

The HaCHAThon Story

From ideas to generative AI MVPs

Ivan Krnić, director of engineering @ CROZ

Ivan Krnić

Director of Engineering @ CROZ

@ikrnic

0800-DEVOPS podcast host

Please subscribe :)

croz.net/0800-devops

O'Reilly author in

"97 Things Every Cloud Engineer
Should Know"



About CROZ

CROATIAN-GERMAN BIZTECH
CONSULTANCY THAT COMBINES

STRATEGY & DESIGN
SOFTWARE ENGINEERING
TRANSFORMATION MANAGEMENT

TO GET EVEN THE MOST COMPLEX OF
ENTERPRISES TO A PLACE WHERE THE
NEW - AND IMPROVED - VALUE IS
CREATED



V O L V O

SCANIA

BOSCH

الفالي
Juffali

AGCO

Kingfisher

HSBC

oticon

DHL

Nationwide
Building Society

RODENSTOCK

Santander

MACH

DB

DATEV

ROHDE & SCHWARZ

RS

A1
Telekom
Austria
Group

T

Founded 2005.

400+ experts

1500+ successful projects worldwide

Local presence in Germany, USA and Croatia (HQ)



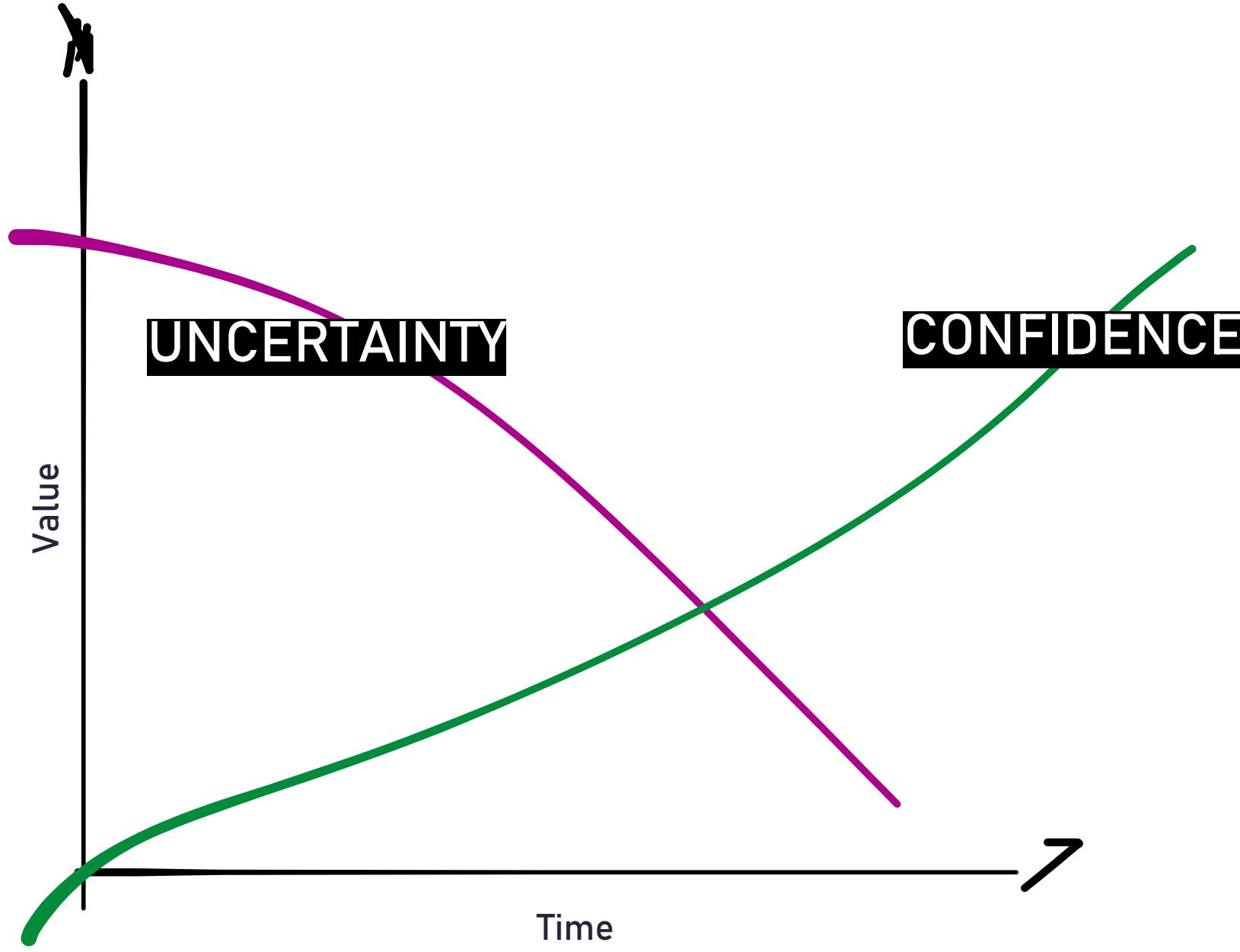
Has technology stopped being a differentiator?

