

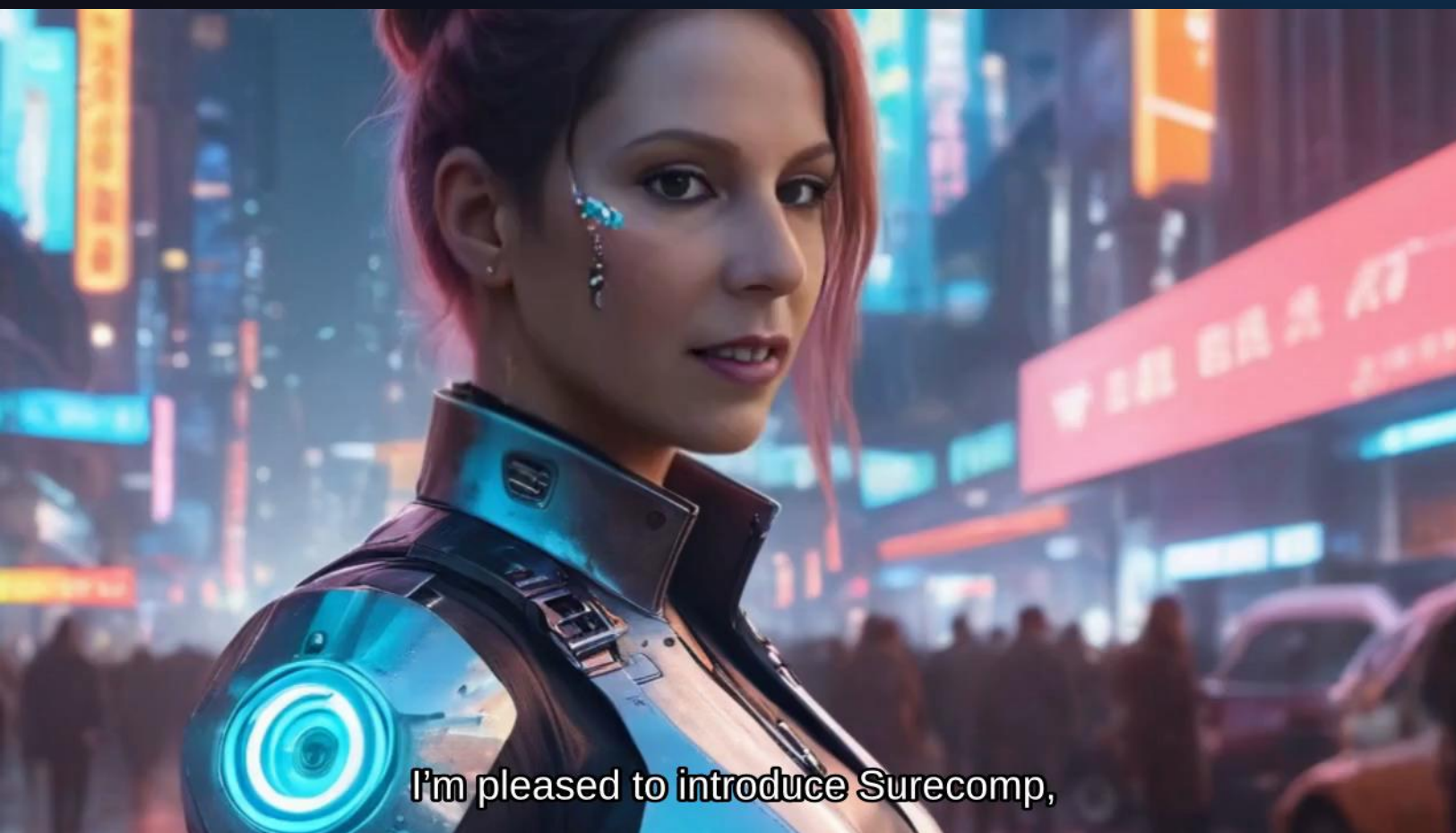


AI Unveiled

A practical roadmap for Organizational transformation

Part I

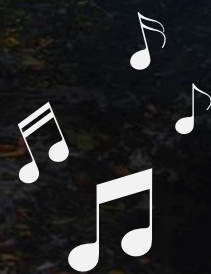
Shirley Harel, SVP Global HR



I'm pleased to introduce Surecomp,



A journey of a
thousand miles
start with a
single step



זה מתחיל בצעד,
וממשיך למסע...

