

# From Idea to Impact:

## Building AI-Native Operating Models That Deliver Real Business Outcomes

Yannick Engel - Director Strategy & Innovation

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# FLAVOR GRAVEYARD



# Act 1: "The "Pilot Purgatory"

Where 85% of AI Projects burst illusions

1

### "Island Hopping"

Lots of **small, disconnected AI initiatives** that look good in a press release but never connect to form a continent of value.

2

### "The Efficiency Trap"

We get obsessed with saving costs (bottom-line), but **forget that real, lasting advantage** comes from creating **new value** (top-line). It's like trying to win a Formula 1 race by only focusing on saving fuel.

3

### "Silo Sickness"

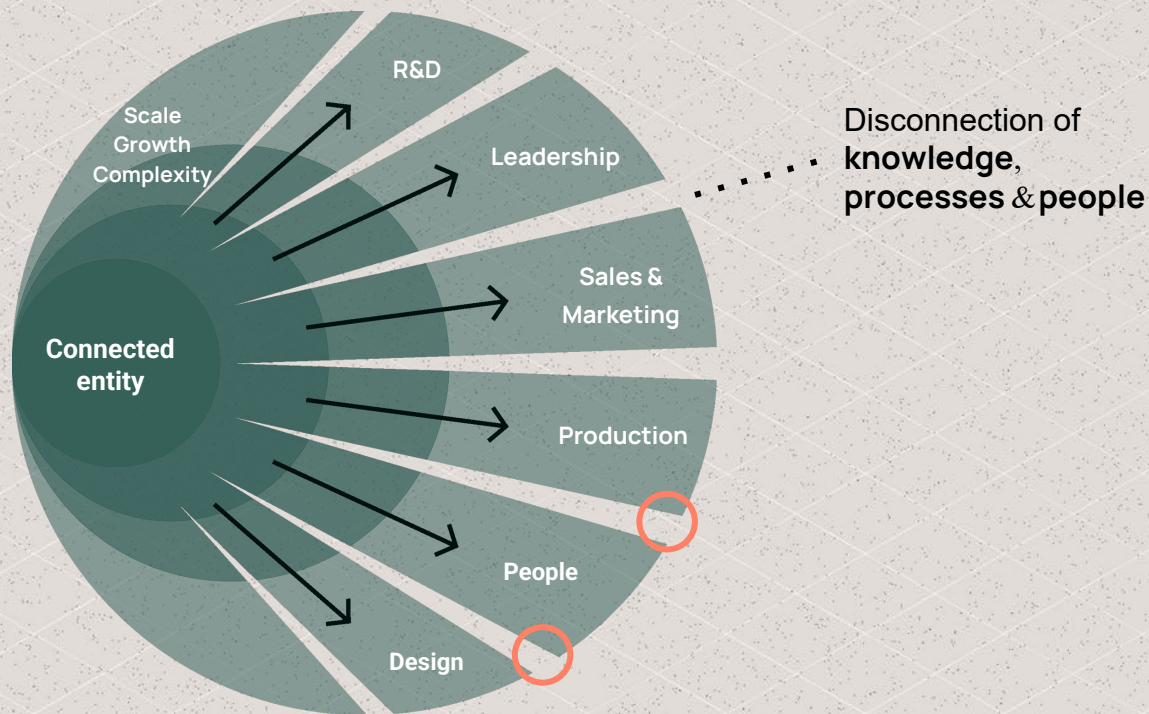
**Knowledge gets locked away** in different departments. Sales doesn't know what R&D is doing, and IT is speaking a language no one else understands.

