Online-Appendix

„Value Creation Opportunities
of Generative AI – A Case Study“

Alexander Sake

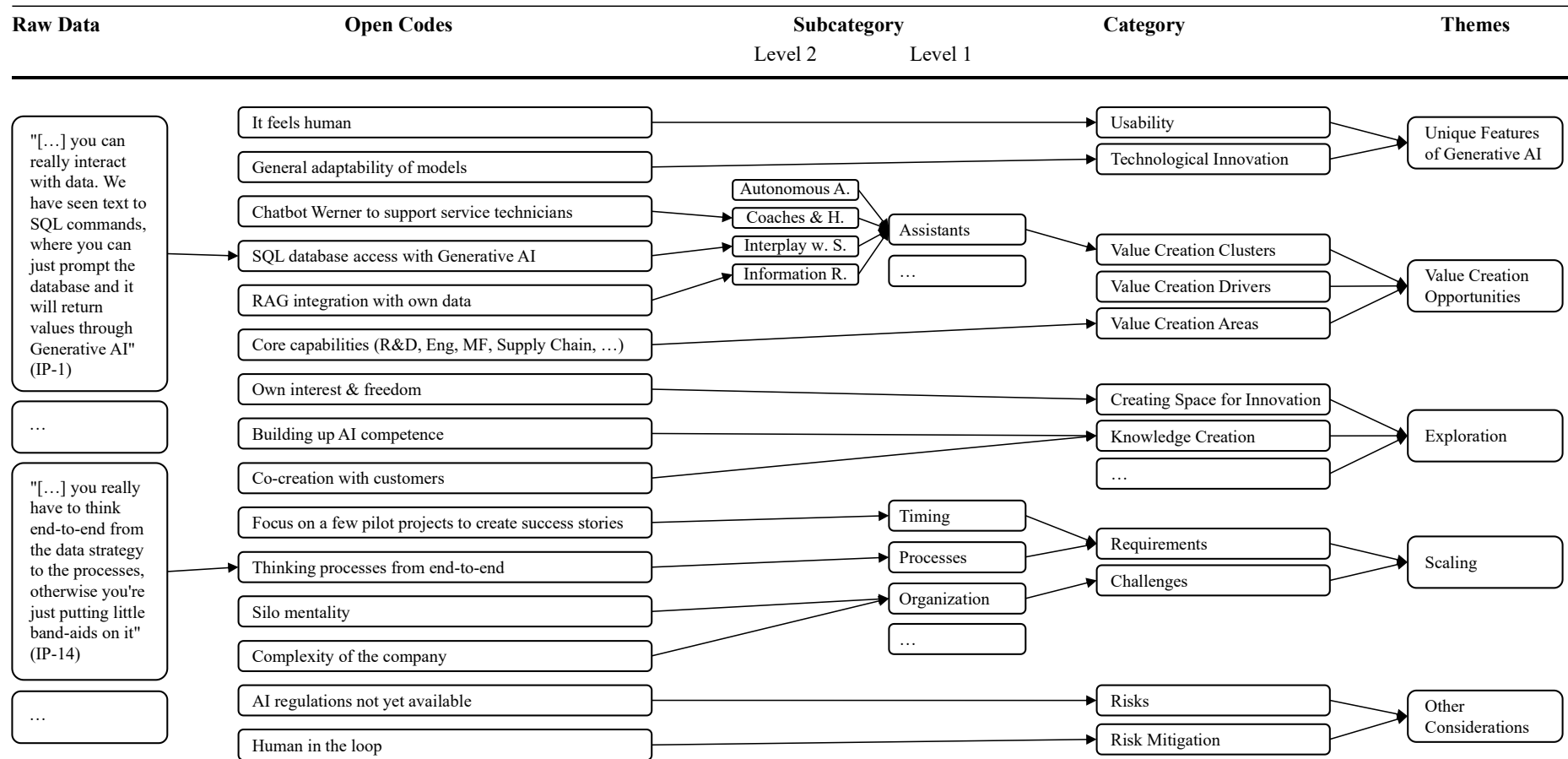Technical University of Munich

Appendix

Appendix 1 Code matrix with themes and categories mentioned in the respective interviews