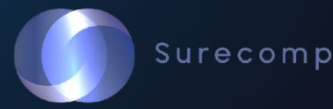




Surecomp

January 2024

- AI Policy
- Training to all Employees
- Document from bob



STRESS

JAN 2024

MAY 2024

JUN 2024

AUG 2024

SEPT 2024

NOV 2024

AI Policy

May 2024

- AI Strategy document
- Management Only



Surecomp's AI Strategy June 30th 2024 Version 1.0

1. Mission & Vision Statement

Sustainable global trade promotes growth and improves people's lives. The better the world trades, the better society is.
To enable seamless sustainable trade for everyone by removing barriers and facilitating collaboration.

2. Objectives

Generative AI has the capability to substantially change the way IT solutions can process (unstructured) data, hence can enable a complete different set of solutions, that was impossible (or at prohibitive high cost) prior to the emergence of genAI. The objectives of the AI strategy therefore are to bring this power and capabilities to our solution portfolio and define Surecomp 'way of working'

- Develop cutting-edge AI-driven trade finance management solutions that cater to the evolving needs of banks and corporates.
- Enhance existing products with AI capabilities to automate processes, optimize decision-making, and mitigate risks.
- Foster a culture of innovation and continuous learning within the organization to stay at the forefront of AI advancements.
- Ensure ethical and responsible use of AI by prioritizing transparency, fairness, and data privacy in all aspects of product development and deployment.

3. Key Initiatives

3.1. AI-Enabled Product Development

- Ensure product managers understand and embrace the transformative power of AI
- Empower engineering to integrate advanced AI algorithms, such as machine learning, natural language processing, large language models and others, into our solutions.
- Prioritize on UX rather than UI, i.e. the automation of repetitive tasks, such as manual entries of paper or email-based communication, document verification, compliance checks, and risk assessment, to streamline processes and reduce manual errors.
- Implement predictive analytics models to anticipate market trends, identify potential risks, and optimize financing decisions for banks and corporates.
- Focus on RIVO as platform to host AI functionality and strengthen the connection to the (on cloud / on prem) back office solutions (IMEX, DOKA, aiTRA, IBSnet) as well as iNETT.

HIGH LEVEL
FRAMING

MAY 2024

JUN 2024

AUG 2024

SEPT 2024

NOV 2024

STRESS

JAN 2024

AI STRATEGY



May 2024

- CEO Mail to all employees



JAN 2024

HIGH LEVEL
FRAMING

MAY 2024

SETTING THE TONE
FOR ALL

JUN 2024

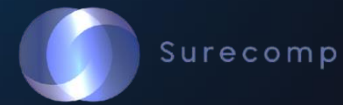
AUG 2024

SEPT 2024

NOV 2024



May 2024



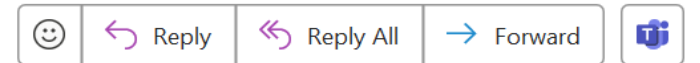
- CEO Mail to all employees

Surecomp's journey leveraging AI



Guy Perry

To All Offices



Tue 14/05/2024

I want to address an important topic that is already shaping the future of our humanity: Artificial Intelligence (AI).

In line with this global trend, I am excited to announce that AI will play a pivotal role in our strategic direction moving forward. Why is AI so crucial for our company's success?

On this foundation, I now desire to encourage a companywide adoption of AI tools to foster efficiency, create new insights and services, fuel innovation and creativity.

