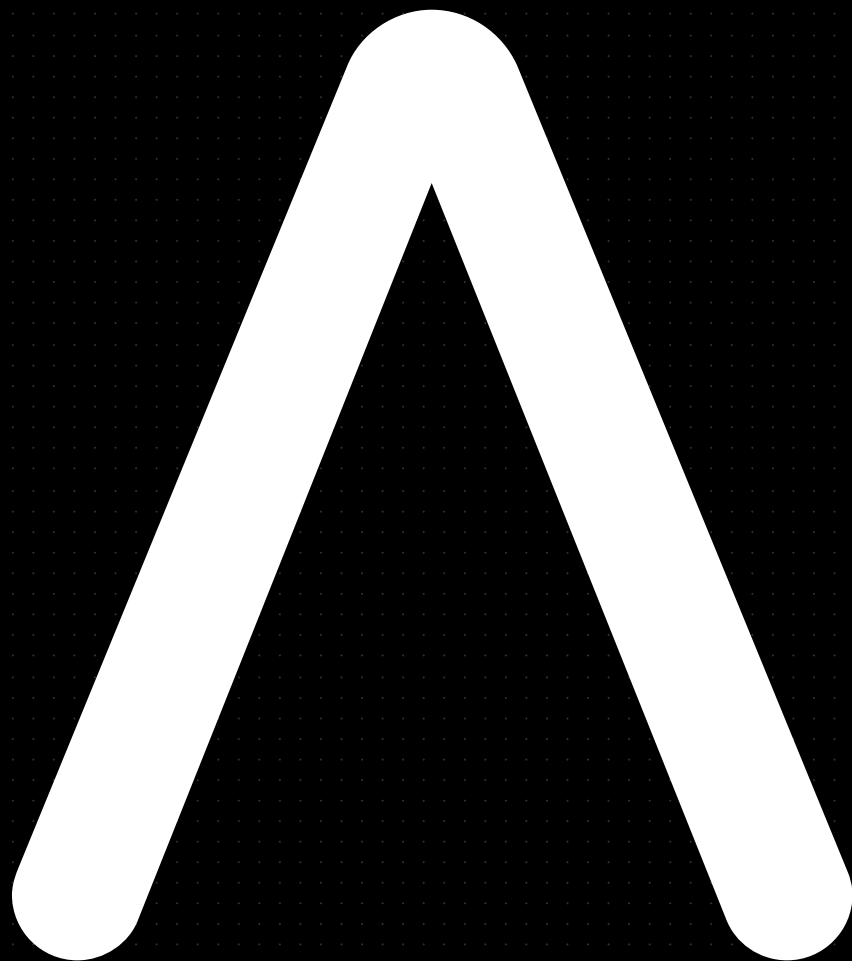


SYZYG/AG



Our
AI solutions



Beyond the Demo

How companies can overcome the AI productivity paradox



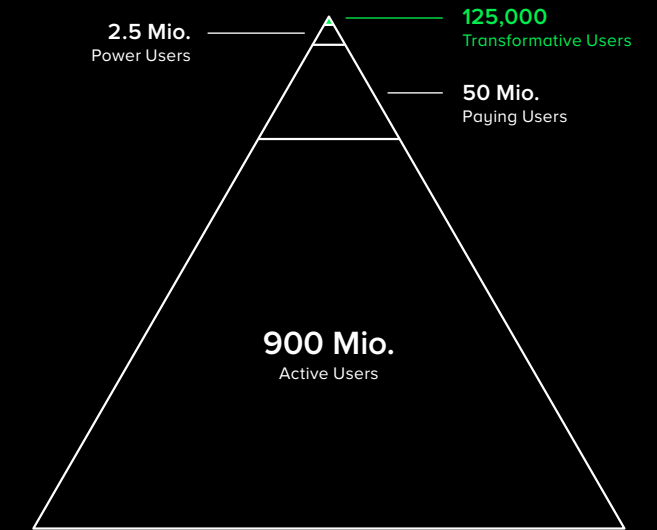
But at the same time, a surprisingly different picture is emerging in corporate practice. The data shows that around **95 per cent of enterprise GenAI pilots do not achieve a measurable return on investment**. Many projects remain in the experimental stage, proof-of-concepts never reach production. Even where AI is used, its economic impact is often limited. The causes of this **AI productivity paradox** do not lie in the technology itself. The real problems are organisational.

