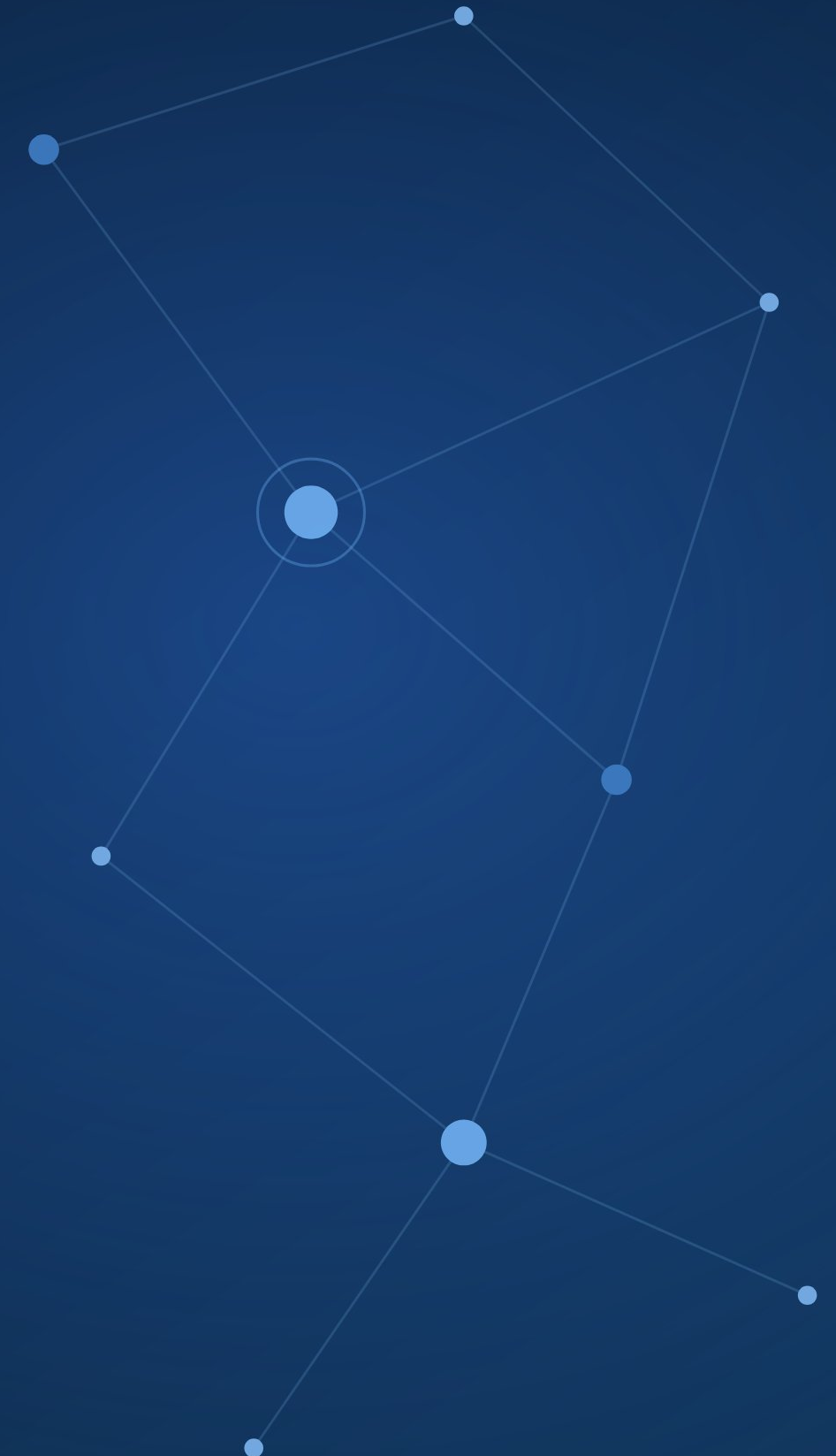


— MANAGEMENT BRIEFING

# What Managing Directors Should Know Before Adopting AI

A Management Briefing for Mid-Sized Companies

AI can ease workloads, improve customer communication and unlock company knowledge. But the value does not come from the tool alone — it comes from the right use case, clean data, clear accountability and reliable operations.



