

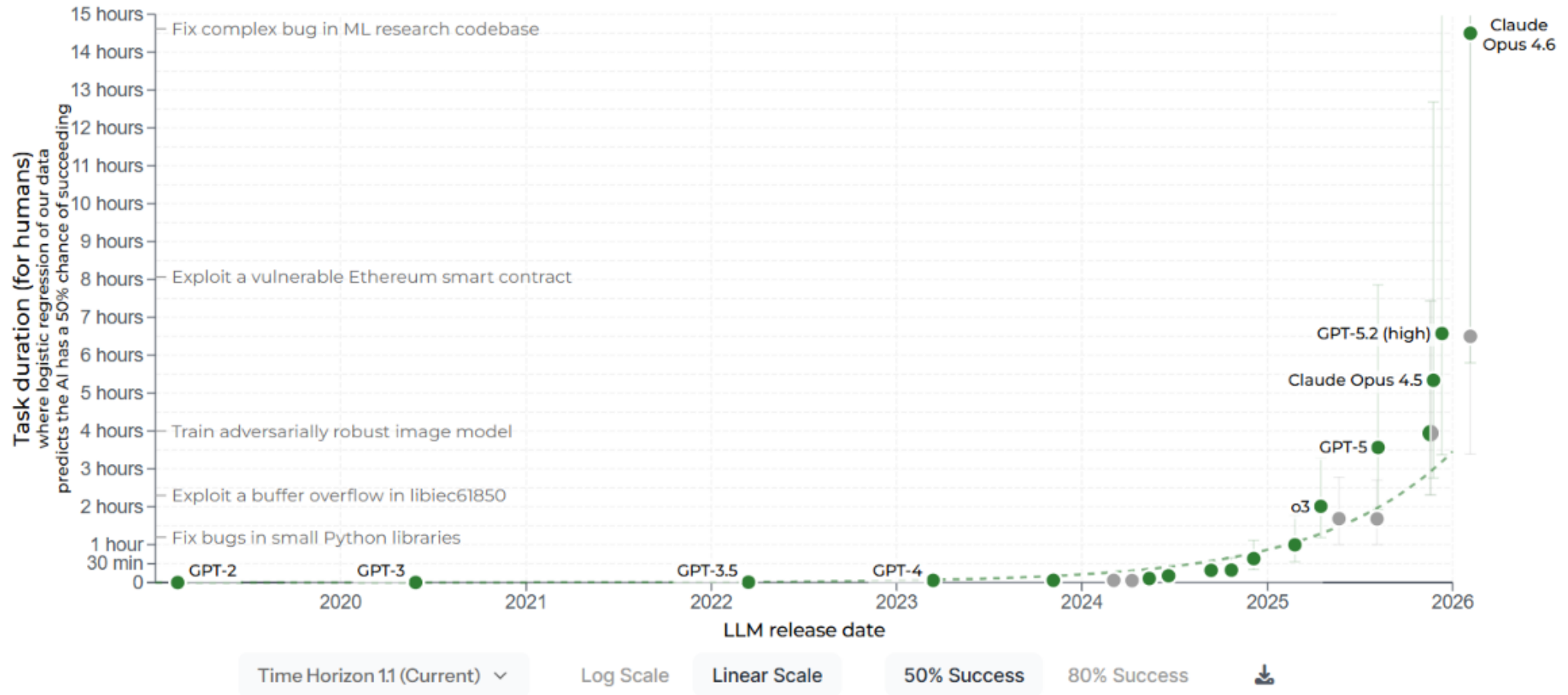
navigating AI transformation

Tallin Van Rie / Jelle Cattrysse

AI in 2026: doing nothing is not an option



Time horizon of software tasks different LLMs can complete 50% of the time



current challenges in AI transformations

the execution gap

75%

of pilots don't move to production

Common symptoms:

- No clear path from MVP to enterprise rollout
- No capacity or experience to scale

the value gap

74%

show no tangible value despite widespread investment

Common symptoms:

