



# Welcome to the Era of AI

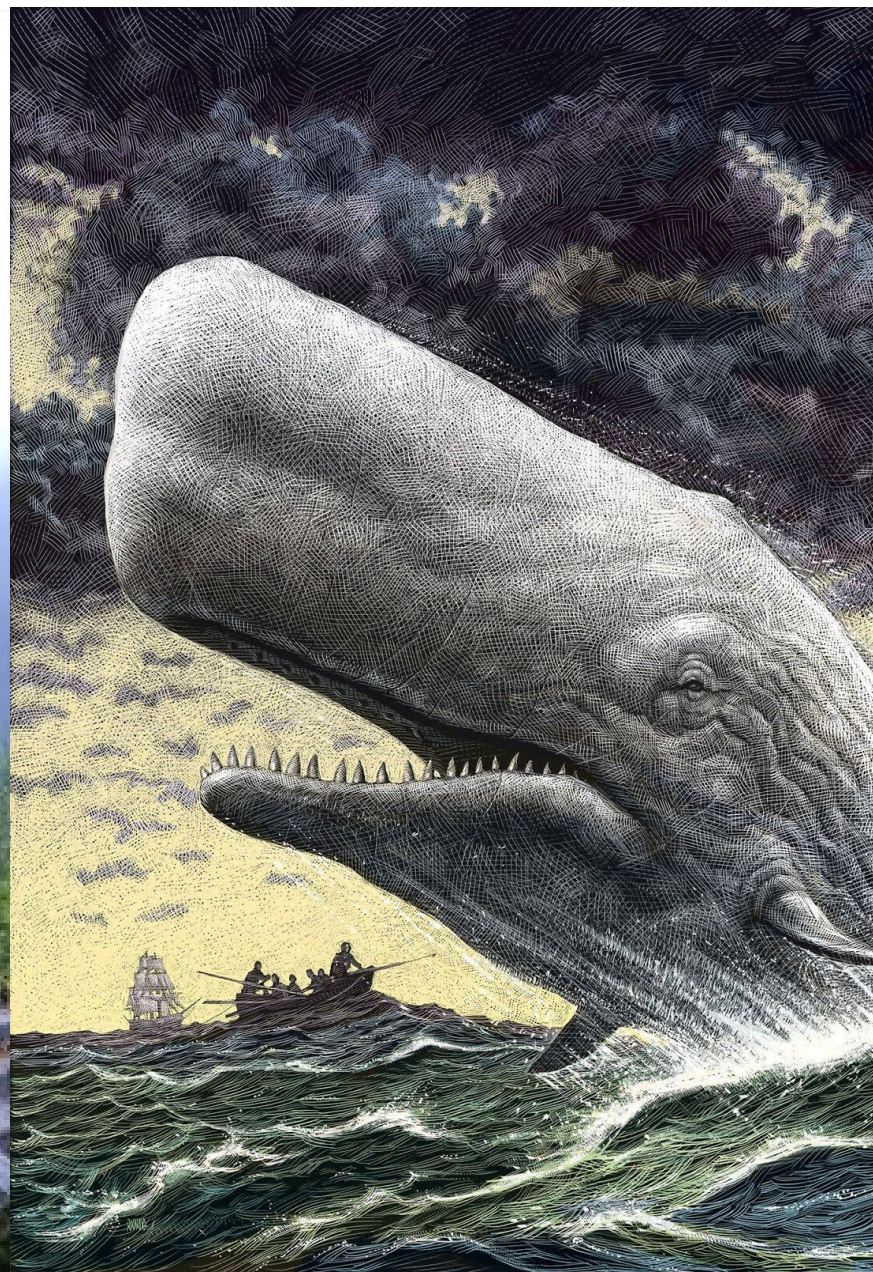
Partnering with Microsoft



Andrew Reid

Commercial Partner Lead  
Switzerland









**Client server**



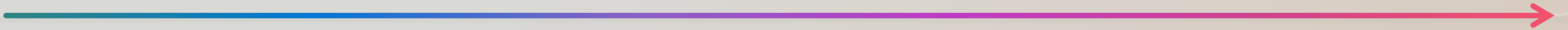
**Internet**



**Mobile/Cloud**

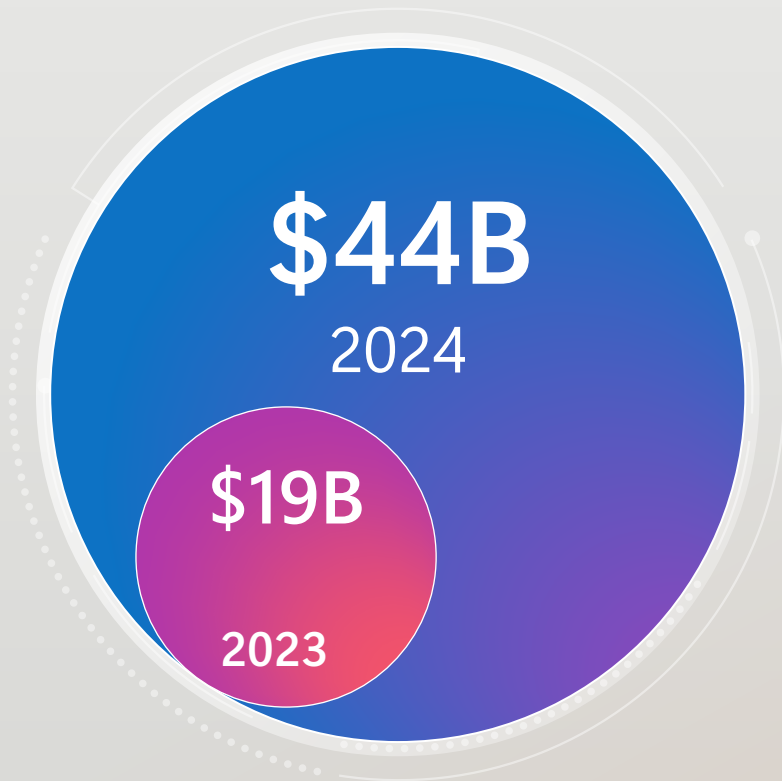


**AI**

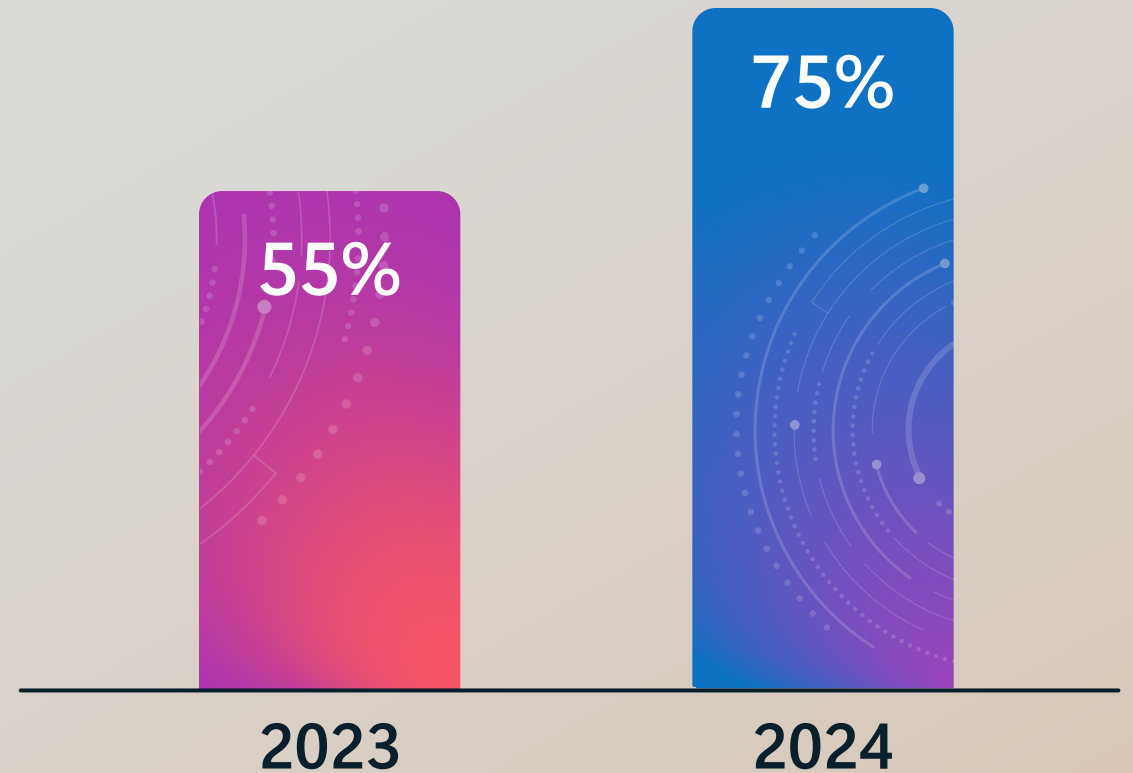


# The AI platform shift is happening now

Enterprise spending on Generative AI<sup>1</sup>



Current and planned use of Generative AI<sup>2</sup>



1: IDC's Worldwide Generative Artificial Intelligence 2024 Predictions, #US51291623

2: IDC InfoBrief: sponsored by Microsoft, 2024 Business Opportunity of AI, IDC# US52699124, November 2024

# The business case for investing in AI

For every **\$1** a company invests in generative AI, the return on investment is **\$3.7x**.

