

AI MAGAZINE

Artificial Intelligence in Business

INSIGHTS

AI trends, market shifts,
and executive takeaways.

RESEARCH

Key studies and data
shaping the AI landscape.

PRACTICE

Success stories, use cases,
and real-world impact.



AI & IT'S RELEVANCE

Artificial Intelligence has moved from theory to transformation.

Across industries, it's reshaping how companies design products, make decisions, and deliver value.

According to the Stanford AI Index Report 2025, global private investment in AI reached **\$190 billion**, doubling since 2020 (Stanford HAI, 2025).

At the same time, AI has become a daily reality: **88%** of organizations now use AI in at least one business function - from forecasting and automation to research and product innovation (McKinsey, 2025).

Yet only **1%** of companies describe themselves as truly "AI-mature". Most are still learning how to turn experimentation into measurable business impact.

A Boston Consulting Group study shows that just **5%** of organizations currently achieve strong ROI from AI initiatives (Business Insider, 2025).

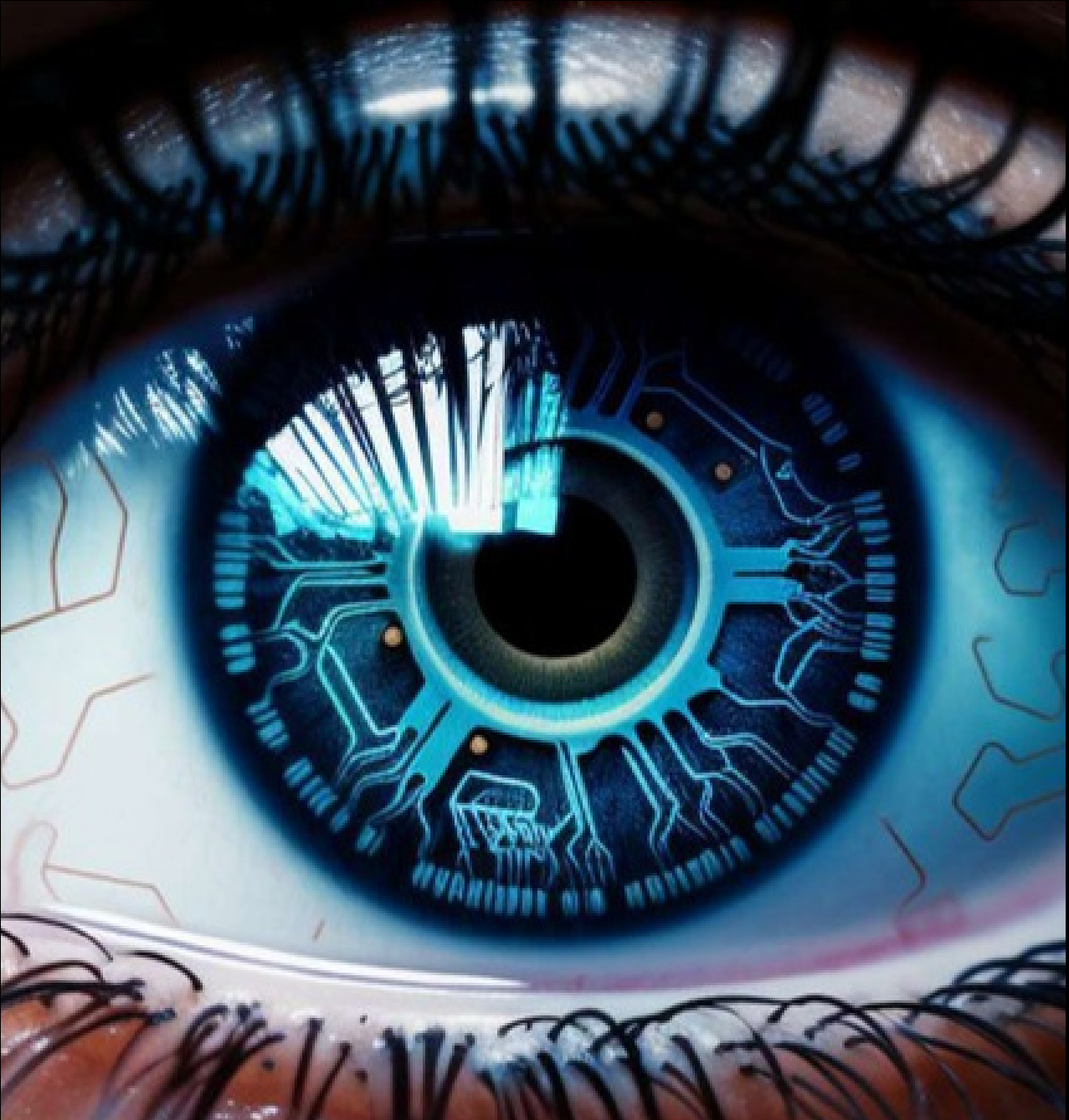
“ AI is no longer a trend - it's the infrastructure of modern competitiveness. ”

Generative and agentic AI are redefining how work gets done, demanding new skills, stronger data foundations, and clear governance.

For leaders, the question is no longer if AI matters - **but how fast they can make it count.**



AI TRENDS



Trends show us where change is happening. They reveal patterns that start small and suddenly shape entire industries. We've seen it before: smartphones turned communication upside down, streaming replaced DVDs, and navigation apps made paper maps feel ancient. What begins as a niche idea can quickly become the new normal.

The same thing is happening with AI. New tools, new habits, new expectations - all developing faster than most of us are used to. Some trends appear quietly in the background, others make headlines overnight. Together, they paint a picture of how technology is shifting the way we work, create, and make decisions.

AI SUMMIT KITZBÜHEL

WHERE THE AI COMMUNITY COMES TOGETHER



Lena Kornau (Founder AI Summit Kitzbühel) at the Panel Discussion "Spotting the Fakes: AI's Growing Influence on News, Social Media, and Trust"

The event focuses on practical leadership: how to move from pilot to scale, measure business value, and empower teams through AI-driven innovation. Each year, leaders from global and European companies share case studies, lessons learned, and emerging trends that define the next chapter of intelligent enterprise.



