

AI för tillväxtagendan – dags att byta fokus!



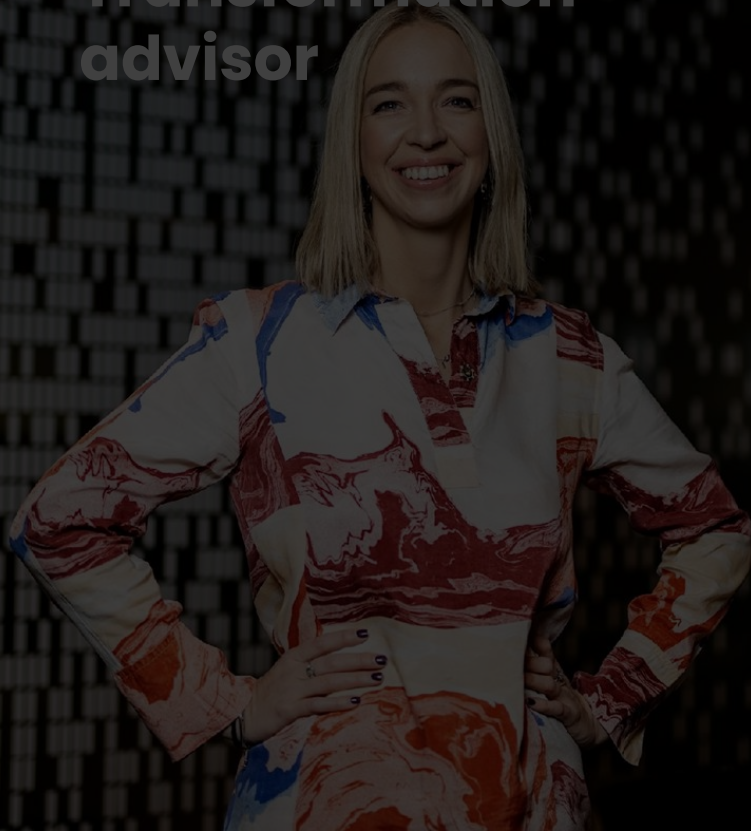
Emma Storbacka

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Transformation advisor



**Transformation
advisor**

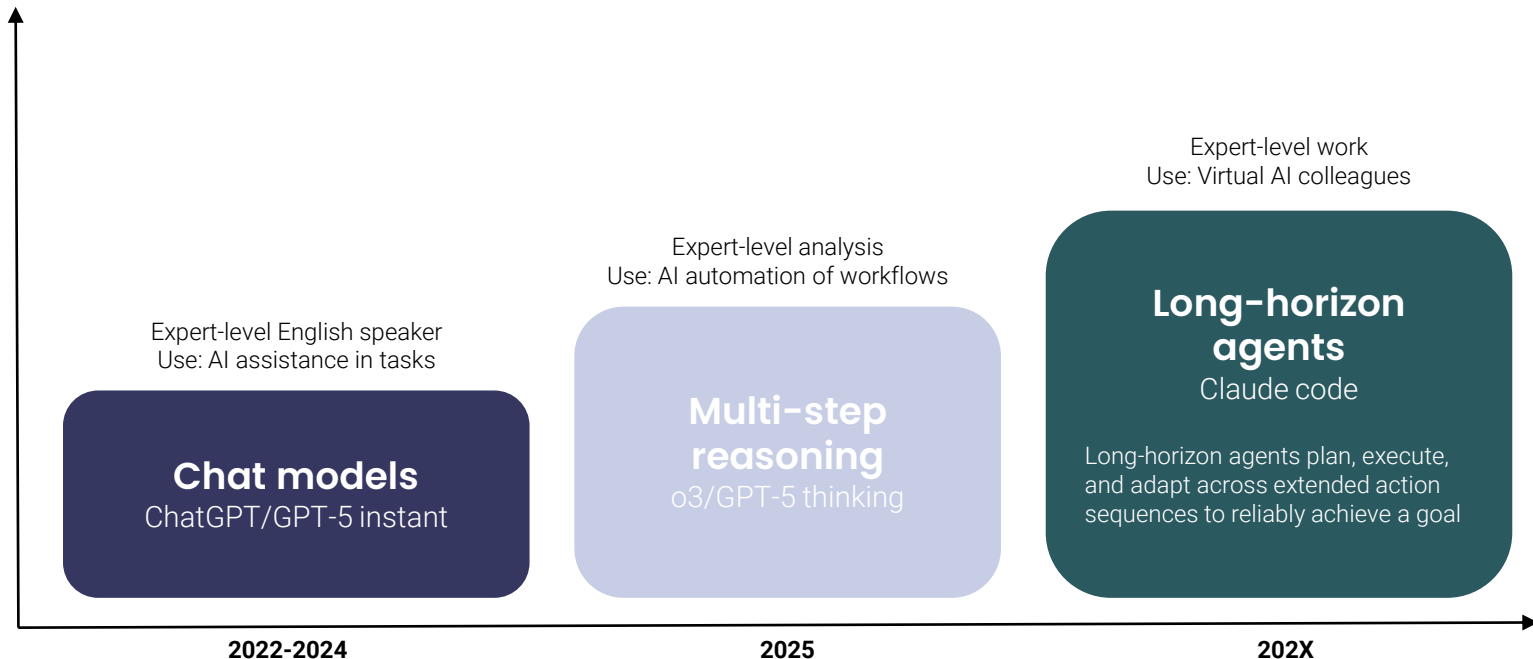


**Angry Finnish AI
Lady**

Vår thought leadership kring data och AI inom sälj och marknad



Var är vi nu? Från chat till agentiska arbetsflöden



Source: Sequoia, Jan 4 ([link to article](#))



AI will be our assistant, team member and replace some of our roles or tasks completely

