

AI Use Cases

Cutting through the Gen AI
hype with **Practical Solutions**
and **Real ROI**



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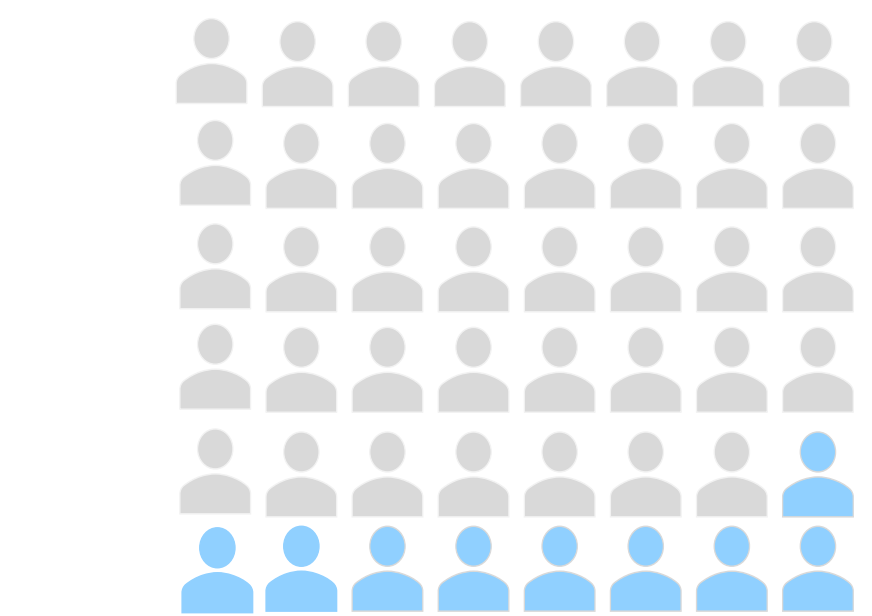
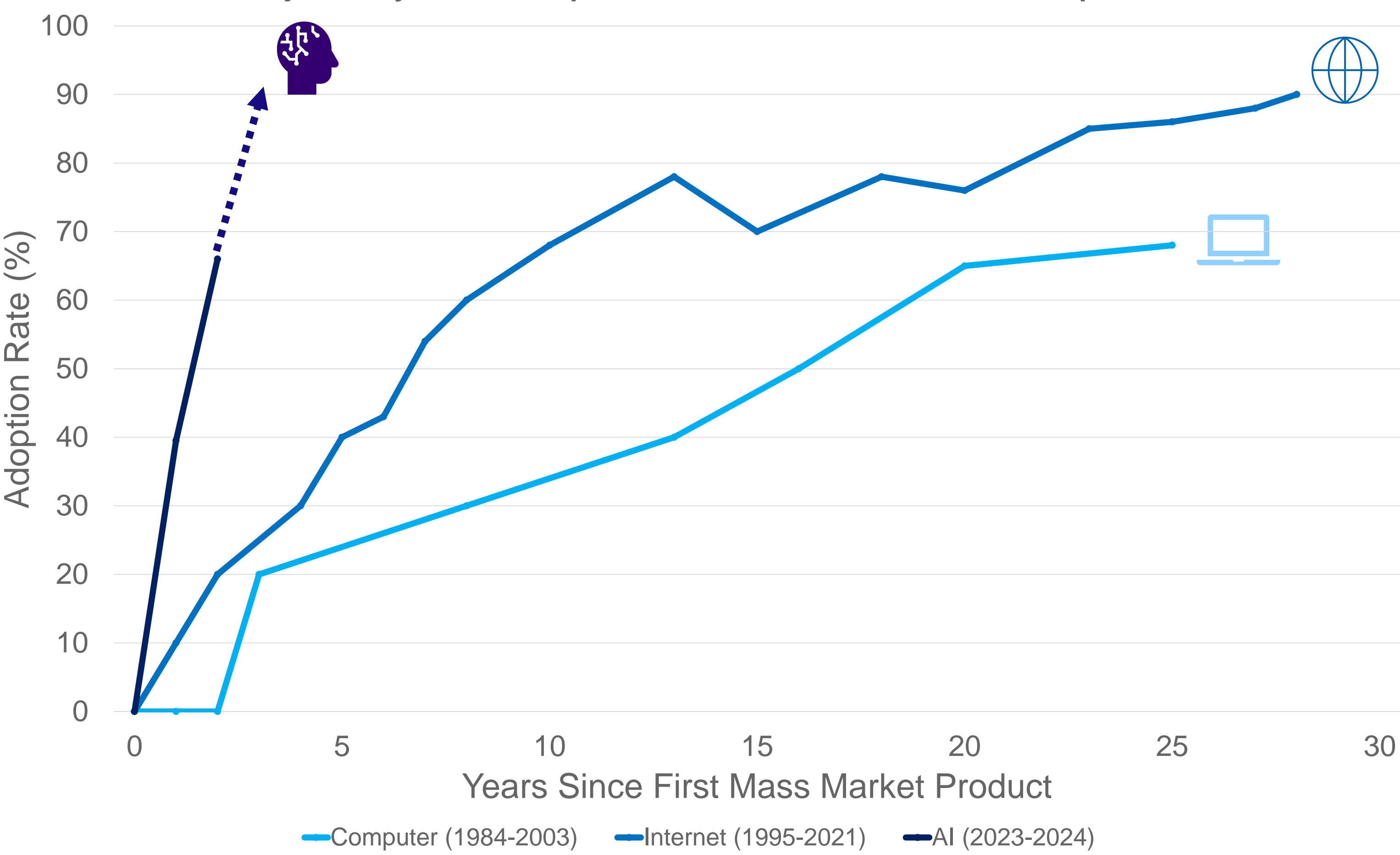
It's almost too easy to spin up a Generative AI POC; the real challenge is building an AI-powered application, putting it in production, and getting adoption



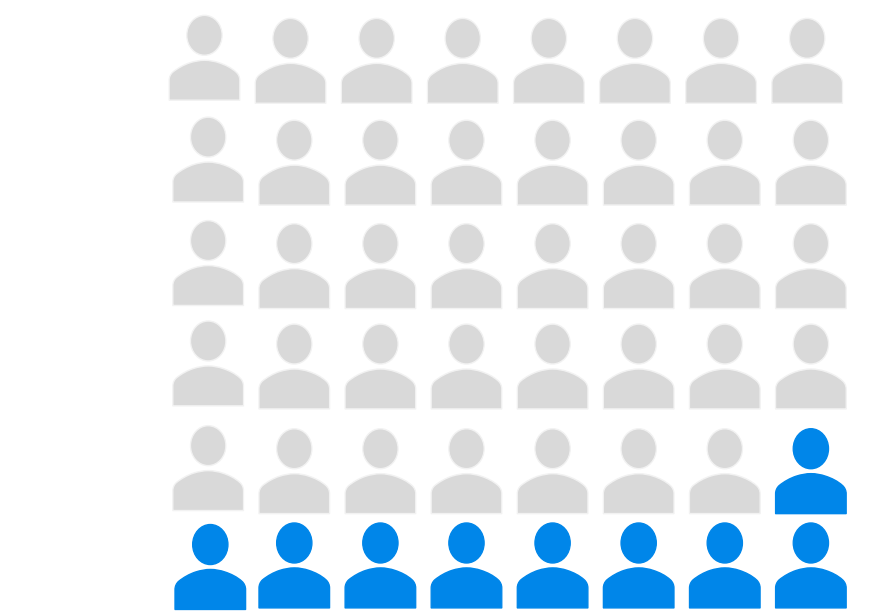
Gen AI Adoption

Gen AI is being adopted at a faster rate than other transformational general technologies

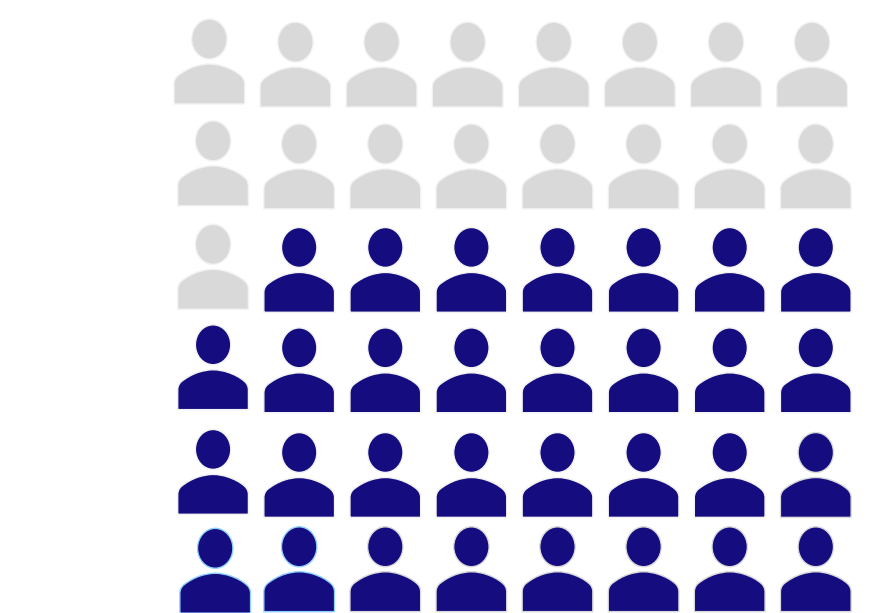
Trajectory of Computer, Internet, and AI Adoption



