04

Gen AI & KM Pilot AFKLM

Brett Barton, Carsten Bottcher and Sylvain Goletto | 9:45 AM – 10:45 AM

Welcome and Introduction to Unisys AI Approach, Practice, and Execution.

Unisys AI Approach - Comprehensive

CEO Commitment

Board Engagement

Client Solutions and New Opportunities

Internal Efficiency Effectiveness and Performance

Training, Development and Use Cases

Ethics, Regulation, Environment Monitoring

Marketing & Communications

Investor Relations

A formidable execution

AI Solutions and Consulting

- Deliver solutions for key client priorities, leveraging technical expertise

- Practice to consult, advise and guide our clients on their AI transformation journey

- Leverage Industry insight to uncover new opportunities

- Drive differentiating outcomes, impact & unlock new revenue

Client/Industry use cases

AI Enablement

- Inspire, engage and empower associates to drive innovation from within

- Elevating internal capability driving efficiency

- Share best practices & standards; establish responsible AI

- Comprehensive training and development, with curriculum curated to specific job roles

Internal use cases

Enterprise Portfolio

- Strategic analysis, themes, and opportunities

- Client solutions, Internal deployments and co-innovation

- Partner ecosystem development

- Comparative industry point of view analysis

- Ethical use practices

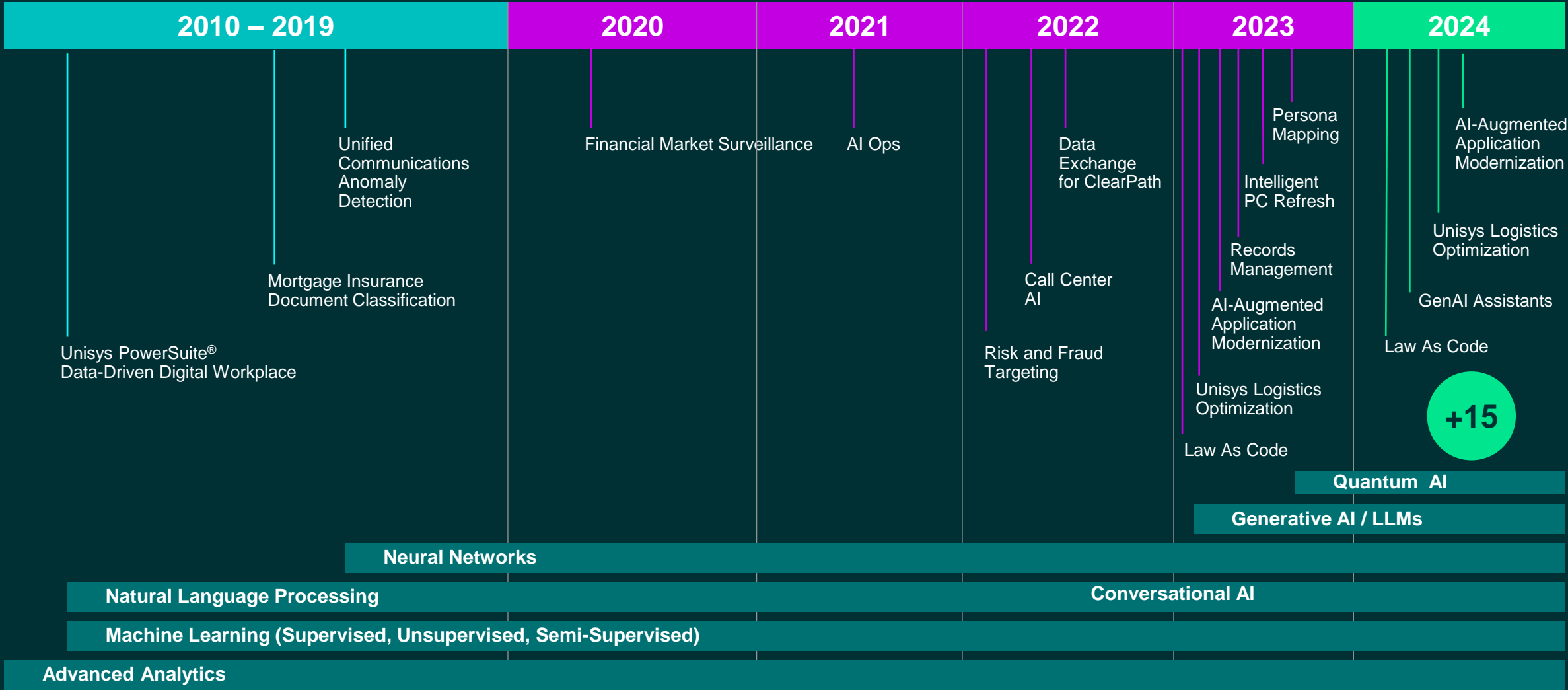**Unisys AI portfolio**

FOUNDATION

Our approach to Data Analytics, AI & Generative AI

We utilize deep client relationships, industry insights, and thought leadership to develop high value capabilities for our clients delivered through advisory, tailored and industry-specific solutions

Insights & Relationships ➜ **Delivery & Value Realization**

Deep Client Relationships
Understand highest-priority business outcomes; listen and respond to clients rather than forcing a path

Industry Insights
Experience with the data, workflow, regulations, and security challenges specific to each industry

Thought Leadership
Leveraging innovation and best-practices to proactively help clients navigate emerging security, business and regulatory needs

CAPABILITY CREATION

- Alliance Partner Integration
- Pre-trained Models & Reference Architectures
- Next-Gen Computing
- Data Engineering & Core AI
- Analytics & Reporting
