

# mgm enterprise ai radar 06/2025

An opinionated guide to the current landscape of AI solutions for businesses.

# mgm ENTERPRISE AI radar 06/2025



**We are passionate about AI in the enterprise context:** We develop it, research it, and constantly aim to improve it – for all our customers. Our mission is to innovate and to optimize our and your processes. We create and share the mgm radar in support of that mission.

**The mgm AI Advisory Board,** a group of senior business and technology leaders at mgm, meets regularly to discuss strategies for our AI strategy and the trends that significantly impact our customer’s industries.

**The enterprise ai radar captures the output** of the advisory board’s discussions in a format that provides value to a wide range of stakeholders, from developers to CIOs. The content is intended as a concise summary.

**We encourage you to explore these insights.**



Innovation Implemented.



# The mgm radar series



## The mgm enterprise ai radar is part of the mgm radar series:

- mgm software engineering radar
- mgm enterprise ai radar
- mgm digital insurance radar
- mgm online retail radar
- mgm egovernment radar

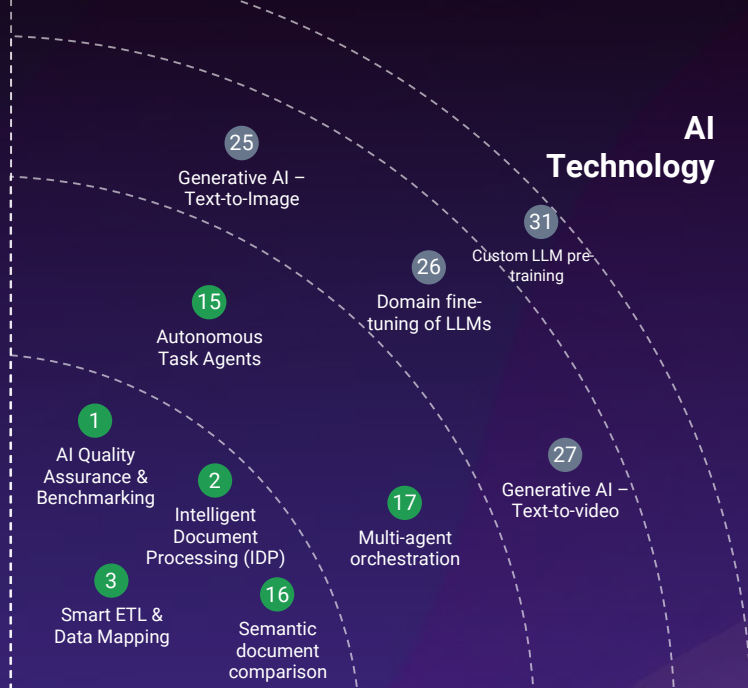
[radar.mgm-tp.com](https://radar.mgm-tp.com)



## AI Digital Sovereignty & Security



## AI Technology



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## AI in your Organizations



## AI for your Customers



mgm enterprise ai radar

# 06 | 2025

**An opinionated guide to the current landscape of AI solutions for businesses.**

The mgm enterprise ai radar is a biannual snapshot of trends in

- AI Digital Sovereignty & Security
- AI Technology
- AI in your Organizations
- AI for your Customers

This knowledge-sharing tool is based on the experience of mgm's global teams and shows you what you need to consider in your company and your projects.

The green markings show the focus of mgm's AI strategy.



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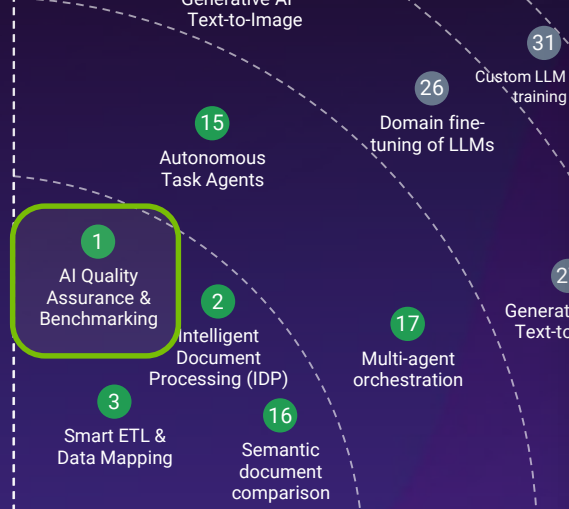


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### AI Quality Assurance & Benchmarking

#### Business Value:

Ensures reliable, verifiable AI results and reduces compliance risks.

#### Use Cases:

Automated LLM regression testing; KPI dashboards for model accuracy; audit reports for regulatory authorities.

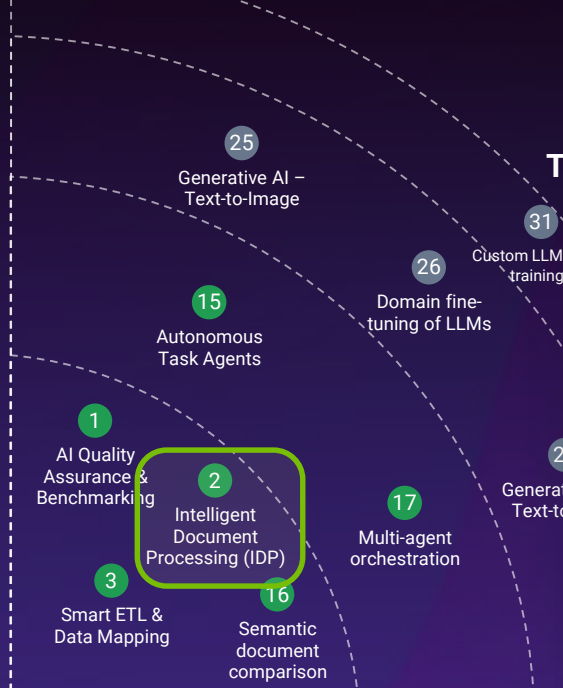
#### Technologie:

Evaluation frameworks (OpenAI Evals, PromptBench), model monitoring (Evidently AI), synthetic test data via GPT.

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# Intelligent Document Processing (IDP)

### Business Value:

Converts unstructured documents into structured data for straight-through processing, saving manual capture costs.

### Use Cases:

Invoice and document extraction; damage forms; OZG requests.

### Technology:

OCR, Azure Document Intelligence, DocumentCollector (mgm),

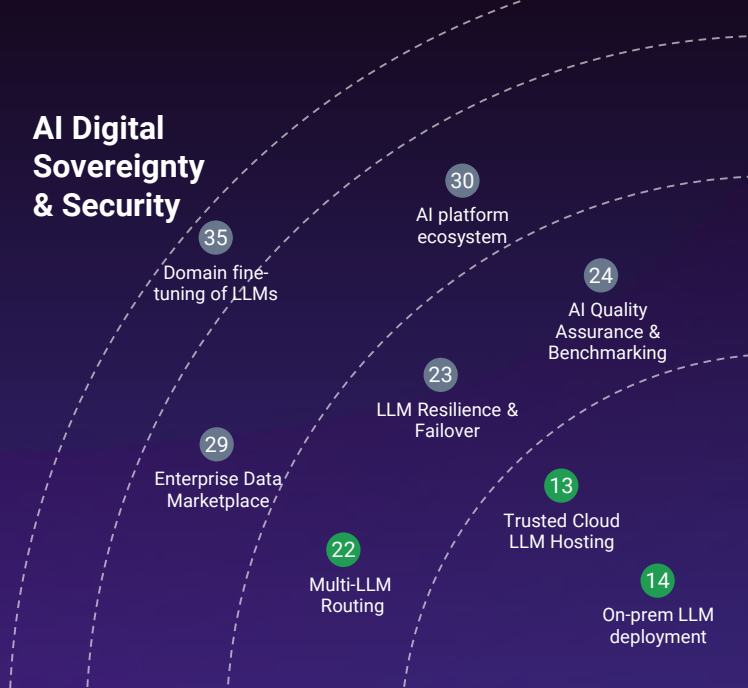
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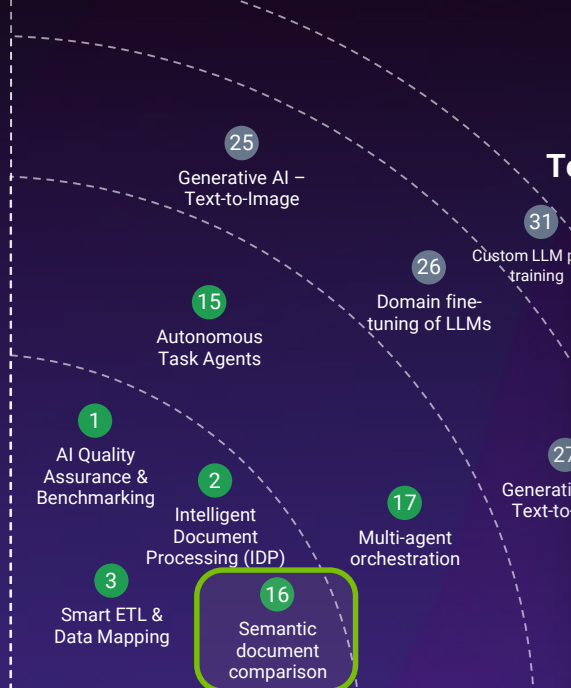


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### Semantic document comparison

#### Business Value:

Detects content changes in seconds and reduces legal and quality risks.

