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About Us

## Key facts & figures

2006

Founded

94M€

Revenue 2024

500

Employees

170

Customers

24/7

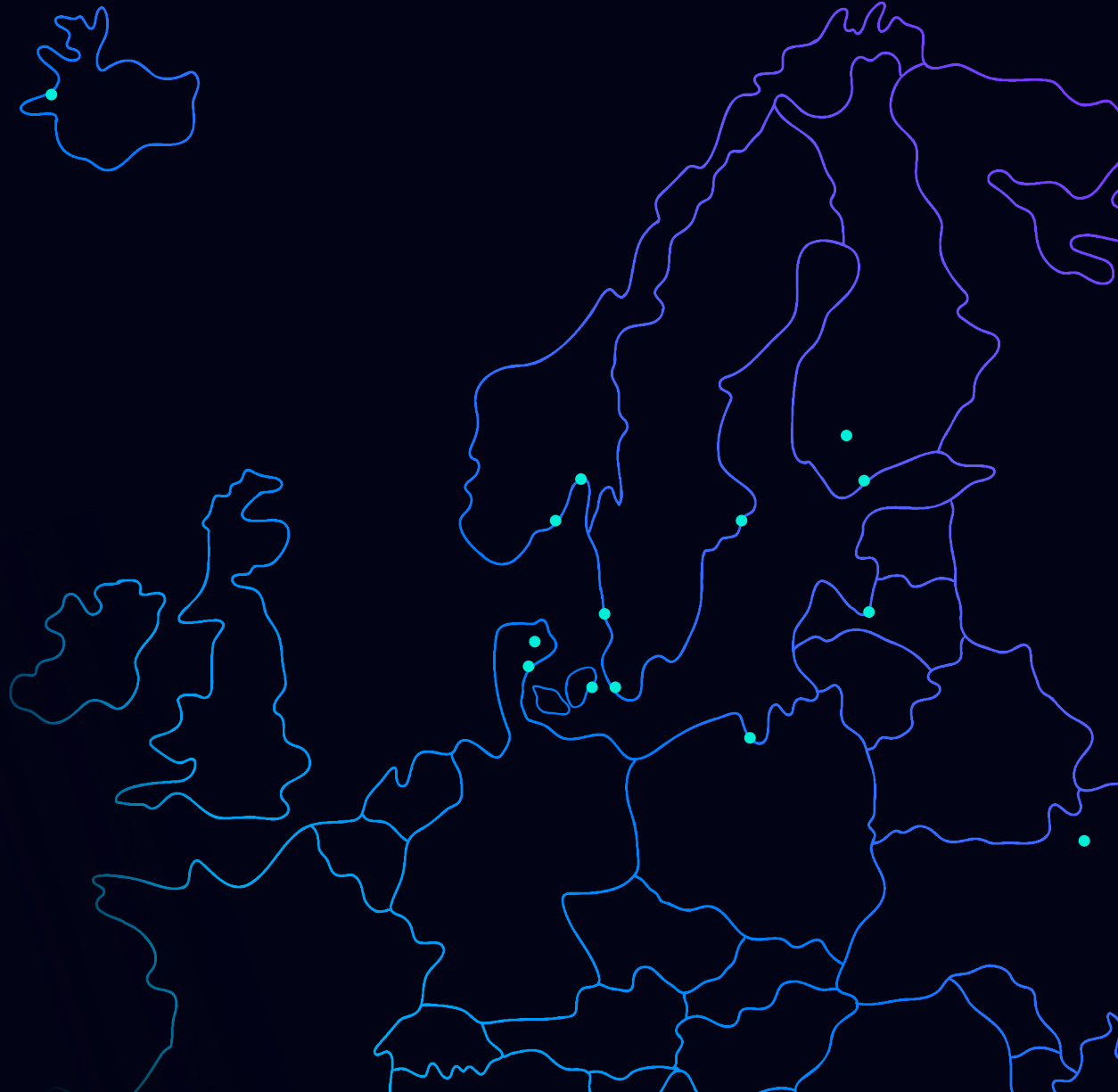
PearlCare / AMS

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Offices in North Europe



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Blueprint for Innovation, Growth, and SAP Business AI Success