- Development Acceleration
- Security, Ethics & Compliance Frameworks
- Self-Service Training

- AI & Generative AI-Enabled Client Solutions
- Industry Solutions
- Unisys Internal Delivery & Corporate Use Cases
- Client Advisory & Consulting

Foundation: Over a decade of AI expertise and delivery

2010 – 2019	2020	2021	2022	2023	2024

2010 – 2019
- Unified Communications Anomaly Detection
- Mortgage Insurance Document Classification
- Unisys PowerSuite® Data-Driven Digital Workplace

2020
- Financial Market Surveillance

2021
- AI Ops

2022
- Data Exchange for ClearPath
- Call Center AI
- Risk and Fraud Targeting

2023
- Persona Mapping
- Intelligent PC Refresh
- Records Management
- AI-Augmented Application Modernization
- Unisys Logistics Optimization
- Law As Code

2024
- AI-Augmented Application Modernization
- Unisys Logistics Optimization
- GenAI Assistants
- Law As Code
- **+15**

Quantum AI

Generative AI / LLMs

Neural Networks

Natural Language Processing — Conversational AI

Machine Learning (Supervised, Unsupervised, Semi-Supervised)

Advanced Analytics

Clients – Our AI Actives Target Impact

Banks

Risk & Fraud

Targeting

Pharma

Digital Drug

Manual Assistant

Manufacturing

Factory Productivity
Acceleration

Healthcare

Predictive Modeling:

Payer, Provider & Patient

Restaurants

Personalized Service
Support Transformation

Transportation

Logistics Transformation
Cargo/Freight Optimization

Insurance

Competitive Positioning
Streamlined Underwriting

Public Sector

Agency Processes
Personalization & Speed

Internal – AI Activities Drive Productivity & Effectiveness

Sales
Insights & Analytics

Improved Client Response

Marketing
Ad Placement & ROI

Digital Media Buying

Client Management
Relationship Insights

Decisioning Impact

Finance
Financial Components

Linkage & Speed

HR
Talent Marketplace

Faster Posting & Hiring

Solution Development
Digital Developer Assistant

AI Upskilling & Developer Speed

Legal
Contract Lifecycle Management

Strategic & Speed

Testing GenAI for IT End User Support

Sylvain Goletto – Air France / KLM

IT End User Support

Who knows ?

Agenda

- AI & Data transforming the (Airline) industry

- What's in at Air France – KLM ?

- AI Knowledge Search is the new black ?

- IT End User Support Experimentation

- Go with the rules

- End / And now ?