Ed Soo Hoo (CTO Worldwide Global Accounts at Lenovo) at the AI Summit Kitzbühel 2025

The AI Summit Kitzbühel is more than a conference, it's a gathering that captures the spirit of progress. The atmosphere is both inspiring and intimate, where conversations don't end on stage but continue in hallways, over dinner, and beyond the event. Leaders come here to exchange experiences, challenge ideas, and discover new ways to drive impact in their industries. It's a place where technology meets leadership, where strategies turn into action, and where Europe's AI community grows stronger each year. What makes the summit special is not just its agenda, but the people who shape it - decision-makers, entrepreneurs, and visionaries who believe that innovation is not an abstract goal, but a shared journey towards a smarter, more connected future.

WHY KITZBÜHEL?

Kitzbühel has always been a place of ambition. Every turn on the Hahnenkamm tells a story of courage and precision, of people who know what it means to face challenges. That same spirit now shaped a new kind of race: the pursuit of innovation.

When Lena Kornau founded the AI Summit Kitzbühel, she wanted to create something that matched the town's character - authentic, focused, and a little daring. "We wanted to create a space where people could think deeply about AI - in nature, with perspective, not under neon lights," she explains.



The choice of location was no coincidence. The Hahnenkamm Mountain Station offers something few venues can: space to think. Between keynotes and panels, participants step outside and see the same slopes that have inspired generations.

For Lena, that connection between the place and the mindset runs deep. As she told Leadersnet, "In my private life, I've learned how important patience and resilience are, to stay flexible and to keep going. These experiences help me lead with more balance and empathy. The same lessons shaped how we designed the AI Summit Kitzbühel."

Kitzbühel may not be a tech hub like Berlin or Munich, but that is exactly its strength. It values tradition and progress alike, and its spirit makes innovation feel natural, human and deeply connected to the region's culture.



Lena Kornau (Founder, AI Summit Kitzbühel) and Oliver Kahn (former professional football goalkeeper) discussing the role of AI in professional sports.

SPOTLIGHT ALMATO

A new era for AI and Data Strategy

Competitive advantage now comes not from owning AI models alone, but from leveraging proprietary data effectively. Organizations that adopt a data-first strategy, using semantic platforms like Bardioc to integrate AI into processes, outpace competitors. This is exactly where Almato comes in - with a clear focus on semantic data intelligence.

Bardioc breaks down silos, enhances data accessibility, and ensures compliance and transparency, enabling trustworthy, real-time decision-making.

Almato, headquartered in Stuttgart, is Europe's leading specialist for AI-powered semantic data platforms.



With its semantic intelligence platform Bardioc, Almato connects data by meaning and transforms information into enterprise intelligence that's explainable by design.

Built on ontologies, knowledge graphs and semantic relations, it helps organizations turn complexity into clarity: making AI transparent, scalable and sovereign.

Bardioc introduces a new way of creating value and actions from data: semantically structured, instantly usable and built to evolve.

At its core is an AI reasoning engine that applies human logic to draw inferences and make informed decisions.

Each stage is transparent and auditable, embedding compliance, documentation and accountability.

For industries that depend on precision and compliance, that understanding is invaluable. Financial institutions, public organizations, and manufacturers can act faster while maintaining full control and auditability.



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SEMANTIC INTELLIGENCE

With Bardioc, Almato bridges the gap between innovation and regulation, enabling AI that's transparent, sovereign, and ready for the real world. This turns complex information landscapes into a system that is clear, understandable, and manageable – and transforms data into real ability to act.

Across industries, the platform delivers faster decisions, greater accuracy, and measurable results.

At the **German Federal Ministry**, analysts once spent days reviewing parliamentary archives. With Bardioc's semantic search and reasoning engine, the same work now takes only **minutes**, while the accuracy of results has increased dramatically.

In the private sector, IT service provider **DATAGROUP** used Bardioc to automate large parts of its support process.

Within six months, **40%** of service tickets were handled automatically, response times improved by **85%**, and customer satisfaction increased measurably.

Each example highlights a larger shift. When data is connected by meaning instead of stored in isolation, knowledge flows freely across the organization.

Teams share one understanding, decisions gain clarity, and innovation moves faster. Bardioc turns complexity into clarity and data into a foundation for smarter action.

“ AI delivers real value only with transparent, explainable data. Semantic intelligence replaces assumptions with reliable logic - giving companies the certainty they depend on.

— Christian Sauter, CEO Almato ”

HOW AI BECAME WHAT IT IS TODAY

Artificial intelligence may feel like a very modern invention, but its story began many decades ago.



1950

Early researchers in the 1950s, among them Alan Turing, wondered whether a machine could ever think like a human. From those first ideas, AI went through many ups and downs. Some periods were full of optimism, others much quieter, until new methods in the 2000s slowly pushed the field forward.



2012

A real turning point came in 2012, when a neural network suddenly beat human accuracy in recognising images. That success opened the door to the AI boom we know today, with rapid progress in language, vision and decision-making.