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# The five drivers of AI value



Organization  
& Culture



Business  
Strategy



Applied AI  
Experience



AI  
Governance



Technology  
Strategy

[aka.ms/AIStrategyRoadmap](https://aka.ms/AIStrategyRoadmap)

# The five drivers of AI value



## Organization & Culture

- Do you have a defined operating model to industrialize the adoption and use of AI?
- Do you have top-down support?



## Business Strategy

- What business outcomes are you driving?
- How can AI help you achieve those outcomes?



## Applied AI Experience

- Do your people have diverse experiences and skills with AI?
- Is your organization collaborating to build experience?



## AI Governance

- Are you implementing processes and controls that are transparent?
- Are you governing data privacy and security?



## Technology Strategy

- Do you have access to quality data?
- Is your infrastructure set up to help you scale?

[aka.ms/AIStrategyRoadmap](https://aka.ms/AIStrategyRoadmap)

# AI Transformation

## Opportunities



Enrich employee experiences



Reinvent customer engagement



Reshape business processes



Bend the curve on innovation



## Approach



Copilot empowerment



Differentiated AI solutions



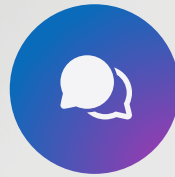
Cybersecurity foundation



# AI-driven business transformation



Enrich  
employee  
experiences



Reinvent  
customer  
engagement



Reshape  
business  
processes



Bend the  
curve  
on innovation

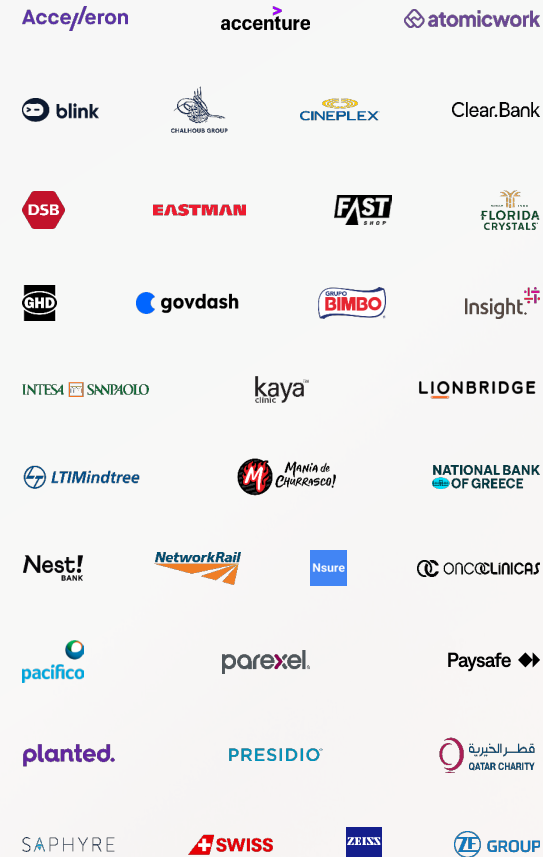
## Enrich employee experiences



## Reinvent customer engagement



## Reshape business processes



## Bend the curve on innovation



[aka.ms/MicrosoftAIStories](https://aka.ms/MicrosoftAIStories)

STÖCKLI

Start again

Level

BEGINNERINTERMEDIATEADVANCEDEXPERT

Turns

SHORTMOSTLY SHORTMOSTLY LONGLONG

Terrain

PISTEALL-MOUNTAIN PISTEALL-MOUNTAIN FREERIDETOURING

Speed

RELAXEDRELAXED-MEDIUMMEDIUM-FASTFAST

MATCH0%

To recommend the best ski model for you, please share details about your **skiing expertise**, **preferred terrain**, **turning style**, and **speed preference**? Use the filter or chat with us!

Help me find the perfect ski for me

I know what ski I want but need help choosing the right binding / plate setup

Why are Stöckli skis the right ski for me?

Type your input here

Clear the chat

STÖCKLI

Filters

MATCH98%

I'm skiing on piste most of the time

What is your preferred speed: **relaxed**, **relaxed-medium**, **medium-fast**, or **fast**?

I love to go fast

What type of turns do you prefer: **short**, **mostly short**, **mostly long**, or **long**? Your choice will help us guide you towards the perfect skiing experience.

Normally, I prefer long turns, but sometimes i do some short ones as well.

**Recommended ski: Laser GS, 175 cm**

The **Laser GS** is ideal for your **advanced** skills on **piste** terrain, offering **speed** and **long** turns. With a turn radius of **17.1** and technologies like **FTC** and **FEC**, it ensures a smooth experience at high speeds. Price starting from **CHF 1099**. You can also find our skis at your local specialist retailer. Remember, each Stöckli ski is handcrafted. #BuiltForPerfection

**LASER GS** 175 CM

SEE DETAILS

**LASER SX** 173 CM

Sport Carving Ski

MATCH97%

**LASER WRT** 173 CM

Sport Carving Ski

MATCH96%

Type your input here





Thank you