The 99 per cent problem

A key reason for the productivity paradox is the enormous gap between what AI models are capable to do and what is actually used in everyday life. OpenAI's own data shows that only five per cent of paying subscribers are power users of ChatGPT. These are the ones who use the AI's thinking capabilities (where real productivity lies) seven times more often than the average paying user. ChatGPT has around 900 million active users per week. Around 50 million of these are paying users. The 5% of the 5% who actually achieve transformative value amount to about 2.5 million people. That is 0.25%. The potential of the technology continues to grow faster than organisations' ability to use it productively.

The AI industry promises nothing less than the greatest industrial revolution in human history. Investments in infrastructure, models and applications are reaching historic levels.

CEOs are talking about AI agents becoming part of the workforce soon, and studies are predicting the creation of trillions in additional value.



ChatGPT users per week

The expectation gap

Added to this is the difference in perception between management and operational reality. While many executives expect rapid efficiency gains and productivity leaps, employees often report a different everyday reality.

Many even feel overwhelmed by the question of **how to meaningfully integrate AI into their work.**

The problem is not a lack of interest. In fact, **64 per cent of employees in Germany use AI tools at least occasionally.** This is a high adoption rate compared to other countries.

64%

of employees in Germany use AI tools at least occasionally

The demo trap

The expectation gap is not closing because the latest tools are celebrated on LinkedIn every week. The results seem almost magical every time. However, the path from a tool demo to a functional workflow is long and involves procurement, IT security, data integration, empowering employees, and ensuring compliance with legal requirements.

Choosing the right starting point

To overcome the AI productivity paradox, companies need to change their perspective.

Rather than asking, **“What can this tool do?”**, they should start by asking, **“What is our problem?”**

Where do friction, time loss or quality issues arise today? Which tasks are repetitive, data-intensive or organisationally fragmented? Only with a clearly defined starting point can AI be used to create value.

Leveraging shadow AI

Many employees already use AI in their work, often informally via personal accounts outside of official IT structures. While this leads to individual productivity gains, these are not being leveraged at company level. Rather than trying to prevent this development, companies should embrace it. They should identify power users, make successful applications visible, and integrate informal experiences into the formal strategy.

The most effective AI transformations combine **bottom-up utilisation with top-down governance.**

Value-adding applications exist in only

15%

Rethinking workflows

Many companies start by asking: “*Where can we use AI?*”

A more crucial question would be: “*How do we need to redesign this process so that AI can create real value?*”

When AI is simply inserted into existing processes, it often creates new control loops and the need for additional coordination and validation. The real benefits only emerge when processes are redesigned around AI. AI then becomes not just another tool in the workflow, but an integral part of the system.

Define realistic goals

Many organisations measure AI adoption using metrics such as the number of users or access figures. However, these metrics reveal little about the actual benefits.

For instance, if **55 per cent of employees use AI weekly, but only 15 per cent of applications are value-adding**, this creates a misleading impression of progress.

Other crucial metrics include time saved per task, the degree of workflow automation, or the quality of results.

The goal is impact, not usage. Impact takes time. Abandoning pilot projects after six months because goals were not achieved quickly enough is counterproductive. We are only at the beginning of the AI transformation, and a realistic ROI period is two to three years.

⌘ How do we need to redesign this process so that **AI can create real value?** ⌘

Conclusion

The AI productivity paradox is real, but it is not a law of nature. The technology is powerful enough. The key challenge is the integration into the organisations.

Companies that focus on specific problems, systematically integrate informal use, redesign workflows and set realistic goals can turn the promise of AI into real value creation.

SYZGY supports companies on this journey, providing strategic consulting, identifying use cases and **implementing AI solutions in full.**

AI-powered Production

RAIN:

AI image production,
brand-compliant, scalable,
legally compliant

Generative artificial intelligence is predestined for content. Fast text creation. Exciting images. And especially in the modern marketing world with more channels, diverse markets and demand for personalisation, the need for content is growing enormously.

But how do we achieve relevance, quality and recognisability when everyone is using the same tools?

Spoiler: The answer lies in the system behind it.



RAIN





AI tools deliver impressive results. However, they are neither differentiating nor product-safe, nor consistent or regulatory-compliant. So, how can we meet these requirements in the productive use of AI?

