

July News | AI & GenAI adoption through Artefact Open Innovation's services: hackathons, GenAI Academy, Data & AI Days | Arte TV, Ardian, Valéo client cases and Adopt AI replays

AI & GENERATIVE AI ADOPTION BY EMPLOYEES
A PREREQUISITE FOR SUCCESSFUL BUSINESS PERFORMANCE

Widespread adoption of AI and generative AI technologies and products, from top to down in an enterprise, is critical to **accelerate business transformation**.

Successful AI democratization depends heavily on people rather than just technology. The Artefact services of our entity Open Innovation below are dedicated to fostering a unifying spirit of innovation and creating disruptive opportunities for competitive advantage:

Data and AI Days to rally teams around AI and GenAI, cultivating curiosity and enthusiasm.

To succeed, today's companies must make AI tools broadly accessible to employees and incorporate AI into multiple business functions with dedicated resources and funding.

1. Hackathons: Collaborative, cross-functional problem solving.

Artefact's AI hackathons last from 1/2 day to 3 full days and enable teams to brainstorm, rapidly prototype, and pitch viable

solutions for their business innovation roadmaps by leveraging the latest AI technologies.
Here are a few of our client success stories.

ARDIAN's Client Case: When this global leader in private investment and pioneer in the use of artificial intelligence in the financial services sector wanted to enhance their value proposition, Ardian chose to collaborate with **Artefact Open Innovation** and **Microsoft** to organize their third **AI hackathon** with 60 Ardian employees, called **Ardian Startup Studio III**, designed to embody and reinforce their company culture.

Artefact's AI hackathons

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In three days, nine viable AI and GenAI use case prototypes were designed and pitched to a jury.

in the coming months.

"This event reflects the spirit of innovation at Ardian… It is through such initiatives that Ardian will remain at the forefront of innovation, competitiveness, and excellence." – Mathias Burghardt, Executive Vice President of Ardian and CEO of Ardian France

VALEO's Video Testimonial: To create innovative new business use cases, Valeo, leading automotive supplier, collaborated with Artefact Open Innovation to meet these objectives:

Foster the emergence of new ideas through a one-month ideation period open to all Valeo employees.

Capitalize on team ideas and encourage exploration of new AI opportunities.

Cultivate a "One Valeo" spirit by bringing together 16 teams from 11 countries.

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during the hackathon and four prototypes were selected by a jury to be deployed by Artefact data teams and implemented by Valeo.

"This first hackathon reflects Valeo's spirit of innovation… It is with this type of initiative that Valeo will remain at the forefront of innovation, competitiveness and excellence and the key technology partner for mobility players worldwide," said Christophe Périllat, CEO of Valeo

2. GenAI Academy: A prompt challenge to acculturate on Gen AI and engage its adoption

Artefact Open Innovation helps companies acculturate employees to the use of GenAI through

Prompt Challenges

. These spirited and competitive workshops spark curiosity and teach employees to use GenAI tools in daily tasks to increase productivity and creativity while reducing costs.
Training is based on individual knowledge levels and specific business needs. There are three parts to a Prompt Challenge; clients can choose one, two, or all:

Masterclass: Interactive session where people gain a global understanding of what GenAI is, and how to leverage it with concrete business cases.

Prompt Challenge: Hands-on workshop where participants experiment with GenAI tools on personalized use cases and master prompting techniques.

Ideation: Brainstorming session to identify GenAI use cases that meet specific business needs in order to launch a Gen AI strategy.

ARTE TV's Video Testimonial:

ARTE is an European culture channel and the ExCom called on Artefact's expertise to help deploy their generative AI strategy. Artefact organized Masterclass and Prompt Challenge sessions to acculturate their members to the uses and benefits of GenAI tools. The C-level was so pleased with the results that they rolled out the initiative to all their employees.

Read the Client Case

Discover in video an Artefact Prompt Challenge at the Google Cloud Summit 2024

1. ### 3. Data & AI Days: Building a dynamic and productive GenAI community.

   Artefact Open Innovation has been organizing major data, AI and GenAI conferences and events since 2018, for up to **6000 attendees**, featuring as many as **200 speakers**.

   During Data & AI Days, participants:

Deepen their understanding of internal data, AI, and GenAI use cases.

Feel empowered to initiate their own projects, collaborating with data teams.

Explore use cases from diverse industries to cultivate a sense of urgency.

Gain insights from speakers representing different industries and startups.

Engage in hands-on workshops to acquire foundational skills.

Artefact's approach emphasizes **massive acculturation** through a content platform, fostering networking and collaboration among attendees, and contributing to the development or strengthening of the internal AI and data ecosystem.

Discussion panels at the Artefact Adopt AI Summit How C-Level executives are fostering AI adoption.

REPLAY #1: Why does acculturation of people matter for successful AI adoption?

– Garrett Dalton, Chief Digital Officer & CIO of **Savencia Gourmet**

– Guilhem Senegas, Chief Information Officer & Head of Digital Transformation at **Electrolux Professional**

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AI adoption is essential to remain competitive and drive innovation:

AI is vital in all sectors: **80% of marketers** use AI to enhance customer experience.

AI can **boost revenues by 15%** and improve productivity and creativity.

C-level training and broader learning programs focused on **GenAI** are essential.

REPLAY #2: GenAI Adoption in Fast-Growing Companies.

– Aymeric Augustin, CTO at **Qonto**

– Gabriel Hubert, CEO & Co-founder of **Dust**

Qonto simplifies financial management for freelancers and SMEs, while Dust enhances team performance with AI-powered assistants. Qonto uses Dust to automate tasks, boosting productivity by 20%.

Read the Synthesis

They discussed how to facilitate **AI adoption** through **effective change management**:

Qonto is introducing AI based on internal suggestions, reflecting the importance of **participative innovation**. Bottom-up adoption and concrete use cases are key to process improvements.

Qonto's **AI-based logo generator**, launched during a **hackathon**, was immediately adopted by **30% of users**.

Discover the Report (replays & syntheses) of the keynotes and round tables at the Artefact Adopt AI Summit

40+ world-class speakers, CEOs, and ExCom members from international companies and Tech Partners. An amazing source of inspiration for leveraging AI and making an impact for your business. Don't miss it!

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