

AI MAGAZINE

Artificial Intelligence in Business

EXECUTION

How companies turn AI into value.

READINESS

Governance, trust, and operating models.

ADVANTAGE

Where leaders move first.



June 2026

AI SUMMIT
KITZBÜHEL 

June 17-18, 2026

Kitzbühel

Hahnenkamm | 1,700 m

The only *true*
AI Summit.

Panel with Markus Lanz



MANY STARTED. FEW ARE READY.

AI adoption is rising fast, but real readiness still lags behind.

AI adoption is moving fast, but readiness is not. Millions of people already use generative AI in daily life, while companies across industries have begun introducing AI into business functions. Yet “starting” is very different from “scaling”.

Many organizations still lack clear ownership, trained teams, solid data foundations, and measurable use cases. That gap now defines the next phase of competition. The advantage will not go to those who tested AI first, but to those who turn early adoption into real productivity, trust, and lasting business impact.

“ **The first phase of AI was access.
The next phase is execution.** ”

This is what readiness means:

- Clear ownership of AI initiatives.
- Teams trained to use tools effectively.
- Reliable data and secure systems.
- Use cases linked to measurable business value.
- Governance that builds trust and control.

What readiness looks like in practice is already visible across industries.

In the pages ahead: where AI creates value now, what leaders should watch next, and who is turning adoption into advantage.

33%

of people aged 16–74 in the EU used generative AI tools in 2025 (Eurostat)

78%

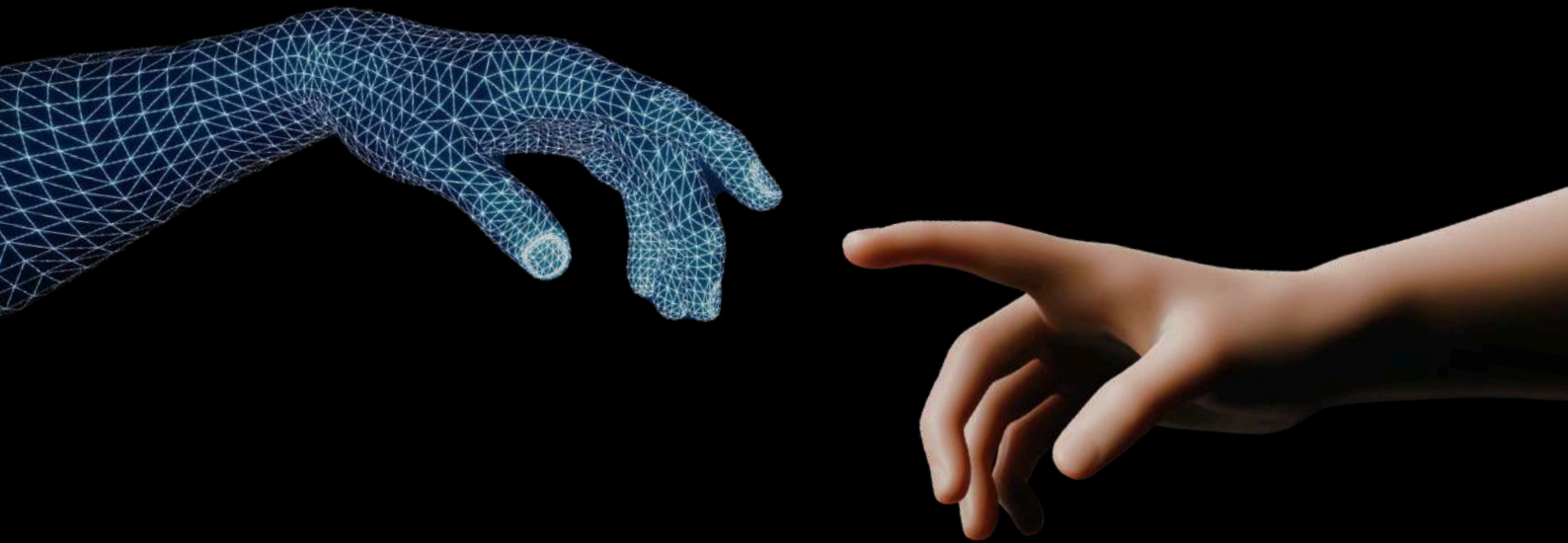
Organizations use AI somewhere in business functions (McKinsey)

1%

of leaders call their company fully AI mature (BCG)

AI TRENDS

The developments defining AI in 2026.



From Experiments to Habits

In 2025, many AI trends still felt experimental. Companies tested pilots, new tools appeared rapidly, and much of the discussion focused on potential rather than results.

This year, more AI applications are becoming part of everyday behaviour. People use AI to summarize meetings, draft emails, search information, translate content, or support customer service. In many workplaces, it is becoming part of the normal workflow.

A Familiar Pattern?

We have seen similar shifts before. Online shopping changed retail. Social media changed communication. Cloud computing changed how organizations operate. What once seemed radical often became standard.

AI now appears to be entering that same phase. The conversation is shifting from hype to usefulness.

Uneven but Rapid Progress

Adoption remains uneven. Some organizations already use AI across teams, while others are still defining rules, training employees, or identifying the right starting points. Often, the challenge is no longer access to tools, but knowing where they create real value.

The Invisible Layer

AI is also becoming less visible. It increasingly works in the background — recommending, organizing, drafting, and supporting decisions inside existing products and processes.

Many people already say they can no longer imagine work without it. That may be the clearest sign that AI is becoming normal.

EUROPE'S MOST EXCLUSIVE AI CONFERENCE

THE SUMMIT AT THE SUMMIT

**Those inside shape AI's future.
Everyone else just reads about it.**

On June 17–18, 2026, the AI Summit Kitzbühel brings together more than 700 executives, founders, technology leaders, and decision-makers for two days focused on artificial intelligence in business.

Instead of a traditional convention center or exhibition hall, the summit takes place directly on top of the Hahnenkamm mountain in Kitzbühel: with 3 parallel stages, networking areas, and expo chalets integrated into the alpine environment.

Beyond the official agenda, networking is a central part of the experience: From the Opening Get-Together and Mountain Terrace to the VIP-Party at Rosi's and informal conversations between sessions.

One of the 2026 highlights will be a panel discussion on which AIs deliver and whether they can be trusted, moderated by German TV host Markus Lanz on the custom-built 360° glass Mountain Stage.

For decision-makers looking beyond the hype, Kitzbühel in June is the place to be.

Markus Lanz
at the AI Summit Kitzbühel

Networking between
sessions: 1,700 metres
above the ordinary.

© Markus Herrlich

MORE THAN JUST SKIING & STATUS

Some locations are chosen for logistics. Kitzbühel is chosen for what it creates.



Known internationally for the Hahnenkamm race, luxury tourism and weekend visitors from Munich, Kitzbühel is often reduced to a cliché. But the town of around 8,500 residents represents far more than that image. It combines international visibility with manageable scale, strong infrastructure, and direct access to nature.

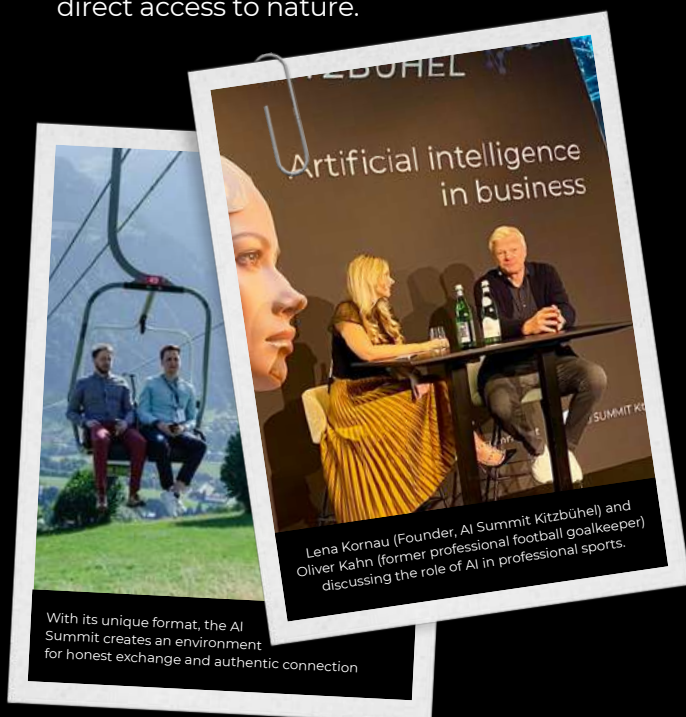
The Right Setting for Important Questions

When organizations discuss artificial intelligence, the important questions are rarely technical. They concern leadership, trust, speed, and long-term decisions. These conversations need space, focus, and time away from routine.

Kitzbühel offers exactly that. At distance from the pace of larger cities, it creates an environment where people stay longer, speak more openly, and exchange ideas with greater depth.

Its location adds something increasingly rare: perspective. Within minutes, participants move from meetings to mountain views, a shift that matters when discussing transformation.

That is what makes Kitzbühel the obvious choice. Not because it scores higher in size, speed, or scale, but because it plays in its very own league.



**BIG IDEAS
NEED THE RIGHT ALTITUDE.**

Beyond the Pilot

HOW IBM TURNS AI AMBITION INTO RESULTS

This number comes from Gartner. Up to 85 percent of all generative AI projects fail⁽¹⁾ - not because the technology doesn't work, but because companies lack the governance, integration, and strategic clarity to make it stick. Half don't survive the proof-of-concept phase. And the cost is not just budget, but competitive ground that won't come back.

The gap between AI ambition and AI results? It's an execution problem. And execution is where most AI vendors stop. IBM doesn't.

1. TECHNOLOGY: THE PLATFORM OTHERS BUILD ON

IBM's watsonx is not another AI chatbot layer. It is an enterprise-grade platform spanning the full AI lifecycle — from model training to deployment, governance, and automation. Over 1,500 pre-built connectors link it to more than 80 enterprise applications, including SAP, Salesforce, ServiceNow, and Workday. AI lands directly inside the systems companies already run, no extra hassle. At the core: IBM's Granite models — open-source, auditable, and built for regulated industries.