- No P&L impact by AI
- use cases chosen for technical feasibility, not strategic priority
- ambitious vision, but only exists on paper

the governance gap

54%

of employees will use AI without authorization

Common symptoms:

- AI spreading faster than policies
- data quality & security risks
- no central visibility or control



our experience: complexity lives below the surface

closing the gaps requires sector expertise, technical depth, and transformation experience



what most companies focus on

AI demo / pilot



where the complexity lies

integration



business process change & adoption



data quality



governance & security



maintenance

our ambition:

long term partnership for end-to-end AI transformation, to turn AI uncertainty into business opportunity



our AI transformation methodology delivering reliable outcomes

Focus



“help us figure out
where AI fits”

- formulating AI vision
- use case discovery
- transformation roadmap

Solve



“we have a specific
problem to fix”

- rapid prototyping
- build & integrate
- buy & integrate

Scale



“we’ve started,
now make it stick”

- AI-ready IT architecture
- MLOps, LLMOps
- AI governance & security,
sovereign cloud

Enable



“get our people productive with AI”

- personal productivity tooling (Copilot, Claude, ...) enablement
- general AI training & fundamentals
- adoption & value monitoring
- agentic engineering enablement



our AI transformation methodology delivering reliable outcomes

Focus



“help us figure out
where AI fits”

- formulating AI vision
- use case discovery
- transformation roadmap

Solve



“we have a specific
problem to fix”

- rapid prototyping
- build & integrate
- buy & integrate

Scale



“we’ve started,
now make it stick”

- AI-ready IT architecture
- MLOps, LLMOps
- AI governance & security, sovereign cloud

Enable



“get our people productive with AI”

- personal productivity tooling (Copilot, Claude, ...) enablement
- general AI training & fundamentals
- adoption & value monitoring
- agentic engineering enablement



it all starts with selecting the right cases

What successful companies do — and what we practice today:



anchor every use case to a strategic goal

If it doesn't connect to an existing goal, don't pursue it.



start from the pain, not the technology capability

Find the painful process first, then match the AI capability.



honestly assess effort and impact

The prioritization matrix forces an honest check before committing.



sequence quick wins before big bets

Start what has no prerequisites tomorrow. Protect it from being blocked by bigger projects.

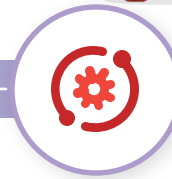
today's session



setting the scene
why AI pilots fail



use case identification
from goals to use cases



use case prioritization
effort vs. impact matrix



from matrix to roadmap
balancing the portfolio



AI in sales & marketing - what's already working

Marketing Content Generation

Consistent, on-brand copy for email, social, and ads. A/B variants in seconds, not days.

delaware

Personalized Customer Journey

Cluster customers by behaviour, value, and preferences using ML. Tailor campaigns and offers to each segment automatically.

MEDIVET

Market Trend & Signal Detection

Create weekly personalized newsletters based on announcements of competitors, suppliers, customers, ... found online.

Bekaert



use case identification

browse, define & share your AI opportunities



use case identification



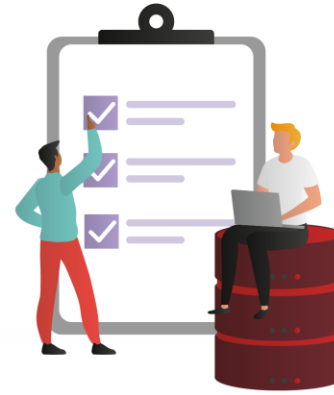
1

**name your
strategic anchor**



2

**identify the
blocking factors**



3

**define your
use cases**



4

**share at
your table**



use case identification



1

5 min

name your strategic anchor

What are the **business goals** your organization is actively pursuing this year?

In addition, **decompose** what will move the needle on this. This becomes your filter for everything that follows.