# Act 2: The AI-Native Shift

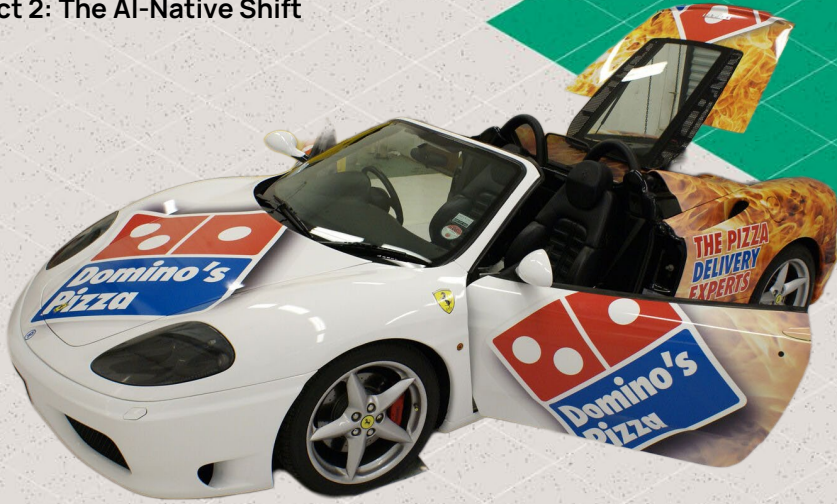
It's Not Magic, It's a Model!



# The Real Game-Changer: It's About Connection, Not Just Automation.



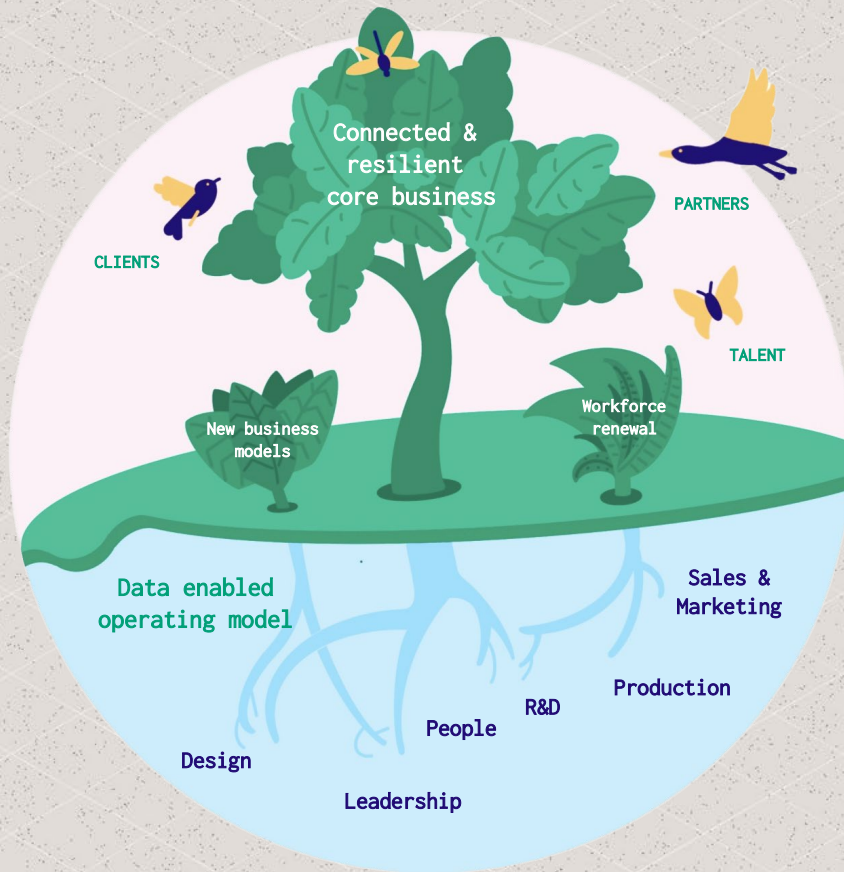
## Act 2: The AI-Native Shift





# Critical Question

How are you turning the **size** of your organisation from a **liability** into an **asset** through **connectivity, data & technology**?





# Example: Sales Flow

## Classic

1

### Complex B2B Sales

- Complex tenders
- Long cycle times
- Too many handovers
- Low quality answers

## AI Enhanced

2

### Operational efficiency

- Employee pain points
- Tedious tasks

### Outcome:

- Better Employee Experience
- Time Savings
- Operational hygiene

## AI defined

3

### Process redesign

- Reduce 80% of handovers
- AI Lean cells with legal, strategy, tech, etc.
- Proactive: Identify customer needs before tender

### Outcome:

- 70-90% cycle time reduction
- Conversion via influencing early

## AI Native

4

### Full automation to unlock

- Long-tail market segment
- New business models

### Outcome:

- Top Line Growth
- Unfair competitive advantage

# Act 3: The Full-Stack Recipe

How to Actually Approach AI-Native

# People & Organisations change much slower than tech

TO BRIDGE THIS GAP IS A LEADERSHIP FOCUS

What can be done with AI

What organisations are actually doing with AI

AI development could stop at the o3/Gemini 2.5 level and we would still have a decade of major changes across entire professions & industries (medicine, law, education, coding...) as we figure out how to actually use it & adapt our systems and organizations to what it can do.