 **20% Adoption Rate after 3 years**



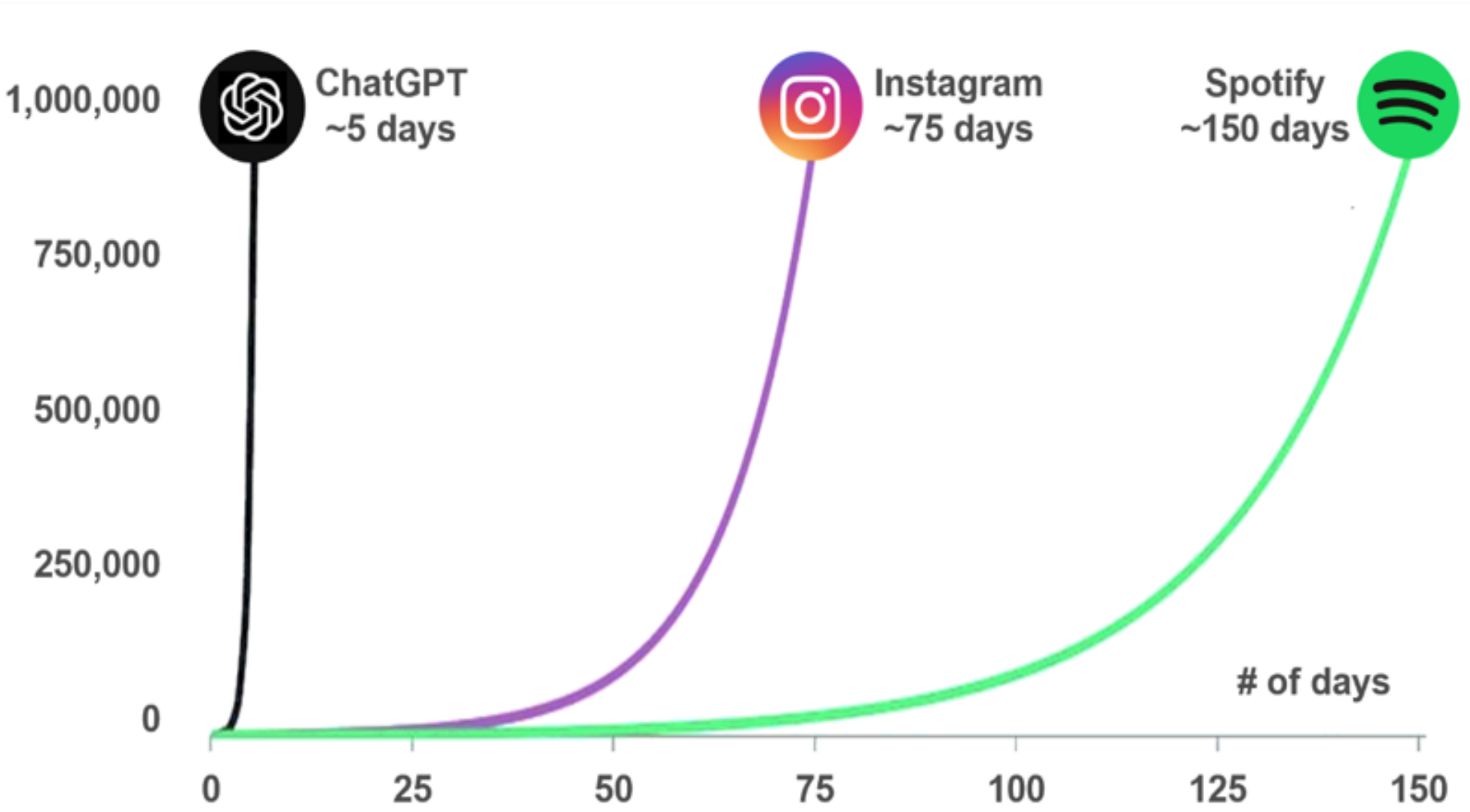
 **20% Adoption Rate after 2 years**



 **65% Adoption Rate after 2 years**

The hype was real: GenAI in 2023

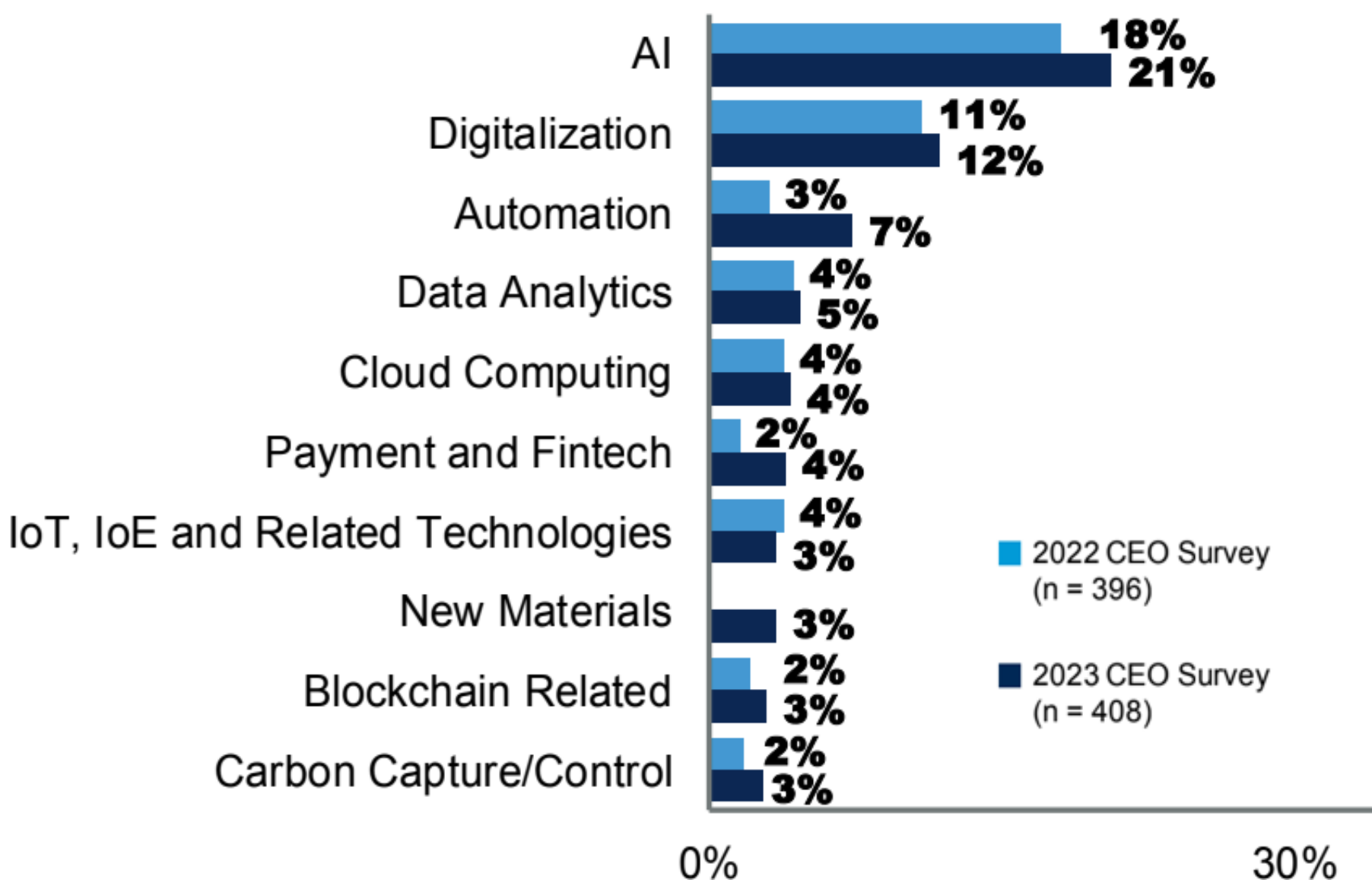
Consumer Adoption. *Path to 1 million users.*



Note: ChatGPT is built on an LLM
Source: Google; Subredditstats; Media Reports

CEOs believe AI will most significantly impact their industries over the next 3 years.

Coded responses – Showing top 15

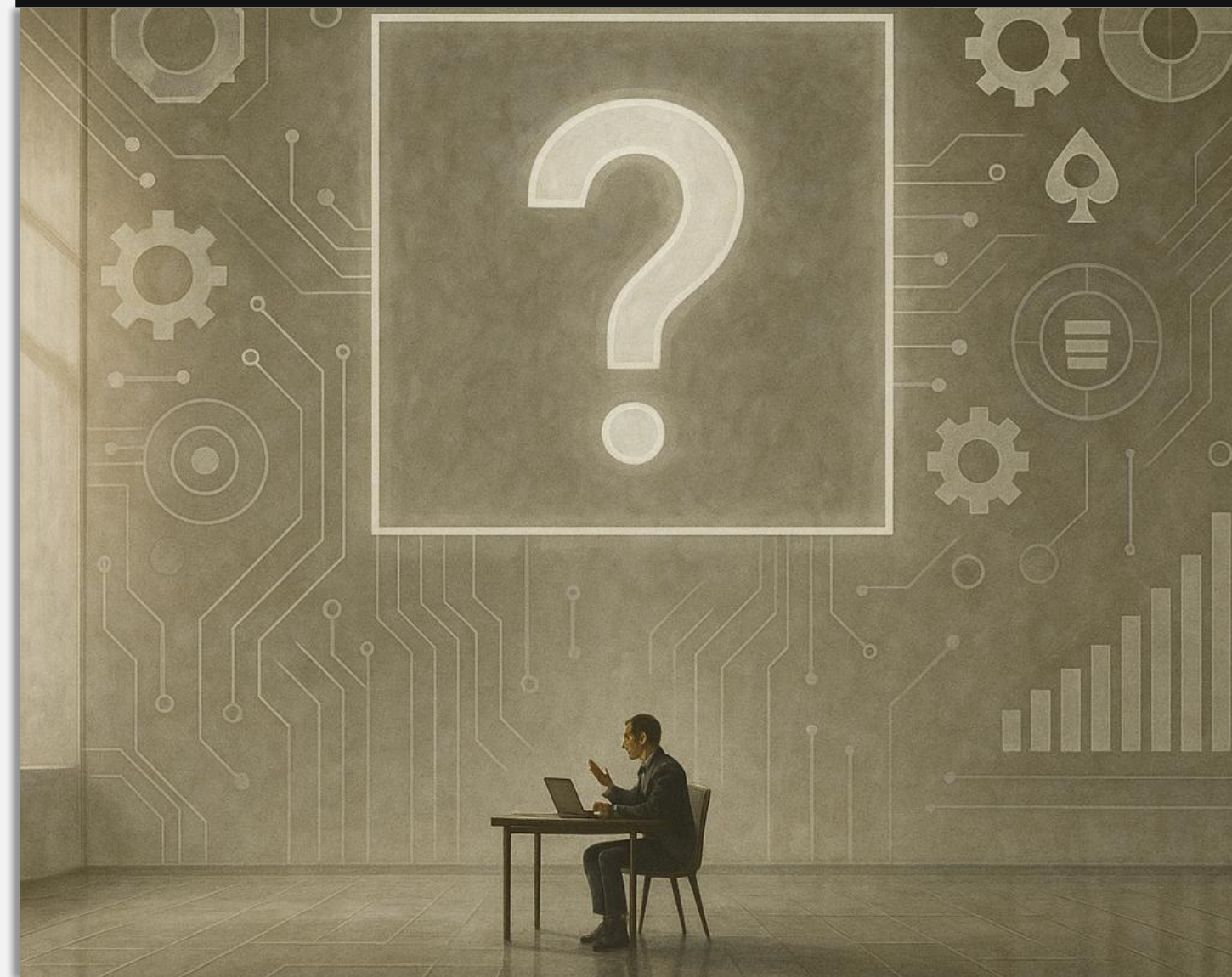


n varies, all respondents excluding NA/None/DK; Numbers may not total 100% due to rounding; IoT = Internet of Things; IoE = Internet of Everything
Source: Goldman Sachs, Gartner

EXPECTATION

VS

REALITY



78% of organizations globally report they are currently using generative AI in “at least one business function.”

McKinsey, “The state of AI,” March 12, 2025

26% of companies generating tangible value from Gen AI

6% of US businesses using AI to implement their products or services

BCG, “Where’s the Value in AI?”, October 24, 2024
Goldman Sachs, December 14, 2024

**”AI won’t take your job (yet)...but
somebody using AI probably will.”**



Trends Shaping Work

Generational Workforce:

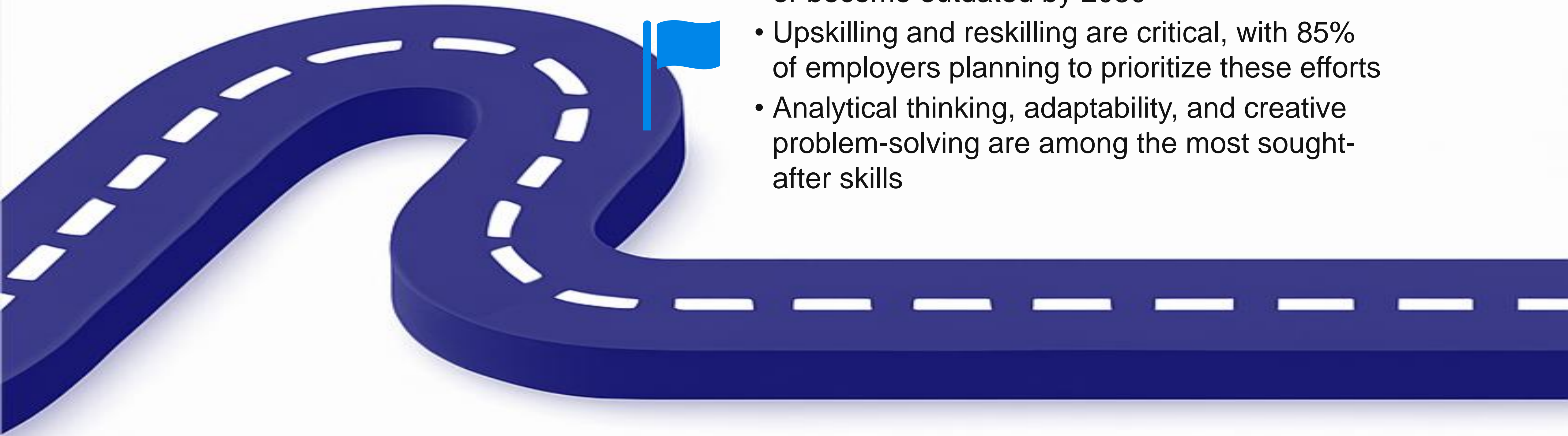
- By 2025, millennials will make up 75% of the global workforce, and their influence as leaders will redefine organizational priorities
- Generational shift is transforming leadership dynamics, prioritizing empathy, innovation, and adaptability in organizations
- 86% of college students use AI in their studies, 24% use it daily, 54% use it weekly



Trends Shaping Work

Workforce Implications:

- 39% of current skills will need transformation or become outdated by 2030
- Upskilling and reskilling are critical, with 85% of employers planning to prioritize these efforts
- Analytical thinking, adaptability, and creative problem-solving are among the most sought-after skills

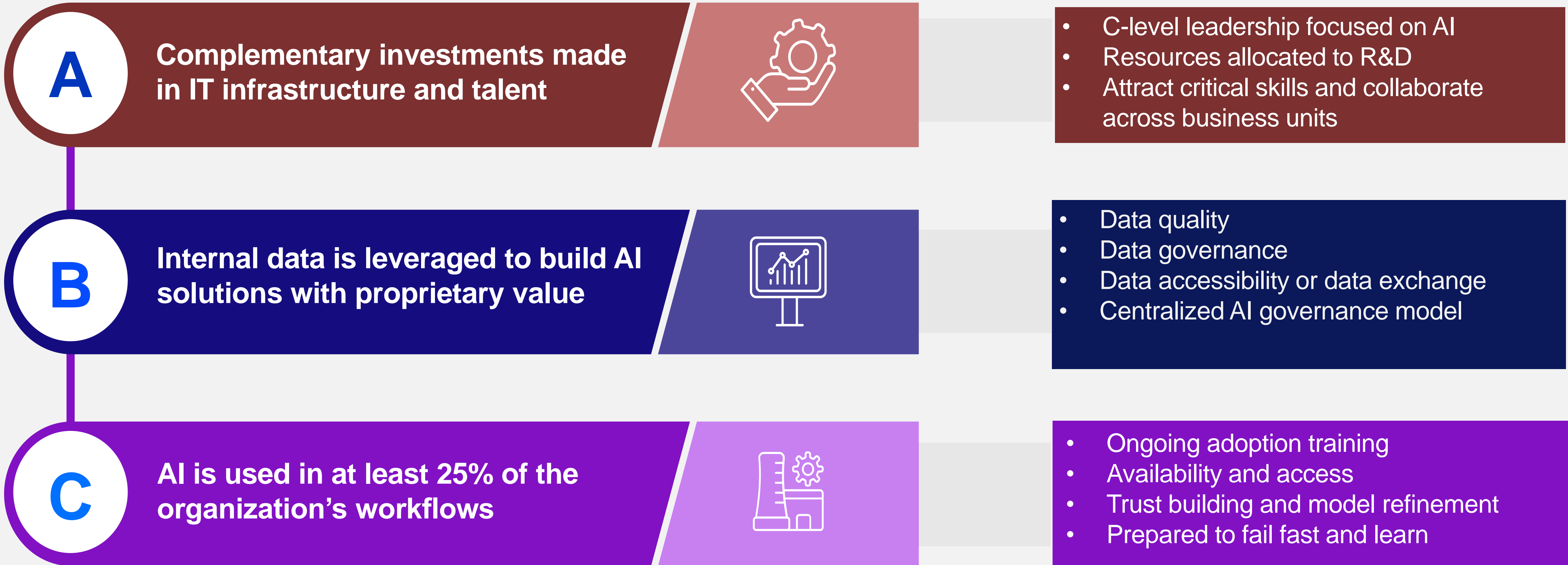


“How do we lay the right foundation to turn AI into a repeatable driver of value?”