#### Use Cases:

Contract versioning, compare draft legislation.

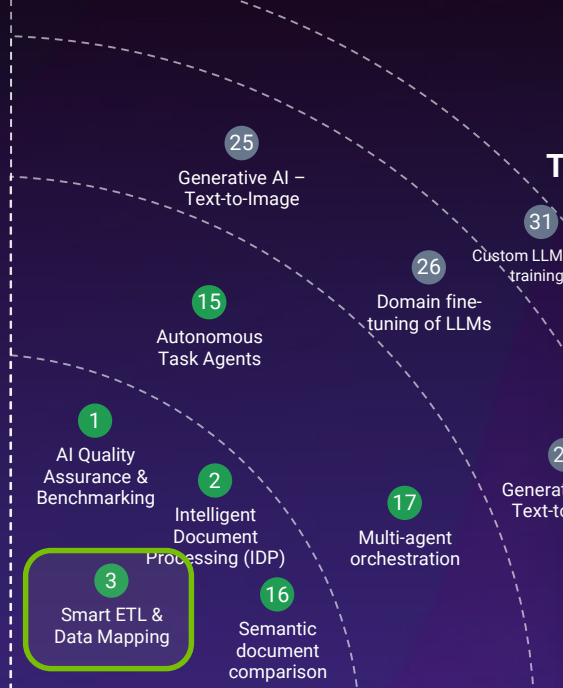
#### Technology:

Document parsing, Agentic Framework (mgm), Azure Document Intelligence

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### 3 Smart ETL & Data Mapping

**Business Value:**  
Accelerates data migration and minimizes errors when merging heterogeneous tables.

**Use Cases:**  
Import legacy CSV files into ERP; register comparisons between authorities oder business partners.

**Technology:**  
Schema matching (AutoMapper), Agentic Framework (mgm)

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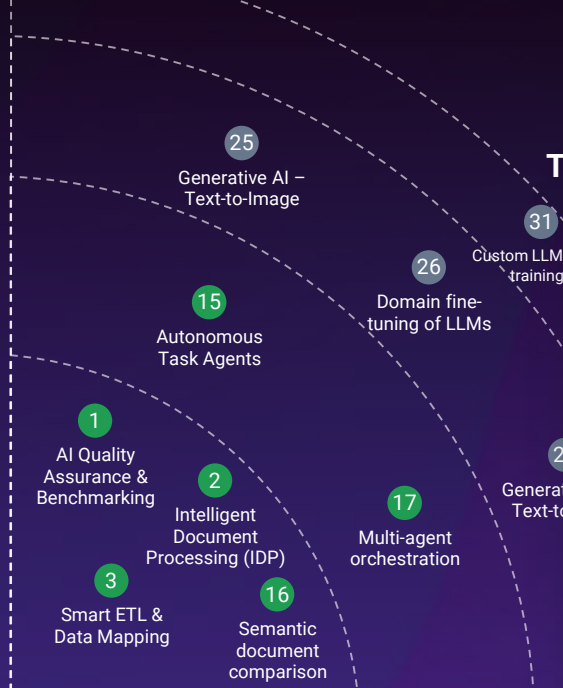


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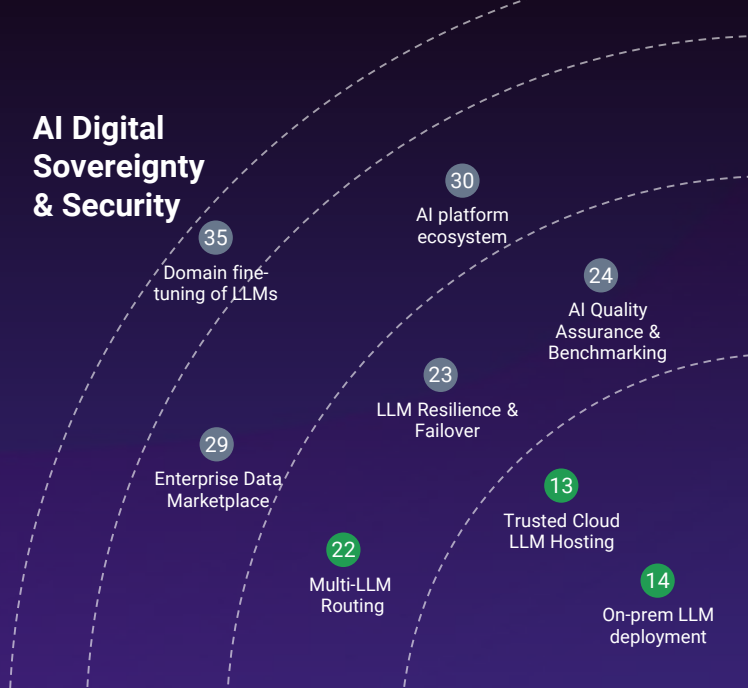
### Sales AI copilots

**Business Value:**  
Recommend next-best actions and increase conversion rates.

**Use Cases:**  
Lead scoring, real-time quote configuration.

**Technology:**  
Salesforce Einstein GPT, Dynamics 365 Copilot, Predictive Lead Scoring.

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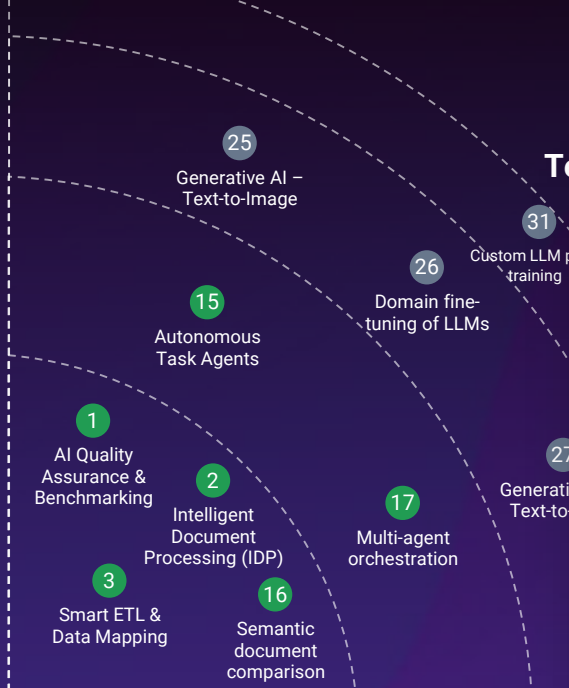
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## AI-powered customer support

**Business Value:**  
24/7 service with lower costs and higher customer satisfaction.

**Use Cases:**  
Ticket classification, auto-responses, knowledge base chat.

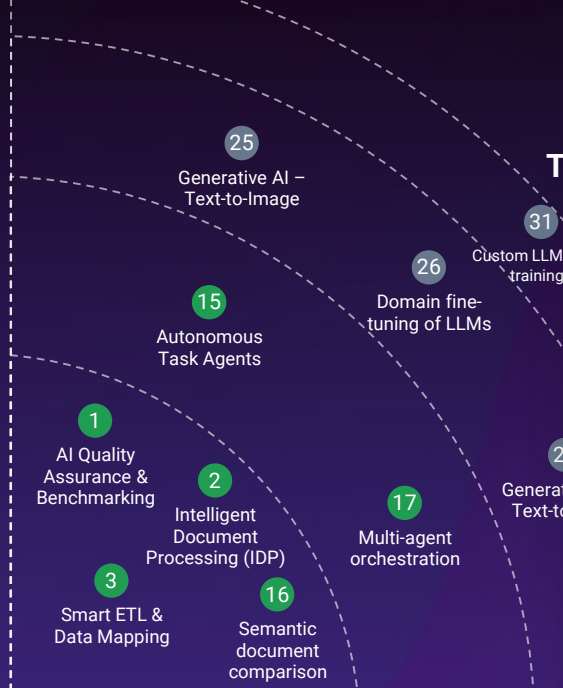
**Technology:**  
OpenAI Assistants API, AI assistant, Voicebot (LiveKit), RASA

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### Enterprise knowledge retrieval

**Business Value:**

Reduces search effort; delivers informed answers in seconds.

