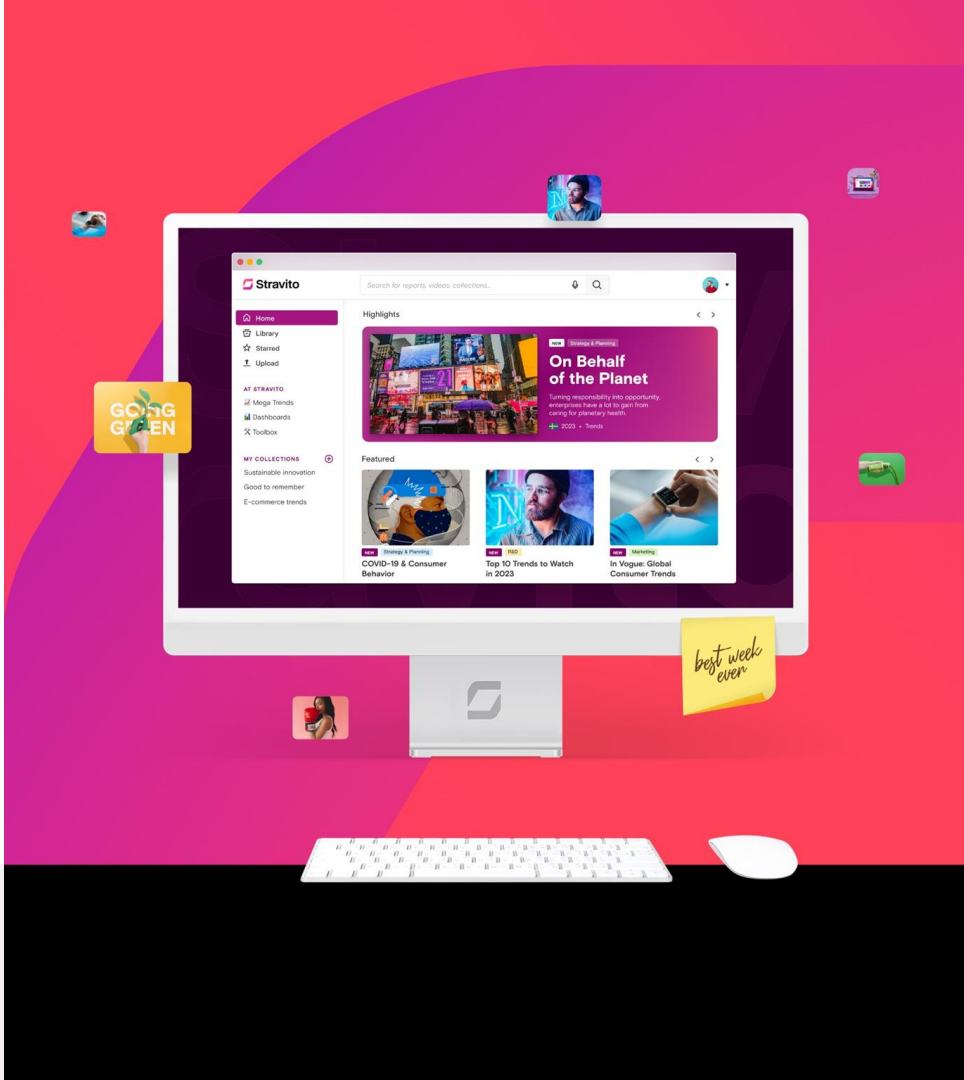
Stravito

Why (and how) the era of generative AI will change search



Brandon Beeken
Director, US Market

Tania Poelmann
Customer Expansion Manager

- **What we'll cover today:**
  Why and how the era of generative AI will change enterprise search as we know it

- **What I'll cover today:**
  A bit of background on Stravito + where our Gen AI exploration has taken us

- **What Tania will cover today:**
  First-hand look at how Stravito is applying Gen AI to the enterprise search experience

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With great power comes great responsibility

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Change always brings
both opportunities and threats

Benefits brought by generative AI

- Productivity boost
- New value streams
- Reduced time to insight
- New ways to interact with knowledge

Risks associated with e.g. ChatGPT

- Prone to hallucinate
- Biased information
- Non-transparent sources
- Data security, IP rights and privacy concerns

Stravito

SA

Can you tell me about the founders of Stravito?

Stravito is a software company that provides a knowledge management platform for enterprises. The company was founded in 2017 by Anders Örbom and Thor Olof Philogène.

Anders Örbom is the CEO of Stravito. He has a background in management consulting and has worked with a variety of industries including retail, healthcare, and telecom. Prior to founding Stravito, he worked as a partner at the consulting firm QVARTZ.

