
AI Strategy Forum

AI Training & Innovation

Thomas Schroff

17. June 2025

FUST

Link technical Innovation to Value



→ Leverage technical innovation for business innovation & value!

Innovation - The Million Dollar Question

What does AI innovation mean for

- You
- Your company

How do some companies value AI innovation?

OpenAI Software Engineer Salaries

United States ▾

Software Engineer compensation in United States at OpenAI ranges from 216.562,3 € per year for L2 to 1,22 Mio. € per year for L6. The median yearly compensation in United States package totals 795.469,5 €. View the base salary, stock, and bonus breakdowns for OpenAI's total compensation packages. Last updated: 6/14/2025

Average Compensation By Level

+ Add Comp

Compare Levels

Level Name	Total	Base	Stock (/yr)	Bonus
L2 (Entry Level)	216.563 €	150.651,9 €	64.936,7 €	973,7 €
L3	358.440 €	197.579,2 €	160.861,2 €	0 €
L4	471.580 €	230.252,5 €	241.327,3 €	0 €
L5	1,09 Mio. €	325.530,7 €	764.000,7 €	568,2 €
L6 *	1,22 Mio. €	344.551,9 €	872.743,7 €	0 €

→ Companies fight for talent to drive innovation



Back to the Million Dollar Topic:

Do you agree, it can be worth investing into AI skills, both individually and as a company?

Source: <https://www.levels.fyi/companies/openai/salaries/software-engineer?country=254>

*Levels go up to 10

Fust Group

Fust.ch



**7000
SERVICE**
Leistung aus Leidenschaft

Fust

Detailhandel

**Swiss Household
Services AG**

Fust

Professional
Solutions

Fust

Lieferung +
Service

Fust

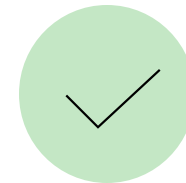
Küche +
Bad

- 1 Billion CHF Revenue
- 1'800 Employees
- ~10'000 customers visit our 140 shops per day
- 80'000 service technician visits per year
- Highest repair volume of electric household devices in CH

Our GPT Moment



30.11.2022



Jan 2024

GPT Moment

Publicly available

Questions

- What is this GenAI all about?
- Is it just another hype?
- What does that mean for us?
- Are we prepared in terms of...

Initial Steps

Implement first AI-based solutions,
e.g. document processing

Let's go

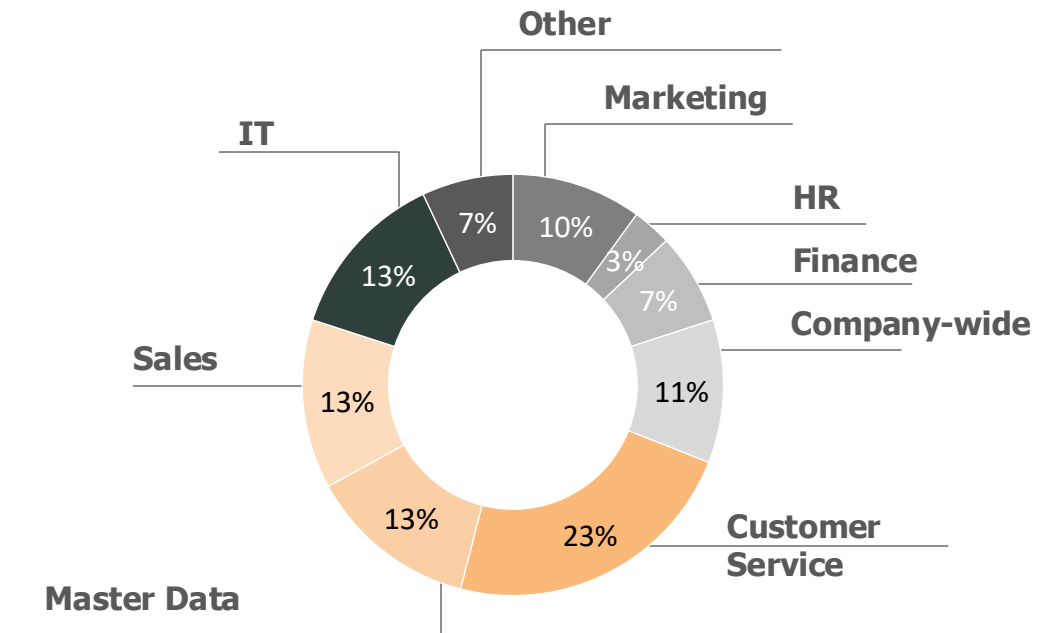
- People Enablement
- Consider architecture impact

AI Enablement with AI Business School

In the meantime 3rd cohort, 4-6 months each:
Beginner, expert and master journey.

