



Engineers and AI: Shaping Innovation Together

Dr. Marc Holitscher

National Technology Officer & Member of the Senior Leadership Team, Microsoft Switzerland

Rhätische Bahn steigert Kundenbindung und -zufriedenheit mit eigenem KI-Chatbot

März 11, 2024



The Adecco Group Forms Collaboration with Microsoft to Prepare and Empower Workers as Generative AI Begins to Redefine Work

03/10/2023 | Microsoft Switzerland



die Mobiliar

die Mobiliar > Medien > Medienmitteilungen > Die Mobiliar implementiert ChatGPT für ihre Mitarbeitenden

Die Mobiliar implementiert ChatGPT für ihre Mitarbeitenden

Mittwoch, 13. September 2023

Mit Mobi-ChatGPT nutzen die Mitarbeitenden der Mobiliar die Vorteile von ChatGPT datenschutzkonform. Die Mobiliar setzt künstliche Intelligenz ein, um die Mitarbeitenden in ihren Aufgaben zu unterstützen und einen erstklassigen Kundenservice sicherzustellen

Mobi-ChatGPT kann Texte erstellen, redigieren oder zusammenfassen, aber auch Ideen liefern, Fragen beantworten und vieles mehr. Die Anwendung basiert auf dem Azure OpenAI Service von Microsoft.

Luzerner Kantonsspital (LUKS) revolutioniert Dienstplanung mithilfe künstlicher Intelligenz

22/04/2024



UBS-Ergebnis 3. Quartal 2024



Die grösste Implementierung von KI betrifft Microsoft Copilot,

80% of Swiss managers believe that their company must introduce AI in order to remain competitive

51% of Swiss managers fear that company management lacks a plan and vision for implementation

72% of Swiss leaders plan to use AI agents as digital team members to expand workforce capacity in the next 12-18 months

74% of managers would hire a less experienced candidate with AI skills over a more experienced candidate without these skills

3 Archetypes



“Taker”

Integration of an existing Gen AI solution into workflows, with little to no customization



“Shaper”

Extension of existing Gen-AI models and solutions using own data and insights



“Maker”

Development of a new AI architecture and language model, specifically tailored to the context of the company

Low capital requirements
Limited differentiation

High capital requirements
High level of differentiation

Internal focus & productivity

Customer interaction & product/process optimization

Product & business model innovation

AI Transformation

Success framework

A close-up photograph of several dark, square microchips resting on a dark surface, with a greenish-blue tint.

Enrich
employee
experiences

A blue-toned background featuring a network of white lines connecting various points, resembling a digital or social network.

Reinvent
customer
engagement

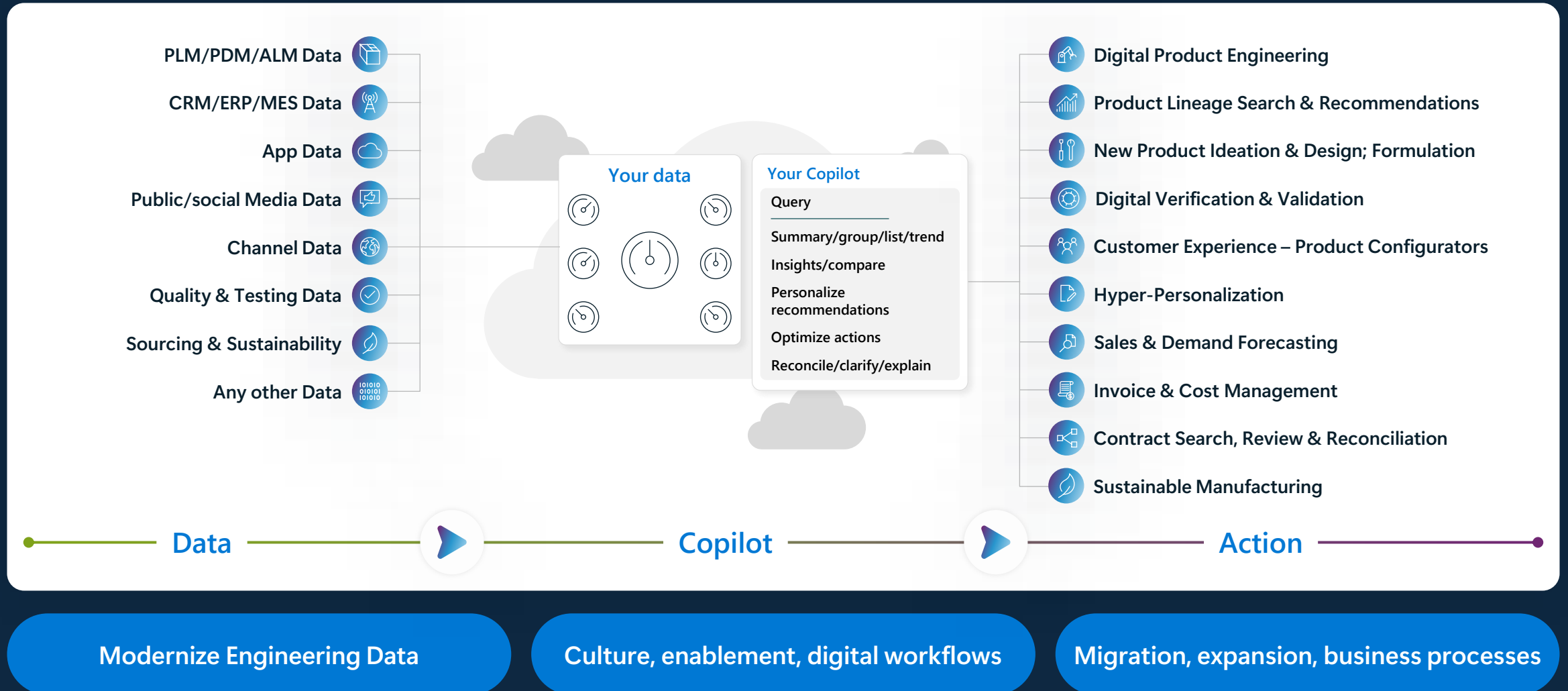
A dark blue background with a complex, glowing white circuit board pattern, representing technology and innovation.

