

AI in Action

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Agenda

01

The Power of AI Today & the Agentic Future Unfolding

02

AI in Action at Bestseller: 3 examples with great impact

- Product Enrichment
- AI-Powered Model Images
- Demand Forecasting

03

Building an AI-Ready Organization

04

Your AI Action Plan: Our Top Recommendations

The Power of AI Today & the Agentic Future Unfolding

From AI to Gen AI to Agentic AI

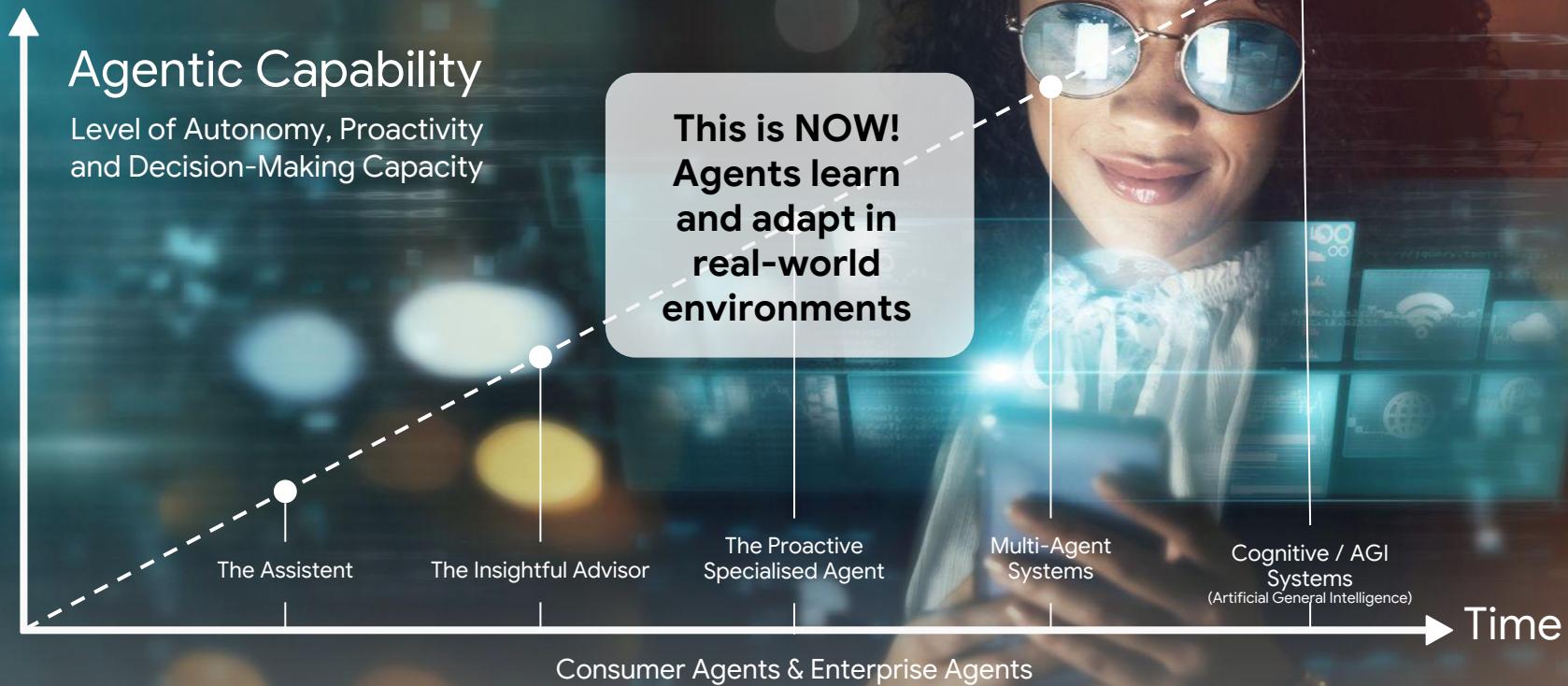
AI
Analytical & Predictive AI
Predict It For Me
~ 2012

Generative AI
Multimodal content creation
Create It For Me
~ 2020

Agentic AI
Proactive & autonomous
Activate It For Me

~ 2025

From AI to Gen AI to Agentic AI



A woman with long dark hair is looking intently at a screen or interface. Her reflection is visible in the surface below her, showing a futuristic city skyline with glowing lights and digital elements. The overall atmosphere is high-tech and futuristic.