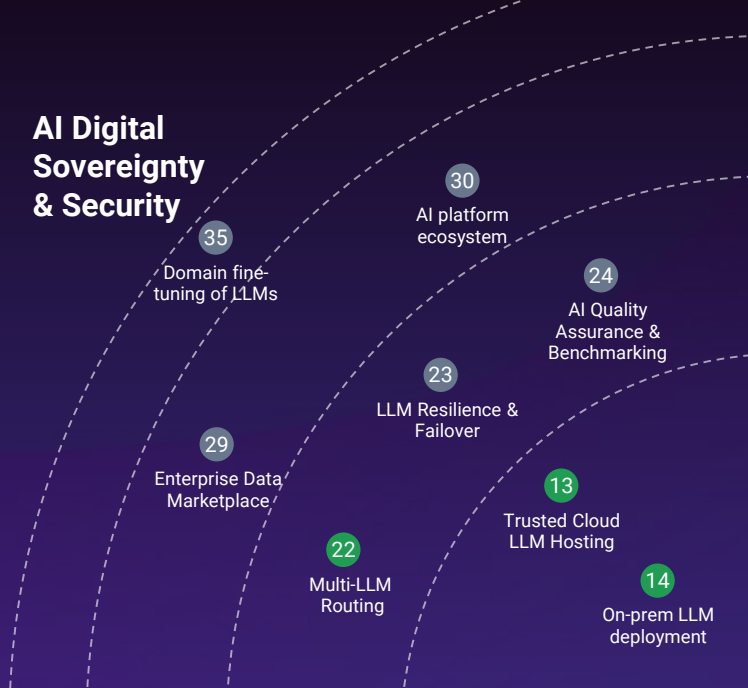
**Use Cases:**

Technical questions about policies, developer FAQs.

**Technology:**

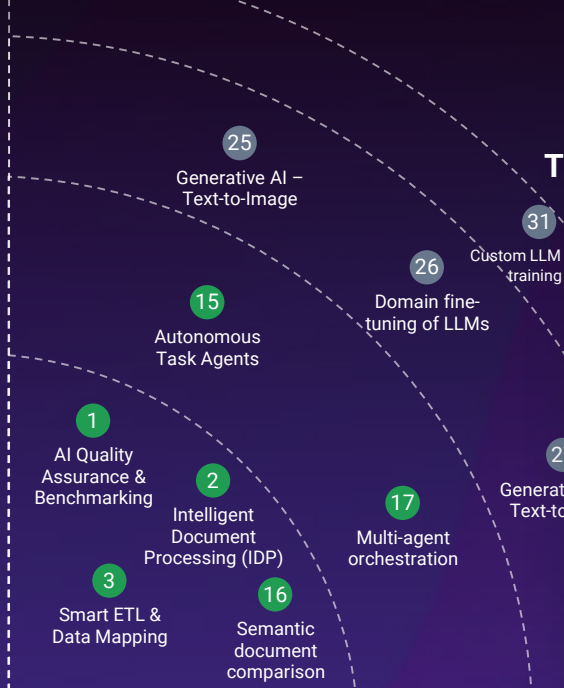
RAG pipelines, ChatBot, VoiceBot, Graph RAG

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### Smart email orchestration

#### Business Value:

Automates inbound mail, reduces processing time.

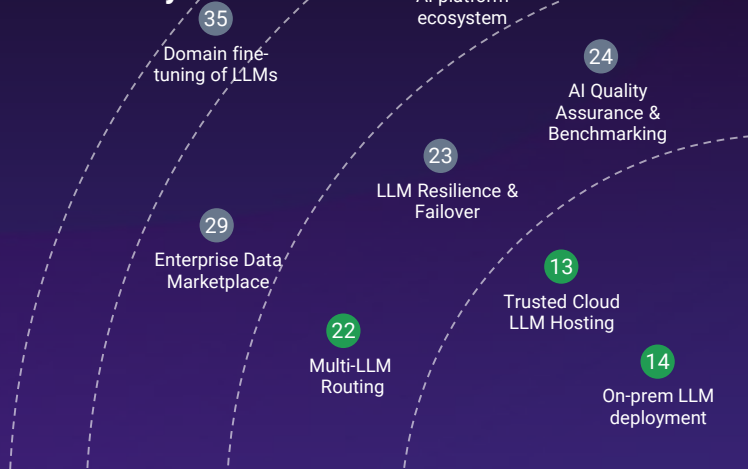
#### Use Cases:

Extract claims from emails and create tickets.

#### Technology:

LLM classification, RPA bots (UiPath), Microsoft Graph.

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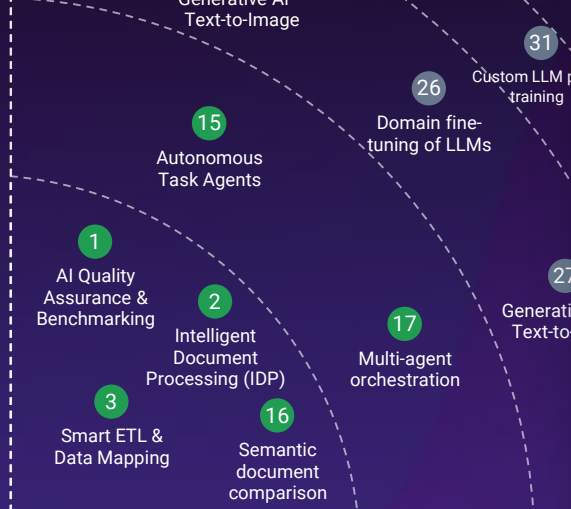


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### Embedded AI in business processes

#### Business Value:

End-to-end automation increases efficiency by >20%.

#### Use Cases:

Automated application review with AI decision-making and escalation.

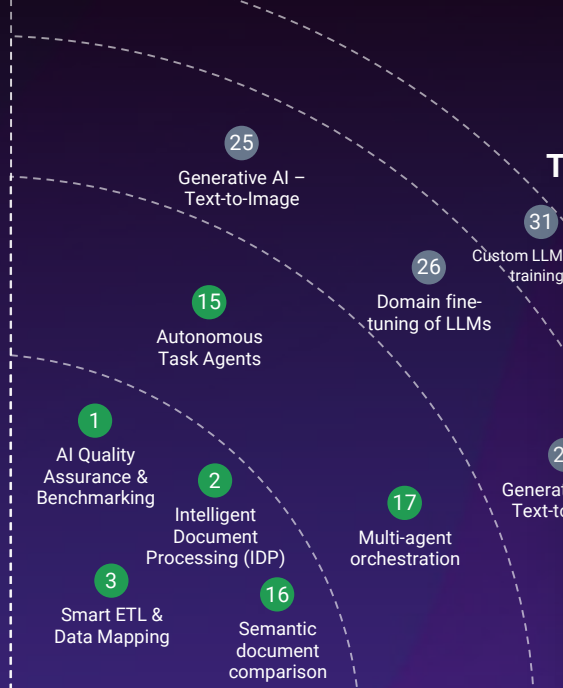
#### Technology:

BPMN engines (Camunda) + AI microservices, Kafka Streams.

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### AI change enablement

**Business Value:**  
Ensures acceptance and accelerates ROI of AI initiatives.

**Use Cases:**  
Training programs, AI ethics workshops.

**Technology:**  
Prosci ADKAR methodology, learning platforms, KPI tracking.

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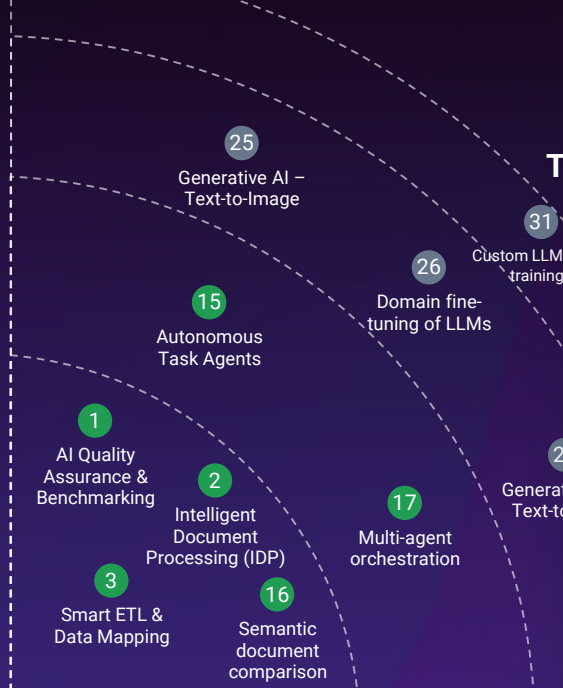


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# AI performance metrics & KPIs

**Business Value:**  
Makes the benefits and risks of AI transparent and manageable.

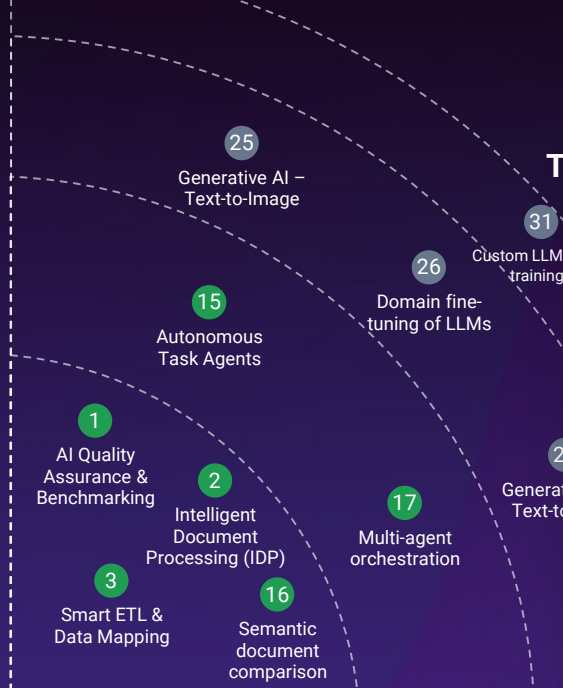
**Use Cases:**  
Dashboards for precision, recall, and cost savings.