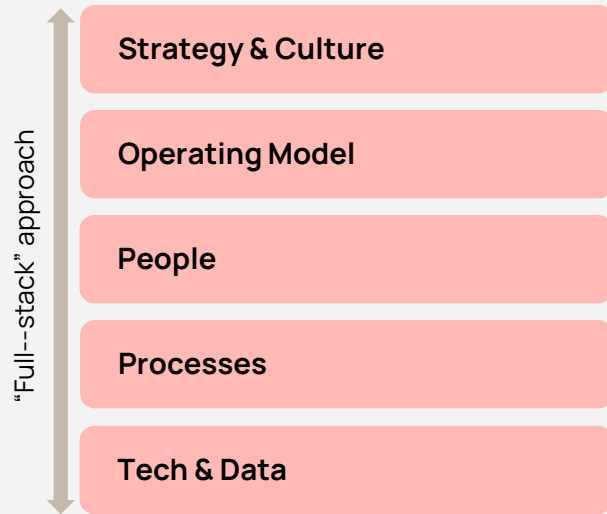
Ethan Mollick -  
Prof. of Management at Wharton



# 'Full-Stack' Approach

Closing the gap between **potential** and **profit**.

Our 'full-stack' approach bridges silos to connect what's technically possible with what's truly valuable.