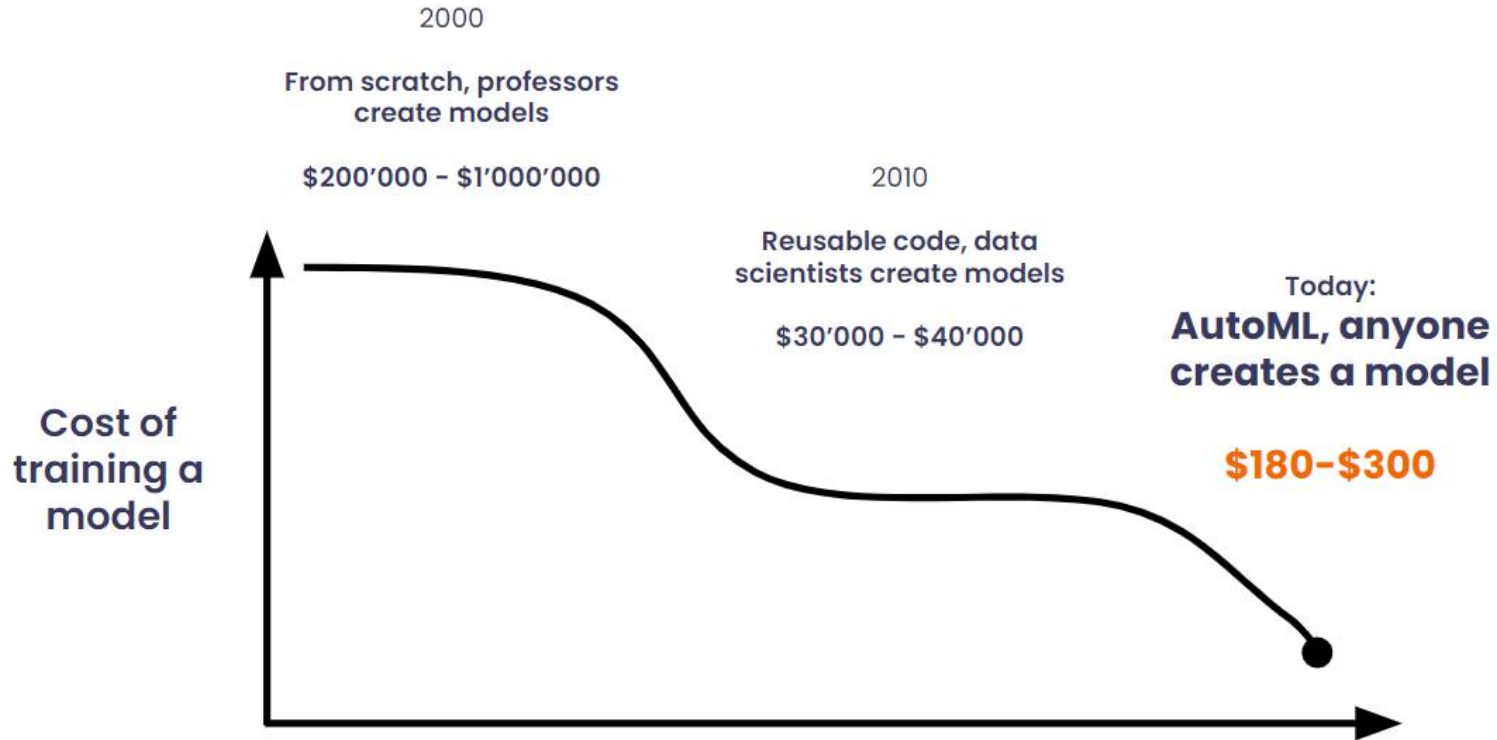
Learning by doing

Några lärdomar från 15+ år av att skapa värde med data, AI och automatisering



100s of AI-powered use cases implemented since 2013

AI är allt mer tillgängligt – för vem som helst



Vad stämmer ännu?

- AI är inte en IT-fråga
- Att nå skala är det som krävs för affärseffekt
- Ett “use-case”-baserat tillvägagångssätt skapar tydlighet
- Data är det enda som har långsiktig differentierande kraft

Vad är annorlunda nu?

- Specialistkompetens inom AI är inte en flaskhals
- Fler möjligheter med generativ och agentisk AI
- Dvs en mängd nya applikationsområden

~~Vad kan man göra med AI?~~
Vad borde man göra med AI?

Use case examples

Use-cases visualization tool
Logout

Commercial AI/ Automation Use Cases

Aligned to Commercial Objectives & Impact

Other

25

Acquire 900 new mid-market customers in NL

20

Expand HW, SW and services sales within workplace & infra to existing customers

11

Win more public tenders and enterprise RFPs for workplace

Improve profitability on the largest existing contracts per

Expand services sales within workplace, with focus on Takeback, to existing ente...

7

Activate Next-Best-Offer Recommendations Across Channels

ID: C3

Generate AI-Assisted Tender Responses for Validation

ID: TS

Commercial Objective
Win more public tenders and enterprise RFPs for workplace (RFP)

Full Use Case Name
Tender Response AI Generator

Description
Automated generator for high-quality tender responses using AI. Auto-generate drafts, humans validate and submit.

Business Impact: High Effort: High Feasibility: Medium **Score: 7 / 10** SV Impact: Medium

...d-market starting with SE, then Nordics

...g each customer with tailored offerings and messaging to maximize the effectiveness of

Score: 7 / 10 **SV Impact: High**

Commercial Objective

Sales Velocity Impact

Avaas Shortlist

Use case example