**Technology:**  
Evidently AI, MLflow, Prometheus.

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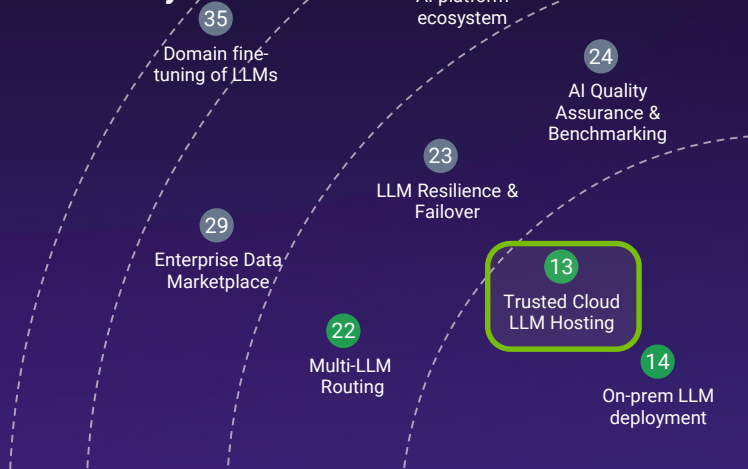
### Coding assistants

**Business Value:**  
Accelerates development by up to 40% and improves code quality.

**Use Cases:**  
Code completion, unit test generation.

**Technology:**  
GitHub Copilot, AWS CodeWhisperer, JetBrains AI, Codium, Windsurf, Loveable

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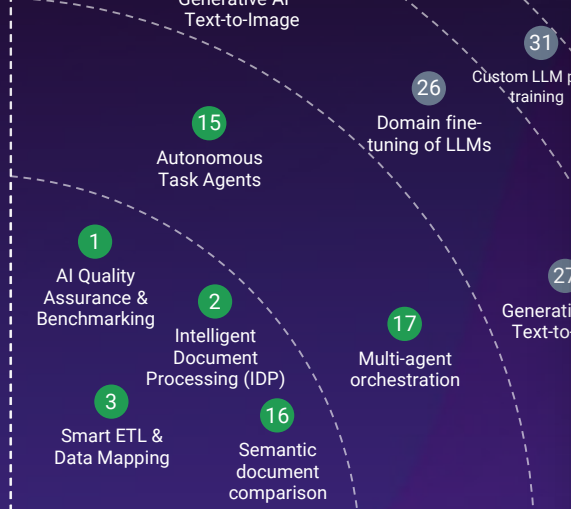


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### Trusted Cloud LLM Hosting

**Business Value:**  
Rapid scaling while complying with GDPR and industry regulations.

**Use Cases:**  
Insurance chatbot in the EU region.

**Technology:**  
Azure OpenAI (Germany West Central, Sweden), StackIT, Infrastructure-as-Code

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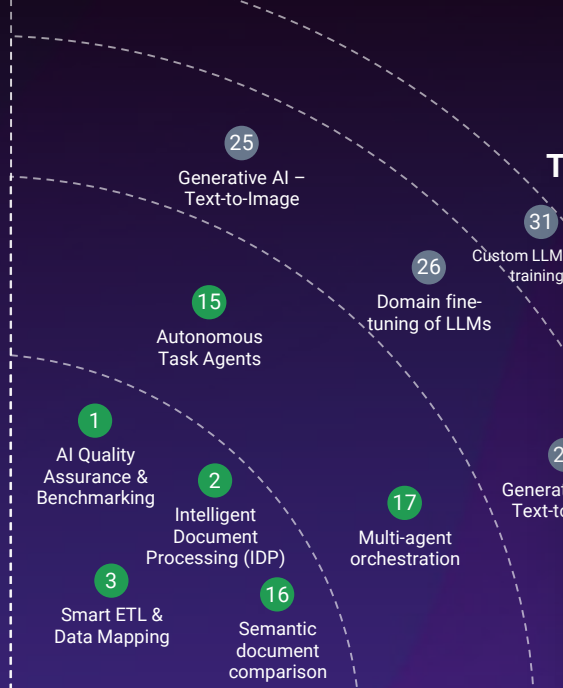


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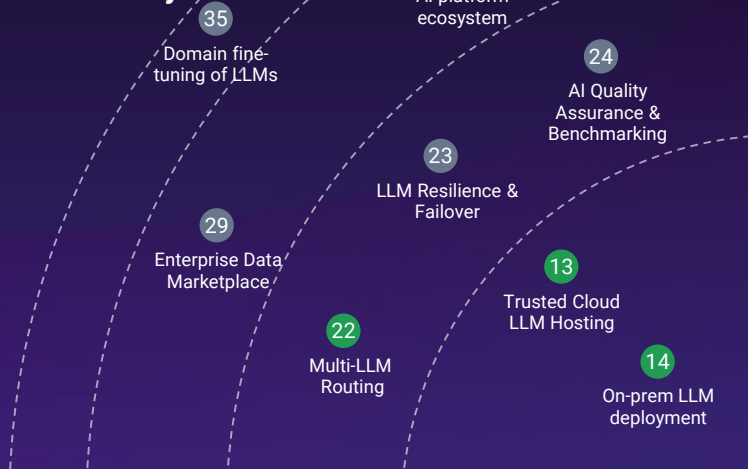
### 14 On-prem LLM deployment

**Business Value:**  
Maximum data sovereignty, suitable for highly regulated environments.

**Use Cases:**  
Government LLM in your own data center.

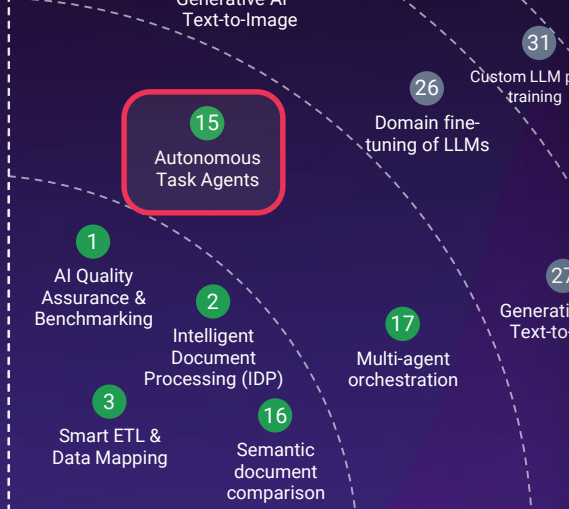
**Technology:**  
Nvidia, PrivateGPT

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### Autonomous Task Agents

#### Business Value:

Delegate repetitive work to AI and increase the productivity of knowledge workers.

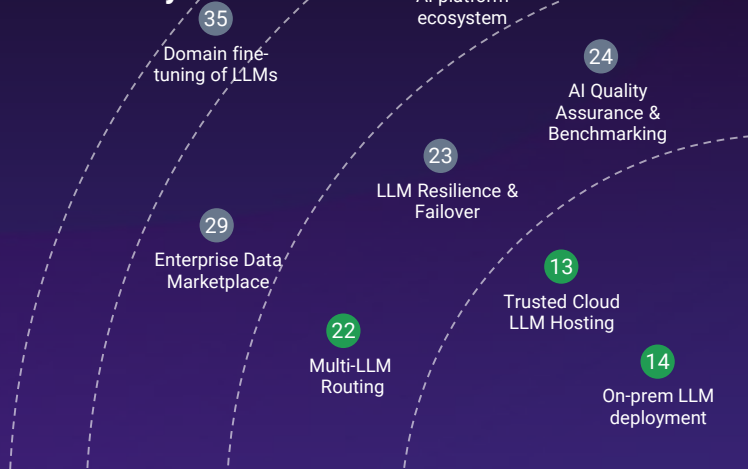
#### Use Cases:

Ticket triage, data cleansing, code refactoring.

#### Technology:

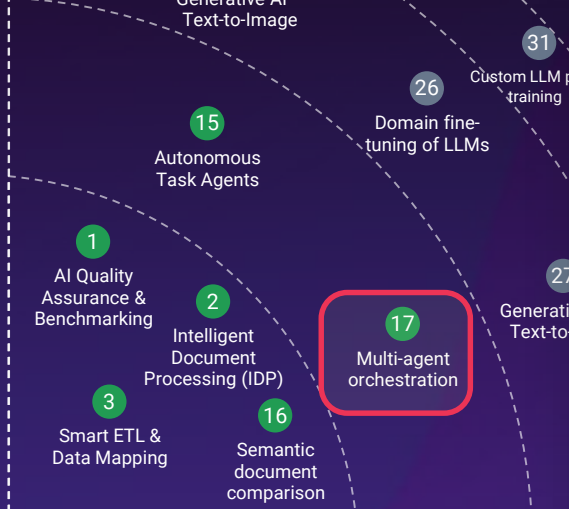
LangChain Agents, AutoGen, OpenAI Functions + Event-Driven Microservices, Windsurf, ClaudeCode, Agentic Framework (mgm)

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### Multi-agent orchestration

#### Business Value:

Coordinates multiple AI agents for end-to-end workflows and increases process efficiency.