Data & AI are strong levers to accelerate (airline) industry

Predictive maintenance

Up to $3B

yearly savings in maintenance costs for airlines by implementing health monitoring mechanisms
(IATA, 2022)

Dynamic route optimization

12% savings in fuel costs accounting for aircraft weight, wind conditions, and air temperature
(MC Kinsey Global Institute, 2017)

Ticket price optimization

10% Increase in revenue from ticket sales by AI defining optimal price points
(Bloomberg)

GenAI will have a transformational impact across many industries by driving efficiency, creativity, speed, scale, and capacity
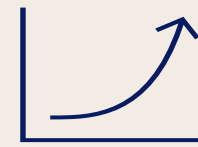
70%

of our current tasks can be automated using GenAI
(GitHub, 2022)

$4 trillion

incl. 180-300 billion for Travel, Transport & Logistics

The anticipated contribution of GenAI to the global economy by 2040
(McKinsey, 2023)

~2030

The year GenAI could achieve human-like efficiency
(BCG, 2023)

Data & AI fuels the AFKL Strategy

DATA & AI STRATEGY	DATA & AI USE CASES	DATA & AI GOVERNANCE	DATA & AI PLATFORM / TECHNOLOGY	ACCULTURATION & CHANGE
Data & AI fuels the Group & airlines strategy and generates new value streams	Data & AI use cases generate significant and recognised value, contributing to AFKL business	Data is compliant, accessible, in real time, and of quality to deliver and accelerate the use cases	State of the art data infrastructure ensures use cases delivery & run, and empowers teams to innovate	AFKL employees are empowered with data skills to foster data-driven decisions making, and data talents are recognized and engaged

A backlog of more than 70 projects, some almost **live**

AIRFRANCE KLM GROUP

	USE CASES	STATUS	Savings	VALUE NPS/EPS	Safety
BUSINESS SPECIFIC	**FOX -** Classification of customer verbatims	POC done |MVP target: Mar24	🪙	★★☆	
	PAMELIA - Bot for frontline agents (knowledge mgt on PAM)	POC target: Mar24 |MVP target: May24	🪙🪙🪙	★★☆ ★★★	
	ENGINEER OF THE FUTURE - Knowledge management on E&M engineering experience	POC target: Apr24 |MVP target: May24	🪙🪙🪙	★★	
	You're My Claim Assistant - Claims classification, generation of answer	POC target: Apr24 |MVP target: Jun24	🪙🪙🪙🪙	★★★ ★★☆	
	DESTINATION RECOMMENDER - Travel options, destination recommendation	POC done |MVP target: Apr24	🪙	★★☆	
	Finance GPT - Knowledge management on Finance information	POC target: Mar24 |MVP target: May24	🪙	★★★	
	CHARLIE - Knowledge management on OEM manual	POC target: Apr24 |MVP target: Jun 24	🪙🪙	★★★	🔒
	Cargo Customer Service - Knowledge management and generation of email	POC target: Mar24 |MVP target: 2025	🪙	★★★ ★★☆	
	IT End User Support - Knowledge management for IT users with **Unisys**	POC target: May24 |MVP target: TBD	🪙	★★★	

Use cases landscape

- **Classification & Verbatim**
  - Claims classification
  - Customer verbatims classification

- **Knowledge & Documentation**
  - OEM documents
  - Internal documentation
  - Operational procedures
  - HR documents
  - Finance information

- **Generation & Recommendation**
  - Email generation
  - Customer recommendations
  - Claims answers generation
  - Documentation generation
  - …
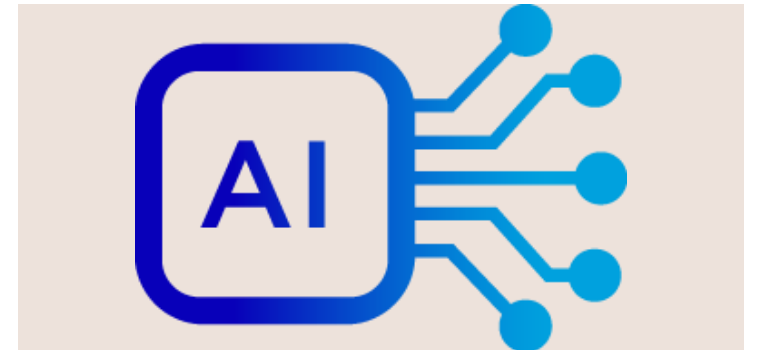
AI Knowledge Search is the new black ?