Your business goal

Increase marketing-qualified leads by

30%

while reducing cost per lead

Sub-goals



Scale content output across all channels



Improve campaign conversion rates



React faster to market shifts & competitor moves



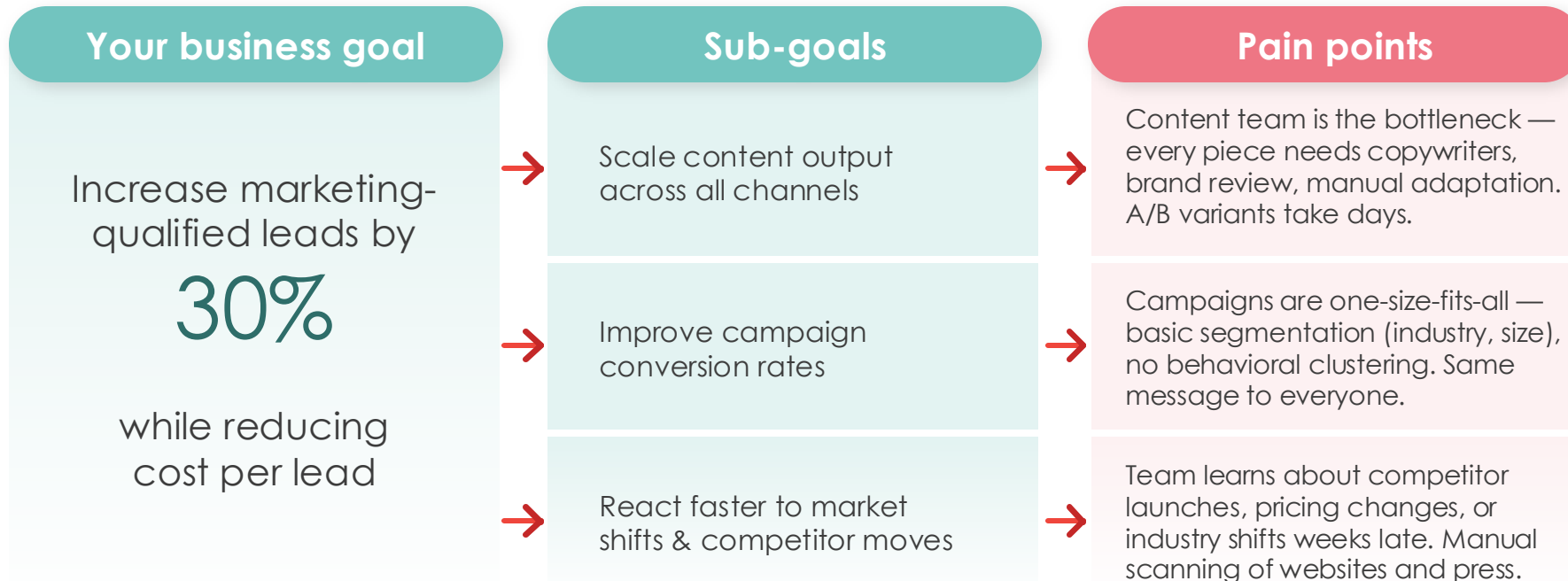
use case identification



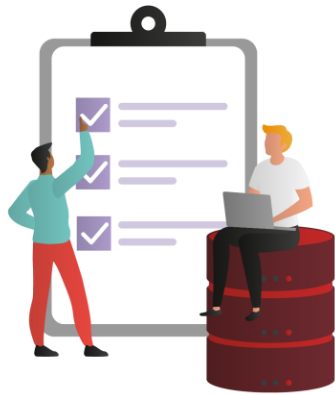
2 5 min

identify the blocking factors

What's blocking each sub-goal? List the **pain points**, bottlenecks, or friction your team faces today.



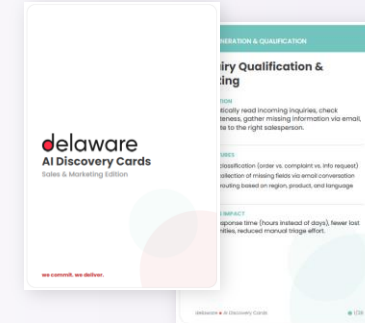
use case identification



3 10 min

define your use cases

Match **AI use cases** that resolve your pain points.