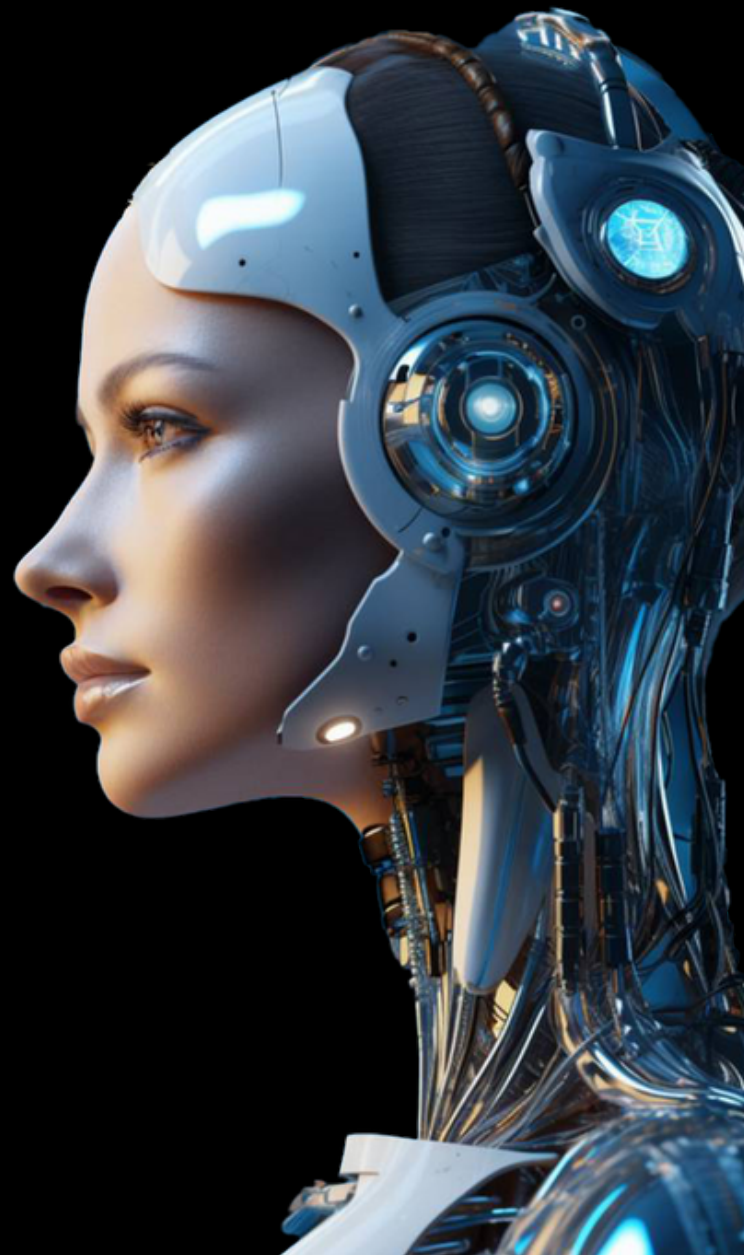


NEXT

NOW

AI has since moved from research labs into everyday work. More than half of all companies now use it in some form, and adoption keeps growing across many industries.

Understanding this journey helps make sense of today's AI news. The technology may be faster than ever, but its story is one of steady progress, human curiosity and ideas that kept evolving until the world was ready for them.



RETHINKING ERP: FROM EFFICIENCY TO IMPACT WITH AGENTIC AI

Artificial Intelligence – especially **Agentic AI** – enables systems to plan, prioritize, and trigger processes autonomously. This allows employees to focus on where they add the most value: creativity, experience, and judgment.

Yet efficiency alone does not create impact. According to a recent BCG study, intelligent agents **accelerate business processes by 30–50 %**, but only **5 % of companies** currently generate **tangible business value** from their AI investments.

One of the most powerful levers to turn efficiency into real impact lies in **Enterprise Resource Planning (ERP)** – the backbone of the operating model. ERP connects digital processes across functions and along the value chain. However, BCG's study *Why Large-Scale Tech Programs Fail* reveals that **70 %** of ERP programs exceed time or budget targets, and **92 %** deliver only part of the expected benefits.

When applied effectively, AI can fundamentally enhance ERP transformations – achieving up to **20 % faster data integration**, **30–50 % less testing effort**, and **15 % more accurate forecasts**.



The future belongs to **connected, adaptive enterprise platforms** that unite data, AI capabilities, and business logic – and empower organizations to rethink established structures.

Agentic AI takes this a step further: it enables ERP systems to act autonomously, triggering workflows, setting priorities, and operating across system boundaries. Traditional ERPs thus evolve into **learning, adaptive platforms** that translate efficiency into measurable business outcomes.

ACT NOW >>

Turn your ERP into an engine of impact. Build the foundations for scalable AI use cases, integrated data, and connected processes – enabling **Agentic AI** to unlock the next productivity leap and make your operating model future-ready.

More at BCG's Tech & Beyond Hub: beyond.bcg.com

BCG × TUM Collaboration

A strong ecosystem for AI innovation in Europe

Together with the **Technical University of Munich** and partners from business and academia, **BCG** is bridging research, technology, and practice to accelerate innovation and strengthen Europe's position in **Agentic AI and ERP transformation**.



Join the ecosystem here

HOW TO USE AI THE RIGHT WAY

AI is becoming a standard business tool, yet many organisations still struggle to create real value.

The key insight: **success depends more on people than on technology.**

The best approach is to start with real problems, not tools. Look at where work slows down or decisions repeat. Small pilots built with the people who use them lead to faster wins and stronger trust.

These are also the people-centred challenges discussed at the AI Summit Kitzbühel - from strategy to everyday adoption.



At the AI Summit Kitzbühel 2026, ZDF moderator **Markus Lanz** will host a panel discussion focused on the societal implications of artificial intelligence.



Benjamin Kirnich, CTO Microsoft Solutions Germany during his Keynote "Agentic Systems - Generative AI Season 2" at the AI Summit Kitzbühel 2025.



Yvonne Bettkofer, CTO at AUDI AG, will deliver a keynote at the AI Summit Kitzbühel 2026 titled "AI as a Catalyst for Holistic Transformation in Large, Complex Organizations."



Lena Kornau, Founder of the AI Summit Kitzbühel, discussing the use of AI in media and its impact on society at the AI Summit Kitzbühel 2025.

It also helps to keep AI easy and approachable.

Most employees don't need deep technical knowledge. They need clear instructions, practical examples, and confidence that the tools will genuinely help them. When AI feels simple, people use it. When it feels complicated, they resist it.

Communication plays a major role as well.

Teams respond well to honest, jargon-free explanations of what AI will change and how it supports their work. Clarity reduces fear and strengthens adoption.

Another common mistake is trying to replace human judgment. AI works best when it takes over routine tasks and supports people, not when it removes them from the loop.

AI isn't something that is "launched" once. It's an ongoing process of testing, learning, and improving. Starting small and iterating beats big, rigid rollouts every time.

When employees understand, trust, and benefit from AI, the technology delivers real impact. Get the human side right, and the rest follows.