# AI by Pearl - Where AI Projects Become Streams of Income

Michael Wolff Knudsen

Chief AI Officer, Pearl Group

26 Years AI Experience | 21 Years SAP Expertise

13 Years at SAP: AI, Product Strategy, M&A, Enterprise Architecture

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# The AI Paradox

72%

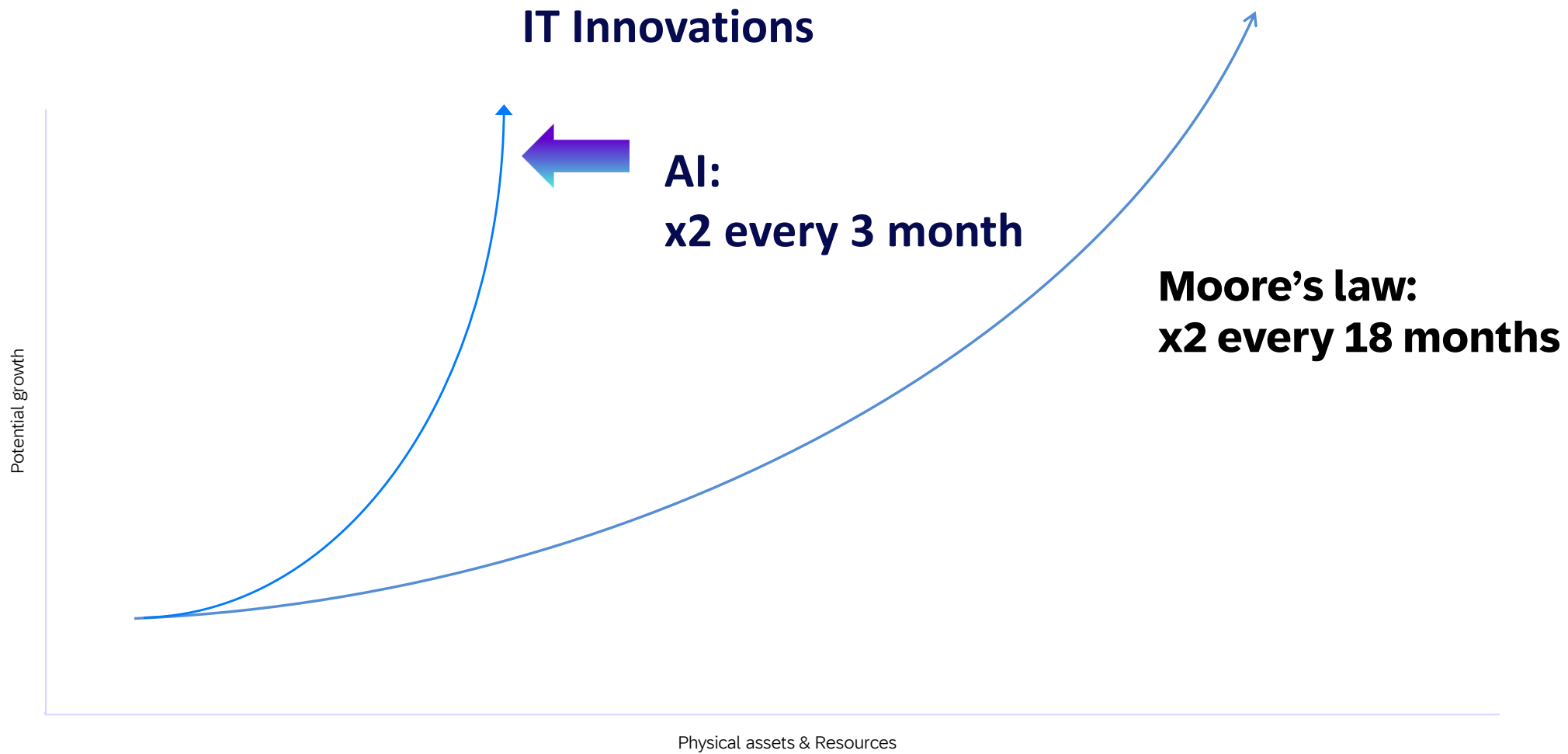
Companies use AI in at least one function

11%

See significant financial returns

€1,5+ trillions invested globally.  
The technology works.

Why aren't companies capturing value?



# Why 89% of AI Projects Fail

## FAILURE MODE 1

### Technology Without Adoption

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  - Assume people will use them
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The 11% who succeed: Technology + Adoption. Always together.

# The Between Times

## 1890s: ELECTRICITY ARRIVES

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50 YEARS



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## 1940s: SYSTEM TRANSFORMATION

- Factories redesigned around electricity. Each machine gets its own engine
- Result: 300% productivity gain
- Why? System transformation, not just technology adoption

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We're in "The Between Times" with AI right now

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Point solutions vs. System solutions.

That's why your pilots feel disappointing.

