

MANAGEMENT BRIEFING

CompanyGPT

Making internal knowledge usable — a governed knowledge base for mid-sized businesses, not an open AI playground.

01

UnternehmensGPT makes internal knowledge usable

The greatest value comes not from a general chatbot tool — but from a governed knowledge base for your own business.

- Employees search daily through folders, emails, templates, wikis and old projects.
- UnternehmensGPT consolidates this knowledge and makes it findable through natural language.
- Success depends on strategy, data, operations and adoption — not on the tool alone.

BEFORE

Scattered knowledge

- Folders
- Emails
- Wikis
- People's heads



STRUCTURE

Governed knowledge base

Approved, current, role-based access.



AFTER

Fast, sourced answers

Ask in natural language — receive an answer with source references.

02

The knowledge exists, but it's hard to use

Mid-sized companies don't have a knowledge problem — they have an access and structure problem.

- Knowledge is scattered, outdated, or lives only in individual people's heads.
- This costs time, generates follow-up questions, and makes coverage harder.

TYPICAL SOURCES

Proposals

Manuals

Project docs

Service cases

Processes

Standards

FAQs

Four questions about your knowledge

- 1 Where does the knowledge live?
- 2 Who maintains it?
- 3 Who is allowed to see it?
- 4 How current is it?

03

UnternehmensGPT is not an open AI playground

The difference lies in permissions, source references and subject-matter control.

CRITERION	Public AI tool	UnternehmensGPT
Knowledge source	General internet knowledge	Approved internal sources
Traceability	Answers without evidence	Answers with source references
Permissions	The same for everyone	Role- and rights-based
Data protection	Unclear, often external	GDPR-compliant, EU hosting
Subject-matter control	No review	Scoped, reviewable, approved

04

The key use cases in mid-sized business

The first value usually lies in everyday situations — not in spectacular AI scenarios.



05

Data quality
decides the value

Poor documents lead to poor answers.

- What matters: currency, duplicates, file structure, metadata and owners.
- A knowledge audit is needed before the start.

“Gartner expects numerous AI projects to be abandoned without AI-ready data.”

SOURCE: GARTNER

Knowledge audit checklist

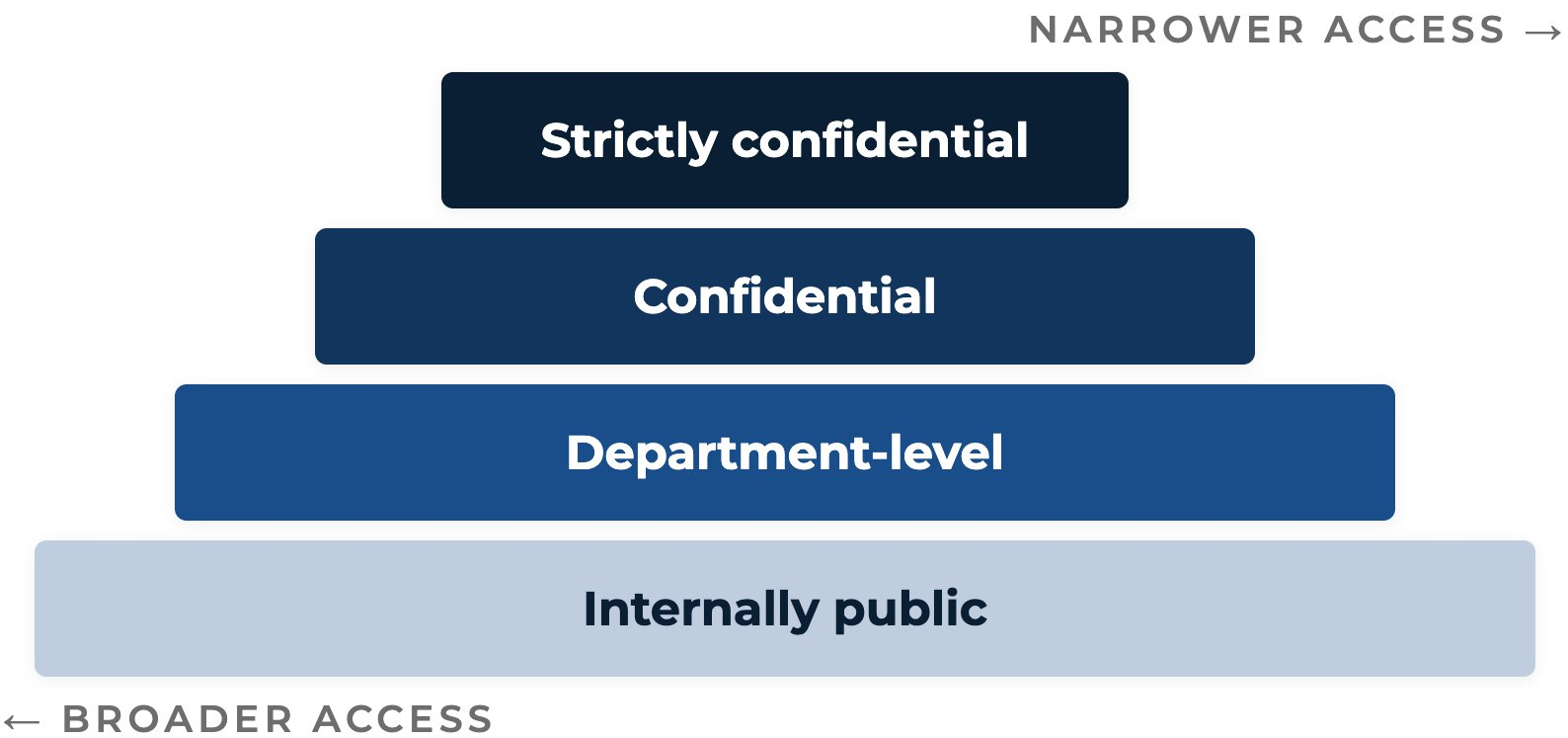
- ✓ current
- ✓ complete
- ✓ unambiguous
- ✓ authorized
- ✓ professionally approved