Thousands of governments and enterprises in financial services, telecommunications, and healthcare already rely on IBM's hybrid cloud platform and Red Hat OpenShift — in more than 175 countries.

94%

of all HR inquiries handled automatically⁽²⁾



When data becomes unmanageable, the question isn't whether to use AI. It's who to trust with it.

2. CONSULTING: FROM STRATEGY TO 90% FASTER RESULTS

Having the right platform is not enough. IBM Consulting (160,000 professionals across every major industry) translates technology into outcomes. IBM runs its own tools on itself, what it calls being "Client Zero." The numbers are hard to ignore: 94% of all HR inquiries handled automatically. Sales teams report 50–70% time savings in outreach, with 20% better results. Procurement turnaround runs 90% faster. At a German consumer goods company, AI-powered contract automation cut drafting time by 85% and reduced errors by 70%⁽²⁾.

These are not lab results. They come from production systems, running at scale, today.



Sorting at scale: the kind of operational complexity AI was built to handle.

3. RESEARCH: THE LONG GAME

Most technology companies have a roadmap. **IBM has six Nobel Prizes and over 150,000 patents.** IBM Research — one of the oldest industrial research laboratories in the world — ensures near-term delivery and long-term innovation are not in conflict. The work IBM is doing now in quantum computing and transparent AI shapes what enterprise infrastructure will look like in five years.



Human judgment stays in the loop. That's not a limitation of AI — it's the point.



Sources

(1) Gartner, July 2024: "Gartner Predicts 30% of Generative AI Projects Will Be Abandoned After Proof of Concept by End of 2025" **(2) Der Spiegel:** "Wie IBM mit Agentic AI Produktivität neu definiert" — cmk.spiegel.de/cms/articles/19135 **(3) Der Spiegel:** "Warum digitale Unabhängigkeit jetzt zur Schlüsselstrategie wird" — cmk.spiegel.de/cms/articles/19346 **(4) European Commission,** AI Continent Action Plan, 2024

4. SOVEREIGNTY: THE QUESTION EVERY EUROPEAN CXO IS NOW ASKING

Only 13.5% of European organizations had adopted AI by 2024⁽⁴⁾. The hesitation is not lack of interest — it is lack of trust. Data residency, regulatory compliance, vendor dependency: board-level concerns that generic cloud AI cannot resolve.

IBM's answer is architecture. Open models. Hybrid deployments. watsonx.governance, which automates audit trails, bias detection, and EU AI Act compliance. As Matthias Biniok, Leader Client Engineering at IBM, puts it: "*Competitive advantage means being able to decide at any time how and with what you work — freely and without compromising on choice or impact.*"⁽³⁾

In other words: the moment you are locked into a single vendor's model or infrastructure, you have already lost strategic flexibility — and with it, the ability to adapt as regulation, technology, and business needs evolve.

BEYOND THE PILOT

Most AI vendors will run a proof of concept with you. Fewer will scale it. Fewer still have been building the infrastructure, methodology, and trust frameworks to do so for 70 years. Enterprise AI requires technology that integrates, governance that holds, consulting that delivers, and a partner invested in the long term.

IBM has all four. The 15% know why.

Andreas J. Wagner, MD SAP Austria:

“SOVEREIGNTY IS NO LONGER DEFINED BY STONE FORTRESSES”

Alongside geopolitical challenges, digital transformation - specifically artificial intelligence - has become the dominant economic theme. Where exactly is SAP deploying AI, and how do you ensure that you stay ahead of the curve given the rapid developments in this field?

We integrate artificial intelligence (AI) directly into our cloud applications under the term "Business AI" to optimize business processes through automation, predictive analytics, and our AI assistant, Joule. Our focus is on context-aware, trustworthy AI that enhances productivity across all business operations.

In addition to the AI applications already integrated into areas such as HR, logistics, procurement, we also utilize AI in consulting and development.

For our customers, we currently offer around 350 generative AI applications (including Joule agents). Furthermore, we can connect 30 AI language models, whether it's ChatGPT from OpenAI, Mistral AI, or Google's Gemini. In development at SAP, we are already seeing around a 30 percent cost savings through AI. In consulting, our consultants are already saving 96 minutes per workday thanks to AI assistants.

In consulting specifically, digital agents with access to SAP's collective knowledge are becoming increasingly important. AI agents mark the next era of AI and a quantum leap in corporate productivity. They eliminate one of the biggest obstacles to business growth and competitiveness: friction across end-to-end processes. To stay ahead, we rely on close partnerships and collaborations with leading AI companies like Nvidia, Microsoft, OpenAI, and Google. This allows us to continuously expand the capabilities of our enterprise AI solutions and offer our customers the greatest possible benefit.

Since 2024, SAP has also been working with appliedAI, Europe's largest initiative for the application of trustworthy AI technology, in the field of applied AI. "Applied" is the keyword here. Research and theory in the field of AI are important, but their practical use in business processes is a key driver for efficiency and operational improvements. Our goal is to learn from and with each other to bring AI into application faster, more cost-effectively, and at higher quality.



Andreas J. Wagner,
Managing Director at SAP Austria

You mention the industrialization of AI and Europe. However, in the field of AI research and technology, Europe lags far behind the USA and China, where significantly higher investment sums flow into the AI market.

I believe Europe has a clear opportunity to take on a leading role in the industrialization and monetization of AI. We must efficiently deploy existing technology in our industry and thereby strengthen our global competitive position. The path forward lies in the automation of business processes, resulting in significant efficiency gains.

Increased efficiency is also a way to compensate for, or at least cushion, the widely lamented shortage of skilled labor.

Europe can also elevate its role to a leadership position by setting IT standards. If we can establish common, practical quality standards, we will create clear guidelines for development and growth.

For Europe, it is essential to be independent in terms of digital security. That is why SAP is calling for and developing its own sovereign cloud for Europe. Today, sovereignty is no longer defined by stone fortresses, but by control over data, digital infrastructures, and technologies. We must therefore protect critical data from foreign access and ensure it is available and secure at all times. SAP is a pioneer in building a sovereign, secure European cloud and is investing 20 billion euro in this area.

Back to Austria: How do you assess the readiness of domestic companies to embrace the central future topic of AI-based digitalization?

In this country, small and medium-sized enterprises (SMEs) in particular still need to catch up when it comes to digitalization, as several studies show. This is a challenge because, in a time of economic uncertainty, digital transformation is the decisive parameter for entrepreneurial success.

Technologies such as artificial intelligence, cloud solutions, and data analytics create resilience, increase productivity, and are the key to keeping up with international competition. Let's take an area that affects almost every company as an example: functioning collaboration in the supply chain. To make these processes as efficient as possible, the workflow should ideally be completely digitalized—from the order and order confirmations to shipping notifications, handling units, and goods receipt, all the way to invoicing and payment status. There is no doubt that there are countless processes in both operational and administrative areas that AI could massively optimize.



And yet, studies show that many companies in Austria are critical of new investments in digitalization and AI. How can these companies be convinced of the added value?

We must demonstrate, based on facts, how successful companies are when they rely on the integration of AI solutions in their daily business. There are countless examples. I see it as an essential task for SAP to inspire and strengthen the entrepreneurial spirit, replacing the fear of the new with a desire for innovation. This requires consulting, education, and guidance.

We need more cooperation between technology companies and commercial enterprises. And we need new networks between the country's leading companies to learn from each other and exchange concrete use cases. Our goal is to increase the AI maturity level and, as a result, the competitiveness of the Austrian economy step by step.

AI agents mark the next era of AI and a quantum leap in corporate productivity.

Andreas J. Wagner, Managing Director SAP Austria

What basic requirements must be met for the implementation of AI applications to be promising?

The most important thing is understanding that real success with AI is only possible if a use case is clearly defined from the start. It's not about using technology for technology's sake, but about developing solutions for very specific business problems. The fundamental question must be: "What problem do we want to solve?" Only once this is clearly defined can the right technology be identified. Another key point is that AI must be brought to people, not the other way around. This also requires education and proactive communication.

HOW AI PROVED EVERYONE WRONG

Again and again, AI reached goals many experts thought were years away. Each breakthrough expanded what machines could do, and what humans began using them for.

1950 – THE TURING TEST

Alan Turing proposed a simple question: if a machine can hold a convincing conversation, should we consider it intelligent?

The idea still shapes AI debates today.

1997 – BEATING THE CHESS CHAMPION

IBM's Deep Blue defeated world champion Garry Kasparov. Machines had shown they could outperform humans in structured strategy games.

2016 – WINNING AT GO

Google DeepMind's AlphaGo beat Lee Sedol in Go, a game many experts thought machines would need decades to master because of its complexity and intuition.

2022 – LANGUAGE FOR EVERYONE

Generative AI brought writing, coding, summarizing, and image creation to the public. Millions of people used advanced AI directly for the first time.

2026 – AI AT WORK

Today, AI supports marketing, customer service, finance, logistics, and research. It can analyze data, generate campaigns, automate workflows, and act as a digital assistant.



AI progress rarely moves in a straight line. It often arrives faster than expected.

This is why staying informed matters: The next breakthrough may shape how we work, compete, and live. And it might happen sooner than we think.



BUILD VS. BUY IN THE AGE OF AI

WHY THE WRONG DECISION SLOWS YOU DOWN AND THE RIGHT ONE BECOMES A COMPETITIVE ADVANTAGE

Why the Decision Matters

Developing AI systems requires more than ambition. It demands specialized talent, strong infrastructure, and ongoing maintenance. What starts as a strategic initiative can quickly become an operational burden, tying up resources and slowing execution. In fast-moving markets, building from scratch can become a bottleneck.

Artificial intelligence has moved from experimentation to expectation. Companies are no longer asking if they should implement AI, but how fast they can turn it into business value. One key question remains: should we build our own solution, or should we buy one?

More Than a Tech Choice

What seems like a simple make-or-buy decision is actually a strategic trade-off involving speed, control, risk, and competitive positioning.

