



# **The Generative AI Revolution**

Change management  
and deployment of  
Generative AI projects

**Inetum eBooks on GenAI #05**



**inetum.**

# Introduction

Inetum is committed to helping organizations successfully navigate the complexities of deploying generative AI technologies at scale. A team of Generative AI specialists, MS Copilot professionals, and consultants will manage your users' seamless adoption of the change, achieving time savings and improving efficiency.



# 01



## The Inetum's vision

- Generative AI products are revolutionizing the way we work, **delivering unprecedented value and extending the benefits** of AI into our everyday lives.
- Many organizations are **unprepared for the challenges of deploying** these advanced AI capabilities at scale.
- Without proper coordination, the deployment of multiple AI tools such as Copilot can cause confusion among employees and hinder the adoption of these transformative technologies. Furthermore, if not managed correctly, the **impact on the digital employee experience** (DEX) can be more costly and risky than beneficial.
- This is where Inetum comes in. We recognize **the critical role that effective change management plays in the successful adoption** of AI technologies. Our expertise ensures that your employees not only understand the purpose and benefits of new technologies but are also well trained and supported in their use.
- With Inetum, you can increase adoption rates, maximize the benefits of AI technologies and **drive significant business transformation**. We don't just manage change – we turn it into a powerful tool for your business success.



# 02

## Impact Opportunities

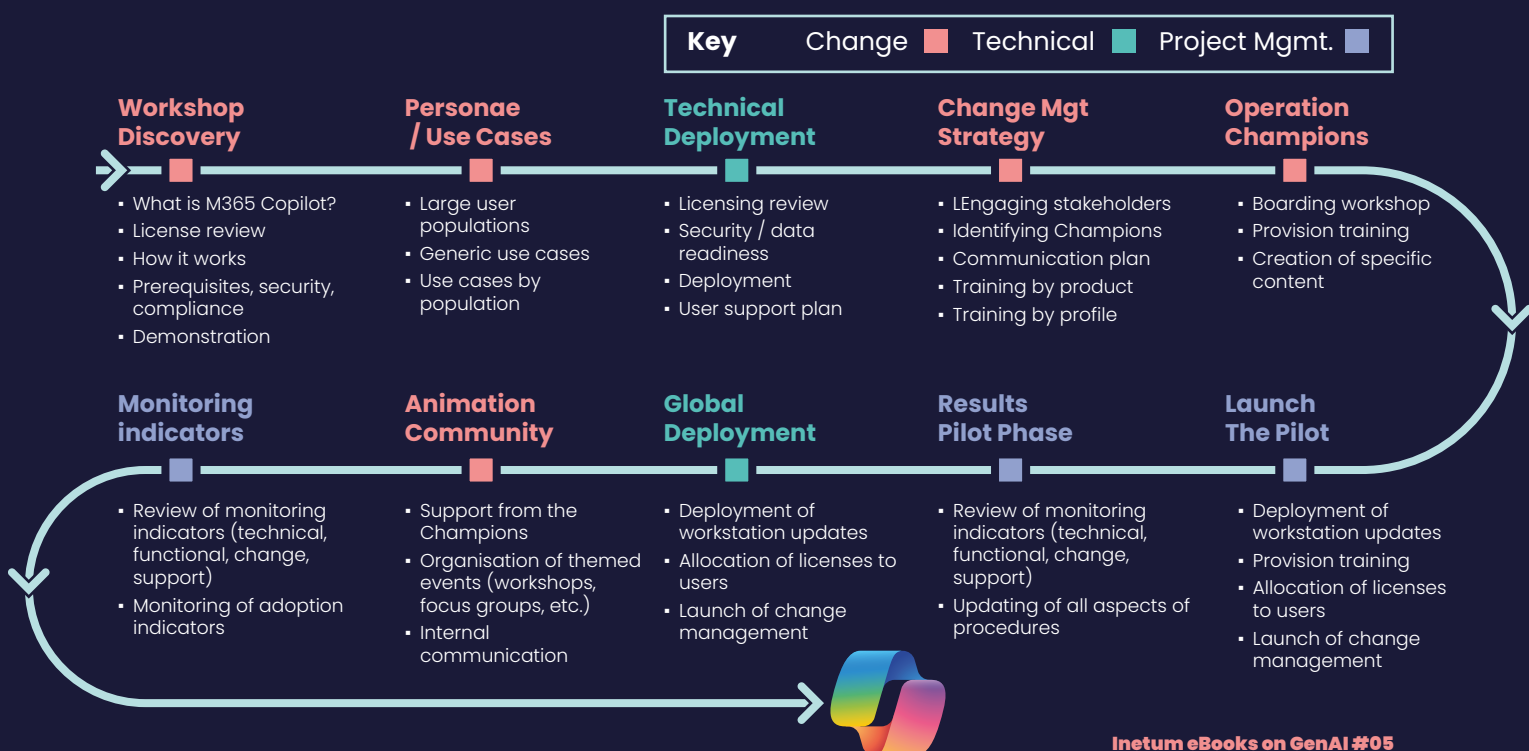
- Our change and deployment strategies are ROI-focused, optimizing our solutions to **meet each company's unique needs**.
- We provide specific use cases for each user profile, **maximizing the efficiency and value of our solutions**.
- With significant experience in overcoming generative AI deployment challenges, we guide our clients to **successful transitions**.



# 03

## The Inetum Solution

- We deploy our solutions using **a proven methodology**, ensuring a smooth and effective implementation.
- Our focus is on **maximizing return on investment** by tailoring our solutions to each user profile and business situation. We clarify the relevant uses of generative AI to boost productivity and achieve business goals.
- We integrate all technical components to make our services intuitive and user-friendly, **facilitating seamless adoption**.
- We help **overcome resistance to change** and demystify generative AI, making its adoption straightforward and transparent.
- We align Inetum teams with the client's AI strategy, ensuring that all stakeholders are **engaged and ready to leverage the power of generative AI**.



# 04

## A success story

### The Challenge

A client was looking to improve efficiency across various departments: Sales, HR, Accounting & Controlling, and Project Management. They want to leverage generative AI to automate routine tasks and free up their employees' time for more strategic activities. Inetum experts lead a multidisciplinary team of 14 personas.

### The Benefits

Significant time savings, improved efficiency, and a focus on more added-value tasks for each department.

The Generative AI solutions also ensure compliance and legal standards are met, facilitate cross-functional management, and improve design (UX, UI, Design Thinking).

Sales	19%	time saving	40	use cases, including sector and thematic intelligence
Human Resources	26%	time saving	20	use cases, including job generation and job description
Accounting & controlling	11%	time saving	10	use cases, including comments and synthesis for reporting
Project management	30%	time saving	80	use cases, including data cleansing and visualization



# About Inetum

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023.

For further information, please visit [www.inetum.com](http://www.inetum.com)



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