Zoom on **TRAK** for Engineering & Maintenance

BUSINESS ISSUE & CONTEXT

TRAK : **Transparent, Reliable, Accessible, Knowledge system**

The goal of this Proof of Concept was to learn if we can **reduce the search & decision** time for Structure Engineering in **Airplane On Ground (AOG)** situations by making knowledge and relevant documents about **past AOG cases** easily accessible with GenAI.

GAINS AND VALUE

- Up to 80% reduction in time searching for information
- Up to 12 prevented AOG's per year
- Up to 200 reduced disruptions per year
- EPS Increase

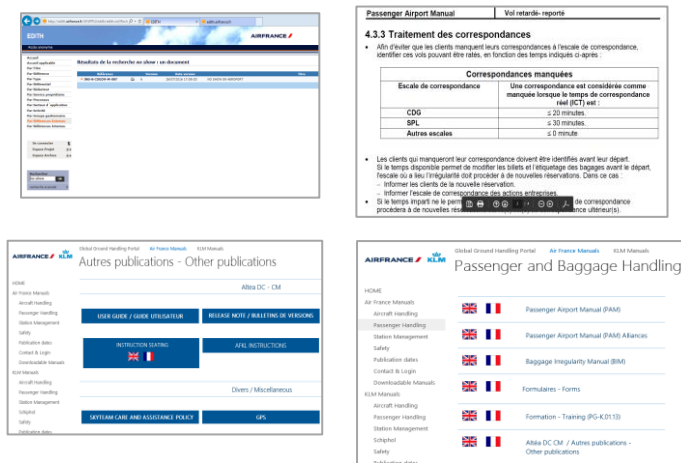# Zoom on **PAMELIA** for Ground Customer

BUSINESS ISSUE & CONTEXT

- **Extensive** and **multiple** documentation covering procedures, products, and tools
- Need to check this documentation in **real-time**: time-consuming, stressful, **risk** of providing inconsistent information and losing credibility with customers

PROJECT OBJECTIVES

- Deliver a **chatbot** using the primary document sources to respond to customer inquiries
- Integrate this chatbot in existing tooling (Marco/CFM…) to provide **precise** and **contextualized** information to front-line and back-office agents in real-time

Multiple documentation in pdf, stocked on sharepoint, INS, DOK application, Marco doc ….

PAMELIA accessible from iPad & Workstation
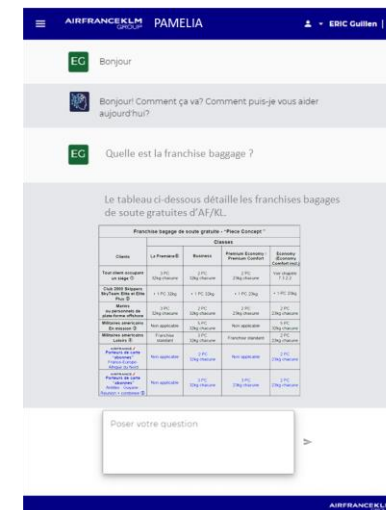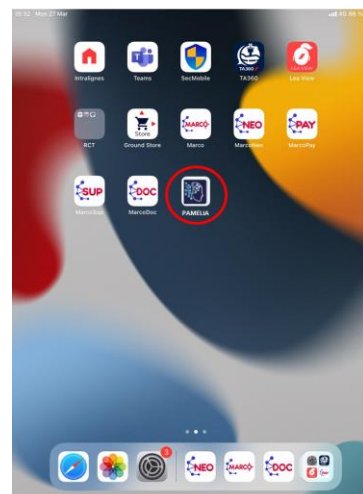
- **EPS** and **NPS** Impact
- Increase agents' level of knowledge
- Improve **reliability** and quality of documentation sources
- Improve **handling time** and support reliable **operational performance**

