

AI Implementation Blueprint

Your guide to a scalable and secure AI transformation

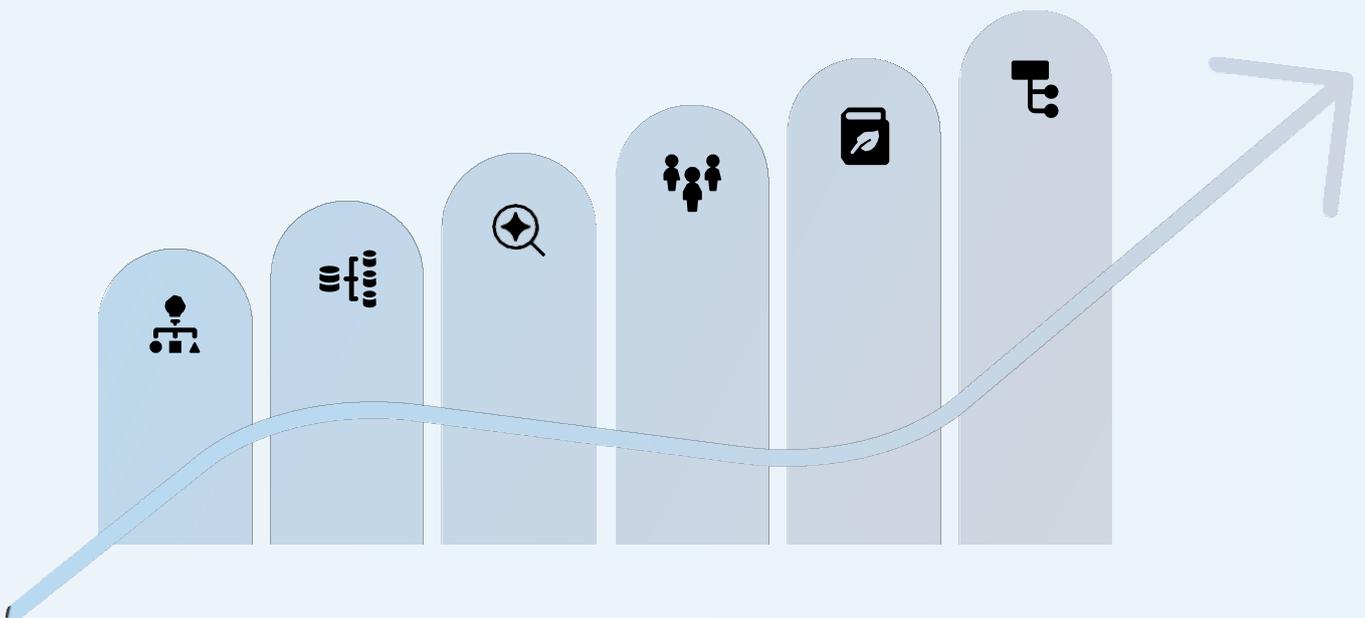




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Introduction

Why this Blueprint?

Introducing AI in an organization is not purely an IT project – it is a transformation.

It changes how information is found, processed, and used.

It changes processes, roles, and collaboration within the organization. And it requires not only technological excellence, but also strategic clarity, organizational alignment, and cultural acceptance.

With the **nuwacom AI Implementation Blueprint**, you receive a complete roadmap that guides you step by step through all phases of an Enterprise AI introduction – from the initial vision to company-wide scaling. It is based on best practices from large IT and change projects and is specifically optimized for the requirements of an AI platform like nuwacom.

Who is this Blueprint for?

- **C-Level and Executives** who need to set the strategic framework and secure sponsorship.
- **IT & Project Leaders** who are responsible for architecture, integration, and security.
- **Department Heads** who want to identify and implement concrete use cases.
- **Change and HR Managers** who accompany adoption and cultural change.
- **AI Officers & AI Governance Roles** who ensure that AI use is strategic, responsible, and compliant – from model selection to continuous use case optimization.

What makes this Blueprint special?

- **End-to-End Approach:** Covers all phases – strategy, technology, processes, change & adoption, scaling.
- **AI-Specific:** Considers special features such as data foundation, prompt engineering, AI Act, and continuous use case optimization.
- **Practice-Oriented:** Each phase contains descriptions, guiding questions, examples, and best practices.
- **Visual & Structured:** Clear structure that works in workshops or as a self-learning guide.



How the Blueprint is structured

The Blueprint is divided into 24 points that follow a uniform, clear structure. Each of the 24 points of the AI Implementation Blueprint follows a uniform, clear structure. This ensures that you – whether you're at the beginning of your AI journey or already in the middle of implementation – always know **what needs to be done, why it's important, and how to implement it correctly**.

1. Description

A concise overview of why this step is crucial for a successful introduction of nuwacom. Here you learn what goals and tasks this point covers and how it fits into the overall project.

2. Guiding Questions

The most important questions you should answer in this phase to create clarity. These questions are formulated to stimulate team discussions and ensure that nothing is overlooked.

3. Practical Examples

Concrete scenarios from real projects or proven best practices that show how other companies have successfully implemented this step. The examples help move from the abstract to the concrete and derive your own ideas.

4. Tips & Best Practices

Proven advice from Enterprise AI projects that help you avoid common mistakes, make faster progress, and achieve greater acceptance. Here you'll find shortcuts and experience advantages from many projects – compressed and applicable.



Tip for Team Application

Don't use the Blueprint just as a reading document but work directly with the accompanying **Guide** (available separately for download). Take on 1–2 points per meeting, answer the guiding questions together in the **Guide**, and document decisions and to-dos there.

This way, you create your customized AI introduction strategy with nuwacom step by step – clearly documented, always traceable, and usable across teams.

How to use this Blueprint

1. Work through the 24 points step by step – ideally in an interdisciplinary team.
2. Answer and document guiding questions – so all stakeholders have a common picture.
3. Implement quick wins and make successes visible – for rapid acceptance.
4. Iterate continuously – AI introduction is a process, not a one-time project.

Extra Value:

- In the **bonus chapter "90-Day PoC Plan"**, you'll learn how to test Enterprise AI in a low-risk, clearly structured quick start and achieve first measurable successes within three months.
- We provide you with an Implementation Guide that you can use as a practical working document with all guiding questions – ideal for workshops, project teams, and ongoing documentation of your AI implementation. The Implementation Guide can be downloaded from the nuwacom website under Free Tools.



The 24 Points for Successful Enterprise AI Introduction

1. Project Setup & Kick-off

Description

The kick-off is the official starting point and **lays the foundation for project success**.

In this phase, roles, goals, resources, communication channels, and milestones are bindingly established. A clean project start prevents misunderstandings, creates clarity, and increases implementation speed.

Especially with Enterprise AI adoption, it's crucial to **involve IT, departments, and executives from the beginning**.

Guiding Questions

1. Who belongs in the project team (project management, IT, data protection, departments, sponsors)?
2. What goals and KPIs are established at kick-off?
3. What does the communication and decision structure look like (regular meetings, status reports, escalation paths)?
4. What resources (budget, time, infrastructure) are available?
5. What milestones exist until go-live and beyond?
6. How will project success be measured in the first quarter after launch?

Practical Examples

Example A – Marketing & Corporate Communications

- **Team:** Marketing Project Leader, IT Integration Specialist, Data Protection Officer, 2 pilot users from editorial and PR.
- **Goal:** Reduction of internal research times from 45 minutes to under 5 minutes within 3 months.
- **Regular Meeting:** Weekly 30-minute call with all project participants.
- **Milestones:** Kick-off → Data connection → Agent setup → Pilot start → Review → Rollout.



Example B – Sales & Pre-Sales

- **Team:** Sales Operations Manager, 2 top sales representatives, IT expert for CRM connection.
- **Goal:** Automated creation of customer briefings from CRM data in under 2 minutes.
- **Resources:** nuwacom Enterprise License for 50 users, API access to CRM, Azure EU Cloud hosting.