The Case for Building

Building an in-house AI solution offers control. Full ownership of data, models, and architecture allows organizations to tailor systems to their needs. This is valuable when AI is tied to core differentiation. However, this control often comes at an underestimated cost.

“**AI is not a self experiment. It requires experience, expertise and the right people.**

— Roman Jäger, CEO, SMARTCAP

”

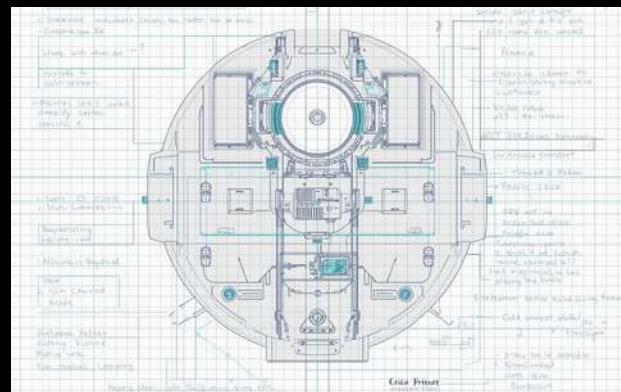
The Challenge of Scaling

The real question is whether a solution can be operated reliably, scaled across the organization, and maintained over time. This is where many build-first approaches reach their limits. Early prototypes often impress, especially in Intelligent Document Processing (IDP), where AI can quickly classify and extract information from documents.

Production environments bring different challenges: evolving requirements, increasing volumes, and the need for stability, governance, and accuracy. Real-world document variability quickly exposes the limits of prototypes.

The Case for Buying

This is where solutions like SmartCAP provide a reliable foundation for scalable, production-grade document processing. Buying an AI solution offers speed. Mature vendors provide ready-to-deploy products with high reliability, reducing time-to-market and investment risk.



© SmartCAP IT-Solutions GmbH – AI-generated (Canva AI Image Generator)

What Companies Underestimate

Organizations rarely fail because something is technically impossible. They fail because they underestimate the gap between a prototype and a system that performs under real-world conditions. Proven platforms are shaped by years of iteration and optimization, providing structure, governance, and scalability by design.

WHY THE AGENTIC FUTURE NEEDS AN OPERATING SYSTEM – NOT JUST A MODEL

The conversation around artificial intelligence is still dominated by model performance. But for enterprises in Austria – from advanced manufacturers to globally active service providers the real question is far more practical: *how does intelligence translate into actual work?*

This is where most initiatives stall. The core challenge is not model capability, but the persistent gap between what AI can do and what organisations are actually able to operationalise. Not long ago, the dominant question was: *which AI model should we use?* Today, the more important question is: *what foundation are we building on?*

For CIOs navigating this transition – from experimentation to real operational deployment – the answer is increasingly clear: AI needs an operating system, not just a model.

Key observations emerged from recent discussions with senior technology leaders, who stressed that waiting for the perfect setup is not a strategy.

1. CONTEXT: THE TRUE COMPETITIVE ADVANTAGE

AI without context is unreliable. In Austria's enterprise landscape – often shaped by complex legacy systems and strict regulatory environments – data fragmentation remains a key barrier. A unified, governed data foundation changes this. By bringing structured and unstructured data into a shared semantic model, companies create a single source of truth: an organisational memory that every agent can rely on.



CIOs are beginning to recognise that metadata – the connective tissue between data sources – is the real differentiator. While AI can work through imperfect data, it cannot work without structure, and metadata is what makes the intelligence navigable. Perfect data is a myth. Starting, iterating, and improving data quality through use is the approach that works. Context is not just a technical layer, it is a competitive advantage.

2. WORK: LOGIC AS THE FOUNDATION OF TRUST

In enterprise environments, innovation moves at the speed of trust. Austrian organisations have spent decades codifying their processes – approval chains, compliance frameworks, and customer engagement models. These are not constraints; they are assets.

When AI agents are grounded in this existing operational logic, they execute with precision and consistency. Governance, security, and policy enforcement are no longer afterthoughts – they are built into every interaction. The practical model emerging from organisations getting this right: *treat agents like new employees*. Limit their access rights. Do not grant administrator credentials. Senior technology leaders confirmed that a new employee doesn't get the keys to everything on day one, and neither should an agent. This is how AI moves from experimentation to mission-critical execution.

3. AGENCY: CONTROL, OBSERVABILITY, AND ORCHESTRATION

Enterprises cannot rely on black-box intelligence. They need full visibility and control over how AI agents operate. The breakthrough enabling this shift is hybrid reasoning – the combination of probabilistic AI models with deterministic systems. For Austrian enterprises, precision is not optional – it is foundational. Whether in manufacturing, financial services, or public administration, outcomes must be accurate, repeatable, and auditable.

Hybrid reasoning delivers exactly that:

- Large language models provide creativity, flexibility, and reasoning
- Deterministic systems enforce rules, workflows, and consistency

This dual approach allows agents to think freely where needed, while operating within clearly defined boundaries when it matters most. Platforms purpose-built for this – such as Salesforce's Agentforce – combine both layers natively, enabling enterprises to deploy agents that are powerful and trustworthy, transparent in their decisions and reliable at scale. [AVL List](#), [the Austrian mobility technology company](#), illustrates this in practice **with its strategic IT-unit e1 Business Solutions**: every AI agent they deploy must be grounded in a concrete use case, deeply integrated into existing processes, and deliver clearly demonstrable value before it goes live.



4. ENGAGEMENT: AI IN THE FLOW OF WORK

Even the most advanced system fails if it sits outside the daily workflow. For AI to deliver impact, it must be embedded where people already work – within Salesforce and other CRM systems, Slack and other collaboration platforms, and existing customer interaction channels. It should not require users to switch contexts or adopt entirely new tools.

When context is preserved seamlessly between human and digital agents, AI becomes an invisible layer – augmenting every interaction without disrupting how work gets done. Senior technology leaders summarized that AI is not making knowledge obsolete – it is finally documenting and scaling it. The risk is not that we lose expertise, but that we stop developing critical thinking – that is the skill of the future.

CONCLUSION

FROM INDIVIDUAL AGENTS TO ORCHESTRATED ENTERPRISE INTELLIGENCE

The future of the enterprise is not defined by a single AI agent, but by thousands of them – built internally, sourced from partners, or integrated from a growing ecosystem. What matters is not their individual intelligence, but how effectively they are orchestrated. True enterprise agency means coordinating these agents to work alongside humans and with each other – enhancing productivity, accelerating decisions, and unlocking new forms of value creation.

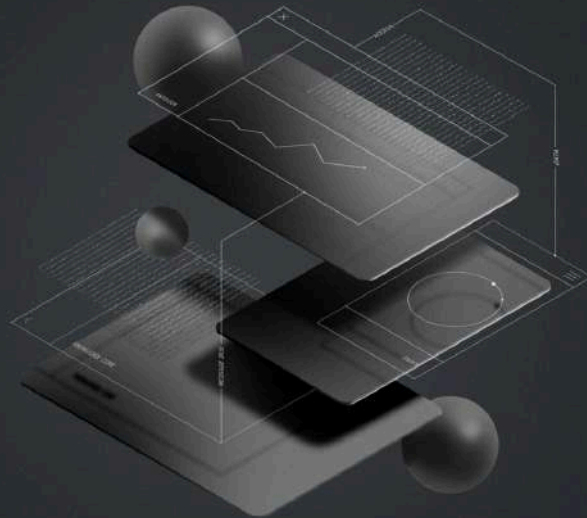
For Austria's economy – built on precision, trust, and efficiency – this represents a defining opportunity. The companies that will lead in the next decade will not be those with the most sophisticated models. They will be those that master the operating system of work.

Almato

Turn data into competitive advantage.

Stop collecting data, start making sense. With Bardioc, you can unlock your data's real value and trigger instant action. Fast. Secure. Explainable.

+ Bardioc



Generative AI improves how organizations create content and interact with systems. But it does not make decisions. Its outputs are probabilistic. They vary, do not validate facts, and cannot ensure consistency. This is a structural limitation. For management, this defines a boundary. GenAI supports exploration. It does not deliver accountable, auditable decisions.

In dynamic and regulated environments, this gap becomes critical. Decisions require context, clear logic, and traceability. They must remain reliable under uncertainty and adaptable as conditions change.

GENAI HAS
LIMITS.
DECISIONS
DO NOT.

Almato is Europe's leading specialist in AI-driven semantic data platforms.

From Output to Action: How do organizations move from fragmented data and generative output to autonomous, explainable decisions? Bardioc Reasoning addresses this gap. It is built on explicit knowledge, semantic context, and logical inference. A reasoning engine analyzes context, derives possible actions, evaluates options, selects the most suitable path, and executes it. Every step is traceable. Every decision can be explained.

Structuring Knowledge. Scaling Decisions.

Tasks are processed as issues. Knowledge is structured into reusable Knowledge Items that combine rules, context, and action logic. These elements are linked in an iterative process, continuously enriching the context until a solution is reached. Even incomplete or conflicting information can be evaluated, reflecting real-world decision environments.

This approach enables organizations to:

- Automate complex, variable processes without rigid workflows
- Scale expert knowledge and make it reusable across domains
- Maintain control, compliance, and digital sovereignty
- Increase resilience through adaptive, context-driven decisions
- Move from content generation to operational decision intelligence

FROM DATA TO DECISIONS

Automation That Adapts

Where outcomes matter, decisions must be consistent, explainable, and auditable. Probabilistic systems cannot guarantee this. Bardic Reasoning operates as a universal framework. It orchestrates systems, data, and processes, evaluates situations in real time, and executes actions without predefined workflows. Whether in IT operations, security-critical environments, or complex planning scenarios, it enables reliable automation in situations where variability and complexity previously required manual intervention.

Context Is the Foundation

The foundation is the Bardic Semantic Data Platform. It integrates distributed data, structures it semantically, and provides a unified, real-time context for reasoning. Relationships, dependencies, and history are captured in a connected graph, enabling consistent decisions and full traceability. Knowledge, data, and decision logic remain under full organizational control.