THE REAL DIFFERENTIATOR today is not the technology itself, but **THE CAPACITY TO NAVIGATE** the vast amount of new technology and **EMBRACE** what is needed, when needed.

THE CAPACITY TO NAVIGATE
the vast amount of new technology and
EMBRACE what is needed, when needed.

hackathon





PRACTICE MAKES PERFECT

Shooting



ohmygif.net



THE ADOPTION PROCESS

1. DEFINE THE STRATEGIC GOALS & OBJECTIVES

This will help determine the areas where AI can be most impactful. And other reasoning organization wants to do this exercise.

2. HOST AN INTERNAL HACKATHON

Generate ideas on how AI can be used to achieve the organization's strategic goals. This hackathon can include cross-functional teams from different departments within the organization, allowing for diverse perspectives and collaboration.

3. EVALUATE IDEAS AND PRIORITIZE OPPORTUNITIES

Following the hackathon, the ideas generated are evaluated and prioritized based on their potential impact on the organization's strategic goals, feasibility, and alignment with the organization's values and culture.

4. DEVELOP A ROADMAP

A timeline, budget, and a plan for addressing any potential roadblocks or challenges are built for the most promising opportunities for implementing AI.



**DOCUMENT ALL
RESULTS**

**DEFINE NEW
POLICIES**

**CROSS-FUNCTIONAL
TEAMS**

**SETUP
CLOUD/API
BUDGET**

**PREPARE CLOUD
ENVIRONMENTS**

**SETUP
API KEYS**

**ORGANIZATION
TEAM**

**INTRO
WORKSHOP**

**SETTING THE
DATE**

**PREPARING
LOGISTICS**

GUIDELINES FOR SUBMITTING IDEAS

(autonomy vs. control)

enabling
constraints!

**#1 How can generative AI help us deliver
IT solutions more efficiently?** *idea idea idea*
(developer perspective) *idea idea idea*

idea idea idea **#2 How can we use generative AI
to unlock new business cases?**
(user perspective) *idea idea idea*

THE HACHATHON



HACHATHON AFTERMATH

Number of participants:	<u>125</u>
Number of teams:	<u>36</u>
Number of locations:	<u>4</u>
Number of pizzas:	<u>70+</u>
Number of beers:	unknown