Automating the biggest bottleneck in B2B content generation

– commercial insights from sales and product experts

Process stages

Identify Commercial Insight



Build Challenger Narrative



Develop Content Concepts



Generate Content Drafts + Briefs

Human in the lead/loop

Commercial Insights Interview

1h Standardized format, conducted in Teams with Sales rep or product expert

Confirm Challenger Choreography

Based on Challenger Sales methodology

Validation Loop(s)
Via teams

Instruct Agency / Implement

AI/
Automation

Transcribe & Summarize

Extract customer misconceptions or triggers

Draft challenger reframes and insight statements



Pillar topics and content formats

First drafts of Content Derivatives

Identify repurposable existing content

Create SEO inputs

Creative Content pack for marketing/agency

Use case example

Bespoke content Engine that handles repurposing of content

CONTENT ENGINE

Content

Threads

Tasks

Channels

Calendar

Performance

AI Skills

Best Practices

Settings

English

Sign out

Add Content

PROD

Submit content for analysis and repurposing

← Back



Content Analysis

Summary

Alleima offers advanced materials and engineering solutions for the evolving hydrogen economy, providing high-performance alloys specifically designed to combat challenges like hydrogen embrittlement and metal dusting. Their integrated expertise spans the entire hydrogen supply chain.

Key Themes

- Advanced materials technology
- Industrial applications
- Innovation and R&D in hydrogen

Key Points

- Alleima provides high-performance alloys resistant to metal dusting and hydrogen embrittlement.
- Their material solutions enable high-pressure lines and storage tanks for hydrogen transport.
- Alleima Engineering offers customized high-pressure equipment for hydrogen processing.
- The company leverages its expertise in hydrogen technology to provide end-to-end solutions.