Theme / Interview Partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
📁 1. Unique Features of Generative AI																							
📁 Usability		■	■	■		■	■	■	■			■	■		■			■					
📁 Technological Innovation	■	■	■	■	■	■	■	■		■				■	■								
📁 2. Value Creation Opportunities																							
📁 Value-Creation Clusters	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
📁 Value Creation Drivers	■	■	■	■	■	■	■		■	■	■	■	■	■	■	■	■	■	■			■	
📁 Value Creation Areas		■			■	■					■									■			■
📁 3. Exploration																							
📁 Creating Space for Innovation	■	■	■	■	■	■	■	■	■	■	■	■	■	■			■				■	■	
📁 Knowledge Creation	■	■	■	■		■	■	■	■	■	■			■	■	■			■				
📁 Acknowledging Limitations	■					■	■	■				■	■										
📁 Understanding the Current Setup	■		■			■			■		■			■							■		
📁 4. Scaling																							
📁 Requirements	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■	■
📁 Challenges	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■	■	■			
📁 5. Other Considerations																							
📁 Risks	■		■	■		■			■	■				■									
📁 Risk Mitigation	■	■	■	■	■				■														
📁 Other Considerations	■	■	■	■	■	■		■		■	■			■	■			■					

Raw Data	Open Codes	Subcategory		Category	Themes
		Level 2	Level 1		

Appendix 2 Analytical approach: From raw data over open codes to categories and themes. Non-exhaustive, exemplary presentation. Where appropriate subcategories were added to increase transparency. Presentation adapted from Shollo et al. (2022).

Generative AI Chatbot Initiative
Siemens Mobility Asia Pacific

Problem Statement
- We have a variety of internal guidelines etc. across multiple platforms
- For (new) employees, it is difficult to find the right information in a timely manner

Proposed Solution
A Generative AI powered chatbot to enable employees to easily access internal guidelines, processes, best-practices, and other information related to company operations and procedures using natural language

Initial Scope
Selected Financial Guidelines and Procedures from Siemens and Siemens Mobility
- Financial Reporting Guideline
- Implementation Guidelines
- Siemens Project Management Guideline
- ...

Details
- Own development in corporation with a team of data scientists
- Approach: Retrieval Augmented Generation
- Used tools: Python, langchain, streamlit, Huggingface transformers
- API: (Siemens) OpenAI service for GPT-4 model

Results
- Proof of Concept successfully validated and employed
- Currently available to all Siemens colleagues in collaboration with a Siemens Mobility research department (providing user interface and data management)

**Appendix 3** Generative AI Chatbot Initiative

Appendix 4 Siemens AI communities in Microsoft Viva Engage. The company uses the platform to share knowledge across departments, collaborate and drive initiatives. The screenshot shows the Siemens OpenAI Community with over thirty-six thousand members, which contributes to the diffusion of Generative AI knowledge in the organization.
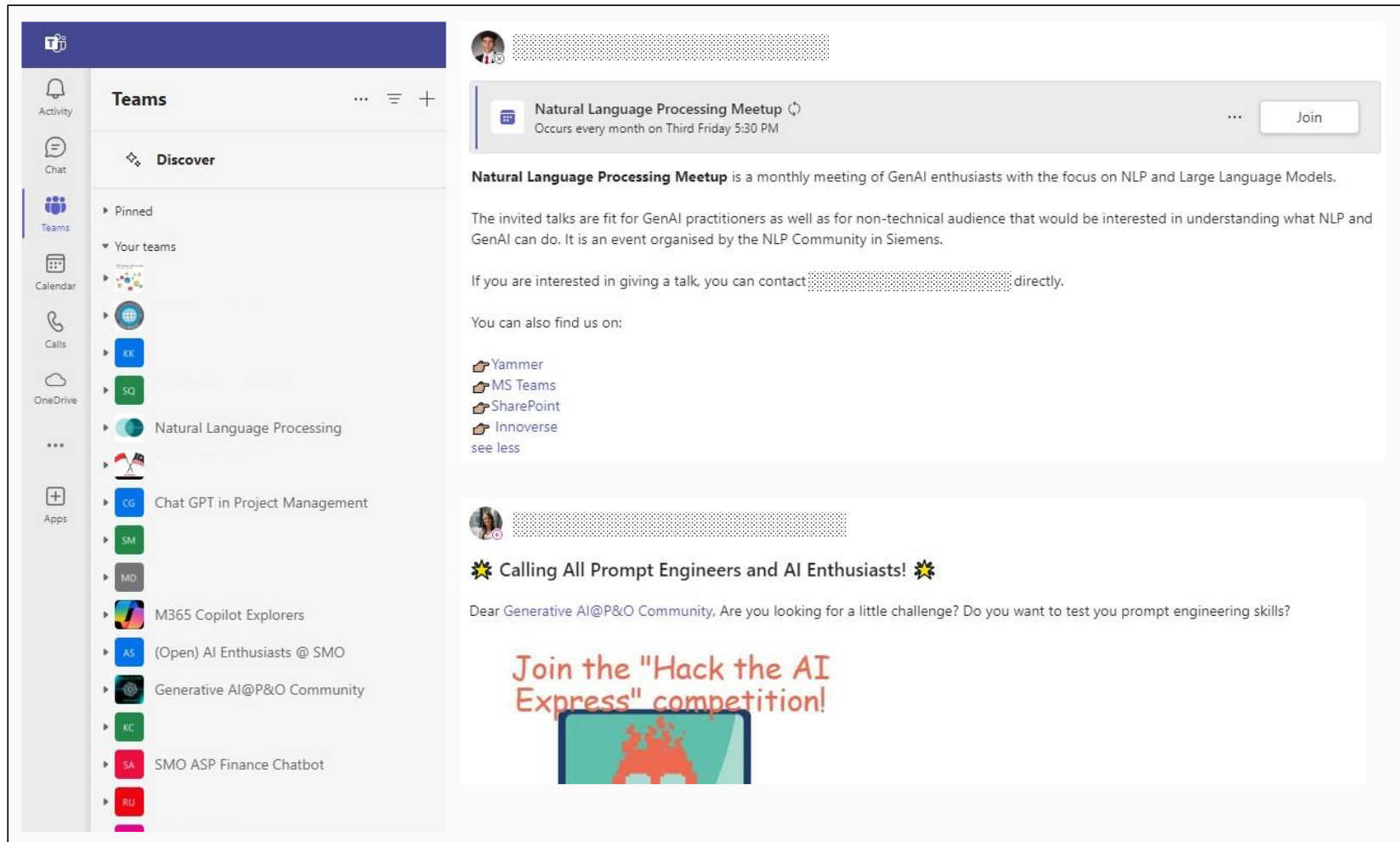
Appendix 5 Siemens AI communities in Microsoft Teams. To enable and promote collaboration between employees, many groups offer regular information meetings to share knowledge and report on the latest use cases.