Google Cloud Platform



Midjourney

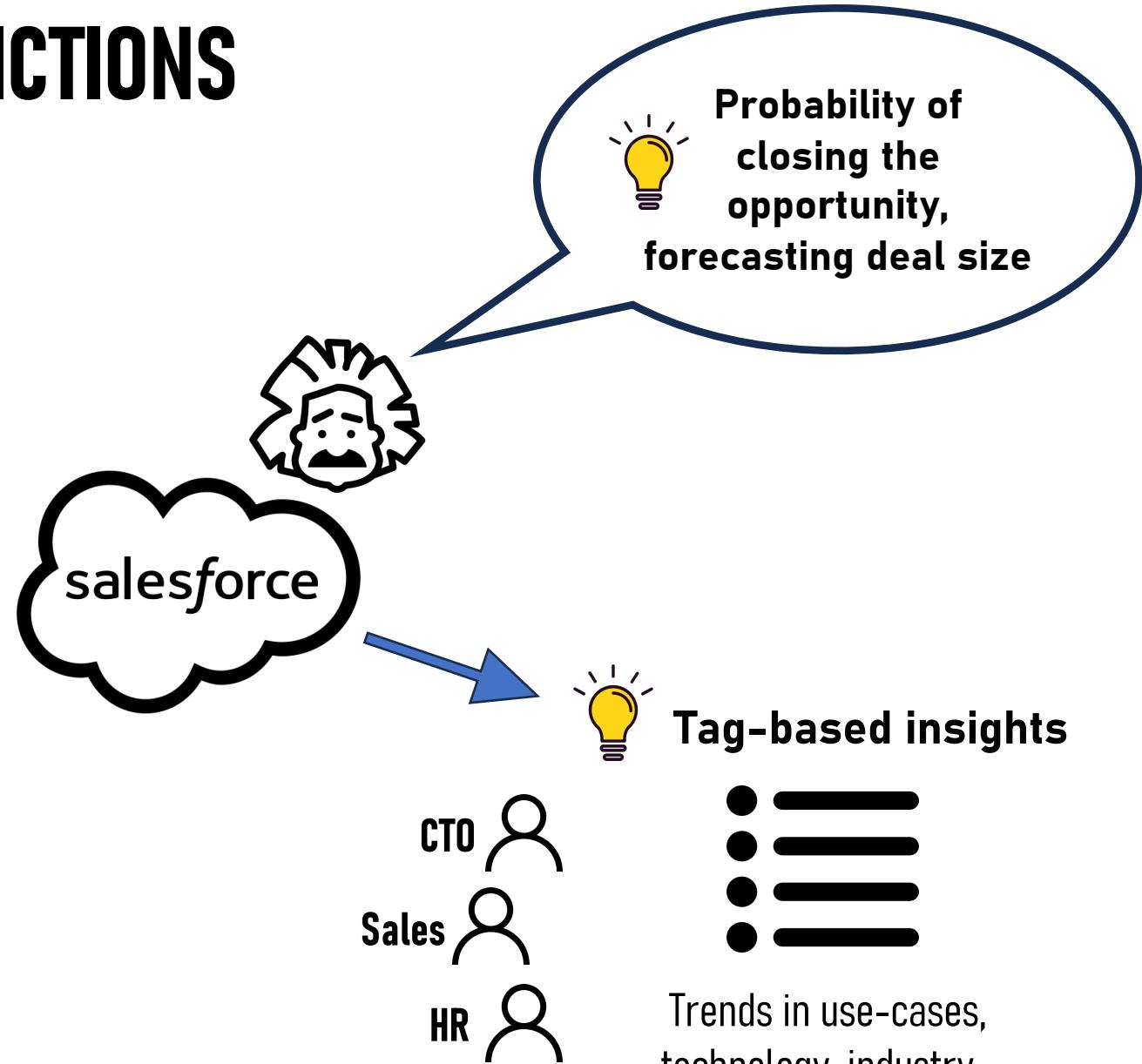
