

Decode the Why

Embracing Artificial Intelligence (AI) for
Competitive Advantage

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Executive Summary



AI is integrated into many aspects of daily life, including personal assistants, social media, healthcare, and transportation



AI can automate routine tasks, analyze data, and improve decision-making leading to increased sales, customer satisfaction, and reduced employee workload.



AI will continue to grow and expand, becoming even more ubiquitous and powerful in the future

Artificial Intelligence – Introduction

Types of AI Applications

What is it? Artificial Intelligence (AI) is a suite of technologies that simulate human intelligence. It enables machines to learn from experience, adjust to new inputs, and perform tasks that normally require human intelligence.

Using technologies like Machine/Deep Learning and Neural networks, machines can detect patterns and learn to make predictions.

Predictive/Prescriptive AI – Generate forecast and other outputs based on historical data patterns using Machine Learning.

- ❖ Algorithms to conduct deeper data analysis to identify patterns
- ❖ Leverages data

Generative AI – refers to a type of artificial intelligence that can create new content, such as text, images, music, and even computer code, based on patterns it learns from existing data.

- ❖ Art and design, Music Composition, Content creation, Product design etc.
- ❖ Leverages content

AI in Daily Life

- AI is used in personal assistants like Siri and Alexa
- Facial recognition technology in our smartphones and social media platforms
- AI is used in healthcare, self-driving cars, and entertainment



AI Potential

One of the biggest benefits that GenAI promises is **productivity gains**.

The potential benefit is even greater for companies that invest more—they're **1.5x** more likely to anticipate upward of 10% in cost savings.

Percentage of companies expecting cost savings in 2024



Source: BCG AI Radar (2024); n = 1,406 in 50 markets.

¹Of companies expecting cost savings.

²For companies expecting to invest more than \$50 million, n = 122.



Deploy GenAI in everyday tasks to realize 10% to 20% productivity potential.



Reshape critical functions for 30% to 50% enhancement in efficiency and effectiveness.



Invent new GenAI business models to build a long-term competitive advantage.

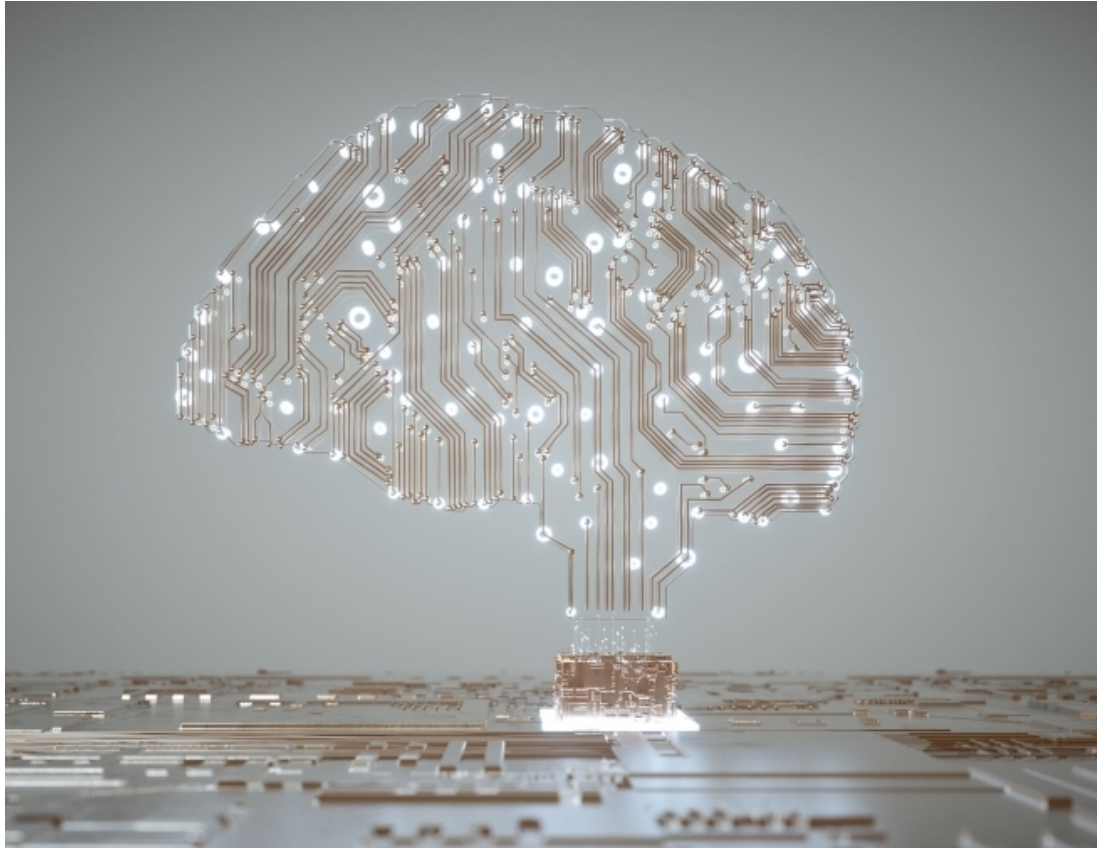
AI Goes Mainstream

- Enhancing customer experience – Tools like Copilot can help create meeting summary, enhance or craft sample proposals, develop customer presentation and post job satisfaction surveys etc.
- Operational efficiency – Generate Job site worker's safety checklist(s).
- Talent management and workforce development – Facilitate annual reviews.
- Innovative product and service development – Brainstorm new ideas
- Copilot in Microsoft Office can facilitate data analysis in a conversational style.

Ethical Considerations and Security Awareness:

- Hallucinations – Human oversight to verify output is accurate and logically coherent.
- Bias & Fairness – Training data must be representative of all demographics
- Privacy & Security – Protect privacy of the individuals and protect against unauthorized access.

Amplifying Humans at Laticrete



- AI Chatbots
 - Infobot - Product Knowledge Assistant
 - R&D bot – Everything R&D
 - HR Info - Policies
- Scouting Software – AI based program to scour technical literature, journal articles, patents and university activities.
- Digital Marketing – AI based content creation
- AI translated content on Laticrete.com
- Augment current teams, provide more to customers using AI
- Customer Service 24x7x365; Rep in pocket



DEMO

AI enabled business strategies

Drive meaningful **business value** with intelligent apps



Delight customers with next-gen AI-powered apps

Put your data to work with AI
Create unique differentiation
Build your own copilots

40% decrease in customer support tickets¹



Rapidly deliver new products that deepen customer engagement

Beat competitors to market
Increase user growth & satisfaction
Capture incremental revenue

1.5 months faster time-to-market for new apps²



Amplify employee capabilities and empower developers to innovate

Accelerate developer productivity
Attract the best developer talent
Reduce repetitive, costly work

10% to **25%** increased developer efficiency²



Scale your business and reduce risk with future-ready technology

Streamline IT operations
Consolidate redundant systems
Improve security posture

Average 10% to **25%** reduced app downtime²

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