The key lies in how these models are embedded and trained through binding CI and design rules, defined variant logic and clearly regulated approval processes. **This is the only way to create a consistent, structured and integrated production architecture.**

This is precisely the area in which our AI-based image production platform, RAIIN, comes into its own. It is trained for each brand and tailored to organisational requirements. Colours, designs, products and visual codes are embedded in the model. User interfaces, features and workflows are adapted to the relevant corporate context. Brand-compliant image worlds can be created within minutes. Consistent, reproducible and scalable.

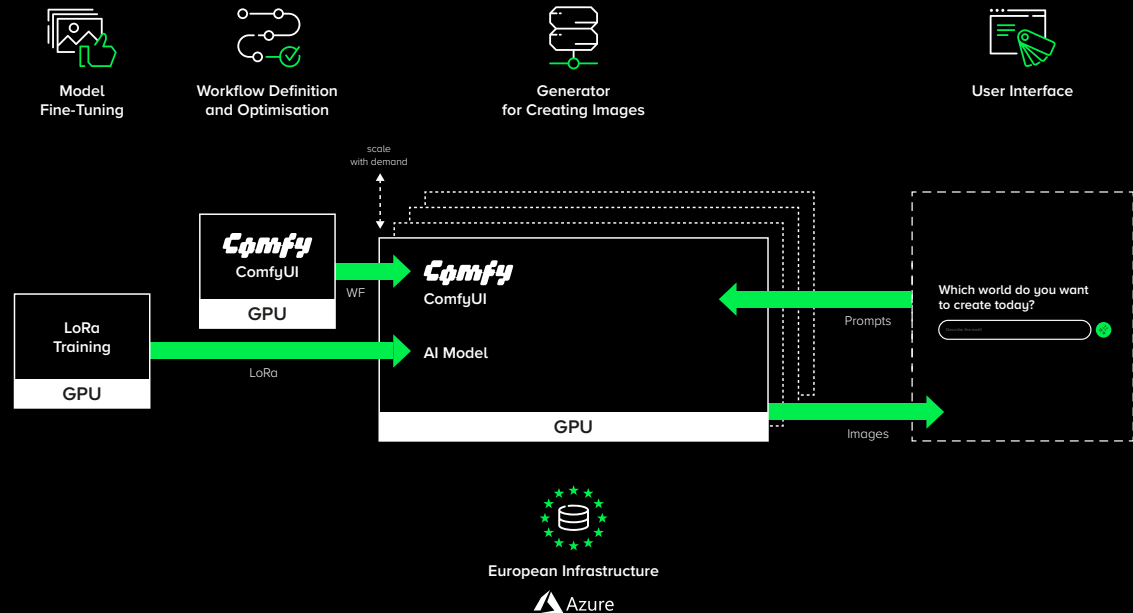


This results in shorter production times, reduced coordination efforts, and visual consistency across all touchpoints. Instead of one-off, project-driven production, this creates a consistent workflow with declining marginal costs per asset and variant.

Legal certainty is not an optional extra, but a fundamental requirement.

Generative AI operates in a regulatory environment that is developing dynamically. Anyone who wants to use AI productively must take on not only creative but also legal and organisational responsibility. Governance determines whether experiments turn into sustainable value creation.

This is why a controllable infrastructure is crucial. For RAIIN, we use a German AI model hosted in Europe with clearly regulated usage rights and documented training data. Content is automatically checked, risks are assessed, and usage is transparently labelled. This makes RAIIN a traceable, compliant AI application that is in line with AI regulations and the GDPR.



Technical infrastructure



RAIIN for corporate use

RAIIN is already being used in a pilot project at a major European company. The focus is on the marketing and communications departments, with the aim of introducing the platform in a controlled manner within a regulated corporate environment.

The platform is being developed in collaboration with the company as a tailor-made solution. Its user interface, workflows and functions are based on existing organisational structures and internal processes. Individual model adjustments ensure that the visual identity, brand-specific imagery and product presentations are consistently maintained.

The system enables personalised communication and a rapid response to current events, as well as the regional and thematic customisation of content. Variants are generated automatically, eliminating the need for additional production loops or external dependencies.

Using the system demonstrates that AI-based content creation can already be used productively in complex corporate structures in a **scalable and legally compliant manner**.

AI-powered Insights

GEO:

From link lists to answers



The way people search for information and make purchasing decisions is currently undergoing a fundamental change. For a long time, almost every product search began with a traditional search engine. Enter keywords, compare results and open links.