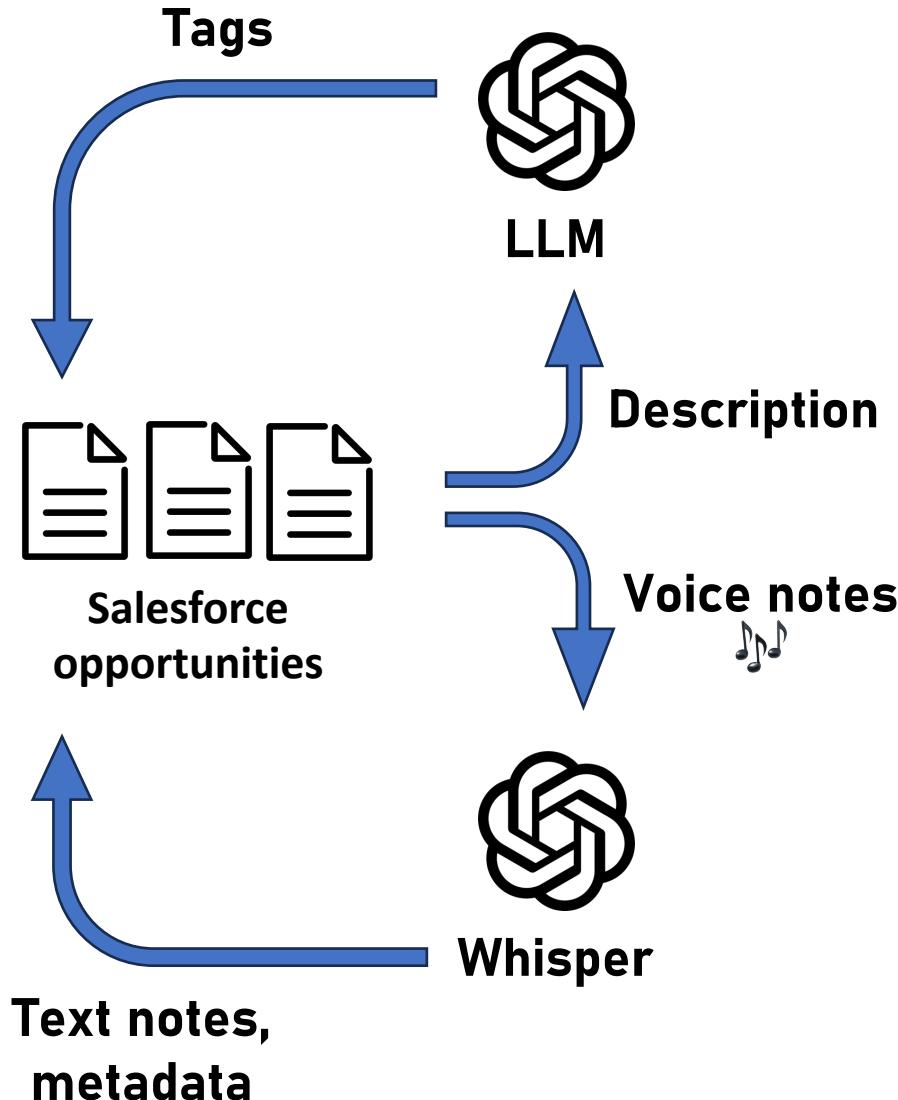