Growth
Innovation
Productivity
Competitiveness
Sustainability
Healthcare
Etc.

Nobel Prize, 2024 Chemistry

AlphaFold Google DeepMind

Predicting the 3D structure of proteins -
accelerating drug discovery and disease
understanding with AI



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AI in Action

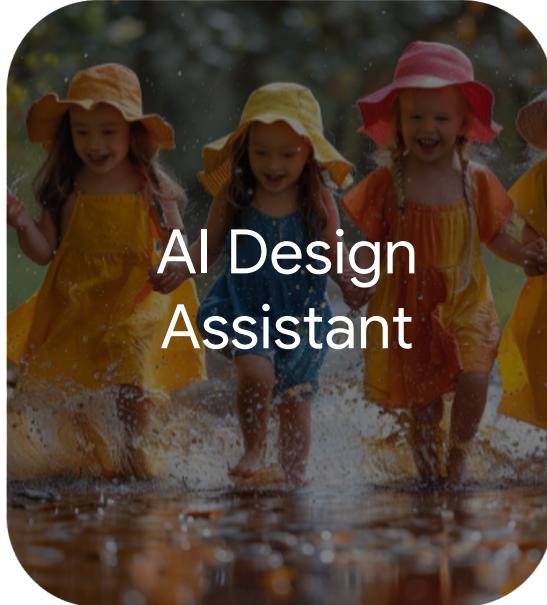


BESTSELLER

Google

AI in Action at Bestseller

AI Product
Enrichment
Assistant



AI NOOS
Forecasting
Assistant

AI Design Assistant

"I would like a model of a boy with a Southern European appearance, wearing blue denim jeans, based on the pack shot I provided"



AI generated

AI Product Enrichment Assistant

- Commercial style name
- Translations
- Product descriptions
- Product attributes





AI NOOS
(Never Out of Stock)

Forecasting Assistant

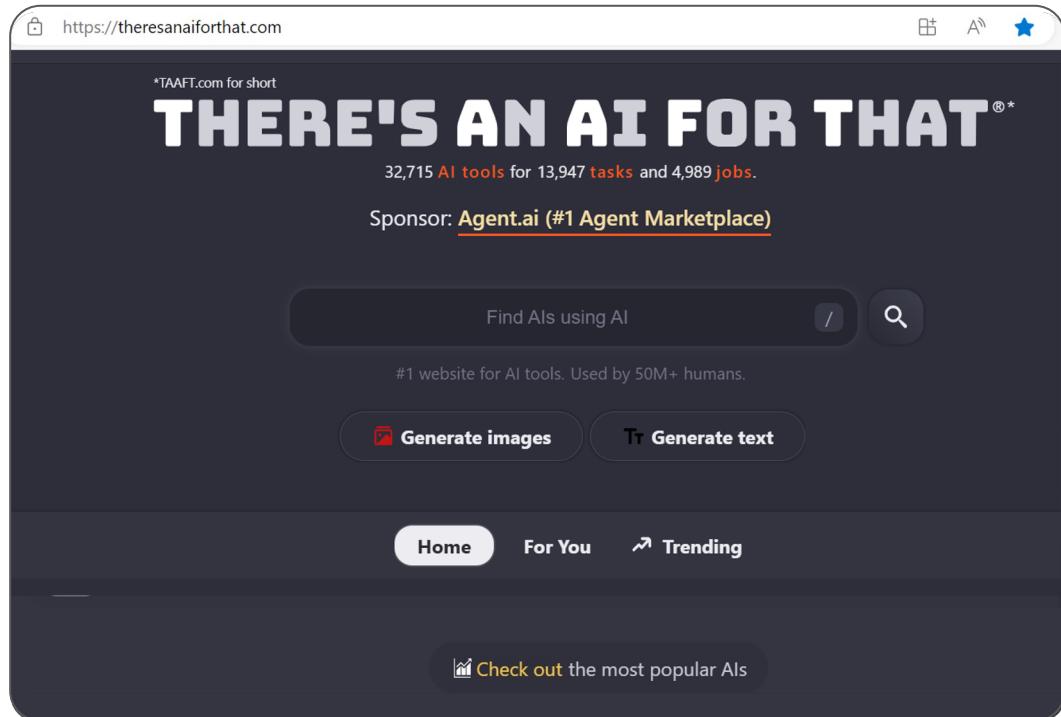
- Forecasting accuracy
- Stock level
- Availability
- Time reduction