AI SUMMIT KITZBÜHEL



MASTERCLASS

THE MOUNTAIN TERRACE

EXPO AREA

MOUNTAIN STAGE

DEEP DIVE

SPEAKERS & PARTNERS LOUNGE



AI SUMMIT
KITZBÜHEL

The only *true* AI Summit
Artificial Intelligence in Business

Europe's most exclusive AI Summit - set at
1,700 meters, directly at the legendary
Hahnenkamm mountain station.

June 17-18, 2026
Reserve your ticket now - limited to
just 700 seats!

www.ai-summit.at



AI SUMMIT



MARKUS LANZ
TELEVISION HOST & JOURNALIST
MODERATOR OF ZDF'S MARKUS LANZ

Panel-Discussions taking place on the
Mountainstage.
Moderation on June 18th by **Markus Lanz**

ROSSMANN

At ROSSMANN, artificial intelligence has long been firmly embedded in the company and is continuously developed by an interdisciplinary team. AI is seen as a strategic opportunity - enabling greater competitiveness, more efficient processes, and better results.

A key success factor is the workforce. From the very beginning, ROSSMANN has focused on comprehensive training to ensure that employees understand and can apply the new possibilities. A company-wide key-user structure further promotes regular knowledge exchange and deepens expertise in day-to-day operations.

AI creates measurable value across departments and supports ROSSMANN on its journey toward becoming a hybrid organization. The technology serves as an aid - but final decisions are deliberately kept in human hands.

Three Examples of AI Use at ROSSMANN

RossmannGPT

ROSSMANN uses a privacy-compliant internal RossmannGPT, which is continuously expanded with features such as AI agents, assistants, and a prompt library. Several thousand requests are processed every day.

Store Copilot

The Store Copilot supports branch teams directly on their work devices, making manuals and product information searchable within seconds - via text or voice.

Route Planning with NUNAV

With NUNAV, ROSSMANN relies on AI-supported route planning. A module analyzes traffic data, generates forecasts, and proposes optimized routes to avoid traffic jams and improve workflows.

HOW AI REDUCES WASTE

AI is making everyday drugstore retail more resource-efficient.

It helps drugstores, beauty chains and pharmacies forecast demand more precisely, so shelves are stocked with the right amounts of skincare, cosmetics and health products, which reduces both surplus and expired items.



In stores, AI systems support staff with instant answers on ingredients, availability or alternatives, helping avoid misplacements, returns and unnecessary waste. Shoppers also receive clearer and more personalised guidance, making sustainable choices easier and preventing mis-purchases.

SHAPING THE FUTURE: HUMAN-CENTERED AND OUTCOME-DRIVEN

The AI hype cycle has peaked. Companies are now entering the phase of AI enterprise readiness: a shift that demands more than deploying models. It requires rethinking how organizations operate. Leaders are challenged to inspire their teams while embedding AI into everyday processes. **The question is no longer whether to adopt AI, but how to integrate it with meaningful impact.** Success now depends on aligning technology investments with business outcomes, not chasing the newest trends.



Legacy systems weren't built for AI's demands. They hold valuable data but often resist seamless integration.

Forward looking organizations don't choose between old and new but rather bridge it. They modernize step by step, running experiments while keeping operations stable. This creates continuous momentum without disruption.

Data sits at the core of AI success, but data alone means little. Only adding context transforms information into insight. Understanding data relationships and flows reveals patterns that unlock real value. Enterprise readiness also means strong data and API foundations, and the governance to keep AI and its agents aligned and secure.

At **compeople**, the work builds the foundations and turns fragmented landscapes into coherent systems AI can actually leverage.

Trust matters as much as technology. Employees need clarity on how AI supports and not replaces them. Customers wish transparency and speed. Regulators need assurance. Experts from compeople focus on pragmatic enterprise readiness: architectures that scale, governance that protects, and AI that delivers measurable impact from day one.

Every smart transformation starts with focus. By identifying a process where AI can deliver value, testing it, learning from it, and scaling what works, teams build momentum through manageable steps. **compeople** supports them in designing this journey so that small wins evolve into repeatable, scalable practices. The ones who succeed turn early wins into systematic, sustainable change.

compeople
crafting digital solutions
with a human touch

www.compeople.com

AI IN HEALTHCARE

Healthcare is full of difficult decisions.

Doctors handle medical facts, patient hopes, and strict rules, often all at the same time. Recently, AI has begun to play a new role in this world. Not as a silent black box that gives an answer, but as a tool that helps people understand what is actually going on beneath the surface.

A growing trend in hospitals and research teams focuses on AI that makes complexity easier to see. Instead of offering a single recommendation with no explanation, these systems show how different factors influence each other and where uncertainty still exists. This kind of clarity is especially valuable in medicine, where every decision needs to be explained, discussed, and trusted by both professionals and patients.

What makes this shift so important is its focus on people.

In healthcare, trust is everything.

AI in Healthcare Emerging Trends

- **clear reasoning**
- **shown uncertainty**
- **informed choices**
- **better dialogue**
- **shared context**
- **human judgement**



AI becomes far more helpful when it supports conversations instead of replacing judgment.

When doctors can see why a system suggests something, they can talk openly about risks, choices, and next steps. Patients feel better informed, and teams make decisions together with more confidence.

The direction is clear. AI in healthcare is moving toward tools that make decisions easier to understand, easier to communicate, and easier to trust.

In a field where complexity is part of everyday work, that change can make a real difference.

AI IS SHAPING THE FUTURE

– AND WITH COPILOT,
YOU CAN HELP SHAPE IT TOO.

The only question is: Are you ready to be a change maker?

The digital world is accelerating - and AI gives leaders the clarity and insights they need to stay ahead. Executives who leverage it see opportunities sooner, manage risks smarter, and gain valuable time for true strategic focus.

For everyone who says:

*"AI is not just technology
–
it's my competitive edge."*



Copilot Executive is the gateway to the AI world: to leadership that creates innovation, thinks ahead, reacts faster, and has a more sustainable impact.

More impact. Less effort. More future.