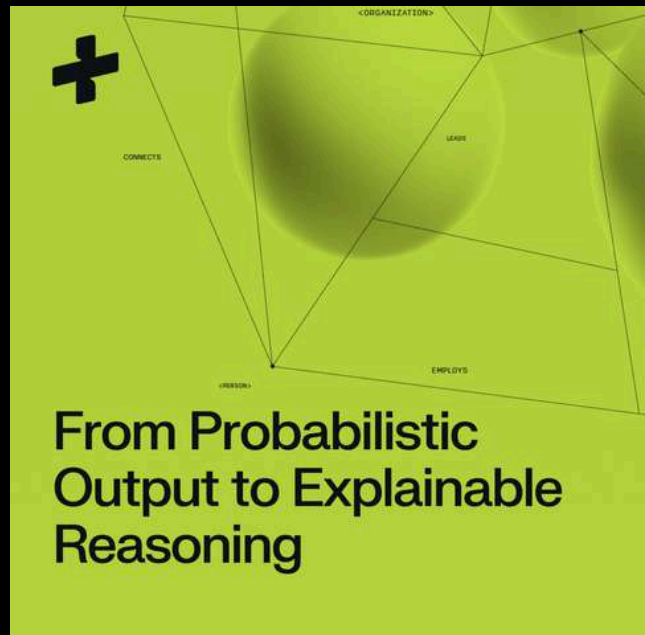
Decision Capability as Competitive Advantage

Organizations in industry, the public sector, and defense need more than AI that answers questions. Competitive advantage comes from systems that can decide and act.

Bardic Reasoning connects context, logic, and execution to produce transparent, auditable decisions. It enables reliable automation even in dynamic and high-stakes environments.

Almato at the AI Summit

Almato is a Gold Sponsor of the AI Summit. We look forward to connecting and exchanging ideas on the future of decision-driven AI.



The Shift: Be part of the Semantic Intelligence Revolution and the next phase of enterprise AI.

Generative AI changes how organizations interact with data.

Reasoning changes how they act on it.

This is the shift. From probabilistic outputs to controlled, explainable decisions.

Get in contact & download the whitepaper now:



[Discover Almato](#)

EUROPE'S AI OPPORTUNITY

Why Europe may never build the biggest models, but still has paths to AI leadership.

Europe is unlikely to dominate the race for the biggest foundation models. **In 2024, U.S.-based institutions produced 40 notable AI models, China produced 15, and Europe just 3.**

The next AI wave will not be won by model size alone. It will be won by who **applies AI fastest in the real economy**: manufacturing, logistics, energy, finance, and the public sector.

That plays to Europe's strengths. The EU is now pushing this strategy more openly, with an "Apply AI" agenda focused on sectors such as healthcare, automotive, and advanced manufacturing.

20%

EU enterprises using AI in 2025 (+48% increase from 13,5% in 2024)

13

AI factories, planned to be operational by 2026

20

Billion Euros funding (InvestAI) to help deploy up to 5 AI gigafactories

The numbers show both momentum and unfinished work. In 2025, 20% of EU enterprises used AI, up from 13.5% in 2024, while adoption among large companies is already significantly higher. At the same time, Europe is investing in the next phase: at least 13 AI factories are planned by 2026, backed by €10 billion, with up to 5 AI gigafactories and €20 billion more mobilised through InvestAI.

The challenge is speed. High energy costs, fragmented rules, and slower scaling still hold Europe back.

Europe's opportunity is not to build the next biggest chatbot. **It is to lead in trusted, industrial AI deployment at scale**, where strong industry, engineering talent, and real-world use cases remain major advantages.



THE MISSING PIECE IN YOUR ENTERPRISE AI STRATEGY

Every enterprise runs on documents. The contracts, invoices, claims, and applications that drive business forward are locked inside content that most AI systems simply cannot read, trust, or act on. This is the most overlooked barrier to enterprise AI — and the most consequential.

The question for enterprises is no longer *whether* to use AI. It's *how* to deploy it with data they can actually trust.

Tungsten Automation has been solving this challenge for over 40 years. Trusted by 25,000+ global businesses — including:



8 of the top 10 global banks



7 of the top 10 global insurers



and more than 40% of the Fortune 100

Tungsten transforms unstructured documents into the accurate, compliant, AI-ready data that powers smarter decisions and faster processes.

Today, Tungsten leads the industry into what it calls **IDP 2.0: the next chapter of intelligent document processing**, purpose-built for the age of AI. Moving far beyond digitization and capture, IDP 2.0 is about turning unstructured content into governed, compliant, AI-ready data that powers enterprise workflows and agentic systems at scale.

TUNGSTEN
AUTOMATION

The Tungsten DocAI Platform delivers this across 3 stages:

- ✓ **AI Transformation** — Ingesting and converting information from any source — printed documents, PDFs, handwritten records, databases, web content — into a consistent, structured digital foundation.
- ✓ **AI Understanding** — Enriching raw content with structure, meaning, and context to create trustworthy, governed data that enterprise systems can act on with confidence.
- ✓ **AI Orchestration** — Routing that data across automated workflows and agentic systems — Tungsten-native or third-party — so it reaches the right process at the right time.

A 95% customer renewal rate tells its own story.

Tungsten doesn't just go live and move on. The company works alongside its customers — from deployment through to ongoing optimization — because success is measured by what changes after, not by go-live dates.

As the global AI community gathers in Kitzbühel, Tungsten's message is direct: the greatest barrier to enterprise AI is not capability — it's data readiness. Unstructured documents represent the last major frontier of enterprise transformation. Those who solve it first will advance furthest, fastest.

Because AI is only as powerful as the data it can trust.

Join Tungsten Automation at AI Summit Kitzbühel 2026

Tungsten Automation will be joining the conversation at the AI Summit Kitzbühel 2026. Discover how the Tungsten DocAI Platform is helping enterprises unlock the full potential of AI — and what IDP 2.0 means for your industry.

Learn more at:
tungsten-automation.com

THE STORY OF THE AI SUMMIT KITZBÜHEL

Nobody expected the first edition to sell out.

In 2024, the AI Summit Kitzbühel was a bet. A first edition at the historic Lebenberg Schlosshotel, built on the conviction that **Europe's AI conversation deserved a better room than a generic conference centre**. Two hundred guests showed up – and the interest surprised everyone, including the founder, Lena Kornau.

That first year set a tone that has held ever since: serious content, extraordinary setting, the kind of atmosphere that makes people stay in the room. Two stages, the main stage and a masterclass. And at the VIP-party at Rosi's Sonnbergstuben: A charity auction with football legend Oliver Kahn.



Lena Kornau, Founder of the AI Summit

2025 raised the stakes. The entire Grand Tirolia, one of Kitzbühel's finest five-star hotels, was exclusively reserved for Summit guests. A third stage, the Deep Dive, was added for the focused conversations senior practitioners actually need. The opening get-together returned; this time under a drone show lighting up the Kitzbühel sky. The VIP party at Rosi's Sonnbergstuben – reached by chairlift – was a real highlight for everyone.

By 2026, the name means exactly what it says. In partnership with KitzSki, guests ascend to the Hahnenkamm at 1,700 metres. Keynotes and panels are held at the Mountain Stage, a custom-built glass cube with a 360° view of the Alps. Masterclasses run inside the legendary Streif Starterhouse. Premium AI sessions from IBM, SAP and Salesforce.

All sharper than ever before.

**Three years.
Three locations.
One direction: The sky is the only limit.**

2024

2025

2026

4* Lebenberg Schlosshotel

2 parallel stages
Charity auction: Oliver Kahn
Speakers from Google, Tiktok, Microsoft, etc.

The inaugural edition.

5* Grand Tirolia exclusively

3 stages & multiple panels
Hotel exclusively booked
Spectacular drone show at opening event.

The proof of concept.

Hahnenkamm at 1,700m

3 stages (incl. custom-built glass cube & inside Streif Starthaus) on the summit of Hahnenkamm.

The only true AI Summit.



AI SUMMIT
KITZBÜHEL

June 17-18, 2026

Kitzbühel

Hahnenkamm | 1,700 m

The only *true*
AI Summit.

Panel-Talk
with Markus Lanz



© Markus Herrlich

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THE INDUSTRIAL REVOLUTION OF INTELLIGENCE

Why the future of AI is a factory, not a server room.

The mountains of Kitzbühel are a testament to what happens when nature scales with absolute precision. In the tech world, we are currently facing our own “Streif”: the vertical climb of Generative AI. But as the jagged white peaks give way to the enduring limestone beneath and the AI hype settles, a realization is taking hold across the DACH region: AI isn’t just a software update. It’s an industrial shift.

At AMBER, we’ve spent years looking at the “how” behind the “what.” While the world focuses on the magic of the chatbot, we are focused on the engine that powers it: the AI Factory.

Manufacturing Intelligence

For decades, data centers were “systems of record” or digital libraries where information sat waiting to be retrieved. Today, the AI Factory has transformed the data center into a profit engine that manufactures intelligence.

Think of it as the ultimate production line. Raw data enters, and through a massive coordination of compute, networking, storage and software, each of which must be designed, selected, and integrated with care, is refined into “tokens” of intelligence.

Like any factory, its performance depends not on a single machine, but on how the entire system works together. Most organizations attempting AI at scale have discovered this the hard way.



The gap between intention and execution is not a failure of ambition. It is a failure of infrastructure. Selecting the right compute for a given workload, designing the network fabric, establishing deployment environments that are reproducible and scalable entails specialized engineering that most organizations simply do not have in-house.

The real bottleneck here is that every increase in model performance demands exponential coordination across compute, networking, and energy. Each layer influences the others in ways that are no longer linear or independent. This leaves us at the age of extreme co-design.

92%

of enterprises are actively investing in AI

33%

cite complexity as their single biggest barrier to adoption

1%

have reached mature, production-grade AI deployments

Source: NVIDIA AI Factory Architecture Overview, 2026

One Partner. The Whole Stack.