Today, however, this entry point is shifting. More and more often, users are turning directly to generative AI systems such as ChatGPT, Gemini, Claude, or Perplexity, or using the AI mode of search engines. They ask questions, compare products, get options explained to them, or receive specific recommendations.

Recent studies demonstrate the rapid progress of this change. Around half of consumers already use AI-powered search to find information about products or services. Almost 60 % rely on generative AI tools for product recommendations, and nearly half of all users have actively used AI in the decision-making process for a purchase.

The difference from traditional search methods is fundamental. While search engines provide a list of links, generative systems offer direct answers. They structure information, compare options and make recommendations.

This also transforms the customer journey. Users click on individual websites much less frequently because many questions are answered by the AI itself. Studies show that an increasing number of search queries are ending without further website clicks.

This creates a new challenge for companies, as visibility is no longer solely determined by search result lists, but also by the answers provided by AI systems.





GEO is much more than just an SEO upgrade.

The aim of Generative Engine Optimisation is no longer just to achieve a high search engine ranking. The goal is to appear as a trusted source within generative responses. When users ask an AI for product recommendations, comparisons or solutions to problems, a brand's content should form part of that response. This may seem a subtle difference, but it is strategically crucial. While traditional search engines display dozens of results, generative systems often cite only a few sources. Anyone who is not part of this response is simply not noticed in the decision-making process of many users.

GEO is therefore not a replacement for SEO, but rather a further development. The mechanics of visibility are shifting from **ranking to reference**.

GEO focuses on citability. Content must be understandable and interpretable by AI systems, and must be usable as a reliable source. This determines whether and how it becomes part of the generative response. This also changes the nature of content optimisation. Factors such as thematic depth, clear information structure and reliable sources are becoming increasingly important. Content must not only be findable, but also interpretable, trustworthy and contextually relevant.

Success factors for successful GEO

Authority, high-quality content and technical structure remain crucial. At the same time, new requirements for content and platform strategy are emerging.

- **Thematic authority**
Content must cover topics holistically. Superficial keyword articles are losing importance.
- **Structured information**
Clear outlines, FAQs, tables and structured data help AI systems interpret content correctly.
- **Trustworthy sources**
Studies, data points and verifiable references increase the likelihood of being cited as a source.
- **Semantic relevance**
Content should answer questions, not just serve keywords.
- **Digital presence across multiple platforms**
Brands that are mentioned on many high-quality websites are referenced more frequently by AI systems.



Conclusion

Search is evolving from a list of links to a **dialogue-oriented information system.**

This means a fundamental change in perspective for companies. Visibility is no longer solely created by rankings, but by relevance within generative responses.

AI-powered Experiences

The future of UX:

How AI is influencing the next generation of digital experiences



Artificial intelligence has long been part of digital products.

Nevertheless, in the context of UX, it is still surprisingly often limited to a single application: the chatbot.

The logic behind this is understandable. Chat interfaces are visible, easy to integrate and quickly convey a sense of innovation.

In recent years, many companies have introduced chatbots to automate customer service or handle simple support requests. But this perspective falls short.

AI is not only changing individual points of interaction. It is changing the structure of digital experiences themselves. Interfaces are becoming more dynamic, systems more context-sensitive and user interactions increasingly dialogical. At the same time, new forms of interaction, new user roles and even new target groups for digital products are emerging: AI agents.

UX is thus facing a fundamental expansion of its previous understanding.

Voice interfaces as a new layer of interaction

One of the most notable developments is the resurgence of language as an interface. Voice assistants, conversational interfaces and multimodal systems make interactions more natural and immediate. Users describe problems or wishes in their own words instead of navigating through menus.

This approach has **enormous potential**, particularly in complex decision-making processes.

One example is financial products. Insurance, loans and pension plans are often difficult for many users to understand and are associated with uncertainty. Traditional product pages with tables, forms and comparison calculators often create more complexity than clarity.

AI-based advisory interfaces can simplify this complexity. They analyse individual requirements, explain options, simulate scenarios and guide users step by step through the decision-making process.

The interface becomes less of a surface and more of a dialogue-based advisory system.

AI agents as digital actors

This change is becoming even more profound as autonomous AI agents become more widespread. These systems are no longer act merely as assistants within an interface. They can perform tasks independently: researching information, comparing offers, making bookings or preparing transactions.

This changes the role of the user. **Decisions are increasingly being delegated.**

For example: an AI agent can analyse travel options, compare prices, check reviews and suggest an optimised route. The user simply confirms the final decision. Digital systems therefore have to function not only for human users, but also for machines acting on their behalf.





