

Transform Tomorrow Today



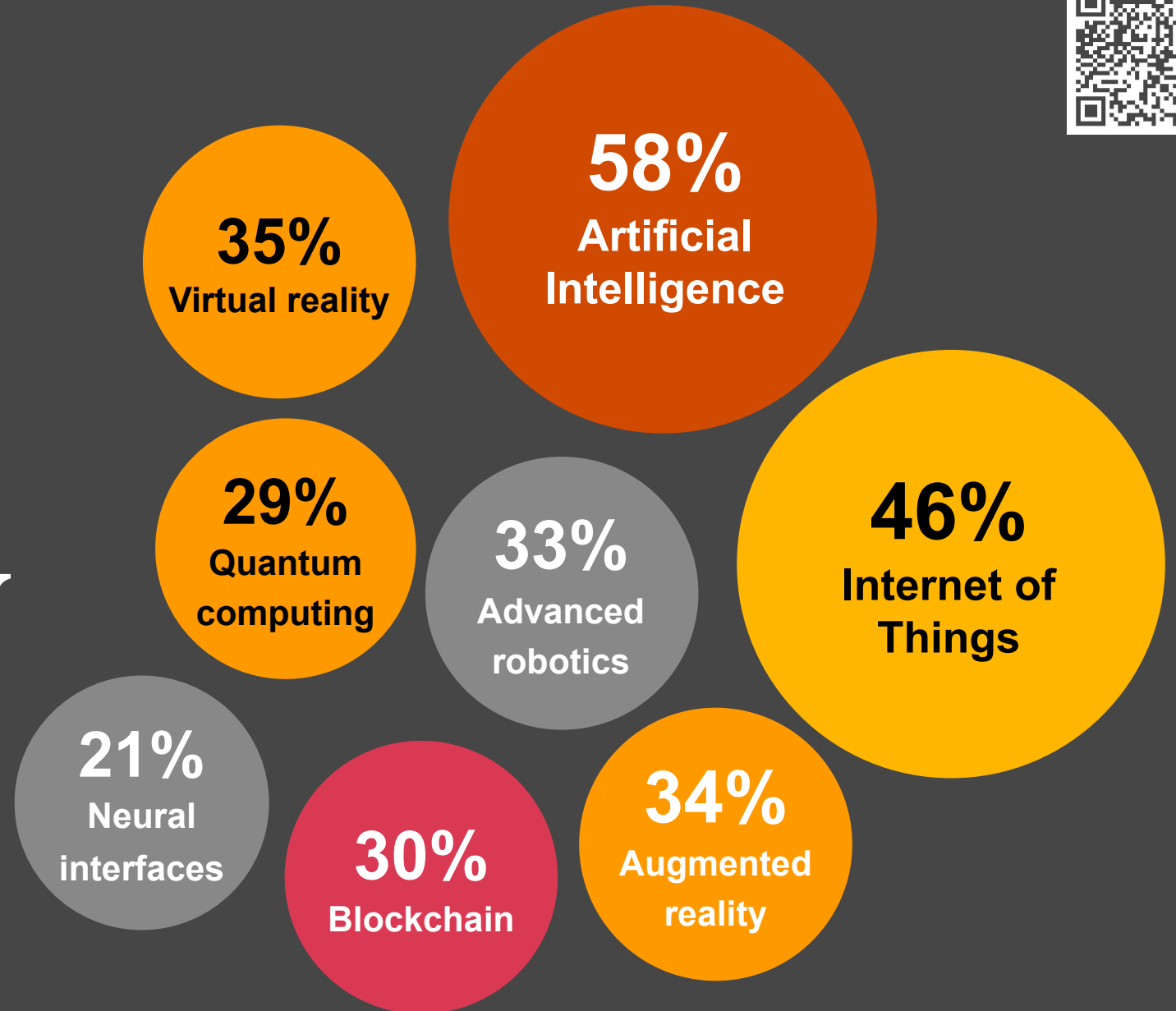
Dansk Erhvervsliv & AI

Hvor er vi?

V. Mads Nørgaard Madsen
PwC - Head of Consulting



Our recent “Emerging Technology Survey”



Q: Where does your company plan to prioritise investment in Emerging Technology over the next 12 months (Ranked in top 3) - PwC's Emerging Technology Survey

Global - PwC's 27th Annual CEO Survey...