Reshape
business
processes

A dark green background with flowing, wavy white lines, suggesting movement and innovation.

Bend the
curve on
innovation

A copilot for your business process



AI Transformation

Success framework

A close-up photograph of several dark, square microchips resting on a dark surface, with a soft green glow around them.

Enrich
employee
experiences

A blue-toned background featuring a network of white lines connecting various points, resembling a digital or social network.

Reinvent
customer
engagement

A dark blue background with intricate white circuit board patterns, including lines and small circular components.

Reshape
business
processes

A dark green background with flowing, wavy white lines that create a sense of movement and depth.

Bend the
curve on
innovation

WSP and Microsoft partner to drive digital transformation in the AEC industry

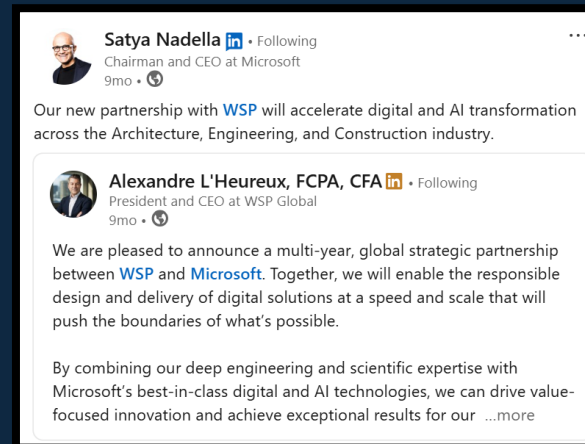
Strategic AI Partnership (2025)

In early 2025, WSP and Microsoft entered a global partnership aimed at accelerating digital transformation and AI innovation in the architecture, engineering, and construction (AEC) industry. Under this alliance, WSP designates Microsoft as its preferred digital & AI transformation partner, while Microsoft designates WSP as a preferred engineering and consulting partner.

Alexandre L'Heureux, WSP's CEO, described the partnership as *"an innovation milestone for WSP and our entire industry" that will "push the boundaries of what's possible" by fusing WSP's engineering prowess with Microsoft's AI technologies.* Judson Althoff, Microsoft's Chief Commercial Officer, emphasized that "with [WSP's] leadership in engineering... WSP is uniquely positioned to help us scale the mission-critical facilities required to support our customers... By combining our world-class technologies with WSP's expertise, we will co-develop solutions to drive transformative business gains across the AEC industry.". This high-level support underscores the importance of the alliance to both companies.



