

Corporate GPT. Just Better.

Warum ein Corporate Brain der wichtigste KI-Baustein im Unternehmen ist – und warum er von Anfang an richtig gebaut werden muss.

Jetzt geht's los!



29 Januar



16 UHR



Speaker

Dr. Peter Gentsch



AI3E



Service Agent

Software Engineer Agent

Sales Agent

Research Scientist Agent

JENSEN HUANG SAYS AI AGENTS ARE BASICALLY "DIGITAL EMPLOYEES"



“

Today's CEOs are the final generation of executives leading **exclusively human workforces**. Going forward, we'll need to learn how to manage human workers and digital labor...

Marc Benioff
CEO & Co-Founder, Salesforce

BUSINESS INSIDER

DOW JONES ▲ +0.17% NASDAQ ▲ +0.08% S&P 500 ▲ +0.16% AAI

AI

McKinsey CEO Bob Sternfels says the firm now has 60,000 employees: 25,000 of them are AI agents

By [Lakshmi Varanasi](#) + Follow



Screenshot from C-SPAN

Harvard Study – Key Insights on Agentic AI



KI-Nutzer arbeiteten **12–16 % schneller** als Nicht-Nutzer.

KI **durchbrach Silos** und förderte die Zusammenarbeit zwischen Technik- und Geschäftsteams.

KI-Teams waren **zufriedener, energischer und weniger frustriert**.



The Cybernetic Teammate: A Field Experiment on Generative AI Reshaping Teamwork and Expertise

Fabrizio Dell'Acqua
Charles Ayoubi
Hila Lifshitz
Raffaella Sadun
Ethan Mollick
Lilach Mollick

Yi Han
Jeff Goldman
Hari Nair
Stew Taub
Karim R. Lakhani

Abstract

We examine how artificial intelligence transforms the core pillars of collaboration—performance, expertise sharing, and social engagement—through a pre-registered field experiment with 776 professionals at Procter & Gamble, a global consumer packaged goods company. Working on real product innovation challenges, professionals were randomly assigned to work either with or without AI, and either individually or with another professional in new product development teams. Our findings reveal that AI significantly enhances performance: individuals with AI matched the performance of teams without AI, demonstrating that AI can effectively replicate certain benefits of human collaboration. Moreover, AI breaks down functional silos. Without AI, R&D professionals tended to suggest more technical solutions, while Commercial professionals leaned towards commercially-oriented proposals. Professionals using AI produced balanced solutions, regardless of their professional background. Finally, AI's language-based interface prompted more positive self-reported emotional responses among participants, suggesting it can fulfill part of the social and motivational role traditionally offered by human teammates. Our results suggest that AI adoption at scale in knowledge work reshapes not only performance but also how expertise and social connectivity manifest within teams, compelling organizations to rethink the very structure of collaborative work.

Keywords: Artificial intelligence, Teamwork, Human-machine interaction, Productivity, Skills, Innovation, Field experiment.



Harvard
Business
School

ChatGPT & Co:

Was sind die Herausforderungen?

ChatGPT & Co: Was sind die Herausforderungen?

- ? GPT klingt klug – aber versteht dein Unternehmen trotzdem nicht?
- ? Warum kennt GPT deine Prozesse, Produkte, Kunden und Entscheidungslogiken nicht?
- ? Warum liefert GPT jedes Mal andere Antworten – statt stabile, verlässliche Ergebnisse?
- ? Warum fehlt genau das Wissen, das dein Business wirklich differenziert?
- ? Wie stellst du sicher, dass wertvolles Expertenwissen nicht mit Rentenwellen und Jobwechseln verschwindet?
- ? Wie baust du digitale Buddies, die wie echte Mitarbeiter handeln – statt wie generische Chatbots?
- ? Wie fütterst du Agenten so, dass sie dein Unternehmen repräsentieren – und nicht nur öffentliches Wissen wiederholen?

CUSTOM GPT. JUST BETTER.



Explicit & Tacit Knowledge



Knowledge Governance



Secure & Compliant



Agent-Ready Foundation



AICONIQ

CONTROLLING / MEASUREMENT

GUARDRAILS & POLICIES

RAG TACIT



AI-moderierte
Experteninterviews

RAG Explicit



Handbücher
Dokumentation
SharePoint ...

RAG Implicit

Gespräche
Meetings
Dialoge ...



CORPORATE BRAIN

CAPABILITIES

Multimodale Capabilities



Reasoning / Thinking



KNOWLEDGE



World
Knowledge



Domain
Knowledge



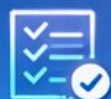
Fact
Knowledge...