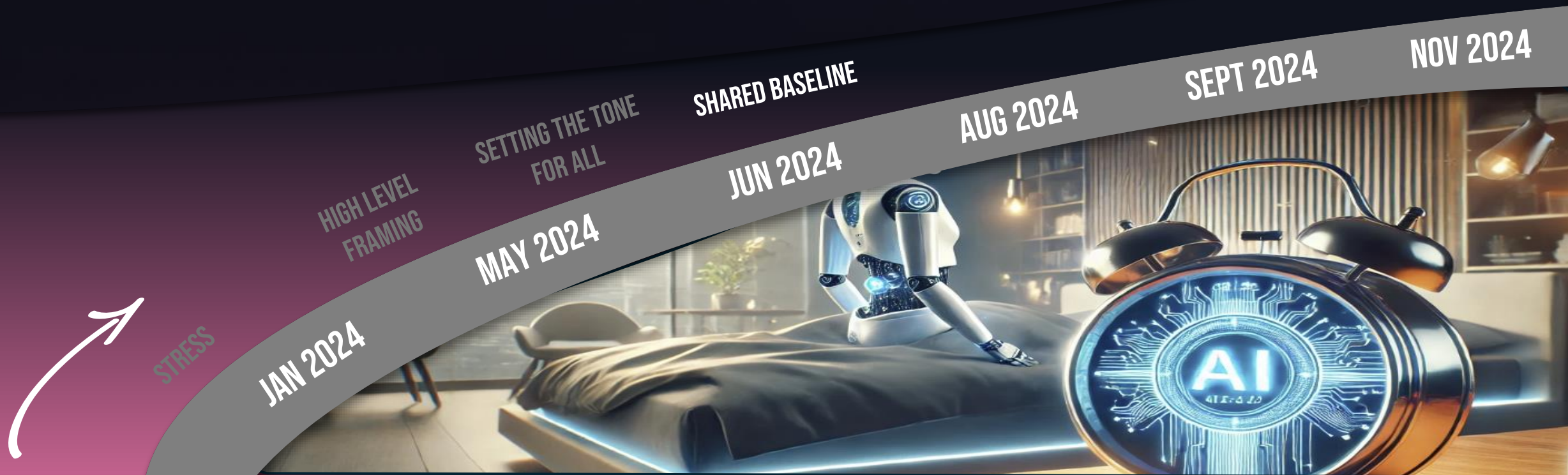
We will kick this journey off tomorrow, in the "Big Wednesday" hosting an external speaker, who will provide a comprehensive overview.

As we embark on this transformative journey, I encourage you to stay informed, ask questions, and engage with your colleagues. Together, we should harness the power of AI to drive our company forward and achieve new heights of success.

Thank you for your attention, and I look forward to our collective efforts in shaping Surecomp's future through AI.