Groups (optional)

APAC Specialized APAC

Assign to one or more groups to categorize content

Content URL

<https://example.com/blog/article>



Value Assessment

proceed

Technical Depth



4/10

Audience Relevance



8/10

Conversion Potential



7/10

Evergreen Score



9/10

Uniqueness Score



7/10

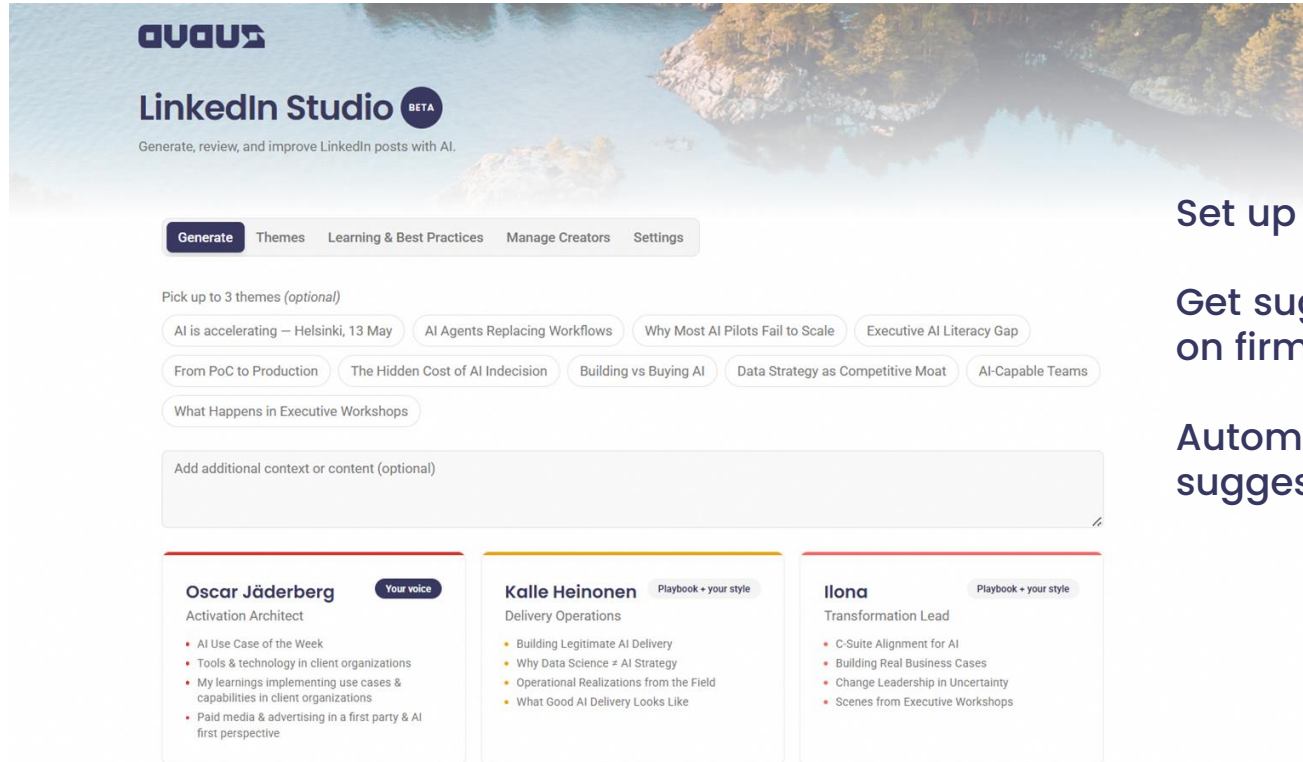
Overall Recommendation

7.0

The content has an average score of 7, with no dimension scoring below 4. It demonstrates strong audience relevance, high evergreen potential, and good uniqueness, making it a valuable asset for repurposing. While technical depth is rated as average for the target audience, it still provides sufficient detail to engage and inform, laying a solid foundation for further, more in-depth content.

Use case example

LinkedIn studio for helping B2B sales reps be actively social selling



Set up your own profile

Get suggested posts based on firm priorities

Automated email suggestions every monday

Use case example

Personalized microsites autogenerated for target accounts with business case and insights captured from sales process

The logo for aovus, featuring the word 'aovus' in a bold, white, sans-serif font with a stylized 'v'.