From GPT to „The Corporate Brain“



Vom Finden zum Verstehen – vom Chatbot zum Corporate Brain

AICONIQ verbindet **Vector** + **Graph** für echte Business-Intelligenz



Erklärbare
Entscheidungen



Konsistente
Conversations



Agentenfähig
& Skalarbar

Semantic Intelligence



Embedding Space

- ✓ Versteht Sprache & Intention
- ✓ Findet relevantes Wissen
- ✓ Schnell & flexibel



Dokumente & Wissen

AICONIQ Corporate Brain

Vector Retrieval
Graph Reasoning
Knowledge Validation

Nicht trivial. Nicht kopierbar.



Interviews & Expertise



ERP & Prozesse

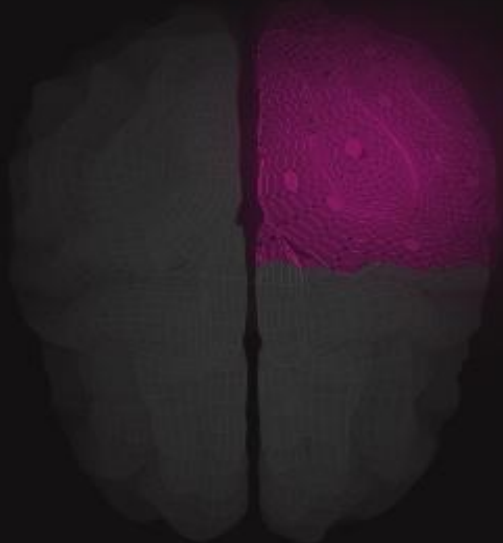
Structural Intelligence



Knowledge Graph

- ✓ Rollen & Prozesse
- ✓ Regeln & Kausalität
- ✓ Governance & Insights

ChatGPT

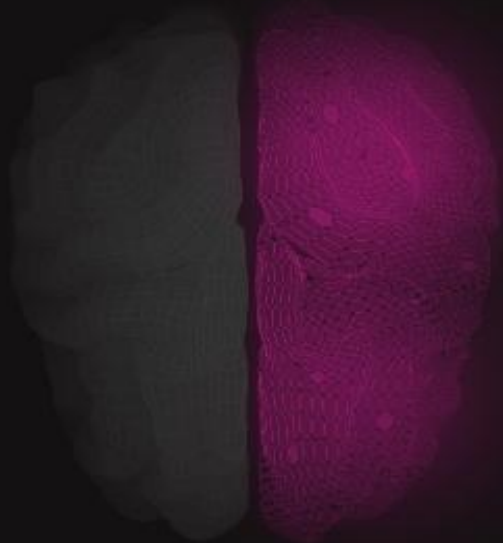


- ✓ LLM Knowledge
- ✓ Explicit

QUALITY OF ADVICE / CONSULT

54%

RAG

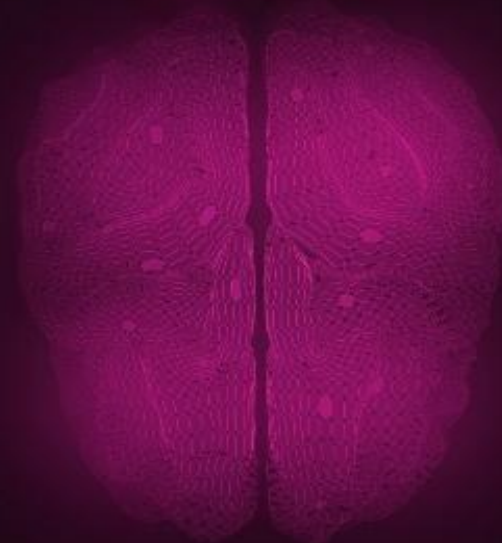


- ✓ Corporate Knowledge / Domain Knowledge
- ✓ Explicit + Implicit

QUALITY OF ADVICE / CONSULT

59%

AICONIQ



- ✓ Experimental Knowledge Employee / Expert and Conversational Knowledge
- ✓ Explicit + Implicit + Tacit