May 2024

- Big Wednesdays:
“AI Wake-up Call” Lecture for all employees



We needed
something
BIGGER now



Surecomp



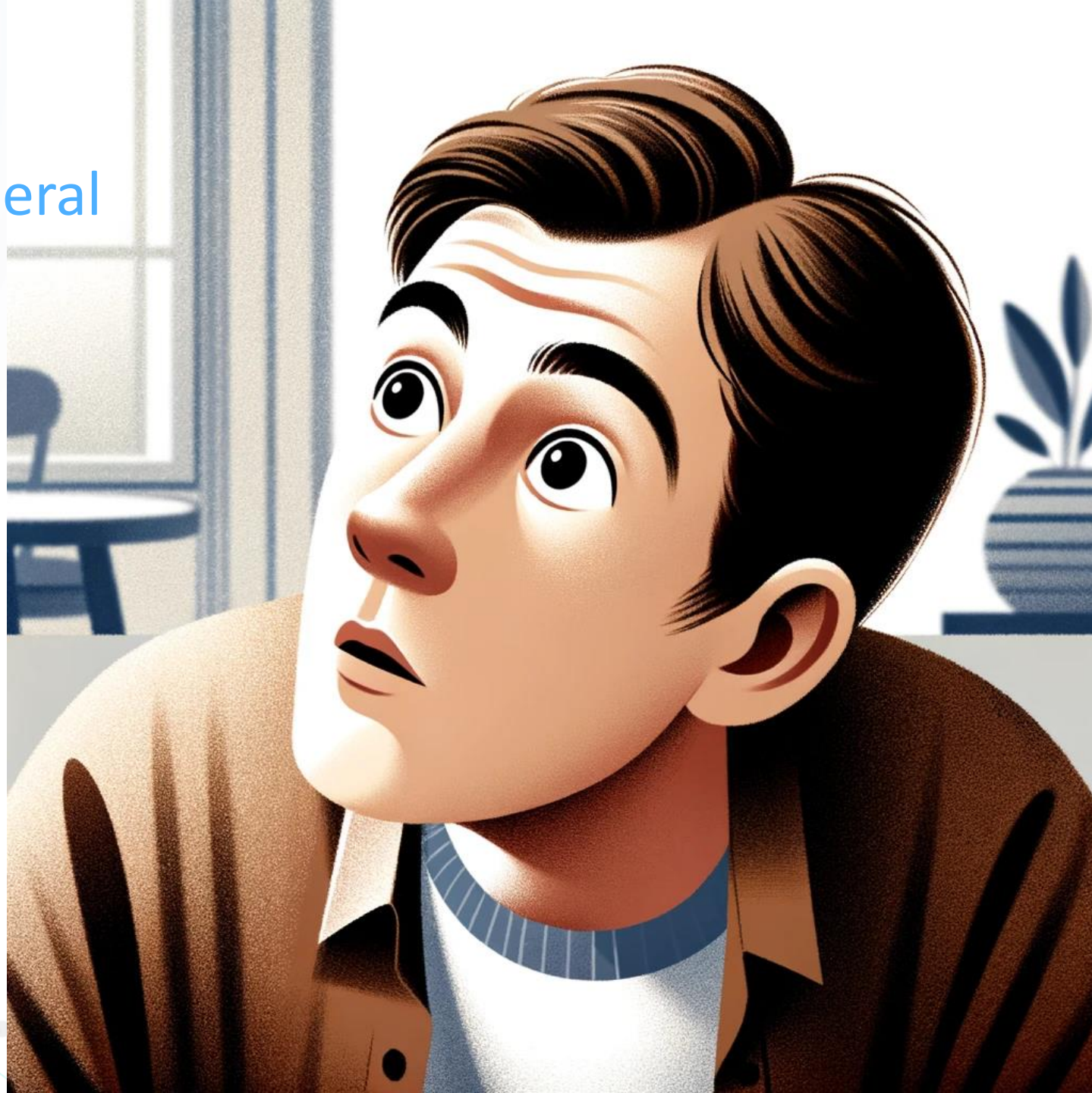


AI Implementation Plan - General

Surecomp's AI Implementation plan aims to

- 1.Enhance** critical processes and deliverables including data analysis, decision support systems, task automation, customer insights, and others within all the company's operational and business domains.
- 2.Empower** managers and employees to effectively utilize AI tools.
- 3.Foster awareness, understanding, and enthusiasm** for AI solutions across the organization.
- 4.Drive collaborative** efforts to explore and implement AI initiatives for continuous improvement and innovation.

[Click to edit Master text styles](#)





AI Rally

Save the date: **8.7.2024**

- 35 participants
- One link – each one joins for 10 minutes only
- 5 minutes presentation, 5 minutes for Q&A

1. What is the need? The challenges that need to be addressed.
2. How can AI assist me?
3. The recommended AI tools at this point
4. What have I learned so far?
5. What do I/the team need from the company to utilize the tool/technology?



Participants presentations



June – August 2024

- AI Rally

How did we evaluate?

1. Not needed/don't see the value in it
2. Nice to have
3. Very interesting
4. Very interesting and would like to hear more / to invest



June – August 2024

- AI Rally – results:

1. Increased enthusiasm and innovation
2. Cross-department collaboration
3. Exceptional burst of creativity
4. Access to knowledge

"I was surprised to discover how relevant it is to my field."

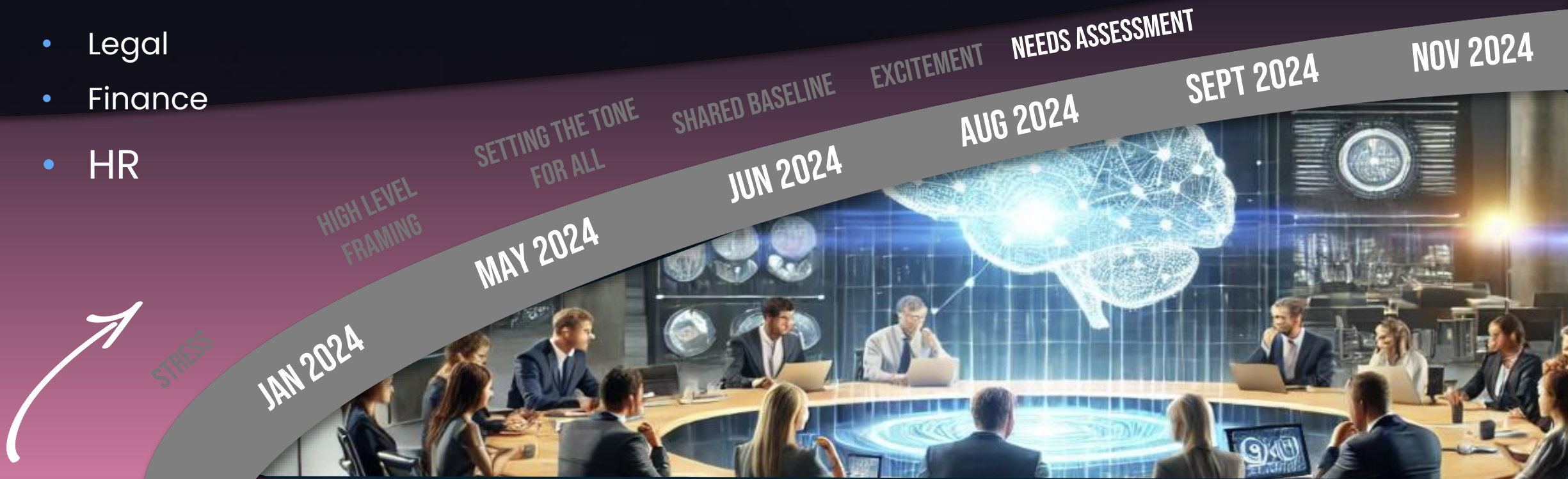
"AI feels so much more accessible after today."

