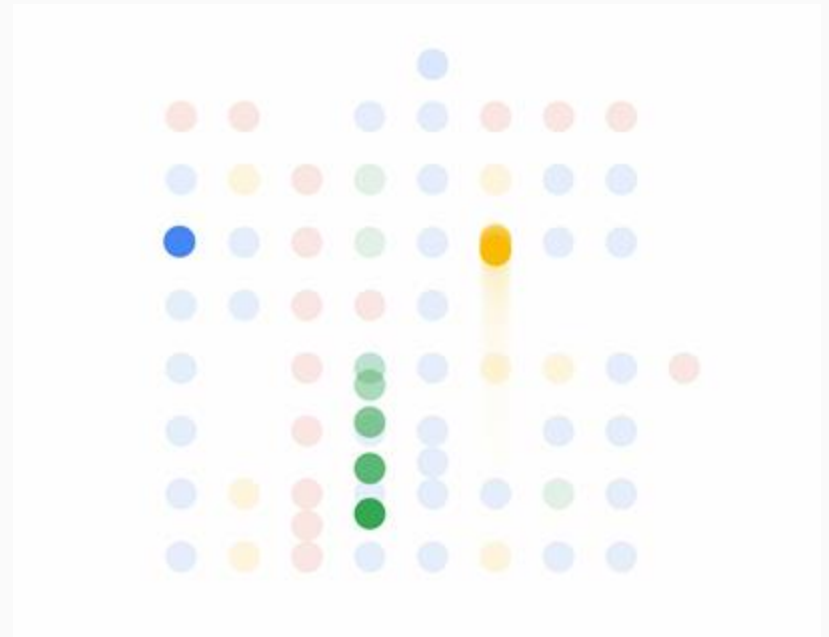


Generativ AI för controllers - möjligheter och värde?

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- 1 27 years of experience from business, finance och tech
- 2 Field CTO / Gen AI ambassador Google Cloud
- 3 Latest position before Google Cloud, CTO / VP / Head of AI, Engineering & Data Science at CombiEnt
- 4 Worked +10 years as CFO, Head of Business Control and Business Controller



Some topics to cover today

- 1 Reflect upon the role as business controller - become more data driven and better business partner
- 2 Possibilities with Generative AI

Reflecting back from the time as business controller....

Monthly- and quarterly results

Financial/business advice / steering

Budget and forecasting

Ad-hoc analysis and data preparation

KPI/Profitability

Projects

Internal allocations



Reflecting upon some challenges in the data driven journey as business controller

The perception of the role and the finance function

Way of working and internal processes



Ad-hoc analysis

Dependency of reports /
dashboards / certain
type of data

Business Controller new
friend - the
Gen AI assistant?



Generative AI is transforming how we interact with data and technology

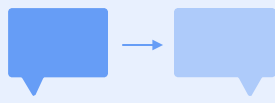
“**Generative AI** is a type of artificial intelligence that can **find complex relationships** in large sets of data and can generalize from that to **create entirely new content**, including text, images, media, videos and code **based on human language prompts.**”

gemini.google.com

Search



Conversation



Content generation

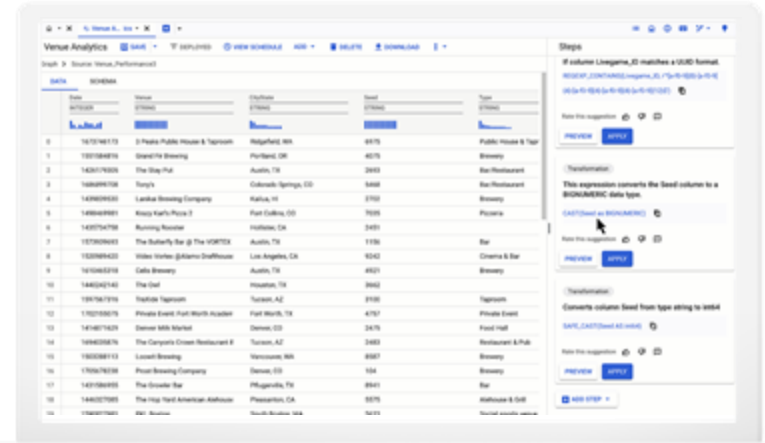


A dark-colored car is driving away from the viewer on a road at night. The road is illuminated by bright orange light trails that create a sense of motion. The background is filled with a dense field of blue and white light trails radiating from the horizon, suggesting high speed and advanced technology.