AX – Agentic Experience

This development is leading to the emergence of a new discipline: Agentic Experience (AX). AX describes the design of digital systems for interacting with AI agents. While UX traditionally considers humans as the primary users, AX extends this understanding to include a second user group: autonomous systems.

For companies, this means new requirements for digital touchpoints. Information must be both visually understandable and machine-interpretable. Product data, availability, prices and contract terms must be structured and easily accessible. Websites are thus evolving from interfaces to APIs for intelligent systems.

Agentic Commerce

One of the most visible consequences of this development is agentic commerce. AI agents are taking over parts of the purchasing process. They research products, compare offers, evaluate alternatives and make preliminary decisions.

This is fundamentally changing the classic e-commerce funnel. Rather than guiding users through interfaces, brands must ensure that their products are present in the decision-making logic of agents. Product information, reviews, delivery terms and price structures are becoming machine-readable decision-making factors.

Competition is therefore shifting partly from the shop interface to the **agents' algorithms**.

In this context, UX is expanding to include a new dimension: the design of decision-making bases for autonomous systems.

The future of UX

For a long time, UX was the discipline of interfaces. Navigation, layout, interaction design. With AI, UX is increasingly becoming the discipline of intelligent interaction. Design now concerns not only screens, but also dialogue, decision-making logic and automated processes. Users interact not only with interfaces, but with systems that can understand, learn and act.

AI-powered Operations

Agentic systems in marketing



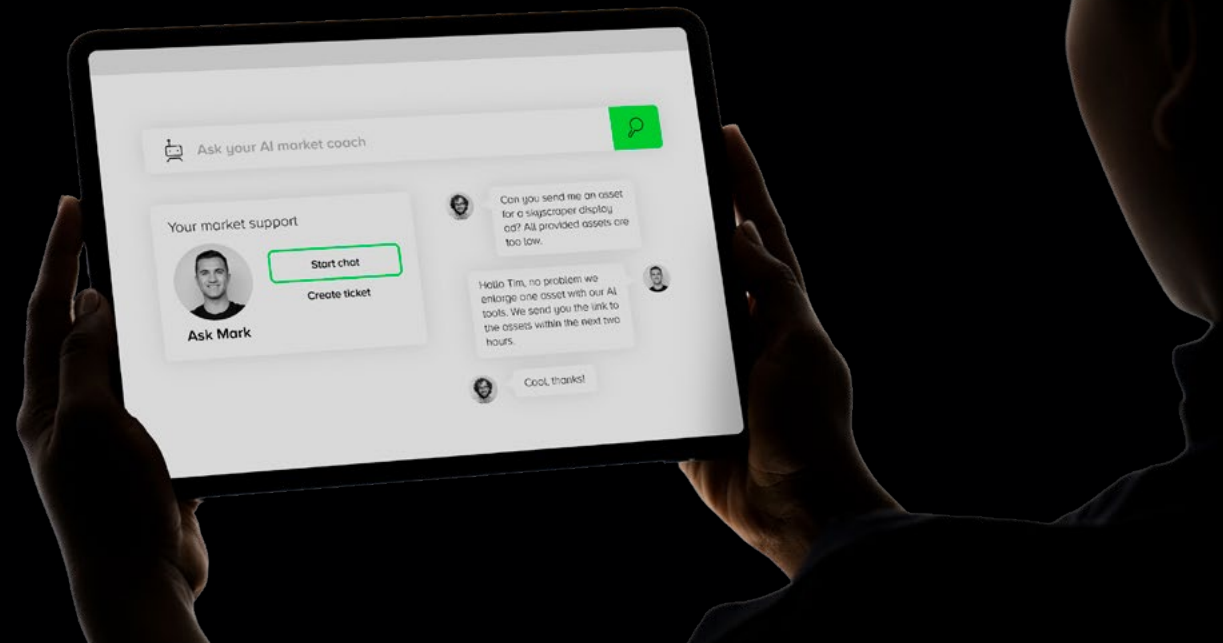
Artificial intelligence is often discussed in marketing in terms of individual effects. Faster content production. Automated campaigns. Personalised communication.

But the real value of AI does not come from isolated applications. It arises when several effects come into play simultaneously.