A POINT OF VIEW FOR

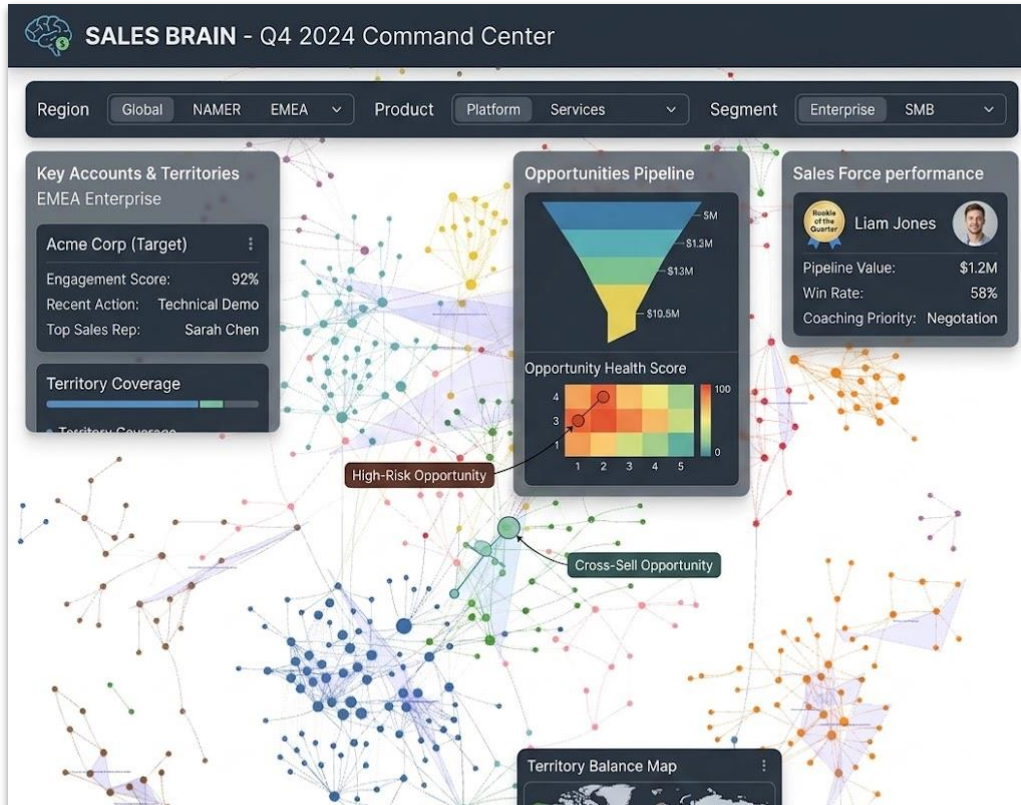
FIBER BROADBAND · AI-AGENTIVE COMMERCIAL MODEL · A TELIA COMPANY

The fastest path to AI-native commercial activation in Nordic telecom

Bredband2 is lean, technically unencumbered, and operationally independent inside Telia. That makes it the best-positioned entity in the Nordic telecom landscape to build and prove agentic commercial AI - fast, without the legacy drag that slows every comparable program at scale operators. We estimate >100msek in annual activation

Use case example

Sales “second” brain collecting data about all ongoing sales initiatives and accounts



Creating a context graph for your commercial engine

Accounts

Meeting transcripts

Opportunities

Sales Excellence

Reports

External signal data

..allowing for agentic workflows to start supporting sales at scale

Use case example

AI first commercial excellence and supporting sales organization to transform to AI first ways of working

SCORECARD

Mid-year diagnostic 2026

Dustin - 3 juni 2026

OVERALL **2.7** / 5

Emphasize health **Emphasize maturity**

CAPABILITY	SMB	LARGE CORPORATE	PUBLIC SECTOR	GROUP
PLAN Where to play — Choose the right markets, ambition and guardrails.				
01 Opportunity sizing rigor	3	3	2	3
02 ICP and segmentation	3	4	2	3
03 Target-setting and ambition	3	3	2	3
04 GTM and channel strategy	3	3	2	3
05 Commercial and AI risk	2	2	2	2
06 AI governance and responsible use	2	2	1	2
DO How to win — Equip the org to execute with AI in the workflow.				
07 Org, roles and AI literacy	3	3	2	3
08 Data and tech foundation	2	2	2	2
09 Automation and AI in the workflow	2	2	1	2
10 Sales excellence methodology	4	4	3	4
11 Enablement and coaching	4	3	3	3
CHECK & IMPROVE Make it last — Measure, scale and learn continuously.				

