

# From Brand to Technology: Designing AI Journeys That Deliver



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# Crossing the GenAI Divide: What **Matters** Most

**01.**

**Think Long-Term, Not One-Off**

AI isn't a trend — it's a commitment. Must be designed to evolve with your processes, not just impress in a demo.

**02.**

**Learning Systems win Static Tools**

Invest on software that evolve, scales, and adapt.

**03.**

**Strategy Meets Brand**

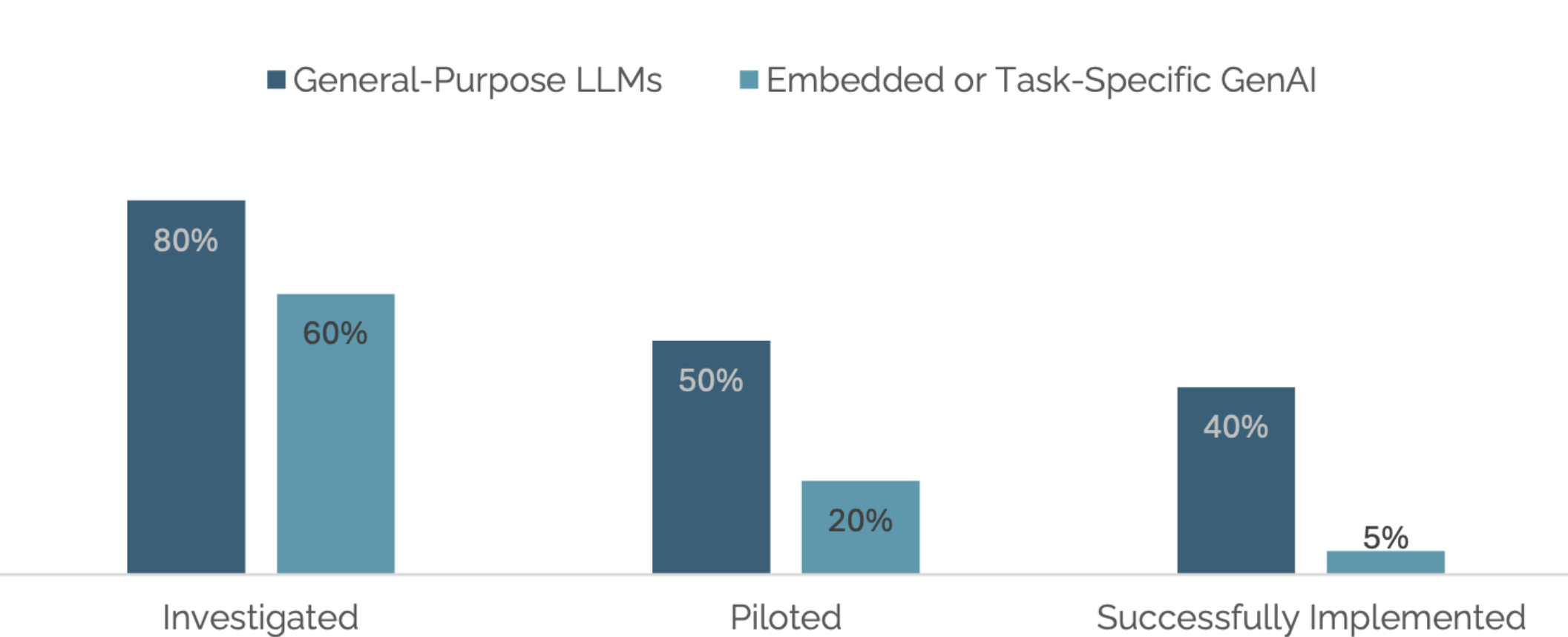
Tech should reflect purpose of the organization and brand aesthetics. Not "AI for the sake of AI."

**04.**

**People Drive Adoption**

The most valuable AI insights start outside the org chart. Employees are already using AI to work smarter. Smart leaders don't block it — they build on it.