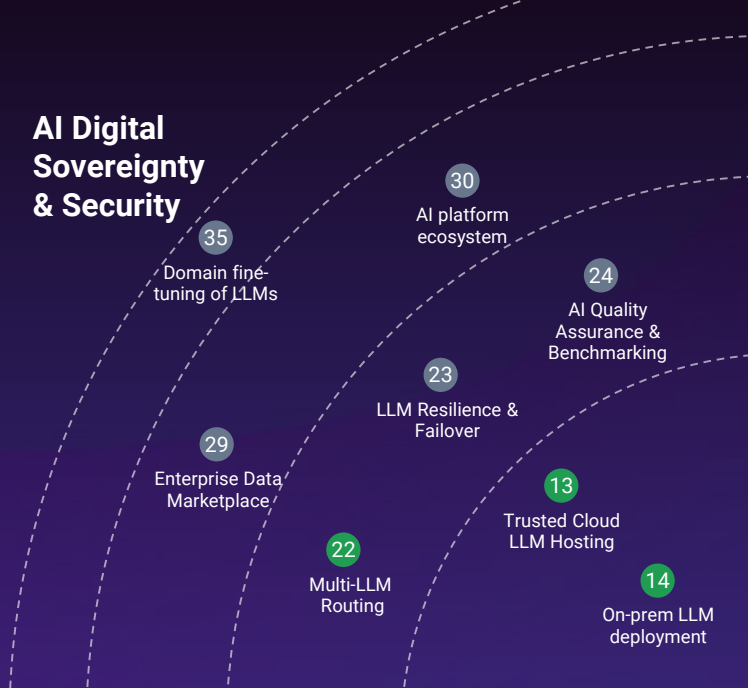
#### Use Cases:

Procurement processes, JIRA ticket creation, Smart ETL & data mapping, voicebot

#### Technology:

CrewAI, n8n, Agentic Framework (mgm)

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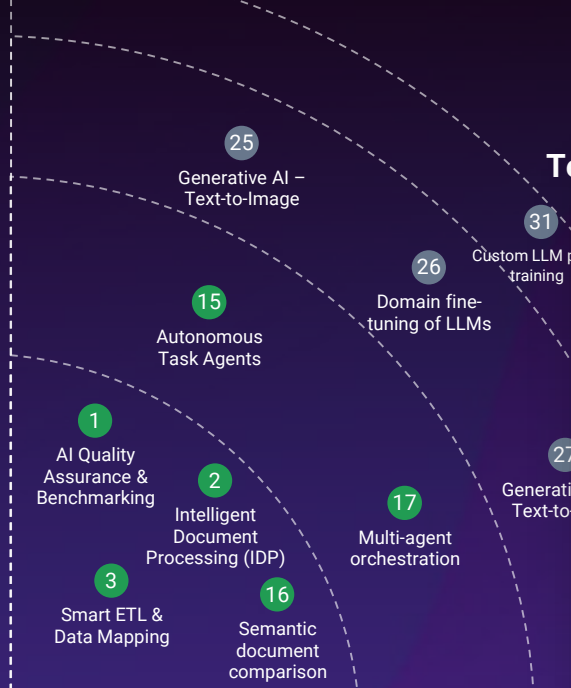


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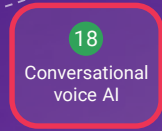
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## Conversational voice AI

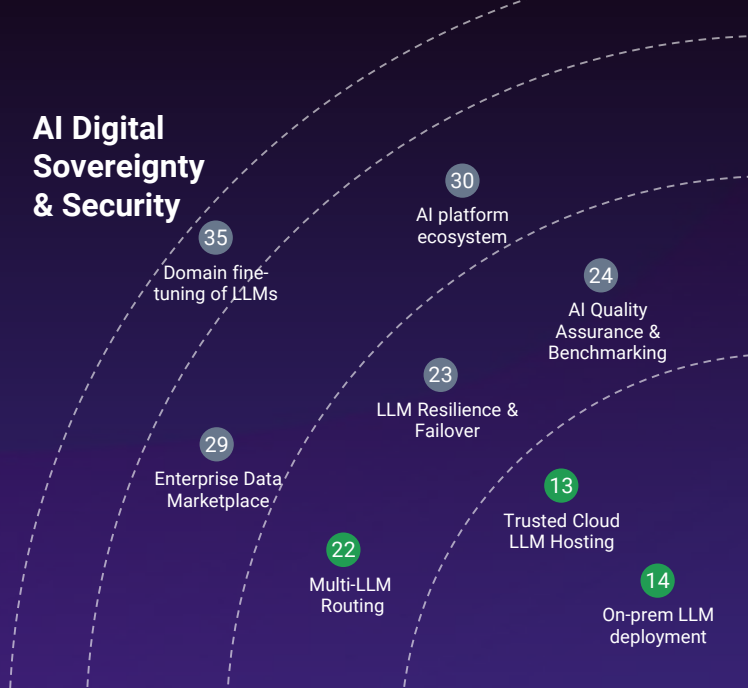
**Business Value:**  
Enables voice-controlled self-service and reduces waiting times.

**Use Cases:**  
Hotline bots, voice-activated claims reporting.

**Technology:**  
Whisper ASR, Neural TTS, Intent-LLM, VoiceBot (LiveKit), S



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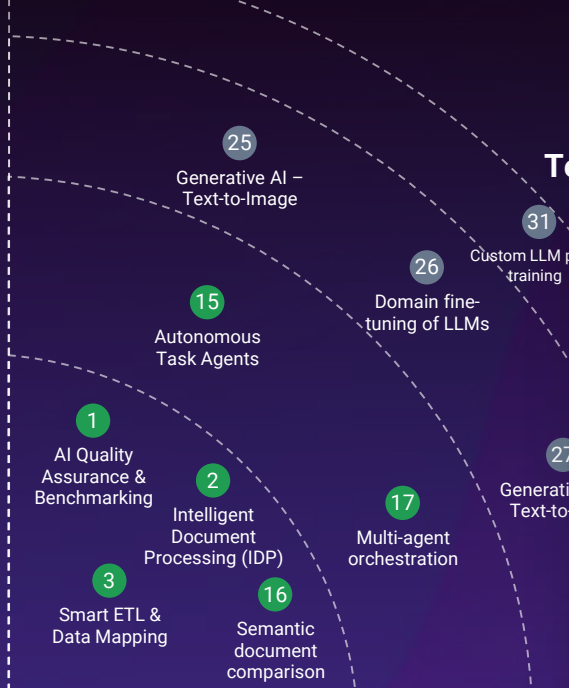


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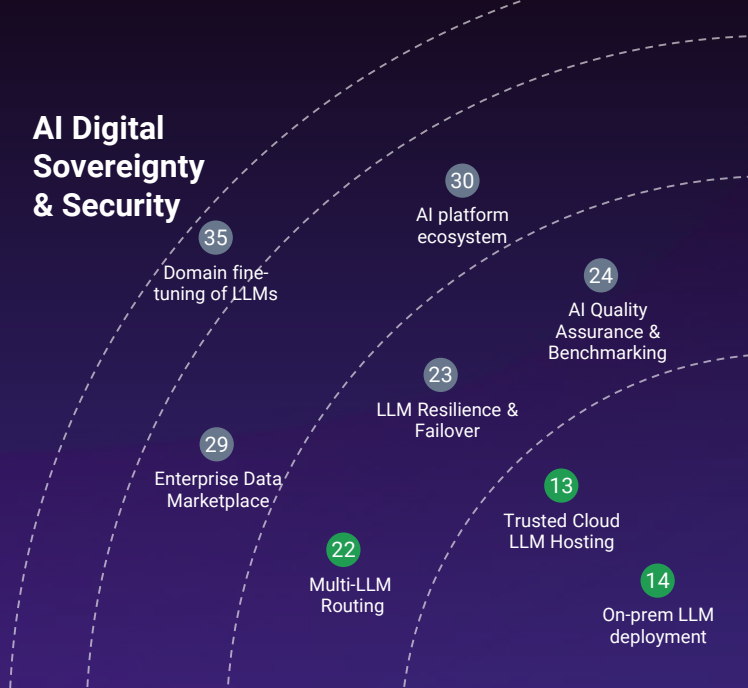
# 12 Generative content creation

**Business Value:**  
Significantly reduces production time for marketing and technical content.

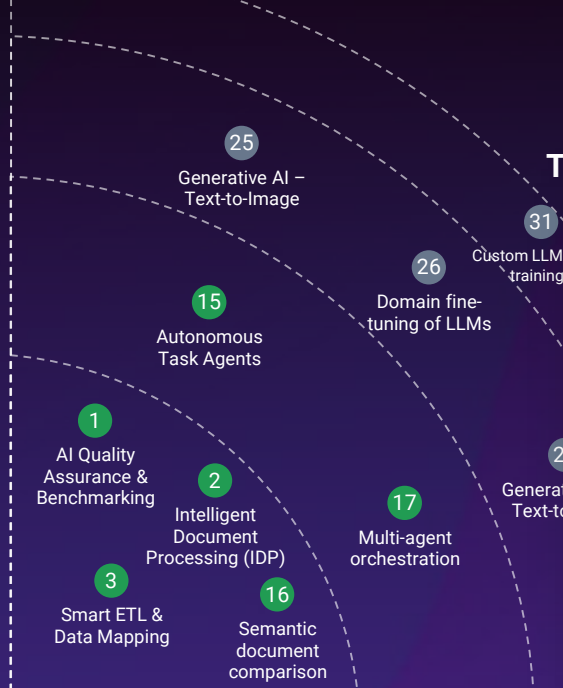
**Use Cases:**  
Policy documents, blog posts, release notes.

