INNOVATION
CENTER

DREES & SOMMER

HOW TO USE: AI TOOLS

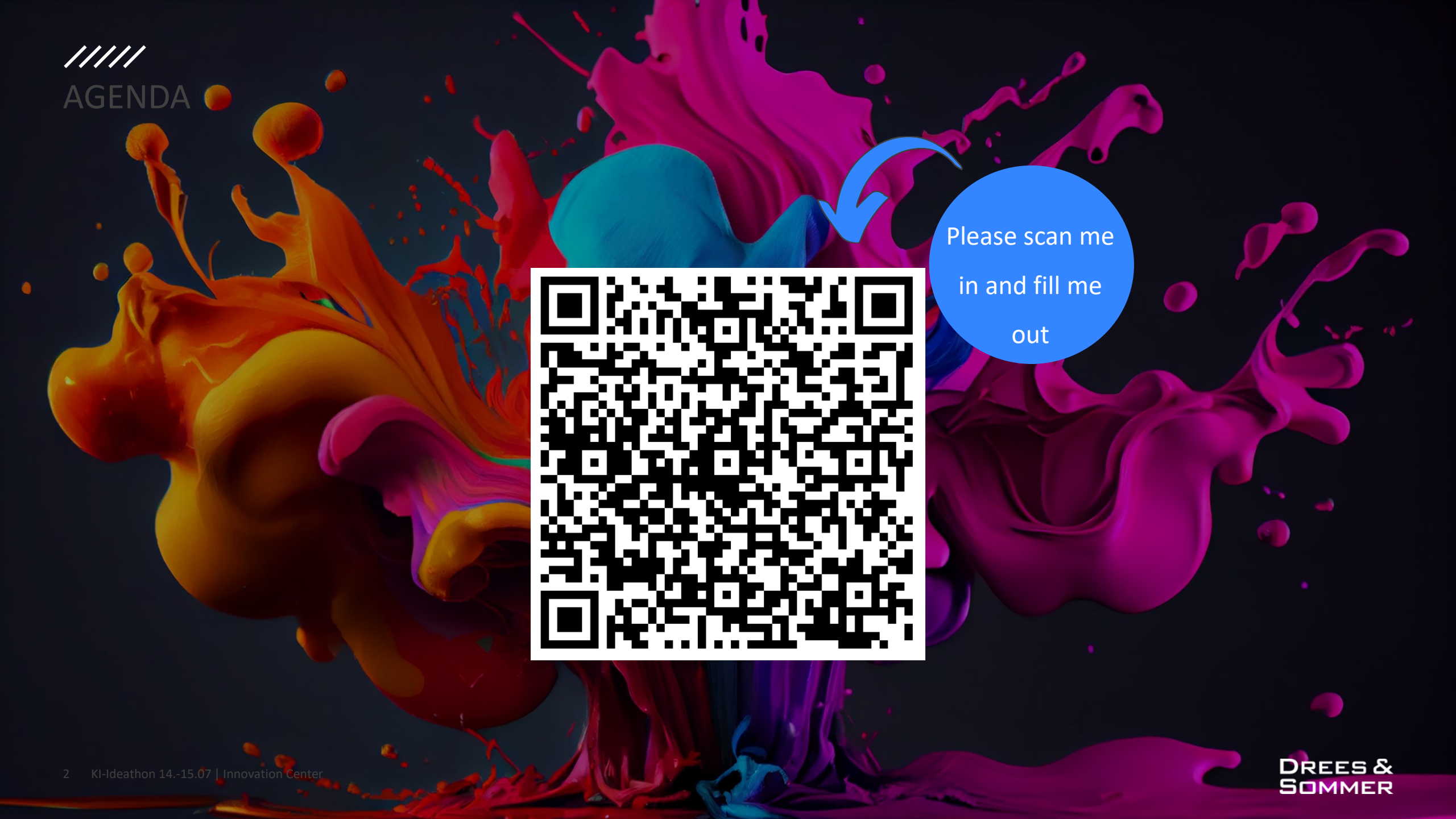
31.08.2023

Andrea Heinz

Innovation Manager

© Matt Palmer on Unsplash

AGENDA



DREES & SOMMER

AGENDA

1. What exactly is AI?
2. Why are we talking about AI today?
3. How do companies use AI?
4. How can AI tool help your company?
5. How can AI tool help with your daily work?

DREES & SOMMER

WHAT EXACTLY IS AI?

- **Artificial Intelligence (AI):** A field of computer science focused on creating machines with human-like cognitive functions.
- **Machine Learning (ML):** A subset of AI where computers learn from data without explicit programming.
- **Applications:** Includes voice recognition, image recognition, autonomous vehicles, chatbots, and recommendation systems.
- **Ethical Concerns:** Issues related to data privacy, discrimination, and job loss.
- **Interdisciplinary Nature:** AI combines computer science with fields like psychology, neuroscience, and economics.

