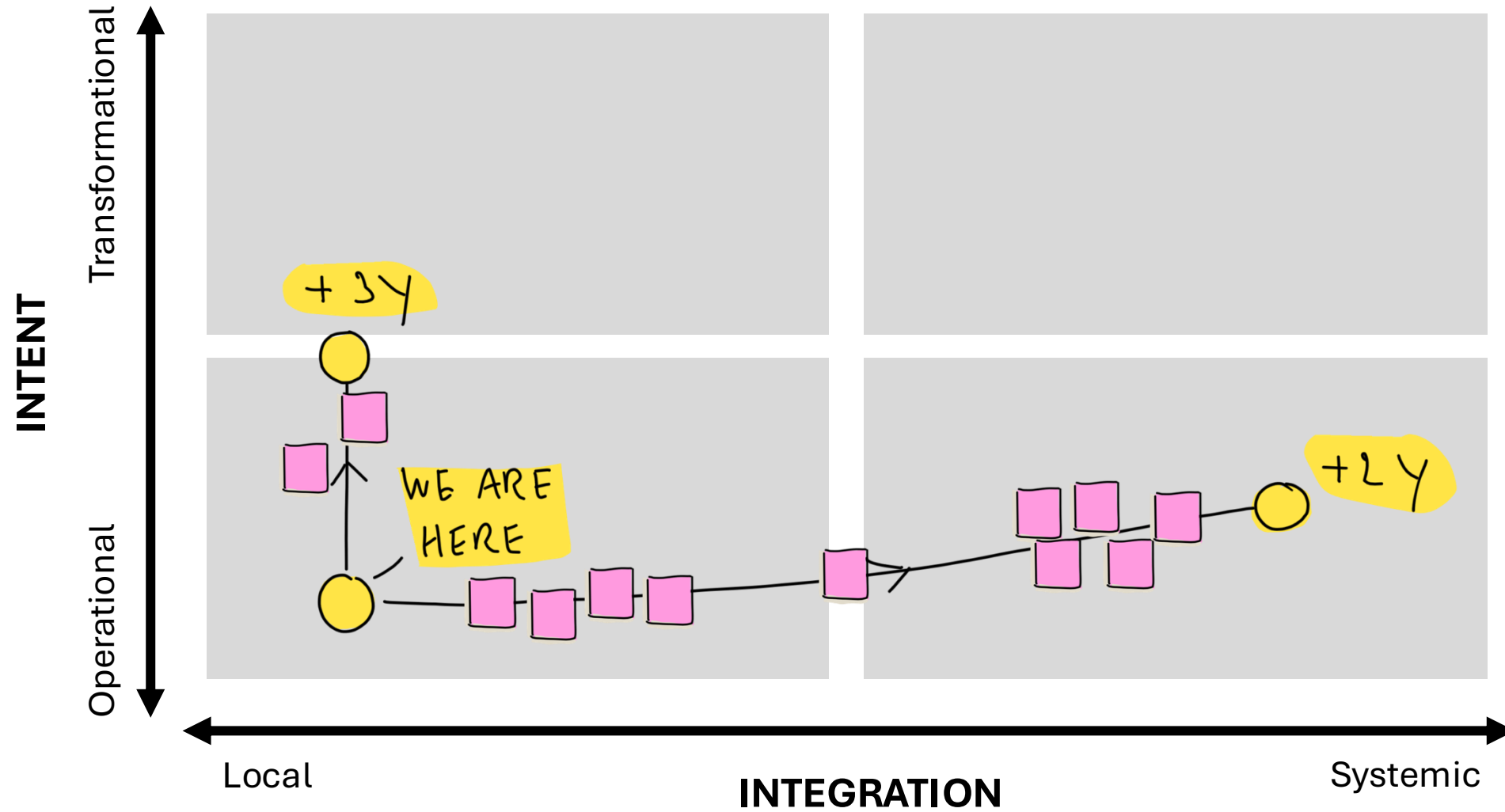
AI USE CASES



AI TRANSFORMATION
PROGRAM

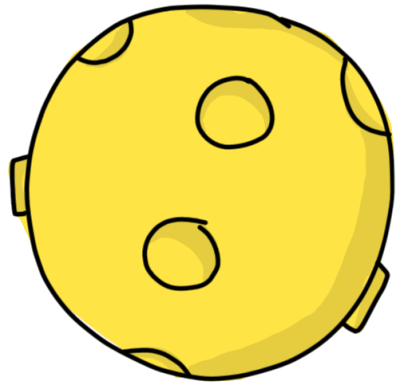


AI Use Case Ideation

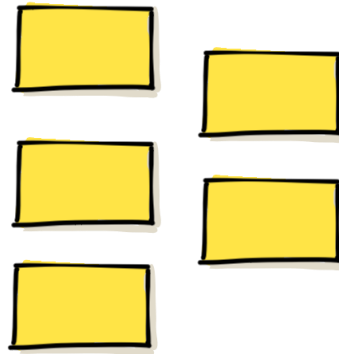
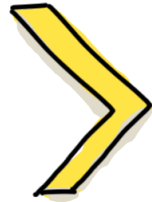