Alexandre L'Heureux
President and CEO



A Frontier Firm

Key WSP themes

- AI-powered future of AEC.
- How AI is reshaping AEC firms tackling complex challenges.
- How emerging technologies are streamlining repetitive engineering tasks, accelerating knowledge transfer and unlocking new levels of innovation
- Junior engineers could tap into the collective brilliance of retired experts, envisioning a future where institutional knowledge is not just preserved but amplified.
- How democratizing access to data can empower teams and support a shift toward more outcome-driven business models

AI First Differentiation



Copilot

+



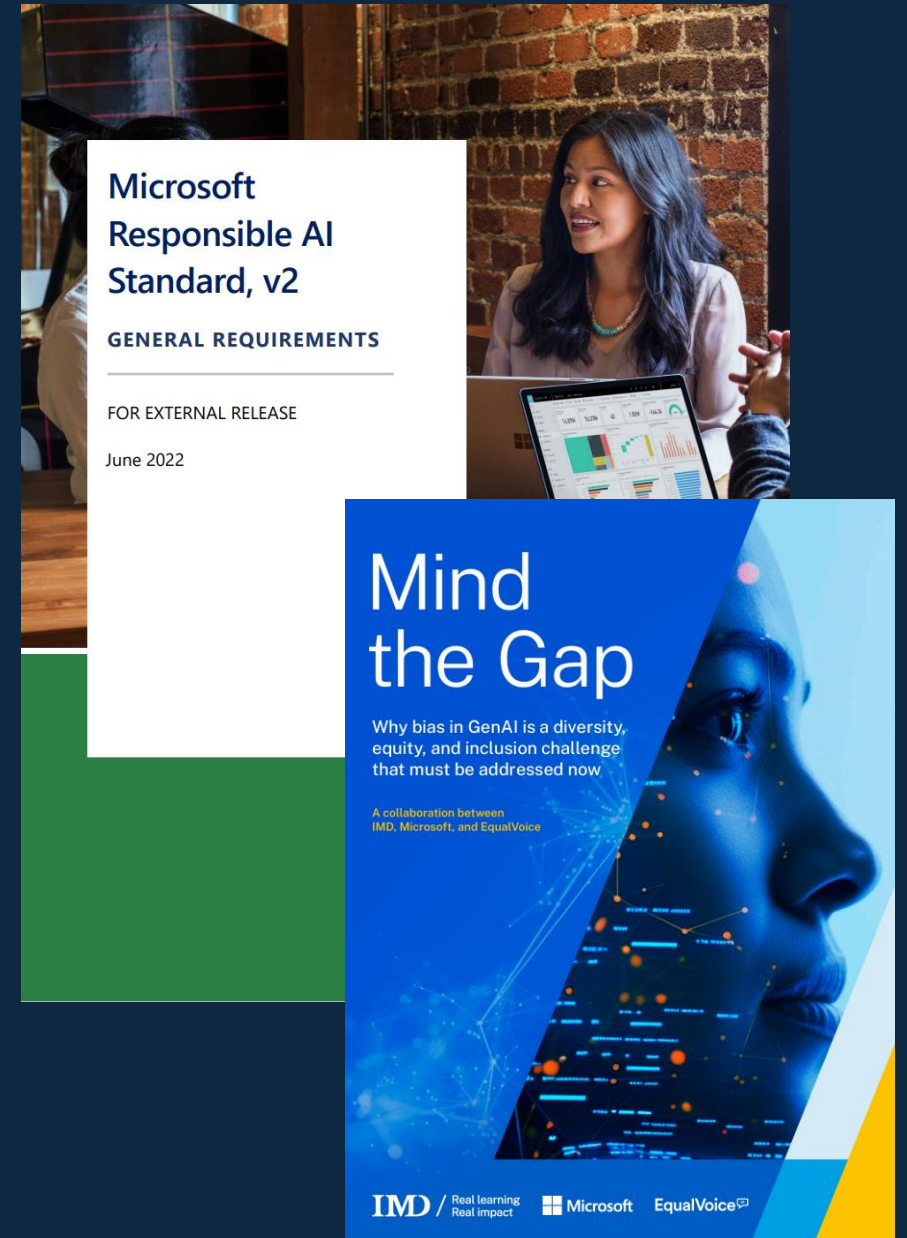
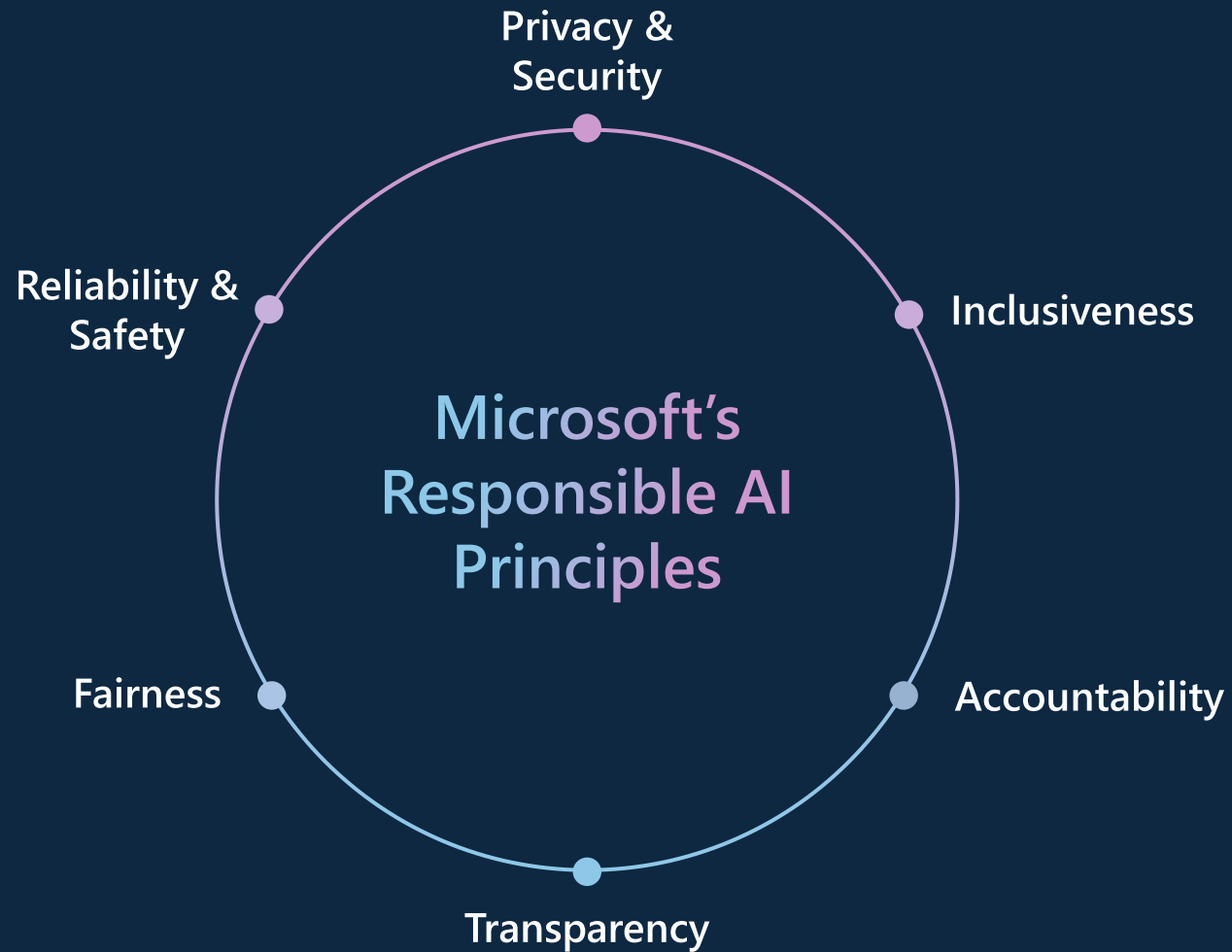
Agents