AMBER AI & Data Science Solutions has spent over 15 years building expertise at the intersection of high-performance computing and enterprise AI. As a certified NVIDIA Elite Partner and newly designated NVIDIA AI Factory Partner — one of a select group across EMEA — AMBER offers something genuinely rare: a one-stop shop for the full complexity of an AI infrastructure project.



The Efficiency Argument Nobody Is Making

There is a dimension of the AI infrastructure conversation that rarely reaches the boardroom: energy. AI workloads are compute-intensive by nature and compute consumes power. For organisations in Germany and Austria, where energy costs and sustainability commitments are both significant, this is not a peripheral concern.

THE EFFICIENCY CURVE

Training a GPT-4 scale model on the compute architectures available in 2014 would have required approximately 5,500 GWh of energy. On current-generation hardware, the same task requires roughly 3 GWh. That's a reduction of nearly 2,000 times in a decade. Choosing the right architecture is not just a performance decision. It is an energy decision, a cost decision, and increasingly a sustainability decision.

Source: NVIDIA AI Factory Architecture Overview, 2026

GPU architectures advance on a roughly annual cycle. Each generation brings not just more compute, but dramatically better performance-per-watt. The organisations that remain on current-generation infrastructure are not just slower, they are paying a significant and growing energy premium. AMBER's role as an NVIDIA AI Factory Partner ensures customers always deploy on validated, current-generation reference architectures and are already positioned for what comes next.



www.amber.eu | sales@amber.eu

A Vision Beyond the Peak

In the fast-moving world of technology, names like Blackwell and Vera Rubin represent the cutting edge of today. But AMBER's focus remains on the timeless principles of engineering: reliability, efficiency, and the seamless integration of complex parts.

Whether you are reading this today in Kitzbühel or flipping through these pages years from now, the fundamental truth of the AI era will remain the same: Intelligence is the new utility, and the factory is where it is made. We are proud to be the ones building the engine rooms of this new century, transforming AI ambitions into business reality.

Welcome to the Factory.

AMBER®
AMBER AI & Data Science Solutions GmbH
Precision Infrastructure. Scalable Intelligence.

From Systems of Record to Systems of Action

REIMAGINING ERP WITH AGENTIC AI

A conversation with Michael Harnisch, Managing Director & Partner, BCG Vienna

Only a small share of companies capture measurable value from AI—BCG finds 5% are “future-built,” while 60% still see little impact despite substantial investment. The difference is not tools; it’s end-to-end operating model change—and ERP is where that change becomes real.

Why focus on ERP?

Because ERP is where strategy meets execution—financial close, procurement, supply chain, and the workflows that define cost, cash, service, and compliance. When companies embed AI into these workflows, ERP evolves from a “system of record” into adaptive enterprise intelligence—and ultimately into a platform that can trigger actions, not just produce reports.

Why do ERP transformations fall short?

Two issues come up repeatedly. First, ERP is treated as an IT project rather than a business transformation. Second, complexity builds through excessive customization, making it harder to innovate—especially with AI use cases. As a result, 50–70% of ERP programs fall short of targets.

Where does GenAI create value today?

Primarily in accelerating resource-intensive implementation work. GenAI can reduce ERP effort by ~20–40%, particularly in documentation, test creation, data cleansing and mapping, and training—areas that often slow programs down and drive costs.

“The goal is not an AI-enabled ERP. The goal is an ERP that becomes an engine of measurable impact
— Michael Harnisch, Managing Director & Partner, BCG”



BCG

Michael Harnisch,
Managing Director & Partner,
BCG Vienna

What changes with agentic AI?

Copilots support individuals. Agents transform processes. They can accelerate workflows by ~30–50%, but only when companies redesign processes end-to-end and implement the right controls. The key question is no longer where to add a chatbot, but which workflows to reinvent—and what decision rights can be safely delegated.

What should leaders do now?

Focus on four moves: define a clear business outcome and redesign end-to-end workflows; keep the core system lean while enabling modular innovation; strengthen data, integration, and governance; and run ERP programs with strong execution discipline. The goal is not an AI-enabled ERP, but an ERP that becomes an engine of measurable impact—driving faster decisions, cleaner execution, and continuous improvement.

If you are currently navigating an ERP transformation or exploring agentic AI, these four moves will be explored in more detail during **BCG’s Deep Dive Session at the AI Summit Kitzbühel**.

AI CONTROL, NOT AI CHAOS

The runway to AI adoption is short. As tools, platforms, and AI agents rapidly expand, organizations face growing complexity. Many enterprises are struggling to keep pace with innovation, and AI maturity is declining, according to the *ServiceNow Enterprise AI Maturity Index 2025*.

Governance is essential to improving AI maturity. Our research shows that 63% of AI Pacesetters—organizations leading in AI adoption—have created AI-specific policies for data governance and security,

compared with 42% of others. Prioritizing governance is no longer just about compliance; it's about enabling responsible innovation.

Taming chaos with governance

Agentic AI is gaining traction, with 43% of organizations considering adoption within the next 12 months. As AI agents proliferate, managing and controlling them becomes critical to operational success. Governance should be built in before deployment to ensure responsible use and regulatory compliance.

Done right, governance enables organizations to innovate faster while minimizing risk. ServiceNow® AI Control Tower provides centralized oversight to help govern, manage, and secure AI across the enterprise, while supporting evolving frameworks such as the EU AI Act.

Learn more about the ServiceNow AI Control Tower
Scan the QR Code



(1) KPMG: Trust, attitudes and use of artificial intelligence: A global study 2025

(2) IDC Press Release, IDC Predicts AI Solutions & Services will Generate Global Impact of \$22.3 Trillion by 2030, 01 Apr 2025



Get everyone on the same page: your CIO, CTO, CDO and CISO, as well as your enterprise architects and GRC team.

Humans in the loop

Trust will define success in the AI era. Only 46% of people worldwide trust AI systems, according to KPMG (1). Maintaining human oversight and embedding governance best practices can help build confidence and mitigate risk.

Built on the ServiceNow AI Platform, AI Control Tower helps organizations understand where AI is deployed, track its impact, and assign human oversight where needed.

Controlling AI sprawl

As AI models and tools multiply, organizations must manage a complex ecosystem of technologies and providers. Greater visibility across AI systems, models, and data enables leaders to scale AI more effectively while maintaining security and privacy controls. With AI projected by IDC to generate \$22.3 trillion in global economic impact by 2030, governing AI effectively will be key to realizing its full value (2).

For more information, please contact Arndt.mielisch@servicenow.com.

servicenow®

AGENTIC RETREAT

EXECUTIVE AI & INNOVATION EXPERIENCE

Two days that create strategic clarity, deliver concrete agent use cases, and accelerate your AI roadmap – together with executives from other companies, in an inspiring retreat setting.

KEY FEATURES

- Strategic orientation on AI, Copilot & agents
- Tangible results instead of slides: your own use cases & prototype sketches
- Confident decision-making through enterprise best practices and guardrails
- Focus & confidentiality away from day-to-day business
- Individual guidance from experienced experts



STRATEGY

TANGIBLE RESULTS

DECISION CONFIDENCE

INDIVIDUAL GUIDANCE

NETWORKING

BENEFITS

- Clarity on priorities & measurable steps for the next 6–12 months
- Understanding of impact, effort, risks & governance
- Peer-level exchange with executives from other companies – real insights, honest learnings, new perspectives
- Artifacts: idea sketches, prioritization, initial agent blueprints
- Methods & templates for implementation within your team
- Executive summary for internal distribution

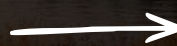
EXPERIENCE & SET-UP

- Inspiration: cases, trends, meaningful impulses
- Workshops: strategy sprints, agent labs, value thinking
- Tools: templates, checklists – ready to use immediately
- Atmosphere: fireside moments, excellent catering, calm & discretion

INVESTMENT

- **Open Edition:** from €3,950 per person. Cross-company executive format with exchange, inspiration & co-creation. (2 days, catering, documentation, certificate)
- **Inhouse Edition** (from 5 participants): from €18,900 total (plus travel/VAT), tailored to your needs

Ready for a short conversation that gives you an immediate feel for fit and impact?



Learn more & secure your spot now:

SPOTLIGHT INSYNAPS

AI That Earns Its Place: Turning Hidden Data Into Business Decisions

Most business problems aren't caused by a lack of information. They're caused by information that exists but can't be used - locked in documents, buried in free-form text, or trapped in manual processes that have resisted change for years. Insynaps is an AI company that breaks these bottlenecks, one well-defined business problem at a time.

The same root cause, two very different problems

Dovera, one of Slovakia's leading health insurance providers, brought Insynaps two challenges that looked nothing alike on the surface, but shared the same underlying issue: valuable data that no existing system could read or act on.

The first was a compliance and operations problem. Organizations like insurers are legally required to process and respond to documents from third parties within defined deadlines. At Dovera, this meant thousands of incoming documents per month, each differently structured, each requiring data extraction and internal system updates. Back-office staff handled it manually. The process was slow, error-prone, and carried real legal and reputational risk. Insynaps deployed an AI solution that ingests documents automatically, extracts and normalizes the relevant data, hands them over to internal systems, and triggers follow-up workflows. The result: 100% of documents processed without manual intervention, and a 60-75% reduction in back-office time.

“

We don't believe in AI for its own sake. Every solution we build starts with a real business problem and ends with a measurable result.

— Martin Váross, CEO, Insynaps



”



The second was a financial operations problem. Every year-end, Dovera's accounting team spent roughly two weeks manually evaluating receivables for write-off - cross-referencing structured ledger data with unstructured accounting notes, assessing tax deductibility case by case. The process was slow, high-pressure, and dependent on the expertise of a single senior accountant. Insynaps built a solution that reads both data types, applies the required evaluation logic, and generates validated recommendations ready for export. That two-week process now takes approximately one hour.