## One Team, Three Lenses

Business Needs + User Needs  
+ Tech Possibilities

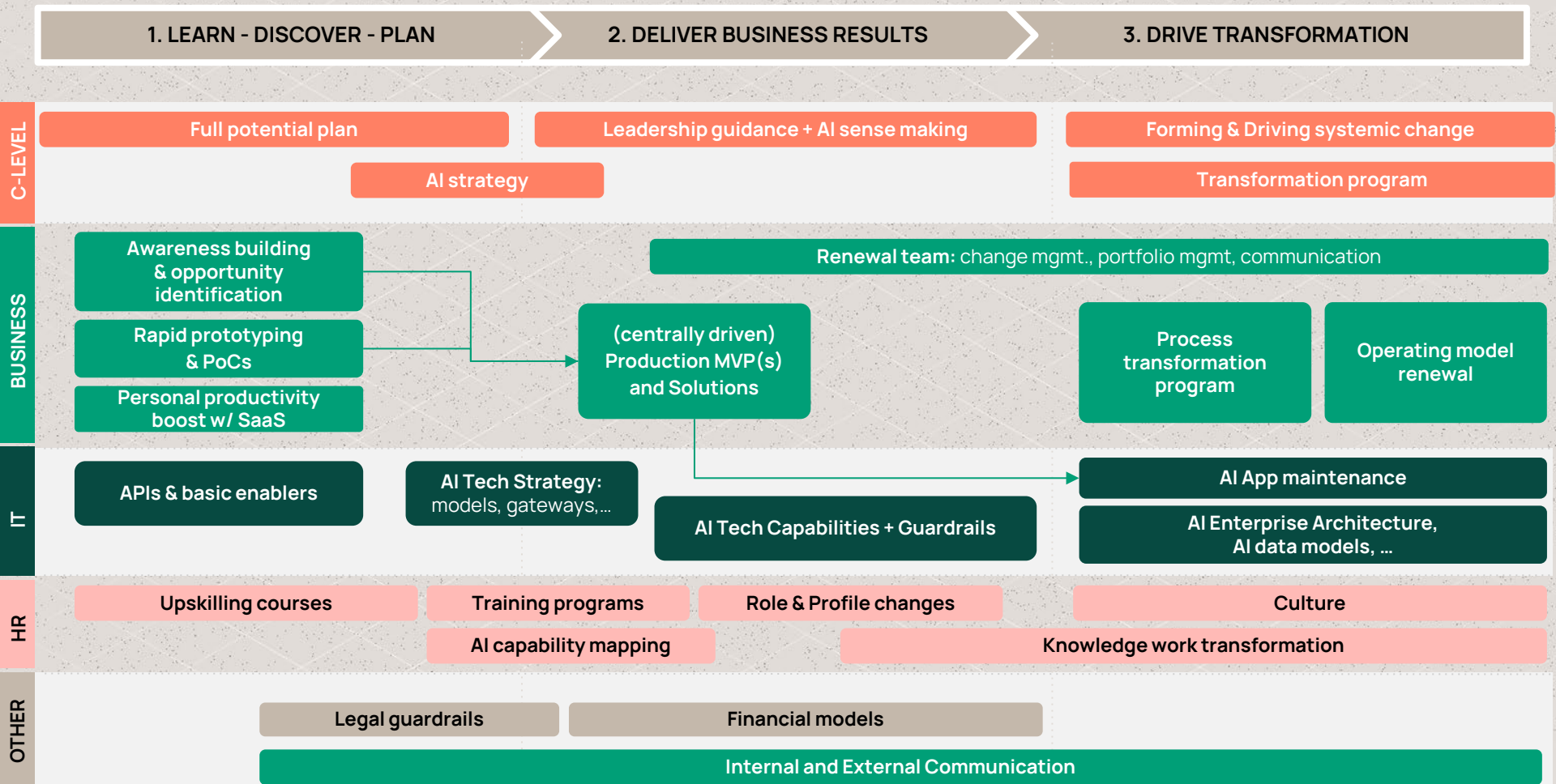
## Co-creating with people

Success is achieved by co-creating with everyone, from leaders to the frontline.

## Challenging the convention

New outcomes require new thinking.

# The Vision: An AI-Native Operating Model



# Act 4: Proof, Not Promises



# Challenging the industry conventions with data & AI

- > Impacts achieved with clients, even before LLMs



## Grocery Retail

DATA & AI OPERATING MODEL RENEWAL

**2 X EBITDA**

PROFITABILITY



## Construction

CYCLE TIME REDUCTION

**16m → 7m**

**300K €**

SAVINGS PER SITE / MONTH



## Leading Automotive OEM

CERTIFIED CAR COMBINATIONS

**5 → 100**

PER YEAR

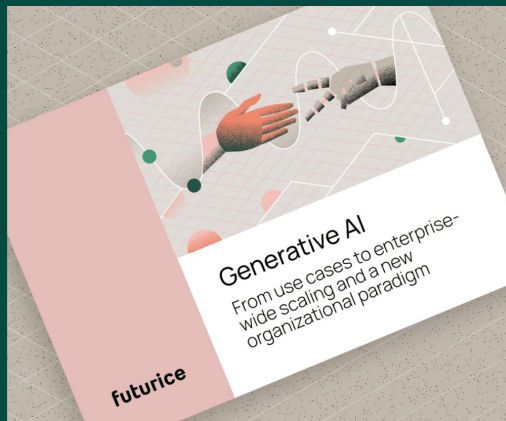
# Your Next Move: From Idea to Impact

- 1 **Escape 'Pilot Purgatory':** Focus on interconnection, not just isolated automation
- 2 **Embrace the 'Full-Stack':** A holistic approach is the only way to win and experimenting
- 3 **Prove Value Early:** A single, powerful case study (like with Kesko or Mercedes) is your best tool for driving change

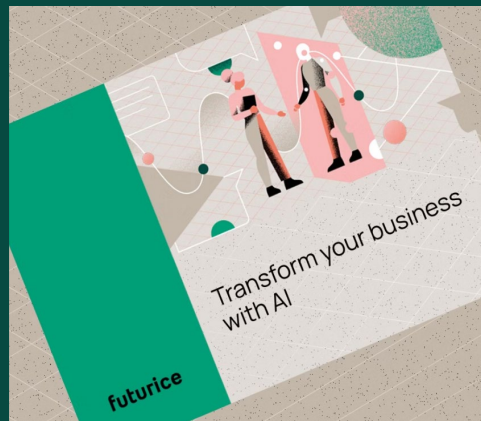
Or this guy



# Dive deeper into these Journeys, we share the approach open source!



[GenAI Working Paper](#)



[AI Transformation Playbook](#)





# Thank you!



**Yannick Engel**

Director - Strategy & Innovation

\*49 151 11347954

yannick.engel@futurice.com

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