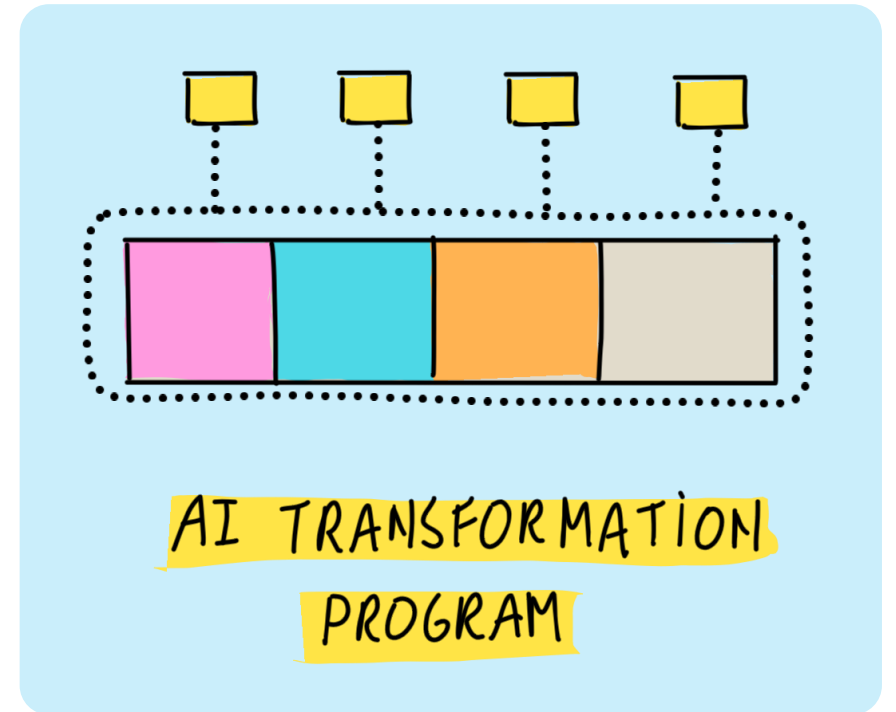
AI Strategy Approach



AI AMBITIONS



AI USE CASES

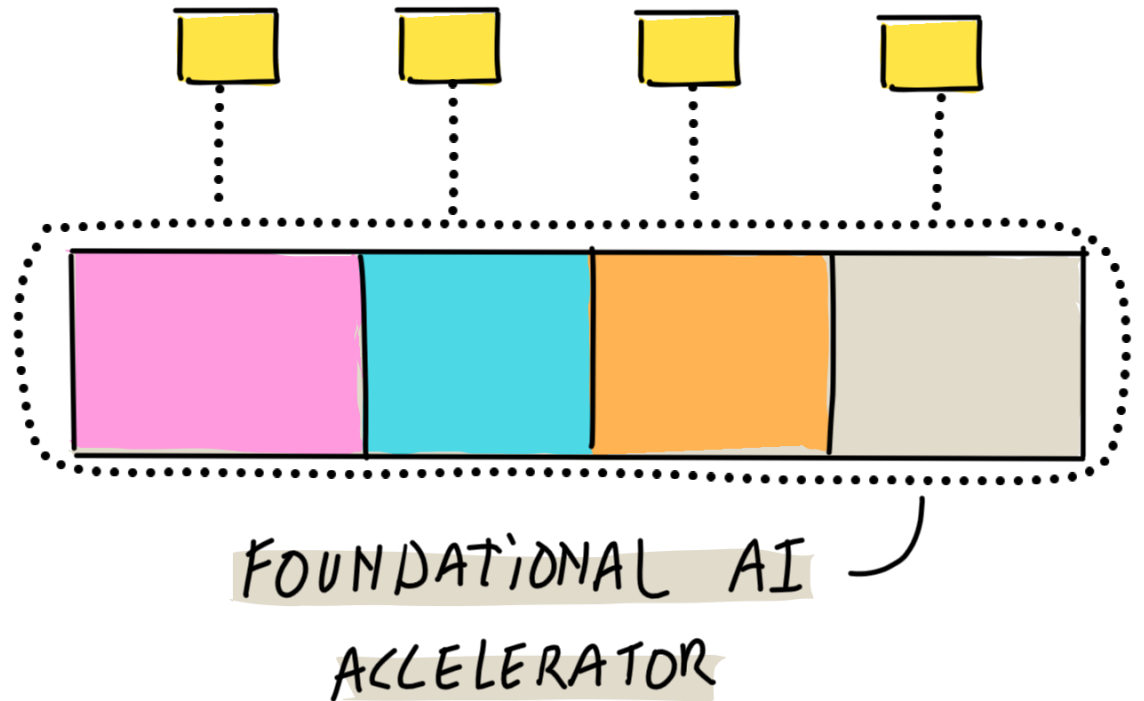
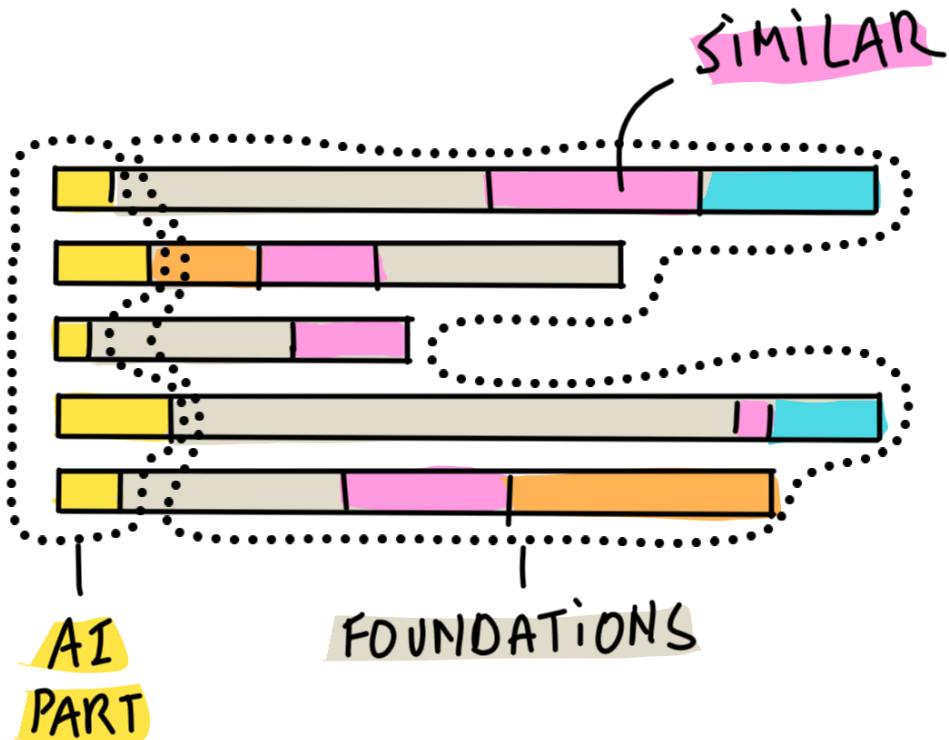