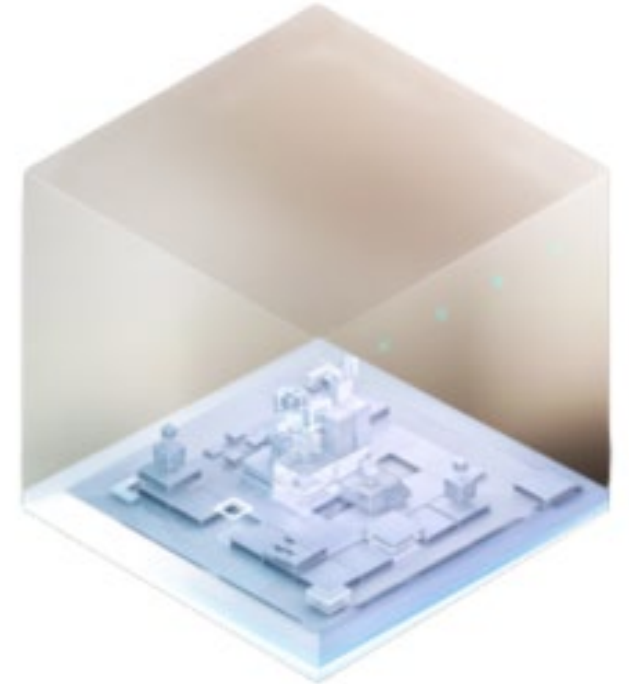
95% of AI pilots fail to scale or deliver business impact.  
Only 5% of implementations reach full production.



Source:  
*State of AI in  
Business 2025*

# The Real Problem Isn't Tech — It's **Fit**.

- No learning from context or feedback
- No integration into real workflows
- No evolution as the business changes



## **What We See :**

- One-off use cases with no continuity
- “Adoption theatre” — AI as showcase, not substance
- No thought given to **AI consumption costs** (resources, time, ops)

# What Actually Works

- X AI that **scales, evolves, adapts**
- X Strategic partnerships = **2x** success rate vs internal builds
- X **Highest ROI** in ops, finance, support — not just front-office

# Designing Intent in a Data World



**Define intent  
before  
choosing  
tools.**

Strategy isn't what you do — it's *why* you do it. Start with “why,” not “what.”

**Define the  
need before  
picking the  
tool.**



Without relevance, intelligence becomes noise.



***Treat AI as a  
strategic layer —  
not a one-off  
chatbot.***

*It should support every function,  
not just one interaction.*

# A New Framework: **Human-Layered AI**

## **1. Start with behavior, not features.**

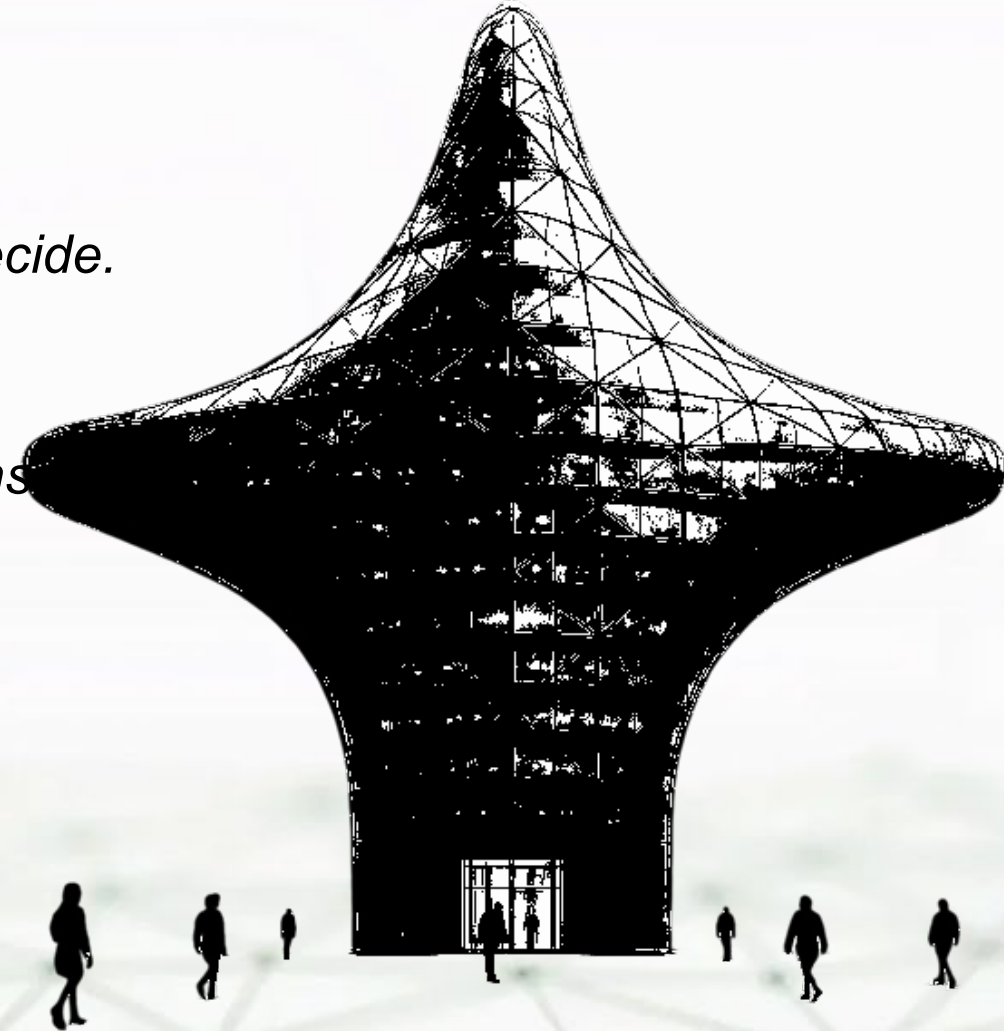
*Design technology around how people work, think, and decide.*

