

# HorváthGPT

Auf dem Weg in die Zukunft mit GenAI

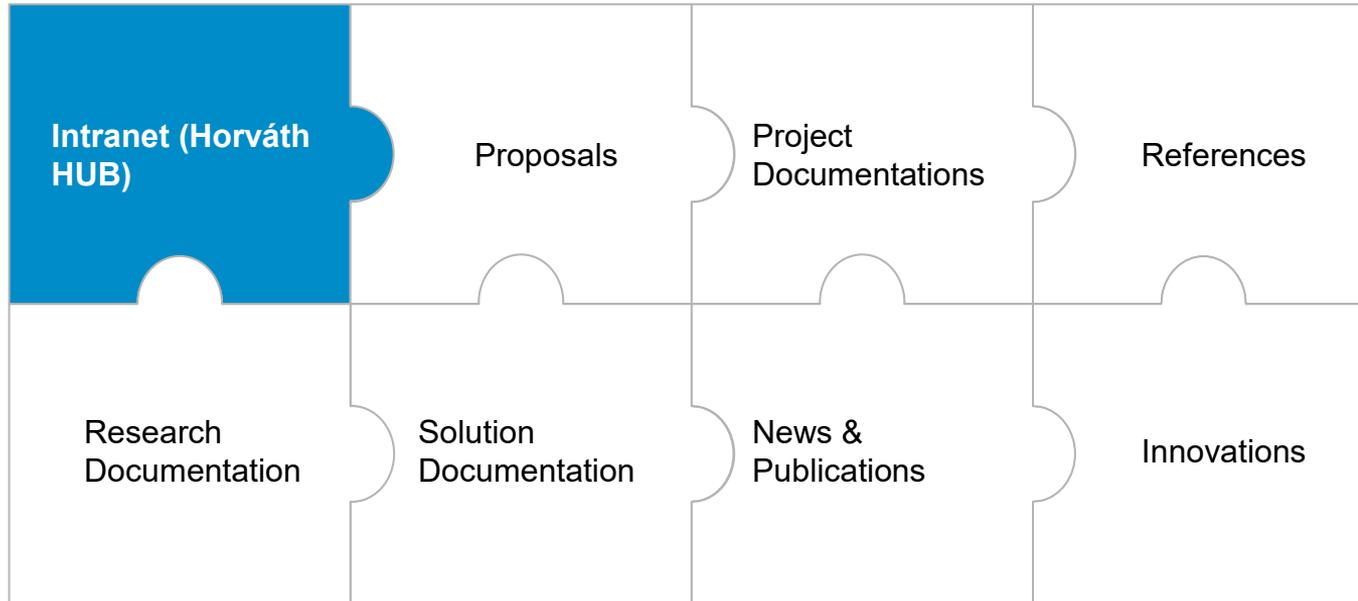
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Stuttgart, 20. November 2024