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## Two Strategic Paths

**Defensive AI**

**Offensive AI**

# Two Strategic Paths

## Defensive AI

### Strategy

- Automate existing processes
- Cut costs through efficiency

### Typical Result

- 15-25% operational improvement

### Strategic Risk

- Competitors do the same thing

Customer service chatbots replacing human agents

## Offensive AI

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### Typical Result

- 3-10x revenue growth

### Strategic Opportunity

- Build competitive moats

John Deere precision agriculture platform, turning tractors into data businesses

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4. Change Fatigue:  
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93% of AI projects fail (MIT)

90% AI adoption with (DAP) Digital Adoption Platforms  
(WalkMe 2025)

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The gap: Technology without adoption strategy

# The Adoption Challenge

## MOST COMPANIES (93%)

### Technology Strategy Only

- Deploy AI tools
- Run pilots
- Measure efficiency gains
- Hope people adopt

**Result: 93% project failure**

Point solutions that fade

## ELITE ADOPTERS (7%)

### Transformation Strategy

- Redesign roles
- Build adoption strategy
- Integrate tech + human
- Measure transformation

**Result: 90% AI adoption**

System solutions that scale

**You can't buy transformation. You have to design it.**

Technology + Adoption. Always together.

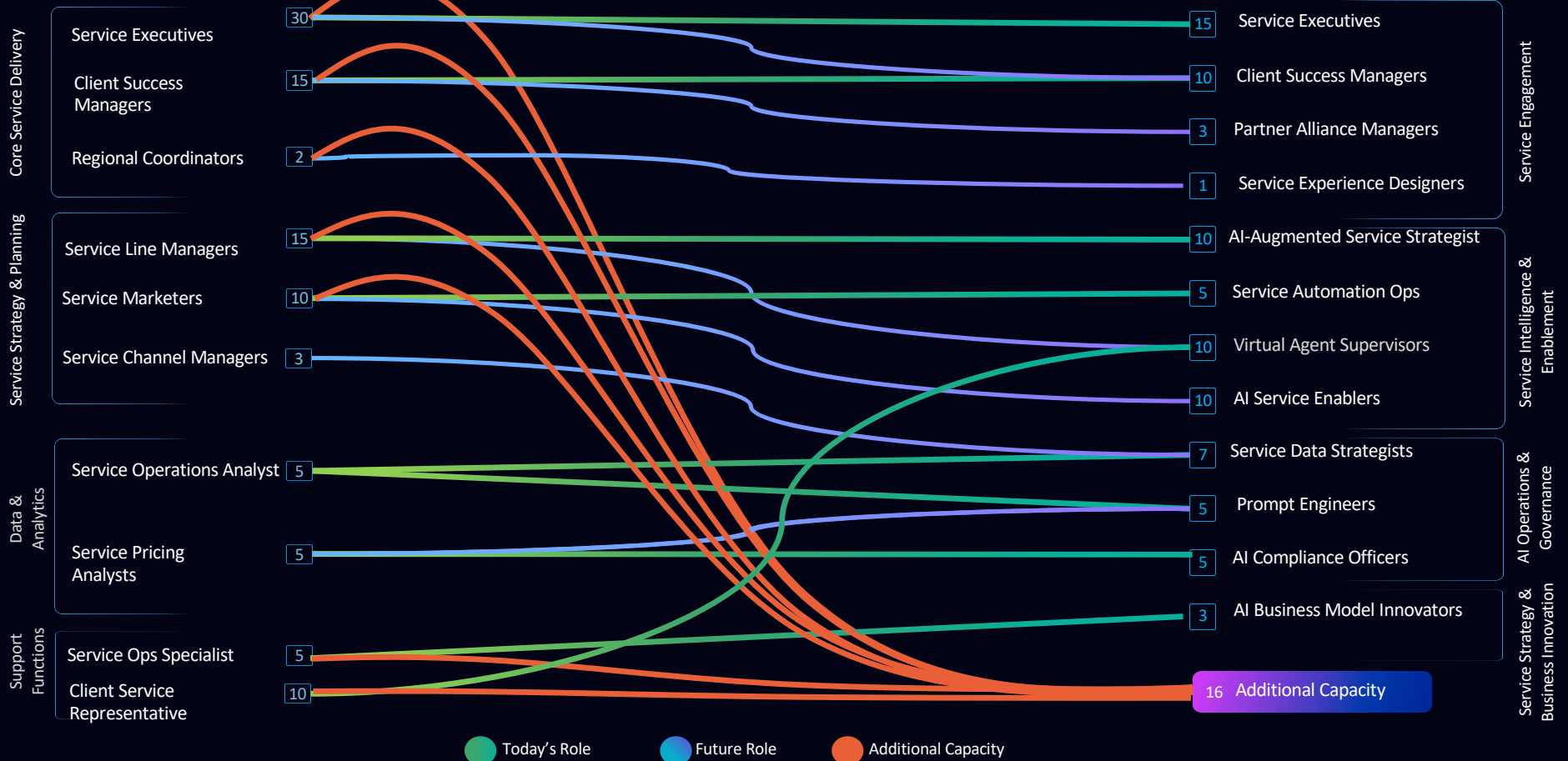
# AI is Transforming Roles – Not Replacing Them