AI USE CASE BACKLOG

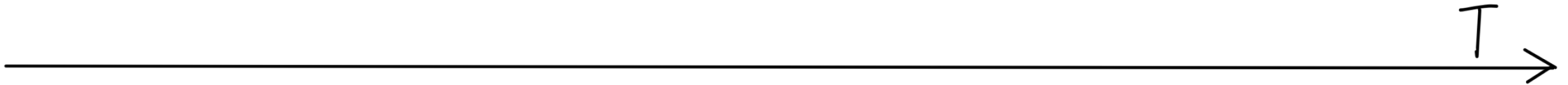
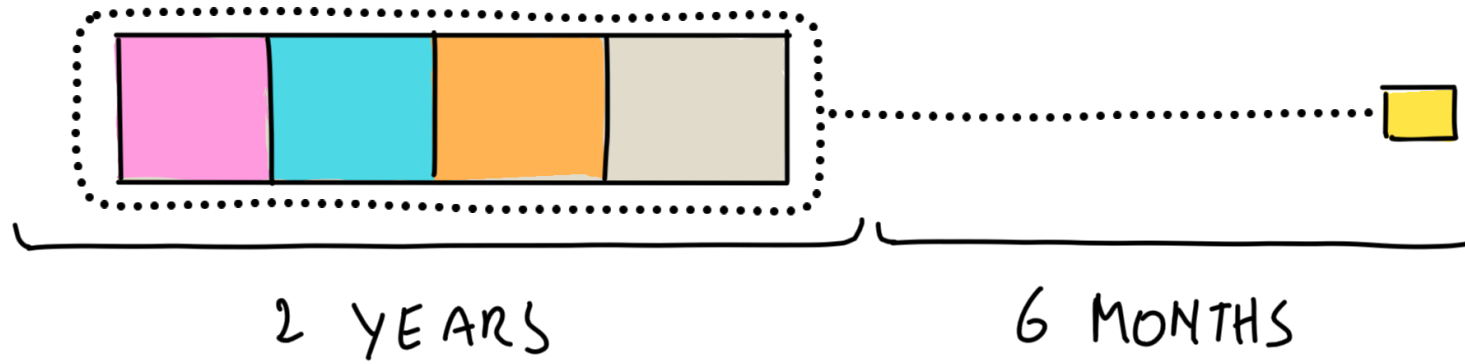


AI TRANSFORMATION PROGRAM



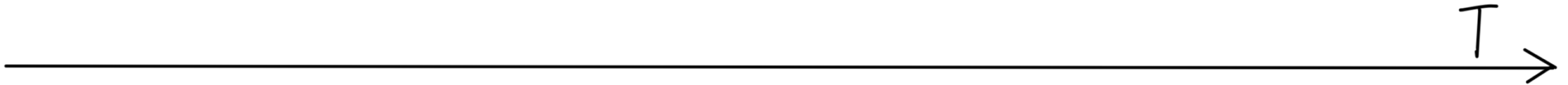
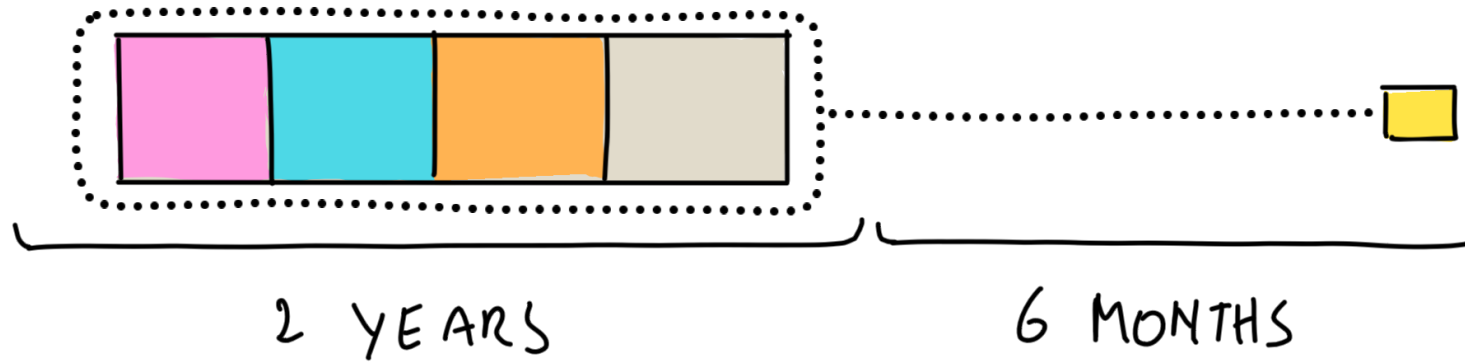