AI First Commercial Excellence defined as processes and best practices

Context layer (AI+humans)

- Process
- Golden examples
- Tools (e.g. “generate proposal”)
- Workflows (e.g. “update CRM”)

Used for:

- ComEx “health score”
- Roadmap & Priorities
- Agentic backbone

Process

Diagnose → Plan →
Systematically build

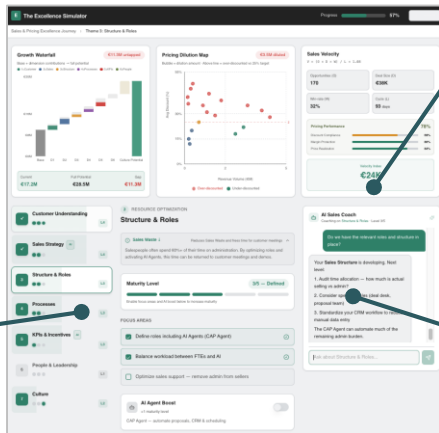
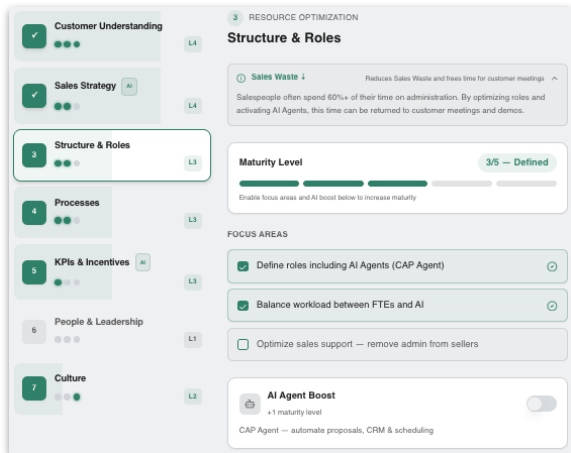
Use cases

Change management example – Sales excellence fulfilled by a shared framework, instant feedback and AI augmentation

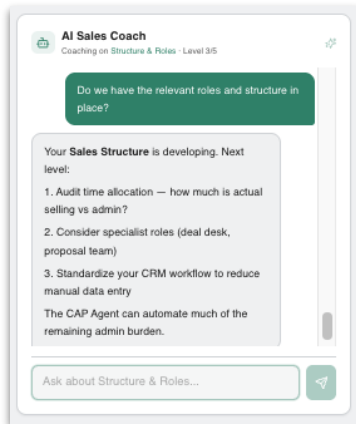
Instant feedback delivered as a business simulation

“THE SALES EXCELLENCE SIMULATOR”

Shared sales excellence framework and roadmap



AI augmentation at each step



Mindset shift 1:
10x eller 1/10

Två helt olika mindsets – vilken skapar tillväxt?

**Kan vi göra
samma för 1/10 av
kostnaden?**

**Kan vi skapa 10x
mer värde för
samma kostnad?**

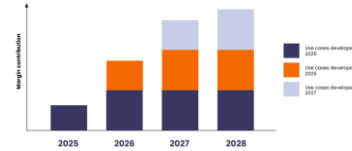
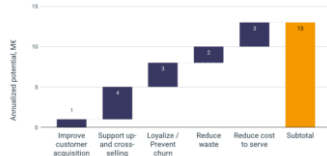
Mindset shift 2:

Stop the dutt



Stop the duct

Recept för att sluta ducta: AI-strategi är som vilket som helst annat affärsbeslut



1	Targets	Revenue	Profitability	CS	Automation
2	Strategies	Channels	Personalization	User cases	Scaling
3	Structures	People	Customer	Rules	Decision rights
4	Use cases for implementation	Development	Ready resources	Documentation	Scaling
5	Capabilities	Info/Platform	Data	AI ML	Compliance
6	Development	Program	Partners	Data	AI
7	Measurement	Automation	Operational	Value	Business performance
8	Change management	Stakeholder	Plan	Communication	Transition