From reviews to real-time insight

At Muziker, one of Central Europe's largest music and instrument retailers, the challenge was different in nature but familiar in shape: too much information arriving too fast for any team to process manually. Thousands of customer reviews were coming in daily from multiple platforms and markets, in different formats. Insynaps developed Feedsight: a solution that automatically classifies reviews across product quality, service and delivery, and web experience, pushing outputs directly into BI dashboards with drill-down by product, category, and country. Managers that previously worked from gut feel now work from the same real-time data.

Across every engagement, the pattern holds. The problem is rarely a missing tool or an absent strategy - it's information that exists but hasn't been made to work. That's the gap Insynaps is built to close.

AI TRENDS

HEALTH

Consumers increasingly ask AI about symptoms, nutrition, sleep, and fitness habits before visiting a professional. In healthcare systems, adoption is moving beyond pilots: according to a 2025 Menlo Ventures industry report, **22% of healthcare organizations had already implemented specialized AI tools**, while a UK survey by The Health Foundation found that nearly 30% of GPs were already using AI in consultations or daily tasks. Hospitals are using AI for diagnostics, documentation, scheduling, and workflow planning.

The direction is clear: AI is becoming a practical support layer for both patients and professionals, helping reduce admin load while improving access and efficiency.

TRAVELING

People are using AI agents to plan trips within minutes. A traveller can upload dates, budget, and interests, then receive a full itinerary with flights, hotels, transport, and activity suggestions. According to Deloitte, nearly **25% of all travelers had used generative AI for trip planning by late 2025**, a threefold increase since 2022.

Airports are testing AI-guided translation at check-in so travellers and staff can understand each other instantly. The travel industry increasingly sees AI as a tool for both convenience and efficiency.



LET'S MOVE IT!



"Yay, Copilot finds everything!" ... silence ... "Oh God, Copilot finds everything!"

While many organizations define ambitious AI strategies, the reality often looks different: unstructured data, unclear permissions, low adoption, and employees left behind.

The path to AI starts with the right foundation. That's where we come in.

From architecture and data governance to empowering your employees, we help you unlock the full potential of your Microsoft 365 investment and guide your organization toward secure and sustainable AI success.

We help you get ready by focusing on what truly matters:

- Clear data governance and structured information
- Secure and scalable M365 environments
- Empowered employees through hands-on training and enablement
- Business-driven process digitalization thanks our Power Platform & Power Automate expertise
- Audit-ready SharePoint governance with our proprietary framework
- Simple, secure and decentralized users' control over own sites



“ AI is only as good as the data behind it. That's why we make governance simple, so that everyone can contribute to secure, accurate Copilot outcomes. — Gladys Vinyard, Founder & CEO ”

WHEN MICROSOFT COPILOT BECOMES MORE THAN AN ASSISTANT

Microsoft Copilot is becoming a natural part of everyday work. Yet real value does not come from access to AI alone, but from how seamlessly it is embedded into daily routines. At SOLVION, the focus is on integrating Copilot directly into Microsoft 365 environments so that AI supports work where it already happens. **Copilot creates the most impact when it works with context.** Instead of searching through emails, chats, and documents, employees interact with knowledge in natural language. Common use cases include automated meeting summaries, structured drafts for emails and presentations, and fast overviews of complex document sets. In service and support scenarios, Copilot helps surface relevant information more quickly and ensures consistent responses. Looking ahead, AI is taking on a more active role.

Intelligent systems will increasingly prepare information in advance, connect data across applications, and suggest next actions before users explicitly ask. Work shifts from manual Throughout this evolution, SOLVION follows a human-centered approach. AI supports preparation and orchestration, while responsibility and accountability remain with people. Governance, transparency, and trust are built in by design. As companies move toward a more intelligent way of working, **success depends less on technology itself and more on how effectively it is woven into everyday operations.**



[PDF] Practical Guide for a successful Microsoft Copilot Rollout (German)

Hands-on use cases and best practices for successful adoption in your company.

SCAN the QR CODE




KITZBÜHEL

YOUR PLACE TO MEET



**Meetings in
the Heart
of the Alps**
mice.kitzbuehel.com

AI IS READY. ARE WE?

Every company has a plan for AI - at least on slides. Many have funded pilots. Some have built impressive prototypes. But only a few have built something that actually scales. And it's rarely a technology problem. In most cases, the real friction sits elsewhere: in fragmented data landscapes, weak governance, and operating models that were never designed to move AI into production. AI investment does not stall because organizations lack ambition. It stalls because ambition has no clear ownership.



“ An AI prototype shows promise, but the data behind belongs to everyone - and therefore to no one. ”

It gets worse once the project moves forward. A use case and initial investment is approved, but responsibility for long-term operations remains unclear. The business wants outcomes, IT wants stability, data teams want flexibility. Each function optimizes for itself and when things break, who is accountable?

Modern tooling can accelerate progress, but it can also accelerate confusion. Cloud platforms, managed pipelines, and scalable infrastructure all help. But they do not answer the most important operational questions: Who owns the system - and the data it depends on - once it is live? Who decides what moves from pilot to production? And who is accountable when the system fails on a Tuesday morning?

"Accountability is not a team sport."

Organizations that move beyond the pilot stage usually make hard choices. They define ownership early. They separate experimentation from production with intention. They treat data governance not as a box-ticking exercise, but as part of the architecture of value creation. Most importantly, they make sure there is a person - not a committee - who is accountable for AI in production. Not for the deck that impressed the board - but for the system that runs effectively.

Just as important, they understand that enterprise readiness is not only technical. Employees need clarity on how AI supports rather than threatens their work. Leaders need a realistic view of where value can be created and where new investments need to be done. Trust, accountability, and strong collaboration are not soft factors at the edge of every AI transformation. They are not optional, but foundational.

Most companies already sense what's broken - **Kitzbüchel is where ambition meets accountability**: Be ready for Kitz and attend the compeople Masterclass and Deep Dive sessions.

POWERED BY KITZSKI & FUNKE MEDIA GROUP

AI GONDOLA TALK

In the latest AI Gondola Talk, Lena Kornau speaks with Paul Elvers (Head of AI at Funke Media Group) about how artificial intelligence increasingly finds its place in everyday business operations. Across companies of different sizes, interest in practical AI use cases continues to grow.

At the same time, adoption often proves less technical than organizational. Many companies are still working out where AI can create real value, how it fits into existing processes, and how teams can use it with confidence in daily operations.

The conversation also explores why Kitzbühel is a great location for the AI Summit. Instead of another fast-paced city event, the goal was to create an environment that supports focused exchange, open discussion, and the kind of conversations that often get lost in conventional conference settings.



Paul Elvers (Funke Media Group) and Lena Kornau (AI Summit Kitzbühel) inside a Fleckalmbahn gondola in Kitzbühel.



Produced in collaboration with Funke Media Group, the video podcast offers an accessible entry point into current AI developments, practical business applications, and the wider discussion around AI.

Those interested in the full conversation can listen to *“KI über den Wolken – Warum Kitzbühel zum AI Hotspot wird.”* Powered by KitzSki, the episode was recorded inside the branded Fleckalmbahn gondola above Kitzbühel.



AI FATIGUE IN COMPANIES

Why employees get overwhelmed by too many tools & how to avoid it

Many companies wanted to move fast with AI. A common issue: too many tools, logins and unkept promises. One team uses ChatGPT, another Copilot, another five niche apps no one fully understands. Instead of efficient and empowered, employees feel overloaded.

This is where AI fatigue begins.

- People are asked to learn new systems while still doing their normal jobs.
- Tools change weekly.
- Expectations rise faster than training.

Many employees want AI training. Yet only 16% say their employer provides it.

Analysis by Federal Reserve Bank of New York

Many employees quietly return to old workflows: email, spreadsheets, manual workarounds. Not because they resist innovation, but because complexity kills adoption. Research also suggests productivity can plateau or even decline when too many AI tools are layered into daily work.

The winners will not use the most AI tools. **They will use the right few and introduce them in a human-centered way.**



How to avoid AI fatigue in your team

- **Reduce noise:** Don't launch five tools at once. Standardize on one or two.
- **Choose real use cases:** Start with tasks like meeting notes, research, customer replies.
- **Train your team:** Show how AI saves time in daily work.
- **Use existing workflows:** Build AI into tools teams already use.
- **Set clear rules:** Define what is allowed, reviewed, and human-led.
- **Measure results:** Track time saved, quality improved, and adoption.

RETHINKING DIGITAL EXPERIENCE IN THE AGE OF AGENTIC AI

A leadership perspective on trust and autonomy by Samira Imsirovic-Kaya, Chief Experience Officer at IBM iX DACH

When machines start acting on behalf of your brand, who owns the outcome? Who takes the blame when it goes wrong? And how much decision-making are you willing to hand over before trust breaks—internally and externally?

These aren't technology questions. They're leadership decisions most organisations are still avoiding.

Credibility is the new purchasing driver.

For years, companies treated websites as performance machines built for traffic and conversion. But customers have moved on. Today, they arrive to verify trust.

Every page, interaction, and piece of content is judged by one question: Has this brand earned confidence?

Websites still matter, but their role has changed. The winners will combine optimisation with experiences that create clarity, coherence, and trust.

Customer service without humans isn't science fiction. It's already here.

Customer service has long been reactive. Agentic systems can now anticipate needs, prevent issues, and resolve many requests before a human is involved.

Just last year, China's JD.com* handled tens of millions of customer inquiries during its 618 Grand Promotion, resolving around 90% without human intervention—a scale human-led service could never reach. This is not about replacing people, but freeing them to focus where judgement and empathy matter most.

*Source: <https://jdcorporateblog.com/jd-ai-makes-customer-service-simple/>

IBM iX



Samira Imsirovic-Kaya,
Chief Experience Officer at IBM iX DACH

What's next is beyond funnels, journeys and static experiences.

In their place: agentic systems that interpret customer intent and act instantly on behalf of the organisation, in real time across channels, without waiting for predefined paths.

As AI moves from experiments or pilot projects to integral operating layers of the organisation, Agentic Commerce becomes the center of gravity for decision-making, experience delivery and customer relationship building.