**Technology:**  
GPT-4o, Claude 3, Canva AI.

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## Enterprise knowledge retrieval

### Business Value:

Reduces search effort; delivers informed answers in seconds.

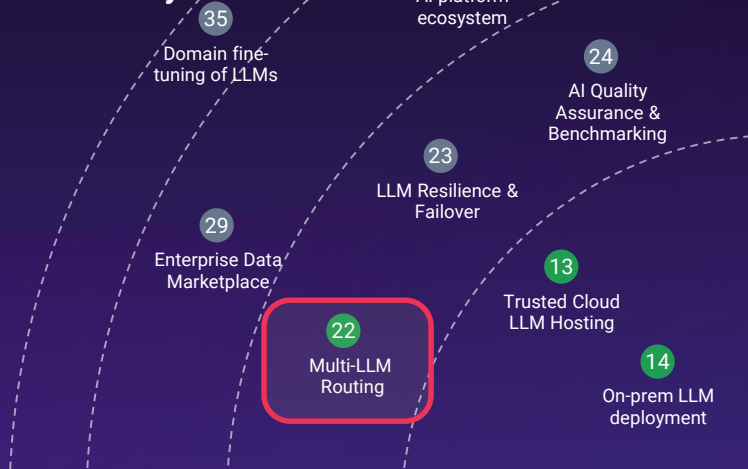
### Use Cases:

Technical questions about policies, developer FAQs.

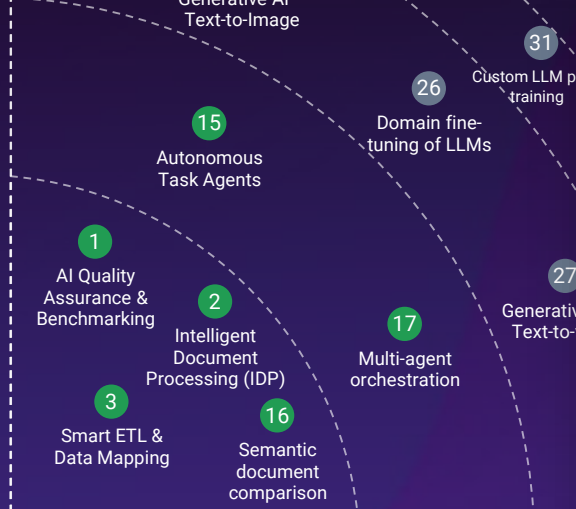
### Technology:

RAG pipelines.

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## Multi-LLM Routing

**Business Value:**  
Optimizes costs and quality through dynamic selection of the best model.

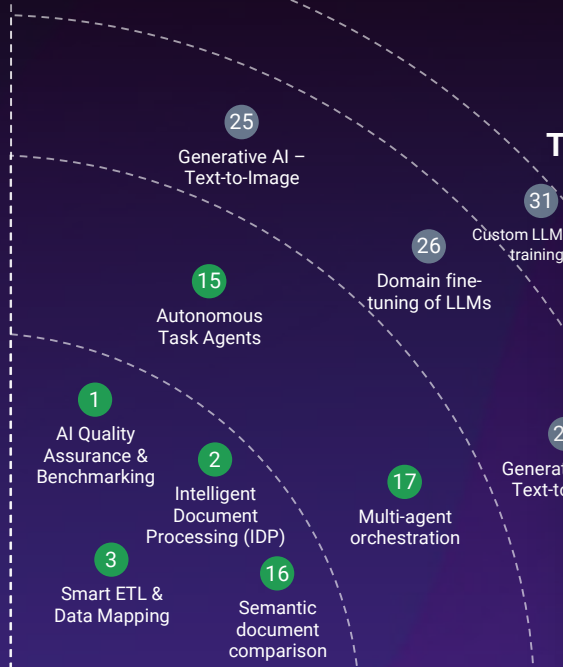
**Use Cases:**  
Fallback in case of failures, special models depending on context.

**Technology:**  
vLLM RouterStack, load balancing proxies.

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### LLM Resilience & Failover

#### Business Value:

Ensures high availability of business-critical AI services.

#### Use Cases:

Automatic switchover in case of timeouts or errors.

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## AI in your Customer Experiences





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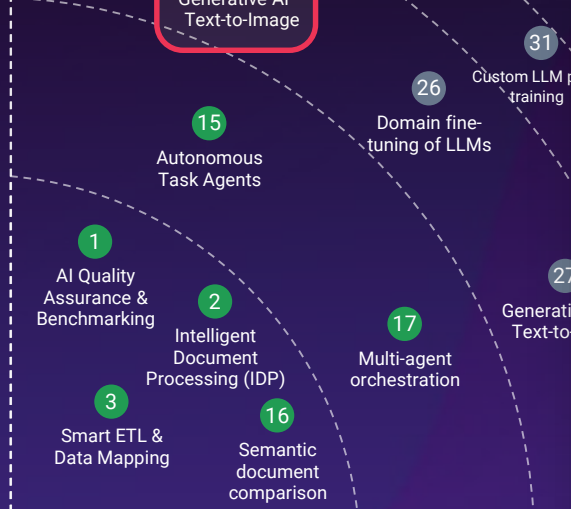


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### Generative AI – Text-to-Image

**Business Value:**  
Reduces creative costs and shortens time to market for visual assets.

**Use Cases:**  
Campaign motifs, UI mock-ups for citizen portals.

**Technology:**  
Stable Diffusion XL, DALL·E 3, ControlNet; GPU cluster (A100/H100).

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## Domain fine-tuning of LLMs

### Business Value:

Increases response accuracy and compliance through domain-specific knowledge.

### Use Cases:

AI assistant; ELSTER categorization, IFCO (crate counting), A12 documentation

### Technology:

LoRA/QLoRA, PEFT, vector DB-supported retrieval-augmented generation.

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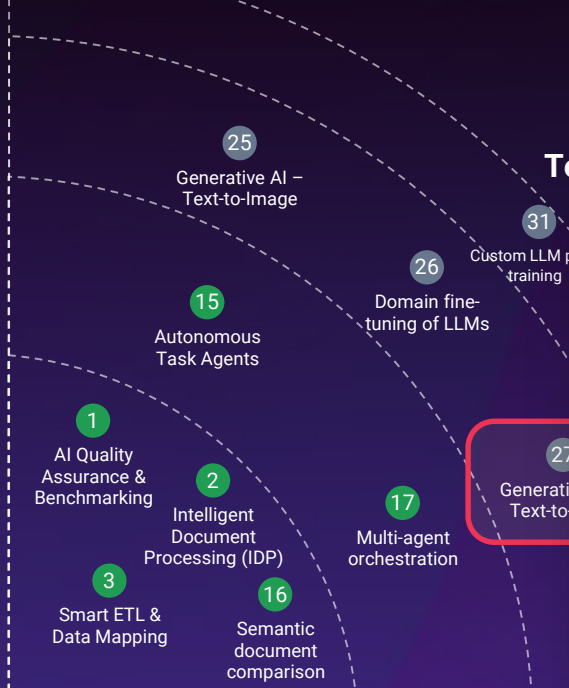


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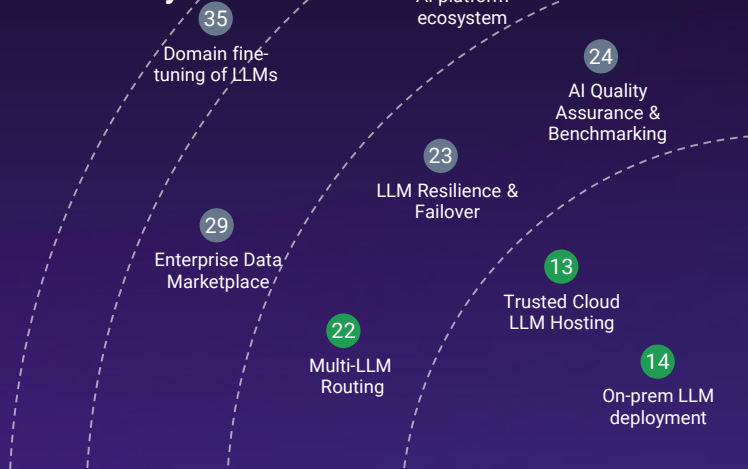
### 27 Generative AI – Text-to-video

**Business Value:**  
Enables cost-effective production of explanatory and marketing videos.

**Use Cases:**  
Product demos, e-learning clips for employees.

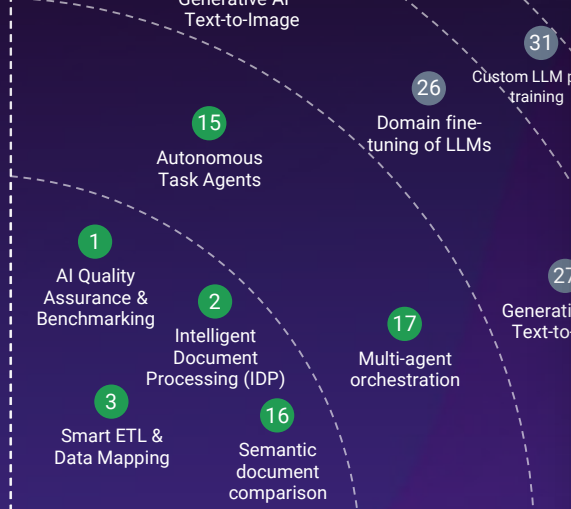
**Technology:**  
OpenAI Sora (preview), Runway Gen-3, Diffusion Transformers.