June 2023

March 2024
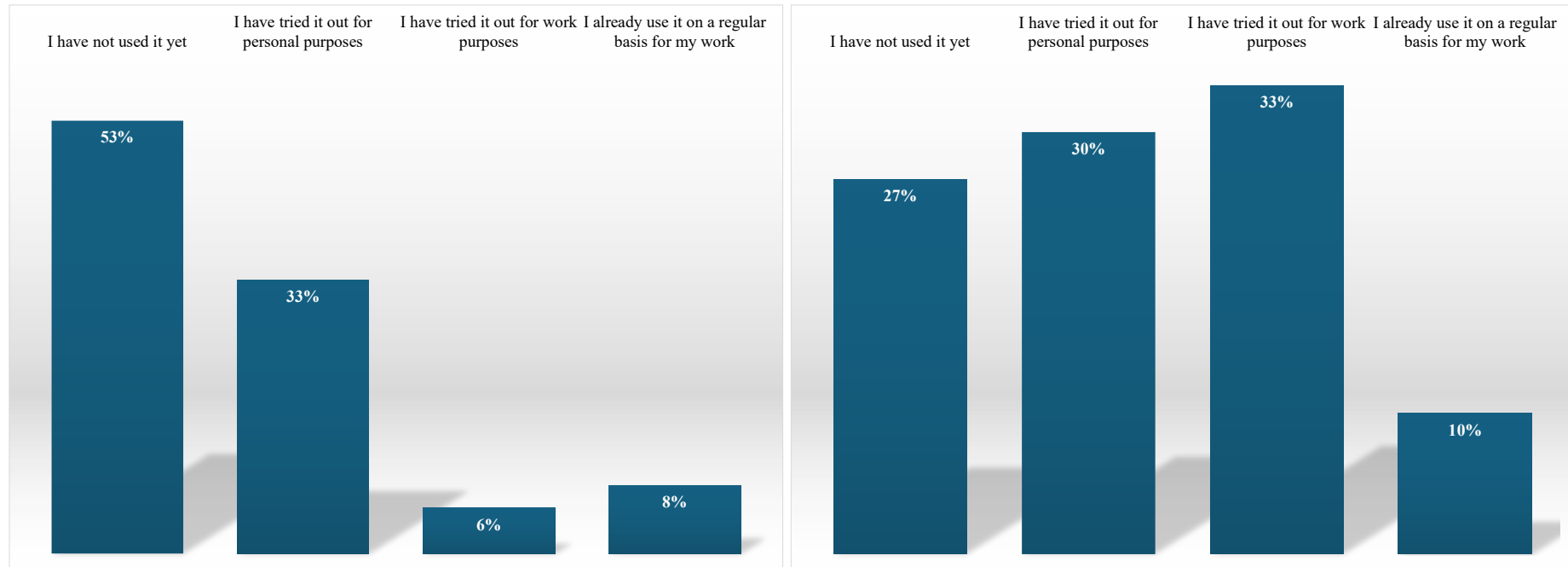
Appendix 6 Surveys on the use of Generative AI among Siemens employees. The surveys were conducted as part of workshops with Siemens employees from the commercial area in June 2023 (n=36) and March 2024 (n=30).