

The AI Era: What Does Top Management Need to Prepare For?



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Transform or Face Disruption

Executive Exchange on the Future of Corporate Software Production & AI



GERMAN
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Let's be honest: we see and experience the AI revolution, but ...

- It just has started (!)
- It is utterly unpredictable, which is also true for its impact on (top) management
- It is a HHUB-journey, but really challenging

HYPE => **HOPE** => **USE** => **BENEFIT**



How can we also look at AI today in order to derive (top) management tasks?

- „**Supportive AI**“, e.g. ChatBots of all kinds => office automation
 - daily, individual use as integral part of office software
- „**Invisible (agentic) AI**“, i.e. AI-agents => process automation
 - define process(es)/task(s) => build, maintain and supervise agents
- „**Human-like AI (robots)**“ => AI as an equal partner in work teams
 - on par with humans; combination of robotics and AGI; general use

OVERLAPPING CATEGORIES, will change over time

AI-enabled rapid prototyping of AI systems



FORBES > INNOVATION > AI

Software Ate The World, Now AI Is Eating Software

By Martijn van Attekum, Jie Mei and Tarry Singh

forbes.com,
Aug. 29th, 2019

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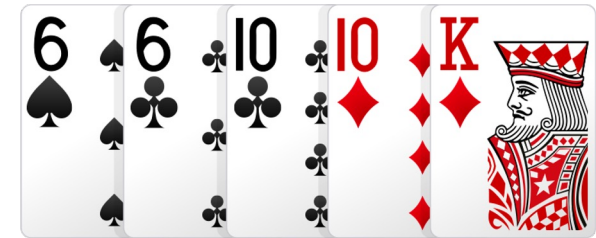
Visionary hypothesis by Matt Welsh in 2023



“Vibe coding”: *you describe* in natural language what you want, AI builds it

- replit.com
- [Cursor](#)
- [Bolt](#)
- [Windsurf](#)
- [OpenAI's Codex-1](#)
- [Google's Gemini Code Assist](#)
- ...

replit.com's Agent programmer



Prompt: "Please create an app that can recognize Texas Hold'em poker cards from a pic the user takes and that calculates the probability of winning."

- => LLM understands Texas Hold'em poker rules
- => comes up, within 1-2 minutes, with
 - a perfectly adequate UI
 - a sophisticated Monte Carlo simulation

A screenshot of a web application titled "Poker Card Recognition & Probability Calculator". The interface is dark-themed. At the top, it says "Take a photo of poker cards to automatically recognize them and calculate winning probabilities." Below this is a light blue box with a tip: "Position cards clearly in the image with good lighting for best results." The main area is divided into two columns. The left column, "Card Recognition", has buttons for "Capture Photo", "Upload Image", and "Select Cards Manually". Below these is a small image of three cards (Jack of Clubs, King of Spades, King of Hearts) and buttons for "Retake" and "Recognize Cards". The right column, "Recognized Cards", has a section for "Your Cards:" with a message "No cards recognized yet. Take a photo of your cards." and a "+ Add Card Manually" button. Below that is a section for "Community Cards:" with a message "No community cards recognized yet." and another "+ Add Card Manually" button. At the bottom of the right column is a "Calculate Probabilities" button. The bottom section, "Game Settings", has a "Game Type:" dropdown set to "Texas Hold'em" and a "Number of Opponents:" dropdown set to "2 Opponents". At the very bottom is a "Reset All Cards" button.

AI-assisted coding implications

- Capability to build (AI) software prototypes really fast
- BUT many large companies often can't leverage it due to internal processes
 - These processes mitigate real risks, such as data leaks, brand damage, regulatory issues, revenue loss
- In contrast, startups without revenue, customers, or brand reputation face fewer constraints

Resolving the large-company conundrum

- **Create a sandbox environment for teams** to experiment safely
- **Define sandboxes primarily through clear, written policies**, not necessarily software tools, for example:
 - Limit testing to employees or NDA-bound alpha testers
 - restrict access to sensitive information or let only anonymized, synthetic, or publicly available data be used
 - Experiments must conclude or show measurable progress within a defined timeframe
 - Define clear conditions for scaling or terminating the experiment
 - Strict guidelines on how experiments are communicated internally and externally

Cultivating an AI-fit company culture

- Encourage learning, building, and experimentation
- Celebrate quick, low-cost failures as essential steps toward innovation
- Rapidly create and discard many prototypes to identify high-value ideas

Get started by getting started—a procedural management model

1. Solid AI crash course for decision-makers (C-level)
2. Harness AI-enabled rapid prototyping of AI systems to rapidly create and discard many prototypes
3. Identify high-value ideas and fully implement them
4. Derivation of insights with strategic value for the corporate context
5. Development of an action-oriented AI strategy around the central challenge:
“Procedural model for AI-based automation of business processes”