+



Human ambition

Responsible AI



AI governance framework



Business Strategy

- Do you have an **end-to-end AI operating model** across all your AI solutions?
- Do you have **top-down AI strategy, and organizational structure** that integrates existing siloed AI silos?
- Do you have a **centralized process** for AI use case intake, prioritization and ROI assessment?



Technology Strategy

- Are all **data, security and agentic software development foundations** in place for AI?
- Are you using the right **Buy, extend and build** tool for the right use case?
- Do you have a **responsible AI** strategy in place?



Applied AI Experience

- Is your organization embracing **citizen development** to scale AI transformation?
- Are you proactively **Monitoring** which AI use cases are successful to prove ROI?



Organization & Culture

- Are you accelerating knowledge sharing through **templates, catalogs and accelerators**?
- Are you proactively **identifying, nurturing and supporting** champions?
- Do you have an **AI feedback loop** across your entire organization?



AI Governance

- Are you implementing **guardrails and controls** across all your AI solutions?
- Do you have an **environment strategy** in place?
- Are you **continuously testing** your AI solutions for oversharing, vulnerabilities and non-compliance?

Geopolitical volatility

"AI sovereignty doesn't exist. It's an illusion. But it remains incredibly appealing, and its temptation might prevent us from focusing on more realistic goals."

Marcel Salathé, 15. Juli 2025, Substack





Thank you!

marc.holitscher@microsoft.com