Tips & Best Practices

- Keep the kick-off **focused** – Goal: Have roles, objectives, first steps clear.
- Appoint a **Single Point of Contact** (SPOC) for faster decisions.
- Visualize the project organization (e.g., organizational chart with roles).
- Document kick-off decisions and share them with all relevant stakeholders.
- Already plan a **review meeting** 4–6 weeks after launch at kick-off to make course corrections.

2. Vision & Target Image

Description

A clear vision and precise target image are the **North Star** of your Enterprise AI introduction.

They describe not only **what** you want to achieve, but also **how** work in the organization will look when nuwacom is fully integrated.

Especially in change and transformation projects like Enterprise AI adoption, a compelling vision is crucial to **unite executives, IT, and departments behind the project long-term**.

The target image translates this vision into **concrete scenarios**:

- What do daily work processes with Enterprise AI look like?
- What problems are solved?
- What new possibilities exist?



Guiding Questions

1. What does our work look like in 2–3 years with nuwacom?
2. What changes are visible in processes, roles, and collaboration?
3. What problems that exist today will be history then?
4. How do we measure whether we're approaching our target image?
5. How do we communicate vision and target image internally?

Practical Examples

Example A – Company-Wide Knowledge Platform

- **Vision:** "All employees find every relevant piece of information in seconds – regardless of which system."
- **Target:** nuwacom is the central entry point for internal information, integrated into Microsoft Teams.

Example B – AI-Supported Content Production

- **Vision:** "Our content is always consistent in corporate wording and finished faster than ever before."
- **Target:** Marketing and Communications work in nuwacom with specialized agents that automatically deliver briefings, texts, and translations – aligned with tone and target audience.

Tips & Best Practices

- Formulate the vision emotionally and inspiringly, the target image concretely and verifiably.
- Use **storytelling** to make the target image tangible ("A day with nuwacom in the future").
- Involve executives in formulation so they actively represent it.
- Make the vision **visible** (posters, intranet, kick-off presentations).
- Review the target image regularly – especially after the pilot phase.



3. Goals & Value

Description

While vision & target image set the **strategic framework**, the goals define the **concrete benefit** of the Enterprise AI introduction.

They make clear what improvements should be achieved – in **time, quality, costs, collaboration, or innovation**.

Especially with Enterprise AI adoption, it's important to formulate these goals **measurably** to objectively track progress and prove successes.

Goals serve multiple purposes:

- They create **focus** and prevent the project from "fraying."
- They help set **priorities** for use cases.
- They provide arguments to convince **executives and budget holders**.

Guiding Questions

1. What problems do we want to solve with Enterprise AI introduction?
2. What quantitative goals do we set (e.g., time savings, cost reduction, productivity increase)?
3. What qualitative goals are important to us (e.g., higher satisfaction, improved collaboration, innovation culture)?
4. How do we measure these goals (KPIs, feedback, usage data)?
5. What goals do we want to achieve within 3, 6, and 12 months?

Practical Examples

Example A – Knowledge Management

- **Problem:** Employees spend 30–45 minutes daily searching for internal information.
- **Goal:** Reduction to maximum 5 minutes per query.
- **Measurement:** User feedback + evaluation of search logs in nuwacom.

Example B – Content Creation

- **Problem:** Inconsistent tone in marketing and sales texts.
- **Goal:** 100% corporate wording in all texts from the third month after rollout.
- **Measurement:** Quality control based on content examples and automatic style checks.



Tips & Best Practices

- Use the **SMART formula**: specific, measurable, attractive, realistic, time-bound.
- Don't set **too many goals simultaneously** – better 3–5 clear priorities.
- Combine **quick wins** (visible success in < 3 months) with **strategic goals** (big impact in 12+ months).
- Communicate successes toward goals regularly to maintain motivation.

4. Target Groups & Users

Description

Successful introduction depends heavily on **who** uses the platform and **how** these target groups are integrated.

It's not enough to simply make the platform available "for everyone" – instead, the right departments, roles, and user profiles must be prioritized.

Especially in the startup phase, it's crucial to identify **pilot users** and **power users** who act as multipliers and anchor the project positively in the organization.

Target group analysis helps you:

- Identify the **biggest levers** for productivity and acceptance,
- Target training and communication measures precisely,
- And achieve measurable successes early.

Guiding Questions

1. Which departments or teams have the greatest benefit from nuwacom?
2. Which roles are most involved in prioritized use cases?
3. Who could function as **pilot user** or **champion**?
4. Which user groups have special requirements (e.g., compliance, technical restrictions)?
5. How do target groups differ in their **digital and AI competency**?



Practical Examples

Example A – Corporate Communications & Marketing

- **Target Group:** Content creators, social media managers, PR teams.
- **Benefit:** Automated briefings, fast text creation in corporate wording, translations.
- **Champions:** Senior editor + Social Media Lead.

Example B – Sales & Pre-Sales

- **Target Group:** Account managers, sales operations, pre-sales engineers.
- **Benefit:** Automated customer briefings from CRM data, offer templates, Q&A agents for product information.
- **Champions:** Key account managers with high customer volume.

Tips & Best Practices

- Start with **max. 2–3 core target groups** in the pilot phase to maintain focus.
- Choose pilot users who are **open to new things** and have influence in the team.
- Consider different competency levels – trainings must fit the target group.
- Document which **user requirements** exist per target group (e.g., integrations, data access, language).

5. Value Proposition of the nuwacom Platform

Description

The value proposition is the compressed answer to the question: "**Why Enterprise AI?**"

It clearly shows what benefit the platform brings to the organization, why it's better than existing solutions, and what competitive advantage it delivers.

Especially in internal communication, the value proposition is crucial to convince executives, budget holders, and end users.

A strong value proposition is short, concise, and tailored to the **needs of target groups**. It emphasizes both short-term value (quick wins) and long-term strategic significance.



Guiding Questions

1. What main problem does Enterprise AI solve for our organization?
2. What makes the platform unique compared to other solutions?
3. What concrete benefit do different target groups have (management, IT, departments)?
4. How does nuwacom contribute to our strategic corporate goals?
5. What measurable results can we expect within the first months?

Practical Examples

Example A – Knowledge Management

- **Problem:** Employees often don't find important information or only with great time expenditure
- **Value Proposition:** nuwacom provides relevant, context-based answers from all connected systems in seconds – with complete source citation and GDPR-compliant processing

Example B – Content Production

- **Problem:** Inconsistent tone and high manual effort in text creation
- **Value Proposition:** nuwacom creates and optimizes content automatically in corporate wording – faster, more consistent, and in all required formats

Tips & Best Practices

- Keep the value proposition **in one sentence** that's easily memorable
- Vary the formulation for different target groups so the benefit is always clear and relevant
- Use concrete numbers or case examples to create credibility
- Integrate the value proposition into every internal and external project communication



6. Stakeholder Mapping

Description

Stakeholder mapping is the process of identifying all relevant people, departments, and committees that have influence on or are affected by the Enterprise AI introduction. The goal is to get the right people on board from the start, secure acceptance, and minimize possible blockages.

Especially with Enterprise AI adoption, it's crucial to know both supporters and critical voices and integrate them specifically.

Good stakeholder mapping shows not only **who** is involved, but also **what interest** and **what influence** the respective people or groups have.

This facilitates planning of communication, involvement, and responsibilities.

Guiding Questions

1. Which departments and roles are directly or indirectly affected by the introduction?
2. Who makes decisions, who approves budgets, who gives technical clearances?
3. Who could act as multiplier or champion for the project?
4. Are there critical stakeholders who should be addressed early?
5. How high is the influence and interest of respective stakeholders?

Practical Examples

Example A – Corporate Communications Project

- High influence & high interest: Head of Communications, CIO, Project Leader
- High influence & low interest: CFO, Legal Counsel
- Low influence & high interest: Editors, Social Media Managers
- Low influence & low interest: IT support outside integration areas

Example B – Sales Project

- High influence & high interest: Head of Sales, IT Integration Manager
- High influence & low interest: HR Management
- Low influence & high interest: Account Managers, Sales Assistants



Tips & Best Practices

- Use a stakeholder matrix (influence x interest) to visualize prioritization
- Plan individual communication strategies per stakeholder group
- Identify **critical decision-makers** early and build trust
- Set up regular updates for all relevant groups to create transparency

7. Leadership Alignment & Sponsorship

Description

Without active sponsorship and alignment of the leadership level, introducing Enterprise AI in large organizations is significantly more difficult.