Workforce

Worker

Today's Work & Roles: 100

Future Work & Roles: 84



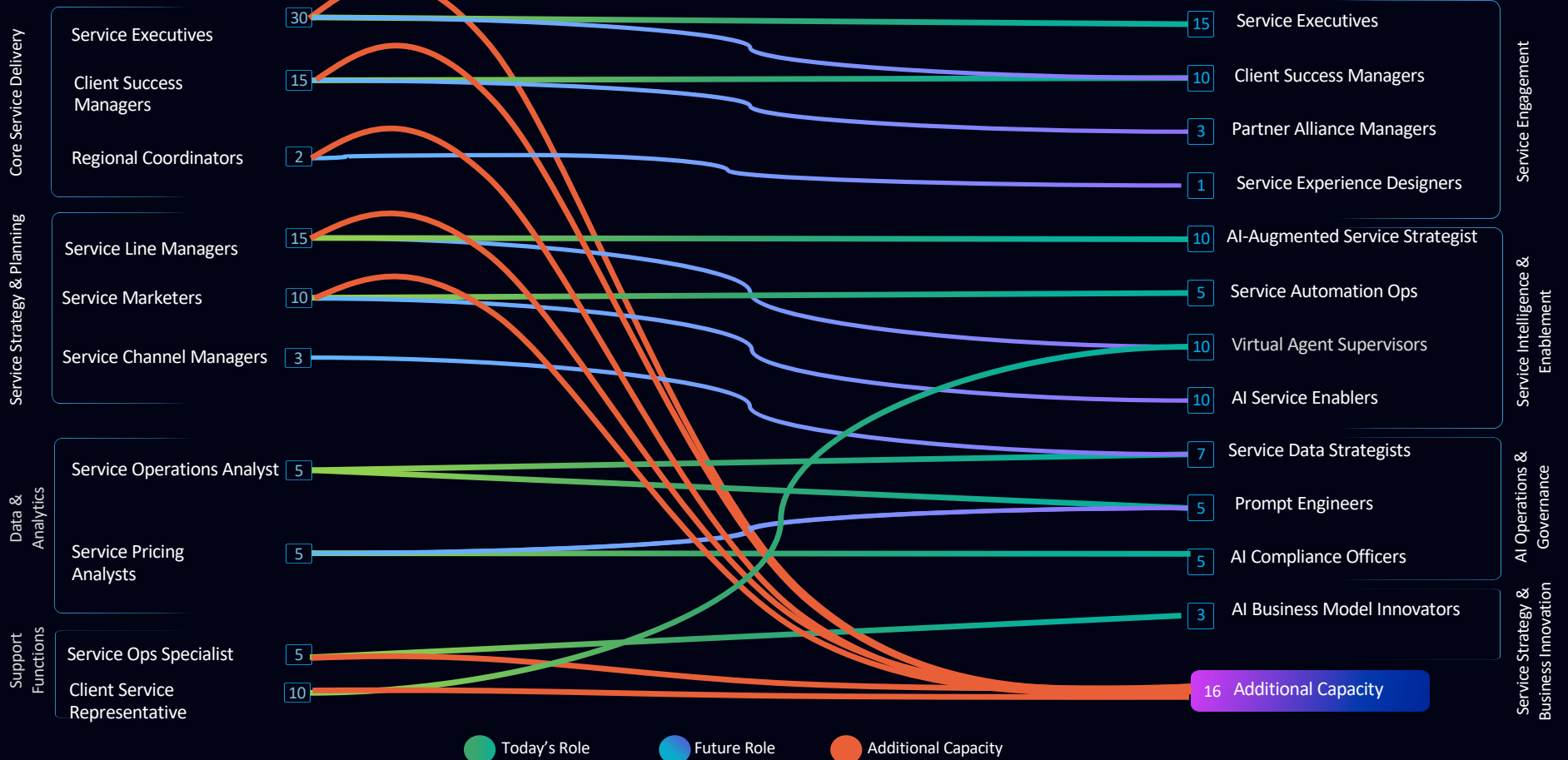
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**Subject: This Week's Top 5 AI Initiatives | Powered by AI by Pearl**

Dear [CFO Name],  
Your weekly intelligence briefing, ready for deployment in your SAP landscape.