ANI

Artificial Narrow Intelligence

aka

Weak AI

NARROW CAPABILITY

AGI

Artificial General Intelligence

aka

Strong AI

GENERAL CAPABILITY

ASI

Artificial Super Intelligence

aka

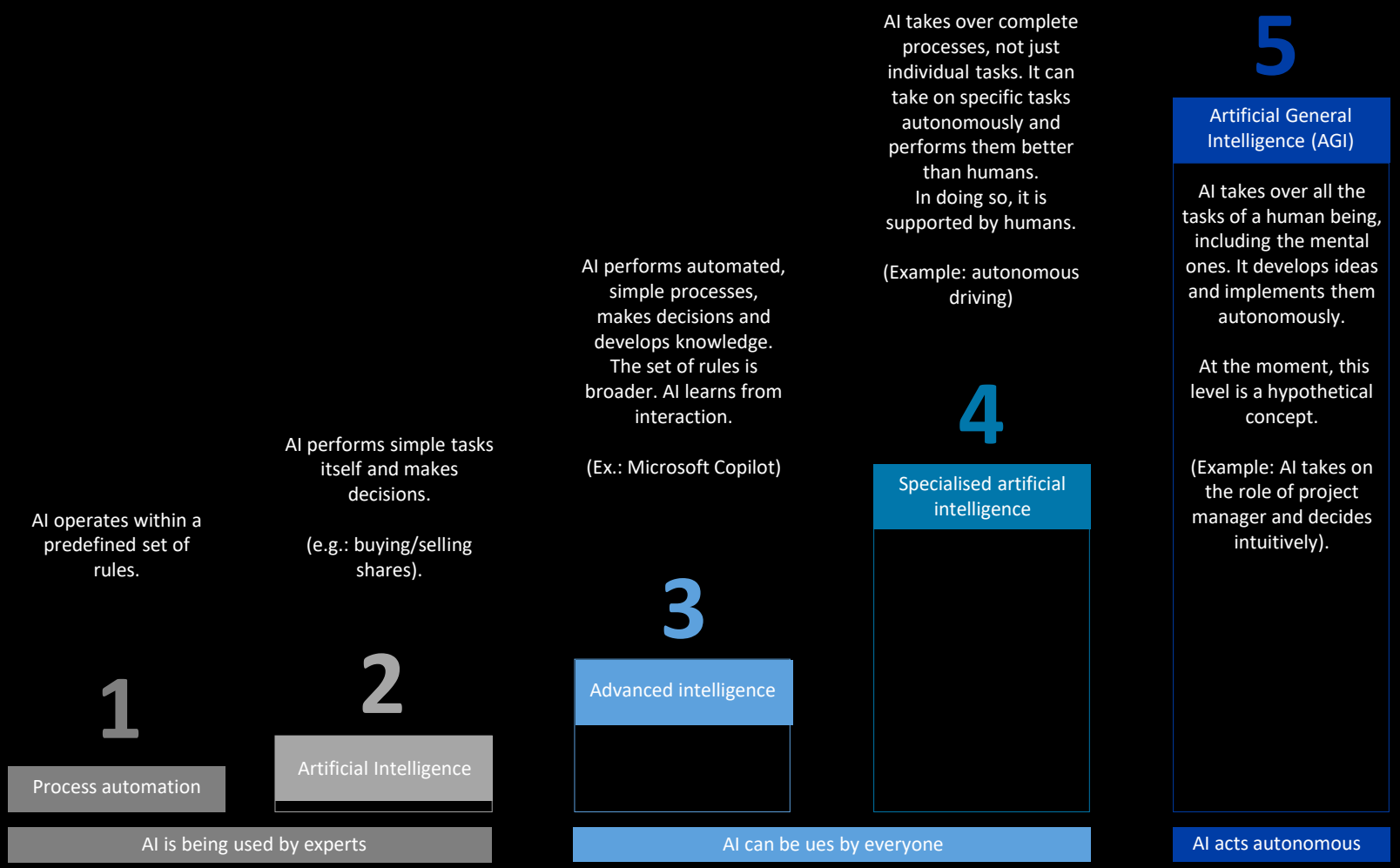
Strong AI

TRANSCENDENT CAPABILITY

Present → Future

5 STEPS FROM AUTOMATIATION TO ARTIFICIAL INTELIGENCE

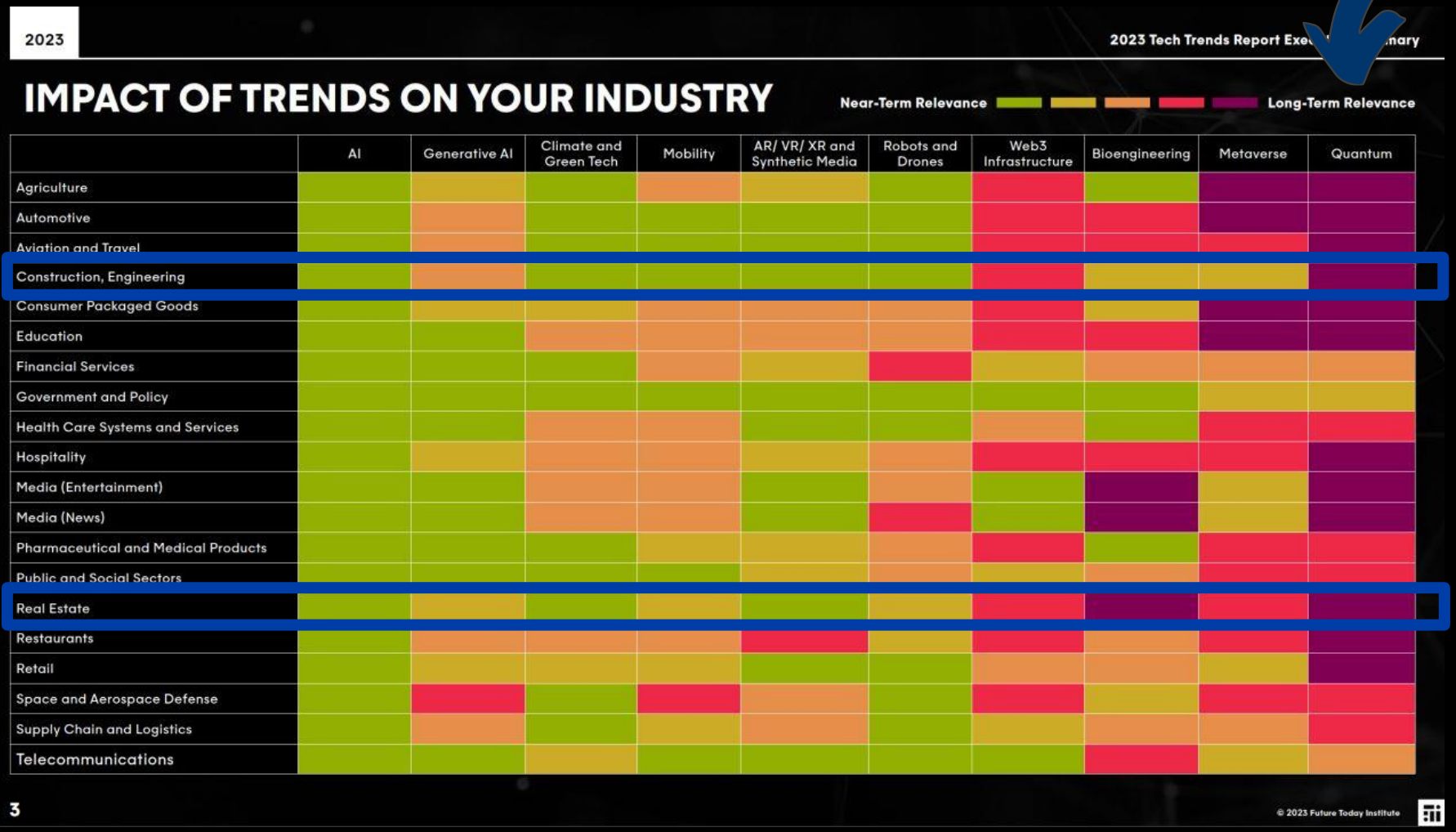
As of today, we are between Level 1 and 2, but we are currently seeing the first applications from Level 3



DREES & SOMMER

WHY ARE WE TALKING ABOUT AI TODAY?