"I've never enjoyed presenting an idea to management this much."



August – September 2024

- AI Pilot teams – workshops
 - Delivery
 - R&D
 - Marketing
 - Sales & AM
 - Legal
 - Finance
 - HR



August – September 2024



- HR Workshop with Yakov Rozen

HR Training Session: Employer Branding with AI Tools

Welcome to Employer Branding!

Hey Team!

Welcome to an exciting journey into the world of employer branding. Today, we'll dive into how we can make Surecomp stand out as an amazing place to work. We're going to use cutting-edge AI tools to craft compelling stories and showcase our unique culture. Let's get started!

Our Mission

In this training session, we have two exciting missions:

1. Supercharge our employer branding using cool AI tools.
2. Master the use of AI tools for various HR tasks.

Get ready to unleash your creativity and tech-savviness!

Some reading material:

<https://www.apollotechnical.com/elevating-employer-branding-strategies-with-ai/>

[Employer Branding: What It Is and How To Build It for Your Business \(hubspot.com\)](#)

Your Mission Briefing

Create Awesome Content for Employer Branding

We need to tell the world who we are and why Surecomp is the best place to work. Here's what you'll be working on:

- Who We Are: Share our mission, values, and the vibrant culture we foster.
- Why Choose Surecomp: Highlight the perks, opportunities, and the amazing work environment we offer.
- Our Unique Edge: Showcase what makes us different from other employers. Think of this as painting a picture that attracts top talent to our company.

Get Hands-On with AI Tools

Now it's time to roll up your sleeves and get creative with AI tools. Work together as a team to prepare your materials and get ready to showcase your work.

Employer Branding – Materials

- Candidates – invideo-ai-1080 Join the Future with Surecomp_ Innovatio 2024-11-02 (2).mp4
- New joiners – <https://app.synthesia.io/#/video-edit/1602b042-da01-488e-9e50-23fbcd918a6>
- CEO Message
- Global policies – <https://app.synthesia.io/#/video-edit/f8cfc4f4-e005-4ac8-a4d4-d3cfd190db2d>
- Landing page <https://xd.adobe.com/view/9f3efcb7-d7ff-474b-b1f3-9d7305a41929-ca6d/>



August – September 2024

- Tools

- Chat GPT 4.0
- MS Copilot
- Copilot GitHub
- Synthesia
- Spellbook
- TEXT2SQL.AI



-
- SETTING THE TONE FOR ALL
- SHARED BASELINE
- EXCITEMENT
- NEEDS ASSESSMENT
- TOOLS
- MAY 2024
- JUN 2024
- CHANGING AGENTS
- SHARED BASELINE
- EXCITEMENT
- NEEDS ASSESSMENT
- TOOLS
- NOV 2024
- SPONSORS
- SHARED BASELINE
- EXCITEMENT
- NEEDS ASSESSMENT
- TOOLS