Executives set priorities, distribute resources, and shape corporate culture – their support is therefore an essential success factor.

Leadership alignment means that management doesn't just say "yes" to the project, but understands the goals, recognizes the benefit, and actively represents this internally.

Sponsorship goes further: One or more executives take on a visible role as **project sponsor**, bring the project into strategic discussions, and help remove obstacles.

Guiding Questions

1. Which executives must actively support the project for it to succeed?
2. How do we ensure these executives clearly understand nuwacom's benefit and goals?
3. Who takes on the role as official sponsor or project patron?
4. What communication and decision formats exist to involve management?
5. How do we measure whether executives actively support the project (e.g., meeting participation, internal communication, resource approval)?

Practical Examples

Example A – Communications & Marketing

- **Sponsor:** Chief Communications Officer
- **Contribution:** Presentation of project goals at All-Hands Meeting, prioritization of resources in marketing team
- **Result:** Early acceptance and rapid implementation of first agents for content creation



Example B – Sales & Service

- **Sponsor:** Chief Sales Officer
- **Contribution:** Introduction of nuwacom at leadership meeting, approval of CRM data connections
- **Result:** Smooth start of automated customer briefings within pilot phase

Tips & Best Practices

- Choose sponsors with high reputation and broad influence in the organization
Prepare **clear benefit arguments per area** for sponsors (e.g., efficiency increase in their own team)
- Keep sponsors regularly informed and give them success stories to share
- Involve sponsors visibly in milestones (e.g., kick-off, go-live, success events)

8. IT-Enablement & Integration Readiness

Description

The IT department is a central partner for successful introduction.

Without their support, integrations, security reviews, and data connections cannot be realized.

IT enablement means that IT is involved in the project early, knows the technical requirements, and provides the necessary resources.

Integration readiness describes the state in which all systems, interfaces, and data sources are prepared so that Enterprise AI can be efficiently connected.

This also concerns topics like **access rights, API availability, network approvals, and compliance requirements.**

Especially in enterprise environments with complex system landscapes, this phase is crucial to avoid later delays.



Guiding Questions

1. Which internal systems (e.g., Microsoft 365, CRM, DMS, intranet) should be connected?
2. Are there existing API or integration possibilities for these systems?
3. What data sources and formats are needed, and are these accessible?
4. What security and compliance reviews are required before integration?
5. What IT resources (staff, test environments, tools) must be planned?

Practical Examples

Example A – Marketing & Corporate Communications

- **Systems:** Microsoft SharePoint, Teams, internal newsroom tool
- **Preparation:** API access set up, test environment created
- **Result:** Seamless connection and immediate use of semantic search across all content

Example B – Sales

- **Systems:** Salesforce CRM, internal offer archive
- **Preparation:** API tokens set up, access rights adjusted
- **Result:** Automated customer briefings from CRM data retrievable in nuwacom

Tips & Best Practices

- Involve IT at the latest from the project planning phase, ideally at kick-off
- Create together with IT an integration and data landscape map
- Plan sufficient time for security and approval processes
- Use pilot integrations to test processes before starting rollout



9. Data Security, Data Protection & AI Act Compliance

Description

Data security and data protection are central success factors for Enterprise AI introduction – not only from a regulatory perspective, but also for the trust of employees and stakeholders.

Companies must ensure that all data is processed according to **GDPR**, that access rights are clearly regulated, and that the models used don't cause unwanted data leaks.

With the **EU AI Act**, topics like risk assessment, transparency, and traceability of AI results also come into focus. nuwacom offers optimal conditions through model-agnostic architecture, selectable hosting options, and strict **compliance standards**.

This phase serves to establish all legal, technical, and organizational measures to ensure maximum security and full compliance.

Guiding Questions

1. What data is processed in the Enterprise AI solution and from which sources does it come?
2. How do we ensure that only authorized users have access to sensitive information?
3. What hosting options (e.g., Microsoft Azure EU, IONOS Sovereign Cloud) are used?
4. Are open-source models or proprietary models used – and how is it ensured that no data flows into public training?
5. What AI Act requirements are relevant for use (e.g., risk classification, transparency obligations)?
6. How do we document data protection and security measures?

Practical Examples

Example A – Public Company

- **Hosting:** IONOS Sovereign Cloud, no data processing outside the EU
- **Access:** Role-based authorization system via Azure AD
- **AI Act:** Risk assessment for all deployed agents, audit trail activated



Example B – International Corporation

- **Hosting:** Microsoft Azure EU Cloud
- **Access:** Multi-factor authentication, granular rights allocation
- **AI Act:** Documented explanation for critical decision processes with AI support

Tips & Best Practices

- Work closely with data protection officers and IT security
- Document every integration and data processing early
- Regularly check AI Act requirements as implementation guidelines can still change
- Communicate data protection and security measures internally to build trust

10. Use Case Identification & Prioritization

Description

Identifying and prioritizing the right use cases is one of the most crucial steps. A clearly defined use case ensures that the platform delivers **tangible value** and the investment quickly pays off.

It's important not to randomly collect use cases, but to proceed systematically – with a view to **feasibility, business impact, and acceptance**.

Prioritization helps to first implement **quick wins** to achieve rapid successes while preparing strategic, more complex use cases in parallel.

Guiding Questions

1. What problems or inefficiencies do we want to solve concretely with Enterprise AI?
2. Which departments or roles benefit most from this use case?
3. How high is the expected business impact (time savings, cost reduction, quality improvement)?
4. How high is technical feasibility (integration, data access, model availability)?
5. Which use cases are suitable as quick wins, which as long-term strategic projects?
6. How can we measure the success of this use case?



Practical Examples

Example A – Quick Win in Marketing

- **Problem:** Long coordination times in text creation
- **Solution:** AI-supported content creation in corporate wording with nuwacom
- **Impact:** 40% reduction in content production time within 3 months
- **Feasibility:** High, as corporate wording style guides and text templates already exist

Example B – Strategic Use Case in Customer Service

- **Problem:** Long processing times for complex inquiries
- **Solution:** nuwacom agents that consolidate customer data from multiple systems and generate response template
- **Impact:** Significant reduction in First Response Time and higher customer satisfaction
- **Feasibility:** Medium, as integration of multiple systems necessary

Tips & Best Practices

- Use a **use case scoring model** with criteria like business impact, feasibility, acceptance, and compliance risks
- Start with 2–3 pilot use cases before going broad
- Communicate first successes broadly in the organization to inspire further use cases
- Document each use case with problem definition, goal, implementation steps, and KPIs

11. Change Management & Change Communication

Description

Introducing an Enterprise AI solution is not just an IT project, but a **transformation project**.

Change management ensures that people, processes, and technologies are developed together – and that acceptance for the new way of working is created.



Change communication is the key to informing, motivating, and actively involving all participants.

A successful change approach considers both the **emotional** and **practical** aspects of change:

- Why is the solution being introduced?
- How do individual target groups benefit?
- What changes concretely in daily work?

Early and transparent communication prevents rumors, reduces resistance, and increases willingness for active participation.

Guiding Questions

1. What communication channels do we use to reach all relevant target groups?
2. How do we explain Enterprise AI's benefit understandably and tangibly?
3. What formats do we use (kick-off events, info sessions, internal newsletters)?
4. How do we handle concerns or resistance?
5. What feedback mechanisms do we use to recognize moods and problems early?