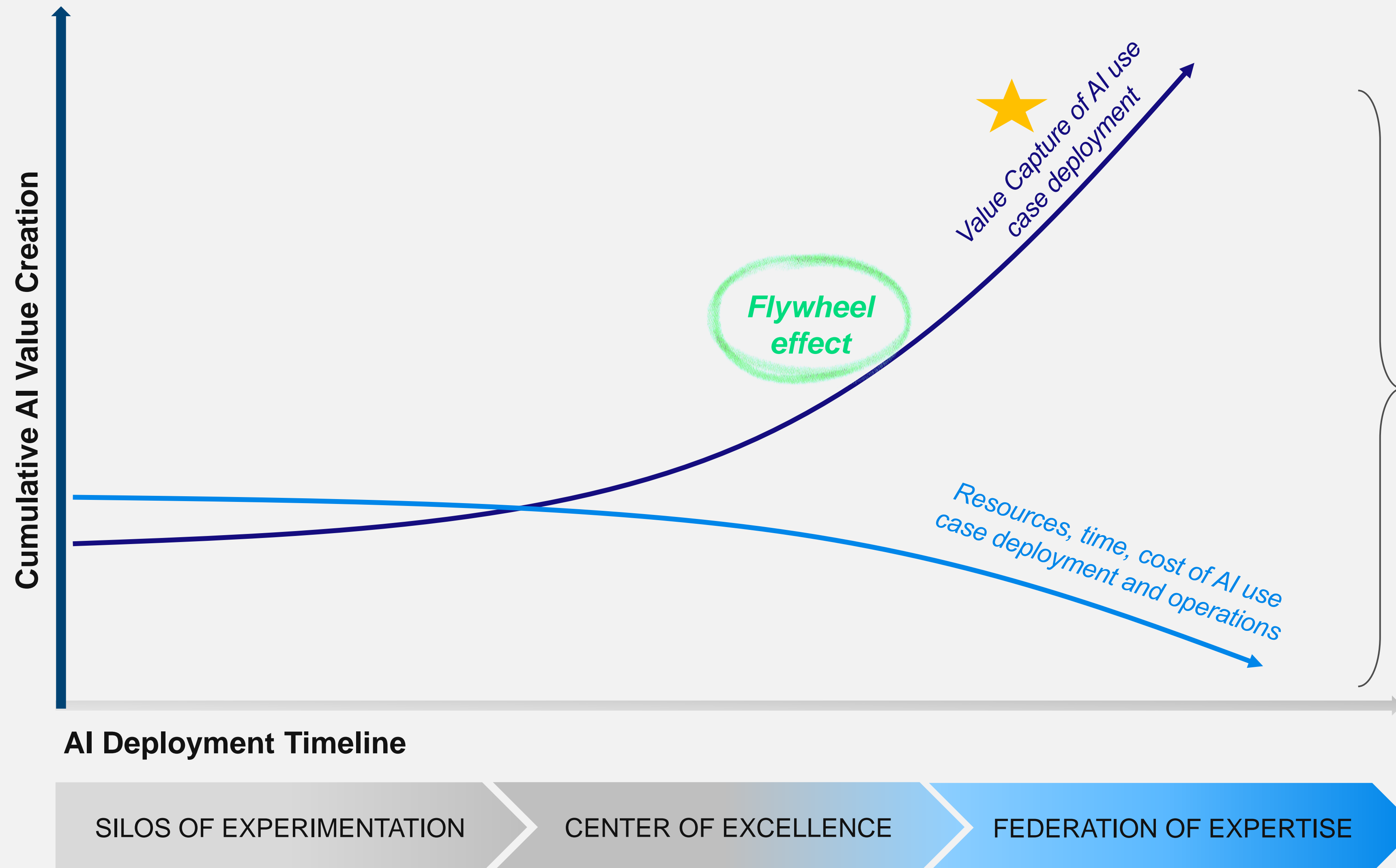
AI boosts revenue and value after 3 key milestones.

Organizations that successfully expanded AI usage feature these characteristics



Maximizing ROI with AI

Quickly scale with AI, reducing effort while increasing value with each use case



1%

of executives say
their gen AI
deployments are
mature

50-70%

of Fortune 500 firms
may disappear in the
next decade

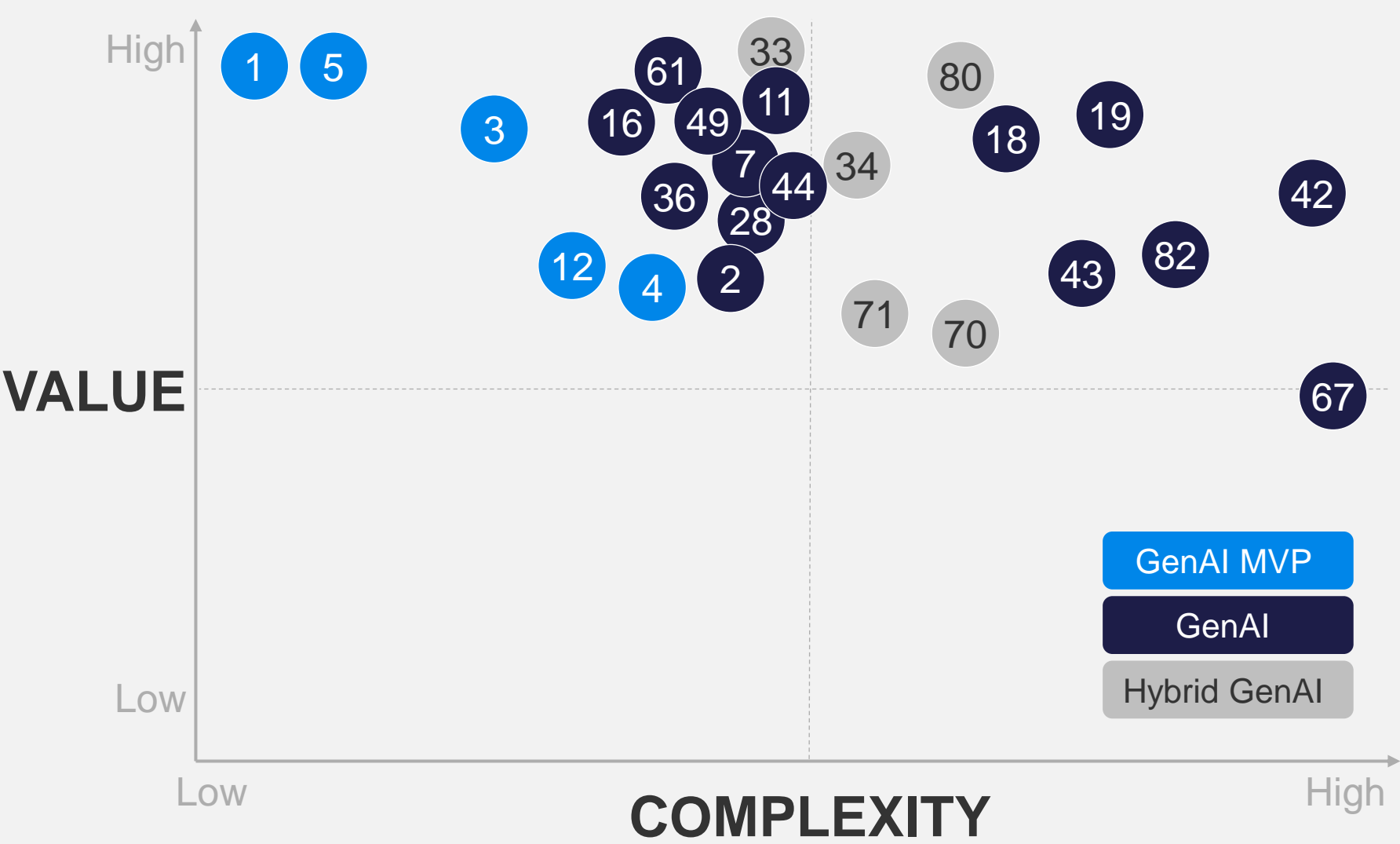
11%

of firms have
scaled gen AI
enterprise-wide

WWT’s evolving AI & Data capabilities are leveraged for internal use cases, improving efficiency and employee experience

Immediate priority
Upcoming priority

Collected 75+ ideas from lines of business



Immediate Priorities

Description

1. ATOM AI

Secure and private GPT access indexed on WWT internal data

2. Coding Assistant

Improve code productivity for developers

3. RFP Assistant

Generate quality RFP summaries and proposal responses to lift sales velocity

4. ATC Assistant

Generate detailed ATC test cases and answer ATC related questions

5. Pricing Optimization

Identify pricing strategy opportunity areas to lift GP across product lines

6. PO Insights & Invoice Auditor

Ensure purchase order match with invoice for timely payment collection

7. Service SOW Generator

Generate standardized quality statements of work to lift sales velocity

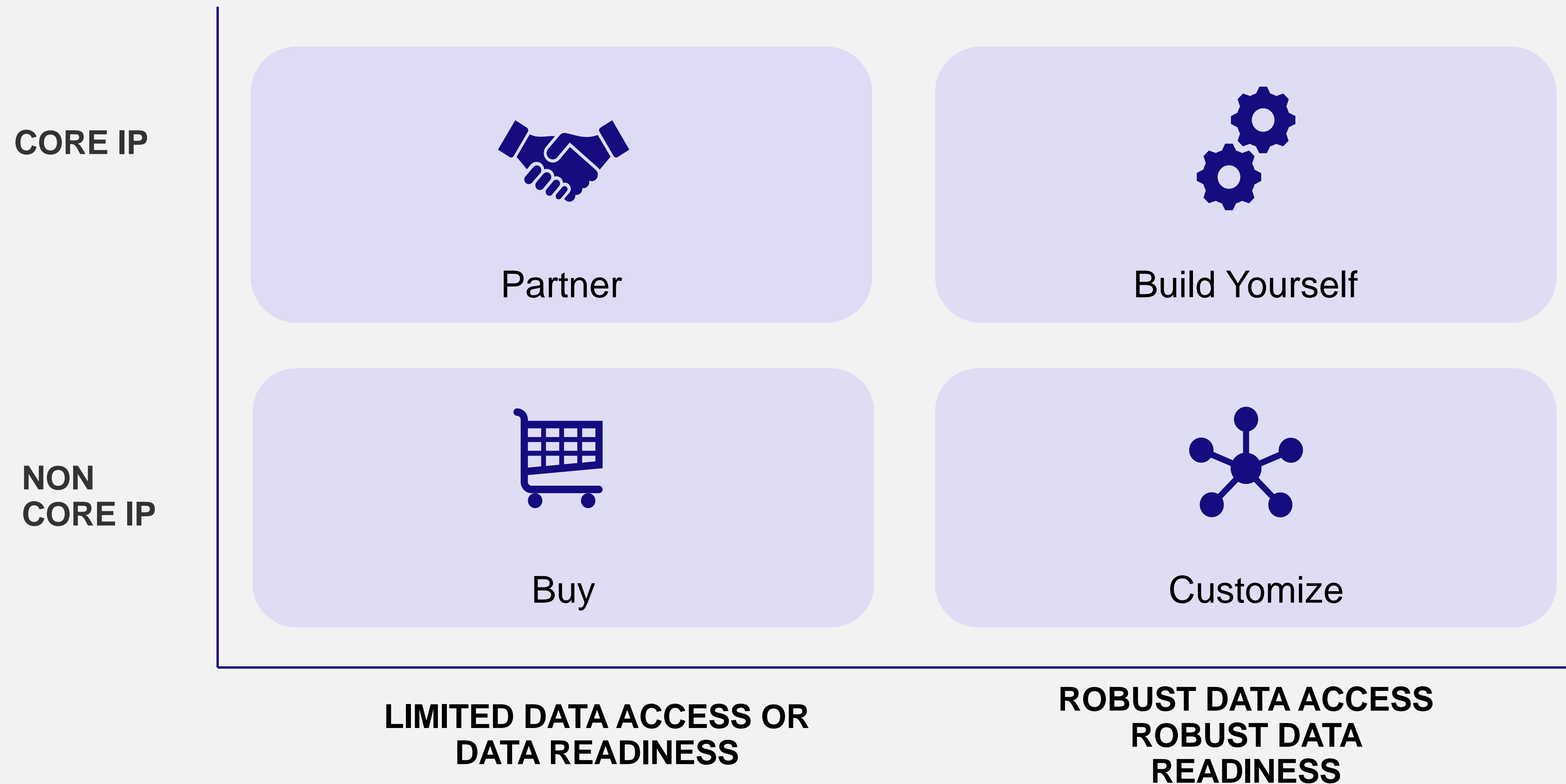
8. Material Routing for Logistic

Ensure timely material delivery to central warehouse for consumption

Our **AI Center of Excellence (CoE)** assembles stakeholders from departments across the company to create a cohesive, cross-functional team whose purpose is to prioritize topics, develop prototypes and solicit feedback efficiently in order to rapidly construct intricate components of the overarching AI system.