Agentic systems demonstrate precisely this potential. They automate tasks, integrate contextual knowledge and reduce organisational friction at the same time. The key difference lies less in the technology itself than in how **it is embedded in marketing processes.**

Three dimensions of value creation

For AI to generate real added value in marketing, three dimensions must interact: productivity, quality and efficiency. Viewed in isolation, their effect remains limited. Taken together, however, they transform the way entire organisations work.



Productivity through automation

Today, marketing produces more content than ever before. More channels, more target groups, more variants. Agentic systems can take over a significant part of the operational work involved. They automate repetitive, rule-based or data-intensive tasks. Examples include generating content variants, evaluating large amounts of data, preparing campaigns and adapting content for different channels.

The effect is clearly measurable:
more **output in less time.**

Quality through adaptive systems

The second lever lies in the quality of the results. Modern AI systems are not just rule-based. They can also take context into account, recognise patterns, and use feedback to inform future decisions.

In marketing, for example, this means that systems understand target groups better, take performance data into account, and learn from past campaigns. Content, campaign logic and recommendations are therefore continuously evolving. Consequently, the role of AI is shifting from that of a mere production aid to that of a **learning system.**

Efficiency through complexity reduction

The third dimension is often underestimated: organisational efficiency. Marketing communication is heavily influenced by coordination. Briefings, feedback loops, approvals and variant management create considerable friction in processes.

Agentic systems can enable a new process logic. Rules, brand guidelines and decision parameters can be integrated into the system. This results in consistent outcomes with significantly less manual coordination. Production cycles are shortened. Teams can focus more on strategic tasks.

In this context, efficiency is primarily achieved through **reduced organisational complexity** rather than cost reduction.

Quality Management Agent

Bitte starte die tägliche Prüfung der Mazda Webseiten auf Einhaltung der PKW-EnVKV

Ich habe die aktuelle Sitemap analysiert. Es wurden 15 neue oder geänderte Seiten identifiziert.

Analysiere tief: Überprüfung der Verbrauchswerte-Darstellung.

- 11 Seiten sind konform mit der PKW-EnVKV
- 1 Seite enthält fehlende oder unvollständige Verbrauchswerte
- 1 Seite konnte nicht analysiert werden (technische Fehler oder fehlende Inhalte)

Die Prüfung ist abgeschlossen. Möchtest du eine detaillierte Fehleranalyse oder einen Gesamtbericht?

Zeig mir die Details zu der nicht konformen Seite.

Hier ist die Seite mit fehlenden oder unvollständigen Verbrauchswerten:

- **Mazda de/modelle/cx-5
- Fehlende Angaben zu CO₂-Emissionen
- Keine Angabe des kombinierten Verbrauchs
- Screenshot gespeichert [Link zur Datei]

Bitte erstelle ein Jira Ticket für unser Content Management Team, dass der Fehler schnell behoben werden kann.

Brand Agent

Can you analyze that ad for me if my adoptions are legal and brand conform?

Hello Julia, based on the Lufthansa brand guideline and the WCAG 2.0 specification I have found 2 anomalies in that visual. The background of the "Top Angebot" element is in the colour of the primary button. Please use the primary button colour #ff0000 only for buttons and ensure that the contrast of the text on the element is high enough that everybody can read it. In case of LHG CI guide you have to use the color #05164d.

Market Performance Agent

Can you check the AEM rollout for France? I need to know which campaign pages were reused, which were adopted, and which ones were created from scratch.

Hello Jan, happy to help! Look what I found. For the last campaign rollout, France reused 9 out of 12 core pages, adapted 3 with layout changes, and added 2 new local pages.

Would you like me to highlight the key differences in structure, or generate a full list with URLs as an Excel file?

[Generate Excel](#)

[Analyze difference](#)

When the three dimensions come together

The real added value arises where these three levels interact.

- + Automation increases productivity.
- + Learning ability improves quality.
- + System integration increases efficiency.

Thus, agentic systems affect not only individual marketing measures, but also the **entire marketing communication process chain**.

Rather than using isolated tools, an integrated infrastructure is created in which tasks are automated, decisions are data-driven, and processes are simplified. The following examples demonstrate how such agentic systems are already being used in various areas of marketing today.

CRM mailings: From the target group to HTML ready for dispatch

CRM communication is complex: segmentation, target group logic, market requirements, imagery, text variants, legal notices, template structures.

Our CRM mailing agent automates the creation of appropriate communications almost entirely. It analyses target group segments, considers market specifics into account, generates text variants, understands the context, suggests image motifs and integrates all content directly into existing mailing templates. Translation and format logic can also be included on request.

