

## AI STRATEGY GUIDANCE

# Adopt AI with direction - not by chance.

Many mid-sized companies are already testing AI tools and collecting ideas — yet they lack a shared direction, clear priorities and a realistic implementation plan. **KrambergAI AI Strategy Guidance** makes AI adoption plannable: assess promising use cases in a structured way, prioritise them, and turn them into an actionable roadmap — anchored in real processes, data and day-to-day business value.

| THE PROBLEM                                                                                                                                                                                                                                                                                                                                                                                       | THE SOLUTION                                                                                                                                                                                                                                                                                                                                                                                                | THE VALUE                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <p><b>AI is viewed either too technically or too vaguely.</b></p> <ul style="list-style-type: none"> <li>No clear AI direction across the company</li> <li>Plenty of ideas, but no prioritisation</li> <li>Tools chosen before process and value analysis</li> <li>Uncertainty around data protection, roles &amp; ownership</li> <li>Isolated pilots with no link to a bigger picture</li> </ul> | <p><b>A structured framework as your basis for decisions.</b></p> <p>Goals, fields of action, use cases, risks and prerequisites — assessed together. Guiding questions:</p> <p><i>"Which use cases truly fit our business?"</i></p> <p><i>"Where do we see measurable value quickly?"</i></p> <p><i>"Which data &amp; processes need preparing?"</i></p> <p><i>"Which solution should come first?"</i></p> | <p><b>A dependable framework for orientation.</b></p> <ul style="list-style-type: none"> <li>A clear AI direction for the company</li> <li>Prioritised use cases instead of a wish list</li> <li>A sounder basis for investment decisions</li> <li>A realistic view of effort, value &amp; risk</li> <li>A roadmap for pilot, rollout &amp; scaling</li> <li>Governance &amp; ownership from day one</li> </ul> |

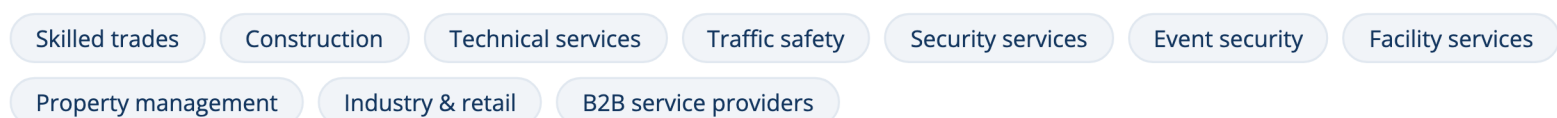
## HOW IT WORKS



## WHO IT'S FOR

For companies that want to adopt AI with a clear direction and a solid basis for decisions — not just experiment. Especially suited to mid-sized company leadership, businesses approaching their first major AI initiative, and organisations with grown, manual processes or knowledge scattered across the company.

## TYPICAL INDUSTRIES



## Your Next Step

The starting point is a compact **AI initial check** or a strategic orientation session. From there, we build a structured roadmap for prioritisation, piloting and rollout.

[Request AI Strategy Guidance](#)

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