Technology Trends 2023: future today institute

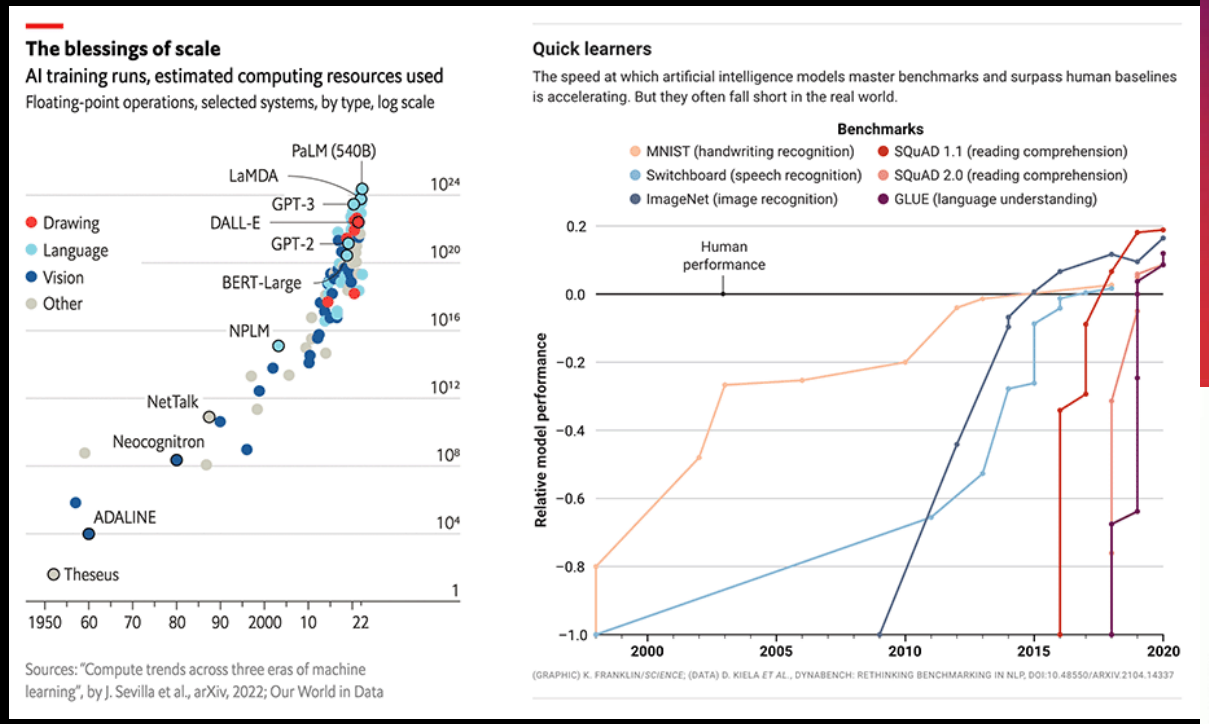


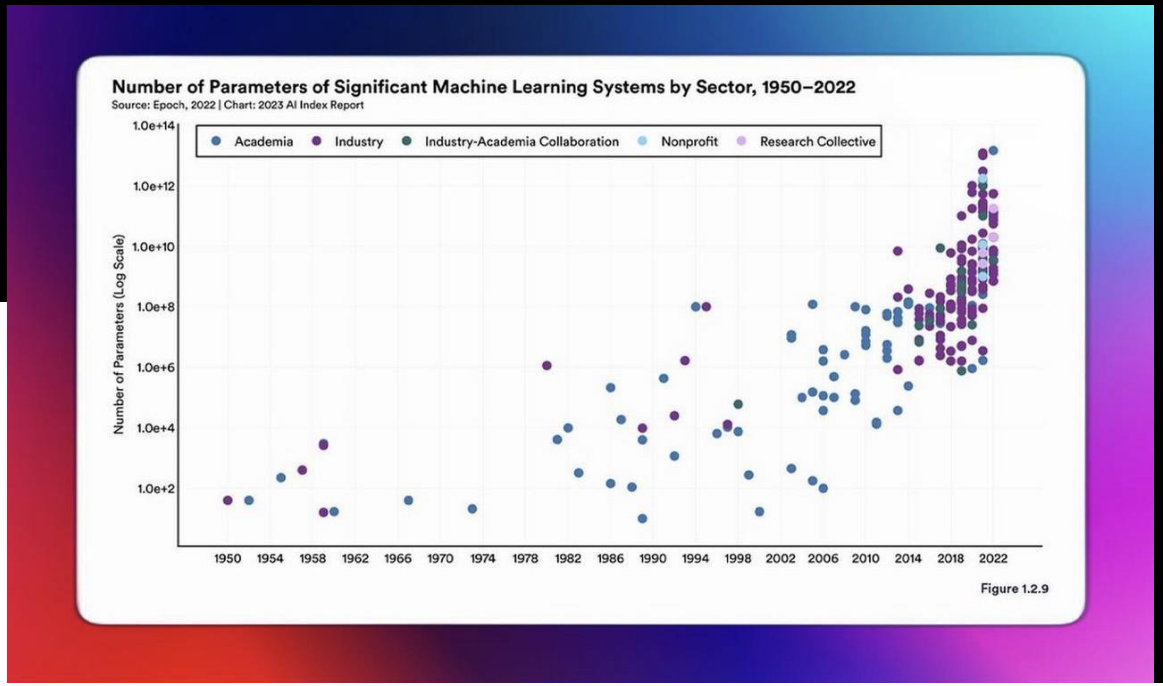
Longterm means max. 5 years

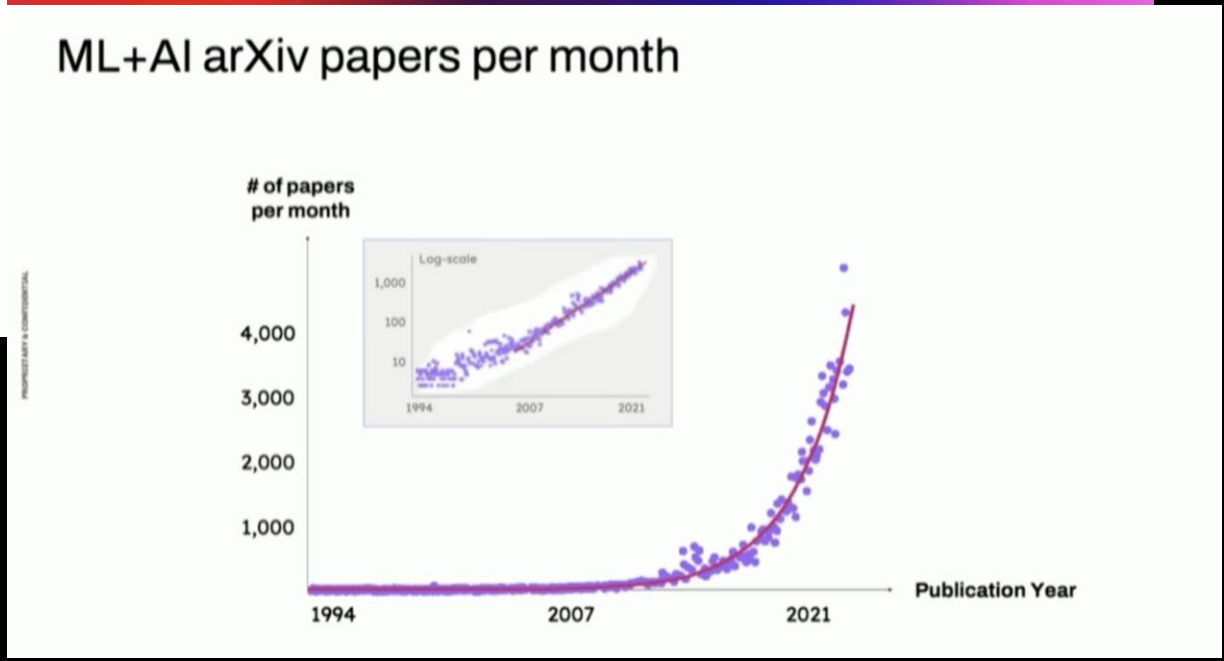
DREES & SOMMER

WHY ARE WE TALKING ABOUT AI TODAY?

We have arrived in the age of exponential growth







WHY ARE WE TALKING ABOUT AI TODAY?

We have arrived in the age of exponential growth

IBM RESEARCH INSIGHT

Augmented work for an automated & AI-driven world

AI won’t replace people—but people who use AI will replace people who don’t.

- Approximately 1.4 billion people will feel the effects of AI in the next three years.
- 40% of the world's 3.4 billion workers will need to be (re)trained due to AI and automation!
- According to experts, around 85 million jobs worldwide will also become redundant by 2025.
- But 97 million new jobs will be added.

BAD NEWS

AI‘s development brings risks

AI ABUSE

Monitoring

Control

Manipulation

WORKPLACES

Unemployment

Social unrest

DEEPFAKES

Distinguishing between reality and forgery

GENERAL AI

Overpowering, uncontrollable AI

REVELOPMENT

Unlearning one's own abilities and skills

DREES & SOMMER

Atlasiko Inc
THE "GODFATHER"
OF AI
WARNS ABOUT DANGERS AS HE
RESIGNS FROM GOOGLE

DON‘T FORGET THE GOOD NEWS!

There are many positive developments in the course of this transformation.