- **POC** in progress with PAM documentation
- Q2/Q3 **Pilot** launch + extend multi sources and contextualisation
- Q4 Integration on B2E tools

Experiment IT End User Support with UNISYS

BUSINESS ISSUE & CONTEXT

- **Extensive** and **multiple** documentation covering services, products, support levels
- Need to check this documentation in **real-time**: time-consuming, **risk** of providing wrong or out of context information
- End-user are searching form more **autonomy** and **self-help**

PROJECT OBJECTIVES

- Deliver a **chatbot** using the ServiceNow knowledge articles to respond to IT/ end-users inquiries
- Integrate this chatbot in existing tooling (Teams / ServiceNow portal) to provide seamless and simple access to **precise** and **contextualized** information
- **Test value** of the solution and interest of **Teams channel access**

Multiple KB in ServiceNow but also OneNotes, PDF/Doc on SharePoint or Lotus for various audience : End-User, advanced IT users, L1/L2/L3 IT users
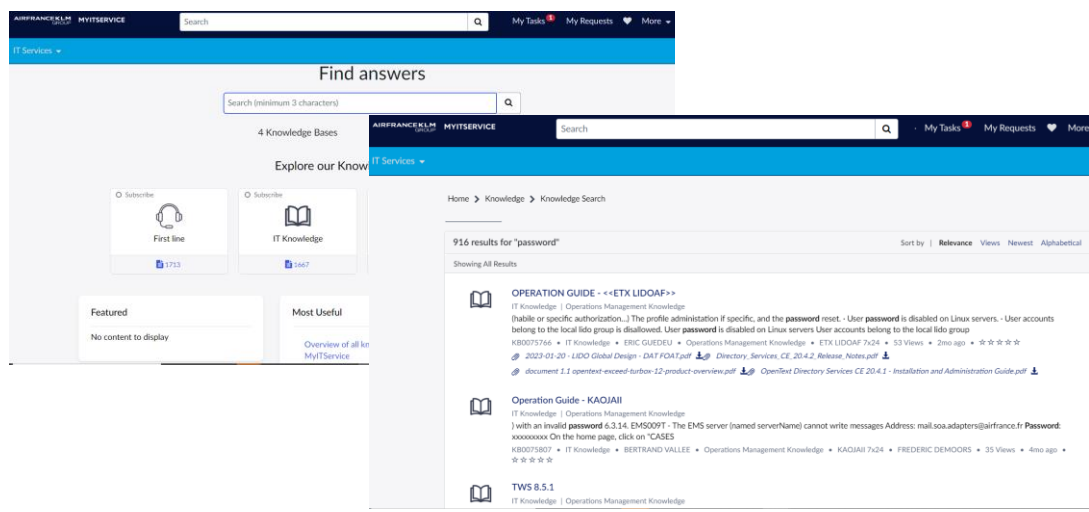
Chat accessible directly in Teams
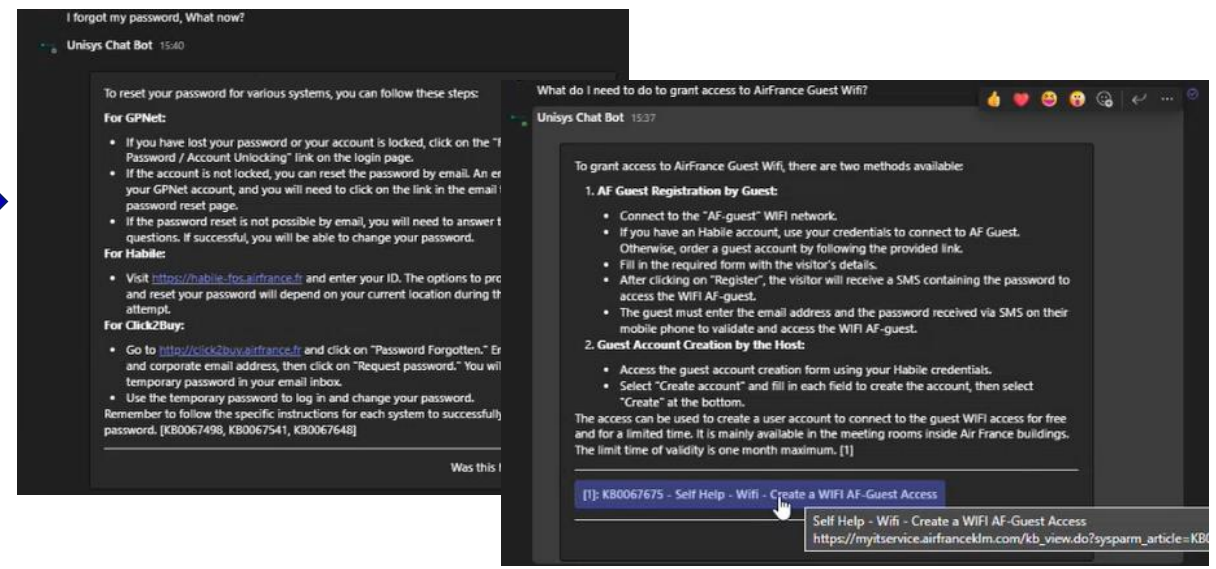
- **EPS** and **IT Satisfaction** Impact
- Increase users' **autonomy**
- Improve **reliability** and quality of documentation sources
- Reduce **time to fix** and support reliable **operational performance**