# AI has arrived. But impact **does not happen automatically.**

Many companies are testing AI. Far fewer have already embedded it effectively in their processes, roles and systems.

## THE WRONG QUESTION

“Which AI is state of the art?”



## THE RIGHT QUESTION

“Which use case measurably eases operations without creating new risks?”

## MANAGEMENT IMPLICATION

AI is not merely an IT purchase — it is an organizational decision.

# AI pays off wherever information is processed repeatedly.



01

## Customer Contact

Inquiries

Phone calls

Callbacks

Appointments

Service cases



02

## Office & Sales

Quote preparation

Follow-up questions

Follow-ups

Structured handovers



03

## Knowledge & Documentation

Company memory

Project files

Maintenance reports

Checklists

Templates

# The biggest AI risks are rarely technical. They are **organizational**.

## DATA

Confidential data in unvetted tools

## ACCOUNTABILITY

Unclear roles and responsibilities

## QUALITY

AI output without human approval

## DATA PROTECTION

Data-protection review only after the pilot

## OPERATIONS

Outdated or contradictory knowledge sources

**MANAGEMENT QUESTION** | Who decides what AI may and may not do — and who reviews the results?

# The cost question is not: what does **the tool cost?**

A sound AI decision considers the total effort involved.

**01**

## Introduction

Use case, process, data sources,  
roles, data protection.



**02**

## Operations

Maintaining knowledge, reviewing  
output, adjustments, support.



**03**

## Value

Less time spent searching, better  
inquiries, fewer follow-ups,  
smoother handovers.

**MANAGEMENT RULE** | Assess the process value first, then compare tool costs.

# AI adoption needs data protection and governance **from the very start.**



## Data

Which personal, confidential or sensitive information is processed?



## Provider & Storage Location

Where are inputs, outputs and logs processed or stored?



## EU AI ACT



### 1 August 2024

The AI Act enters into force



### 2 August 2026

Full application — staggered deadlines and exceptions.



## Roles & Approvals

Who may use AI, who reviews output, who owns operations?



## Regulation

Map the AI Act, GDPR, industry obligations and internal policies early.

# AI only works when **accountability** is clearly assigned in the company.

© AI Pilot

## Management

Priority, budget, objective and risk appetite.

## Business Unit

Real use cases, test cases, results review.

## IT / Data Protection

System access, permissions, data flows, data-processing agreements.

## Operations

Maintenance, feedback, adjustment and ongoing improvement.

# Many AI projects fail because they start with **the tool**.

## AVOID

- ✗ Buying a tool before the use case is defined
- ✗ Connecting all data without review
- ✗ Checking data protection and rights after the fact
- ✗ Leaving business units out
- ✗ Letting AI make binding decisions
- ✗ Planning no operations after the pilot

## BETTER SEQUENCE

- 1 Use case
- 2 Data
- 3 Process
- 4 Accountability
- 5 Pilot
- 6 Operations

# The best start is a focused pilot with **real operational value.**



## AI Telephony

Capture calls, structure callback notes, ease the back office.



## AI Assistant for Quote Preparation

Summarize inquiries, spot missing details, prepare follow-up questions.



## Company Brain

Make company knowledge findable: quotes, project files, maintenance reports, checklists.



## Digital Customer Interface

Capture customer inquiries in a structured way and hand them over for internal use.

# KrambergAI introduces AI in a structured way: **from use case to pilot.**



## THE OUTCOME FOR MANAGING DIRECTORS

A sound basis for decisions: value, risks, data situation, effort, data protection and a recommended starting point.

### NEXT STEP

## Request the AI Potential Report

[Request the AI Potential Report](#) →

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