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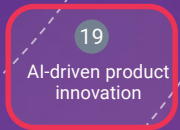
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## 19 AI-driven product innovation

**Business Value:**  
Unlock new revenue streams and unique selling points.

**Use Cases:**  
Pay-per-use insurance, dynamic pricing models (tailored to the customer)

**Technology:**  
Real-time analytics, generative LLMs.



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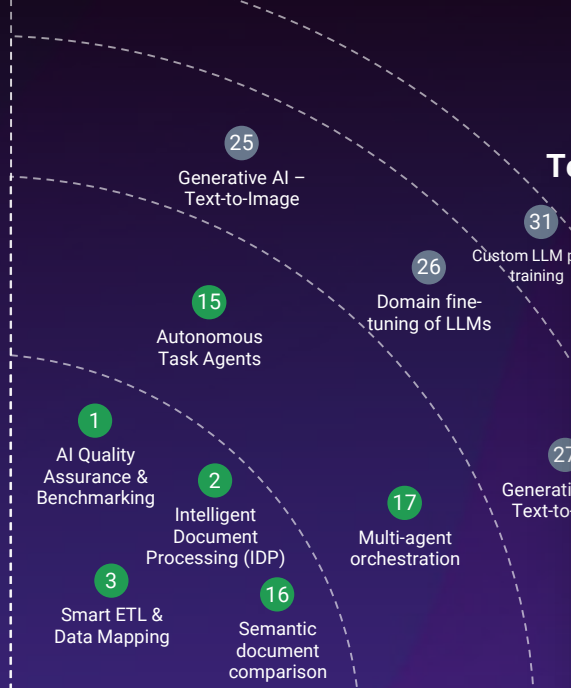


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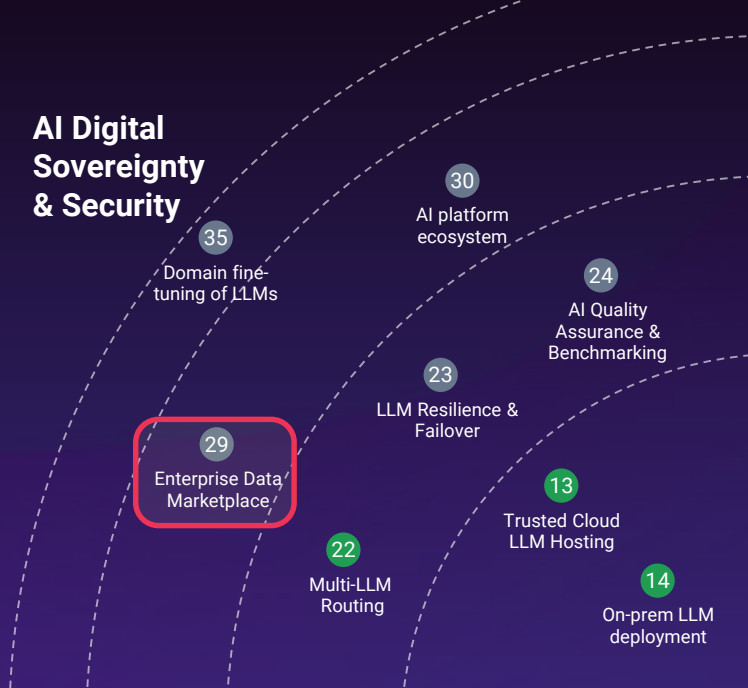
### 28 AI platform ecosystem

**Business Value:**  
Scalable reusability and faster time to market.

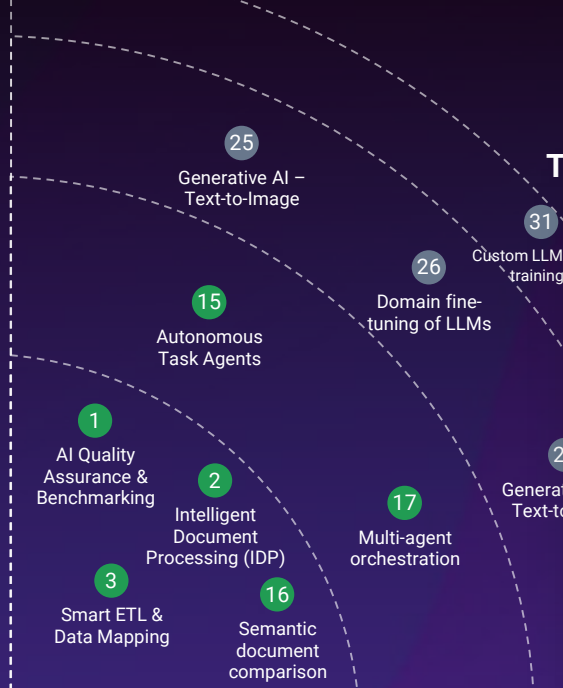
**Use Cases:**  
Integration of open-source libraries and managed services.

**Technology:**  
Kubernetes, Kubeflow, LangServe.

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# Enterprise Data Marketplace

**Business Value:**

**Use Cases:**

**Technology:**

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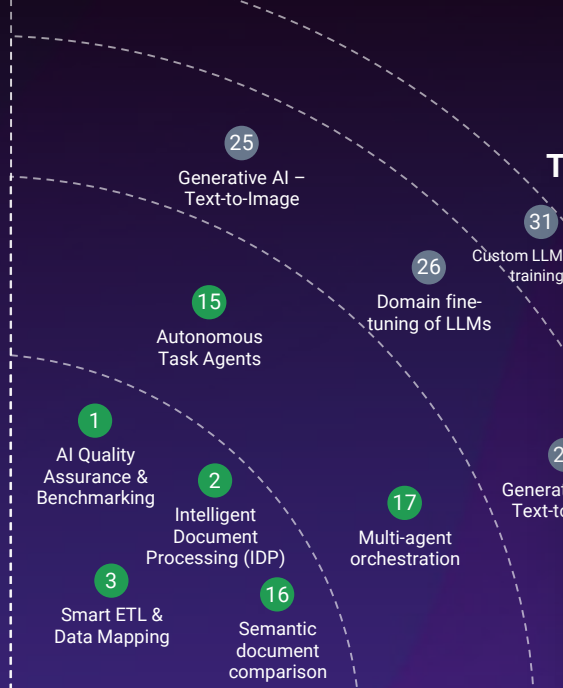


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# AI platform ecosystem

### Business Value:

Scalable reusability and faster time to market.

### Use Cases:

Integration of open-source libraries and managed services.

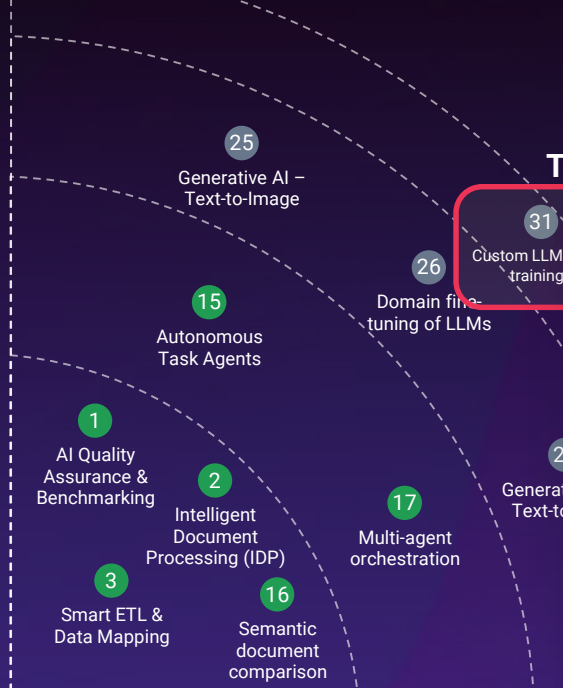
### Technology:

OpenSource

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31 Custom LLM pre-training

31 Custom LLM pre-training

### Business Value:

Full IP control and maximum domain fit for critical areas of expertise.