MEGA CITIES

Create housing

Smart Cities

ENERGY

Generation

Storage

Distribution

MOBILITY

Alternative drives

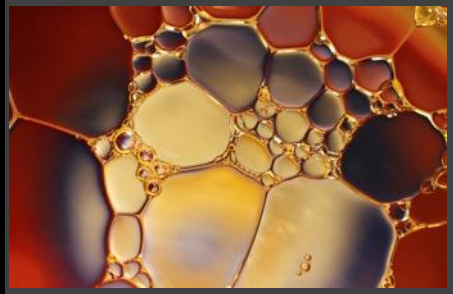
Autonomous driving

NOURISHMENT

Lab-Green Food

Ressource Management

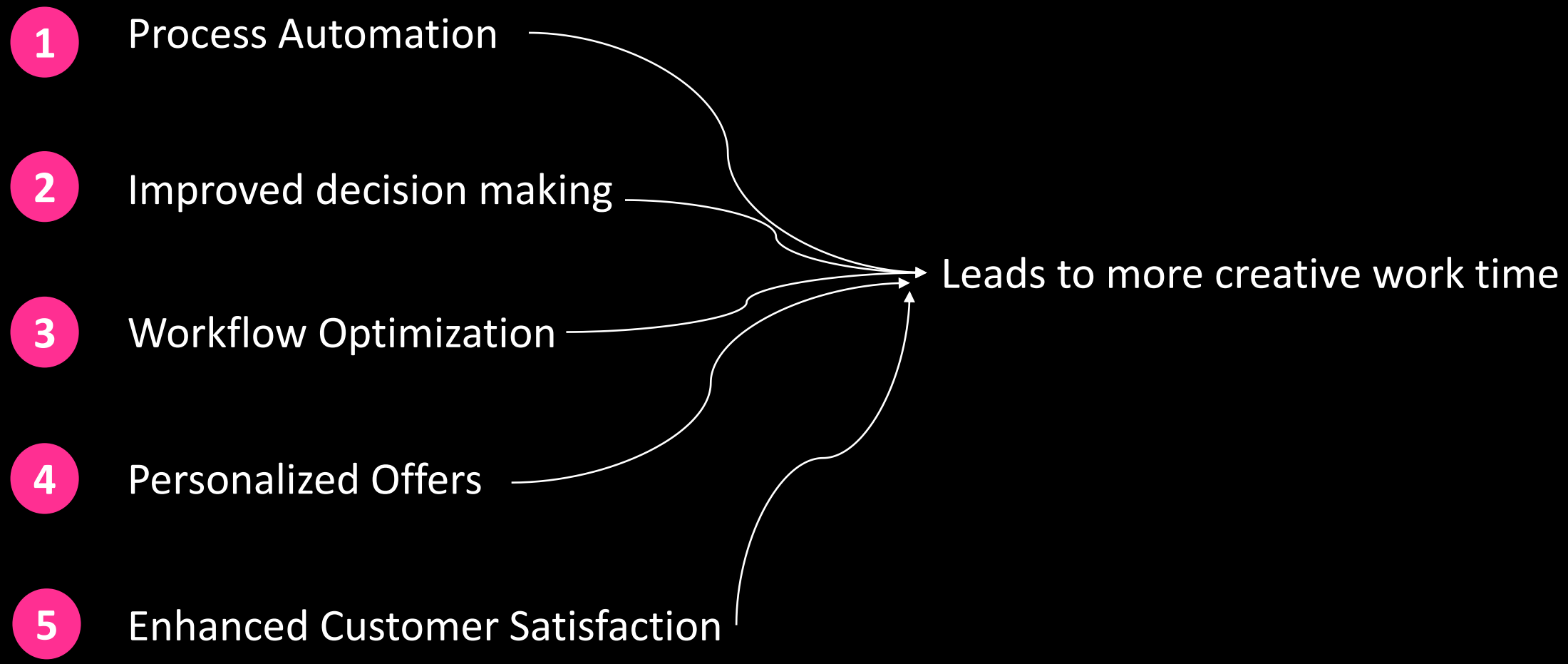
MEDICINE



Research and data analysis

HOW COMPANIES USE AI

Companies develop their own GPTs



DREES & SOMMER

HOW COMPANIES USE AI

Companies develop their own GPTs

dm GPT

"Lilli" by McKinsey & Company

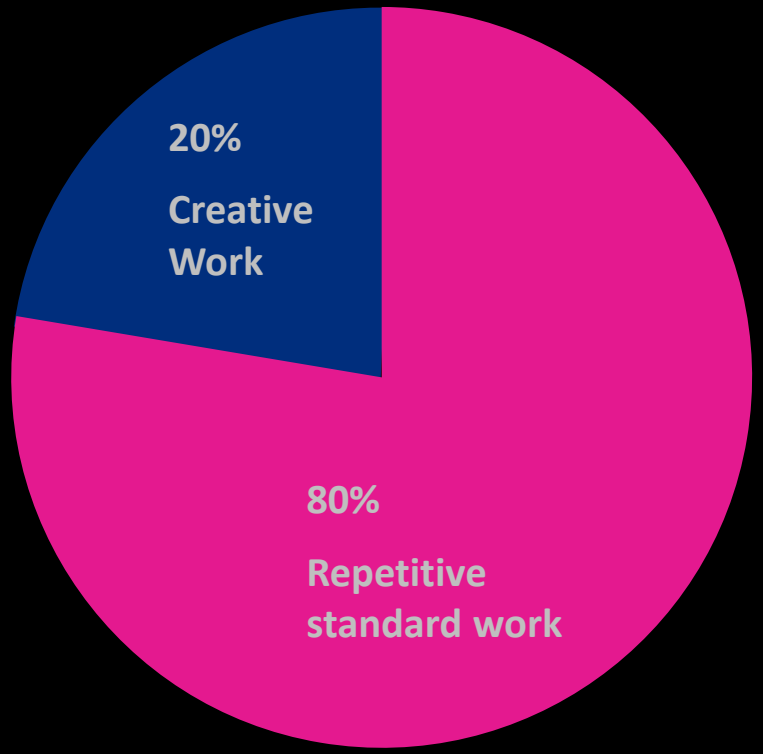
DREES & SOMMER GPT

- Ideathons → Dreso GPT
- Bing Chat
- Learning Nuggets
- Chat with PDF Pilot

Copilot
A whole new way to work

AI IN OUR EVERYDAY PROFESSIONAL LIFE

Activities in everyday office life today



1	COMMUNICATING
2	SEARCHING
3	CREATE
4	PLANNING & COORDINATING
5	COLLECT INFORMATION

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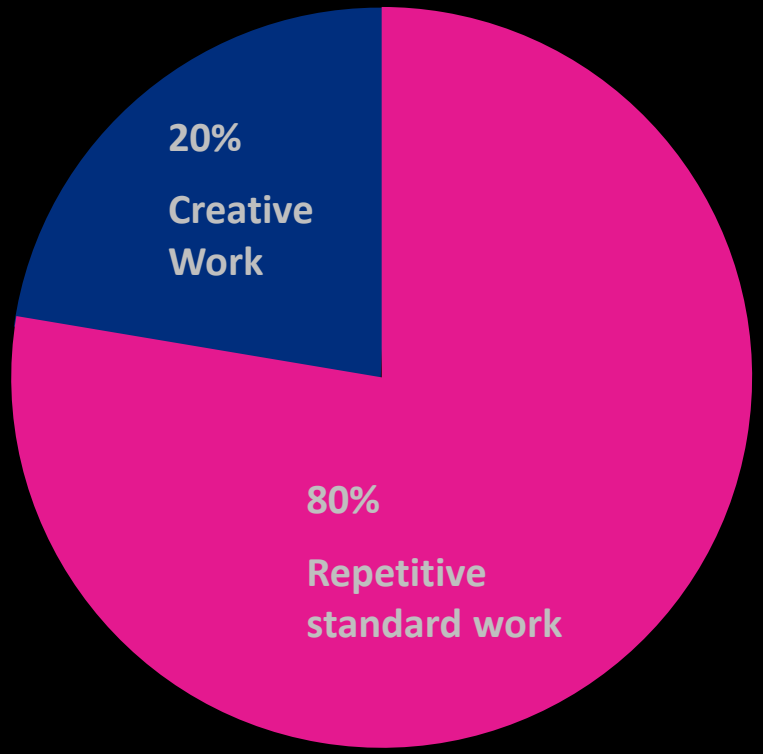
Activities in everyday office life today



1. COMMUNICATING
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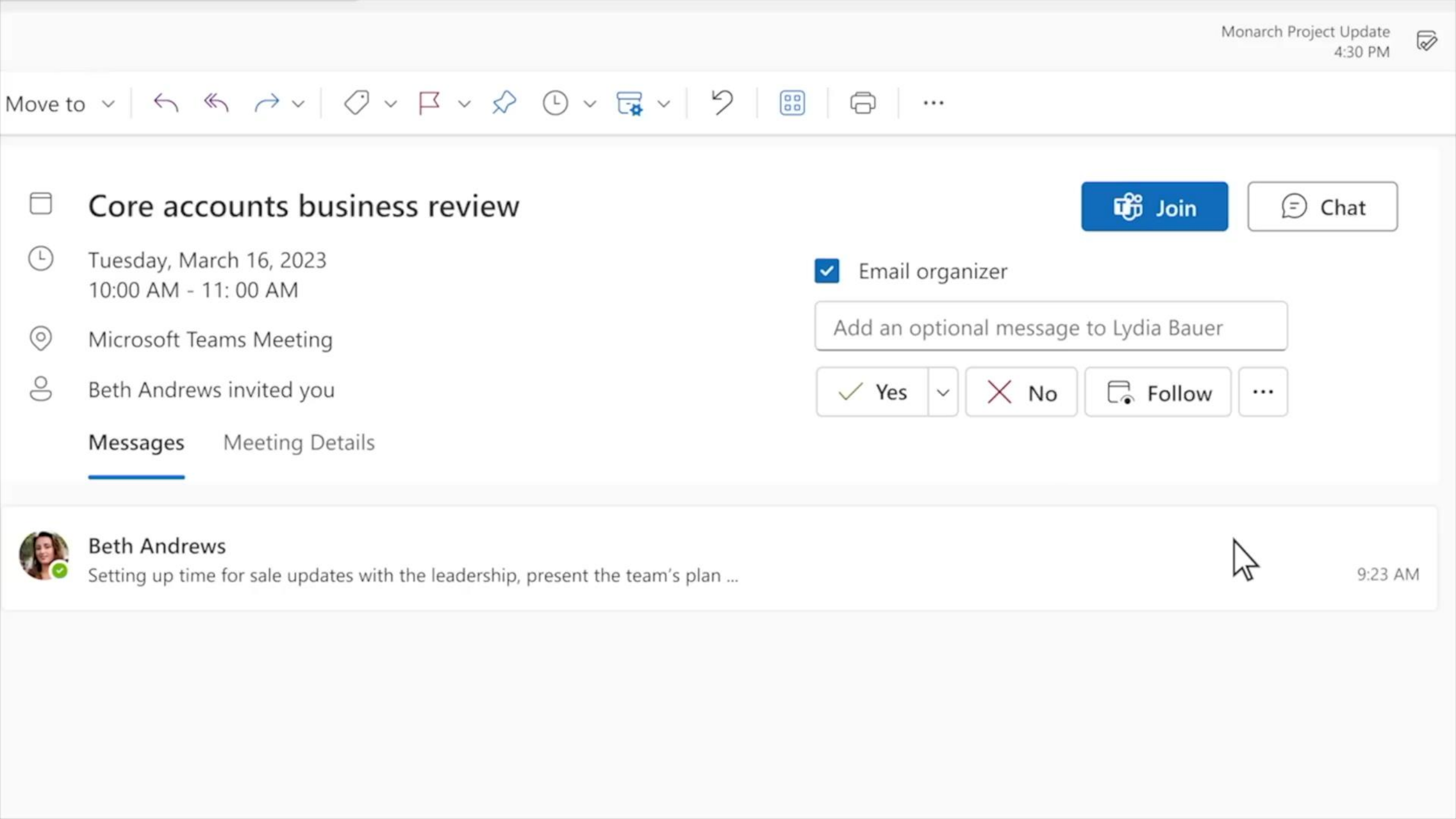
OUTLOOK

TEAMS

DREES & SOMMER

10:28
Inbox
Focused
Other
Filter
Today
Elisabeth Eriksson
2:06 PM
Quick question about Van Arsdel...
Hey @Lilly, pl was looking over the deck you...
2
Omar Bennet
1:42 PM
Tailwinds (New Client) Contract (6)
Hey Alumni! We're looking for volunteers for an upcoming portfolio...
14
Maya Robinson
12:35 PM
FW: Update on Proseware sales
Dear @Lilly and Team, I hope this email finds you well. I wanted to...
2
Hayden Cook
10:35 AM
Update on manufacturing plant...
Catch up with Copilot
Maya and the LT are discussing declining sales for Proseware.
2 of 3
Previous
Next
Shai Shamesh
9:48 AM
Presenting at the All Hands
Email
Search
Calendar


Monarch Project Update
4:30 PM
Move to
Core accounts business review
Join
Chat
Tuesday, March 16, 2023
10:00 AM - 11: 00 AM
Email organizer
Add an optional message to Lydia Bauer
Microsoft Teams Meeting
Beth Andrews invited you
Yes
No
Follow
Messages
Meeting Details
Beth Andrews
Setting up time for sale updates with the leadership, present the team's plan ...
9:23 AM

Search

Activity
Chat
Teams
Calendar
Calls
Files
Apps

Chat

Pinned

Babak Shammas 11:32 AM
Yeah, that sounds great

Cassandra Dunn Yesterday
Ok. I'll send an update later.