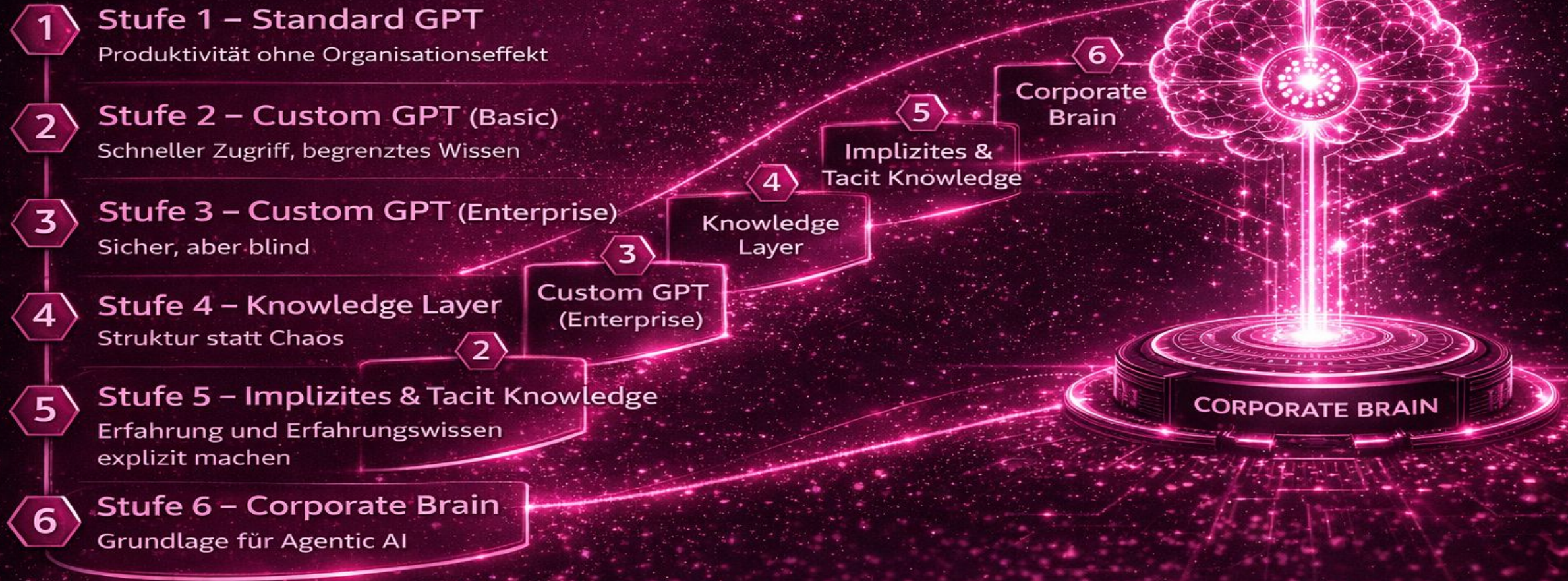
QUALITY OF ADVICE / CONSULT

93%

Live Demo

VOM GPT ZUM CORPORATE BRAIN

Ideales Vorgehensmodell (Executive Roadmap)



Playbook

Wie onboarden ich meinen
AI BUDDY?

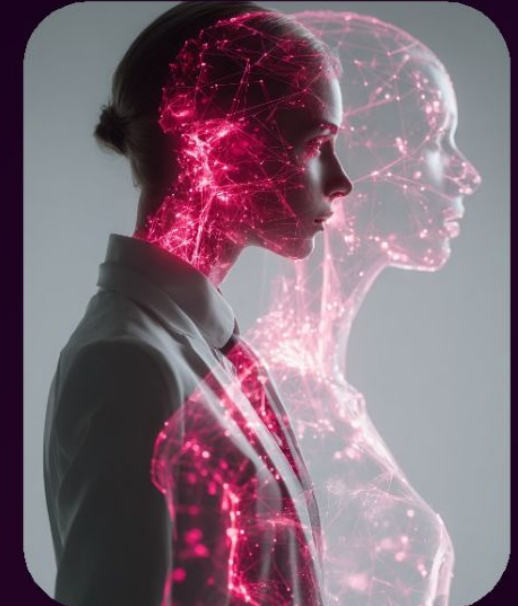
<https://aiconiq.io/de>

Mittelstand Edition 2025

DIGITAL WORKFORCE PLAYBOOK MITTELSTAND EDITION 2025

Dieses Playbook zeigt Entscheider:innen, wie Digital-Workforce-Arbeit Wissen im Unternehmen sichert, Teams entlastet und neue Services ermöglicht – mit der Transparenz, die der deutsche Mittelstand benötigt, um Verantwortung zu tragen.

- Für: Geschäftsführung, Operations, HR & Transformation
- Fokus: Digital-Workforce-Initiativen strategisch planen, Wissen resilient machen
- Nutzen: Checklisten, Mini-Guides und Messgrößen für den Rollout



Why it works: Brain + Context

● KNOWLEDGE × CONTEXT = INTELLIGENT ACTION

<https://aiconiq.io/de>

AICONIQ Corporate Brain

- Explicit knowledge
- Tacit knowledge
- Validated & consolidated

Context Layer

- Browser / ERP UI
- Clicks & actions
- Time & role
- Process step