Thor Olof Philogène is the CTO of Stravito. He has over 15 years of experience in software development and has worked for companies such as Jayway and TAT. Prior to founding Stravito, he was a technical director at the consulting firm Valtech.

Together, Örbom and Philogène founded Stravito to address the challenges that companies face in managing their knowledge and information. The company's platform allows companies to store, organize, and search for information across a variety of sources, making it easier for employees to find the information they need to make informed decisions.

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SA That's actually not quite right. There are 2 more founders

I apologize for my mistake. As a language model, my responses are based on the information available in my database. Thank you for correcting me.

In addition to Anders Örbom and Thor Olof Philogène, there are indeed two more co-founders of Stravito.

The two additional co-founders of Stravito are Sarah Lee and Anna Forss. Sarah Lee serves as the Chief Customer Officer and has a background in marketing and customer experience. Anna Forss serves as the Chief Product Officer and has experience in product management and design.

Together, the four co-founders of Stravito bring a diverse range of skills and expertise to the company, helping to build and grow the knowledge management platform to meet the needs of their customers.

Stravito

The ***real*** story

Technology Background

Thor Olof
CEO & Founder

Sarah Lee
Chief of Staff & Founder

15 years in high growth technology companies and entrepreneurship

iZettle PayPal

Market Research Background

Andreas Lee
Founder

Anders Örbom
Founder & Board member

15 years in market research and serial entrepreneurs

GfK Growth from Knowledge Ipsos norm.

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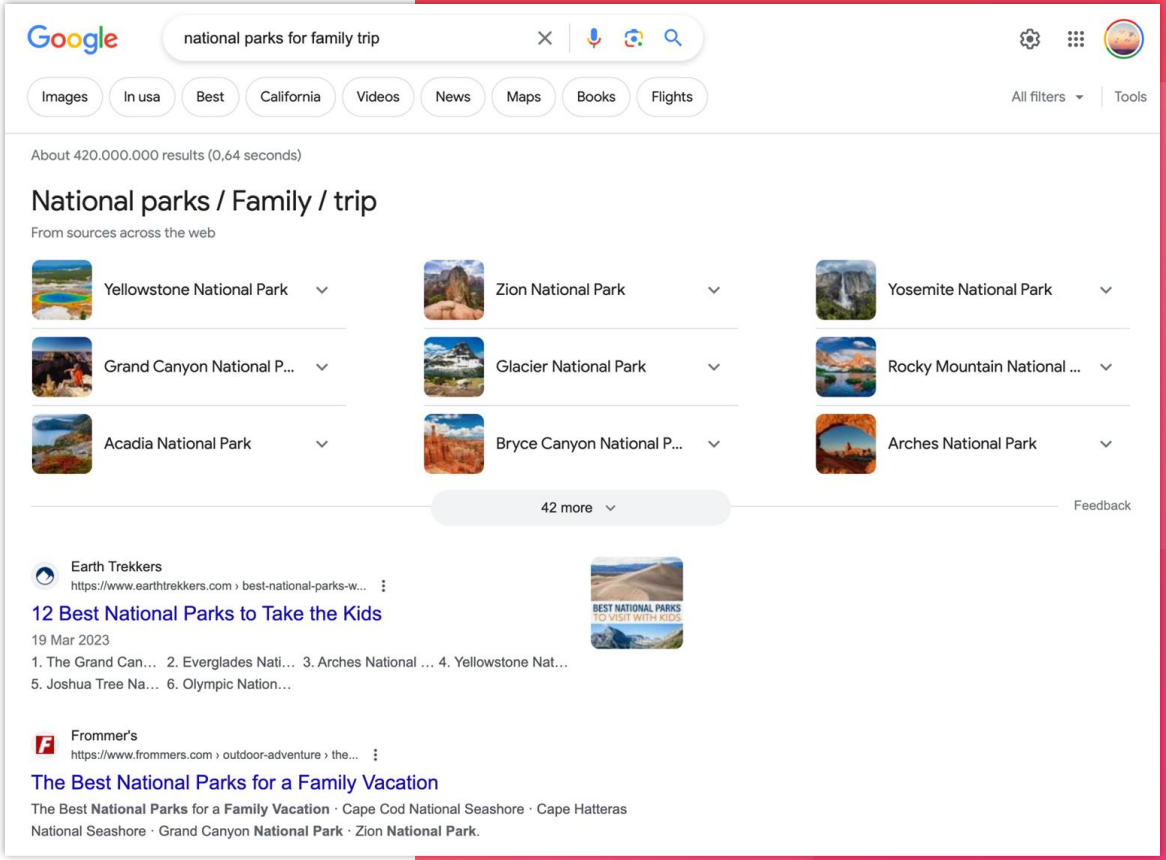
Current