Practical Examples

Example A – Large Company with Distributed Locations

- Communication Channels: Intranet, MS Teams announcements, monthly project newsletter
- Formats: Live demos in different departments, Q&A sessions with project team
- Result: High participation rate in trainings and rapid acceptance in pilot areas

Example B – Medium-Sized Company

- Communication Channels: All-hands meeting, posters in common areas, internal chat channels
- Formats: "Open Office Hours" for platform questions, weekly success stories in internal newsletter
- Result: More engagement through direct contacts and visibility of successes



Tips & Best Practices

- Start change communication **before** technical rollout
- Use different formats for different target groups (executives, power users, broad rollout)
- Communicate **regularly and repeatedly**, not just once
- Present success stories and best practices visibly to generate enthusiasm
- Train executives in their role as change ambassadors

12. Training & User Enablement

Description

For the Enterprise AI solution to truly add value in daily work, users must not only know the platform but also be able to use it **confidently and purposefully**.

Training and enablement go beyond classic trainings – it's about building skills like **prompt engineering**, handling **AI agents**, and understanding **best practices** in respective use cases.

A well-planned training strategy ensures that introduction doesn't get stuck with "early adopters" but that the broad workforce accepts and uses the platform.

Guiding Questions

1. Which target groups need what type of training (e.g., basics, specialized agents, administration functions)?
2. Which formats fit best with our user groups (live workshops, on-demand videos, e-learning, practical exercises)?
3. How do we build prompt engineering and agent building into trainings?
4. What training measures do we offer continuously to convey new features and best practices?
5. How do we measure learning success and application rate after trainings?



Practical Examples

Example A – Corporate Communications Team

- **Training:** Live workshop on "Effective Prompt Engineering for Content Creation"
- **Addition:** Interactive practice tasks with direct feedback in nuwacom
- **Result:** Significantly higher quality of AI-generated texts and fewer correction loops

Example B – Sales

- **Training:** On-demand video series on "Creating Sales Documents in Minutes with nuwacom"
- **Addition:** Quarterly live session with new best practices
- **Result:** 25% shorter offer turnaround times and higher output per employee

Tips & Best Practices

- Combine **mandatory trainings** (basics) with **voluntary deepening formats** for power users
- Promote "learning by doing" through internal **AI hackathons** or use case challenges
- Keep training materials current and easily accessible (e.g., in intranet or directly in nuwacom)
- Establish internal **AI communities** where users exchange tips, prompts, and agents

13. Pilot phase & Quick Wins

Description

The pilot phase is the controlled starting point for using an Enterprise AI solution in everyday business.

The goal is to gain initial experience in a limited framework, test processes, and make quick successes (quick wins) visible.

These successes help increase internal acceptance, convince stakeholders, and prepare rollout to other areas.

Quick wins are use cases with high benefit and low technical or organizational hurdle.

They provide **proof** that nuwacom works in daily life and offers clear added value.



Guiding Questions

1. Which departments or teams are best suited for a pilot phase?
2. Which use cases can be implemented and measured in a short time?
3. How do we measure the success of the pilot phase (KPIs, feedback, usage data)?
4. What technical and organizational requirements must be met before the pilot starts?
5. How do we communicate quick wins internally to increase motivation?

Practical Examples

Example A – Quick wins in Knowledge Management

- **Team:** HR department
- **Use Case:** AI-supported answering of internal HR inquiries
- **Result:** 50% time savings on recurring inquiries within 4 weeks

Example B – Quick wins in Marketing

- **Team:** Social Media Team
- **Use Case:** Automated creation and optimization of LinkedIn postings in corporate wording
- **Result:** 70% faster social post creation and higher engagement rate

Tips & Best Practices

- Define **clear success criteria** before pilot launch
- Choose pilot areas that are open to innovation and have an impact in the company
- Collect qualitative and quantitative feedback in parallel
- Present quick wins in a timely manner in internal meetings or newsletters to maximize the effect



14. Rollout Strategies

Description

The Rollout Strategy defines how the enterprise AI solution will be introduced gradually or company-wide after the pilot phase.

It includes the timeline, prioritization of departments, scaling integrations, and ongoing stakeholder engagement.

A clearly structured rollout prevents excessive demands, minimizes risks and ensures that learnings from the pilot phase are incorporated into the broad introduction.

Whether the rollout is **phased** (e.g., department-by-department) or **big bang** depends on the size of the company, the complexity of the integrations, and the willingness to change.

Guiding Questions

1. In what order are departments or locations rolled out?
2. What resources are needed for each rollout step (IT, training, support)?
3. How do we ensure that integrations and data connections are ready in time?
4. What communication measures accompany the rollout?
5. How do we monitor usage and success during the rollout?

Practical Examples

Example A – Phased rollout

- **Phase 1:** Corporate Communications and HR
- **Phase 2:** Sales and Customer Service
- **Phase 3:** Product development and other departments
- **Advantage:** Learnings from phase 1 can be implemented directly in phases 2 and 3

Example B – Big Bang Rollout

- Introduction in all departments at the same time after a 3-month preparation phase
- **Advantage:** Uniform start, fast penetration
- **Risk:** High resource requirements in a short time



Tips & Best Practices

- Start with departments that **can generate** visible successes
- Maintain a **central rollout board** with schedule, responsibilities, and status
- Plan sufficient support capacities for the first few weeks after implementation
- Use feedback from each rollout wave for optimizations

15. Success Measurement & KPIs

Description

Measuring success is crucial to prove value in the company and continuously optimize the adoption.

KPIs (Key Performance Indicators) help to make progress measurable, to present successes visibly and to make data-based decisions.

Both **quantitative** and **qualitative** metrics should be taken into account – from usage rates to productivity gains and employee feedback.

Without clear metrics, there is a risk that the added value of the platform will not be recognized or communicated, which can jeopardize adoption and budget approvals.

Guiding Questions

1. What goals have we defined for the rollout, and how do we measure them?
2. Which KPIs are suitable for short-term quick wins, which for long-term effects?
3. How often are the KPIs collected, and to whom are they reported?
4. How do we combine usage data (e.g., login frequency, content created) with business KPIs (e.g., time savings, revenue increase)?
5. How is feedback from the workforce integrated into the measurement of success?

Practical Examples

Example A – Communications Department

- **Quantitative:** Number of contents created per month, reduction of production time by X%



- **Qualitative:** Feedback on the quality of AI-generated content, satisfaction with the platform
- **Evaluation:** Monthly in the project team, quarterly in the board

Example B – Sales

- **Quantitative:** Number of automated customer briefings, reduction of quotation turnaround time
- **Qualitative:** Improvement of the quality of the offer according to customer feedback
- **Evaluation:** Automated reports in nuwacom, combined with CRM data

Tips & Best Practices

- Define KPIs **before** the rollout, not after
- Leverage a combination of usage and business KPIs
- Communicate successes internally regularly and in an understandable form
- Use visualizations (dashboards, infographics) to show progress

16. Internal Success Communication

Description

Internal Success Communication ensures that the progress made and the added value of the introduction are visible throughout the company.

It strengthens acceptance, motivates employees to actively use it and provides managers with arguments to further support the project. Without targeted communication of success, even impressive results run the risk of going unnoticed – and thus the likelihood that the platform will be established in the long term decreases.

This is not just about bare numbers, but also about **stories**: concrete examples of how nuwacom has made work easier, accelerated processes or enabled innovation.



Guiding Questions

1. What successes do we want to share internally (KPIs, best practices, success stories)?
2. Which channels do we use to achieve the greatest visibility (intranet, MS Teams, all-hands meetings)?
3. How often should we communicate successes to make an impact without overloading?
4. Who are the best ambassadors for project success (power users, managers, project team)?
5. How can successes be presented in a way that inspires and motivates participation?

Practical Examples

Example A – Quarterly Success Review

- **Format:** 15-minute slot in the all-hands meeting
- **Contents:** Three success stories from different departments + central KPIs
- **Effect:** Visibility among all employees and clear signal from the company management

Example B – "Success Story of the Month" on the intranet

- **Format:** Short article + screenshot/video demo
- **Content:** A concrete use case, quote from the users involved, measurable added value
- **Effect:** Continuous inspiration for new application ideas

Tips & Best Practices

- Combine **hard numbers** (KPIs) with **personal stories** from everyday work
- Actively involve managers in communication to increase visibility
- Use visuals (screenshots, short videos) to make the impact tangible
- Place success communication regularly at strategic touchpoints (team meetings, internal newsletters, collaboration tools)



17. Continuous Optimization & Use Case Exchange

The introduction of Enterprise AI is not a one-time project, but the beginning of an **ongoing development**. New features, changing business goals, and additional integration options make it necessary to continuously adapt the platform.