At IBM iX, we see the real **challenge and opportunity** in shaping AI into accountable systems that are more than just efficient and autonomous. They're designed to scale the impacts of trust, intelligence and human intent.

We invite you to continue this conversation with us at the AI Summit Kitzbühel.

AI IN BUSINESS COMMUNICATION

The AI Layer Your Business Already Needs

Most organisations handle more communication than they can properly manage — and gain less insight than they need.

Phones are answered, emails replied to, chats live. Yet customers are transferred, repeat themselves, and wait too long for simple answers.

The reason is structural. Teams work across disconnected systems — telephony, CRM, ticketing — with no shared context. The result: longer handling times and growing contact volumes.

This is where AI adds value. It can resolve routine requests, summarise calls, route contacts with context, and support agents in real time. Teams work faster, service improves, and people focus where judgement matters most.



WHERE IT BREAKS DOWN

- **Customers repeat themselves:** Context does not travel with the contact. Each handover starts again.
- **Routine volume blocks teams:** Simple requests consume the same resources as complex cases.
- **Knowledge gets lost:** Notes are incomplete, summaries inconsistent, follow-ups missed.
- **Growth adds cost:** More volume often means more hiring, not more capability.

WHAT CHANGES WITH AI

- **Context travels with the contact:** Agents receive the relevant information before they say a word.
- **Routine volume is automated:** Standard requests are resolved without queues, freeing teams for more complex cases.
- **Every conversation leaves a record:** Transcription, summaries, and automated follow-up reduce information loss.
- **Growth scales through intelligence:** Capacity increases without relying solely on headcount.



AI does not require replacing existing infrastructure. The most effective deployments build on what is already there: Adding intelligence where friction exists, without disrupting what works. Built on European infrastructure, aligned with GDPR and the EU AI Act, and designed for gradual rollout, **the technology is ready.**

The key question is whether organisations are.

[NFON.COM](https://www.nfon.com)

THE AI GENERICS PROBLEM

WHEN SOUNDING THE SAME KILLS YOUR BUSINESS

Ask ten people in your company for a solution — they all give the same answer. Great, so we are on the same page. Now ask ten people at your competitor — same answer. Same logic, same structure, same conclusion. Not so great anymore, right? If everyone draws from the same AI, nobody has an edge. And if nobody can tell your thinking apart from the competition's, why would a client choose you? That is the Generics Problem. And it does not just affect creativity. It kills trust and eventually your business.

The risk applies whether you use large language models or the domain-specific AI powering much of German industry.

Different technologies, but the same core vulnerability: AI systems do not reflect reality. They reflect the data they were trained on. Its gaps, its majority patterns, its blind spots. For LLMs, every response optimizes for the statistically probable, not the strategically sharp. Optimize on the wrong metric, and you reproduce majority patterns with misplaced confidence. Garbage in, generic out.

This is compounded by **Model Collapse** (Shumailov et al., Nature, 2024): as AI increasingly trains on AI-generated content, rare, valuable perspectives vanish. When you buy a ready-made solution, you inherit someone else's data, priorities and blind spots. Which brings us back to trust. A black box nobody understands is a black box nobody

trusts. And when every competitor has access to the same tool, your narrative is the only differentiator left, being the thing that cannot be averaged away. Missing trust is what shortens sales cycles, ends price debates, and closes deals at eye level.

Companies which lose do not stumble because their technology fails, but because their story does. The companies which break through don't have to be the most advanced — they're the most legible - and can tell that story sharply enough to cut through the noise. In Germany. On the world stage. Everywhere it matters.



Alexander Pessler & Sarah Elsser, co-founders and managing directors of Tech Well Told.

Tech Well Told

Tech Well Told GmbH helps B2B companies turn technical complexity into trust and trust into economical success.

AI IN CUSTOMER SERVICE STARTS BEFORE THE AI

When organisations talk about AI in customer service, the focus often jumps straight to copilots, automated replies and productivity gains. In reality, the biggest transformation usually comes earlier, by fixing the service setup AI is meant to support.

In one recent **transformation project in Switzerland**, enquiries from B2B customers were still being handled across shared inboxes, with responsibilities shaped more by experience than by clear system logic. That created manual coordination and limited transparency, adding unnecessary pressure on service teams operating in a quality- and time-sensitive environment; and increased customer churn risk.

The first step was therefore not to switch on AI, but to create structure: centralised ticket handling, clear routing, multilingual workflows and measurable service governance. This foundation helped stabilise operations and reduce friction in day-to-day service delivery.

Only then did **AI become truly valuable.** Introduced into an already structured environment, it was able to support agents with context-aware response suggestions, language and intent detection, and recommended actions directly inside the workflow. More than 75 percent of tickets now include accepted AI suggestions, showing that adoption is strongest when AI is embedded into practical operations rather than added on top of existing complexity.



Jade Amah, CX Consultant at OBJECT, presenting the Transgourmet Switzerland Success Story

What made the project work was not technology alone, but **the way the transformation was driven forward:** close collaboration, weekly sprints, short feedback cycles and the early involvement of internal champions. **Within 21 days**, this hands-on model helped turn priorities into productive outcomes quickly while building trust across the organisation.

We believe this is also how many organisations will make faster progress with AI in the future: not through abstract strategy alone, but through practical workshop formats that help teams identify bottlenecks, align priorities and define realistic next steps. This success shows that a workshop-style collaboration helps turn AI ambition into operational reality.

Scan code for full success story



Meet Us at the Summit

At the AI Summit Kitzbühel 2026, we will share the practical playbook behind this approach in our deep-dive session. We are also preparing **series of hands-on follow-up workshops** organisations that want to turn AI inspiration into a concrete roadmap.

Places are limited: Secure your seat at the OBJECT CX x Zendesk booth.

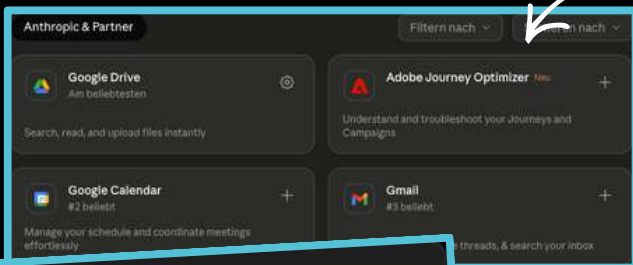
HOW TO AGENT

FROM CHATTING TO DELEGATING

Most people still use AI like a search bar with extra words. Ask a question, get an answer, move on. Helpful. But limited.

AI agents are the next step. Instead of responding to a single prompt, they can work toward a goal across several actions. They research options, compare information, summarize findings, draft outputs, refine results, and return with a recommendation.

The difference is simple: chat tools respond. Agents execute.



TRY IT YOURSELF

Ask Claude: "Schedule lunch tomorrow with alex@company.com via Google Calendar."

Then watch the workflow: requesting permissions, checking your calendar, selecting a suitable time, creating the meeting, and sending the invitation.

That is the difference between asking questions and delegating work.



GIVE IT TOOLS.

Agents become far more useful when they can access the tools you already use: email, calendars, spreadsheets, folders, CRM systems, databases, or project apps. Instead of only writing suggestions, they can actually help complete the work directly in the tool.

LET IT NAVIGATE.

Some agents, like Claude or ChatGPT Operator, can use a browser like a human assistant. They open websites, search information, compare options, fill forms, download files, and move through workflows step by step.

YOU STAY IN CONTROL.

Good agents do not act silently. If an action is sensitive, like sending an email, purchasing something, deleting files, or logging in, they ask for permission first. You decide what happens next.



PROTECT YOUR DATA.

Before connecting tools or uploading files, review privacy settings and permissions carefully. Sensitive data should only be shared in secure, approved environments.

YOU CAN SCALE HUMANOID ROBOTICS. BUT CAN YOU MAINTAIN OPERATIONAL CONTROL?

The Execution Gap

For many industrial companies, the main constraint is no longer demand, but execution. Open roles remain unfilled, labour costs are rising, and stable operations are harder to maintain. Humanoid robotics is emerging as a new way to close that gap.

The future of robotics will not be decided by hardware alone, but by who can **scale it with control.**

NEOALP

EU AI ACT 2026

August 2026: Core obligations begin to apply as the EU AI Act turns from headline to reality, making this the key year for business readiness.

The law applies across all EU member states and aims to ensure trustworthy, transparent, and rights-preserving AI. It bans manipulative systems, social scoring, emotion recognition at work, and most real-time biometric identification.

Compliance is not only protection. It can become a **trust advantage**

Built for Human Environments

Unlike traditional automation, humanoid robots are built for spaces designed for people. This makes them relevant for existing facilities and variable processes where automation has struggled. Early deployments already show greater flexibility and more resilient operations.

Control Determines Scale

The real challenge is not deployment, but managing robots reliably at scale. Without the right operational layer, companies risk isolated pilots, poor transparency, and vendor dependency.

NEOALP enables companies to manage humanoid robots as a controlled, scalable extension of their workforce, with secure, EU-sovereign data management and full operational oversight.

WHAT COMPANIES SHOULD DO NOW

Start by identifying where AI is already used internally. Review which tools may fall into higher-risk categories and where human oversight is needed.

One requirement already matters today: AI literacy. Since February 2025, organisations using AI are expected to ensure relevant employees understand risks, limits, and responsible use.

Build practical training for each role, document policies and participation, and define clear review processes.

The companies acting now may turn regulation into readiness.

360

FLOW TRAILS

Kitzbühel Kirchberg



längster Trail
in Tirol



ca. 10 km
lang



~10% Gefälle
durchschnittlich



1 - 1,5 Meter
breit

YOUR PLACE TO BIKE

MARKUS LANZ

PANEL DISCUSSION: AI IN REALITY

On June 18th, at 1,700 metres above sea level, **one of Europe's sharpest conversations about artificial intelligence** will take place inside a glass cube on an Alpine summit. We think it's long overdue.

Most AI conversations in 2026 still sound the same: transformative potential, bold roadmaps, polished demos. What's missing is the harder question – who actually delivers, and on whose terms?

