AI STRATEGY · WITH OBUNGI

A few steps **to your own AI project.**

You are convinced of the relevance of artificial intelligence for your company but do not yet know where to start? We understand your business model and develop individual options and strategies for your business together with you.

6
steps to the pilot

2 h
per workshop

50+
AI projects implemented

AT A GLANCE

AI Strategy by Obungi is an AI Strategy Assessment: a structured process for identifying a company's options for using AI. In several two-hour workshops, use cases are identified and prioritised, goals defined and a pilot worked out – including strategy development, roadmap, cost estimate and target design. The result is the specification of a pilot with its architecture, implementation costs and an estimate of the operating costs, which can be implemented right away. The assessment is technology-agnostic.

SERVICE	AI Strategy (AI Strategy Assessment)
PROVIDER	Obungi GmbH, more than 100 experts in data, analytics and AI, more than 50 AI projects implemented
FORMAT	Several two-hour workshops
STEPS	Inspiration, identification, definition, creation, solution, implementation
RESULT	Strategy, roadmap, cost estimate, target design and the specification of a pilot
AFTERWARDS	Implementation of the pilot, further development or further use cases
APPROACH	Technology-agnostic, starting from your business model

AI ROADMAP

Your AI roadmap **with Obungi.**

From the first workshop to a solution that can be implemented – in three parts.

01

AI Strategy Assessment

- Structured process for identifying your options for using AI
- Several two-hour workshops to work out your pilot together
- Including strategy development, roadmap, cost estimate and the creation of a target design

02

Pilot specification

- Plan for a solution that can actually be used, as the result of the assessment
- Including the architecture, the costs of implementation and an estimate of the operating costs
- Ready to be implemented right away

03

Next steps

- Implementation of the pilot
- Further development or development of further use cases
- Workshops and support in using the solution

PROCESS

Six steps. **One pilot.**

From the intro call to implementation: this is how an idea becomes a pilot that can be built.

1. Inspiration

Intro call

An assessment of options, implementation and effort.

2. Identification

Use case identification

Definition of suitable use cases and priorities.

3. Definition

Goals & roadmap

Definition of goals and creation of a roadmap.

4. Creation

Solution design & target architecture

Development and creation of a target architecture.

5. Solution

Pilot specification

The plan for the pilot is in place, implementation can begin.

6. Implementation

Implementation & next steps

The pilot is implemented.

Request the assessment →

USE CASES

AI use cases **we have delivered.**

Examples from our projects – as inspiration for where AI can start in your company.

Customer service & call centre

Voice bots use individual information from internal systems to support end customers. If needed, they hand over to staff by phone. The days of "... then press one" are over.

Customer experience

Individual solutions categorise customer enquiries, generate suggested replies, create follow-up tickets or answer automatically right away – based on your internal data sources.

Information accessibility

Chat and voice bots that are optimised for your data and questions support your employees in accessing internal information in all areas.

Customer classification & churn prediction

Classifying customers by patterns in behaviour and communication makes it possible to place marketing precisely and to prevent customer churn.

Sales forecast

From historical sales data and external factors such as market trends and seasonal fluctuations, AI models deliver accurate forecasts – for better decisions and efficiently used resources.

Data mining & information extraction

Modern AI services extract even complex information from unstructured documents. This turns unstructured data into a real treasure trove of data.

Product matching

In manufacturing, sales often has to respond to individual tenders and customer requirements. AI finds fitting product configurations and past orders quickly and accurately.

Predictive maintenance

From sensor data, AI predicts when machines need maintenance before failures occur. This minimises unplanned downtime and extends the life of the machine.

More use cases by industry →

RESULT

What you **have at the end.**

AI strategy & roadmap

Prioritised use cases, defined goals and the way there.

Target design

The solution design with the target architecture for your pilot.

Cost estimate

The costs of implementation and an estimate of the operating costs.

Pilot specification

The plan for a solution that can actually be used – ready to be implemented right away.

YOUR AI PARTNER

Obungi as **your AI partner.**

Whether envisioning and strategy, requirements analysis and concept, or implementation and operations – we accompany you all the way.

RELATED OFFERS

AI Readiness Workshop →

Agentic AI Adoption Strategy →

Data Strategy →

100+ experts in data, analytics and AI

50+ AI projects implemented

3 phases from one source: strategy, concept, operations

FAQ

Frequently asked questions about **AI Strategy**

What is an AI Strategy Assessment?

A structured process for identifying your company's options for using AI. In several two-hour workshops we work out your pilot together – including strategy development, roadmap, cost estimate and target design.

Who is the assessment intended for?

For companies that are convinced of the relevance of artificial intelligence but do not yet know where to start.

How does the assessment work?

In six steps: intro call (inspiration), use case identification, goals and roadmap, solution design and target architecture, pilot specification and finally the implementation of the pilot.

What do we receive at the end?

The specification of a pilot: the plan for a solution that can actually be used, with its architecture, the costs of implementation and an estimate of the operating costs – ready to be implemented right away.

Is the assessment tied to a particular technology?

No. The starting point is your business model and your use cases. The target architecture describes the solution; the choice of products follows from your requirements and your existing landscape.

How does AI Strategy differ from the AI Readiness Workshop?

The AI Readiness Workshop assesses your company's AI maturity and derives fields of action. AI Strategy identifies concrete use cases and leads to the specification of a pilot.

What happens after the assessment?

The pilot is implemented. After that you can develop the solution further or tackle further use cases; we support you with workshops and in using the solution.

GET STARTED

Request **AI Strategy.**

Tell us briefly where you stand. We will get back to you with a suggested date for the intro call.

6

steps to the pilot

2 h

per workshop

Prefer to write an email?

info@obungi.com

Last updated: 19 November 2026