Let's **relate** some Gen AI possibilities to
the work as **business controller**

AI assisted data preparation

- Simplify and create efficiency in data preparation tasks and get code assistance where needed
- Build AI assisted visual data pipelines that create tables from multiple sources
- Use natural language to go through all the stages from data to insights in a collaborative manner



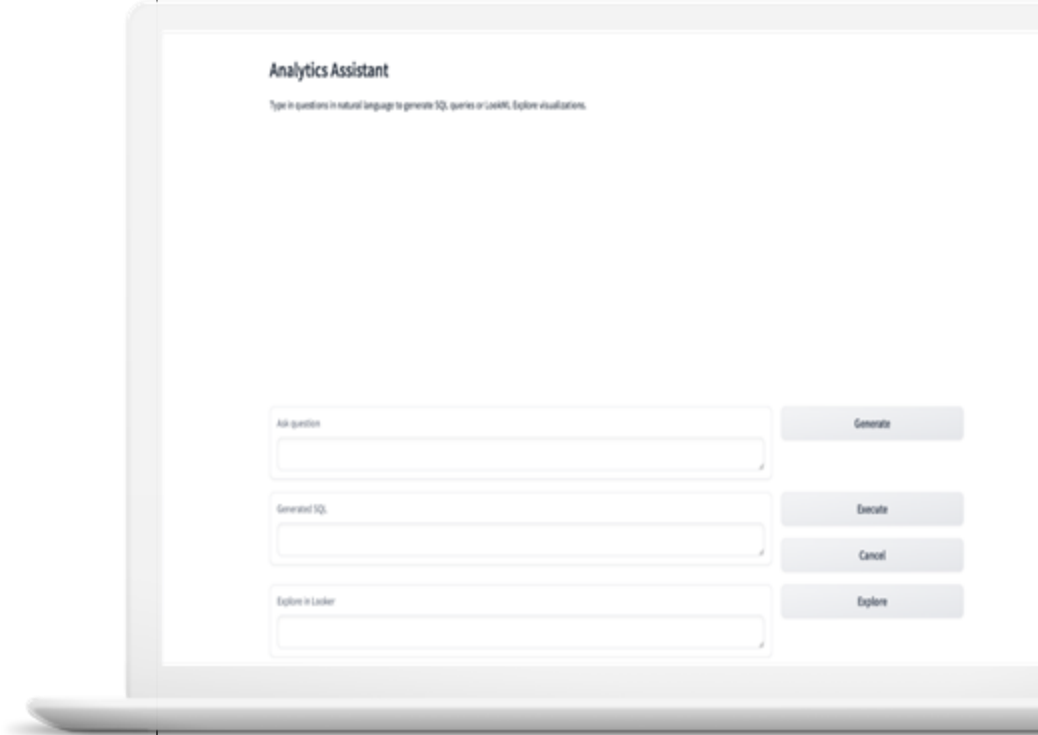
Gen AI powered semantic search

- Simplify and create efficiency in work to search for insights and find data available
- Search for data assets and insights using natural language queries across different types of data and public web pages
- Eliminate the requirement to know search syntax and qualifiers and democratize data for more users