- **POC** starting with subset of KB articles
- Q2 test with 200+ set of users
- Q3/Q4 define target solution

Go with the rules

INTERNAL RULES

- Comply with internal **(cyber) security rules**
- Investigate & answer on **data privacy** & **ethics**
- Define **compatible design** and settings

EXTERNAL RULES

- **GDPR** is mandatory
- Understand & be ready for **EU AI Act**

What's next ?

- KB real-time access
- ServiceNow
- Cleanup, enhance, generate
- Adoption
- Optimisation

Unisys GenAI PoC Spotlight

Path to unlock business value with AI

Learn & collaborate

- Introduction to AI and usage in Energy and Transportation

- Present and discuss the successful use cases in the industry

- Open Q&A - Use cases, technology and outcomes

Hands on workshop

- Explore the client personas and AI use cases.

- Quick AI maturity analysis.

- Showcase relevant solutions to client

- Responsible and trust AI concerns and discussion

Option 1

Proof of concept

- Build POC(s) for prioritized use case(s) to showcase technology & business value.

Publish results

- Publish the learnings from the POC

- POC validation

Option 2

Strategy assessment

- Document and prioritize AI use cases for the enterprise.
- Assess AI readiness
- Define and review enterprise AI goals, strategy & roadmap

Publish results

- Publish AI priorities

- Publish enterprise readiness report

Roadmap & business plan

- Align Gen AI with business, strategy & outcomes

- Define an AI roadmap for the enterprise with goals

- Establish AI governance, standards, principles and guardrails for responsible & trust AI