Approach 1



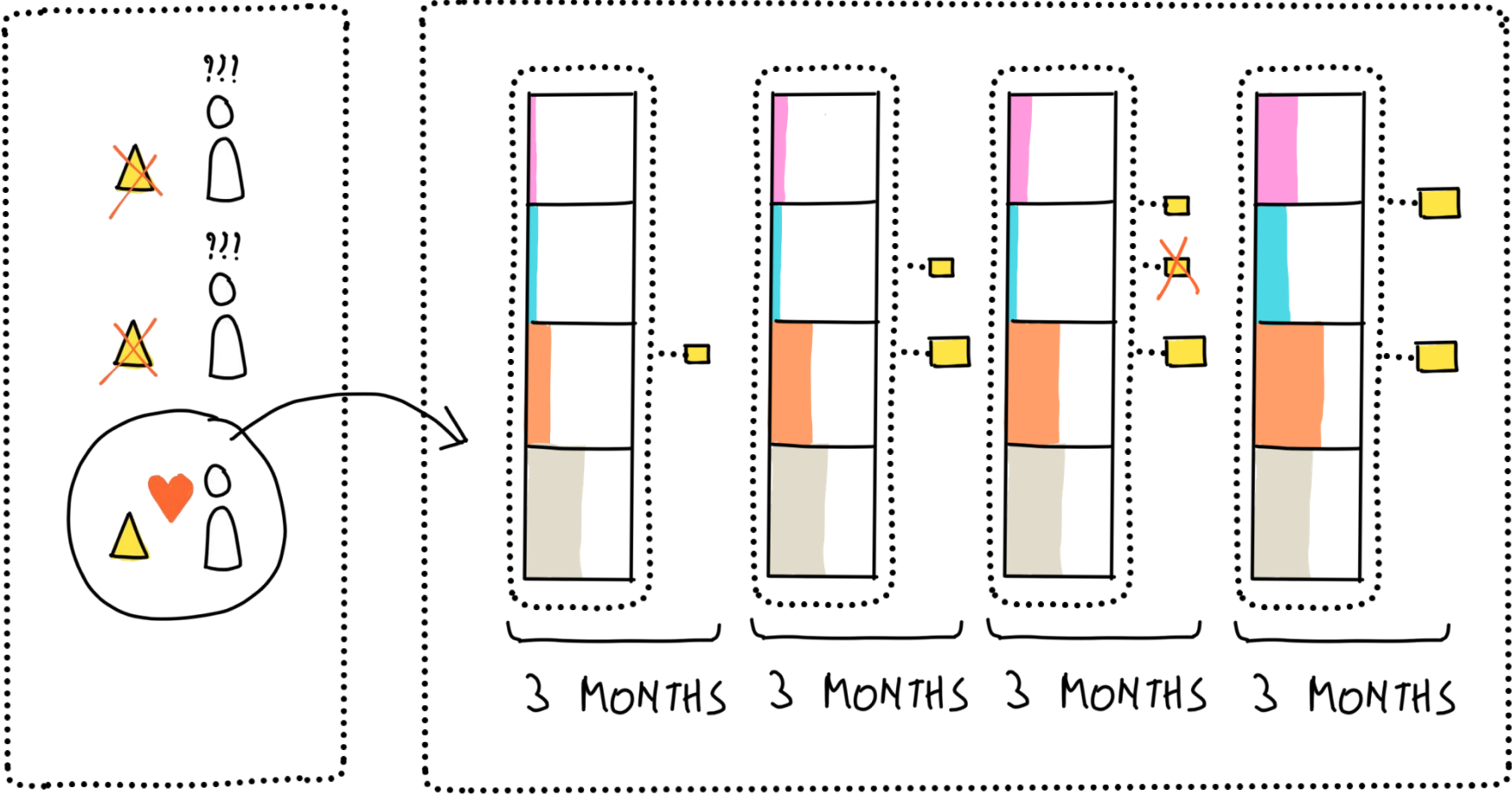


Approach 1





Approach 2



PILOT

SCALE

T →

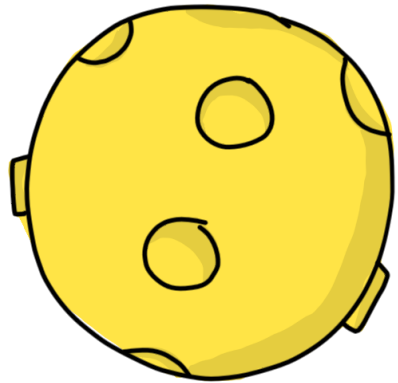


AI Transformation Program Template

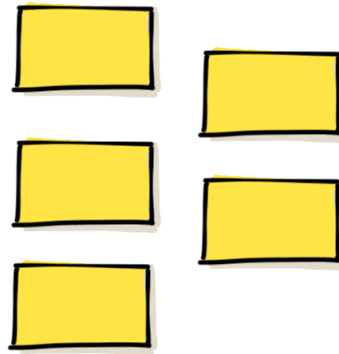
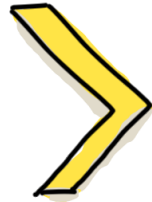
	Q1	Q2	Q3	Q4
Valorization UCs	UC A32		UC B4	UCA8, UC B6
Components				
People				
Process				
Ethics				
Data				
Tech				
Org				