Leverage your AI Discovery Cards for this!



use case identification



4

5 min

share at your table

Brief round at your table: "I identified [**use case**] because it addresses [**pain point**], which connects to our goal of [**strategic goal**]."

No formal presentation — just a quick round so everyone hears what others came up with.

use case prioritization

effort vs. impact — where do you focus?



use case prioritization

example

1 Define your scoring dimensions & model



Business value

Revenue / cost / CX impact

60%



Strategic alignment

Connects to stated AI vision & KPIs

40%



Data readiness

Quality, access, governance maturity

30%



Change complexity

Adoption barrier, workflow redesign

35%



Technical complexity

Model maturity, integration complexity

35%



use case prioritization

example

2 Score your use cases

Marketing Content Generation

Consistent, on-brand copy for email, social, and ads. A/B variants in seconds, not days.

delaware

Impact

Business value

60% Revenue / cost / CX impact



5.5 / 10

Strategic alignment

40% Connects to stated AI vision & KPIs



7.0 / 10

weighted impact score

6.1 / 10

Effort

Data readiness

30% Quality, access, governance maturity



4 / 10

Change complexity

35% Adoption barrier, workflow redesign



3 / 10

Technical complexity

35% Model maturity, integration complexity



2 / 10

weighted effort score

3.0 / 10

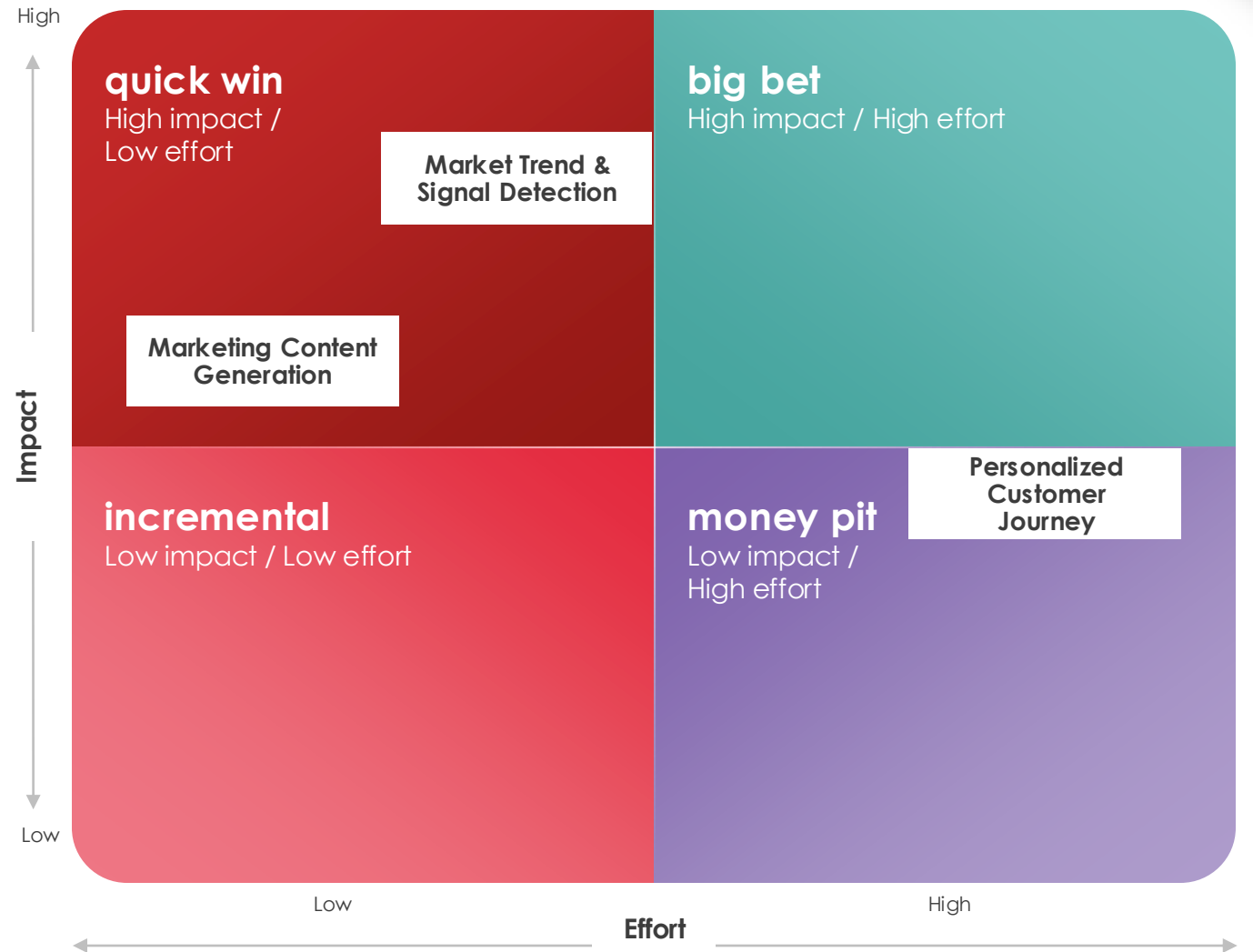


use case prioritization

example

- 3 Plot them on the quadrants to define the categorization

Which cases are a good idea? And which not?



from matrix to roadmap

the prerequisite lens



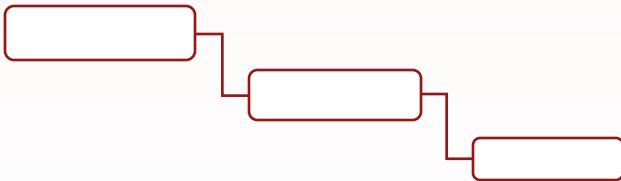
from matrix to roadmap

A prioritised list is not yet a roadmap. For each use case, define what needs to be true before you can start?

- What is the single most important prerequisite per use case?
- Are we blocked from a resource perspective?
- Which is a resulting logical timeline?

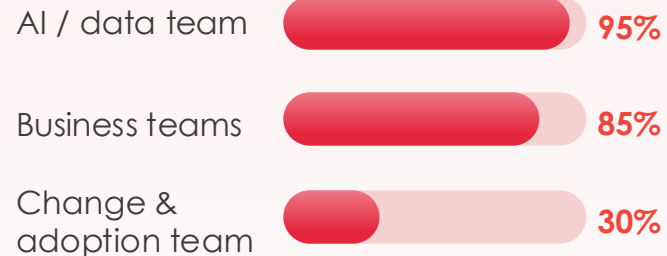
1. map dependencies & prerequisites

- data/technical dependency**
e.g. data clean-up or data pipeline
e.g. system access & setup
- capability dependency**
e.g. team must be upskilled in AI first
- org dependency**
e.g. governance decision or policy needed before start
e.g. stakeholder buy-in