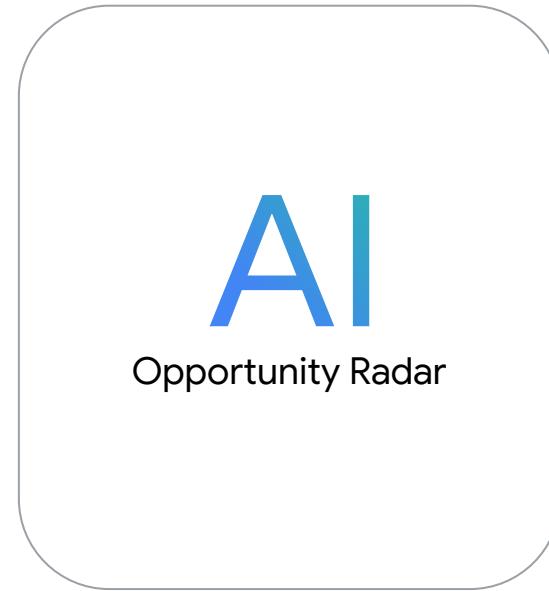
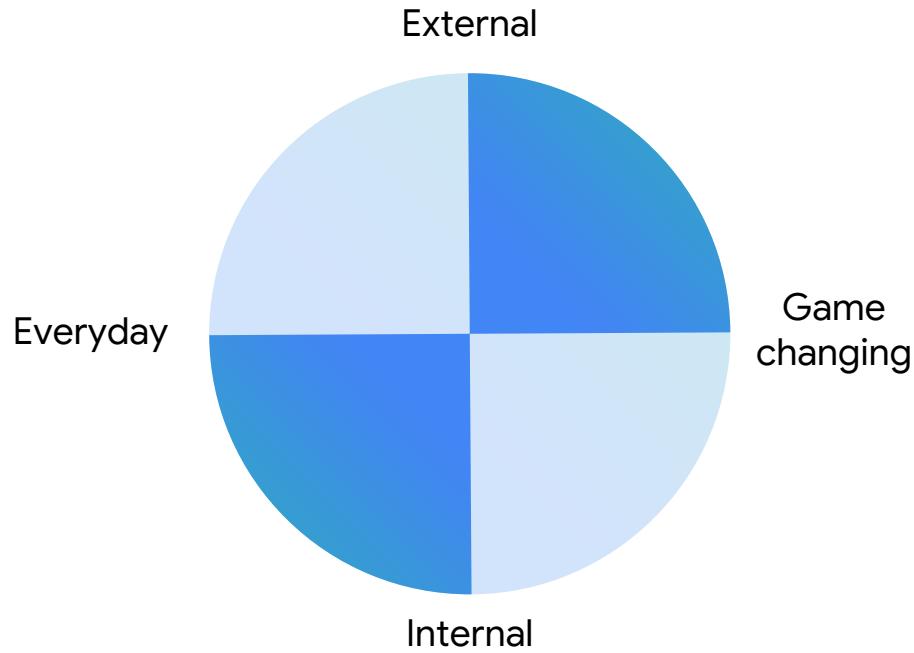
Building an AI-Ready Organization

AI develops fast ...