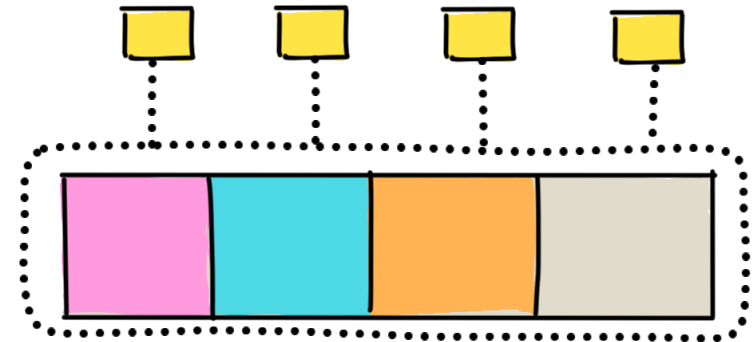
AI Strategy Approach



AI AMBITIONS



AI USE CASES



AI TRANSFORMATION
PROGRAM

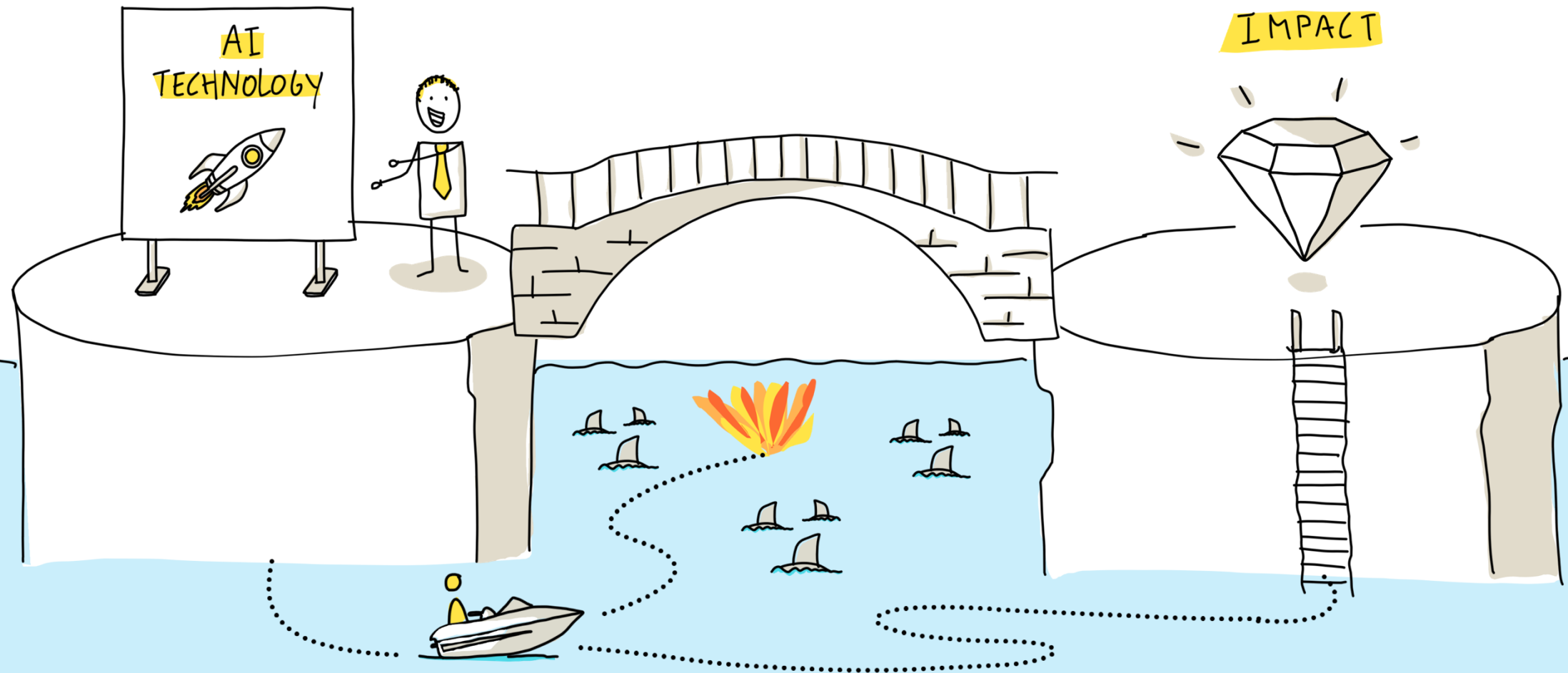
PART I

PART II

PART III



Summary



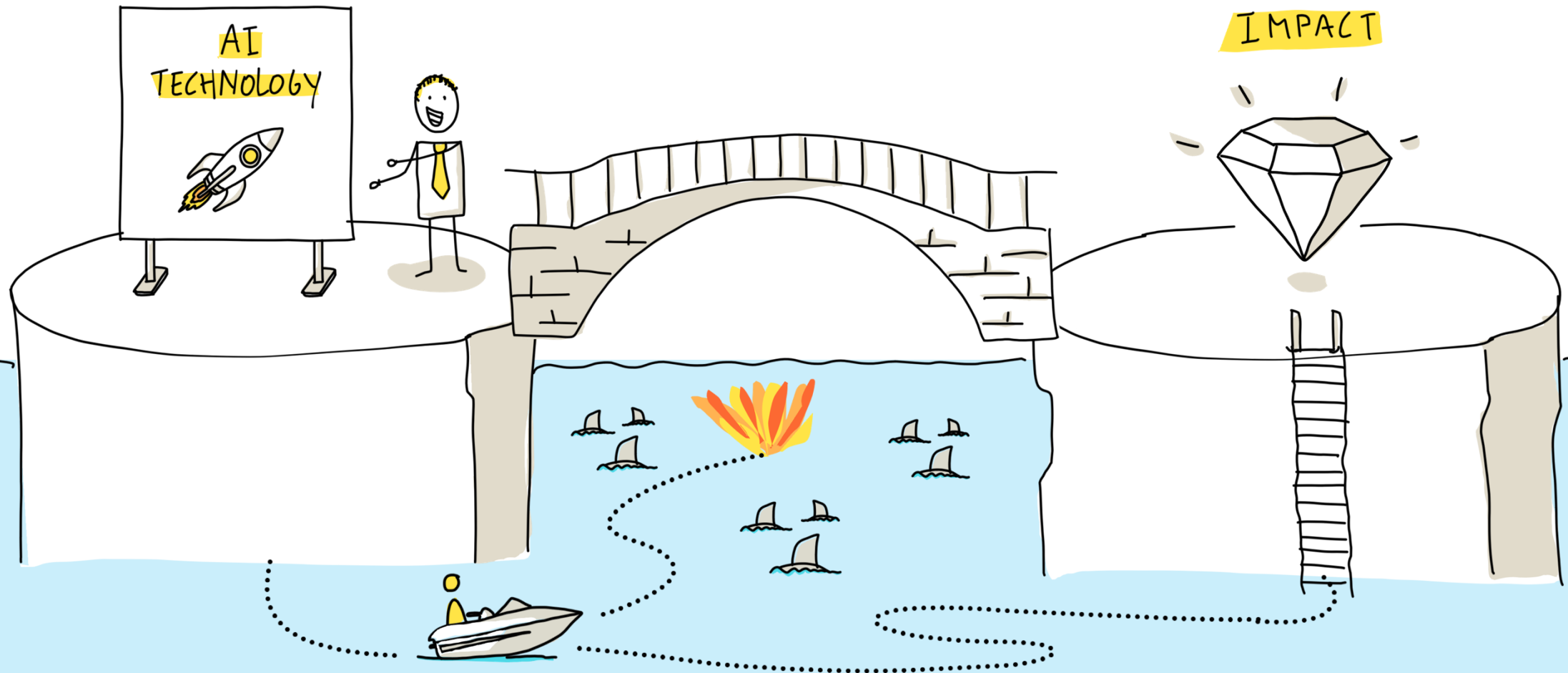
PART I

PART II