Category	KPI Metric	Target Value	Measurement Method	Frequency of Review
AI Adoption Metrics	Number of AI Initiatives Implemented	TBD	Count of completed projects	Quarterly
AI Adoption Metrics	AI Penetration Rate	TBD	% of teams using AI tools	Quarterly
AI Adoption Metrics	Employee Adoption Rate	TBD	% of employees using AI	Quarterly
Cultural Transformation	Learning Engagement Rate	TBD	% of employees attending AI training	Quarterly
Cultural Transformation	Employee Curiosity and Feedback Index	TBD	Employee survey results	Biannually
Cultural Transformation	Innovation Metrics	TBD	Number of ideas from AI projects	Quarterly
Business Impact	Efficiency Gains	TBD	Time/cost savings data	Quarterly
Business Impact	Revenue Impact	TBD	Financial analysis	Quarterly
Business Impact	Project ROI	TBD	ROI calculation	Project End
Change Management	Mindset Shift Index	TBD	Survey on attitude towards AI	Biannually
Change Management	Stakeholder Buy-In	TBD	Count of supportive stakeholders	Quarterly
Change Management	Resistance Overcome	TBD	Number of barriers resolved	Quarterly
Governance and Ethics	Compliance Rate	100%	Audit of AI implementations	Annually
Governance and Ethics	Risk Mitigation Success	TBD	Incident reports	Quarterly
Collaboration and Communication	Cross-Functional Engagement	TBD	Count of cross-team projects	Quarterly
Collaboration and Communication	Communication Effectiveness	TBD	Feedback on communication efforts	Quarterly

"Problems" / Solutions

1.

Budget

Internal
resources

2.

Too Slow

Step by step

3.

So much to
learn

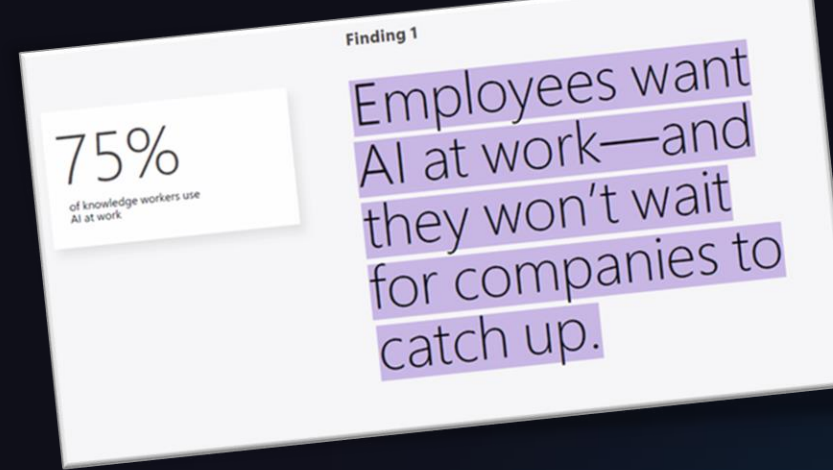
Find fun/valuable
things to do

RoadMap



	POLICIES AND INITIAL TRAINING	JANUARY 2024	STRESS
	DEFINING STRATEGY	MAY 2024	FRAMING
	CEO ANNOUNCEMENT	MAY 2024	SETTING THE TONE
	BIG WEDNESDAY “AI WAKE UP CALL” LECTURE	MAY 2024	SHARED BASELINE
	AI RALLY	JUN-AUG 2024	EXCITEMENT
	AI PILOTS WORKSHOPS	AUG-SEP 2024	NEEDS ASSESSMENT
	AI TOOLS	AUG-SEP 2024	TOOLS
	AI CHAMPIONS / CHANGE AGENTS	NOVEMBER 2024	DEEPER IMPLEMENTATION

What did I **learn** so far



1. **CEO** Involvement and Advocacy
2. Strategic Partnerships with **Complementary** Leaders
3. Embrace the **Unknown** and Be Open to **Learning**
4. Foster **Curiosity** as a Core Cultural Trait
5. Focus on **Practicality** and Real-world Application

שירלי הראל 052-5017997



Thank You



כשאדם אחד
יחיד ומיוחד
פוסע צעד קטן
אל עבר מה שכבר מזמן
הפך לא אפשרי
למן סיפור מקרי
פוסע צעד קטן
עושה את הבלתי יאומן
למרות כל הקולות
הוא לא ישקוט
עד שיסלול דרכו
עד שיפלו כל החומות
בתעוזה גדולה
באומץ לב
ושתי עיניים בורקות