89%

Of CEOs believe GenAI will improve the quality of the companies' products and services

70%

of CEOs believe GenAI will change the way companies create, deliver & capture value

66%

of CEOs believe GenAI will increase competition in their industry

49%

Mener i høj eller meget høj grad, at manglende kompetencer står i vejen for, at de kan komme i gang med AI

Men udviklingen medfører også et større ansvar ...



De fleste danskere er positive over for regulering af AI, men mangler overblik

85%

Mener, at udviklingen indenfor AI medfører et større etisk ansvar for topledelsen.

59%

Fortæller dog, at de kun i mindre grad eller slet ikke har overblik over reguleringen af AI.

8%

Har foretaget en modenhedsvurdering af, hvor deres virksomhed står i forhold til at leve op til de nye krav.

AI comes with challenges – let's learn!



30%

of GenAI projects in 2025 will be abandoned due to data quality, risk controls, and unclear business value.

80%

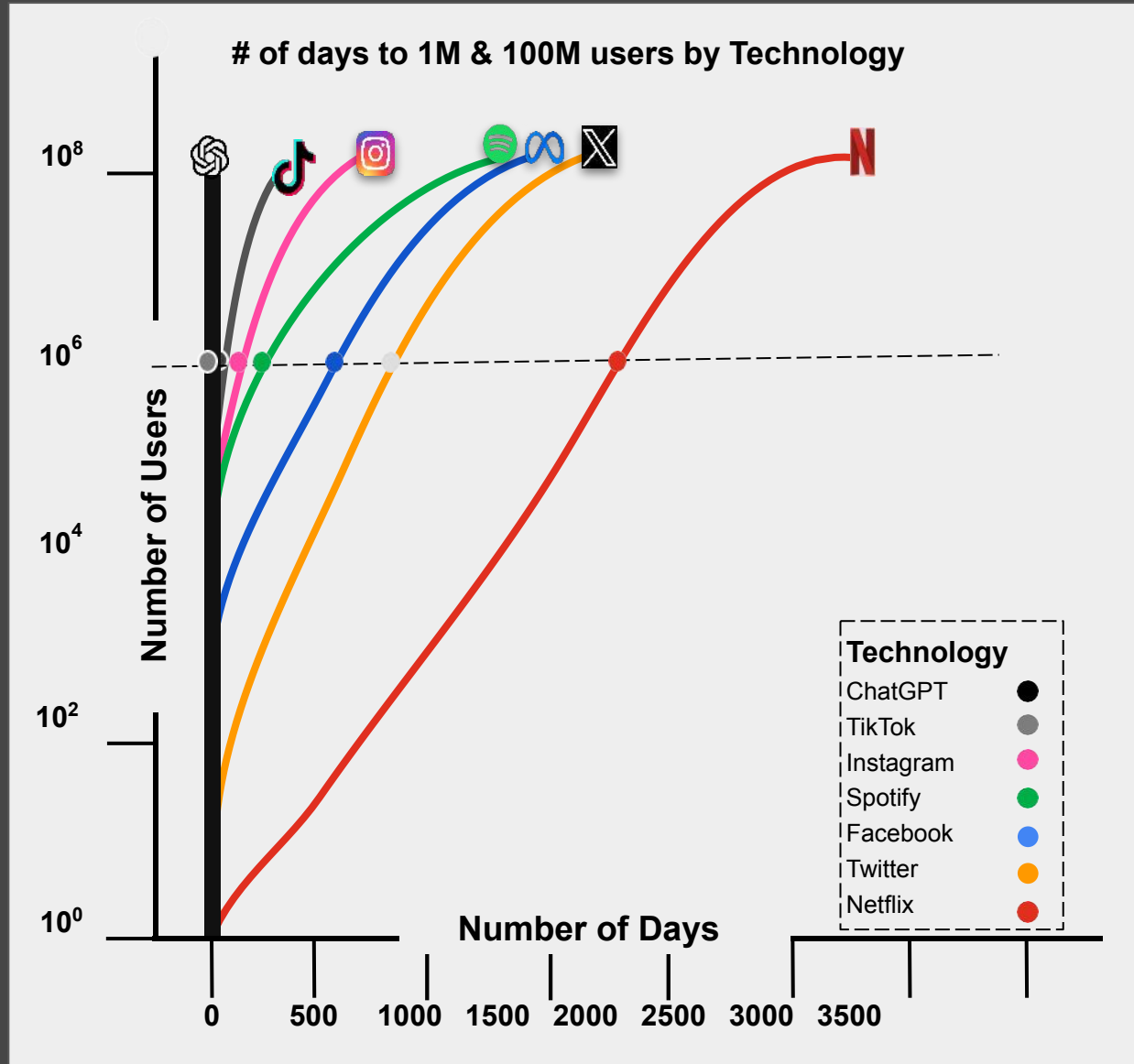
of software vendors by 2026 will have GenAI capabilities in their enterprise applications.