06

Build in security and access from the start

Not every employee should receive every answer.

- Sensitive: customer data, cost calculations, HR records, contracts, trade secrets.
- Permissions from SharePoint, Drive, DMS or line-of-business systems must be mapped cleanly.
- NIST recommends a risk-based approach: Govern, Map, Measure, Manage.



07

EU AI Act: AI literacy becomes a management issue

UnternehmensGPT needs more than technology — it needs trained users and clear rules.

02 Feb 2025

Since this date, AI literacy obligations apply to providers and deployers of AI systems. Employees must know when they may use AI — and how results are reviewed.

Minimum standard

- ✓ AI policy
- ✓ Training
- ✓ Roles
- ✓ Approval process
- ✓ Documentation

08

The business case: search time, quality, relief

UnternehmensGPT pays off when it reduces recurring knowledge work.

Value lever	Effect
Time	Less time spent searching day to day
Quality	Consistent, sourced answers
Coverage	Knowledge independent of individuals
Onboarding	Faster onboarding of new employees
Consistency	Uniform statements and proposals

Suitable

Frequent questions with stable, documented answers.

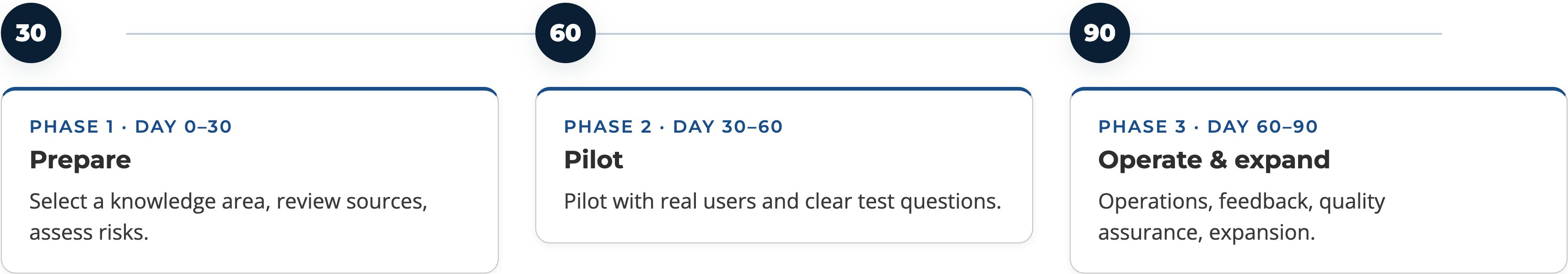
Not suitable

Unclear processes, unverified data, or purely creative experiments.

09

Start small, operate cleanly, then expand

The right start is a bounded knowledge area with high value.



10

What must be clarified before approval

No UnternehmensGPT without clear ownership.

- ? Who is professionally responsible for the content?
- ? Which sources are included?
- ? Which data stays excluded?
- ? How are answers reviewed and improved?

SIX AREAS TO CLARIFY

01 Use case

03 Permissions

05 Operations

02 Sources

04 Data protection

06 Success criteria

Prepare company knowledge in a structured way for AI

The next step is not a tool selection — it is a knowledge and risk review.

- KrambergAI reviews suitable knowledge areas, data situation, risks and the rollout path.
- Result: a compact decision basis for executive management and the relevant department.

OFFER

Have your own AI knowledge base assessed for your company

KrambergAI GmbH
krambergai.com