Core accounts finance 3:12 PM
Babak: Samantha should know the latest....

Copilot 11:24 AM
Here's a summary of the Core account...

Recent

Will Little 11:42 AM
I don't see that being an issue. Can you...

Marie Beaudouin 11:40 AM
Ohhh I see, yes let me fix that!

Hilary Reyes 11:02 AM
Haha!

Design Squad 11:00 AM
Kayo: The review went really well! Can't wai...

Charlotte and Babak 10:48 AM
Charlotte: The client was pretty happy with...

Reta Taylor 11:40 AM
Ah, ok I understand now.

Joshua VanBuren 10:29 AM
Thanks for reviewing!

Daichi Fukuda 10:20 AM
You: Thank you!!

Kadji Bell 10:02 AM
You: I like the idea, let's pitch it!

Core accounts finance

Chat | About

Babak Shammas 1:30 PM
So, we are still short by 230K in numbers and the trend seems to continue in Q2 as well.

The inventory surplus continues to be a concern.

Erika Fuller 2:20 PM
That's not good news. We need to think of ways to increase demand for recycled materials and renewable energy products.

Babak Shammas 2:33 PM
I agree. We should start exploring new marketing strategies to drive demand for our products.

New marketing strategies
Last edited by Babak Shammas
newprod.sharepoint.com

Erika Fuller 2:42 PM
Yes, and we can also look into partnering with companies that have similar sustainability goals.

Amanda Bardy 2:43 PM
Sounds good. And speaking of updates, can we get an update on the Proseware status? Babak, do you know?

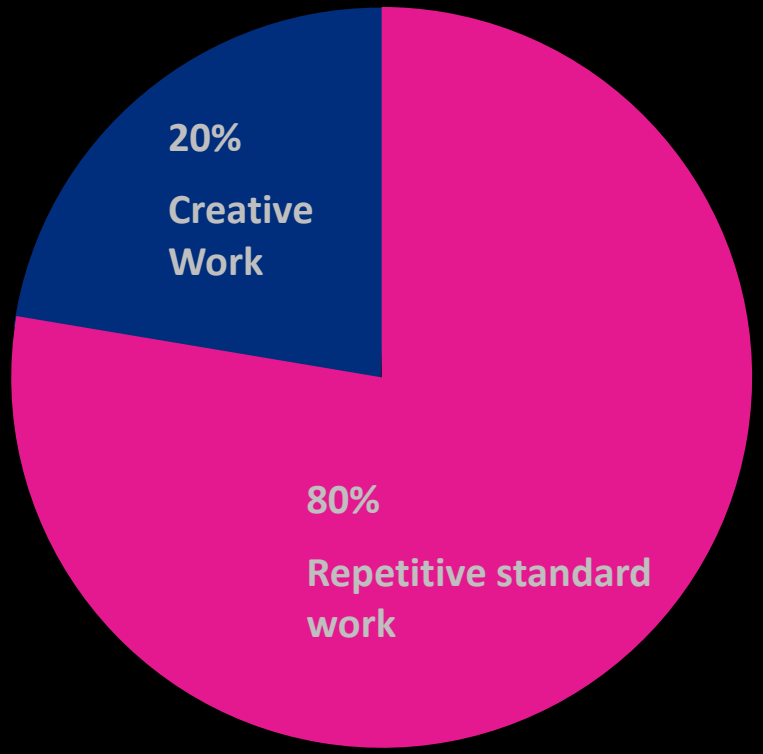
Babak Shammas 3:12 PM
Samantha should know the latest. **Samantha** can you share an update here?

Summarize what I've missed

Type a new message

AI IN OUR EVERYDAY PROFESSIONAL LIFE

Activities in everyday office life today



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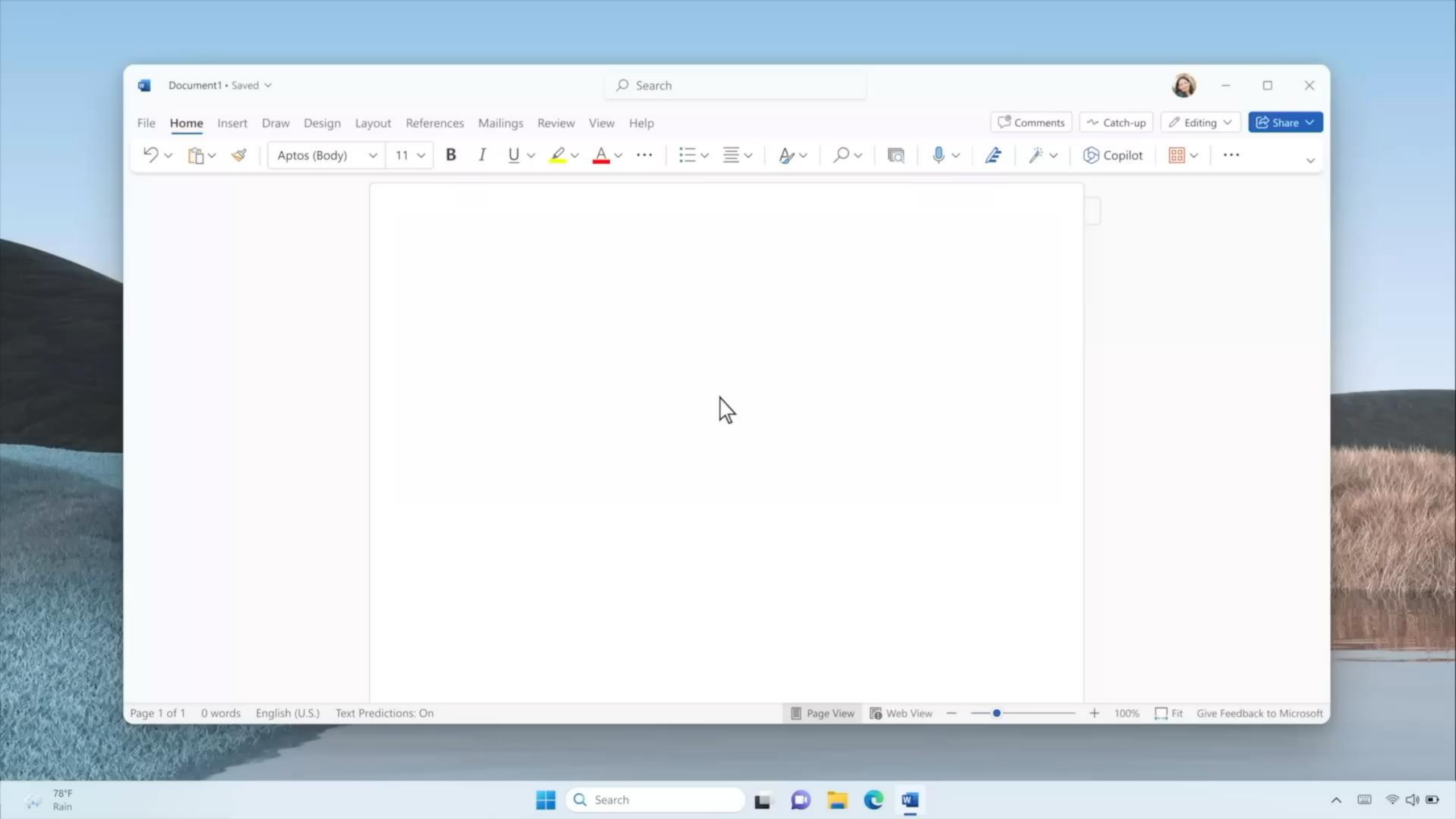
5. COLLECT INFORMATION