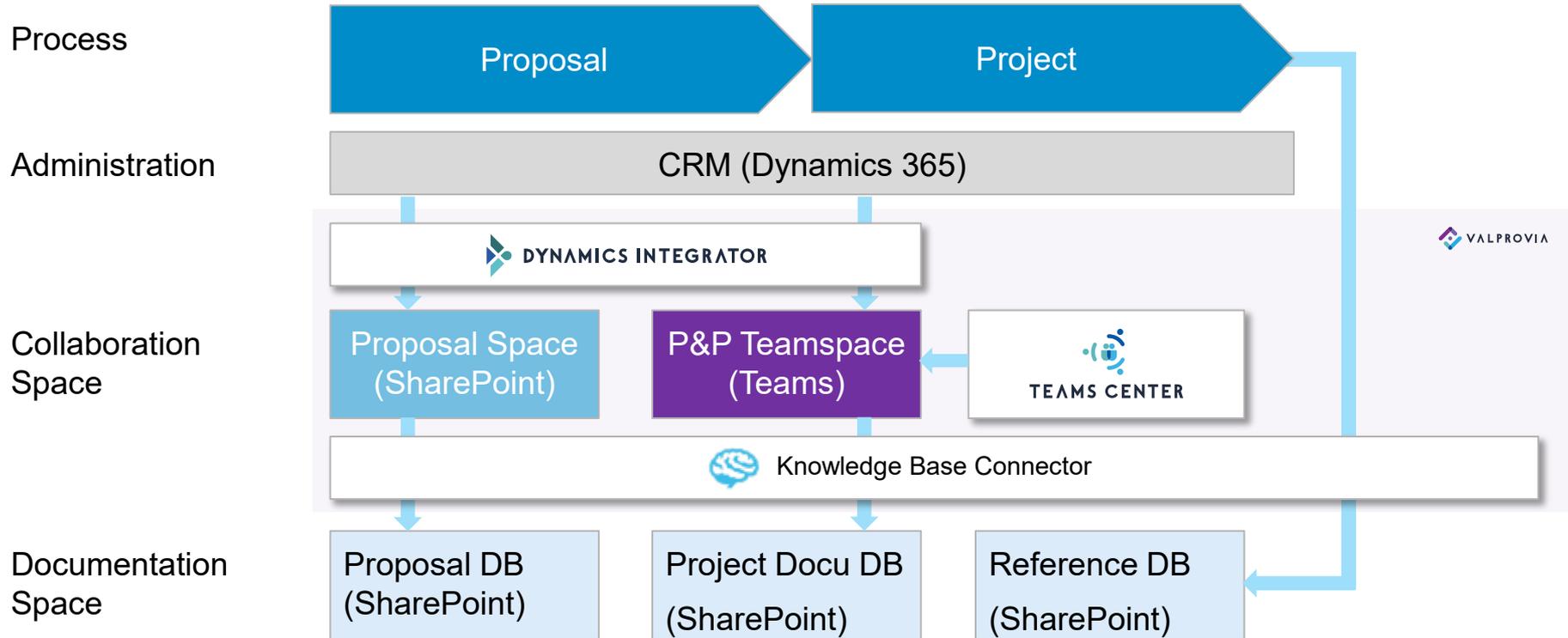
# Überblick

- **Vorarbeit: Aufbau der Wissensdatenbanken**
- Nutzbarmachung des Wissens: HorváthGPT
- Ausblick in die Zukunft

# Das Knowledge Management bei Horváth ist u.a. für die Bereitstellung des dokumentierten Wissens verantwortlich



# AI-Readiness durch die Kombination von Wissensmanagementprozessen und Valprovia-Produktivitätsplattform



# Das „Knowledge Center“ bietet einen zentralen Zugriff auf unsere internen Wissensdatenbanken

The screenshot displays the Knowledge Center search interface. At the top, there is a navigation bar with the logo and menu items: PnPSearchTemplates, About, and Edit. Below the navigation bar, there are options for '+ New', 'Page details', and 'Analytics'. The main heading is 'Knowledge Center: Search'. A search input field is present, followed by a message: 'You cannot find what you are looking for? Contact our SMB Knowledge Management'. Below this, there are filter tabs: 'Proposals, projects & references', 'Solution documents', 'Publications & studies', and 'Research'. The filter section includes dropdown menus for 'Upload Status' (Available (17686)), 'Type', 'Year', 'Company', 'FCC', 'ICC', 'Industry Section', 'Solution', and 'Tags'. Below the filters, there is a filter summary: '[Upload Status="Available"]' and '17686 results for ""'. A table of search results is shown with columns: Status, ID, Type, Topic, Company, Year, FCC, ICC, Industry Section, Solution, and Tags. Two results are visible:

Status	ID	Type	Topic	Company	Year	FCC	ICC	Industry Section	Solution	Tags
Available	QP12400827	Proposal documentation	Strategieprozess	[Redacted]	2024	CC Strategy & Transformation	CC Industrial Goods & High Tech	Paper and packaging	Strategy Development and Execution	Integrated strategy process
Available	QP12401356	Proposal documentation	Vorstudie GenAI	[Redacted]	2024	CC Digital Transformation & Information Technology	CC Banking & Financial Institutions	Bank		Generative AI Strategy (GenAI)

# Überblick

- Vorarbeit: Aufbau der Wissensdatenbanken
- **Nutzbarmachung des Wissens: HorváthGPT**
- Ausblick in die Zukunft

## Horváth Knowledge Search:

- Search for topics and good practices
- Access our knowledge assets like Proposals, Project Documentations, References, and Solutions