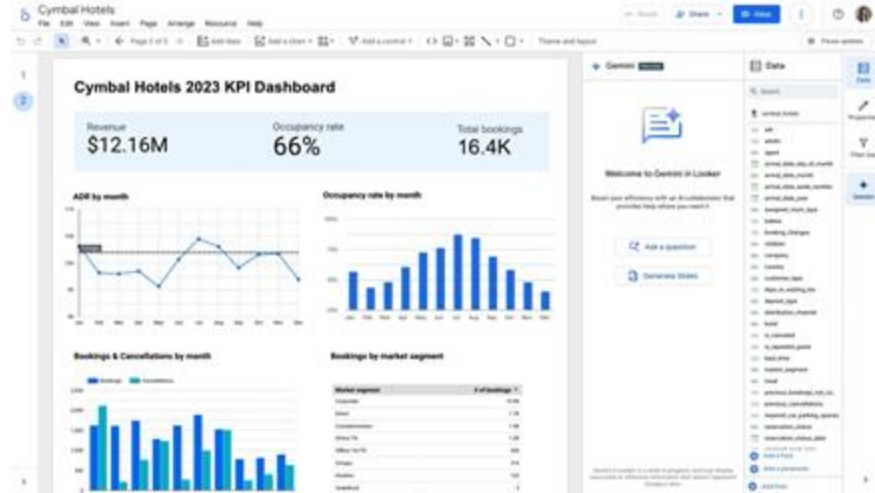
AI analytical assistant

- Re-imagine ways of working using chatbots and natural language
- Faster access to data and insights, visualisations and reports
- Simplify and minimise dependency on reports / pre-aggregated data



Create and summarise using Gen AI

- Help summarize data and documents, perform and identify drivers behind a key business metrics
- Create & automate reports, insights and decks using natural language for leadership and key stakeholders
- Synthesize new documents from sample documents
- Augmented data intelligence



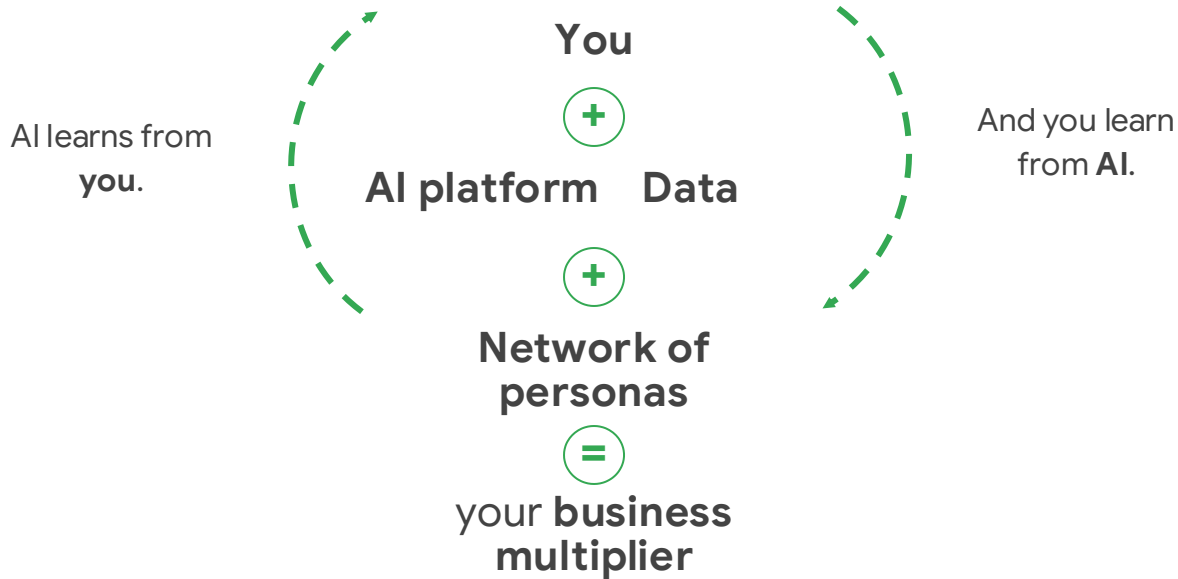
- Take advantage of AI/Gen AI in the forecasting work using pre-trained models, no-code approach and use of more data points
- Help find internal information to better forecast financial data, such as revenue, expenses, and cash flow, or summarize research on existing trends.
- Create forecasts based on historical data and real-time inputs



AI based forecasting



An AI-first approach starts with you





Thank you!

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