Layman-Friendly AI Use Cases + Customer Context

Use Case: GenAI Development Co-Pilot

Layman View: Developing a wind farm means producing tons of paperwork - permits, contracts, and risk assessments - across multiple regions and legal systems. This takes months and requires legal, technical, and regulatory experts. This AI helps teams by auto-generating high-quality drafts of permits, land agreements, contracts, and even site layouts, speeding up the development cycle and reducing errors.

What does the customer document say - Development business unit:

They have employees across countries who secure land rights and permits, design sites, and ensure offtake agreements. Their development strategy focuses on maturing pipelines and maintaining commercial discipline.

Use Case: Grid & Permitting Intelligence Engine

Layman View: A wind project can get stuck if the nearby power grid is full or if permits take too long. Teams often find this out too late - after investing time and money. This AI scans public data like grid maps and permitting timelines to highlight red flags early, helping teams prioritize the right sites.

What does the customer document say - Development challenges:

Permitting delays and grid build-out issues are major bottlenecks. The focus is on quality projects and risk mitigation.

Use Case: Modular Product Configurator

Layman View: Customers in different regions have different needs: high winds, low lands, tough terrains. Choosing the right turbine configuration is time-consuming and technical. This GenAI assistant helps sales or customers select the best turbine model using simple inputs - like wind speed and site type - and gives a fast estimate of performance and cost.

What does the customer document say - Onshore strategy:

They prioritize value over volume through modularization, digitalization, and strategic partnerships. Modularization allows customization and industrialization.

Use Case: Offshore Installation AI Planner

Layman View: Offshore wind turbine installation is expensive. Weather can change suddenly. Vessels, cranes, and technicians are costly and limited. A delay of a few days can mean millions lost. This AI uses weather forecasts, sea conditions, vessel availability, and part logistics to plan the best schedule, minimizing delays and costs.

What does the customer document say - Offshore strategy:

They aim to lead in offshore with profitable orders, scaled delivery, and efficient platform execution.

Use Case: Supply Chain Resilience Engine

Layman View: Delays in even one part - like a blade or converter - can stall a whole turbine. Global supply chain instability makes it hard to plan. Procurement teams need early alerts and alternatives. This AI watches delivery patterns, supplier performance, and price shifts, alerting teams when issues arise and suggesting backup options.

What does the customer document say - Supply chain partnerships:

The strategy emphasizes industrializing and optimizing existing solutions, especially offshore, before launching new innovations.

Use Case: AI-Based Offtake Optimizer

Layman View: Once a wind farm is built, it needs a buyer. Creating a Power Purchase Agreement (PPA) that fits the market and customer is complex and time-sensitive. This AI assistant analyzes energy prices, buyer needs, and regulations to draft smart PPA terms and accelerate contract closure.

What does the customer document say - Development business unit:

Development secures offtake agreements, which are critical to converting projects into booked orders.

Use Case: Digital Twin + GenAI Service Advisor

Layman View: Turbines generate data every second. If one component starts to fail, it can affect the whole asset. Detecting issues early is crucial, especially during high-demand periods. This AI creates a digital twin of each turbine, reads sensor data, predicts failures, and advises technicians on preventive actions.

What does the customer document say - Service strategy:

They manage 152 GW of turbines on long-term contracts. Their service strategy is about maximizing uptime and efficiency using AI.

Use Case: Circularity & Sustainability Engine

Layman View: Turbines must now be judged not just by output, but also by how recyclable, low-carbon, and sustainable they are across their lifecycle. This AI tool tracks emissions, materials, transport impact, and recyclability - then suggests greener alternatives and reports on Net Zero progress.

What does the customer document say - Corporate strategy:

Sustainability in everything they do: develop with sustainability in mind, aim for zero-waste turbines and circular blades, and achieve carbon-neutral operations.

Use Case: Customer Co-Creation Copilot (Extended)

Layman View: Long-term energy buyers want more than a product - they want a solution aligned with their climate goals, operations, and budgets. That requires custom design and collaboration. This AI assistant helps customers define their goals and recommends tailored turbine and service packages that align with their KPIs.

What does the customer document say - Strategic customer focus:

They aim to build long-term global customer relationships. Modularization and digitalization support this customization and partnership model.

Use Case: Zero-Touch AI Customer Self-Service Assistant

Layman View: Customers often have questions about turbine health, contract performance, emissions, or upcoming maintenance. This AI assistant gives them instant, human-like answers using real-time turbine data and service records - without needing support staff.

What does the customer document say - Service strategy:

Their service strategy includes customer-centric solutions and leveraging AI to improve service efficiency and sustainability.

Use Case: Predictive Policy & Market Tracker for Global Wind

Layman View: Wind policies, auctions, and subsidies change fast across countries. Teams often miss opportunities or get surprised by new rules. This AI tool scans global news, policy sites, and regulations to give early alerts about changes that could affect new projects or sales.

What does the customer document say - Development and Corporate strategy:

They aim to scale and address gaps in renewable energy development through global partnerships and intelligent digital solutions.

Use Case: AI-Controlled Hybrid Grid Forecaster

Layman View: Wind power is variable, and energy prices change by the hour. This AI predicts how much power will be generated and when it's most profitable to sell or store it - ensuring optimal revenue while staying within grid constraints.

What does the customer document say - Onshore and Grid Operations:

Onshore strategy depends on improved grid infrastructure and storage solutions. Scaling with digital solutions is a core corporate goal.