With Copilot Executive, Communardo Smart Work offers an introductory format (workshop) for identifying the relevant efficiency drivers and planning an implementation strategy.

It shows how Microsoft 365 Copilot in combination with agents becomes a personal executive assistant and efficiency driver in the company:

- for faster innovation as a competitive advantage
- for automation instead of open positions
- for more precise decisions
- for faster preparation of crucial meetings

No technical overload. No theory.
Just real executive scenarios.

communardo 
smart work



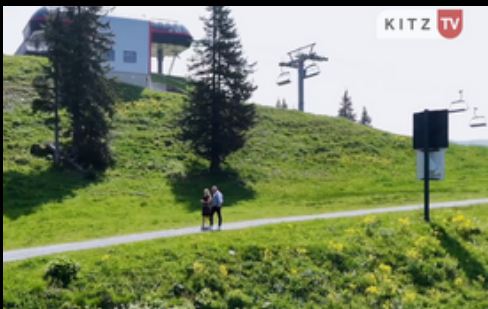
AI GONDOLA TALK

POWERED BY KITZSKI & KITZ TV

In the latest episode of “KITZ-AI-Talk,” **Lena Kornau**, Founder of the AI Summit Kitzbühel, sits down with **Patrick Heinen**, Vice President for Solution Engineering at **Salesforce**, for a conversation inside the branded AI Summit gondola, powered by KitzSki and based at the Fleckalmbahn.

Patrick explains how AI has quietly moved from being a tech buzzword to a tool that solves real problems. Today’s AI agents don’t just send standard responses - they understand natural language, can sort through complex information, and help customers in ways that used to require a full support team.

For small hotels, restaurants, and family businesses, this can mean quicker answers, fewer repetitive tasks, and more time for personal service. In other words, AI is no longer something “for the big players only.” It’s becoming a real advantage for local businesses trying to stay competitive while keeping service levels high.



Patrick Heinen and Lena Kornau at the Kitz AI Gondola Talk in Kitzbühel



The AI Summit Kitzbühel Gondola

KITZ AI TALK



Patrick Heinen (Salesforce) and Lena Kornau (AI Summit Kitzbühel) at the Kitz AI Talk



Patrick Heinen highlighting the business value of AI agents for small and local businesses

Conversations like this help make AI more approachable. They show how technology that once felt distant is now becoming a practical partner in daily operations - from booking requests to customer questions and beyond. For many companies, understanding these possibilities is the first step toward using AI in a smart and responsible way.

The video was recorded and edited by **KitzTV**, a trusted regional media partner that often shines a spotlight on local innovation. By capturing discussions like this one with clarity and quality, KitzTV helps make forward-thinking ideas accessible to a wider audience across the region.

360°

FLOW TRAILS

Kitzbühel Kirchberg



längster Trail
in Tirol



100%



10%



1,5 Meter
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**YOUR
PLACE
TO BIKE**

AI TRENDS

TRAVELING

People are using AI to plan trips that normally take hours. A traveller can upload their available dates, budget and interests and receive a full route with hotels, local transport and suggestions for quiet places away from crowds. Some airports test AI guided translation at check in so travellers and staff can understand each other instantly. Hotels in Japan and Singapore use AI to predict busy check in times and adjust staffing so waiting lines stay short. Even Google Maps uses AI to suggest more fuel efficient routes based on real traffic patterns.

RELATIONSHIPS

Many people now talk to AI when preparing for an important conversation, for example at work or with a partner. It helps them choose words and think through possible reactions. Some use it to understand their feelings by asking simple questions like why am I stressed today.

In research projects, AI tools help therapists summarise long therapy notes so they can spend more time with patients and less time on paperwork. Couples use AI practice chats to rehearse difficult discussions in a calm space.



AI IN INDUSTRIES

AI is changing the way industries run behind the scenes.

Production lines, warehouses and energy networks that once relied on fixed routines now react in real time because intelligent systems can spot patterns long before humans notice them. Factories already use AI to predict when machines need attention so repairs happen before something breaks. This keeps production steady and reduces costly downtime.

LOGISTICS

In logistics, AI helps plan routes, manage stock and keep goods moving when delays occur. Sensors track shipments through entire networks, while learning systems adjust plans on the fly. Companies use this to deliver faster and cut unnecessary trips, which also lowers emissions.

CONSTRUCTION & ENERGY

Even fields like construction and energy are shifting. On building sites, AI scans images to detect safety risks early. In the energy sector, it helps balance supply and demand, especially when renewable power changes with the weather.

The direction is unmistakable. AI is becoming the quiet decision helper that keeps industrial processes running smoothly, supports safer working conditions and reduces waste. As these systems continue to learn from real operations, they give industries a clearer picture of what is happening in the moment and what might happen next.



FUNKE MEDIAGROUP

Central AI Task Force as a Catalyst for Successful AI Adoption. The successful implementation of Artificial Intelligence in organizations depends crucially on a well-thought-out organizational structure.

While technical innovation and governance form important foundational pillars, communication and training prove to be the true accelerators of AI adoption. Employees must not only understand how AI tools function, but also recognize their potential for daily work and overcome initial concerns.

At the same time, clear guidelines for responsible use of AI and a culture that encourages experimentation and learning are needed.



AI Task Force of FUNKE Media Group (Friedrich Schmidt, Dr. Paul Elvers, David Bauer, Jana Dwertmann, Stefan Reining)

The AI Task Force of FUNKE Media Group demonstrates how a central coordination unit can master these challenges. As a central point of contact, the team unites all critical dimensions under one roof: from strategic innovation through organizational development to governance. Particularly noteworthy is the focus on communication and training.

Because without bringing people along, even the best AI strategies remain mere theory. This holistic approach makes the task force an important component of sustainable AI transformation that successfully orchestrates not only technological but also cultural change.

To continue this philosophy of knowledge exchange beyond internal boundaries, FUNKE is launching a podcast called "*KI Köpfe*".

Podcast host Paul Elvers, Head of AI at FUNKE, discusses central topics of AI development in each video podcast episode: from media innovation and automation to education and the working world, as well as ethics and creativity. The focus lies in exchanging ideas with experts who provide guidance, share knowledge, and contextualize developments – in an understandable, critical, and practical way.