50%

of enterprise by 2028, will have built their own LLMs, but abandon them due to complexity and cost.



Speed of AI adoption



The **speed of adoption** is just at a new level, almost unprecedented

*ChatGpt - 100 Million users within 2 months!!



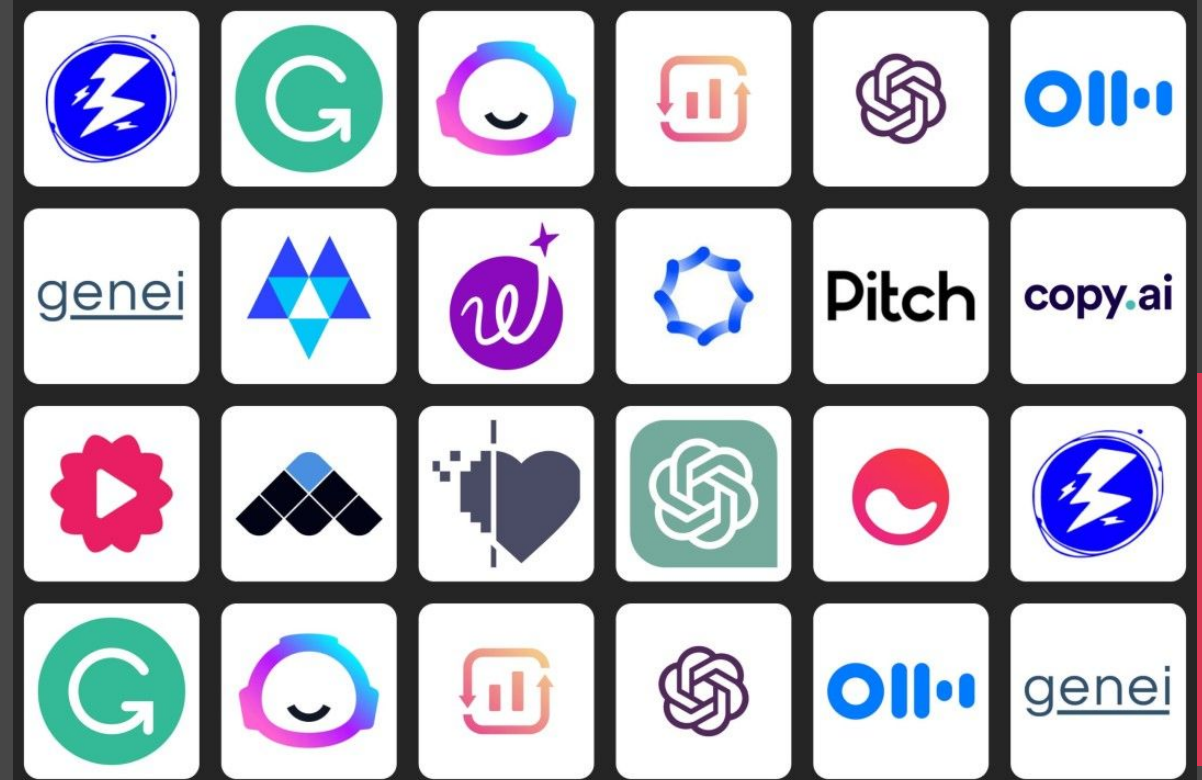
Shadow IT strikes back



78%

of staff

bring their own AI
tools to work!



Where to start



Background - why it often fails:

- Technical debt - legacy systems
- Lack of data governance
- Do not understand the regulation (AI act)
- Lack of systematic “enablers”
- Lack of capabilities

GET STARTED

- Experiment (No business case)
- Choose alliance partner
- Be inspired/Leverage their existing “assets”
- Choose preferred business domain



Responsible AI

- Responsible AI Governance (AI Act)
- Maintain & Regulate
- This is your foundation

CREATE A PLAN & BUILD A FLEXIBLE APPROACH

- Define how DATA will be used
- Create the infrastructure
- Create space for innovation

GO ALL IN

- Redefine your business
- Change the core with integrated AI
- Create Productivity Metrics for ROI



Kontakt



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