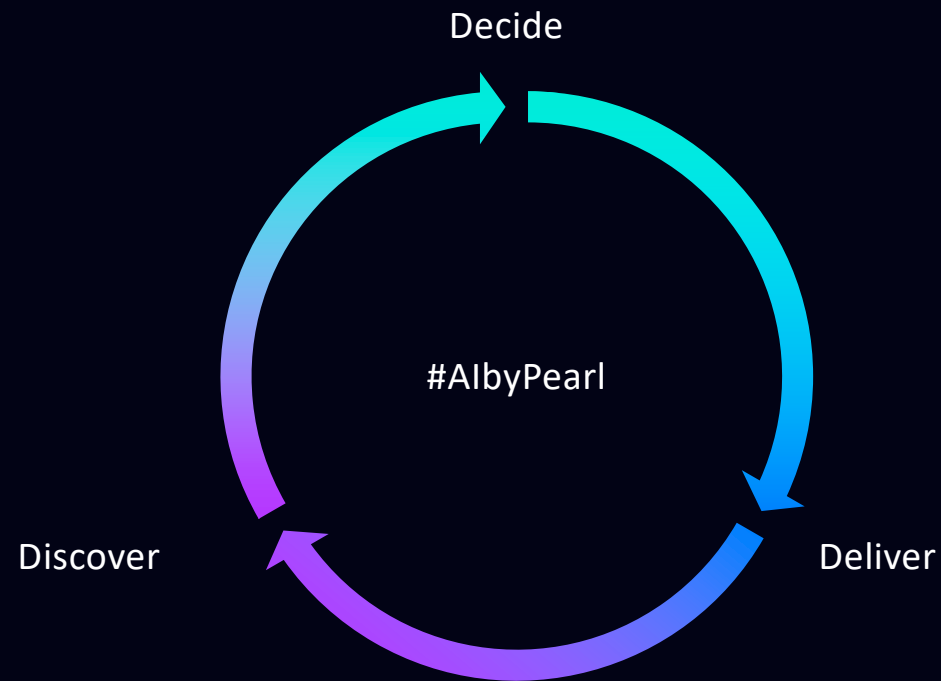
**Your Prioritized AI Revenue Accelerators - Week 48**

1. **AI-Powered Issue Resolution Guidance** ROI: 3.8-month payback | Process efficiency: +65%
2. **Intelligent Financial Closing with SAP Joule** ROI: 2.8-month payback | Time reduction: 62%
3. **AI-Enhanced Sales Order Automation** ROI: Immediate impact | Processing efficiency: +75%
4. **Predictive Asset Maintenance Insights** ROI: 4.5-month payback | Downtime reduction: 43%
5. **Accounts Receivable Agent with Joule** ROI: 3.2-month payback | Write-off reduction: 71%

**Pearl AI Intelligence Agent #AlbyPearl**

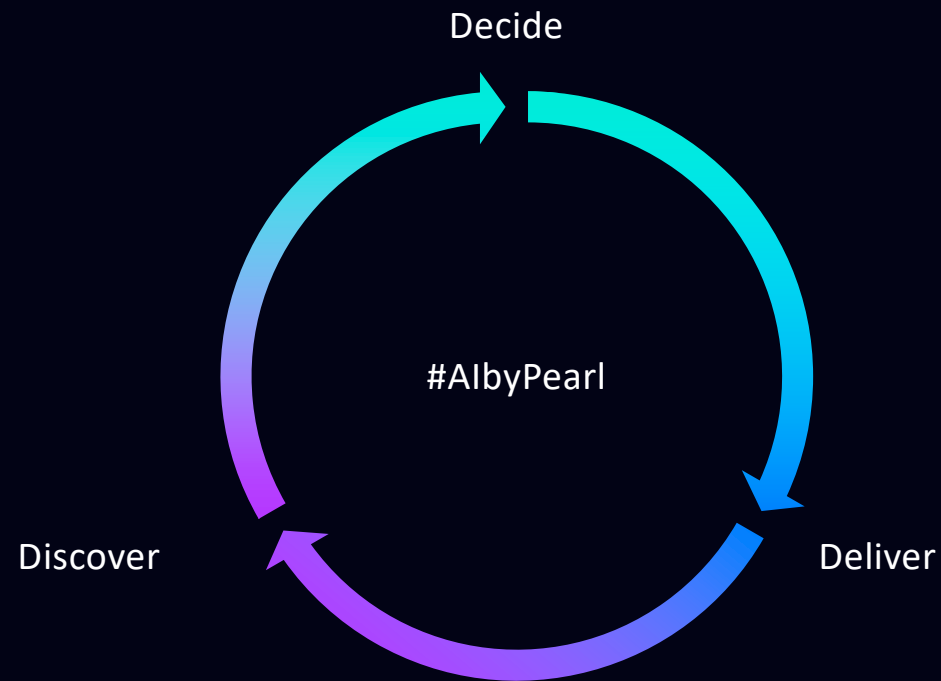
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# Innovation as a Service: Technology + Adoption, Always Together