Podcast KI Köpfe - available on all major streaming platforms

AI TRENDS



EDUCATION

Students use AI to ask questions when they are stuck on homework, instead of waiting for the next class. Language learners practise real conversations with an AI that listens and gives gentle corrections. Designers learn new tools by asking AI to explain steps while they work. Companies use AI tutors that adjust the difficulty of training sessions depending on how fast an employee learns. Music students even upload recordings and receive feedback on timing and pitch.

ENTERTAINMENT

Film studios use AI to test early versions of scenes before real filming starts. Writers ask AI for alternative dialogue lines when a scene feels flat. Game studios let characters learn from how players behave so every playthrough feels different. Music producers use AI to clean up noisy recordings or suggest harmonies. Streaming services already use AI to predict what someone will enjoy next based on time of day or previous choices.

FINANCES

People are starting to use AI to sort through mortgage options, draft questions for their bank and make sense of insurance terms that are usually hard to read. People who are new to investing often ask AI to explain risk in simple language instead of working through long documents. Banks rely on AI to notice unusual account activity within seconds so customers can react quickly. Some cities are even testing AI money guides that show how small changes in daily spending can make a difference over time.

ACHIEVE MORE WITH LESS

AI AS THE NEXT LOGICAL STEP



Automation by innovation.

At KEBA DIGITAL, end-to-end digitalization is not just a goal
- it is the foundation on which solutions and products are built.

Artificial intelligence sits at the core, supported by deep AI expertise, decades of engineering experience, and an architecture defined by modularity, scalability, and system openness.

For the company, AI is not a trend but the logical next step for organizations that generate vast amounts of data yet struggle to turn it into actionable insight.

AI enables a shift from retrospective reporting to forward-looking decision support. Instead of asking what happened, **KEBA DIGITAL** equips businesses to understand system behavior - or to let the system respond autonomously. This capability is essential for improving resilience and efficiency and, ultimately, for maintaining competitiveness in a rapidly evolving market.

The approach is industry-agnostic because the challenge is universal: turning complexity into clarity by enabling data to work effectively.

AI in Action: Selected Solutions from KEBA DIGITAL

Current projects illustrate how this philosophy translates into practice.

One example is the development of predictive-maintenance models for large-scale refrigeration systems across hundreds of supermarkets.

These models forecast failures before they occur, allowing service teams to plan interventions efficiently and avoid costly downtime.

Another example involves a major banking institution managing thousands of credit lines.

KEBA DIGITAL applies advanced risk models to predict the probability of default for each customer with an open credit line over the next 12 months, enabling more informed lending decisions and strengthening financial stability.

Together, these use cases demonstrate how KEBA DIGITAL advances beyond traditional insights to deliver true foresight - and to generate measurable value.

“

We generate value by combining our trusted domain expertise with latest AI technologies. We ensure that our partners achieve more with less.

— **Christoph Knogler**,
CEO KEBA Group



”

More about
KEBA DIGITAL



<https://keba.com/digital>

“

AI is not an add-on: it's at the core of modern digital solutions and essential for anticipating change and responding with speed.

— **Sulejman Ganibegovic**,
Vice President KEBA Digital



”

INTRODUCING AI AGENTS? NOT (JUST) AN IT TASK!

Companies invest millions in AI systems and their development - yet often fail when it comes to implementation and effective use. Why? Because clear communication is missing.

Three common mistakes:

1. Technology is mandated, not explained.
2. Employees don't understand the benefit for their daily work.
3. Trust is lacking - resistance prevents meaningful use.

Implementing agents is not a tool rollout; it's an organization-wide transformation.



Sarah Yvonne Elsser and Alexander Pessler during their Keynote "After Deployment comes the frustration - Why AI implementations fail..."

This requires communication that empowers, translates concrete use cases for each role, and builds trust.

Tech Well Told helps companies do exactly that: we translate AI into plain language, create trust, and support the change process - from leadership to specialist teams.

Because the most expensive AI is the one nobody uses.

THE EU AI ACT

The EU AI Act, in force from February 2nd 2025, introduces a binding obligation for companies to train all employees who use or make decisions about AI systems.

The regulation applies directly in every EU member state and affects organisations of all sizes. Its goal: trustworthy, transparent and rights-preserving AI. It bans manipulative systems, harmful applications, social scoring, emotion recognition at work and most forms of real-time biometric identification.

Because the Act provides no fixed curriculum, companies must build training that equips staff to understand how AI systems function, recognise risks, act in line with GDPR, and detect misuse or malfunctions early.

Content should match each role, context and system risk level.

Thorough documentation of training, participation and evidence becomes essential for audits and liability protection. As with GDPR, a rapidly growing training market is expected — making early, structured preparation crucial for compliance and responsible AI deployment.



Dr. Holger Muehlbauer
Managing Director TeleTrust

AI BUILT FOR THE PROBLEMS THAT ACTUALLY MATTER

Every organization wants to move faster with AI.

But speed alone doesn't create progress - purpose does.

While many companies are chasing the latest model or plug-in, the leaders of 2026 are stepping back and asking a more powerful question: **What are we solving for?**

The Company **Tungsten Automation** is built on that philosophy. For nearly 40 years, the company has helped global enterprises cut through complexity by applying AI where it creates the **most meaningful operational impact**.



This includes the workflows, decisions, and document-heavy processes that run the business every day.

What the organization has learned is simple: **AI only works when it works for the business.**

Not as a one-off experiment, not as a shiny feature, but as a system shaped around an organization's goals, constraints, data, and people.

That is why Tungsten's approach starts with outcomes, not algorithms.

Whether an enterprise is accelerating onboarding, modernizing claims intake, improving financial visibility, or reducing manual review across thousands of documents, Tungsten helps organizations deploy AI for the right reasons:

- **To remove friction, not add technical debt.**
- **To improve decisions, not overwhelm them.**
- **To amplify teams, not replace expertise.**
- **To modernize foundational processes that unlock long-term agility.**

Across financial services, insurance, healthcare, manufacturing, and the public sector, enterprises are discovering that real transformation comes from applying AI with intention.