PART III

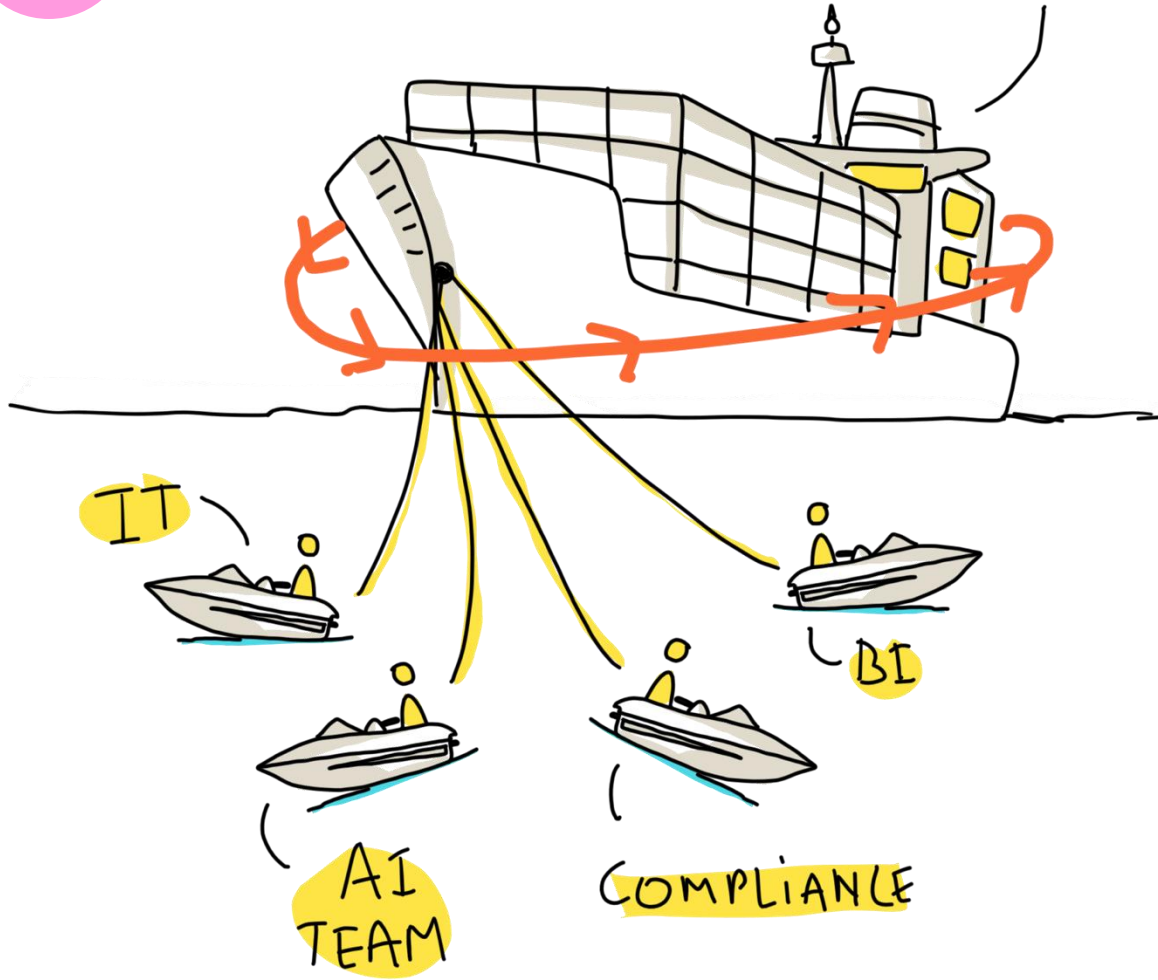


5 More Things...

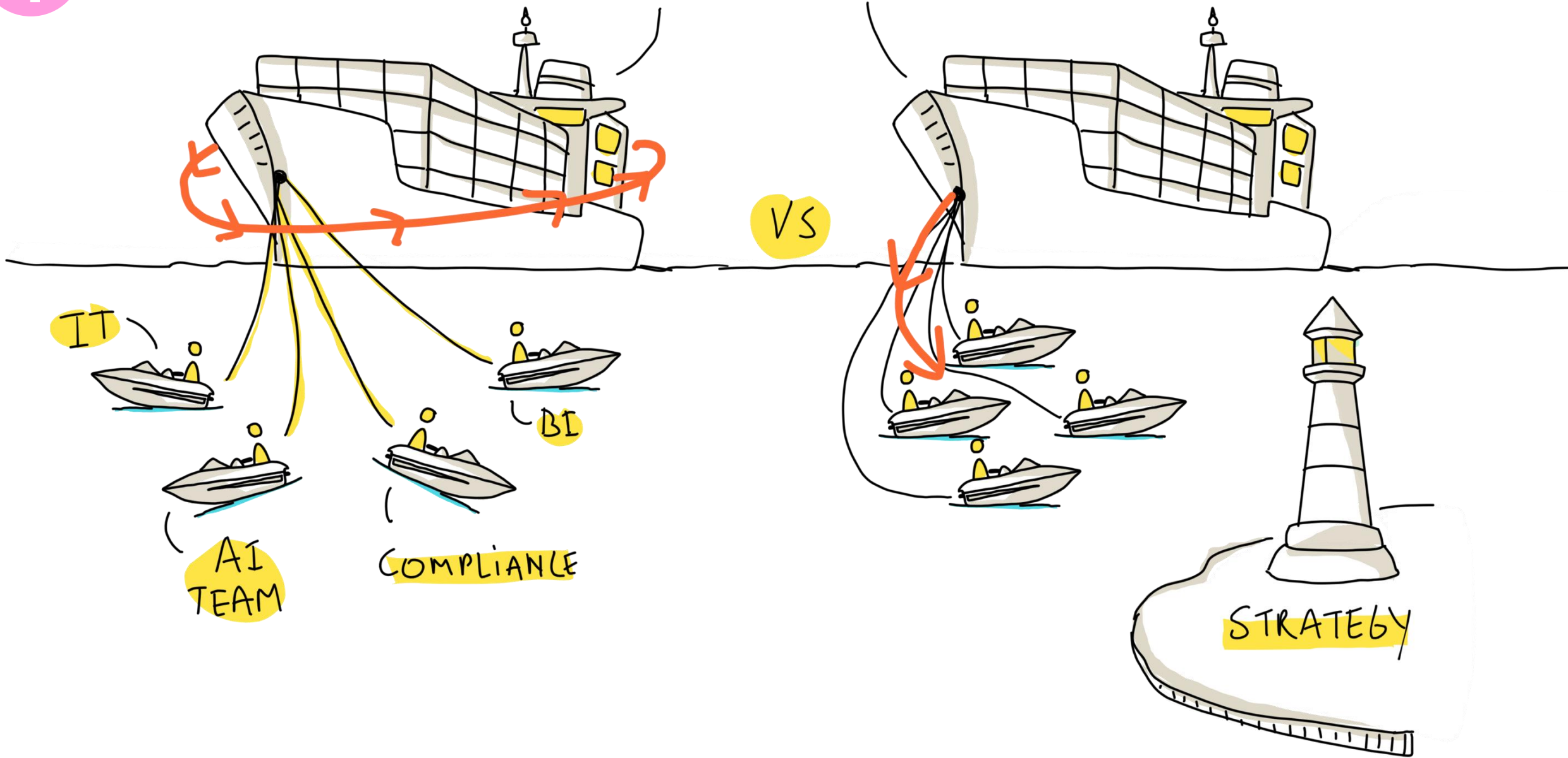


1

THE ORGANIZATION



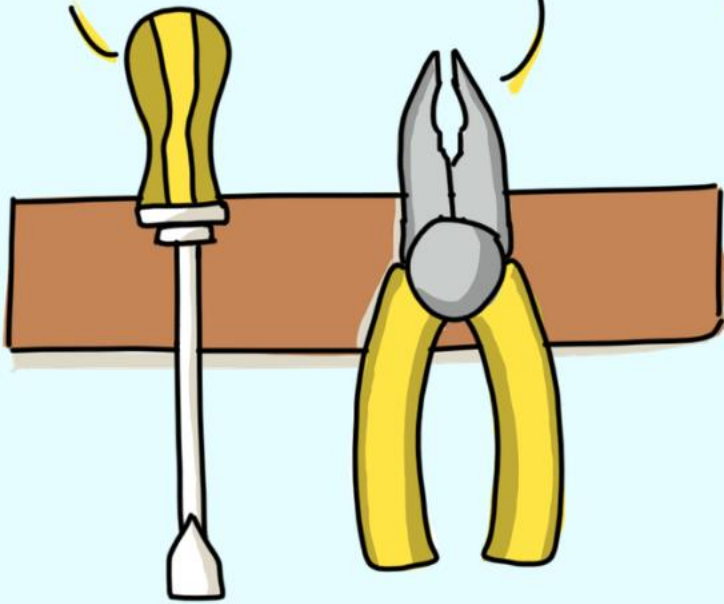
THE ORGANIZATION



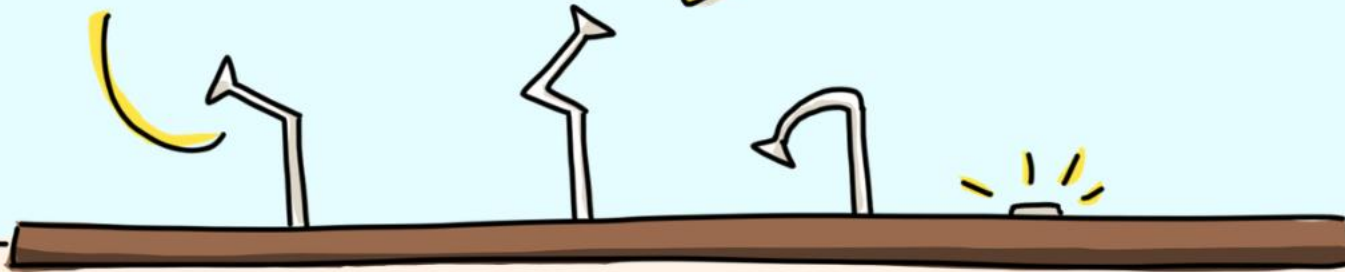
PROCESS FIX

TRAINING