A structured exchange on use cases ensures that successful approaches from one department can also have an impact in other areas.

The goal is a **vibrant AI culture of use** where ideas, best practices, and improvements are actively shared.

Guiding Questions

1. How do we record and document new use cases in the company?
2. Which formats are suitable for regular exchange between departments (e.g. monthly AI community meetings)?
3. How do we identify potential for improvement in existing workflows?
4. How does user feedback flow into further development?
5. What key figures do we use to make optimization successes visible?

Practical Examples

Example A – Cross-Department AI Community

- **Format:** Monthly virtual meeting of all power users
- **Content:** Presentation of new use cases, discussion of challenges, tips & tricks
- **Outcome:** Faster adoption of successful workflows and higher innovation rate

Example B – Continuous Workflow Optimization

- **Approach:** Quarterly analysis of the most used agents and functions
- **Outcome:** Identification of automation potential and adaptation of agents to new requirements

Tips & Best Practices

- Establish a **central platform** (e.g. in nuwacom itself) for the exchange of prompts, agents and workflows
- Appoint **use case** champions in the departments that coordinate the exchange
- Link continuous optimization to KPIs from performance measurement
- Promote internal competitions or hackathons to generate creative ideas



18. IT-Integration & System Landscape

Description

A successful introduction relies heavily on clean integration into the existing IT and data landscape.

The goal is for nuwacom to work seamlessly with existing systems such as ERP, CRM, DMS, collaboration tools or knowledge bases to achieve maximum efficiency and avoid data silos.

Close cooperation with the IT department is crucial in order to plan interfaces cleanly, comply with security standards and think about scalability right from the start. Especially with enterprise AI, the **quality and accessibility of the data** plays a key role in unleashing the full benefits of the platform.

Guiding Questions

1. Which systems and data sources need to be connected to the enterprise AI solution?
2. Are there any existing APIs, connectors or integration frameworks that can be used?
3. Which hosting variant (e.g. Microsoft Azure EU, IONOS Sovereign Cloud) fits the IT and compliance requirements?
4. How is authentication regulated (e.g., single sign-on via Azure AD)?
5. Which roles and authorizations must be mapped in the solution?
6. How are data flows monitored and secured?

Practical Examples

Example A – Full integration with Microsoft 365

- Connection of SharePoint, Teams and Outlook to nuwacom
- Single sign-on via Azure AD
- Automatic access by agents to shared documents on the corporate network

Example B – Integration into existing CRM and DMS

- API connection to Salesforce and internal document management
- Automated creation of customer briefings by nuwacom agents
- Access rights according to CRM role model



Tips & Best Practices

- Perform an **IT system inventory** before the project starts
- Rely on **standard integrations** and avoid unnecessary in-house developments
- Schedule regular security and integration tests
- Document every interface and data flow diagrams for compliance audits

19. Stakeholder-Mapping & Alignment

Description

A successful introduction can only succeed if all relevant stakeholders are involved from the very beginning.

Stakeholder mapping means systematically identifying **who** in the company is affected by the project, **what expectations** and interests they have, and **how strong** their influence is on the success of the project.

Alignment means aligning these different interests towards a common goal and planning measures at an early stage to secure support and minimize possible resistance.

Stakeholder mapping is not only an organizational step, but also a strategic success factor – especially in an enterprise AI project that affects several departments, hierarchical levels and often external partners.

Guiding Questions

1. Who are the most important internal stakeholders (managers, departments, IT, compliance, works council)?
2. What expectations, concerns or goals do these stakeholders have with regard to the Enterprise AI solution?
3. What influence and decision-making powers do they have?
4. How can we actively win their support (communication formats, pilot participation, quick wins)?
5. Who are potential "blockers" and how can we address their concerns?



Practical Examples

Example A – Stakeholder Matrix

- **Axes:** Influence on the project vs. impact
- **Quadrant “high/high”:** Must be actively involved (e.g., CIO, Head of Communications)
- **Quadrant “high/low”:** Strategic information to use influence positively

Example B – Early adopters as ambassadors

- Selection of committed department employees for the pilot phase
- Task: Share experiences as "AI Ambassadors" and ensure acceptance in their field

Tips & Best Practices

- Use a **visualized stakeholder map** to make dependencies visible
- Plan 1:1 formats **for influential stakeholders** to convince in a targeted manner
- Continuously document changes in the stakeholder landscape (e.g. due to job changes)
- Involve external stakeholders (e.g., key customers, partners, or regulators) if they have influence on the project

20. Leadership Engagement & Sponsorship

Description

Managers play a central role in the successful introduction.

They are not only decision-makers and budget providers, but also **role models** for the use of the platform in everyday life. A clear executive sponsor – i.e. an executive who visibly supports the project – can make the difference between hesitant acceptance and widespread use.

Leadership engagement means that these individuals **actively** communicate, exemplify, and make decisions that drive project success. Especially in enterprise AI projects, it is important that the support is not just on paper but can be experienced in everyday life.



Guiding Questions

1. Who will take on the role of executive sponsor for the launch?
2. How can we empower leaders to act as persuasive ambassadors?
3. Which arguments and success stories are particularly relevant for managers (e.g. increased efficiency, innovation advantage)?
4. How do we regularly involve managers in the progress and results dialogue?
5. How do we ensure that executives actively use the enterprise AI solution themselves?

Practical Examples

Example A – CEO as AI champion

- CEO announces the launch of the Enterprise AI solution in an all-hands meeting
- Shares personal experiences with first use cases
- This signals strategic relevance and support from the highest level

Example B – Division Manager as a Multiplier

- Head of Sales demonstrates a successful customer use case in a team meeting
- Motivates team members to contribute their own use cases
- Leads to faster adoption across the sales team

Tips & Best Practices

- Brief managers specifically on benefits, opportunities and success stories
- Offer exclusive pre-training for executives (VIP onboarding)
- Use managers as **storytellers** in Internal Success Communication
- Link leadership engagement to measurable project goals

21. Risk management & Governance

Description

Risk management and governance ensure that the introduction is not only successful, but also secure, compliant and sustainable.

In an enterprise AI project, this means identifying potential risks at an early stage, defining clear responsibilities and establishing processes that ensure safe operation.



Governance includes the **framework conditions and rules** according to which the platform is used – from access rights and approval processes to compliance with regulatory requirements such as the **AI Act** or the **GDPR**.

Structured risk management minimizes technical, organizational and legal risks and ensures that the project enjoys trust even in sensitive areas of the company.

Guiding Questions

1. What are the potential risks of introduction (technical, organizational, legal)?
2. How are risks identified, assessed and prioritized?
3. What governance structures are required (policies, approval processes, role models)?
4. How do we ensure that all relevant regulations (GDPR, AI Act, internal compliance guidelines) are met?
5. Who is responsible for continuously monitoring and adjusting governance?

Practical Examples

Example A – Governance Board

- **Composition:** IT, Compliance, Data Protection, Departments
- **Task:** Approve new integrations, review data flows, adapt to regulatory changes
- **Result:** High legal certainty and clear responsibilities

Example B – Risk Registry

- Documentation of all identified risks with probability of occurrence and impact
- Definition of countermeasures and responsibilities
- Regular review by the project team

Tips & Best Practices

- Establish a **governance board** before the rollout
- Integrate data protection and compliance teams early in the process
- Document all policies transparently and easily accessible
- Schedule regular audits to keep governance and risk management up to date



22. Budgeting & Resource Planning

Description

A successful introduction requires clear financial and personnel planning. Budgeting includes not only license costs, but also expenses for integration, training, change management, support, and ongoing optimization. Resource planning ensures that the people needed are available with the right skills and sufficient time.