CRM enrichment & predictions

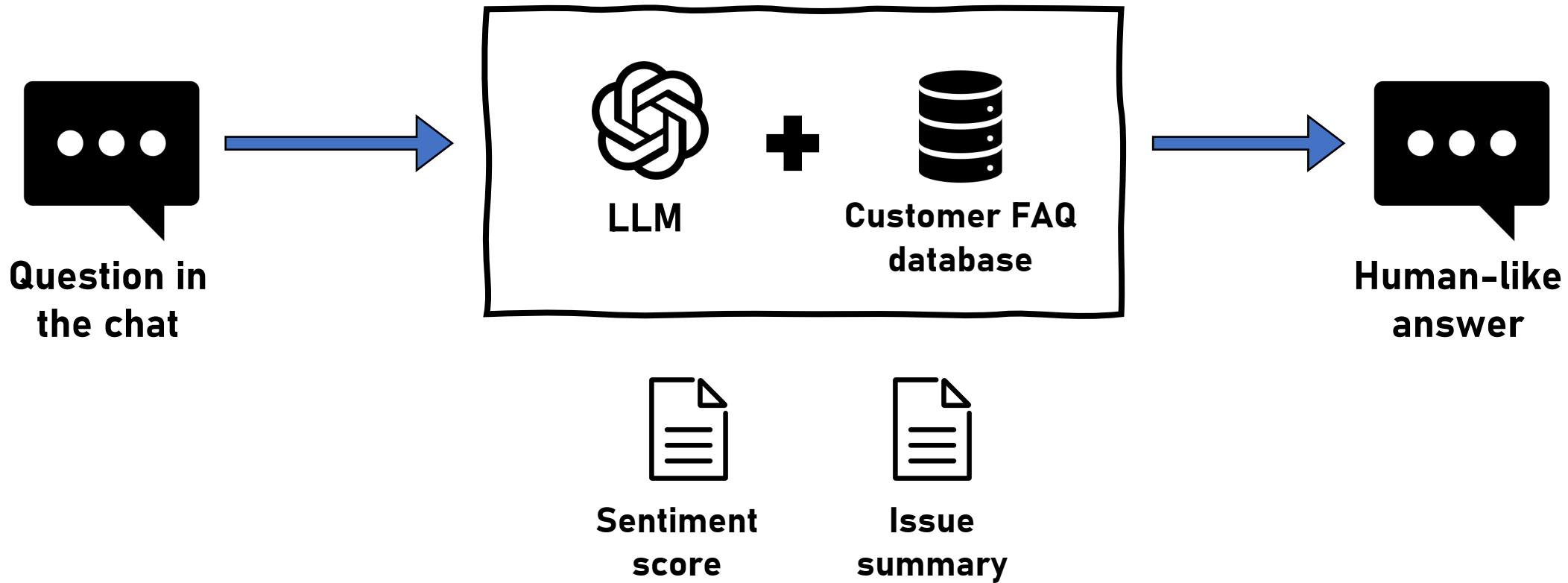
AI Support agent

From podcast to social media post

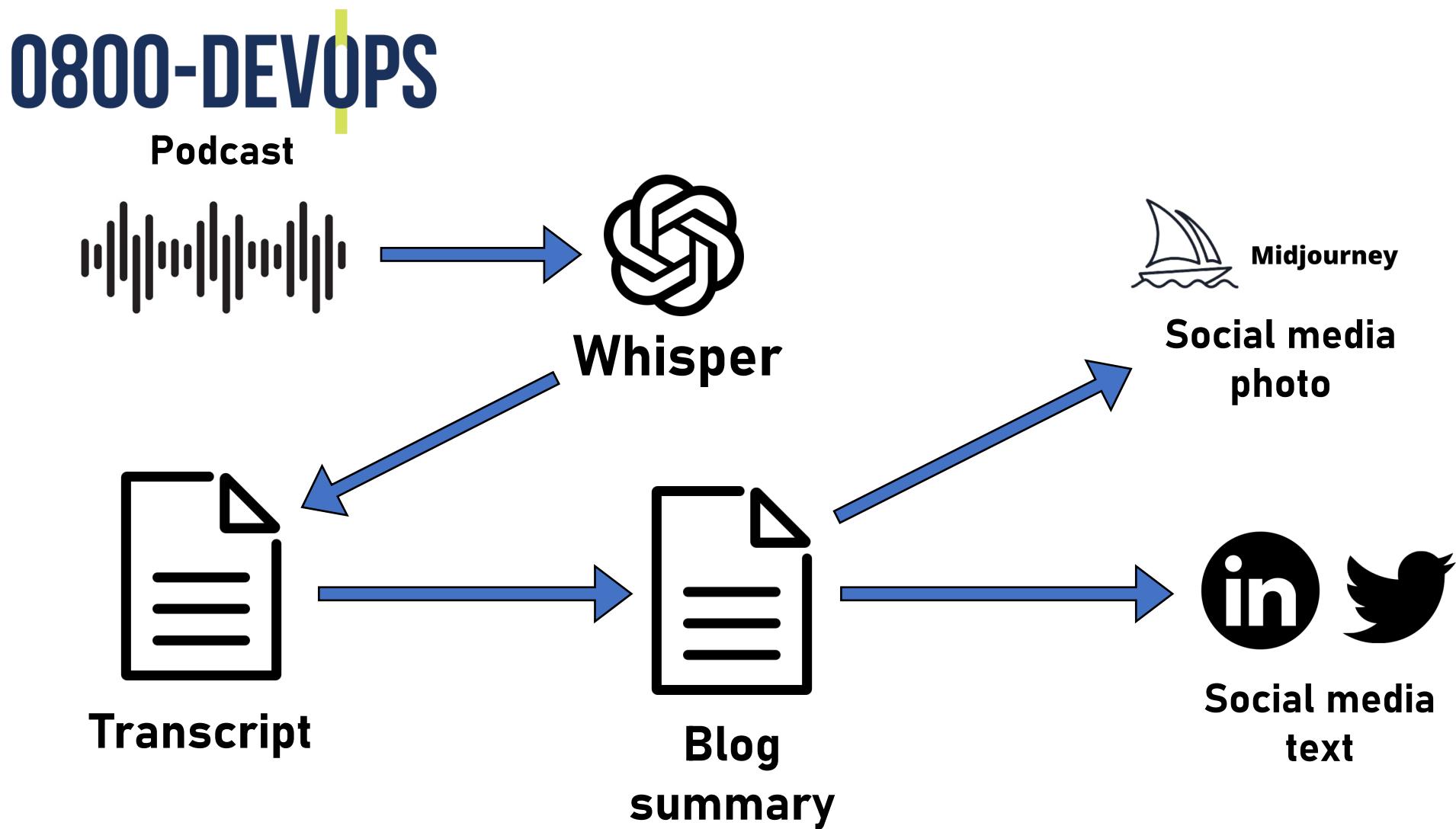
#1 CRM ENRICHMENT & PREDICTIONS



#2 AI SUPPORT AGENT



#3 FROM PODCAST TO SOCIAL MEDIA POST



HaCHATon experience with our client



HQ in Italy

Present in 12 countries of Central and Eastern Europe,
Middle East and North Africa

HACHATHON AFTERMATH

INTESA  SANPAOLO

Number of group companies: 3

Number of teams: 65

Number of locations: 1

Number of coaches: 21



Departments participating

Retail
Corporate
Risk
Internal Audit
Investment Banking
Human Resources
Customer Support
Compliance
PMO
Payments
Marketing
Real Estate
Budgeting
CRM
Digital Channels
Corporate security

Build synergies amid complexity

- Create a clear win-win for your company and the consulting company.
- Ensure the consulting company truly understands your business and the problem you are trying to solve. Regular communication is essential.
- Be committed. Ensure you have the internal people ready to partner with the consultant(s).
- Buy-in. Internally, are you bought into what the consulting company is doing?



GET
TOGETHER
GO
FASTER

Manifesto for sustainable service organizations

<https://croz.net/news/0800-manifesto-for-service-organizations/>

We are uncovering better ways of running a consultancy and
collaborating with our clients.

Through this work we have come to value:

1. Strategic work over just “more” work

2. Flow over headcount

3. Missionaries over mercenaries

4. Community over zero-sum approach

That is, while there is value in the items on the right,
we value the items on the left more.