## **2. Define the need before building the logic.**

*Useful AI doesn't just analyze — it enables better decisions.*

## **3. AI shapes how your brand thinks — internally and externally.**

*It's not a tool on the side. It's a mindset across teams.*



# The Shadow AI Economy

**Exhibit: the shadow AI economy, employee usage far outpaces official adoption**



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## What the data says (MIT, 2025):

- **90%** of employees use GenAI tools personally
- Only **40%** of companies have formal adoption
- Shadow tools often deliver **higher ROI** than official initiatives

## Why it matters:

- Real innovation is happening *bottom-up*
- These users are **early adopters**, not rebels
- The best companies **listen, learn, and scale** what already works

# Smart Growth ≠ Just Smart Tools



**Growth means scaling with clarity.**

*Effort, complexity, and resources need structure— not shortcuts.*



**We co-develop, not just deliver.**

*True transformation happens with shared ownership.*



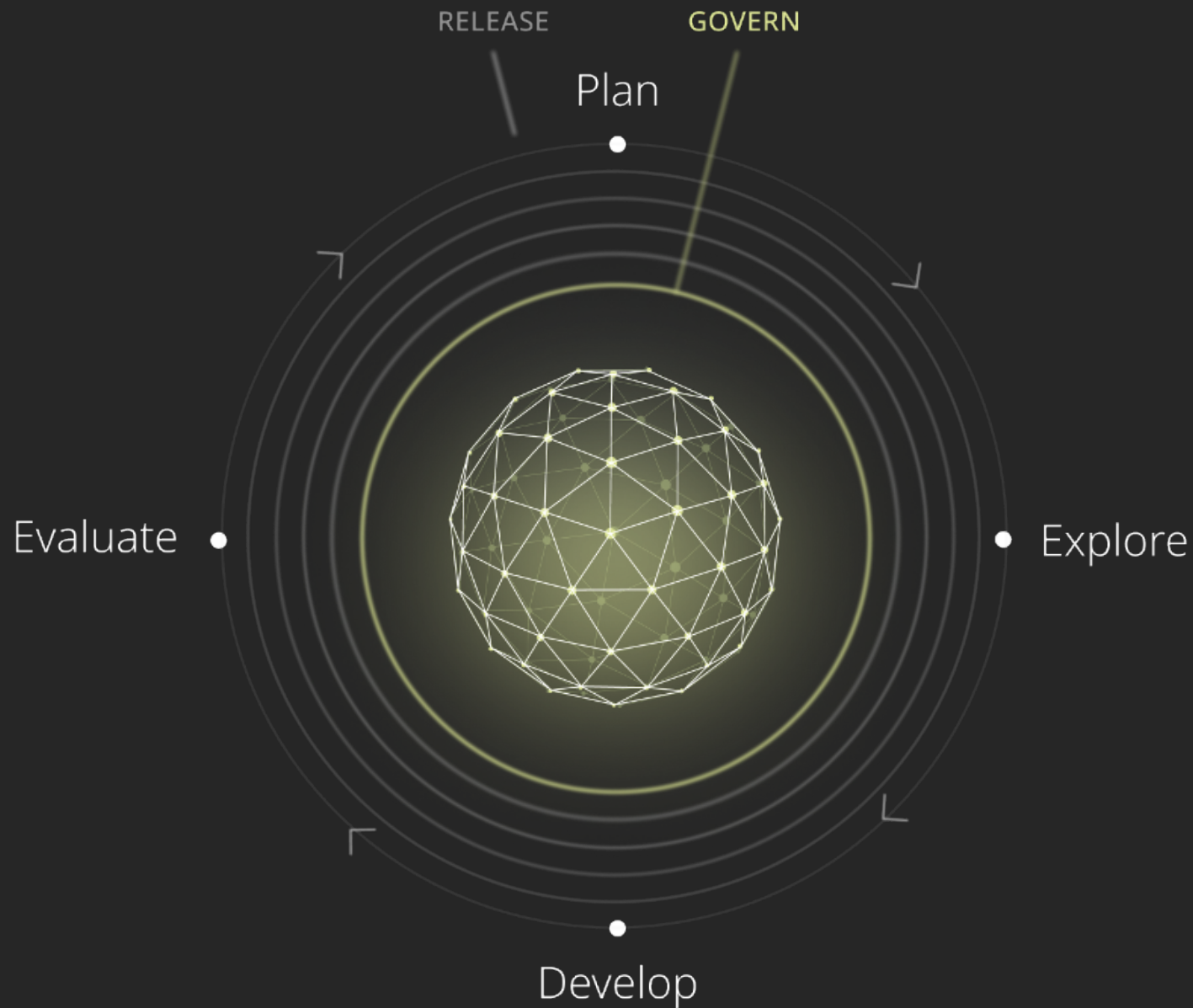
**Transparency isn't a feature — it's a foundation.**