This is the difference between automation that is exciting in theory and automation that delivers results.

As the global AI community gathers in Kitzbühel, Tungsten Automation is proud to champion a more grounded path forward: AI aligned to business reality, operational excellence, and measurable outcomes - not hype cycles.

Because the future isn't about using more AI.

It's about using AI where it matters most.

Join Tungsten Automation

The company will continue this conversation at its Deep Dive Session at the AI Summit in Kitzbühel 26, Austria. To learn more about upcoming summits, explore dates and locations.



SCAN the QR Code:



HUMAN & MACHINE

WHY AI IS BECOMING A PARTNER, NOT A THREAT

Many people feel unsure about AI and wonder if it will one day replace human jobs. But the current developments in technology point in a very different direction. **Modern AI tools, from digital AI agents to the first humanoid robots, are being built to support people and make everyday work easier.**



Florian Deter (Managing Director, Microsoft Germany), Lena Kornau (Managing Director, Stellenberg Group), Maria Zesch (Supervisory Board Member, Austrian Post) and Dr. Sebastian Walter (Vice President, Otto Group) discussing the impact of AI on enterprises and society at the AI Summit Kitzbühel 2025.

AI agents can understand tasks, plan several steps on their own and learn from results. Companies like Microsoft, Salesforce and IBM are using them to take over routine work that often slows teams down. This gives employees more time for problem-solving, creativity and personal interaction - the things humans are naturally good at.

At the same time, companies such as Figure and Tesla are developing humanoid robots that bring AI into the physical world. These robots are designed to help with physically demanding, repetitive or hard-to-staff tasks.

They can support logistics, factory operations or service areas, making work safer and reducing pressure on human workers.

Across both digital and physical applications, the direction is becoming clear: AI is meant to reduce stress, lift heavy workloads and simplify complex tasks. It strengthens teams instead of replacing them and creates space for more meaningful work.

A future in which humans and machines work together is not about losing control. **It is about using intelligent tools to make work more efficient, more comfortable and more human.**

“

As AI learns to handle the repetitive, people finally get the time to do the work only humans can do.

— **Lena Kornau,**
Founder AI Summit Kitzbühel



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CX TRENDS 2026:

AI AS A COMPASS FOR BETTER EXPERIENCES

Service today is measured by a simple moment: ***Is an issue resolved quickly, correctly, and seamlessly - and does the interaction still feel personal?***

Research from companies such as **Zendesk and Object**, including the **Zendesk CX Trends Report 2026** shows how AI keeps companies steadily on course: it creates contextual intelligence, meaning the ability to connect signals from data, channels, and past interactions in real time so that teams (and bots) can understand the human behind the ticket.



OBJECT



One of the report's central themes is high-resolution personalization. Customers expect closeness - even in self-service. What truly matters, however, is resolution quality: **85% of CX leaders** say customers leave brands when problems aren't resolved on the first contact. Memory-rich AI and persistent context ensure that details aren't lost, tone stays consistent, and AI bots guide users precisely rather than simply deflecting them.

The required cross-channel consistency emerges from unified, cross-functional knowledge. 86% of consumers say responsiveness and accurate solutions strongly influence their buying decisions. Context that carries across chat, email, phone, and social makes accuracy scalable - and reduces the load on internal teams.

Beyond this, data becomes "askable" and measurable. **81% of executives** see a turning point when all employees can ask data questions in natural language, enabling faster and more consistent resolution. **82%** say prompt analytics now delivers insights in seconds that once took weeks.

This allows automation performance, quality signals, and CSAT drivers to be continuously measured and optimized.

Based on insights from **5,000+ surveyed CX leaders**, the report reveals where AI will take the customer journey next - and how to translate those insights into concrete actions.

zendesk CXtrends26

Download now!



AI SAFETY, RISK AND RELIABILITY

What Really Matters When AI Moves Into Real Work

Artificial intelligence is moving into daily operations, and this raises a new priority. Organisations want systems that behave reliably in real situations, not only in controlled tests.



The Stanford AI Index notes that many leaders now value stable and predictable behaviour more than impressive benchmark scores.

Accuracy remains a challenge. Research shows that language models still produce incorrect information in complex or specialised contexts. To reduce this risk, more companies rely on verified internal knowledge and clearer review steps for sensitive decisions.

Once AI is deployed, it needs continuous attention. Many teams struggle with model drift as data and conditions change. Regular monitoring of data quality and performance is becoming essential to keep systems aligned with current realities.

Trust also depends on understanding where data comes from and how it is handled. Clear documentation of data origin, processing steps and access rights helps organisations maintain quality, meet regulatory expectations and ensure that AI systems behave as intended.

Security concerns are increasing as more actors attempt to manipulate AI models or extract sensitive information. Organisations are responding with stronger testing, tighter controls and more careful deployment practices. In areas such as healthcare, finance and public services, explainability remains essential, and current regulations reinforce the need for transparent and accountable AI. Together, these developments highlight that reliable systems emerge through consistent oversight and thoughtful design rather than technical performance alone.

KEY POINTS SUMMARIZED

Artificial intelligence is steadily becoming the connective force of modern society, subtly transforming how we live and interact.

It influences how people travel, learn, receive healthcare, manage finances, and operate businesses of every size.