WORD

POWERPOINT

DREES & SOMMER


Document1 • Saved
Search
File
Home
Insert
Draw
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Layout
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Review
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Help
Comments
Catch-up
Editing
Share
Aptos (Body)
11
Copilot
Page 1 of 1
0 words
English (U.S.)
Text Predictions: On
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Web View
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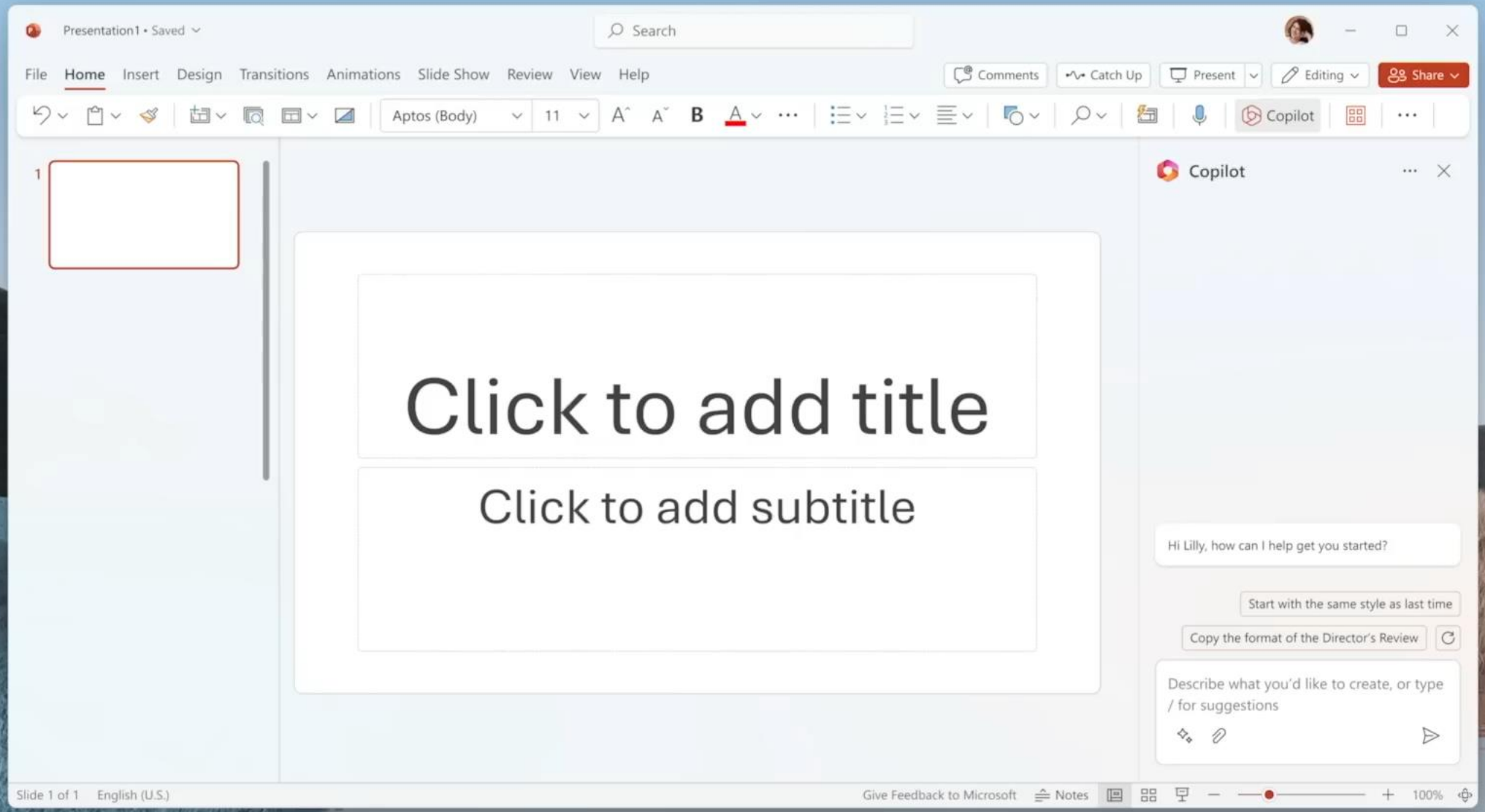
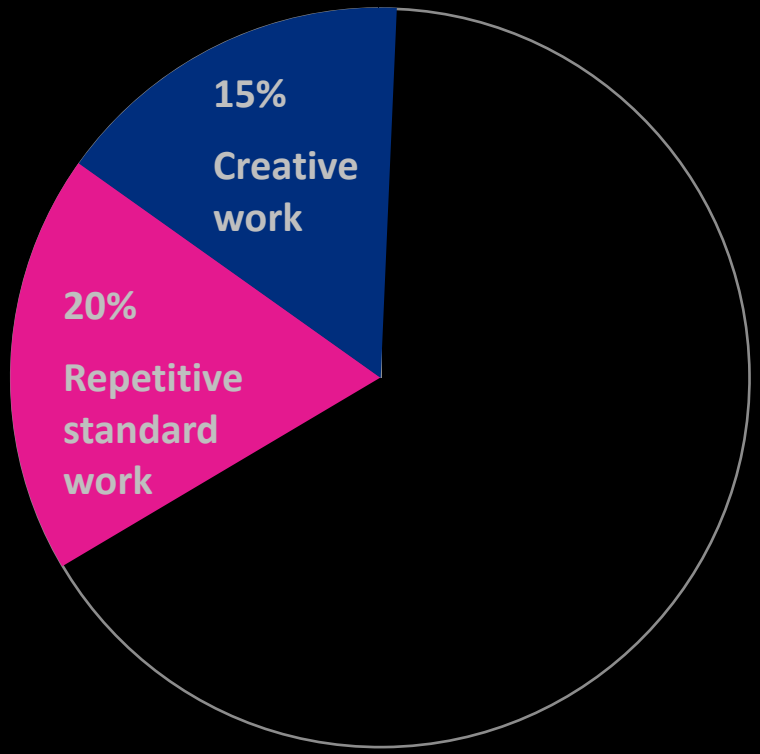
Give Feedback to Microsoft
78°F
Rain
Search


Presentation1 • Saved
Search
File
Home
Insert
Design
Transitions
Animations
Slide Show
Review
View
Help
Comments
Catch Up
Present
Editing
Share
Aptos (Body)
11
Copilot
1
Click to add title
Click to add subtitle
Copilot
Hi Lilly, how can I help get you started?
Start with the same style as last time
Copy the format of the Director's Review
Describe what you'd like to create, or type / for suggestions
Slide 1 of 1
English (U.S.)
Give Feedback to Microsoft
Notes
100%
78°F
Rain
Search