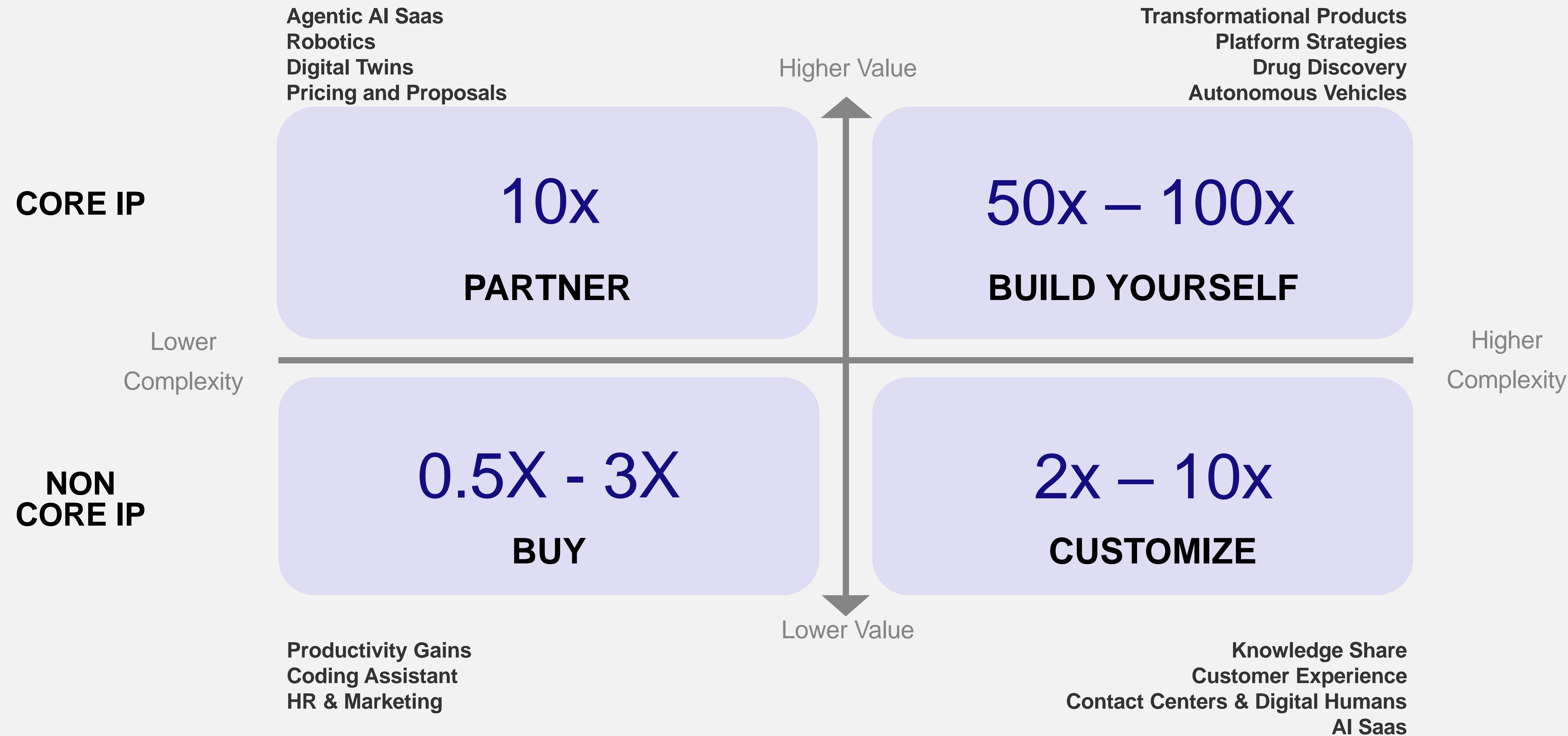
Build or Buy your AI product?

What kind of AI experiences are you developing?

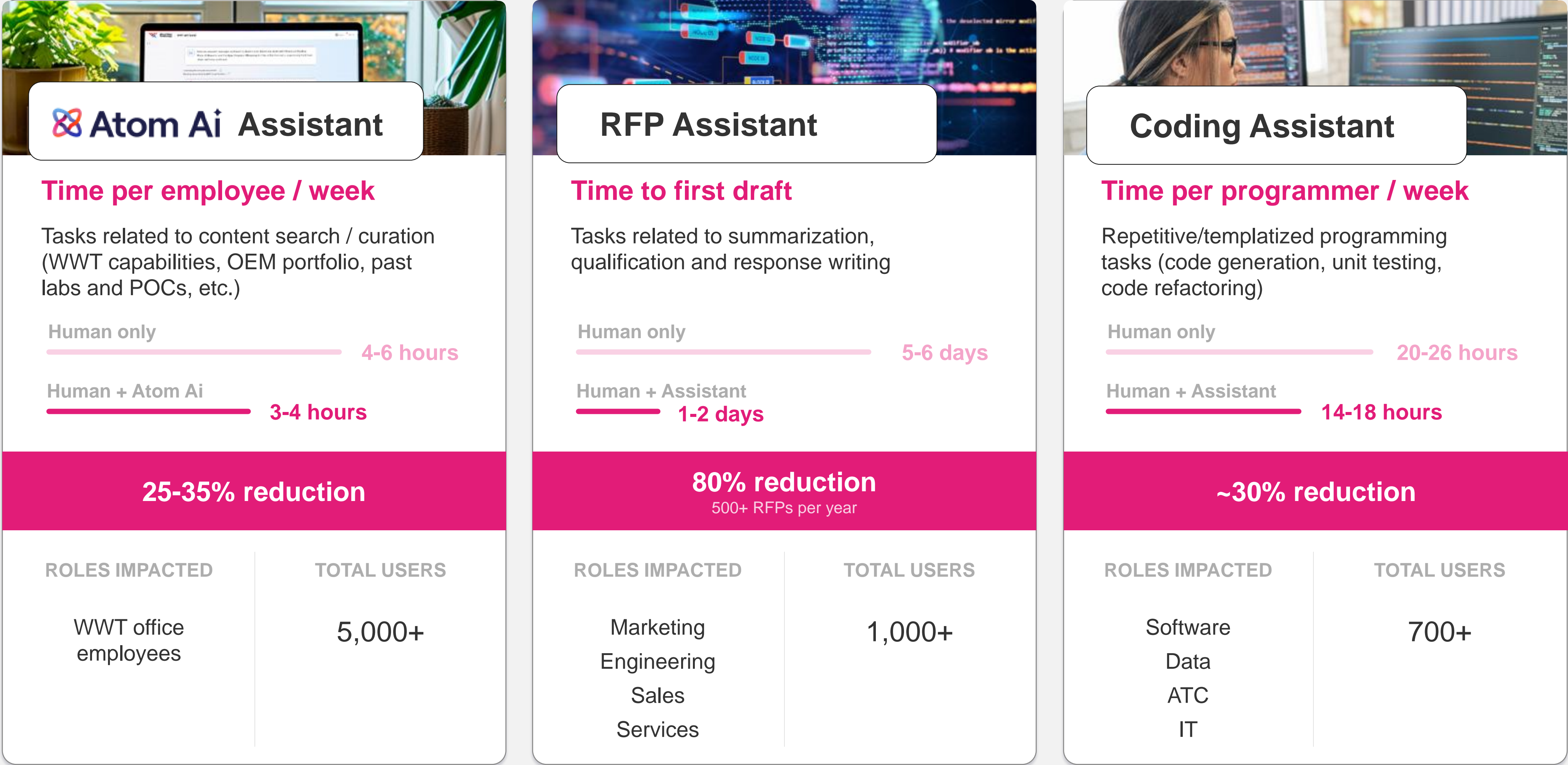


Build or Buy AI?

What ROI should you expect?



WWT's Initial AI Use Cases

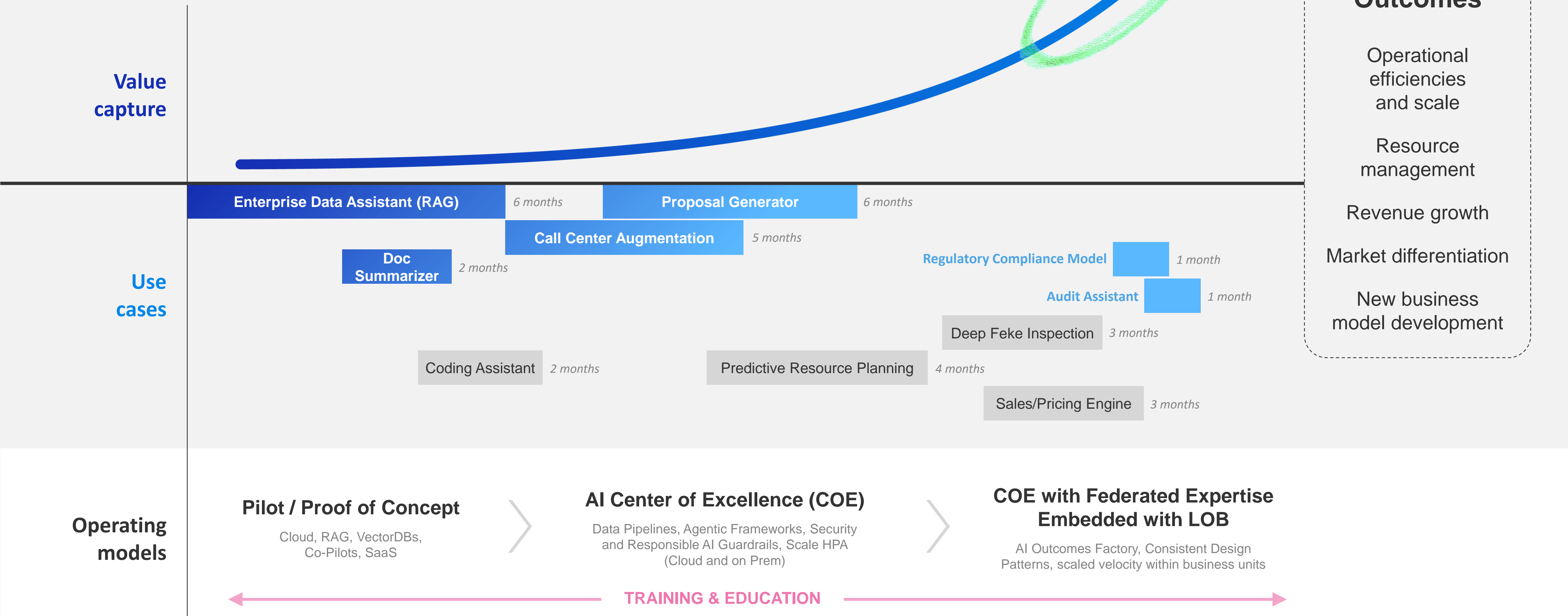


1: Based on a combination of quantitative, survey based, and qualitative efforts to measure out effective time gains across activities per product

Speed of AI product development increases after foundations are built

Practical AI approach leads to accelerated business outcomes

Flywheel effect

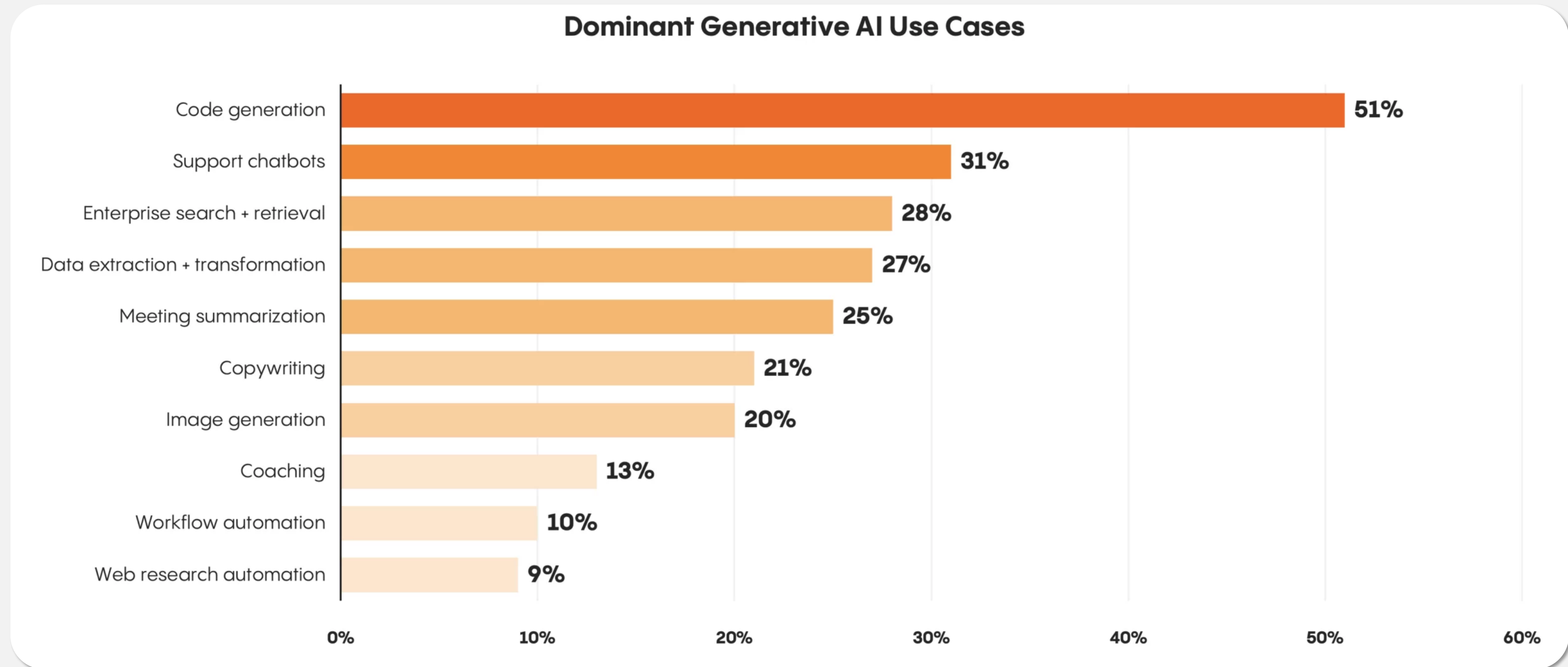


What use cases should we be thinking about and where is the ROI?