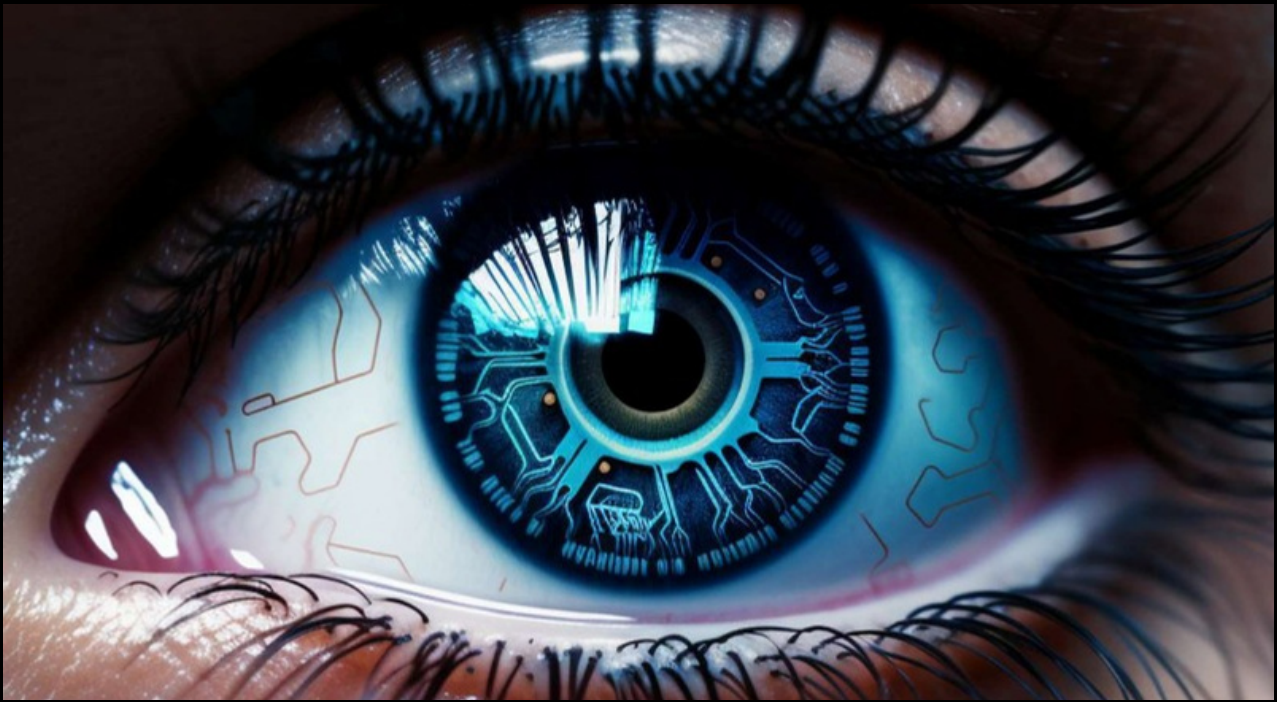
The impact reaches far beyond efficiency gains. Intelligent systems are beginning to personalize experiences, anticipate needs, and support decisions with a level of precision that was unimaginable only a few years ago.

In the worlds of **industry and manufacturing**, AI driven automation is strengthening resilience and unlocking new opportunities for growth.

In healthcare, data guided insights are improving accuracy and enabling earlier interventions.

In finance, intelligent tools are helping organizations and consumers navigate increasingly complex environments with greater confidence.

Even global challenges such as **food waste and sustainability** are being addressed through new forms of predictive intelligence that help organizations conserve resources and operate more responsibly.



Innovators continue to show how thoughtful adoption can create measurable value. Their work demonstrates that the true potential of AI emerges when technology is paired with clear strategy, strong data foundations, and a commitment to responsible development.

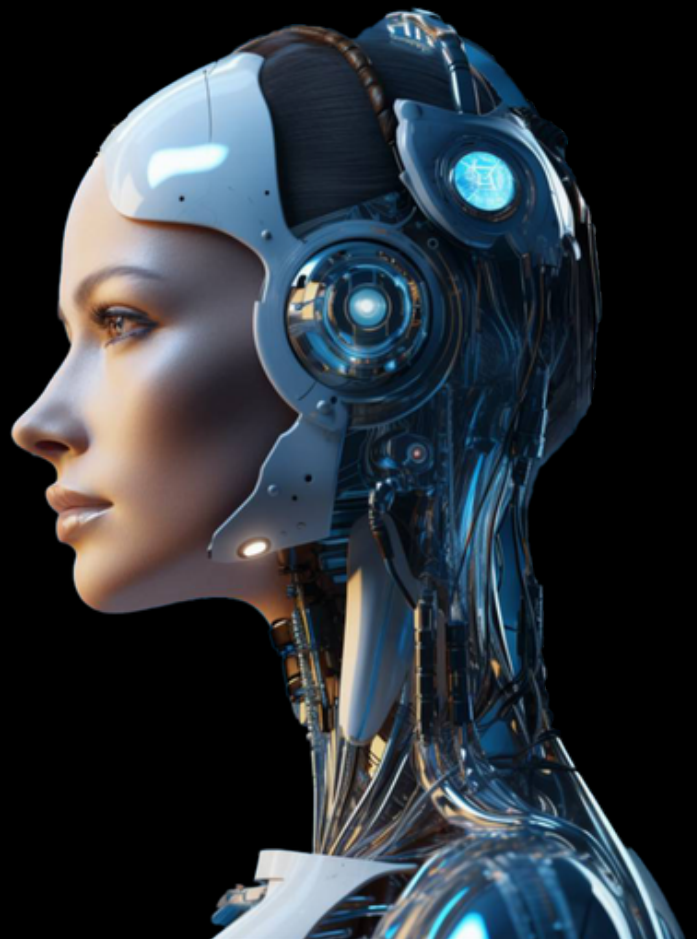
As progress in AI continues to reshape everyday life, one thing is clear:

AI is becoming a core part of how we work, travel, learn, receive healthcare, and make decisions.

Its influence will keep expanding as more people and organizations apply it to solve real problems, create better experiences, and operate more sustainably.

This transformation is still unfolding, and its next steps will be defined by those who choose to use AI with purpose, responsibility, and creativity.

The future of this technology will not be driven by machines alone, but by the people who guide it.





***Every industry is built on questions.
AI expands the number we can ask.***

Behind This AI Magazine

This edition was crafted to offer clarity and perspective on a rapidly evolving technological landscape. Our editorial focus centered on distilling research, expert insights, and real-world applications into accessible, unbiased analysis for leaders across industries. Each article brings together solid research and accessible storytelling to show how human and artificial intelligence shape the decisions we make every day.

We would like to thank all our partners and associates involved in this project for their support in creating our AI Magazine.

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