KI IN UNSEREM TÄGLICHEN BERUFSALLTAG

Die Tätigkeiten im Büro von morgen…



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AI DEVELOPMENT IN THE REAL ESTATE SECTOR IS PICKING UP SPEED

Start-ups and large companies place themselves on the market

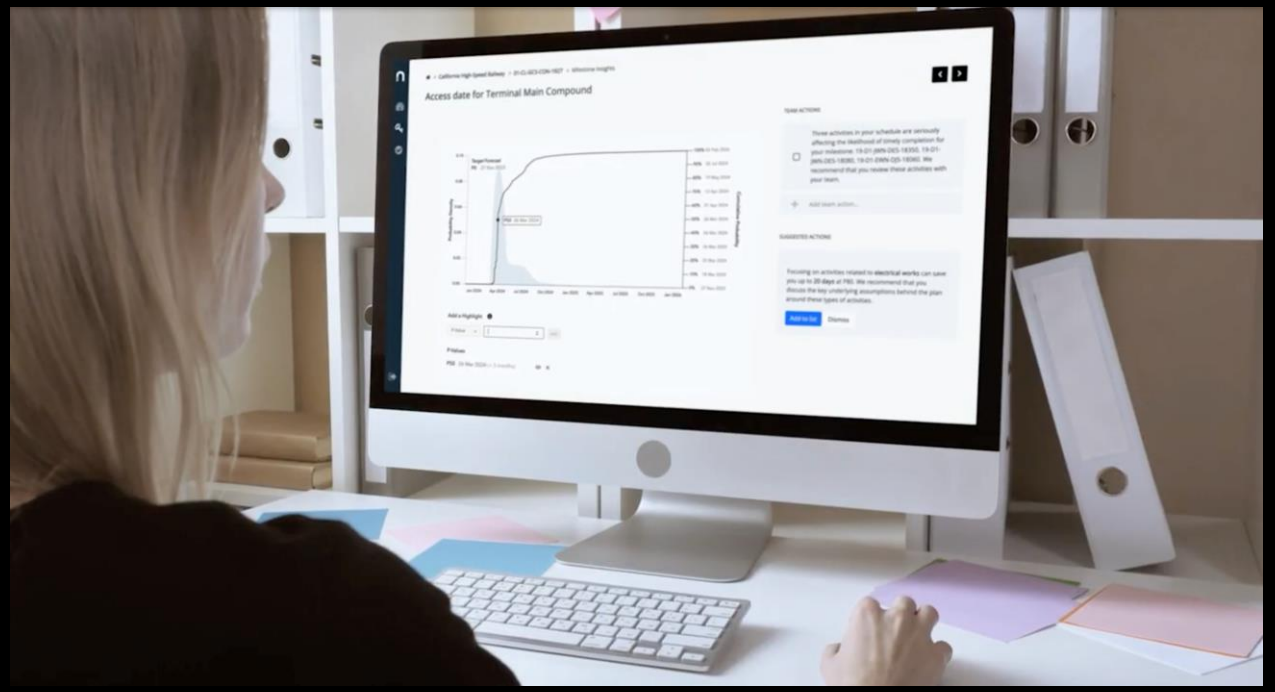
nPlan — 2017

SPACEMAKER An AUTODESK product — 2020

oculai — 2021

HYPAR — 2023

NVIDIA — 2023



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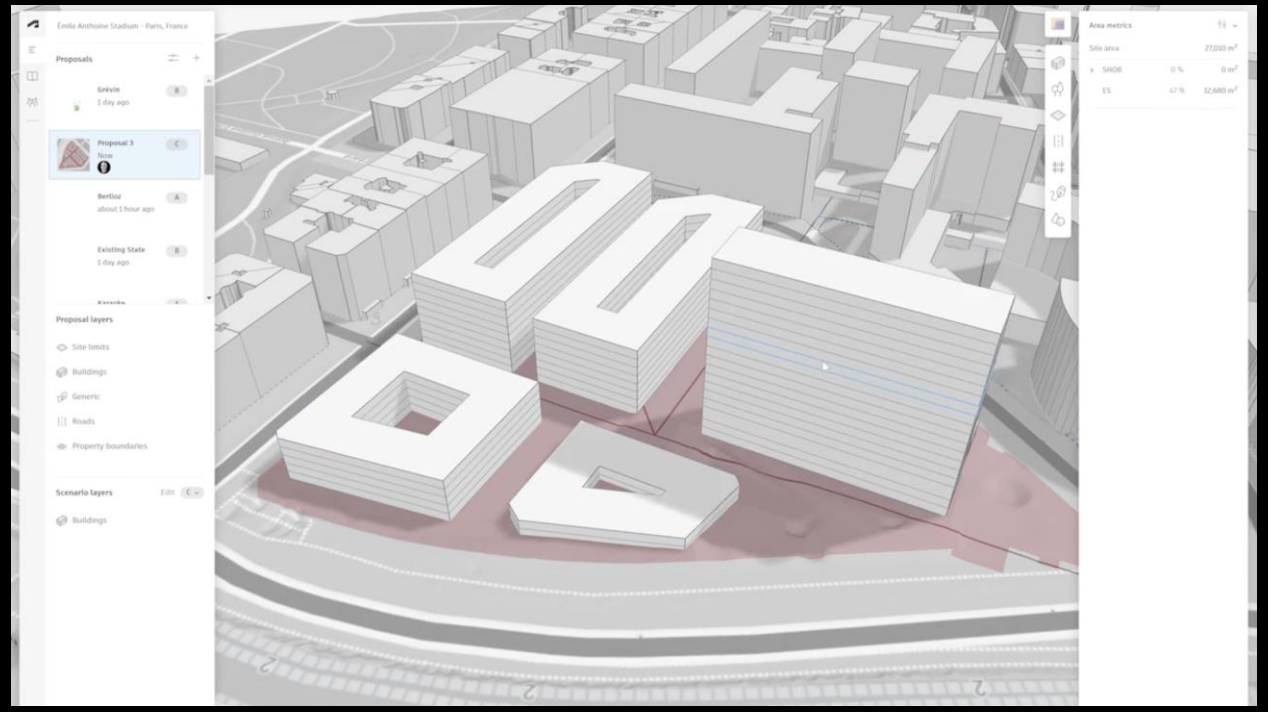

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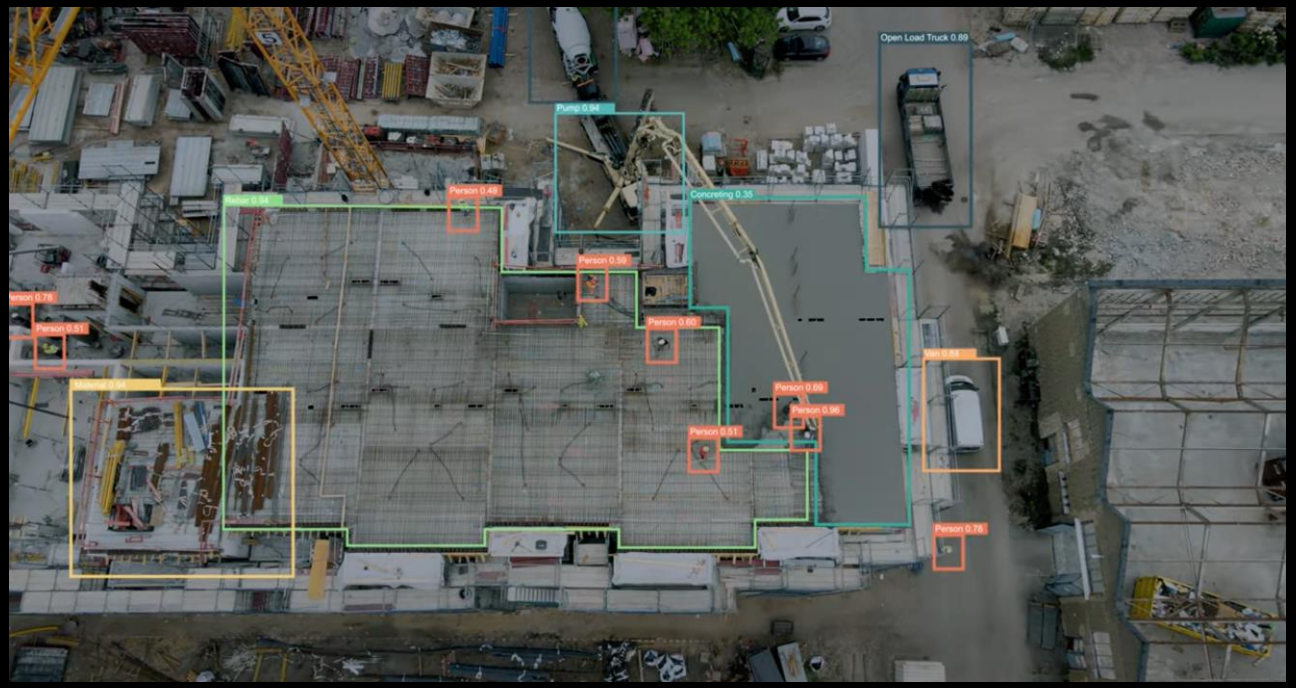

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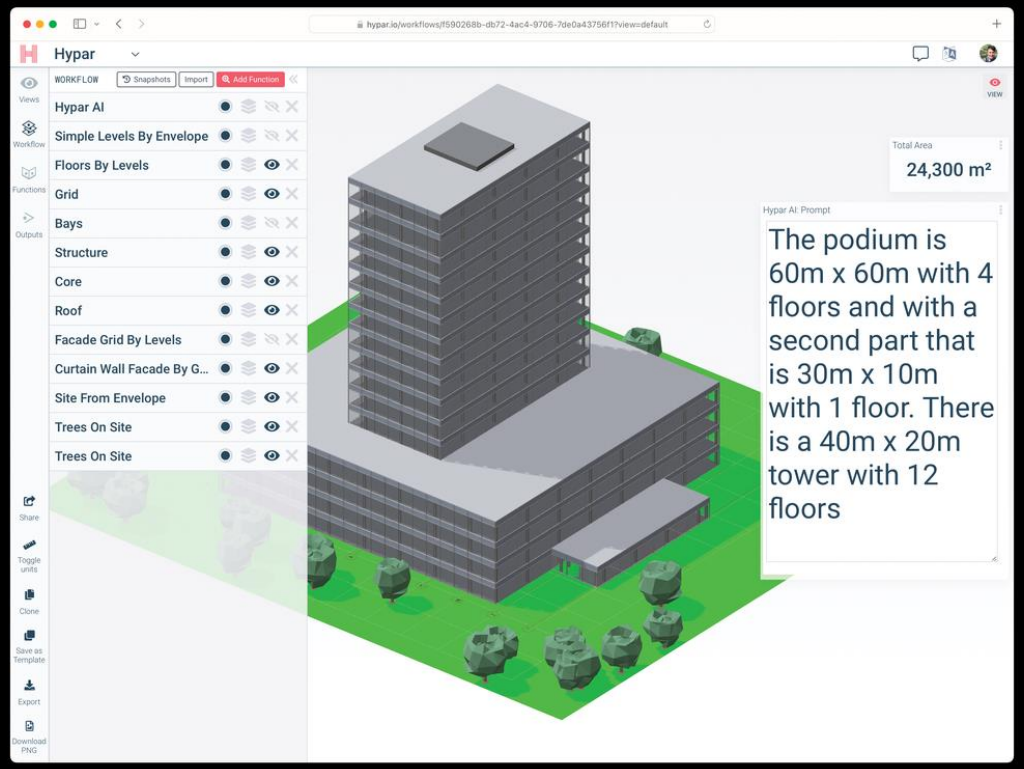