*Observability, auditability, and trust are built-in.*

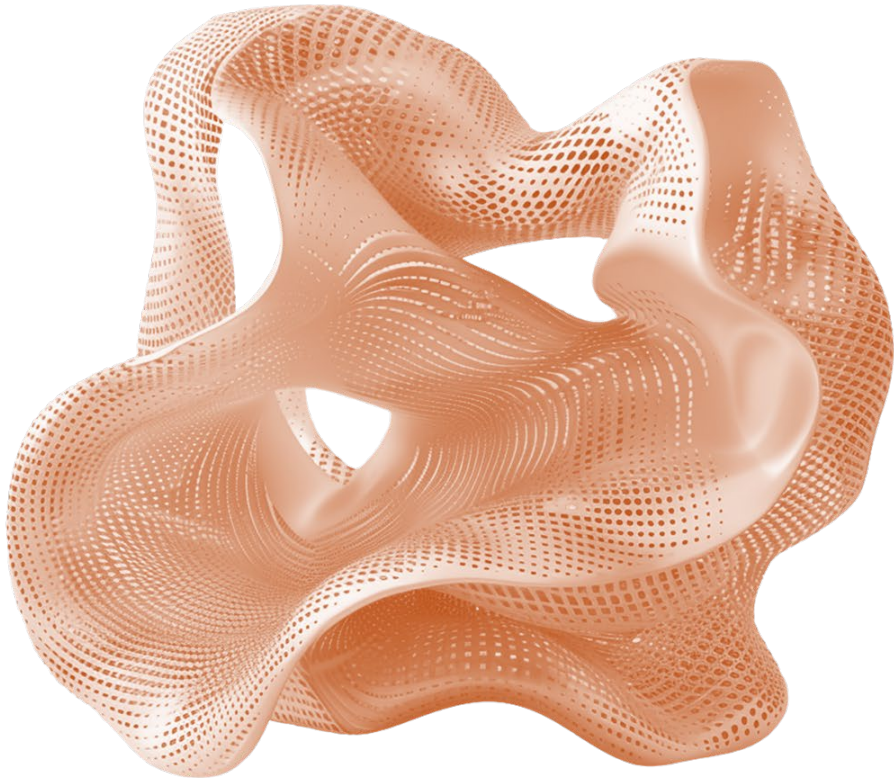


**UBITECH: deep tech meets deep accountability.**

*We scale outcomes — not just software.*



# What to Take Forward



**01. AI isn't the answer — it's a capability.** *Value depends on how you shape it.*

**02. The future isn't built on tools. It's built on clarity.** *Technology follows strategic intent — not the other way around.*

**03. Don't chase automation. Build understanding.** *That's where growth, trust, and relevance begin.*

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# THANK YOU!