2. balance constraints

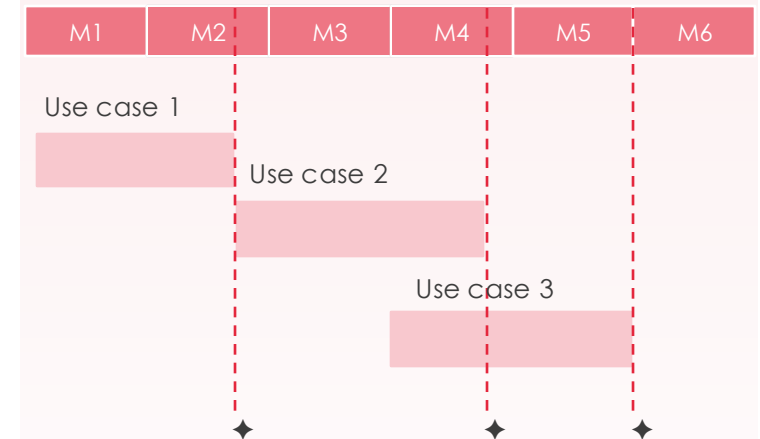
Human resource constraints



Financial resource constraints

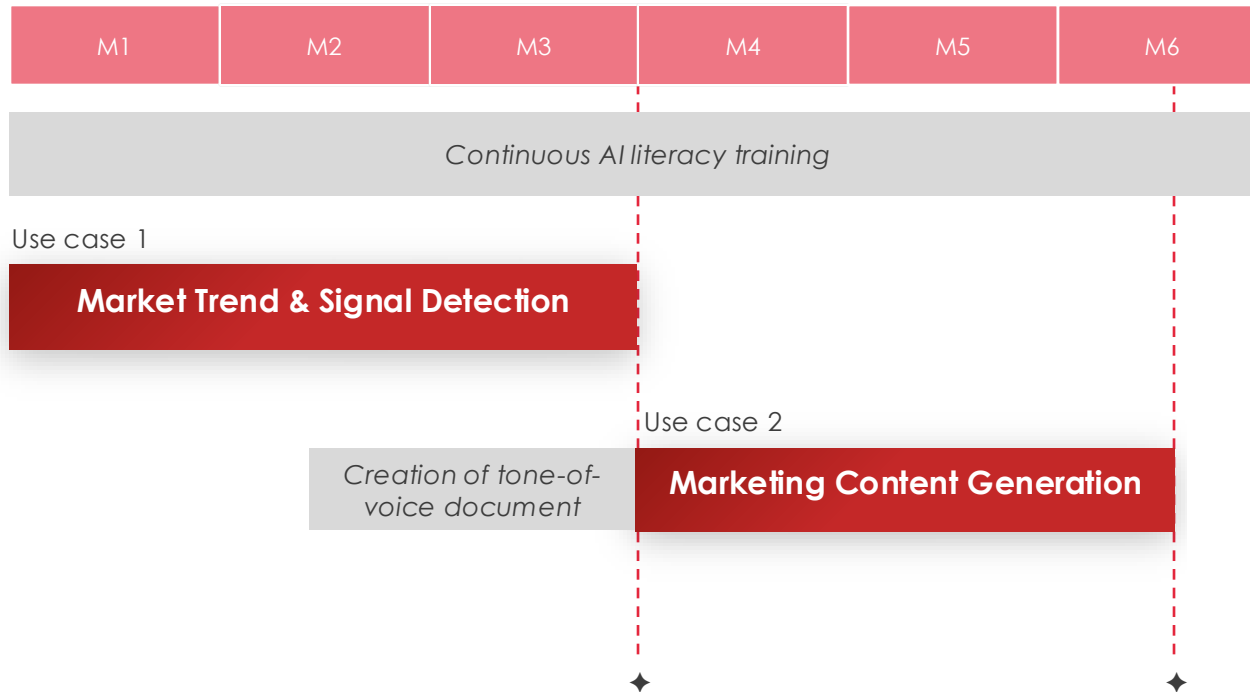


3. plot the timeline



plot your timeline

example



Market Trend & Signal Detection is a quick win with no blockers, so it starts immediately.

Marketing Content Generation is a quick win too, but lower on impact and needs a documented tone-of-voice first. Run it after Market Trend & Signal Detection to avoid overloading marketing.

Personalized Customer Journey landed in the money pit, so parked for now.

Continuous AI literacy training runs throughout, so people are ready to adopt the tools as they land.

■ Quick win ■ Big bet ■ Incremental ■ Prerequisite

wrap-up & next steps



what you take home today

your personal output from today



Concrete AI use case ideas

Specific to your company and your processes — not generic examples.



A reusable framework

The identification–prioritization–prerequisite method. Use it internally with your own team.

want to go deeper?

a full use case identification engagement



In-depth interviews

Process owners, IT, business leads — structured discovery across your organisation.



Use case one-pagers

Each opportunity fully described: problem, solution, data needs, ROI estimate.



Feasibility assessment

Technical and organisational deep-dive on your top candidates.



Project charters

Investment case, timeline, resource needs — ready to present to leadership.



Sequenced roadmap

Horizon 1–2–3, with prerequisites resolved and quick wins leading the way.



thank you

delaware

B2B ●
XS26

Want to learn
more on how
to scale your
CX efforts?