Top Generative AI Horizontal Use Cases

State of GenAI in the Enterprise



65%

of organizations have adopted GenAI within the last two years

[Accelerate AI excitement and adoption >](#)

45%

of organizations are currently in the GenAI pilot stage

[Move beyond the POC >](#)


24%

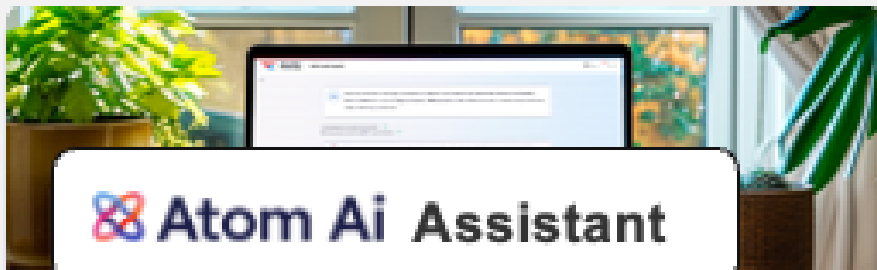
of current GenAI projects are being secured

[Secure your future >](#)

Employee Experiences

How WWT is leveraging AI for its workforce

Build



Atom Ai Assistant

Time per employee / week


Tasks related to content search / curation (WWT capabilities, OEM portfolio, past labs and POCs, etc.)

Human only 4-6 hours

Human + Atom Ai 3-4 hours

25-35% reduction

ROLES IMPACTED	TOTAL USERS
WWT office employees	5,000+



RFP Assistant

Time to first draft

Tasks related to summarization, qualification and response writing

Human only 5-6 days

Human + Assistant 1-2 days

80% reduction
500+ RFPs per year

ROLES IMPACTED	TOTAL USERS
Marketing Engineering Sales Services	1,000+

Buy



Glean Enterprise Search



Microsoft 365 Copilot



Windsurf (formerly Codeium)
coding assistant





BUY

Microsoft M365 Copilot

Gaining Adoption and Enhancing Productivity

Practical Use Case

The Challenge

- New tool from Microsoft
- Limited awareness, training, benefits to end users

The Solution & Results

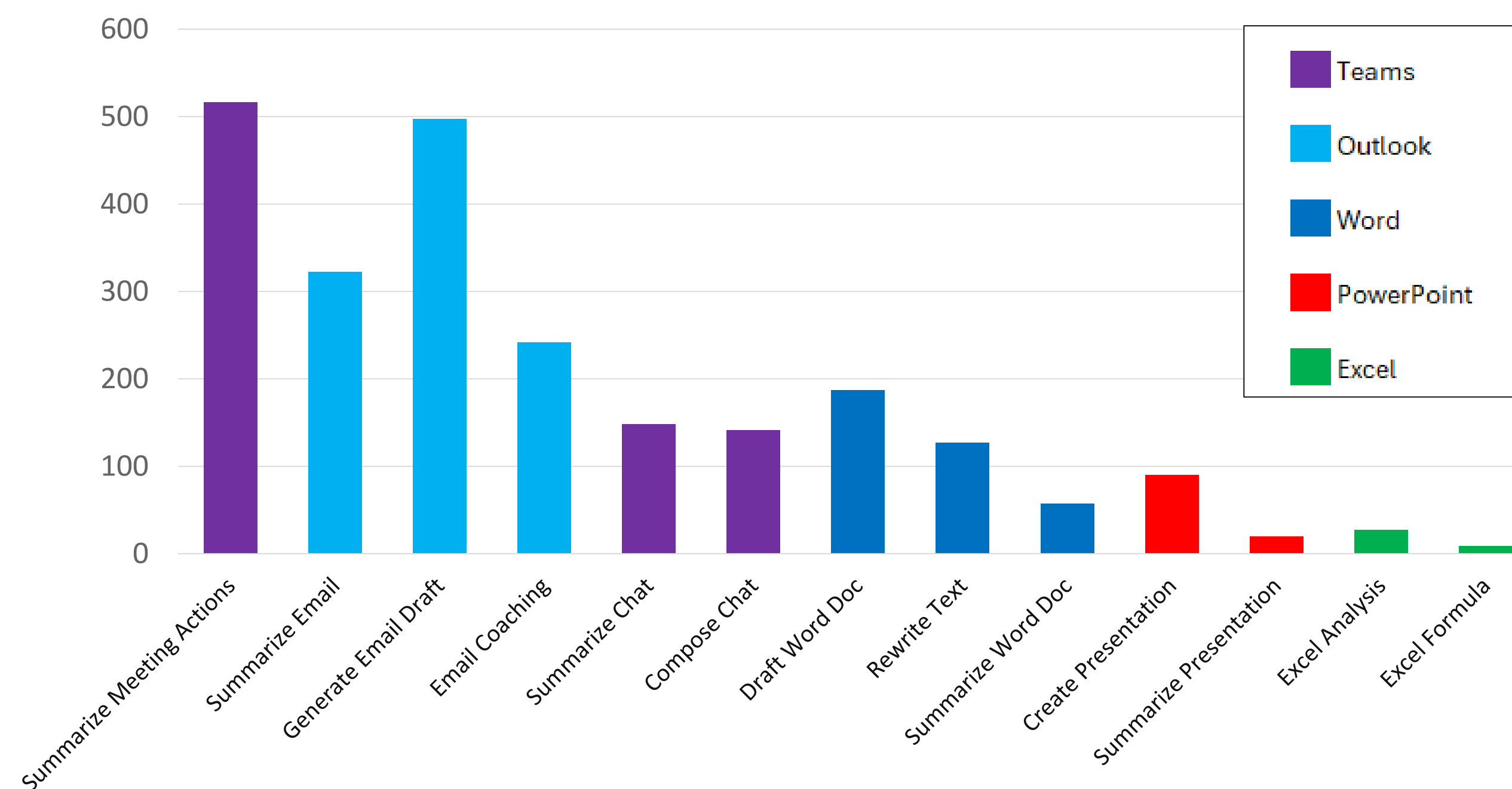
- Created "AI Drivers License" program for end users
- Comprehensive plan to provide training, use case development, and adoption to WWT employees
- Currently deployed for 3k employees, 75% adoption rate (active users)

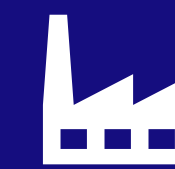
The Benefit

- Productivity: Time saved per week
- Employees believe Copilot saves over one hour of weekly productivity for ~60% of licensed employees
- **One hour of productivity gains would lead to a monthly savings of approximately \$208 monthly per licensed employee (based off \$100k salary)**



Microsoft Copilot Most Used Features





Enterprise Knowledge Share (RAG)

Finding hidden knowledge and data

Practical Use Case

The Challenge

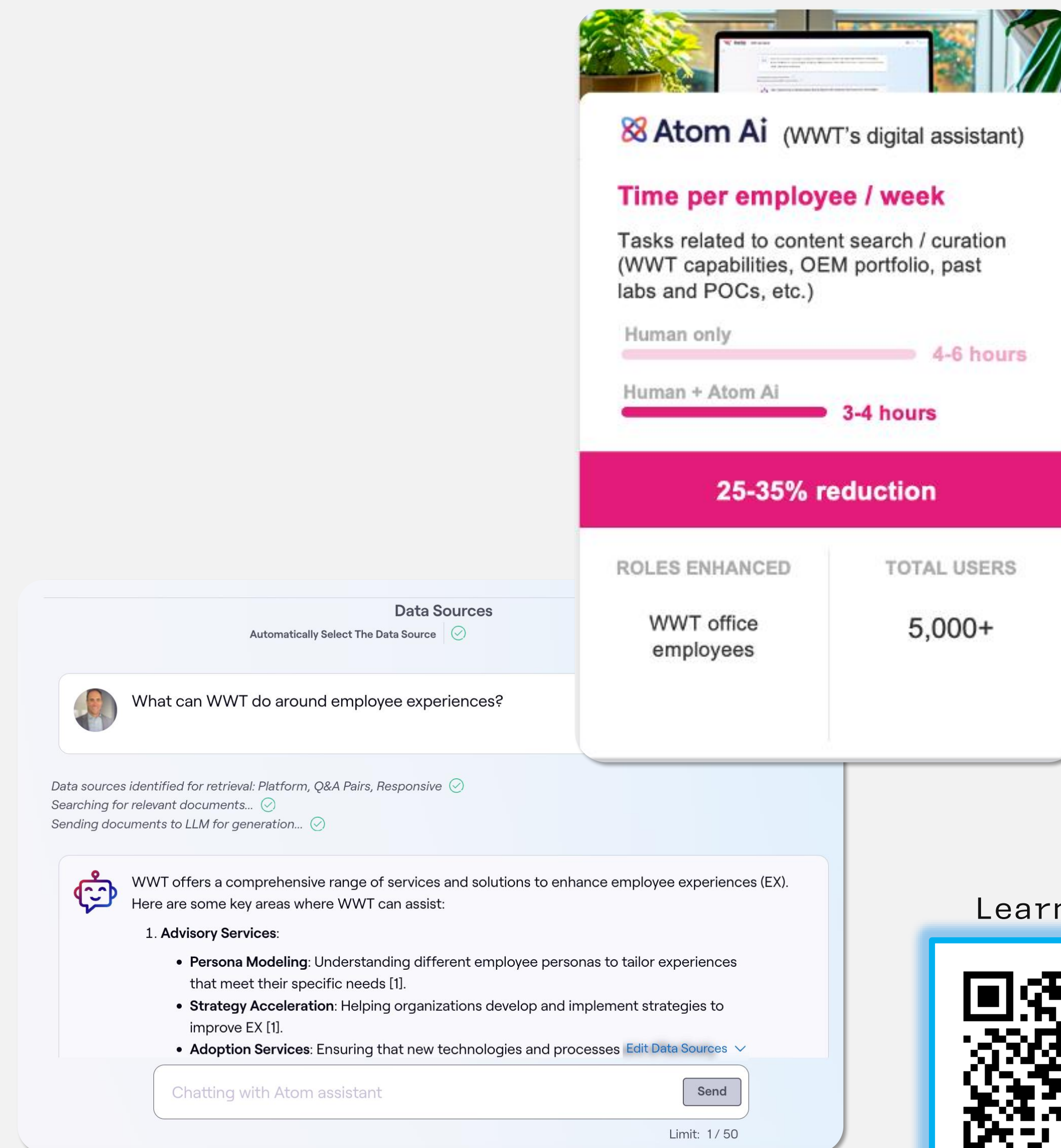
- Critical WWT Core IP is dispersed across multiple systems and platforms
- Difficulties for employees to find and leverage key internal knowledge
- Traditional search tools don't deliver context-rich or role-specific insights

The Solution & Results

- Delivers fast, relevant, and personalized answers - pulling from multiple data sources in one place
- Enables natural language search for intuitive discovery
- Uses RAG to surface insights from WWT's trusted content

The Benefit

- Less time spent searching, more time taking action
- Improved discoverability and reuse of institutional knowledge across teams



Learn more:



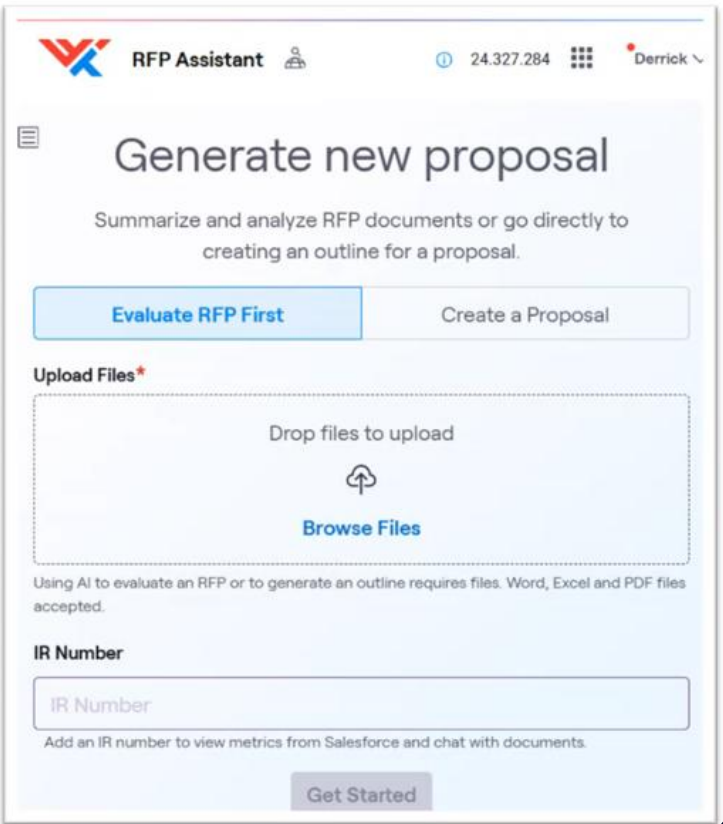
RFP - Assistant

RFP Response Times and Qualification

RFP Assistant – Feature Sections

Transformative Approach to Proposal Management

- Summary** – Capture important details about the RFP
- Research** – Research/data for client and solution, similar proposals for reference
- Chat** – GPT Chatbot focused on the RFP documents
- Outline** – Automation efficiencies
- Generation** – Access to data sources and content to create responses
- Export** – To WWT Branded Proposal Template, Word or Excel file