THE HAMMER



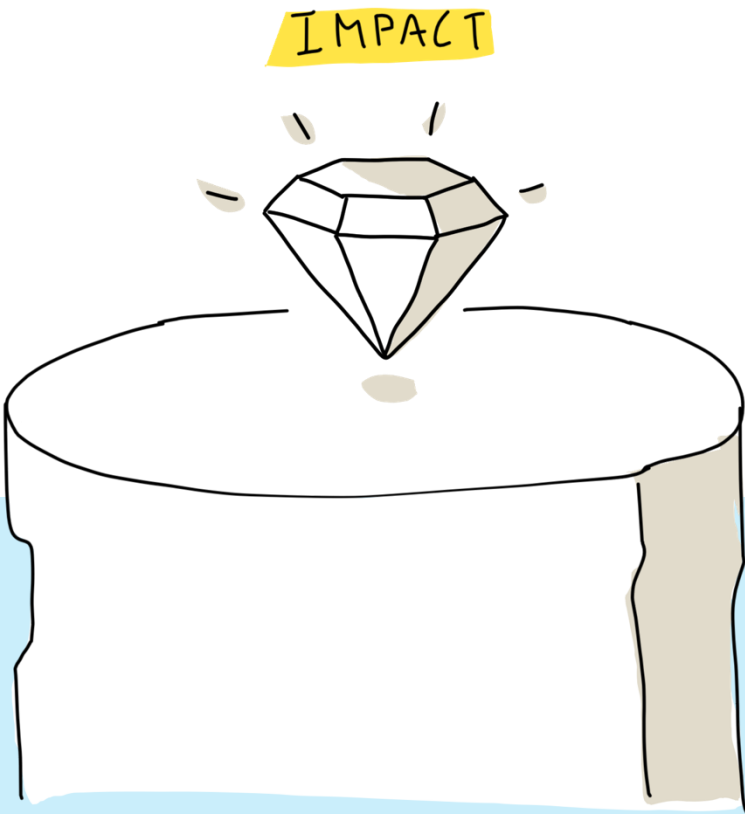
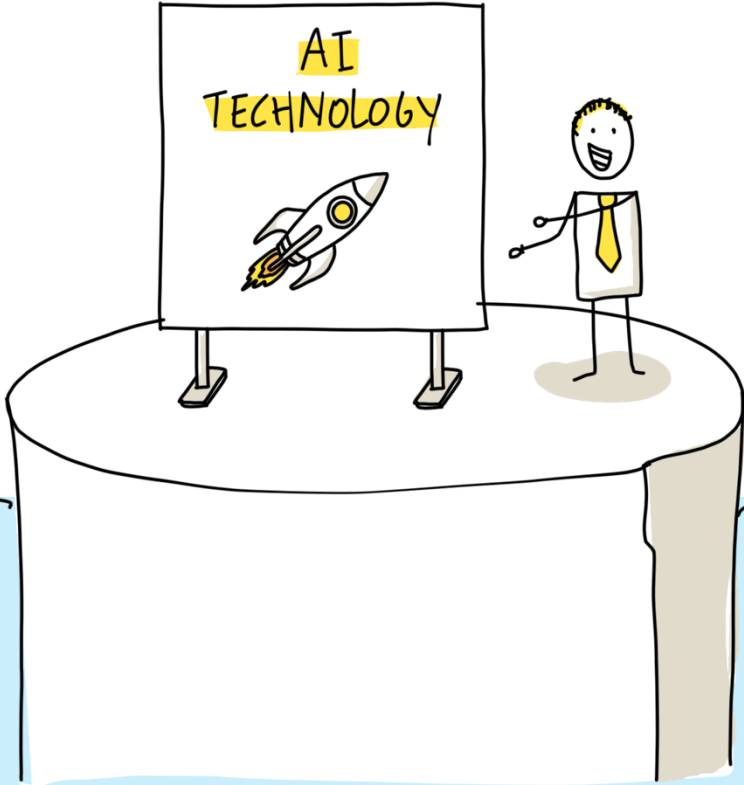
THE PROBLEMS



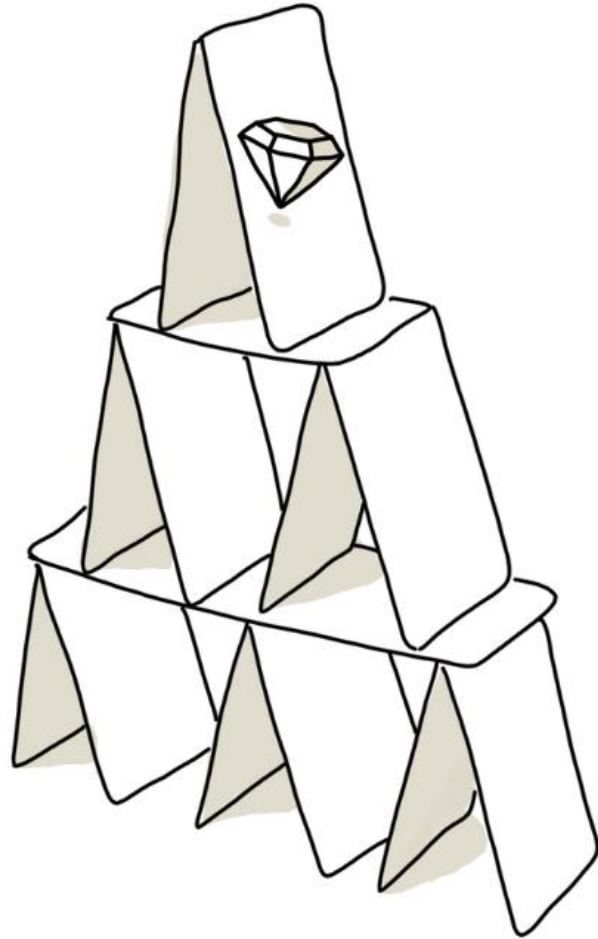
95% HAVE AN AI STRATEGY

8%

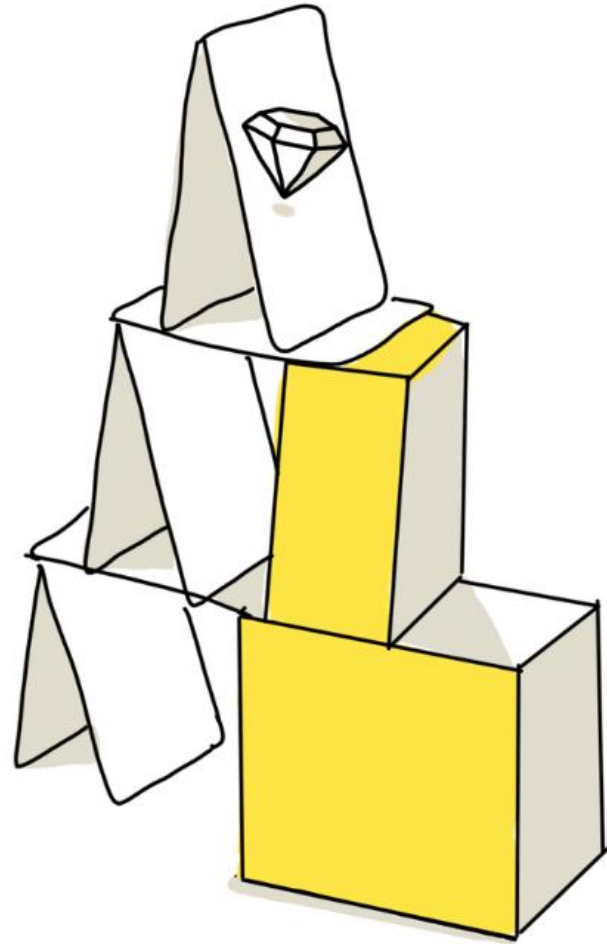
Global AI Pulse,
April 2026, KPMG, n=2110



Choose Your AI Use Case Battles



VS







About me



Data & AI Strategist



Trainer and Coach



Consultant



Visual Facilitation & Drawing



Founder of Sievax



Download my slides here:



Questions?



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