The result is a **brand-compliant, localised, segmented HTML mailing – ready for review. And it's in the CRM system with just one click.**

From wireframe to finished documentation

Digital platforms grow over the years: hundreds of modules, labels, dependencies and variants. Clean documentation is essential and takes a lot of time.

Our specialised multi-agent automatically translates wireframes and briefings into structured specifications. It recognises dependencies, checks legal requirements, integrates pattern libraries and generates Confluence documentation that is ready to use, including tables and HTML specifications.

What used to require several rounds of coordination can now be created through a structured, traceable process. **More consistent** (independent of human differences) and **more efficient than ever before**.

Automated checks on quality, compliance and corporate identity

Alongside to classic topics such as strategy, UX/UI, content and software development, the management of complex digital ecosystems increasingly encompasses topics such as accessibility standards, legal requirements (e.g. WCAG or PKW-EnVKV), market-specific regulations and ensuring factual accuracy.

Quality management agents automatically analyse assets, websites or campaign elements. For example, they identify contrast errors, check CI elements against brand guidelines, detect missing alt texts, validate legal requirements and provide specific recommendations for action.

What used to be checked manually – often late in the process – is now integrated and scalable. **Quality is not controlled. It is systematically assured.**

Quality Management Agent



Wir möchten einen WCAG 2.1 Audit für die Website von Hyundai durchführen. Die Sitemap ist hochgeladen. Starte den Audit.



Ja, ich habe die Sitemap analysiert. Der Audit kann vollständig oder modular erfolgen. Möchtest du:**
A) Alle 48 WCAG Kriterien in Serie prüfen**?
B) Nur bestimmte Kriterien analysieren.
Welche Option möchtest du wählen?



Führe bitte den kompletten WCAG-Check aus.



Der Audit wird jetzt durchgeführt. Jedes Kriterium wird von einem spezialisierten Agenten geprüft. Dies kann einige Minuten dauern..."

- ❗ Farbkontrast (AA/AAA-Check): Bestanden
Alternativtexte für Bilder: Fehlende Alt-Texte auf 5 Seiten
- ❗ Tastaturbedienbarkeit: Probleme bei Dropdown-Menüs auf 3 Seiten
- ✅ Struktur und Überschriften-Hierarchie: Bestanden
- ❗ ARIA-Attribute und Screenreader-Kompatibilität: 724 Fehlende Attribute auf 82 Seiten

MORE...

Audit abgeschlossen. Möchtest du detaillierte Analysen oder eine gezielte Fehlerabfrage starten?"



Gib mir bitte eine Liste der Seiten mit fehlenden Alt-Texten.

Persona Agent



Ich möchte eine Kampagne für BMW Motorrad entwickeln, die gezielt auf urbane Pendler abzielt. Hast du eine passende Persona für mich?



Ja, ich habe eine Persona für 'BMW Motorrad Urban Mobility' gespeichert. Soll ich sie dir vorstellen?



Ja, bitte!



Hier ist eine kurze Zusammenfassung der BMW Motorrad Urban Mobility Persona:

Name: Urban Explorer
Alex
Alter: 35-45 Jahre

Beruf: Digitaler Nomade, Freelancer

Lebensstil: Pendelt täglich in der Stadt, bevorzugt flexible & nachhaltige

Mobilität Interessen: Adventure-Trips, Tech-Gadgets, Social Media Sharing

Herausforderungen:

- Verlässliche Alternative zu Auto & ÖPNV gesucht
 - Will flexibel reisen, benötigt aber komfortable Lösungen für längere Strecken
 - Sicherheitsbedenken beim Motorradfahren in der Stadt Touchpoints: Instagram, YouTube-Testberichte, Mobilitätsblogs
- Soll ich dir helfen, eine Customer Journey für diese Persona zu skizzieren?



Ja, gerne!



1. Awareness:
Sieht eine Instagram Ad mit einer Pendler- Challenge („Wie schnell bist du mit dem BMW CE 04?“). Entdeckt einen YouTube-Review mit echtem Fahrtst in der Stadt.

2. Consideration:

- Nutzt Social Media, um Bewertungen zu lesen.
- Testet das Modell in einer BMW-Experience- Week in der Stadt.
- Lädt die BMW Mobility App herunter, um Preise & Abo-Modelle zu vergleichen.



SYZYGY AG