@ikrnic

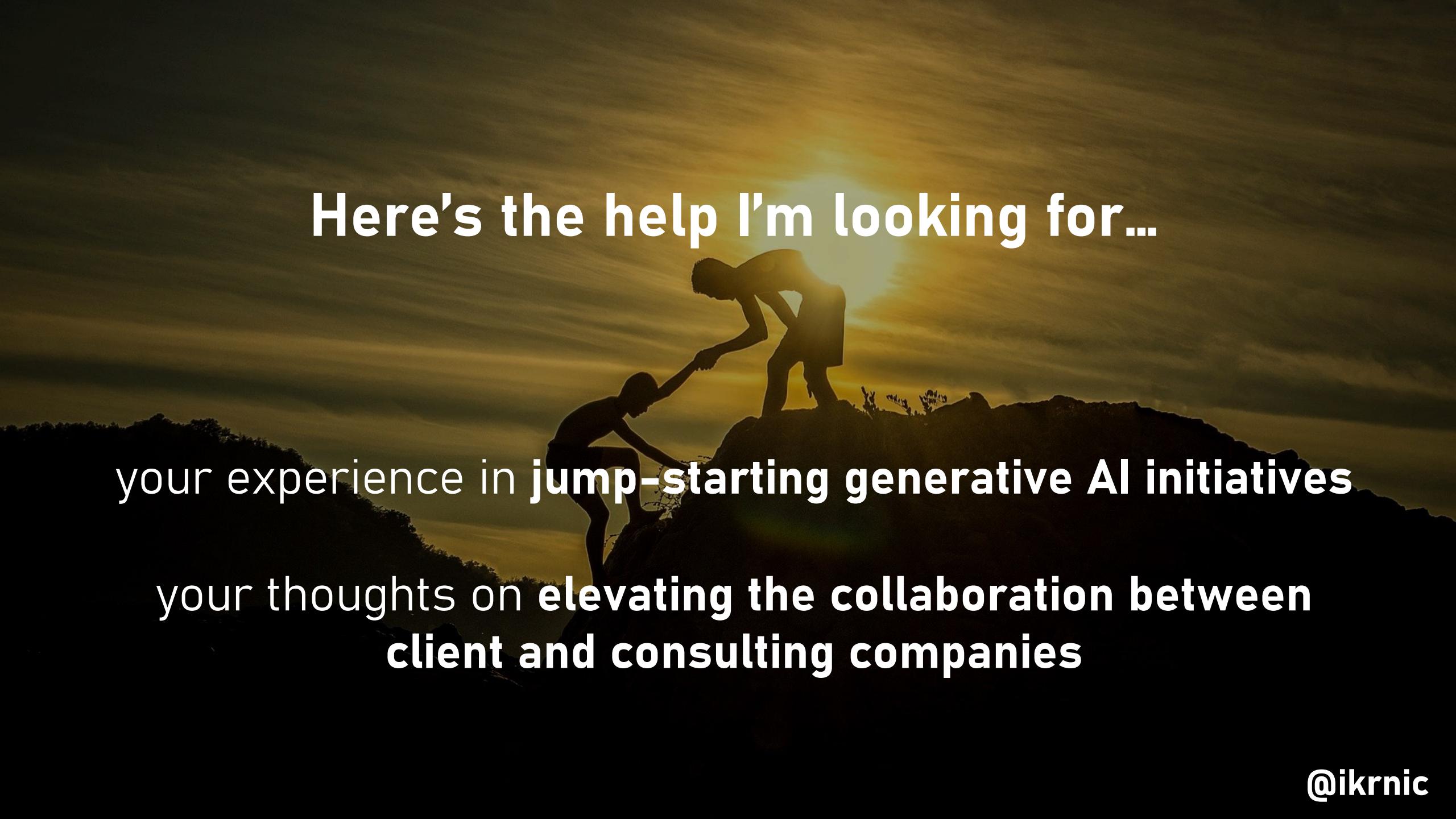
KEY TAKEAWAYS

- + You Get What You Give.
 - + 6 months later: it's **LESS** about technology and **MORE** about end-to-end integration, test/prod data, (re)training, i.e. **CONNECTING ORG ISLANDS**
-

technology

- + To **EVOLVE** we need to **ADAPT**. Be **PATIENT**.
- + The change feels **NATURAL** only if it's **ORGANIC & UNANIMOUS**.
- + **DON'T WAIT**. Your uncertainty won't drop. Others' **COMPETITIVE ADVANTAGE** (and confidence) will raise.
- + You will be **POSITIVELY SURPRISED** with the findings.

organization



Here's the help I'm looking for...

your experience in **jump-starting generative AI initiatives**

your thoughts on **elevating the collaboration between client and consulting companies**

A photograph of a long, straight asphalt road with yellow double lines receding into a vast, arid landscape under a clear blue sky. The road is flanked by dry, brownish terrain with sparse green shrubs. In the distance, a range of mountains is visible under a bright blue sky with wispy white clouds.

Happy haCHAThoning!

@ikrnic