At AI Summit Kitzbühel, **Markus Lanz** takes that question to the Mountain Stage. His panel brings together **Christine Rupp** (General Manager IBM Consulting DACH), **Andreas Wagner** (Managing Director SAP Austria), and **Stefanie Hirschmann** (Manager AI & New Technologies, Borealis GmbH) – three executives with direct accountability for making AI work in complex, real-world environments.

The question isn't whether your company uses AI. It's **whether your AI actually works.**

The agenda is deliberately unsparing. Why do most AI pilots never scale? What does trustworthy AI actually require – technically, legally, organisationally? Who controls the data that makes it all run?

And is Europe's regulatory instinct a liability in the global race, or quietly its greatest asset?

Lanz, known for refusing easy answers, is the right moderator for a conversation that deserves friction.

Ninety minutes, a glass cube at 1,700 metres, and questions European business can no longer afford to sidestep.



The Markus Lanz Panel is one of over 50 sessions – keynotes, masterclasses, deep dives and panels – at the AI Summit Kitzbühel 2026. Join 700+ international decision-makers, thinkers and innovators for two days of premium networking and sharp, practitioner-led conversation, at the very summit of the Hahnenkamm high above Kitzbühel.

This is where European AI gets serious.

ai-summit.at

INDUSTRY-GRADE AI: INTELLIGENCE THAT WORKS.

How industry-grade AI improves decisions, planning and performance.

Artificial intelligence is reshaping how organizations plan, decide and operate. What once required extensive manual analysis can now be supported by models that learn continuously and bring clarity into increasingly dynamic environments. At KEBA DIGITAL, we don't see AI as a standalone technology, but as a catalyst that improves how work gets done. Efficiently and with better foresight.

Built on Industrial Foundations

Our roots in industrial automation shape everything we build. Reliability, precision and long-term operability are principles we have lived for decades, and they translate naturally into AI systems that perform consistently, even in demanding environments.

One Challenge Across Many Industries

Across industries, whether in manufacturing, logistics, retail, finance or others, organizations face similar questions: How do we increase stability? How do we plan with more confidence? How do we reduce complexity without losing flexibility? As AI is becoming the practical response to these challenges, we focus on applying it in industry-grade quality where it delivers measurable impact.

KEBA[®]



AI IN ACTION: ENHANCING CORE OPERATIONAL PERFORMANCE

Industry-grade AI begins with real operational impact. AI creates value when it improves the systems businesses rely on every day.

AI Across Core Operations

At KEBA DIGITAL, we apply AI where it strengthens core operational disciplines. In production and operations, our AI solutions anticipate disruptions and optimize processes in real time. Building on KEBA's proven expertise in local intelligence at machine level, KEBA DIGITAL enables distributed intelligence, aligning decisions at the edge with optimized performance across systems.

Along the supply chain, our solutions provide earlier and more reliable signals to refine planning, sourcing and inventory decisions. In sales, marketing and service, our AI helps teams focus on the interactions that matter most, while finance teams use our models for predictive insights to anticipate risks rather than react to them. Across all these areas, AI serves a consistent purpose: turning complexity into clarity in ways that support the people who work with it and help them to achieve more with less.

Built to Scale in the Real World

We focus on real operational challenges, start with targeted pilots that scale with purpose, and design resilient architectures that grow smoothly within organizations. Our AI-native solutions deliver reliable, industry-grade performance under real-world conditions.

More about KEBA DIGITAL:
keba.com/digital



The strength of our AI solutions lies in solving real operational challenges and enhancing human decision-making where it matters most.

— **Sulejman Ganibegovic**, CEO KEBA Digital GmbH



Industry-grade standards define how we build AI at KEBA: robust, secure and built for long-term operability in real-world environments.

— **Christoph Knogler**, CEO KEBA Group

Photos: Flavien Carrot and Baptiste Le Dumbou, for advertising purposes only. Spiel Architekturbüro, etc.



Bubble. Large 3-seat sofas, designed by Sacha Lakic.

MÜNCHEN – Von-der-Tann-Str. 2
In-store interior design and 3D modelling services

IT SECURITY ASSOCIATION GERMANY (TELETRUST) CYBERSECURITY BEGINS WITH TRUST

In cybersecurity, trust is a business requirement. Without it, technology becomes risk, compliance becomes ineffective, and innovation stalls.

For decades, the IT Security Association Germany (TeleTrust) has worked at the centre of that challenge — helping turn security from a technical afterthought into a strategic advantage.

Cybersecurity is no longer an IT issue. It is a trust issue.

As Germany's largest cross-sector network for information security, TeleTrust brings together leaders from industry, government, research, and consulting to shape practical answers to digital threats. From encryption and standards to policy and market confidence, the association connects those who build security with those who rely on it.

Based in Berlin, TeleTrust is known for creating frameworks that matter in practice: recognised certifications such as T.I.S.P. and T.P.S.S.E., the European Bridge CA (EBCA), and the trust marks "IT Security made in Germany" and "IT Security made in EU."

At a time when resilience has become a business priority, TeleTrust represents something increasingly valuable: credible security, built on expertise, standards, and cooperation across Europe.



YOUR WORKFORCE'S KNOWLEDGE HAS AN EXPIRATION DATE

By Robin Marsch, Chief Commercial Officer, VTH University of Applied Sciences

39%

of today's core job skills will be obsolete by 2030 (World Economic Forum's Future of Jobs Report 2025)

Most organisations are not built for the speed of change now reshaping the workforce. For decades, business rewarded specialization, predictability, and deep expertise. That model worked in slower markets. The AI economy moves differently.

Entry-level roles are already being reduced, and traditional talent pipelines are changing faster than companies can adapt. The skills that matter most by 2030 are analytical thinking, resilience, and continuous learning.

The organisations that succeed will not be those reacting to disruption, but those building adaptability before disruption arrives.

VTH University of Applied Sciences i.Gr. (a project of velpTEC) is being built for exactly that future: where competence matters more than static knowledge, and adaptability more than specialization.

The half-life of knowledge is shrinking. Learning is now a business strategy.

“

The leaders who will define the next decade are not those who respond to disruption. They are those who institutionalize the ability to adapt before disruption strikes.”

”

HOW LUFTHANSA TRANSFORMED CUSTOMER SERVICE

During the COVID-19 pandemic, overwhelming inquiry volumes forced the Lufthansa Group to quickly scale its customer service without increasing headcount or costs. Because their in-house chatbot lacked flexibility, they replaced it with the enterprise Conversational AI platform Cognigy that business units could manage with minimal IT support.

Cognigy allows Lufthansa to deploy resilient AI Agents quickly, enabling them to handle extreme traffic spikes consistently. Integrated across all digital channels, these multilingual agents use real-time translation to deliver fast, reliable, and personalized self-service, significantly boosting both operational efficiency and customer satisfaction.

In a world where customers expect immediate and precise answers, Conversational AI has become the decisive competitive advantage. Artificial intelligence in customer service today means far more than simple chatbots – it is about intelligent, context-sensitive interactions that resolve complex inquiries conclusively.

- **16 Custom Service AI Agents in use**
- **16 Million Conversations per year**
- **Up to 400.000 calls per day**

As the global leader in Conversational AI, Nice Cognigy addresses challenge in customer service by providing intelligent AI agents that operate 24/7 in any language and across any channel. By blending generative AI with precise conversation management, the platform delivers natural, automated interactions that drive tangible results.



To maximize the value of this technology, expert implementation is essential. Xenogent serves as the premier, full-service partner for Nice Cognigy projects, guiding businesses through everything from initial strategy and technical deployment to ongoing operational support.

Major corporations such as Allianz, DHL, and E.ON rely on Cognigy - thereby reducing costs while increasing customer satisfaction.

CORE SOLUTIONS:

**AI Agents for Voice & Chat | Agent Copilot
Agentic AI | Knowledge AI
Insights & Analytics**

www.cognigy.ai | www.xenogent.ai

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AI SOLUTIONS



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HARISCH
HOTELS



Harisch Hotels Kitzbühel stands for luxury, genuine hospitality, and extraordinary experiences – in one of Austria’s most beautiful regions. Our exclusive portfolio unites five unique hotels in and around Kitzbühel, each with its own distinct character, but all sharing a common promise: **the highest standards of service, quality, and individuality.**



Whether at the luxurious **Hotel Weisses Rössl**, the adults-only **Hotel Schwarzer Adler**, the historic **Lebenberg Schlosshotel**, the charming **Hotel Goldener Greif**, or the family-friendly **Lisi Family Hotel** in Reith – you can expect a stylish ambience, outstanding cuisine, and top-level wellness everywhere. Alpine tradition meets modern comfort – for unforgettable stays, in every season.



FAMILY HOTEL
REITH - KITZBÜHEL



MARGARETHENHOF
AM TEGERNSEE

Newwirt EST. 1844



LEBENBERG
SCHLOSSHOTEL - KITZBÜHEL



HOTEL GOLDENER GREIF
KITZBÜHEL



WEISSES ROESSL
KITZBÜHEL



SCHWARZER ADLER
KITZBÜHEL



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

Behind This AI Magazine

Every industry is entering a new era of intelligence. What fascinates me most about AI is not only what it can automate - but how it expands the way we think, create, decide, build, and live. The companies shaping the future will not necessarily be the biggest ones. They will be the ones moving fastest, asking better questions, and having the courage to rethink what is possible.

This second edition of AI Magazine was created to bring together the people, ideas, and technologies driving this transformation forward. Thank you to all partners, my team, contributors, and supporters who are part of this journey.

The future is not something ahead of us anymore.

We are already building it.
Lena Kornau
Founder, AI Summit Kitzbühel

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AI SUMMIT

KITZBÜHEL

June 17-18, 2026

Hahnenkamm Mountain Station
Kitzbühel, Austria

The only *true* AI Summit

www.ai-summit.at

Any sufficiently
advanced technology is
**indistinguishable from
magic.**

ARTHUR C. CLARKE (1962)