1

Value Drivers

Identify where value lies and approximate size

2

Use Cases

Translate opportunities into initiatives

3

Pace of implementation

Tie AI initiative to value creation plan

4

Operating Model

Assess execution readiness and risks

Going towards scale

Piloting → Scaling

Typical
approach



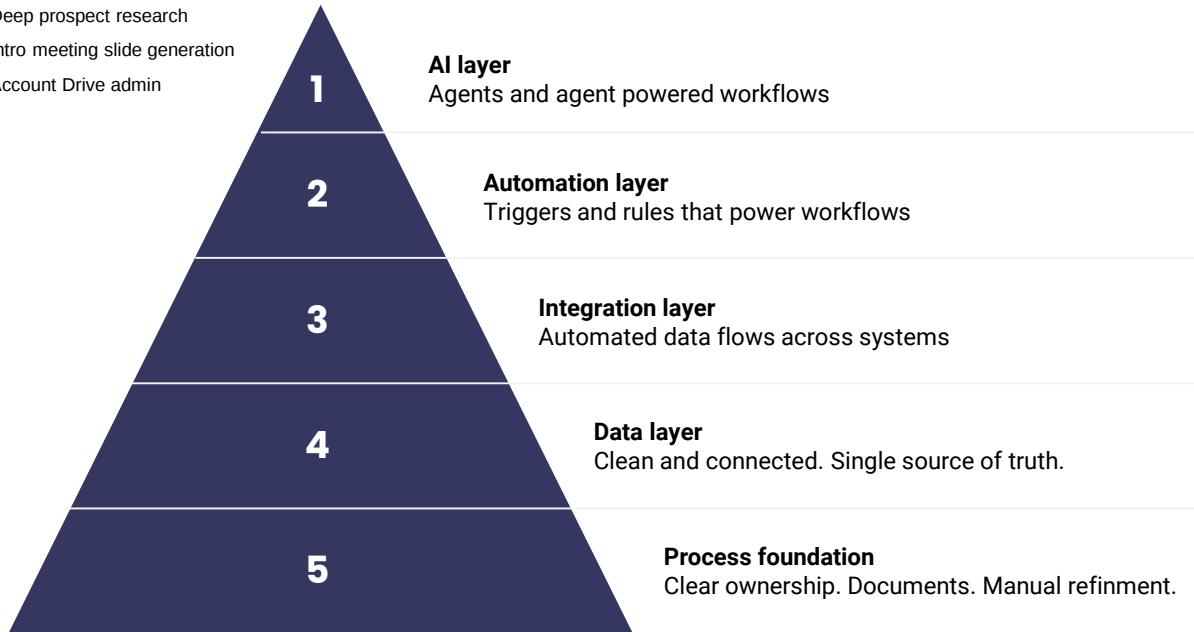
= Deep prospect research



= Intro meeting slide generation



= Account Drive admin



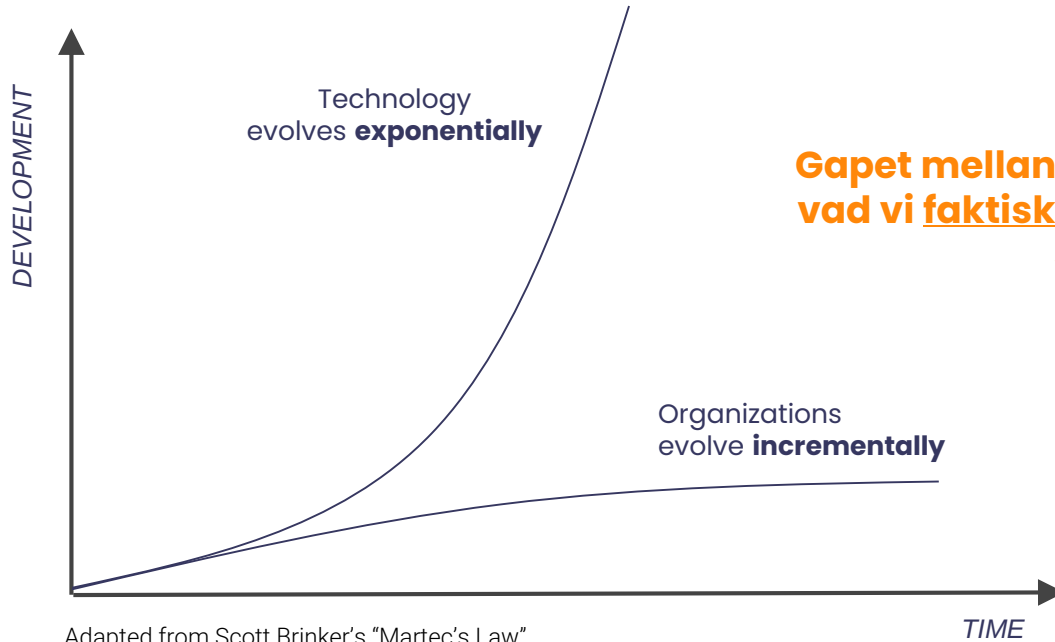
Where leaders
are pivoting to

Mindset shift 3:

Det är dags att börja
(men inte pga tekniken)

Det är dags att börja

Hur snabbt din organisation kan anamma förändringen är den centrala problemställningen – inte tekniken



Gapet mellan vad vi kan göra och vad vi faktiskt gör har aldrig varit större!