The screenshot displays the HorváthGPT interface. At the top, there is a navigation bar with the HorváthGPT logo and links for 'New Chat' and 'Settings'. The main content area features the HorváthGPT logo and a welcome message: 'Hi! I'll help you find Horváth specific knowledge from our internal databases. You can also upload your own documents - tell me what you're looking for and I'll deliver!'. Below this, there is a link to 'Learn more about HorváthGPT in the Hub.' A 'Scope' section contains two buttons: 'Horváth Knowledge Search' (with the subtext 'Search the Knowledge Center') and 'GPT Skills' (with the subtext 'Create content, chat with document and conduct analysis'). A note below the buttons states: 'Looking for results from the internet? Please use Copilot for non-confidential prompts.' A 'Prompt suggestions' section offers three example prompts: 'Why is Horváth the right partner to implement a digitalization strategy?', 'Which project objectives exist for a management model in the operations area?', and 'How does the Customer Experience Excellence Framework look?'. At the bottom, there is a text input field with the placeholder 'How can I help?' and a blue arrow button. The version number '0/2000' is visible in the bottom right corner.

## GPT Skills:

- Chat with your document
- Create content (mails, social media posts, etc.)
- Create project plans
- Analyze request for proposals (RfPs)

## With HorváthGPT we pursue to ...

1

Become fit for the AI future:

- Learn **how to prompt efficiently**
- Understand how to **add the “Horváth value”** on top of AI
- Become role models for the **data-sensitive handling of knowledge**

2

Increase efficiency and boost creativity in Sales, Delivery and Solution development through AI

3

Expand our knowledge base to remain competitive: Live the “give to get back” mindset for best possible AI results

# Demo Use Cases



How do we implement finance transformation?



Welche Angebote gibt es im Bereich Wasserstoff?



Show me approved references from the insurance industry



Analyze a RfP



Challenge a proposal



## Einige Lessons Learned...

- 1 Es war gut, **früh und explorativ anzufangen** – heute wäre der Start stärker Use-Case-getrieben
- 2 **Gut vorbereitete Wissensdatenbanken** sind eine Voraussetzung für RAG
- 3 RAG ist kein Selbstläufer – eine **ausführliche Optimierungsphase** sollte eingeplant werden
- 4 Der **M365 Copilot** ist ein Teil der Tool-Zukunft. Das Preis-Leistungsverhältnis passt u.E. noch nicht
- 5 GPT benötigt **Training, Training, Training!**
- 6 Als nächstes stehen **Assistenten und Agenten** auf der Agenda, die spezifische Use Cases adressieren!

# Überblick

- Vorarbeit: Aufbau der Wissensdatenbanken
- Nutzbarmachung des Wissens: HorváthGPT
- **Ausblick in die Zukunft**

# HorváthGPT: Roadmap

## „HorváthGPT“ PoC

- Einrichten der Azure OpenAI-Infrastruktur
- Grundlegender Test der Durchsuchbarkeit von Knowledge-Center-Daten

## „HorváthGPT 1.0“ Go-Live

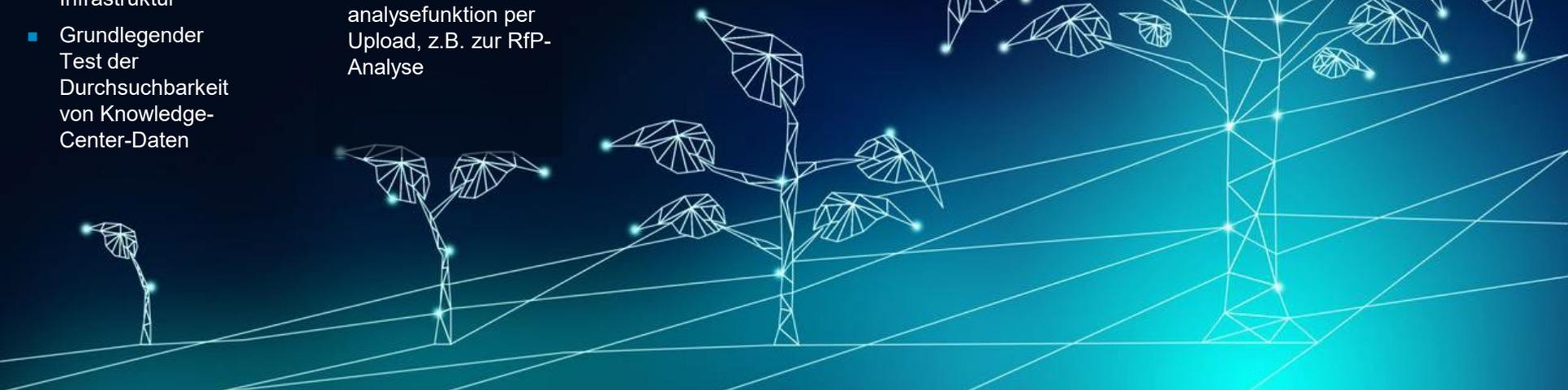
- Interne Datenbanksuche im Knowledge Center
- Anbindung zusätzlicher GPT-Skills wie Mailerstellung und Dokumentenanalysefunktion per Upload, z.B. zur RfP-Analyse