Learn more:



Practical Use Case

The Challenge

- WWT Proposal team received complex RFP with very quick turnaround time
- Typical policy would decline this response

The Solution & Results

- Leveraged RFP-A, worked through proposal evaluation, assignment and kickoff, to a **90% complete technical and past performance volumes in less than 48 hours**
- Used RFP-A with Atom AI to build a compliant multi volume response
- Shifted bulk of human effort from compiling and composing information to editing and optimizing response, resulting in better quality answers

The Benefit

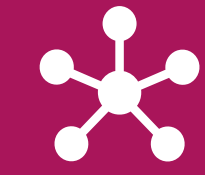
- Finalized winning, compliant, compelling proposal in days instead of weeks
- Enabled team to create technical content and past performance content in hours
- Allowed team to **work on compelling portion of response instead of spending time on the administrative portion**
- Estimated 26,000 labor hours saved per year with a \$2.3M internal cost savings (based off 500 RFPs)**

Enterprise Search, Retrieval, and Curation (RAG)

Finding hidden knowledge and data



BUY



CUSTOMIZE

Practical Use Case

The Challenge

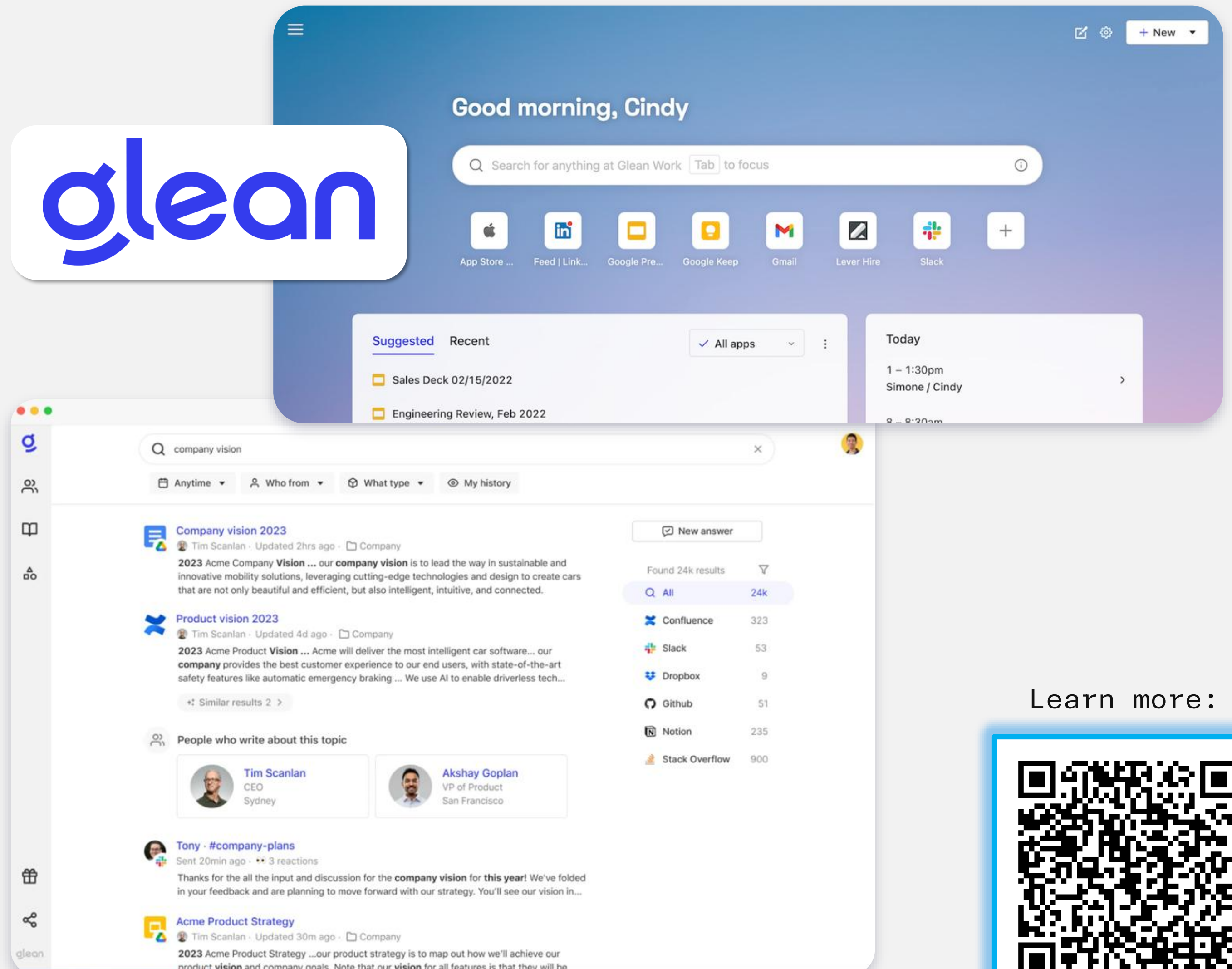
- Information Retrieval
- Cost Management
- Need for secure & compliant automation

The Solution & Results

- 120+ out-of-box integrations to standard enterprise applications
- Relevant results based on an intuitively built knowledge graph

The Benefit

- Strategic ROI and Cost savings ****141% ROI in less than 6 months****
- Flexible deployment options
- Enterprise search is not proprietary. Buy and Customize frees up build efforts for core IP



Learn more:

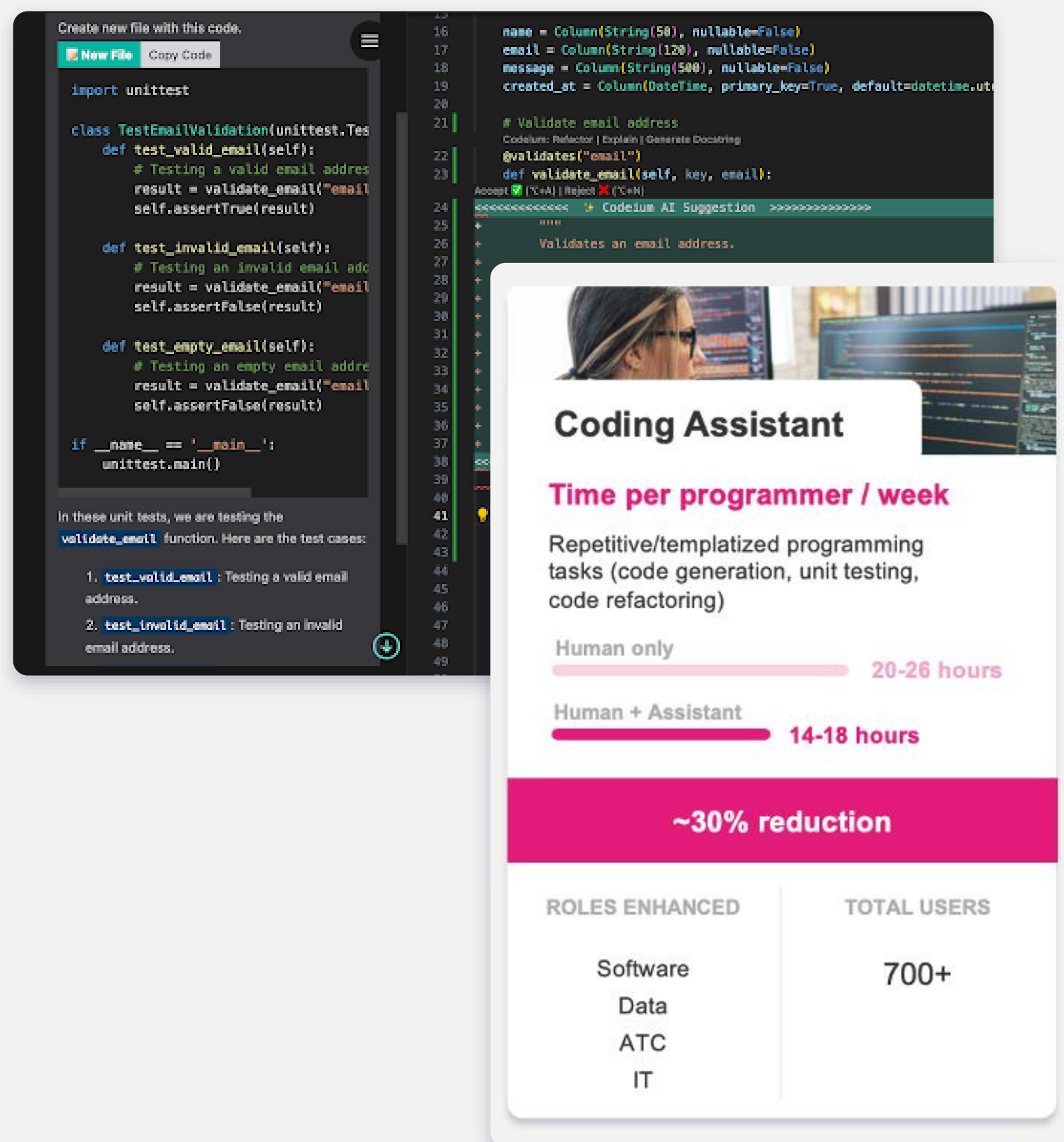




BUY

Coding Assistants

Accelerating development and enhancing productivity



Practical Use Case

The Challenges

- Manual, repetitive tasks like debugging code, drafting content, or generating design prototypes slow down productivity
- Lack of tech expertise required for complex tasks like coding, analytics, or design
- Creative blocks or lack of ideas

The Solution & Results

- Co-dev tools automate process, enabling users to focus on more strategic and creative work
- AI democratizes specialized skills and allows for creativity, alternate ideas, and recommendations

The Benefit

- More productive developer team
- Focus on more complex tasks while creating scale
- Achieve more with fewer resources
- If the tool can save an engineer 30 mins per month, it will pay for itself

What's the harm in waiting...



Waiting for the “Killer App”



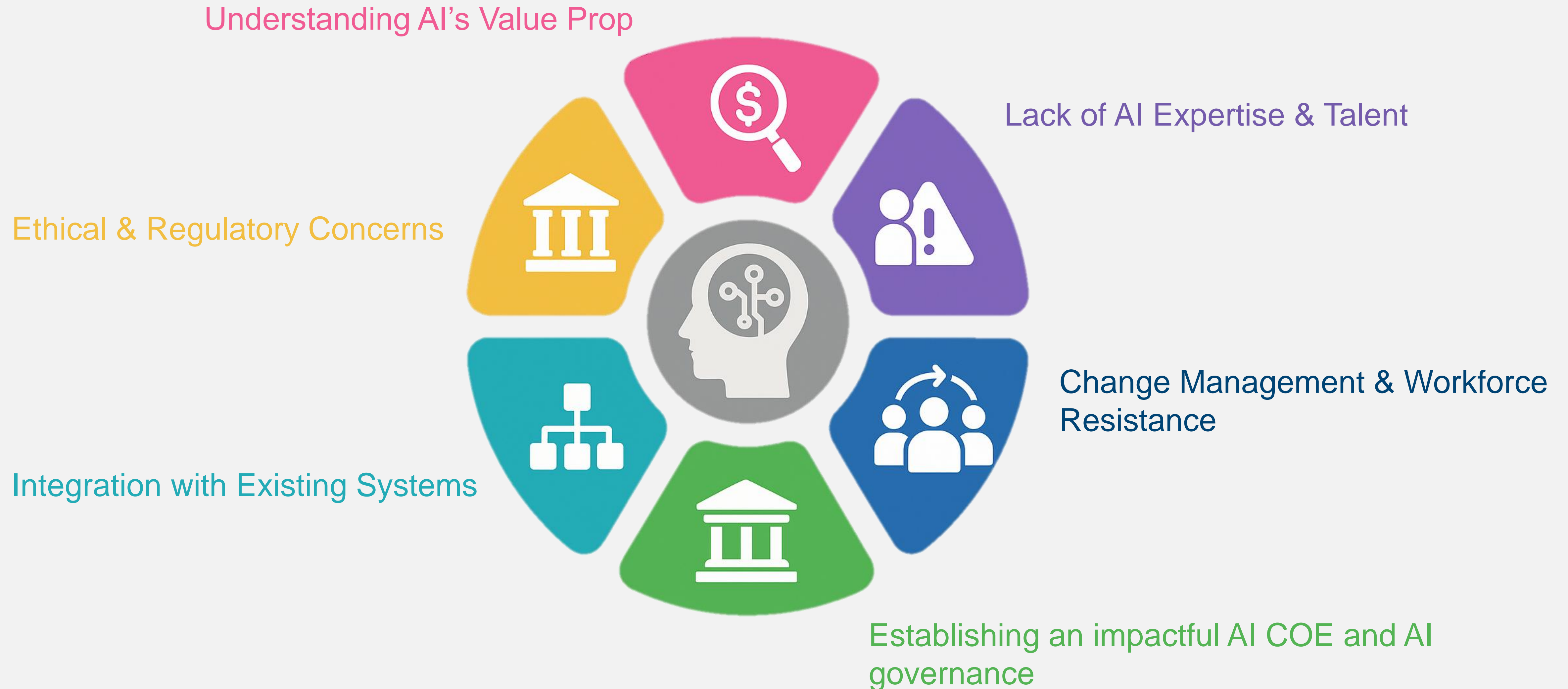
...but Gen AI is different

Learn more:



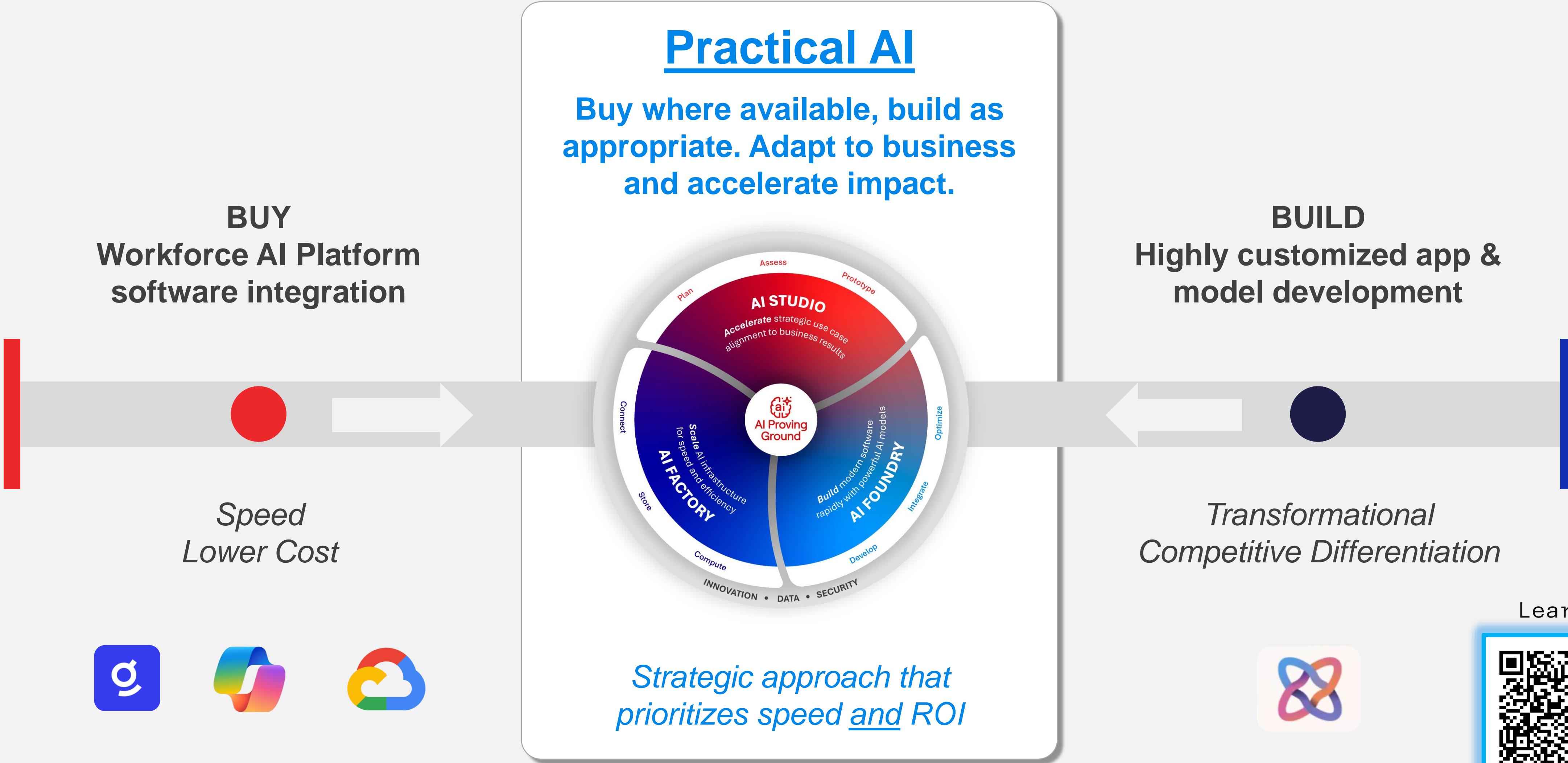
People/Process Challenges with AI

Industry trends and client conversations



Speed-to-Outcome with our Practical AI Approach

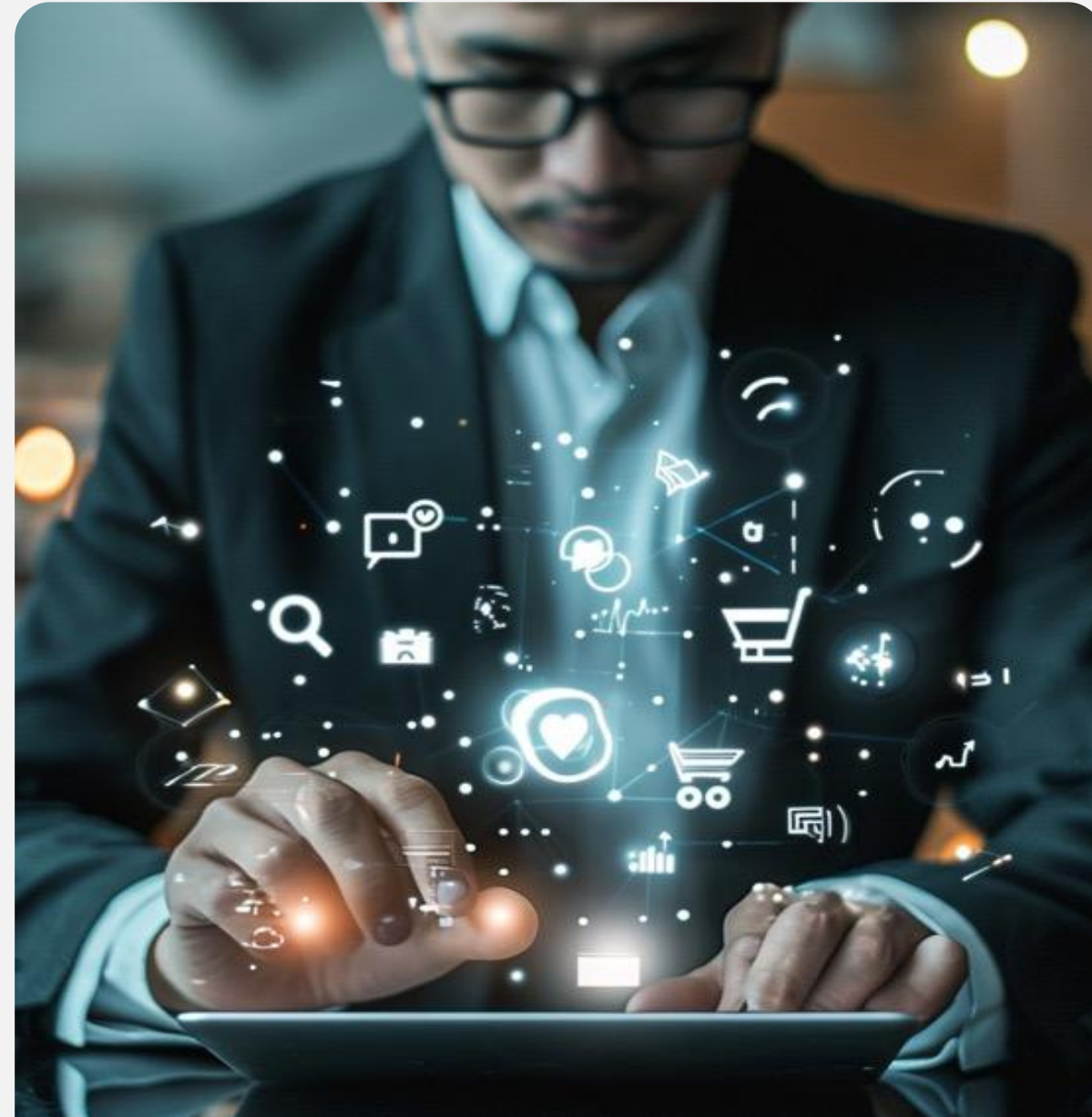
Rapidly demonstrate value while establishing a strategic foundation to scale impact



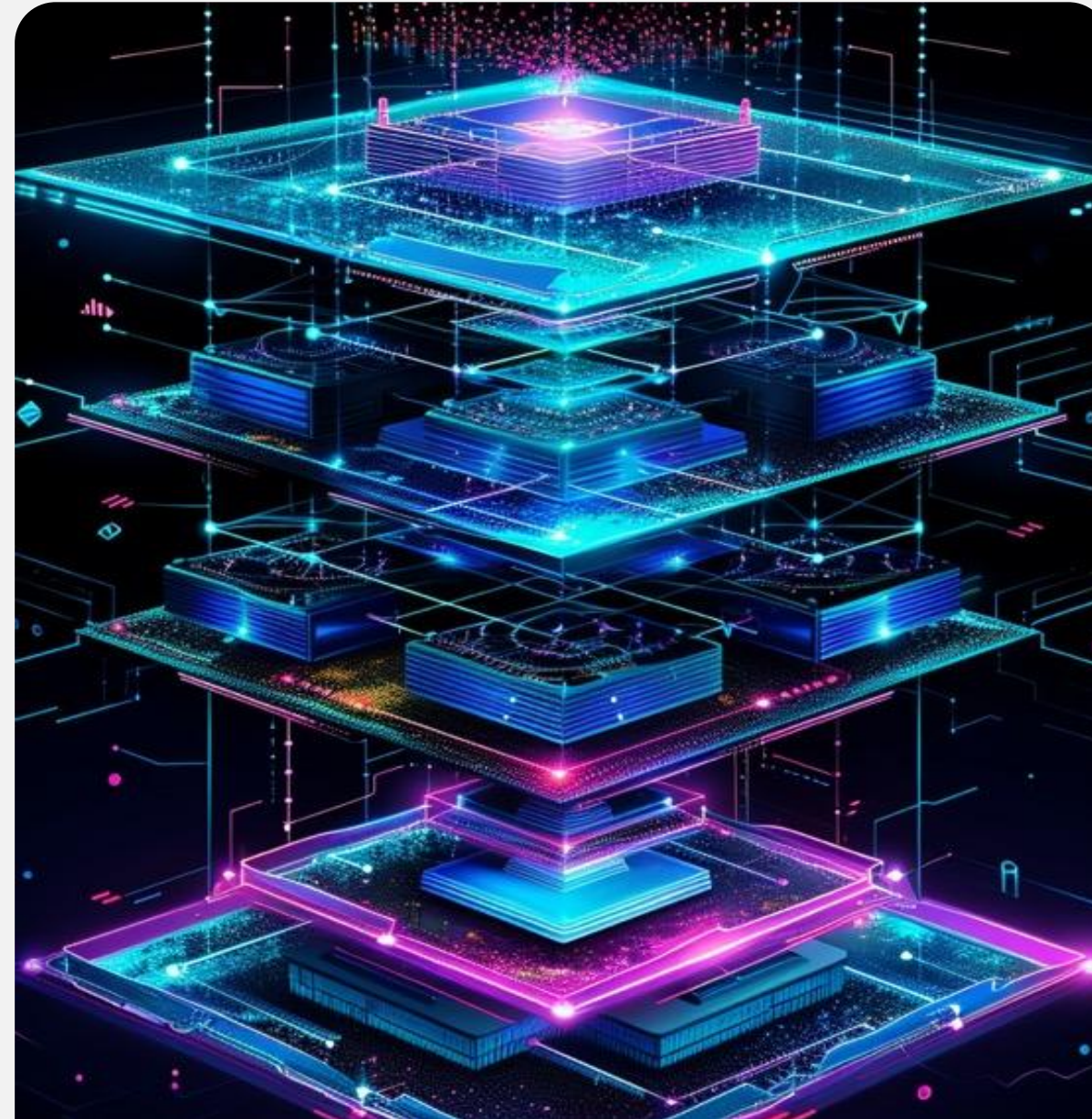
What do we do now...



AI Journey Considerations



Begin
start with
impactful
use-cases.