Especially in enterprise AI projects, it is important **to consider total cost of ownership (TCO)** – i.e. not only the one-time implementation costs, but also the ongoing operation over several years.

Guiding Questions

1. What are the one-off costs (setup, integration, initial training)?
2. What running costs should be planned for (licenses, support, further development)?
3. What internal and external resources are required?
4. How do you ensure that resources remain available throughout the project's lifecycle?
5. Are there ways to bundle budgets from other projects or departments?

Practical Examples

Example A – Full cost calculation for 3 years

- **One-time costs:** integration, training, initial change management
- **Ongoing costs:** licenses, support, governance, continuous optimization
- **Result:** Clear basis for decision-making for top management

Example B – Resource Matrix

- **Overview:** Roles (Project Management, IT, Departments, Change Management)
- **Indication:** Time budget per role in hours per week
- **Result:** Early detection of bottlenecks

Tips & Best Practices

- Create a **multi-year budget plan** to secure follow-up investments
- Consider hidden costs (e.g., internal coordination, employee training time)
- Rely on **co-funding models** when multiple departments benefit from the rollout
- Plan a budget for innovation and new use cases right from the start



23. Long-term Scaling & Roadmap

Description

The introduction of an enterprise AI solution is only the first step – the real added value arises when the platform is scaled and continuously developed throughout the company in the long term.

A clear roadmap ensures that new departments, features, and integrations are rolled out in a structured way, rather than being limited to individual teams.

Scaling doesn't just mean "more users," but also **deeper integration into core processes** and **expansion of use cases** to maximize strategic value.

Guiding Questions

1. Which other departments or locations are to be connected in the next 12–36 months?
2. What new features or integrations are in nuwacom's product roadmap and how do they fit with our goals?
3. How do we ensure that the platform remains stable, secure and performant even as the number of users grows?
4. How do we regularly identify new use cases that deliver added value?
5. What milestones do we set for the next 3–5 years?

Practical Examples

Example A – 3-Year Scaling Plan

- **Year 1:** Introduction to Corporate Communications & HR
- **Year 2:** Rollout in sales, customer service and product development
- **Year 3:** International locations and deep integration into ERP workflows

Example B – Continuous Feature Adoption

- Quarterly review of new nuwacom features
- Selection of relevant features and targeted training per department
- **Result:** Higher utilization rate and continuous added value



Tips & Best Practices

- Plan for scaling **right from the start** – even in the technical architecture
- Use pilot departments as **best practice hubs** for new areas
- Link the scaling roadmap to the corporate strategy
- Keep the roadmap flexible to respond to technological developments and business priorities

24. Conclusion & Outlook

Description

Adoption isn't just a technology project, it's a **strategic transformation process** that transforms the way your organization uses knowledge, makes decisions, and drives innovation.

With the successful implementation of the previous steps, you create the basis for a sustainable enterprise AI strategy that makes your organization competitive in the long term.

The outlook should make it clear: **The journey does not end with the go-live.** New features, regulatory developments such as the AI Act, and evolving business needs require continuous adaptation.

Companies that actively shape AI instead of just reacting will reap the most benefits.

Guiding Questions

1. What strategic goals do we want to achieve with the solution in the next few years?
2. How do we keep the AI strategy in line with business goals and market changes?
3. What processes ensure that we can take advantage of technological developments at an early stage?
4. How do we remain leaders in responsible AI use, both internally and externally?
5. What next steps do we take immediately after the implementation phase is completed?



Practical Examples

Example A – AI as part of the corporate strategy

- Include AI initiatives in annual business planning
- Board of Management regularly reports on AI progress in the annual report

Example B – Innovation program around nuwacom

- Establishment of an internal AI Innovation Hub
- Annual hackathon to develop new agents and workflows
- **Result:** Steady stream of practical ideas and improvements

Tips & Best Practices

- Keep AI present as a **strategic perennial issue** in management committees
- Establish processes to evaluate trends and new technologies at an early stage
- Maintain partnerships (e.g. with nuwacom, universities, technology partners) to receive innovation impulses from outside
- Communicate successes and progress to the outside world to strengthen your position as an AI pioneer



From Blueprint to Quick Start – The 90-Day Plan for Your nuwacom PoC

The nuwacom AI Implementation Blueprint describes in 24 clearly defined steps how companies can successfully implement a scalable, sustainable AI implementation strategically, technically and organizationally.

But it does not always make sense to roll out the entire timetable right away. Many organizations deliberately start smaller in order to gain initial experience, build internal support and quickly make the benefits visible.

This is exactly where our quick-start approach comes in:

1. The comprehensive blueprint is translated into a compact, practical 90-day plan.
2. They get a low-risk opportunity to test enterprise AI such as nuwacom under real conditions.
3. The first measurable successes ensure acceptance and enthusiasm – and form the basis for the later rollout.

Whether you start with the full implementation right away or choose the quick start first: Both approaches are based on the same success principles. The Quick Start is the focused short version of the blueprint – ideal for entering the world of enterprise AI safely, quickly and effectively.



The 90-Day Quick Start Plan

Phase 1 – Kick-off & Goal Definition (Weeks 1-2)

Goal: Create clarity, align expectations, define project frameworks.

Steps:

- Kick-off workshop with management, IT and specialist departments
- Selection of 2-3 pilot use cases with quick added value
- Definition of KPIs and success criteria (e.g. time savings, increased efficiency, user acceptance)
- Naming of project roles and responsibilities
- Determination of communication and feedback channels

Examples:

- Automated meeting summaries
- AI search for internal knowledge access
- Automated quotation generation

Phase 2 – Technical setup & pilot configuration (weeks 3-6)

Goal: To provide a functional test environment in live setup.

Steps:

- Connection of relevant data sources (e.g. SharePoint, Confluence, CRM)
- Security and compliance setup according to GDPR & AI Act
- Development of the first AI agents for the pilot use cases
- Compact onboarding of pilot users + best practice guide
- Plan for early feedback cycles

Best Practices:

- Limit pilot group to 10-20 engaged users
- Focus on simple, measurable use cases
- Start internal communication from the beginning

Phase 3 – Pilot Operation & Success Measurement (weeks 7–12)

Goal: Prove added value, increase acceptance, prepare rollout decision.

Steps:

- Live use in day-to-day business
- Weekly feedback rounds with the pilot team
- Ongoing optimization of prompts, agents, and workflows
- KPI evaluation and comparison with baseline values
- Documentation of success stories (incl. user feedback, screenshots, time /cost savings)
- Final presentation for management with rollout recommendation

Metrics:

- Fulfillment of defined KPIs
- Positive user reviews
- Identified potential for rollout

Tip

Present successes regularly and visibly during the PoC phase – for example, with a "Highlight of the Week" on the intranet or short demo videos. This creates enthusiasm in the company at an early stage.

Success factors for the PoC

- Securing top management sponsorship right from the start
- Involve IT at an early stage and clarify technical requirements
- Set measurable, realistic KPIs
- Select a small, motivated pilot group
- Start internal communication measures from day 1
- Plan for short feedback and optimization loops