## „HorváthGPT 2.0“

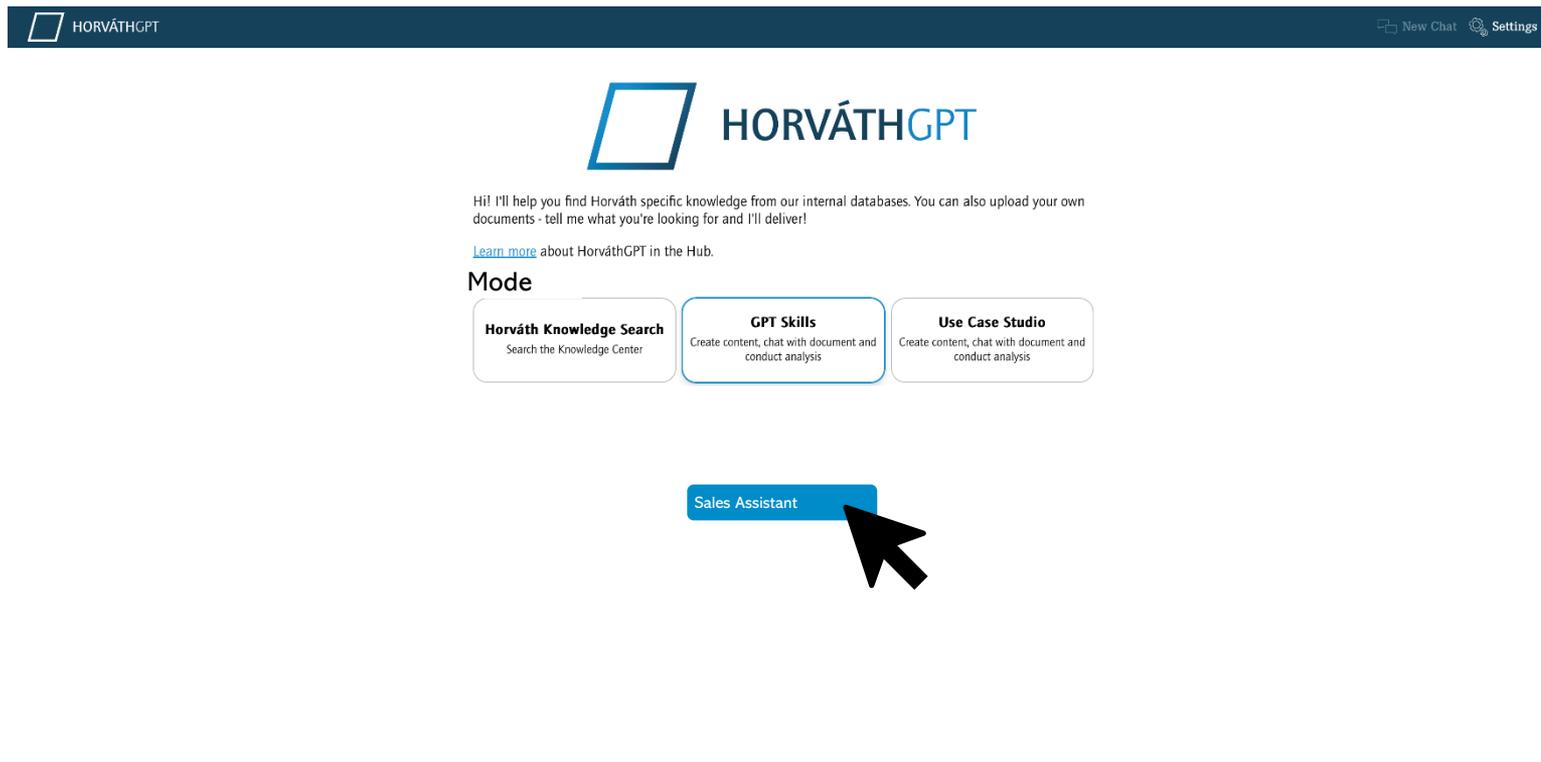
- Ausweitung der Datenbanksuche auf das gesamte Intranet
- Implementierung der wichtigsten Dokumenten-Skills (z.B. Übersetzungen, Konvertierung, etc.)
- Internetzugriff
- Factbook-Erstellung

