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# AI Strategy Forum

# **AI Training & Innovation**

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17. June 2025

**FUST**

# Link technical Innovation to Value



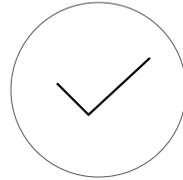
**1998**

**Black Forest  
Software Company**  
Autonomous AI Agent  
Platform



**March 1999**

**alando.de**  
Founded &  
Go-live in March

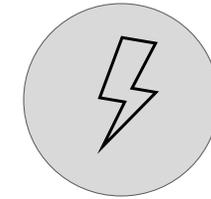


**June 1999**

**alando.de successfully  
sold to ebay.us → ebay.de**



Several platforms built,  
not paid. No more  
old economy customers



**April 2023**

**Insolvency**

→ 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 €



### 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



## GPT Moment

Publicly available



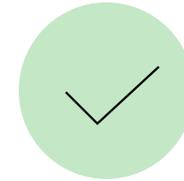
## Questions

- 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



Jan 2024



## Let's go

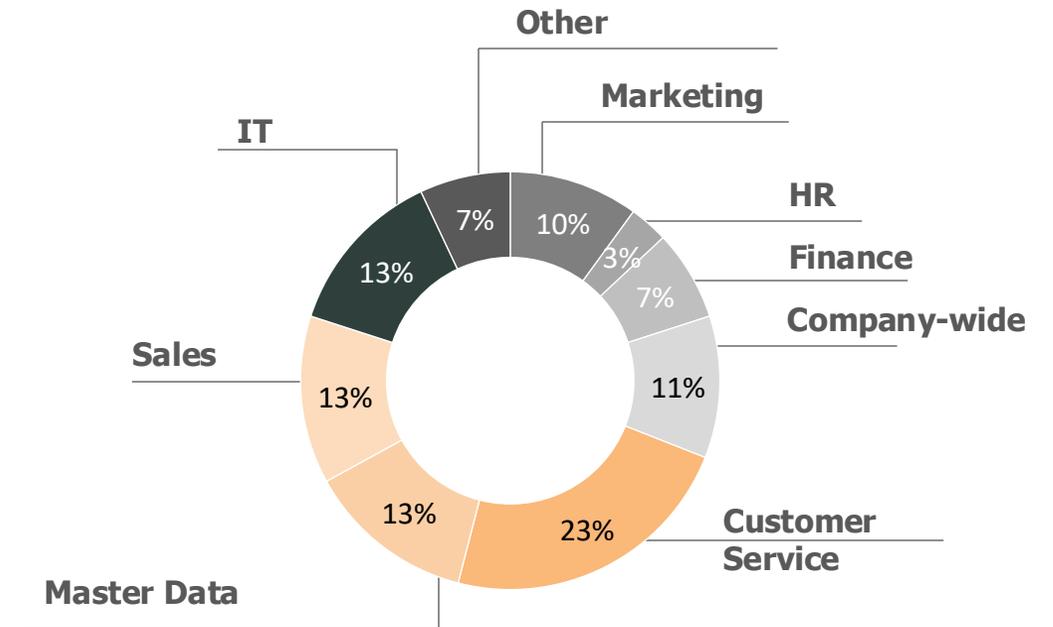
- People Enablement
- Consider architecture impact

# AI Enablement with AI Business School

In the meantime 3<sup>rd</sup> 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



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# 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?

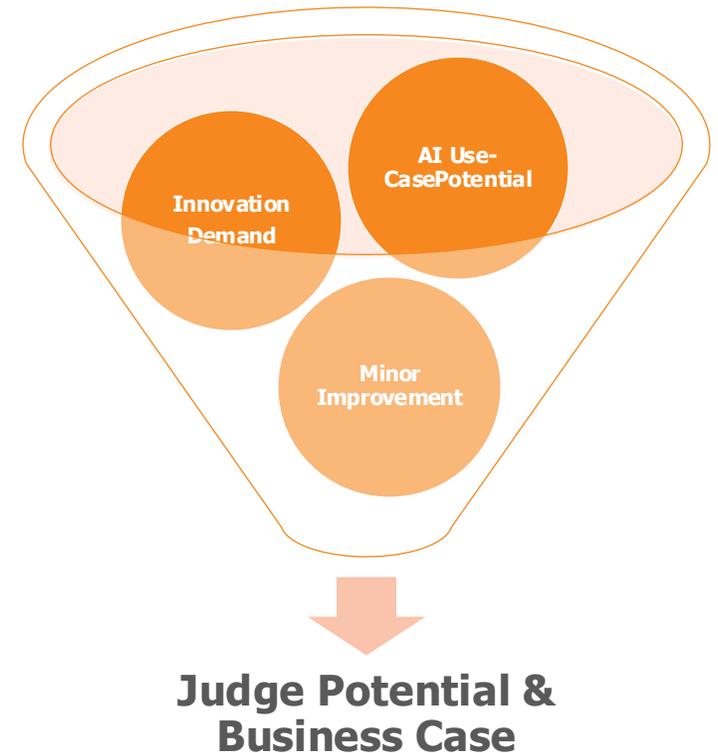
## Changed perspective

- 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



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# 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
<b>Key Benefit</b>	Content Creation, Creativity	Autonomous planning and execution of tasks
<b>Working Mode</b>	Reactive, prompt-based	Proactive, targeted, autonomous
<b>Typical Output</b>	Text, images, code, audio, video	Actions, decisions, process steps
<b>Application</b>	Marketing, text generation, design, development	Process automation, virtual assistants, robotics
<b>Autonomy</b>	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
<b>Automated Master Data Management</b>	<ul style="list-style-type: none"><li>▪ Data Acquisition</li><li>▪ Data Quality</li><li>▪ Data Enrichment</li></ul>	<ul style="list-style-type: none"><li>▪ Scalability</li><li>▪ Speed</li><li>▪ Quality</li><li>▪ Custom Requirements</li><li>▪ Resource allocation</li></ul>
<b>Rapid AI Coding</b>	<ul style="list-style-type: none"><li>▪ Rapid prototyping via agent-based prompting and code generation</li></ul>	<ul style="list-style-type: none"><li>▪ Decrease dependency on „standard suites“</li><li>▪ Custom Solutions on demand within days rather than months</li></ul>
<b>Autonomous Customer Service</b>	<ul style="list-style-type: none"><li>▪ Cross-channel customer service</li><li>▪ only leverage humans where required (sentiment)</li></ul>	<ul style="list-style-type: none"><li>▪ Scalability</li><li>▪ Speed</li><li>▪ Language</li><li>▪ Resource allocation</li></ul>

## Potential to disrupt industries such as

- Software industry
- Business Process Outsourcing
- ...

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

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# Thank you



Let's stay connected:



LinkedIn

Wherever AI will take us...

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