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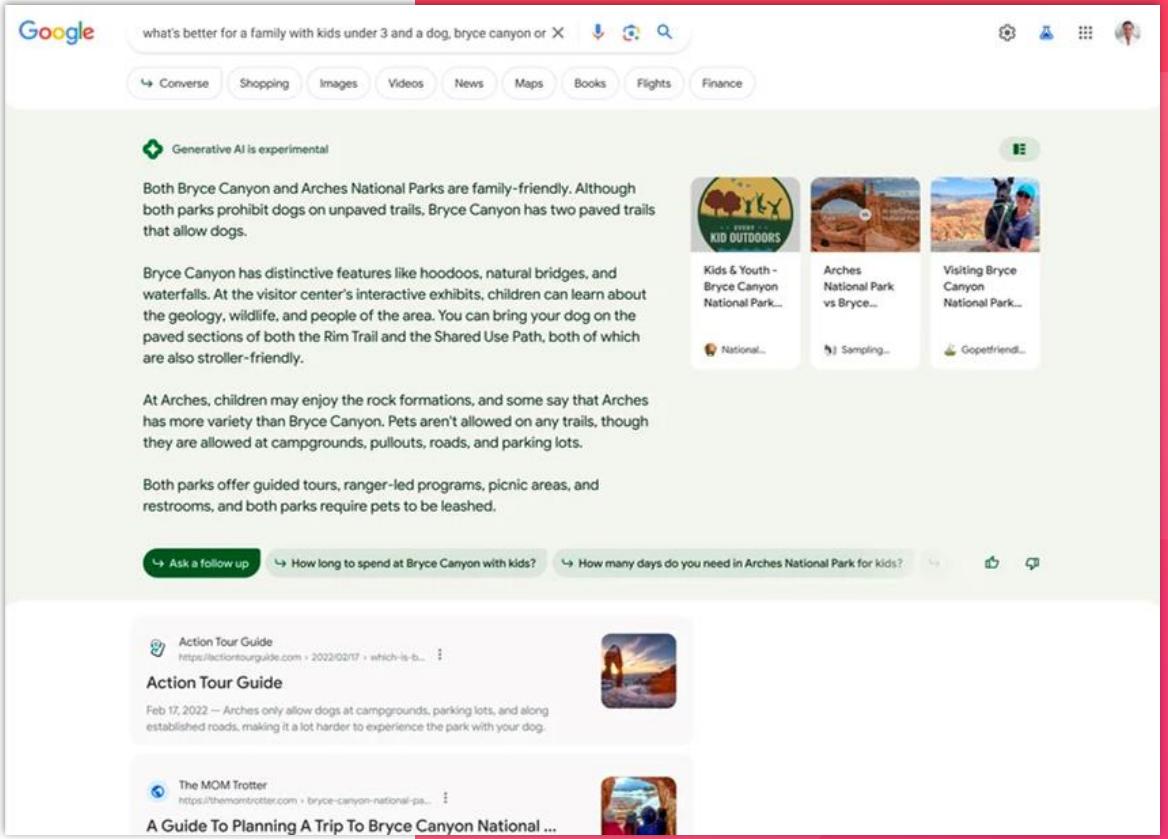
Future



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Our take: Generative AI can offer a major productivity boost...