## „HorváthGPT 3.0“

- Erstellung von Angebotsentwürfen auf Basis von internen Dokumenten und externen Quellen (Proposal-Generator)
- Ausweitung der Datenbanksuche auf weitere Wissensbestände (z.B. CV & Project Experience)
- Erweiterung um weitere Anwendungsfälle, z.B. Best-Practice-Methoden, Referenzgenerator, Dokumentationsgenerator, Lebenslaufgenerator, RfP-Zusammenfassung, etc.



# The Sales Assistant can be selected from the HorváthGPT landing page



# The Sales Assistant pops up and guides through the sales prompt repository

The screenshot displays the HORVÁTHGPT interface. At the top, there is a dark blue header with the logo and name 'HORVÁTHGPT' on the left, and 'New Chat' and 'Settings' icons on the right. Below the header, the main interface is light blue. On the left side, there is a 'Sales Assistant' panel with a list of use cases under three categories: 'RfP Analysis/Proposal Preparation', 'Proposal finalization', and 'Pitch preparation'. A black arrow labeled '1' points to the 'Define value story for the customer' item. On the right side, there is a 'Complete the prompt' section. It includes an 'Attach document(s)' area with a paperclip icon and a file named '2024\_RfP.pptx' with a close 'x' button. A black arrow labeled '2' points to the paperclip icon. Below this is a text input field with the placeholder text 'Select use case from the left and adjust'. A black arrow labeled '3' points to the bottom right corner of this input field. At the bottom of the right panel, there are two checkboxes: 'Include Horváth Knowledge Search results' (unchecked) and 'Give feedback for new prompts and prompt improvement' (checked).

# The selected (and enhanced) prompt is forwarded to the common UI

The screenshot displays the HorváthGPT interface. At the top, there is a dark blue header with the logo 'HORVÁTHGPT' on the left and 'New Chat' and 'Settings' on the right. Below the header, a document titled '20221110\_RFP\_KVP Einf.' (0.15 MB) is shown. The main content area contains a detailed prompt for Value Story Creation. The prompt is structured as follows:

**Prompt for Value Story Creation:** Objective: Develop a compelling value story for the customer based on the attached document. Ensure that the value story addresses the customer's specific needs and emotional baseline, following the BAF (Benefit-Advantage-Feature) logic. Instructions: Benefit-Related Messages: Benefit: Clearly articulate the specific benefits relevant to the customer's situation. Address how these benefits meet the customer's emotional and functional needs. Advantage: Highlight the fundamental advantages of the proposed features or methods that are generally applicable to all customers. Feature: Describe the methods, tools, and instruments used to deliver these benefits and advantages. Customer-Centric Structure: Organize your proposal according to the customer's needs and priorities. Build hypotheses based on the customer's jobs-to-be-done, ensuring that the value story aligns with their key tasks and goals. Target Audience Consideration: Tailor the level of information and visualization to the target audience. Recognize that CxOs and their direct reports may require different types of information and presentation styles. Use appropriate visual and verbal cues to enhance the client's understanding and engagement. Additional Notes: Ensure clarity and conciseness in your messaging. Use data and examples from the attached document to support your value story. Keep the customer's perspective at the forefront of your narrative.

Below the prompt, a chat window shows the following content:

**Value Story for ██████ Continuous Improvement Process (KVP) Introduction**

**Objective:**  
Develop a compelling value story for ██████ based on the attached document, focusing on the Continuous Improvement Process (KVP) initiative. Ensure the narrative follows the BAF (Benefit-Advantage-Feature) logic, addressing the customer's specific needs and emotional baseline.