Roles in the PoC

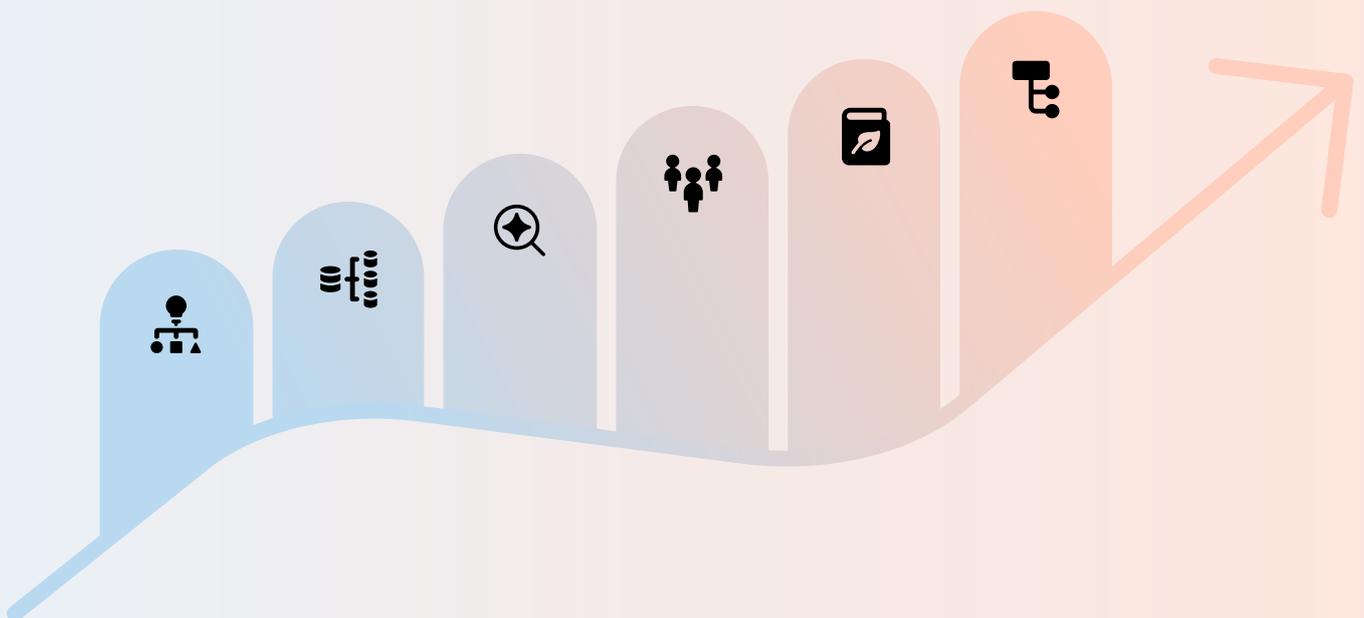
- **Executive sponsor** – secures resources and visibility
- **Project manager** – controls schedule and coordination
- **IT Lead** – responsible for setup, integration & security
- **Departmental champion** – ensures practical relevance and acceptance
- **End-user testers** – provide feedback and ideas for improvement

Next steps after the PoC

- Document the evaluation of KPIs and lessons learned
- Create a decision template for the rollout
- Define a scaling plan with other use cases and departments
- Expand training activities (e.g., trainings, AI hackathons, onboarding package).

AI Implementation Guide

Practical Template for the
AI Implementation Blueprint



How It Works

This guide is the interactive working tool for the **nuwacom AI Implementation Blueprint**.

It translates the strategic content of the blueprint into a clearly structured, practice-oriented working document.

Your Benefits

- All **24 success factors** for AI implementation in a compact, fillable format
- Clear guiding questions, practical examples, tips & checklists
- Ideal for workshops, project meetings, and ongoing documentation

How to Use It:

1. Read the strategic background for each point in the blueprint.
2. Answer the guiding questions in the guide and document your decisions.
3. Use checklists to track progress.
4. Keep the guide up to date throughout the project.

With this guide, you not only create structure and transparency in your AI project but also build a solid foundation for long-term success and continuous optimization.

Introduction

This guide is the practical companion to the **nuwacom AI Implementation Blueprint**.

While the e-book describes the strategy, background, and best practices for AI implementation, this guide provides a concrete template for execution—fillable, customizable, and ready for direct use with your project team.

It takes you step by step through the 24 key success factors of a successful Nuwacom implementation—from the initial vision to company-wide scaling.

Each section includes a brief description, guiding questions, examples, tips, and a checklist to help you stay on track and make consistent progress at every stage.

This allows you to initially test nuwacom in a limited, low-risk environment, achieve quick results, and lay the foundation for a later full rollout.

How to Use the Guide Effectively:

1. Use alongside the e-book – First, read the strategic guidance for each point in the e-book before answering the guiding questions in the guide.
2. Work interdisciplinarily – Involve C-level, IT, business units, and change management to ensure complete answers.
3. Proceed step by step – Complete 1–2 points per session and document decisions directly in the guide.
4. Adapt examples – Use the practical examples for inspiration and adjust them to fit your organization.
5. Check off lists – Use the checklists to ensure no important aspect is overlooked.
6. Keep it updated – The guide is a living document and should be maintained throughout the AI implementation.
7. Make results visible – Use your entries for internal communication, management updates, and performance tracking.

By the end, you'll not only have a fully functional AI platform but also a complete record of your AI implementation journey—a foundation for sustainable innovation and continuous improvement.



1. Vision & Goal Definition

Create a shared vision and establish measurable outcomes.

Guiding Questions

1. What is our overarching vision for AI in the company?

2. Which measurable goals do we want to achieve within 12 months?

3. Which business objectives does this support?

4. What risks or resistance do we anticipate?

Examples:

- “All employees can find relevant information in under 60 seconds”
- “Automate 20% of standard inquiries”

Tips

- Formulate the vision in 1-2 sentences
- Combine qualitative and quantitative goals
- Use a stakeholder workshop to achieve consensus

Checklist

- Vision formulated
- 3-5 measurable goals defined
- Risks identified
- Leadership alignment secured



2. Business Value & Prioritization

Clarify which use cases deliver the greatest business value.

Guiding Questions

1. Which business areas benefit the most?

2. Which problems should we solve first?

3. How do we measure economic success?

4. Which quick wins are possible?

Examples:

- Reduce customer service processing time by 30%
- Faster quotation processes in sales

Tips

- Evaluate impact vs. feasibility
- Start with quick wins before tackling complex projects
- Use financial metrics (ROI, cost savings)

Checklist

- Business value defined
- Prioritization list created
- Quick wins identified
- KPI measurement plan established



3. Stakeholder & Governance

Identify relevant people and clarify responsibilities.

Guiding Questions

1. Who are the most important stakeholders?

2. Who bears responsibility for decisions?

3. How are roles and responsibilities documented?

4. Is there a governance board?

Examples

- Steering Committee consisting of IT, specialist departments and management;
- Defined Product Owner for AI projects

Tips

- Use stakeholder mapping (influence vs. interest)
- Establish a governance board early on
- Schedule regular coordination meetings

Checklist

- Stakeholders identified
- Roles and responsibilities documented
- Governance structure defined
- Regular meetings established



4. Technical Architecture & Integration

Ensure that nuwacom is seamlessly integrated into existing systems.

Guiding Questions

1. Which systems need to be connected?

2. Are there any interface or API requirements?

3. Which data sources are needed?

4. Who is responsible for integration and maintenance?

Examples

- Connection to M365, CRM, ERP
- Use of internal knowledge databases

Tips

- Involve the IT department at an early stage
- Provide API documentation
- Test pilot integration before large-scale rollout

Checklist

- Target architecture defined
- Interfaces clarified
- Data sources documented
- Responsibilities defined



5. Data Strategy & Data Quality

Ensure that nuwacom has access to clean, relevant, and up-to-date data.

Guiding Questions

1. What data is required for use cases?

2. How do we ensure data quality?

3. How is data kept up to date?

4. Who is responsible for data?

Examples

- Uniform product data in PIM
- Cleaned customer data in CRM

Tips

- Perform data inventory
- Clearly define responsibilities
- Define data maintenance processes

Checklist

- Data sources identified
- Data cleansing completed
- Data maintenance processes established
- Responsibilities documented



6. Security, Data Protection, & Compliance

Comply with legal and regulatory requirements (including the AI Act and GDPR).

Guiding Questions

1. What legal requirements apply?

2. How are usage and access restrictions implemented?

3. Are hosting locations compliant?

4. Is there an audit process?

Examples

- Hosting in German cloud (IONOS)
- Access only with MFA and role permissions

Tips

- Involve data protection officers
- Maintain AI Act-compliant documentation
- Regular security audits

Checklist

- Compliance requirements checked
- Technical security measures implemented
- Audit processes established
- DSB involved



7. Infrastructure & Hosting

Provide a powerful, scalable, and secure platform environment.