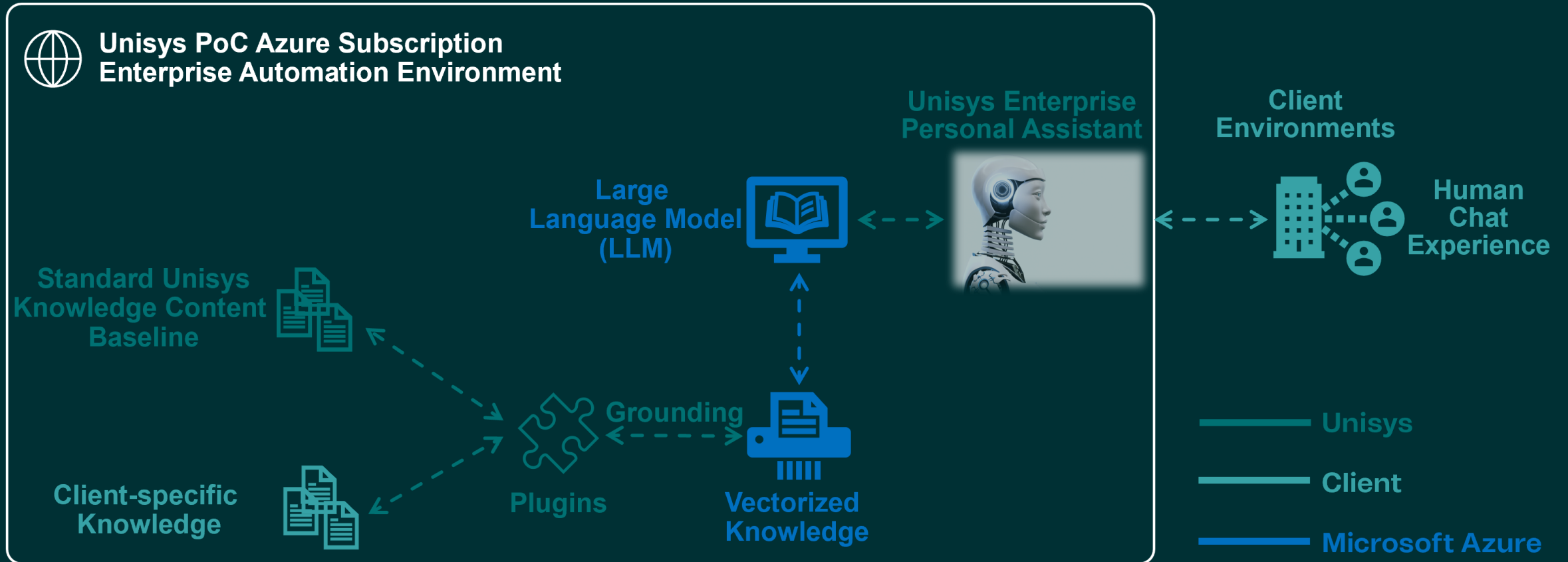- Formulate the implementation plan for priority use cases , future mode of operations with AI

Remark: Team structures are flexible to meet needs.

Unisys The DWS native GenAI technology core PoC

Unisys PoC Azure Subscription
Enterprise Automation Environment

Large Language Model (LLM)

Unisys Enterprise Personal Assistant

Client Environments

Human Chat Experience

Standard Unisys Knowledge Content Baseline

Grounding

Client-specific Knowledge

Plugins

Vectorized Knowledge

Unisys

Client

Microsoft Azure

Scenario

Missing SAP domains on SAP GUI login page
Telemetry Flow

USER   FRONTEND   BACKEND

1
User encounters problem and initiate chat

EPA

3
Understand surroundings

TELEMETRY

2
EPA asks questions to understand the problem

4

KBA

5
KBA sends step by step resolution information

EPA

6
Telemetry determines and validate the information

TELEMETRY

8
EPA guides user for next steps (back and forth) User resolves the issue

7

EPA

8
Updates telemetry on resolution information

TELEMETRY

9
Improves KBA by learning from the resolution process

KBA

Generated Knowledge Articles

The Unisys internal prototyping development of "Generated Knowledge Articles" is planned as a client-facing AI Enabled solution if it comes to production.

Our solutions aren't just about deflecting tickets, they also must amplify the impact of our service desk agents.

On top of our plans exposing agents to our LLM chatbot, Unisys want to take advantage of the basic service desk process outcomes like transcripts of our agent activities. These provide another data set from which our AI/ML technology can intelligently drive improvements in the service.

While prototyping and discovering this solution we also learn about a surrounding process for quality assurance of the outcomes generated by this value-add technology.

Dynamic Knowledge Curation

The Unisys prototyping development of "Dynamic Knowledge Curation" is planned as a client-facing AI Enabled solution if it comes to production.

This solution is a great example of our technology amplifying the impact of our knowledge management delivery team.

The product could deliver massive impact because more and more companies invest in LLM chatbots.

Curating the backend knowledge is especially critical, since LLMs don't solve the garbage in / garbage out effect.

Unisys envision that performing an initial knowledge curation sweep will be common in nearly every AI engaged scenario.