Conclusion:

„Digital & AI-age managers“ need the ability ...

from traditional „digitalization 1.0“



to AI-based „digitalization 2.0“



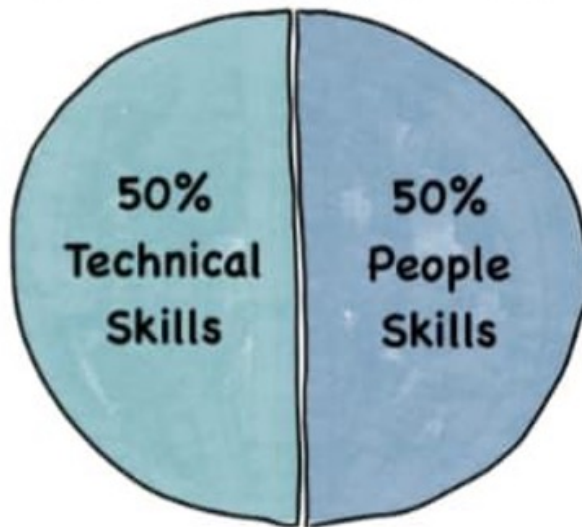
- to **identify** relevant digital network effects - plus AI effects!
- to **assess** how these act as digital levers - plus AI levers!
- to **establish** an open culture of experimentation
- to **develop** new/adapted business processes or even business models based on these (potential) levers

**What might be THE top management
invariant, even in the AI age?**

Comic Agilé

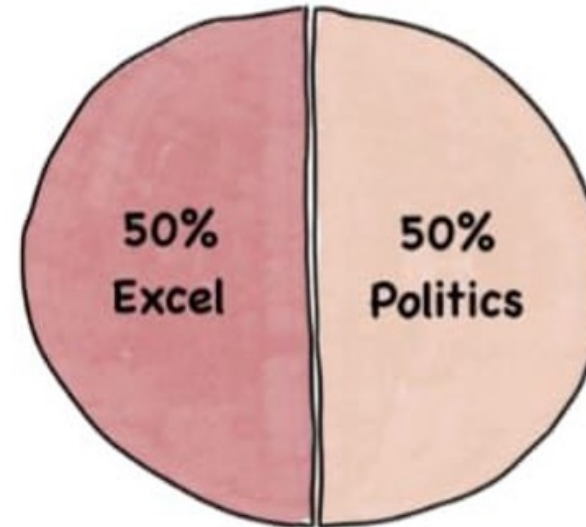
What Engineering Managers think their skillset should be:

Before getting the job:



www.comicagile.net

After getting the job:



Created by Luxshan Ratnaravi & Mikkel Noe-Nygaard

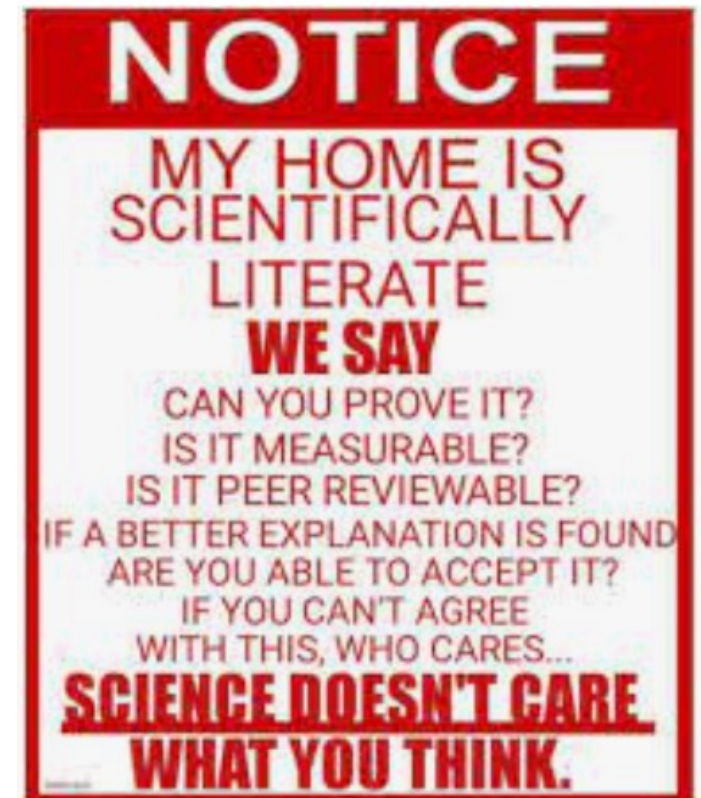


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