Design
Knowing there will
be learning
opportunities



Talent
Skills development
and organizational
buy - in



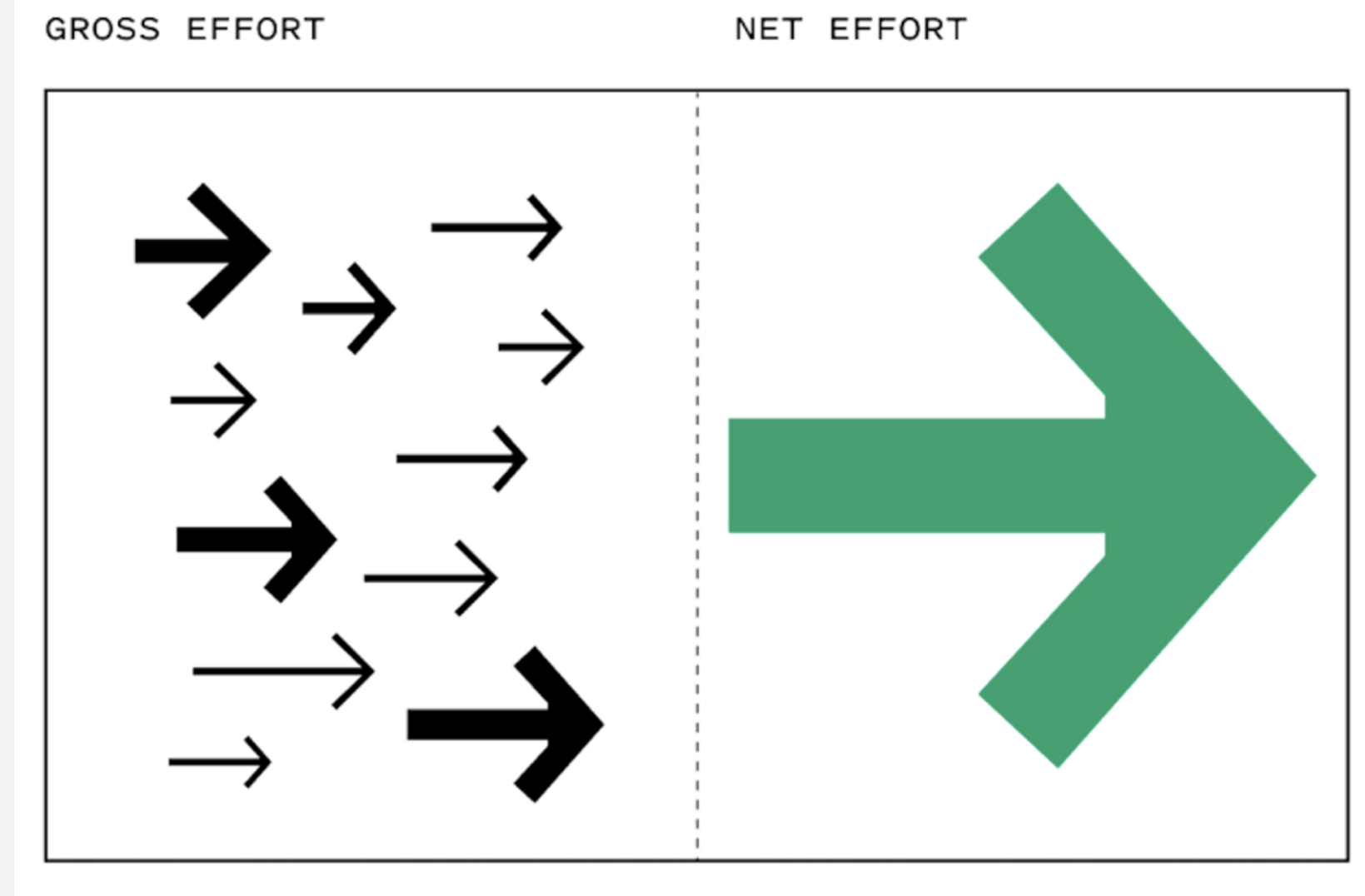
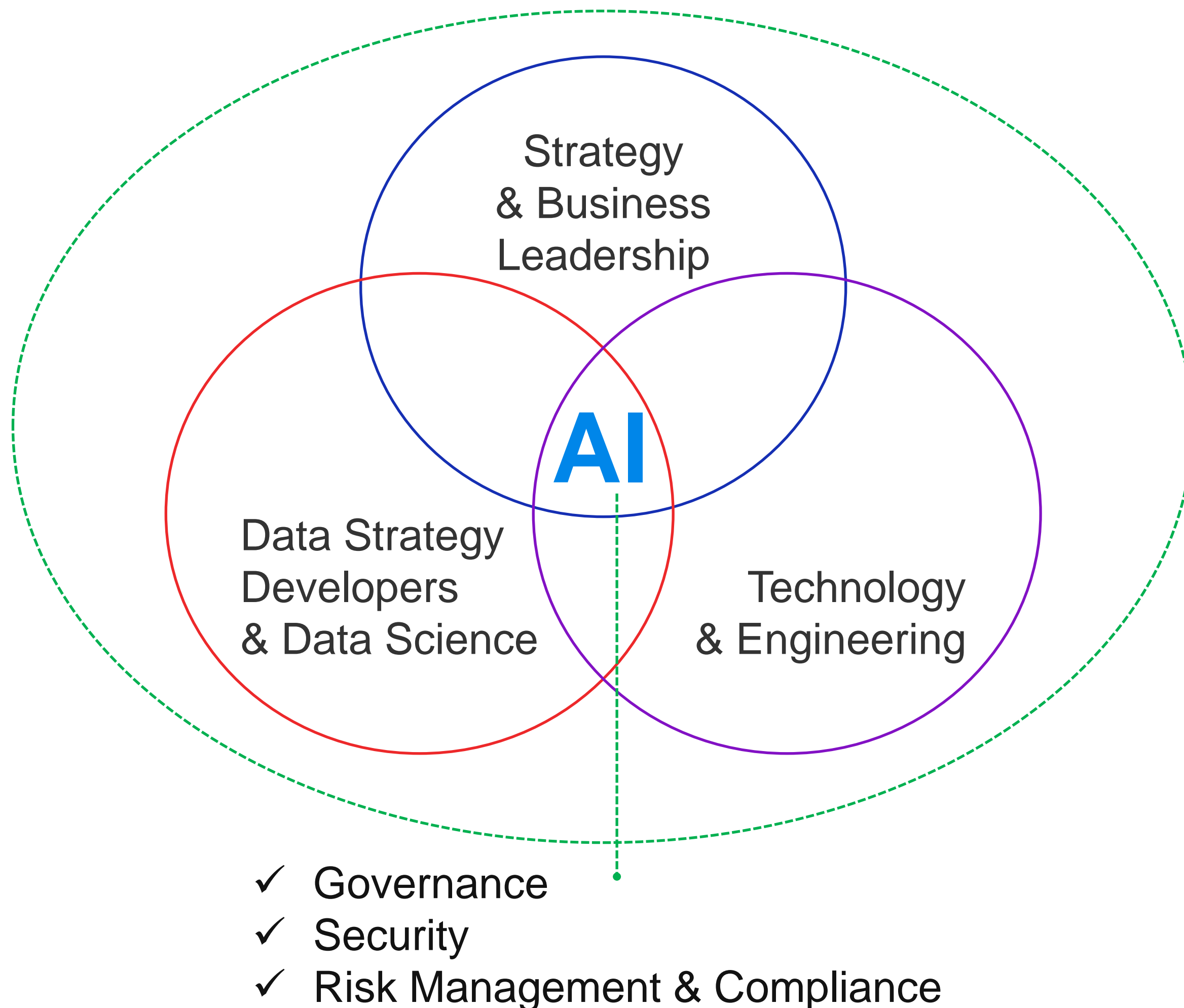
Security
emerging capability
or liability



AI is moving faster than any prior technology transformation

How is your operating model evolving?

Converging Business Domains

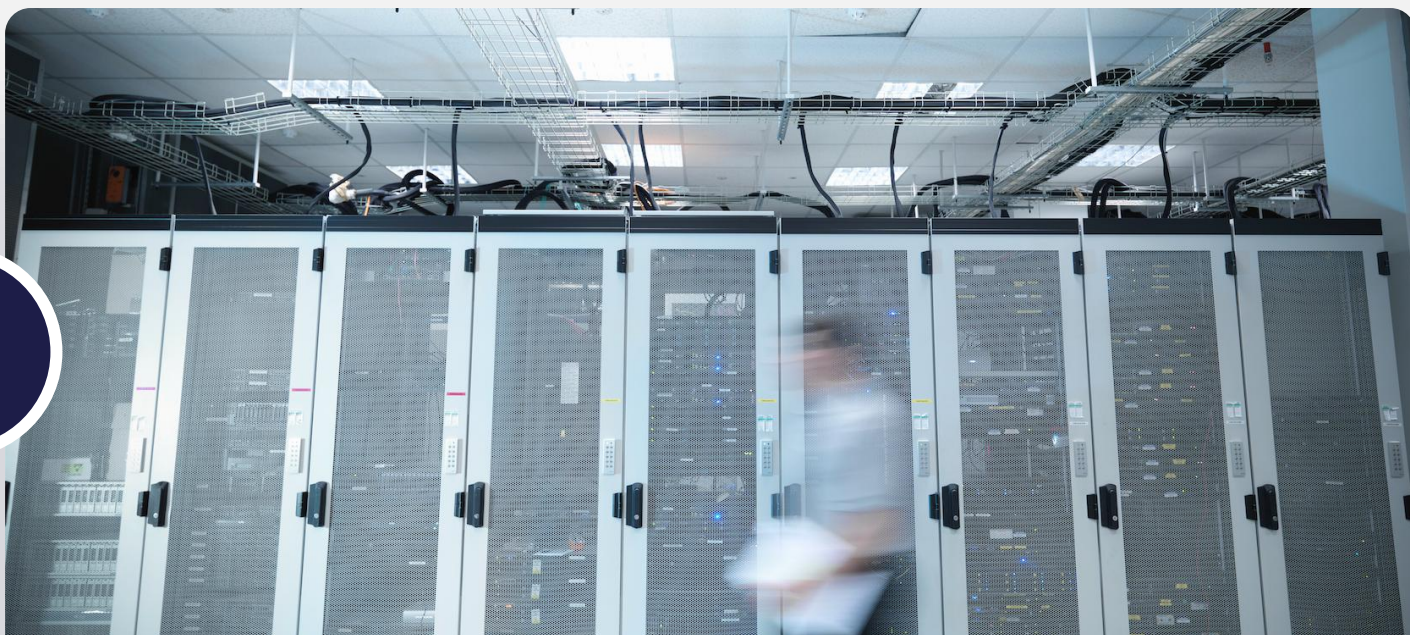
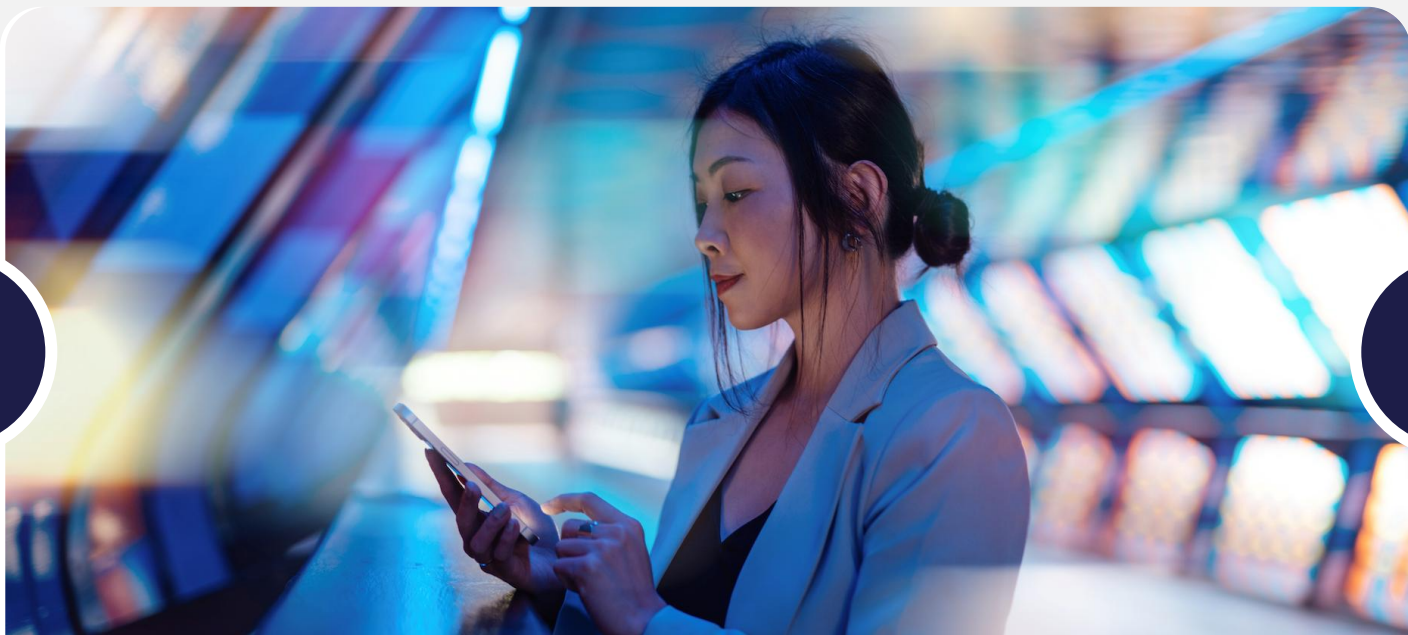


Top Ten Best Practices of AI Leaders

1. CEO or COO-led AI strategies
2. Agreed guidelines for AI governance
3. Product-centric approach for each AI app
4. Strong data foundations
5. Skills, skills, skills!
6. COE or Federated operating models for scaling
7. Adoption training and cultural acceptance - use of AI is *encouraged*
8. Responsible AI practices
9. MLOps and compliance audits
10. Tangible and Intangible ROI measures for AI

Accelerating AI Success: A Practical Approach

Your AI Journey Simplified: Accelerate, Build and Scale with Purpose-Driven Impact



AI Studio

Accelerate strategic use case alignment and business results

AI Foundry

Build modern software rapidly with powerful AI models

AI Factory

Scale AI infrastructure for speed and efficiency

Rapidly Achieve Business Impact with the Right AI Experiences

Business ROI Validation

Center-of-Excellence

Rapid Prototyping

High-Performance Architecture

Automation

Use Case Validation

Workload Sizing

Data Readiness

Agentic Platforms

Optimized Deployment

Operating Model

Build Versus Buy

AI Security

SaaS Solutions

AI Operations

Thank you!