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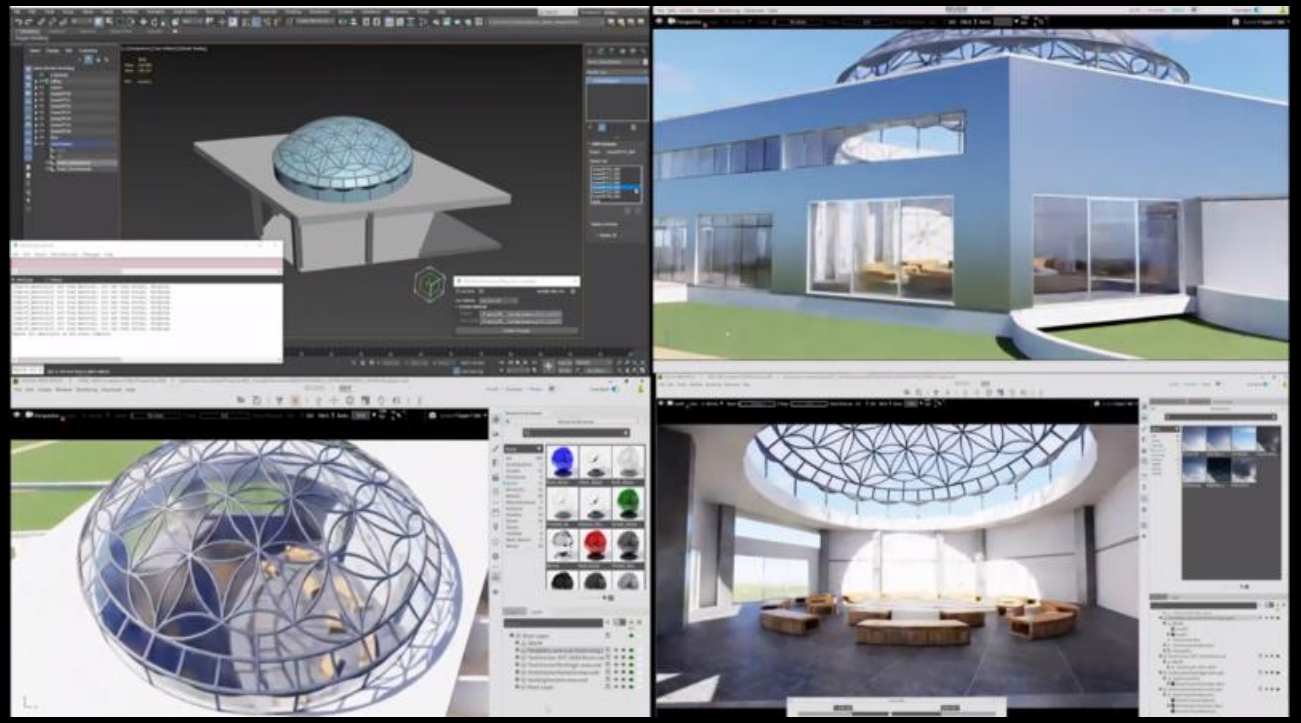
oculai — 2021

HYPAR — 2023

NVIDIA — 2023



DREES & SOMMER

VR UND METAVERSE
Twinmotion, Unreal Engine und Co.

Link zum Video (Klicken)

BMW verwendet Nvidias Omniverse um ihre Fabrik zu planen, zu testen und später zu bauen.

Und das in VR mit einer Game Engine.

Gepaart mit BIM kann diese Technologie komplexe Projekte deutlich günstiger und effizienter handhaben, da mit dem Kunden gemeinsam das Ergebnis getestet werden kann.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Thu Jun 22 10:16 PM

Genie - Chat

localhost:3200

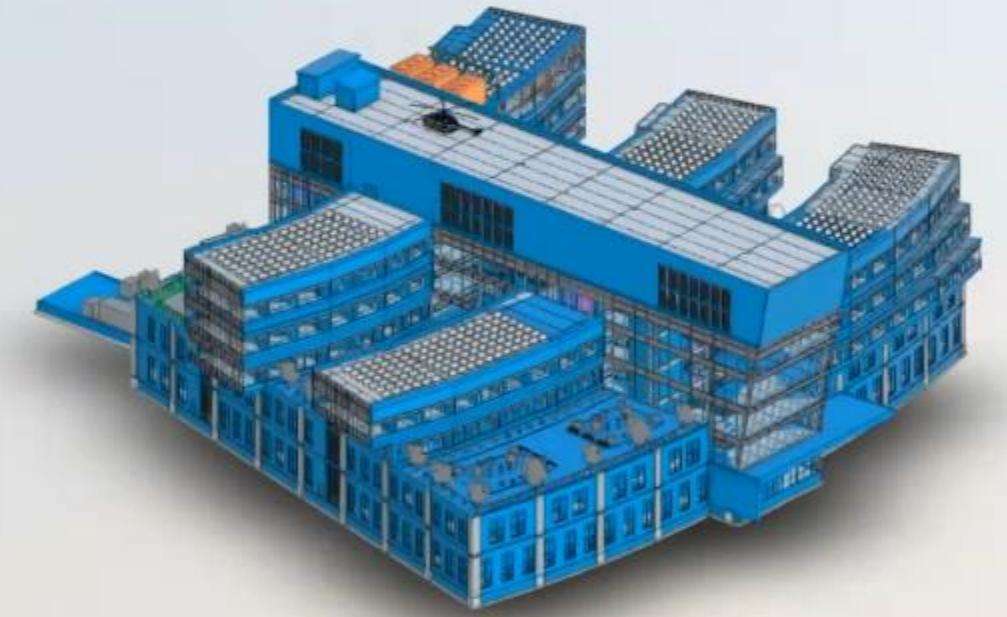
Incognito

Update

Genie Conversation My Rules My Skills Cheatsheet Configuration Log out

Save Conversation Log

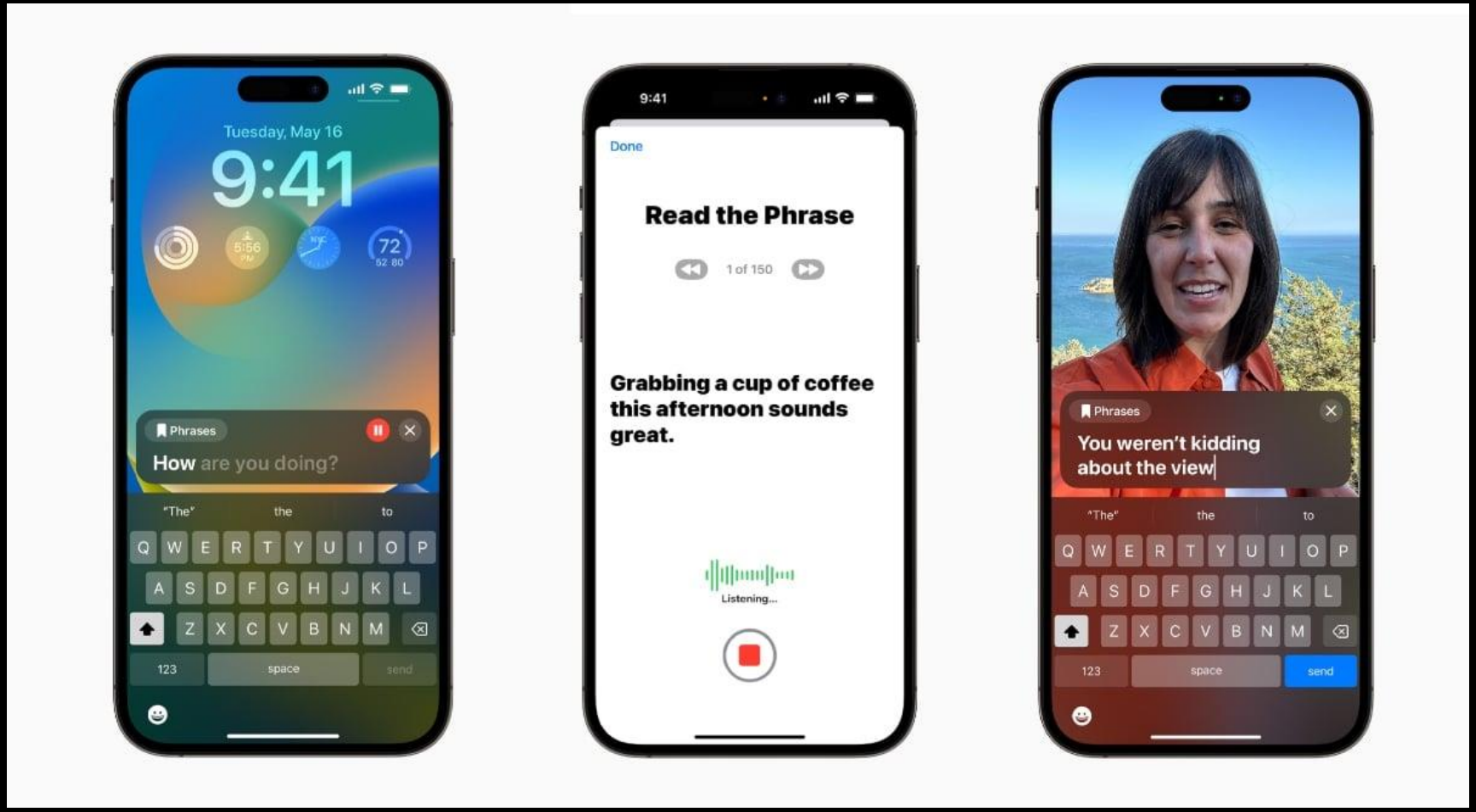
Input your query here



Genie is part of a research project of the Open Virtual Assistant Lab at Stanford University.

AI TOOLS

like ChatGPT


Tuesday, May 16
9:41
Phrases
How are you doing?
"The"
the
to
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
send
9:41
Done
Read the Phrase
1 of 150
Grabbing a cup of coffee this afternoon sounds great.
Listening...
Phrases
You weren't kidding about the view
"The"
the
to
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
send

AI TOOLS

1. Chat GPT
2. Gamma
3. Stable Diffusion
4. Chat GPT
5. Fireflies
6. Innenarchtiekt
6. ChatPDF