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# Innovation as a Service: Technology + Adoption, Always Together



The screenshot displays the SAP Labs Preview dashboard interface. At the top left is the SAP logo, followed by a 'Home' dropdown menu. On the top right, there is a search icon and a user profile icon labeled 'DU'. Below the header, three navigation tabs are visible: 'My Home' (highlighted with a blue underline), 'Process Intelligence', and 'Reports & Insights'. The main content area is divided into several sections:

- Top Row:** Three large, empty white boxes labeled 'processes', 'analytics', and 'events'.
- Process Intelligence Section:** A header 'Process Intelligence' is followed by three white boxes:
  - Process Cases:** 'Monitor and analyze...' with a right-pointing arrow icon.
  - Process Analytics:** 'KPI metrics and perf...' with a gauge icon.
  - Process Events:** 'Detailed process acti...' with a document icon.
- Reports & Insights Section:** A header 'Reports & Insights' is followed by five white boxes:
  - Process Variants:** 'Different execution p...' with a bar chart icon.
  - Training Data:** 'ML training datasets' with a document icon.
  - Resource Utilization:** 'Human and system r...' with a person icon.
  - Compliance Events:** 'Governance and co...' with a shield icon.
  - Process Summary:** 'Aggregated process ...' with a flowchart icon.

# From AI Paradox to AI Advantage

**laaS:**  
**Continuous Intelligence**

**WalkMe:**  
**Adoption Embedded**

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# From AI Paradox to AI Advantage

## IaaS: Continuous Intelligence

- Not point solutions
- Not pilots that die
- System transformation
- Creates revenue streams

## WalkMe: Adoption Embedded

- Not change management after
- Not training then hoping
- Adoption from day one
- 90% success rate

# From AI Paradox to AI Advantage

## IaaS: Continuous Intelligence

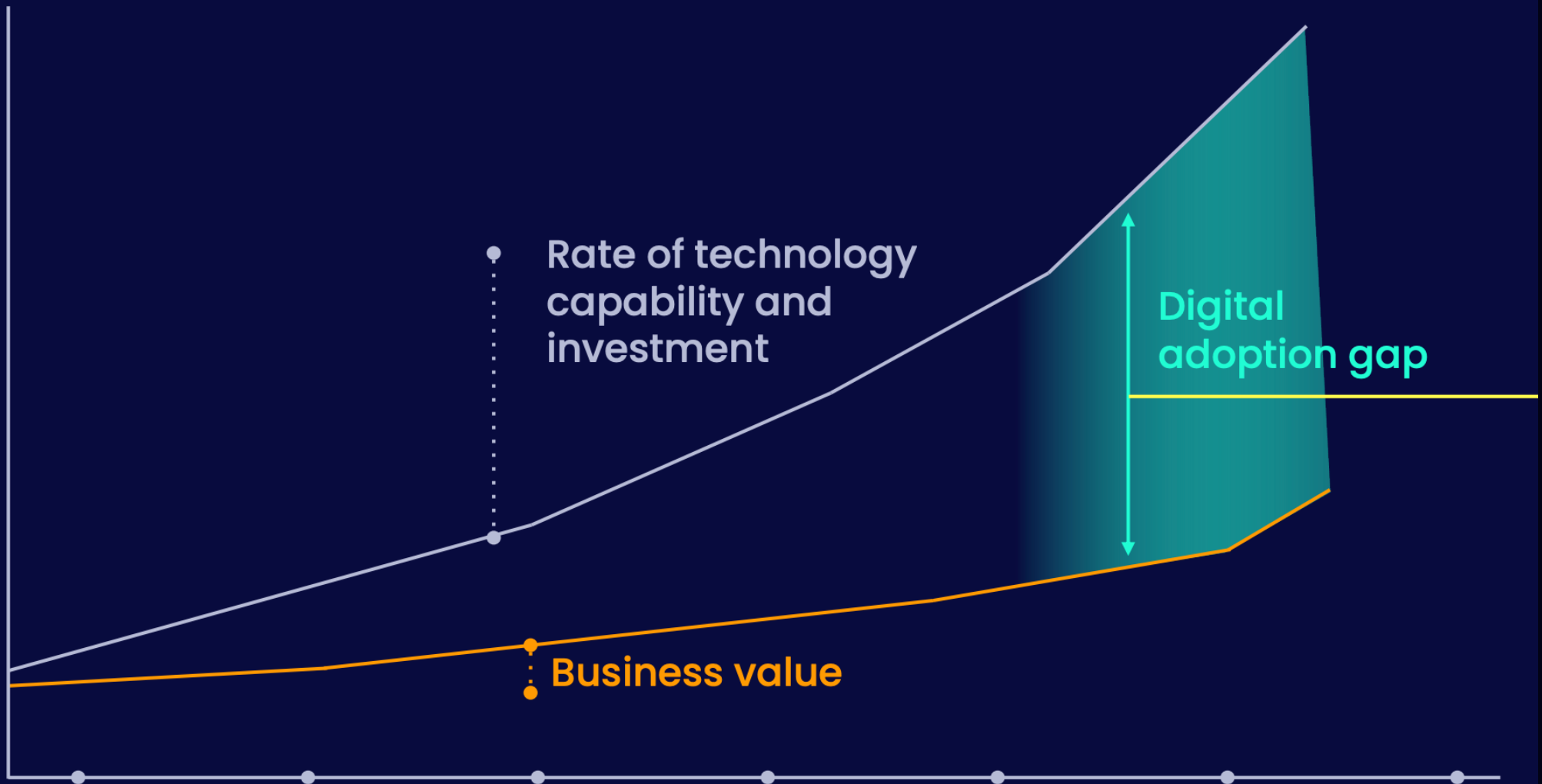
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## WalkMe: Adoption Embedded