### Use Cases:

Specialized LLM for tax laws; multilingual government assistant.

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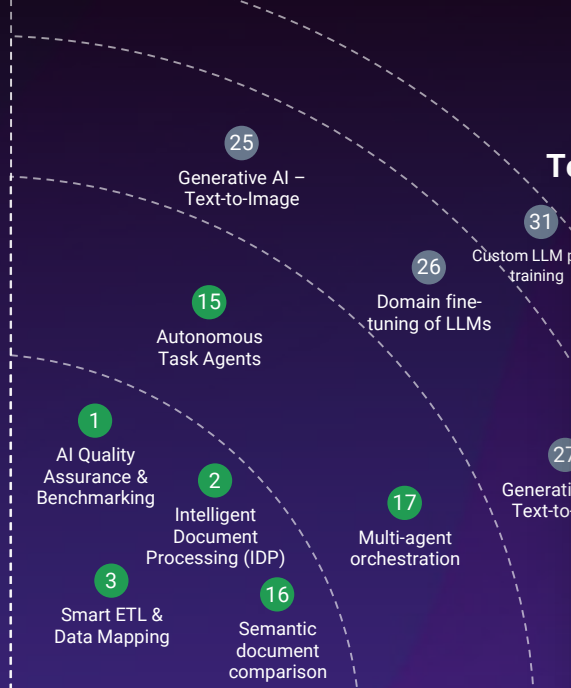


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### Rule-based chatbots (legacy)

#### Business Value:

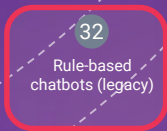
Offers basic self-service, but limited flexibility.

#### Use Cases:

FAQ answering, status queries.

#### Technology:

Dialogflow ES, decision trees, pattern matching.

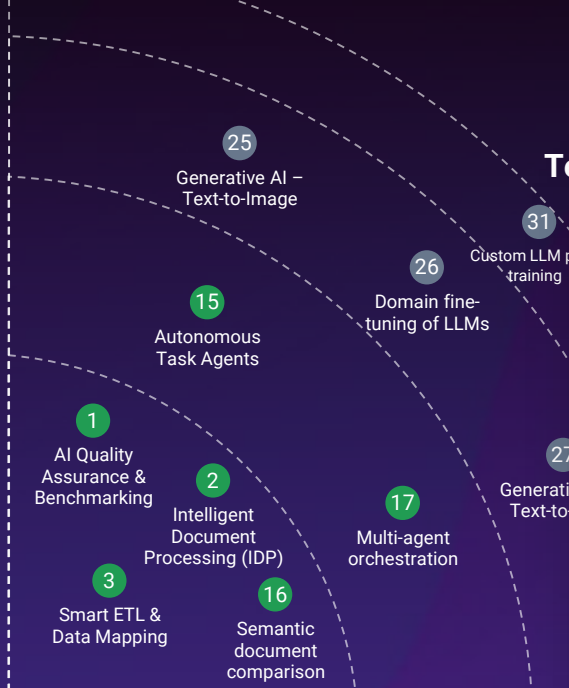


## AI Digital Sovereignty & Security



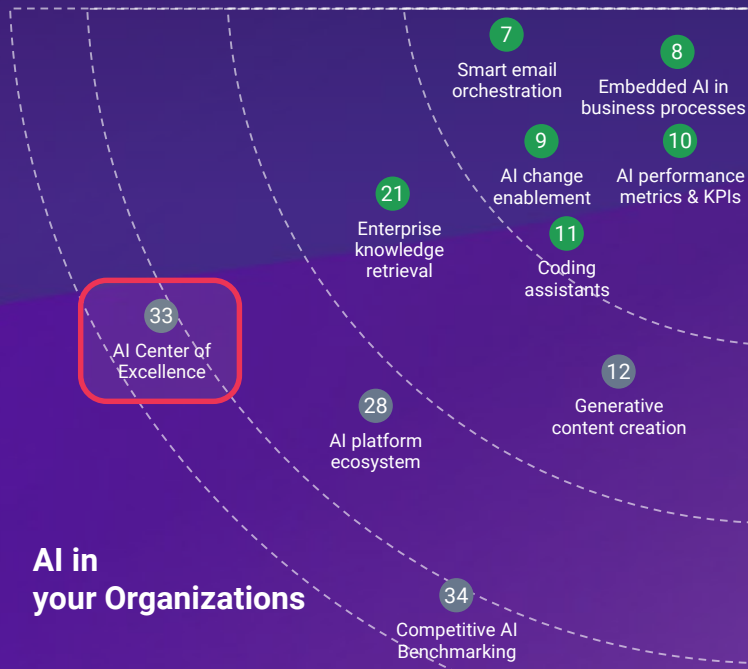
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## AI Technology



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## AI in your Organizations



## AI in your Organizations



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### AI Center of Excellence

#### Business Value:

Bundles expertise, governance, and accelerates rollout.

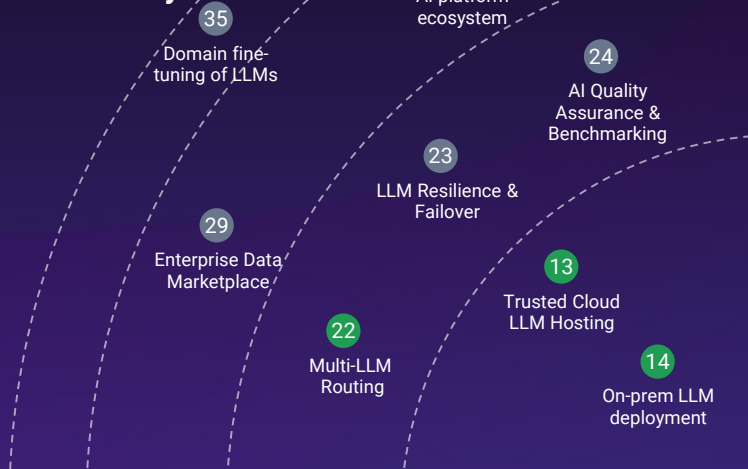
#### Use Cases:

Shared MLOps pipelines, expert network.

#### Technology:

Organizational structure

## AI Digital Sovereignty & Security

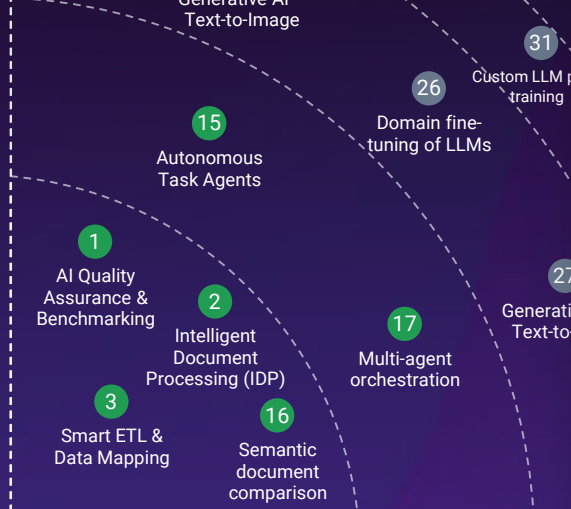


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## AI in your Organizations

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 Competitive AI Benchmarking

## AI Technology



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## AI in your Customer Experiences

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### Competitive AI Benchmarking

**Business Value:**  
Reveals gaps compared to competitors and prioritizes investments.

**Use Cases:**  
Scorecards vs. industry leaders.

**Technology:**  
Analytics tools, Gartner Peer Insights Data.  
Mgm -AI Radar

## AI Digital Sovereignty & Security

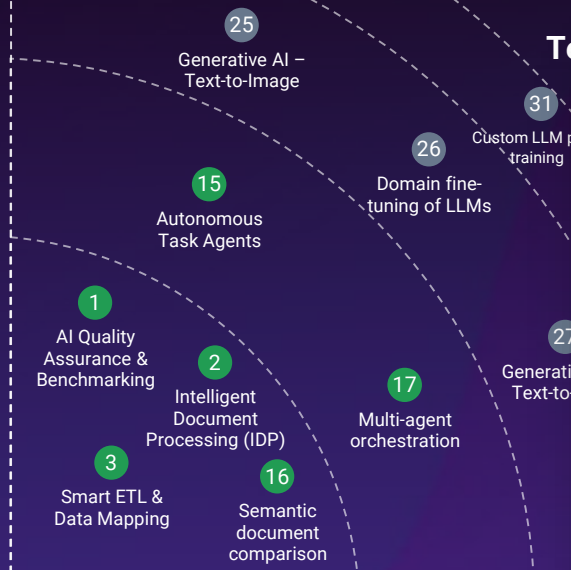


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## AI in your Organizations



## AI Technology



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AI Digital Sovereignty & Security - HOLD

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### Domain fine-tuning of LLMs

#### Business Value:

Increases response accuracy and compliance through domain-specific knowledge.

#### Use Cases:

Insurance chatbot with policy knowledge; ELSTER technical questions.

#### Technology:

LoRA/QLoRA, PEFT, vector DB-supported retrieval-augmented generation.



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