Guiding Questions

1. Which hosting option should we choose?

2. What are the scaling requirements?

3. How is reliability ensured?

4. Who monitors the infrastructure?

Examples

- Hosting with IONOS or Azure EU
- Load balancing & backup solutions

Tips

- Plan for scalability early on
- Test your backup strategy
- Implement infrastructure monitoring

Checklist

- Hosting location determined
- Scaling plan created
- Fail-safe concept in place
- Monitoring set up



8. Change Management & Communication

Ensure acceptance and commitment among all stakeholders.

Guiding Questions

1. Who are the change champions?

2. Which communication channels do we use?

3. Which messages are key?

4. How is feedback collected?

Examples

- Newsletter updates on project progress
- Executive workshops

Tips

- Transparency instead of one-off information
- Share successes regularly
- Actively seek feedback

Checklist

- Change champions appointed
- Communication plan created
- Feedback channels active
- Rule updates established



9. Leadership Engagement & Sponsorship

Secure support from top management.

Guiding Questions

1. Who is the C-level sponsor?

2. How does this sponsor become visibly active?

3. How is progress reported to executives?

4. Are there regular executive updates?

Examples

- CEO statement at project launch
- Monthly steering committee meetings

Tips

- Define clear roles for sponsors
- Make successes visible at C-level
- Use sponsors as multipliers

Checklist

- Sponsor appointed
- Engagement plan created
- Executive updates planned
- Successes shared



10. Training & Enablement

Prepare users specifically for working with nuwacom.

Guiding Questions

1. Which target groups require training?

2. Which formats (online, in-person, hybrid) do we use?

3. Who conducts the training?

4. How do we measure learning success?

Examples

- E-learning module for all employees
- Face-to-face workshop for power users

Tips

- Differentiate content according to roles
- Provide on-demand learning content
- Ensure practical relevance

Checklist

- Target groups defined
- Training concept created
- Trainer determined
- Success measurement defined



11. Training Formats & Events

Promote enthusiasm and practical knowledge through interactive formats.

Guiding Questions

1. What interactive formats do we use?

2. How often do events take place?

3. Who is responsible for organization?

Examples

- AI hackathons
- Use Case Days

Tips

- Incorporate competitive elements
- Present results publicly
- Promote cross-team learning

Checklist

- Formats defined
- Schedule created
- Responsible persons named



12. Use Case Identification

Systematically record relevant use cases.

Guiding Questions

1. Which processes are most suitable?

2. Where are the greatest efficiency gains to be found?

3. Which use cases deliver a quick ROI?

Examples

- Automated document creation
- Customer service chatbots

Tips

- Actively involve departments
- Check feasibility before prioritizing
- Give preference to quick wins

Checklist

- List of potential use cases created
- Evaluation criteria defined
- Top 3–5 use cases prioritized



13. Proof of Concept & Pilot

Test functions on a smaller scale before rolling them out on a large scale.

Guiding Questions

1. Which use case is suitable for the pilot?

2. Which KPIs are measured?

3. How long does the pilot run?

Examples

- Pilot in one department before rollout across the entire company
- Measurement: Processing time, error rate

Tips

- Choose a limited scope
- Plan feedback loops
- Document pilot results

Checklist

- Pilot use case defined
- KPIs established
- Duration planned
- Feedback process established



14. Prompt Engineering & Agent Development

Optimize AI responses and workflows.

Guiding Questions

1. Who develops and maintains prompts?

2. What standards do we set?

3. How do we test quality?

Examples

- Standard prompts for customer communication
- Agents for quote or report creation

Tips

- Document best practices
- Define role permissions for agent creation
- Continuously improve results

Checklist

- Responsible persons appointed
- Prompt standards created
- Test procedures established



15. Rollout Planning

Structured rollout for smooth implementation.

Guiding Questions

1. Which departments will start and when?

2. What resources are needed?

3. How will progress be measured?

Examples

- Phased rollout by department
- Start with departments with high affinity

Tips

- Create rollout calendar
- Ensure training before rollout
- Define success criteria for each phase

Checklist

- Rollout plan created
- Resources secured
- Progress measurement defined



16. Change Champions & Multipliers

Win internal ambassadors for AI implementation.

Guiding Questions

1. Who are the opinion leaders in the teams?

2. How are they involved?

3. How are successes made visible?

Examples

- Power users present their results
- Success stories on the intranet

Tips

- Name champions early on
- Create recognition (awards, visibility)
- Regular exchange formats

Checklist

- Champions named
- Communication channels defined
- Recognition mechanisms established



17. Key Performance Indicators & Reporting

Make the impact of AI implementation measurable.

Guiding Questions

1. Which KPIs do we measure?

2. How often are reports issued?

3. Who receives the reports?

Examples

- Time savings
- Usage rate

Tips

- Set up dashboard in nuwacom
- Send reports to management and teams
- Celebrate successes

Checklist

- KPIs defined
- Reporting plan created
- Dashboard set up



18. Internal Success Communication

Make successes visible and increase motivation.

Guiding Questions

1. What success stories do we share?

2. What channels do we use to communicate?

3. How often do we share updates?

Examples

- Video interviews with pilot users
- Success stories at the all-hands meeting

Tips

- Use storytelling
- Quantify results
- Promote a culture of recognition

Checklist

- Success stories collected
- Communication plan created
- Channels defined



19. Continuous Use Case Optimization

Continuously improve AI implementation.

Guiding Questions

1. How do we collect suggestions for improvement?

2. Who prioritizes adjustments?

3. How is feedback implemented?

Examples

- Monthly use case review meetings
- Feedback forms in nuwacom

Tips

- Embed iterations firmly in the process
- Take user feedback seriously
- Implement small improvements immediately

Checklist

- Feedback process established
- Review meetings planned
- Improvements documented



20. Governance & Guidelines

Ensure consistent and secure usage.

Guiding Questions

1. What rules of use apply?

2. How are violations handled?

3. Who maintains the guidelines?

Examples

- Prompt usage guidelines
- Role and rights concept

Tips

- Make guidelines clear and accessible
- Training on governance topics
- Regular review

Checklist

- Guidelines created
- Governance process documented
- Responsible persons named



21. AI Act & Regulation

Ensure compliance with current and upcoming regulations.

Guiding Questions

1. Which AI Act requirements apply to us?

2. How do we document compliance?

3. Who monitors regulatory changes?

Examples

- Risk classification of AI applications
- Compliance reports

Tips

- Involve the legal department early on
- Store documentation in nuwacom
- Regular compliance reviews

Checklist

- Requirements analyzed
- Compliance documentation created
- Monitoring process established



22. IT Support & Operations

Ensuring that nuwacom runs smoothly.

Guiding Questions

1. Who is responsible for technical support?

2. What levels of support do we offer?

3. How are problems reported?

Examples

- Ticket system with prioritization
- FAQ portal

Tips

- Clear escalation paths
- Offer self-service options
- Train the support team

Checklist

- Support structure defined
- Ticket process set up
- FAQ created



23. Scaling & Rollout of Further Use Cases

Expand and deepen AI usage.

Guiding Questions

1. Which other areas will benefit?

2. How do we prioritize new use cases?

3. What resources are needed?

Examples

- Expansion to international locations
- Introduction of new departmental agents

Tips

- Leverage successes from pilot projects
- Plan scaling, don't do it ad hoc
- Secure resources in advance

Checklist

- Potential analyzed
- Prioritization carried out
- Resources secured



24. Long-term AI Strategy & Innovation

Embed AI firmly in corporate strategy.

Guiding Questions

1. What role should AI play in 3–5 years?

2. Which areas of innovation do we want to test?

3. How do we stay up to date with technology?

Examples

- Introduction of autonomous AI agents
- Cooperation with research institutions

Tips

- Update the AI roadmap annually
- Observe and evaluate trends
- Allocate an innovation budget

Checklist

- Long-term goals formulated
- Areas of innovation defined
- Roadmap created

AI agents you can trust—on a platform you control.



Assistant

A secure AI assistant for your daily work.



Agents

Create your own AI agents and workflows—no programming skills required.



Search

Find your company's data faster.



Collaboration

Plan, create, and organize brand-compliant content.