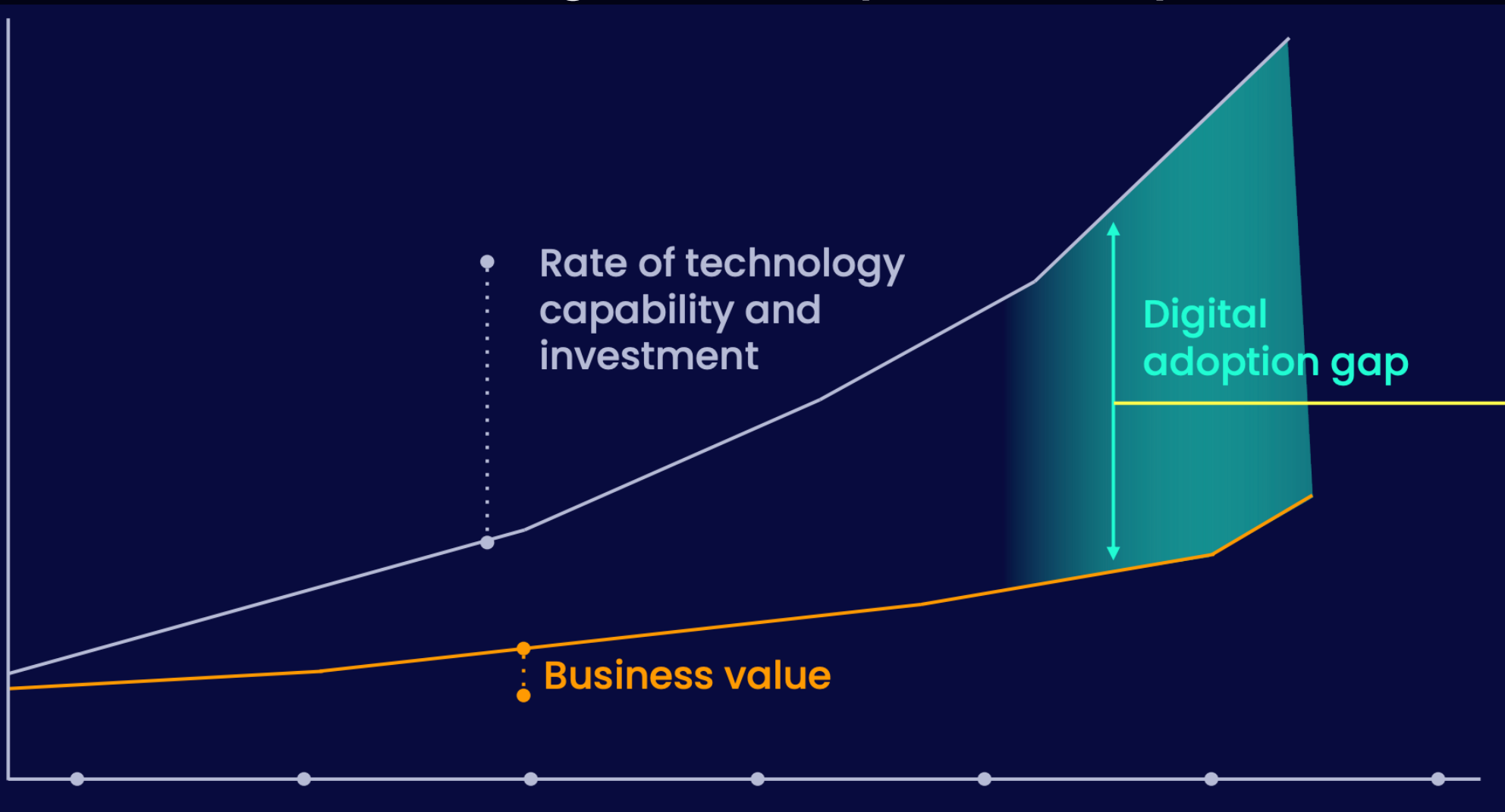
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Result? You join the 11% who capture value