Adapted from Scott Brinker's "Martec's Law"

Det är brådis

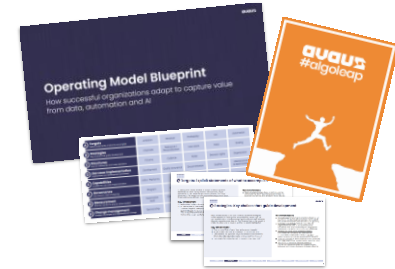
Det svåra är inte att börja – utan att nå skala



**Leaders automate
at scale**



**They add 50–100 new use
cases per year**



**Their operating model is
the secret weapon**

100s of use cases, 1000s of automations

Case: Commercial AI Program at Dustin

100+ use cases identified

Translates into 1000s of automations

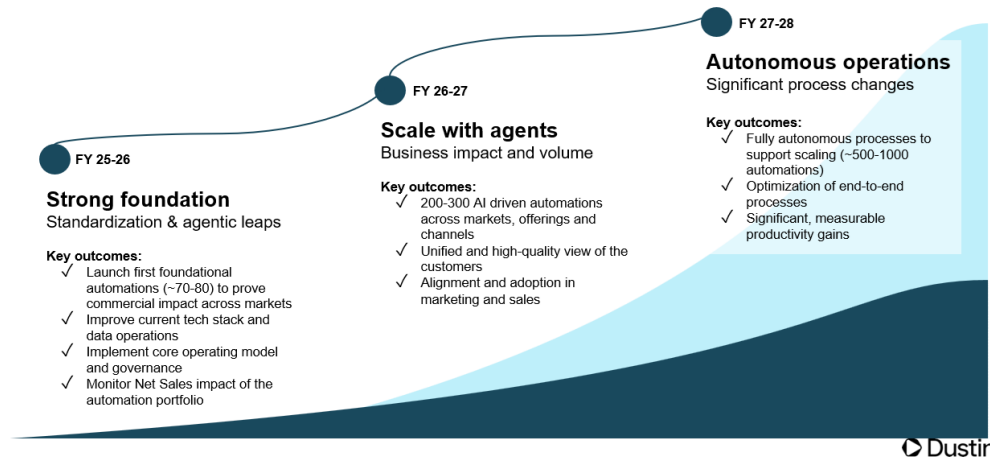
- 6 core offerings
- 6 markets

Avaus partners to build use cases with increasing efficiency

Building operating model as we go forward

Big leaps every year

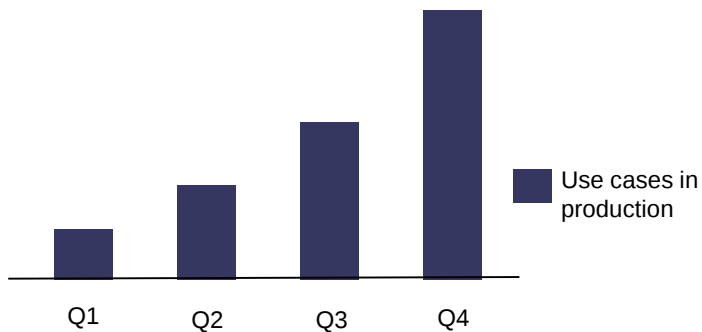
The program will evolve through 3-years with an iterative and phased approach towards autonomous agentic commercial operations



Med AI kan vi bygga fler use case – och nå skala och värde snabbare

Build “use case factory”

The more use cases, the more recurring and accumulating value generation



Each use case added compounds the value of all previous ones. By Q4 of Year 1, the portfolio is already generating measurable incremental revenue

Grow capacity by shifting work from people to agents

Repeatable tasks transitioned through agents and AI-powered workflows



The same commercial output requires significantly less human effort - and the agents belong to you.

Summering

Dags att fokusera på AI för tillväxtagendan

- **Tillväxt** – Stor potential, vi väljer hur vi ser på den

Tre ändringar i mindset

- **10x eller 1/10** – Välj att skapa 10x mer värde
- **Stop the duct** – AI är ett affärsinitiativ som vilket annat
- **Det är dags att börja** – Organisationen är din flaskhals



Emma Storbacka

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