32.800

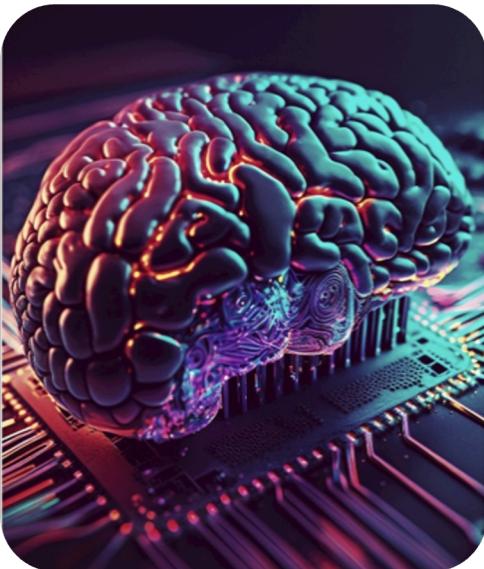
Today almost ~~11.600~~ AI tools at
www.theresanaiforthat.com





AI Fundamentals

- AI Ready Data -



AI Solution Level



AI Inspiration Sessions



AI Communities

AI in General



AI in BESTSELLER

Samtaler Om Filtr Begivenheder

Colleagues using
Everyday AI.

AI Fluencer

A screenshot of a social media profile for the account "lilmiquela". The profile picture is a stylized, colorful portrait of a person. The bio reads:
lilmiquela • Follow Message ⚡ ...
1,274 posts 2.7M followers 1,921 following
Miquela
@lilmiquelaMaster
19-year-old Robot living in LA
Check out my vids! 🎬👉
www.youtube.com/channel/UCWerh_SrtubrTBVD_-QQpRA?sub_confirmation=1 + 2

Below the bio are three thumbnail images: one of the Arc de Triomph in Barcelona, one of a person sitting on a bench in a park, and one of a person standing in front of a graffiti wall.

Colleagues with great
passion for AI

AI Design

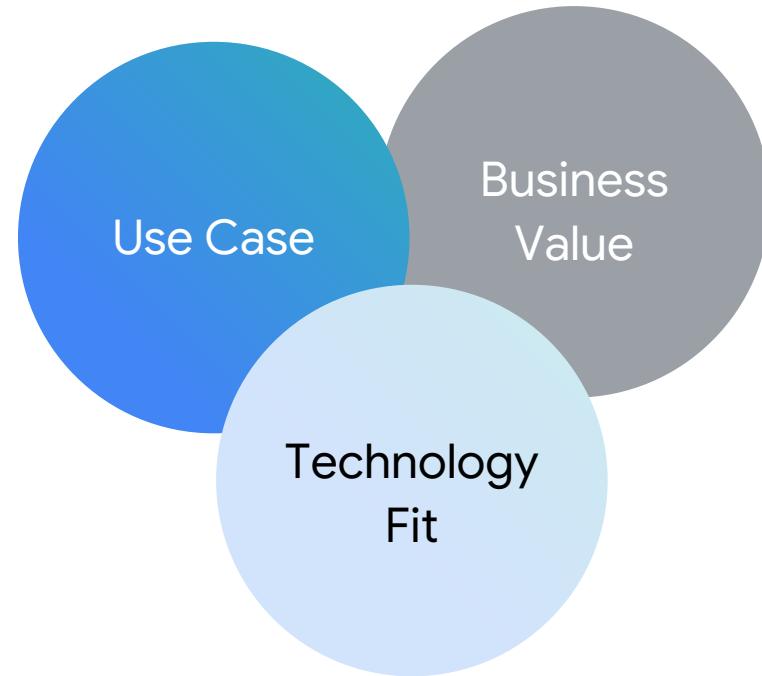


Designers & Marketing colleagues
with passion for AI Design.

AI Solution Level



Choosing the right AI Use Cases



Your AI Action Plan

AI Recommendations

Unlocking new Horizons for the Business

- 01 Start using AI everyday
- 02 Master the new language (prompting)
- 03 Identify which daily task can be assisted by AI
- 04 AI inspiration, hackathons & training sessions
- 05 Identify use cases where AI can support & assess business value
- 06 Proof of Value → Close or Scale
- 07 Decide which levels of AI your company must master



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