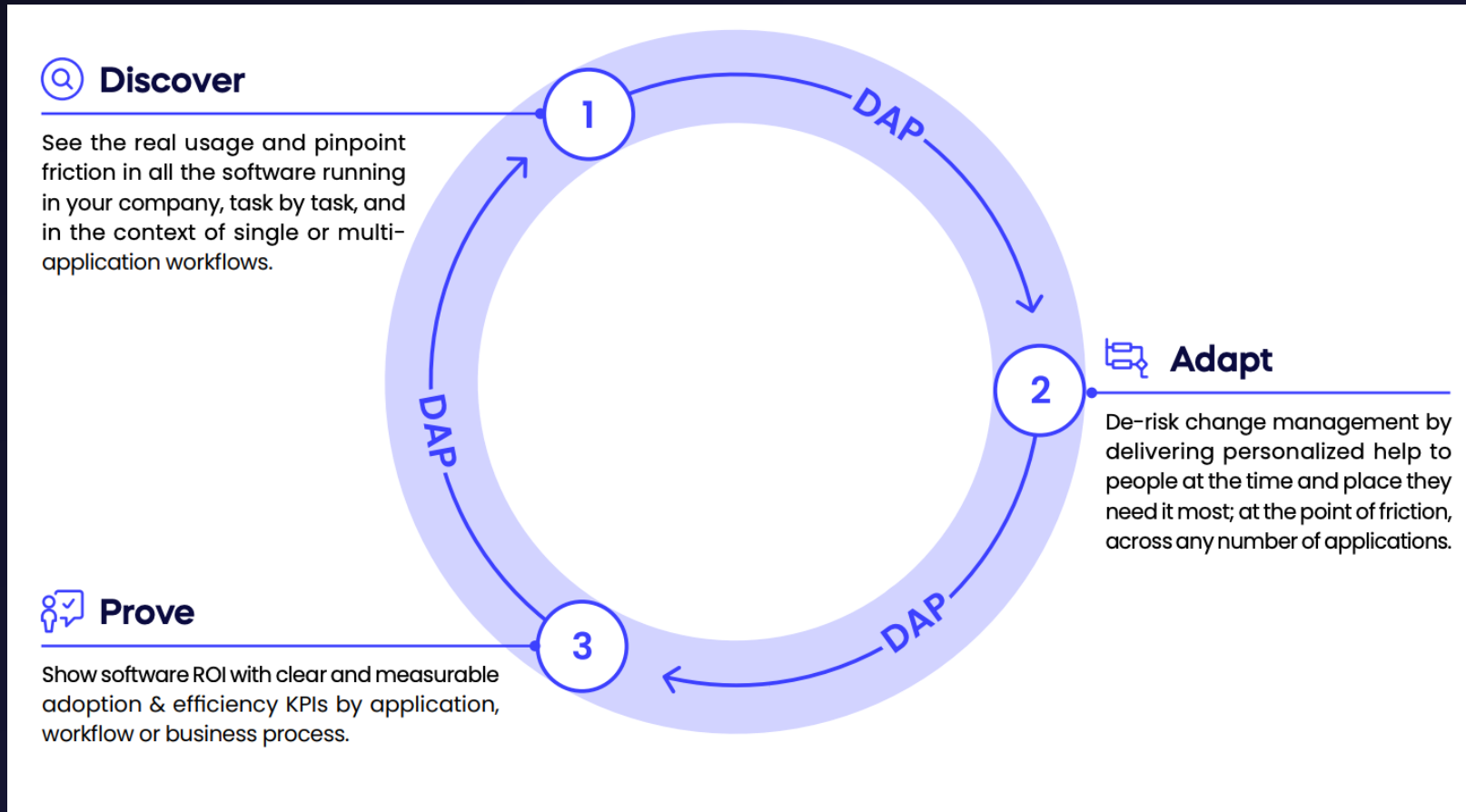
# The Digital Adaption Gap



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# Digital Adoption Platform



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# Thank You.

Ready to Join the 11%?

AI Discovery Workshop  
8 hours onsite with your team  
No cost. No commitment.



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**Michael W. Knudsen**

26+ years with AI | Your Business. Next Level. |  
Driving AI-First SAP Transformation | Global E...



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