**Benefit-Advantage-Feature (BAF) Logic**

**Benefit-Related Messages:**

**Benefit:**

- **Enhanced Efficiency and Cost Savings:** The introduction of KVP aims to optimize bank-wide processes, resulting in significant cost savings and improved efficiency. This aligns with ██████ ambitious efficiency goals concerning costs and full-time equivalents (VZK), ensuring high-quality and timely task fulfillment.
- **Sustainable Process Improvement:** By establishing a continuous improvement culture, ██████ ensures long-term sustainability in process optimization, empowering employees to create space for future challenges independently.
- **Holistic Engagement:** The initiative promotes a collaborative approach involving all employees, fostering a culture of continuous improvement and innovation within the organization.

At the bottom of the chat window, there is a text input field with the placeholder 'How can I help?' and a 'Back to Sales Assistant' button. The character count '0/2000' is visible at the bottom right of the chat area.

# Outlook: Further assistants will be added to in the future



Hi! I'll help you find Horváth specific knowledge from our internal databases. You can also upload your own documents - tell me what you're looking for and I'll deliver!

[Learn more](#) about HorváthGPT in the Hub.

## Mode

**Horváth Knowledge Search**  
Search the Knowledge Center

**GPT Skills**  
Create content, chat with document and conduct analysis

**Use Case Studio**  
Create content, chat with document and conduct analysis

## General skills

- Document Assistant
- Writing Assistant
- Research Assistant

Show all skills

## Sales skills

- Sales Assistant
- Marketing Assistant
- Legal Assistant

Show all skills

## Delivery skills

- Delivery Assistant
- Strategy Assistant
- Profitability Assistant

Show all skills













# Use Case: Challenges eines Proposals



20231113  
20.41 MB

You are a client who has received the attached project proposal. Your task is to critically evaluate the proposal by asking insightful questions and identifying potential areas for improvement. For each question you ask, provide two alternative suggestions or solutions that could enhance the proposal.



Based on the provided project proposal regarding the "Standortsicherheit - Bedarfsanalyse Wasserstoff der [redacted]", there are several aspects that can be critically evaluated, and potential areas for improvement can be identified:

## 1. Scope and Methodology

Question: How comprehensive and robust is the methodical approach proposed for assessing the hydrogen demand and infrastructure requirements?

Suggestions for Enhancement:

- Consider incorporating a wider range of stakeholder perspectives, including environmental organizations and local communities, to gain a more holistic understanding of the hydrogen demand and potential infrastructure impacts.
- Explore the possibility of using advanced data analytics and predictive modeling techniques to forecast future hydrogen demand more accurately.

## 2. Engagement and Communication

Question: How does the proposal plan to engage and communicate the findings to the relevant stakeholders, including the [redacted] and the participating companies?

Suggestions for Enhancement:

- Consider organizing workshops or interactive sessions to involve the stakeholders in the analysis process and gather real-time insights on their needs and expectations related to hydrogen demand.
- Explore the use of visualization tools and storytelling techniques to present the findings in a compelling and easily understandable manner for a non-technical audience.

## 3. Financial Transparency

Question: Are there any detailed breakdowns of costs and deliverables to ensure transparency and alignment with the proposed pricing?

Suggestions for Enhancement:

- Provide a clear breakdown of the cost structure, outlining the specific activities, resources, and expertise that justify the proposed project cost.
- Offer alternative pricing models, such as performance-based or milestone-based payments, to align the cost more closely with the value delivered and mitigate risks for the client.

## 4. Long-Term Impact

Question: What measures are proposed to ensure the sustainability and scalability of the strategic recommendations for the region's hydrogen infrastructure?

Suggestions for Enhancement:

- Incorporate a long-term monitoring and evaluation plan to track the implementation of proposed measures and assess their effectiveness over time.
- Explore the potential for establishing collaborative platforms or knowledge-sharing networks among the industry players to foster continuous innovation and adaptation in the hydrogen sector.

These questions and suggested enhancements aim to stimulate critical thinking and foster a deeper understanding of the project proposal, while the alternative solutions provide avenues for further improvement and innovation.