Achievements & Results

- 90% of the group mobilized
- 10-20h weekly savings estimated potential productivity increase reported by participants after beginner journey.
- 2.5 customized, Fust specific simple apps and agentic workflows per person
- 1.7 AI Use cases and optimization ideas generated per person



AI Enablement - Learnings

Early stage

- Strong focus on efficiency gains on own individual work, estimated at 10-20 hours per week
- AI community: Open door attitude, AI coffee, ...
- The initiative strengthened collaboration across teams and departments

After 2-4 months

- Use cases within and across functions
- People requested to apply AI capabilities beyond Training.
- Scope broadened from "need to build it on my own" towards "leverage existing solutions combined with own solutions"

Learnings

- Important: Build a bridge between the Learning environment and real life:
 - Update architecture, procedures, ... for subsequent projects
 - Make it tangible - 2-3 effective success cases will help overcome initial hurdles
 - Get prepared for sandboxing cases
- You do not need to develop everything on your own, but learn to choose the right option

What about Innovation?

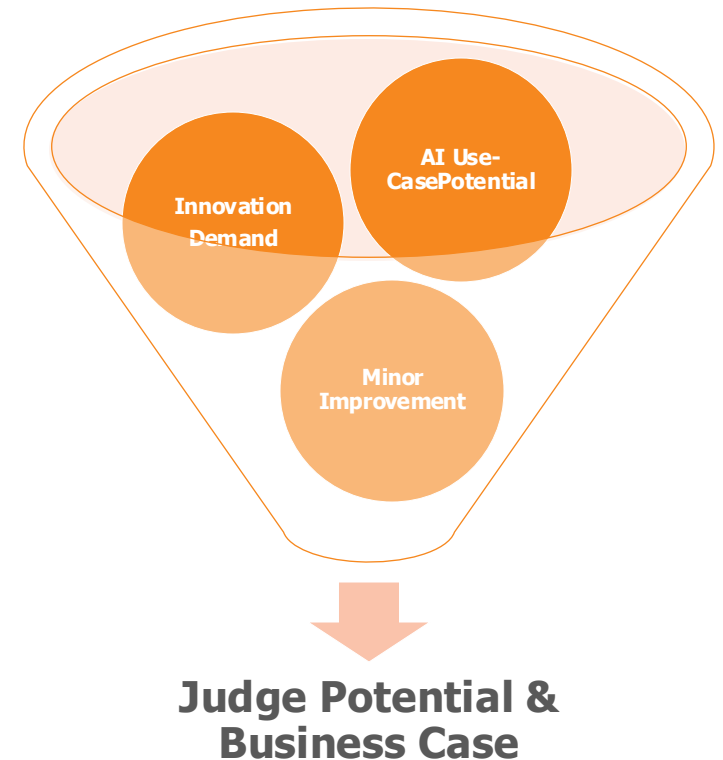
Initial Ambition: Looking for the «Wow project» - would you do that outside AI?

Changed perspective

- Collect AI based innovation ideas
- Integrate AI ideas into the demand & portfolio procedures, incl. benefit case
- Integrate FTE savings into annual budgeting procedure
- Sandboxing environment to facilitate Mock-ups, MPVs, ...

Recommendation

- Make AI an integral business discipline to create EBIT
- Real use cases instead of "silver bullets"
- A growing AI community helps identifying opportunities



→ Motivate people to bring "any" idea before applying filters

General Learnings on the AI Journey

Standards & Compliance:

- Existing architectures and policies were not prepared for the "Chat GPT moment". Do not hide - pick that topic up.

Emotions:

People look for security and stick to old rules. What does AI development do to individuals and organizations in general?

- Do we behave rationally or emotionally or are we irritated?
- "Can I leave parts of customer interaction to a machine?"
- Agentic AI: Can I make such a massive incision (beyond rational comprehensibility)

Learning Curve: The entire market is still at an early stage of the learning curve.

- How far can we assess what it means for each of us (investment and return)?
- Prepare for regular architecture and tool adjustments

Outlook – "Real innovation" ahead?

Agentic AI might become an effective game changer

	Generative AI	Agentic AI
Key Benefit	Content Creation, Creativity	Autonomous planning and execution of tasks
Working Mode	Reactive, prompt-based	Proactive, targeted, autonomous
Typical Output	Text, images, code, audio, video	Actions, decisions, process steps
Application	Marketing, text generation, design, development	Process automation, virtual assistants, robotics
Autonomy	Low	high

Complex, autonomous decisions without human intervention, especially for dynamic, multi-layered and data-driven processes. Agentic AI might leverage generative AI.

Game Changer Agentic AI?

Use Case	Adresses	Impact
Automated Master Data Management	<ul style="list-style-type: none">▪ Data Acquisition▪ Data Quality▪ Data Enrichment	<ul style="list-style-type: none">▪ Scalability▪ Speed▪ Quality▪ Custom Requirements▪ Resource allocation
Rapid AI Coding	<ul style="list-style-type: none">▪ Rapid prototyping via agent-based prompting and code generation	<ul style="list-style-type: none">▪ Decrease dependency on „standard suites“▪ Custom Solutions on demand within days rather than months
Autonomous Customer Service	<ul style="list-style-type: none">▪ Cross-channel customer service▪ only leverage humans where required (sentiment)	<ul style="list-style-type: none">▪ Scalability▪ Speed▪ Language▪ Resource allocation

Potential to disrupt industries such as

- Software industry
- Business Process Outsourcing
- ...

→ Build up AI capabilities to facilitate innovation – today and tomorrow!

Thank you



Let's stay connected:



Linked in

Wherever AI will take us...

It is better to actively shape the future than wait and see what happens.