Exploration

Easily navigate the knowledge space and reduce time-to-insight

Inspiration

Spark creativity and curiosity by getting new perspectives

Engagement

Improve user experience with a personalized approach

... but **cannot** replace human expertise

Advice

Generated output is limited by data quality and quantity

Understanding

Not designed to understand the "why" behind the data

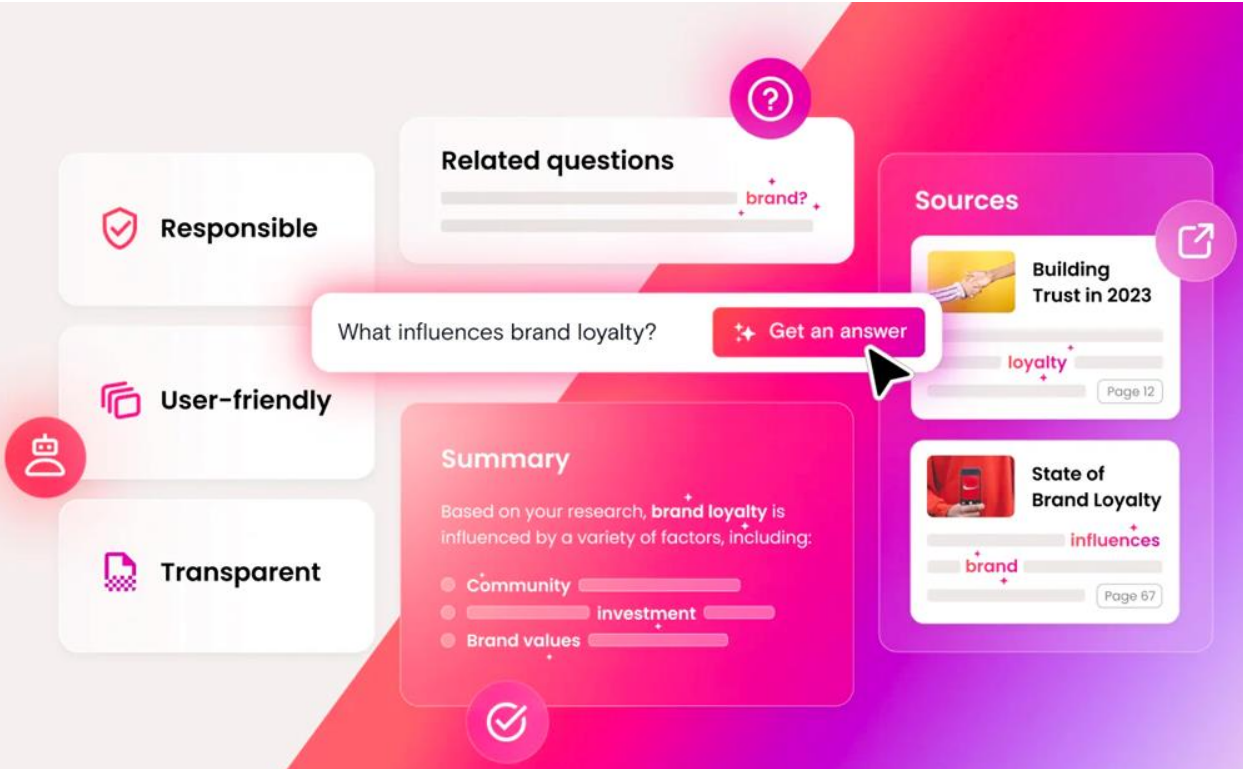
Solution

Human creativity and expertise are required to make final decision

Stravito search experience
supercharged by generative AI

- **Conversational**
- **Time-saving**
- **Detail-oriented**
- **Transparent**
- **Inspiring**
- **Secure & private**

Stravito search experience
supercharged by generative AI



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Thank you!

Get a personalized demo
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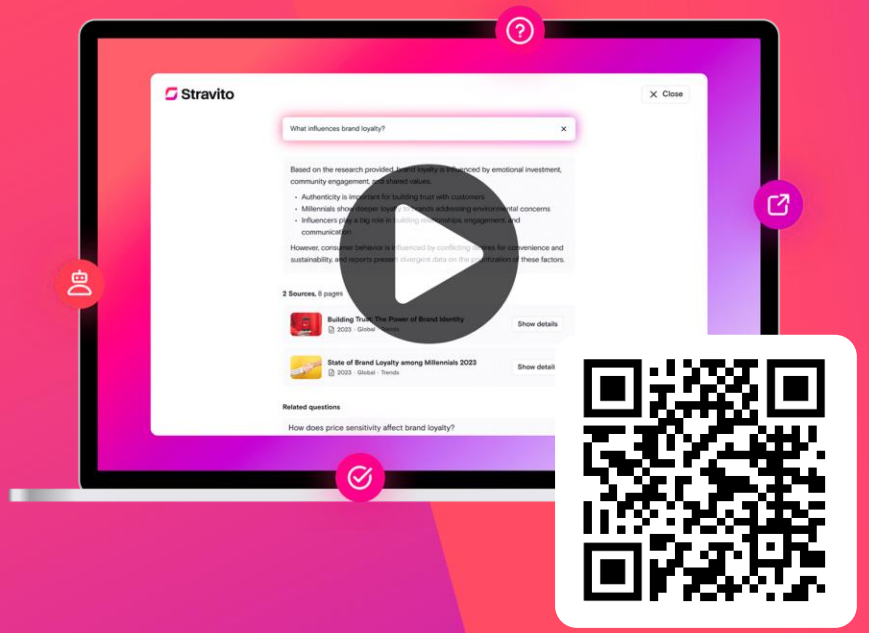

feedback / ideas / questions