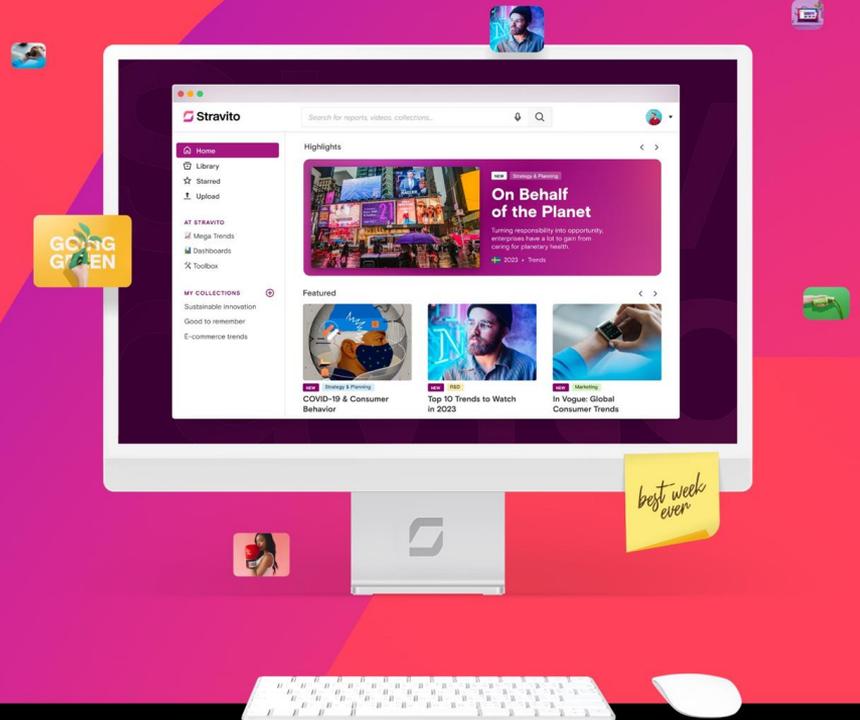




Why (and how) the era of generative AI will change search

Brandon Beeken
Director, US Market

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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



”

*With great power comes
great responsibility*



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

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.



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.



The *real* story

Technology Background



Thor Olof
CEO & Founder



Sarah Lee
Chief of Staff &
Founder

15 years in high growth technology
companies and entrepreneurship



Market Research Background



Andreas Lee
Founder



Anders Örbom
Founder & Board member

15 years in market research and
serial entrepreneurs





Current

Google national parks for family trip

Images In usa Best California Videos News Maps Books Flights All filters Tools

About 420.000.000 results (0,64 seconds)

National parks / Family / trip

From sources across the web

 Yellowstone National Park	 Zion National Park	 Yosemite National Park
 Grand Canyon National P...	 Glacier National Park	 Rocky Mountain National ...
 Acadia National Park	 Bryce Canyon National P...	 Arches National Park

42 more Feedback

Earth Trekkers
<https://www.earthtrekkers.com/best-national-parks-w...>

12 Best National Parks to Take the Kids

19 Mar 2023

1. The Grand Can... 2. Everglades Nati... 3. Arches National ... 4. Yellowstone Nat...
5. Joshua Tree Na... 6. Olympic Nation...

Frommer's
<https://www.frommers.com/outdoor-adventure/the...>

The Best National Parks for a Family Vacation

The Best National Parks for a Family Vacation · Cape Cod National Seashore · Cape Hatteras National Seashore · Grand Canyon National Park · Zion National Park.





Future

The screenshot shows a Google search interface with the query "what's better for a family with kids under 3 and a dog, bryce canyon or X". The search results are presented in a clean, modern layout. At the top, there are navigation tabs for "Converse", "Shopping", "Images", "Videos", "News", "Maps", "Books", "Flights", and "Finance". Below the search bar, a green banner indicates "Generative AI is experimental". The main content area features three paragraphs of text comparing Bryce Canyon and Arches National Parks. To the right of the text, there are three image-based cards: "Kids & Youth - Bryce Canyon National Park...", "Arches National Park vs Bryce...", and "Visiting Bryce Canyon National Park...". Below the text, there are three follow-up questions: "Ask a follow up", "How long to spend at Bryce Canyon with kids?", and "How many days do you need in Arches National Park for kids?". At the bottom, there are two search results: "Action Tour Guide" and "The MOM Trotter".

Google

what's better for a family with kids under 3 and a dog, bryce canyon or X

Converse Shopping Images Videos News Maps Books Flights Finance

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Ask a follow up How long to spend at Bryce Canyon with kids? How many days do you need in Arches National Park for kids?

Action Tour Guide
Feb 17, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.

The MOM Trotter
A Guide To Planning A Trip To Bryce Canyon National ...



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

The interface features a central search bar with the query "What influences brand loyalty?" and a "Get an answer" button. To the left, three filter categories are listed: "Responsible" (with a shield icon), "User-friendly" (with a document icon), and "Transparent" (with a document icon). A "Related questions" section above the search bar contains a search bar with "brand?". Below the search bar is a "Summary" section with a checkmark icon, stating: "Based on your research, brand loyalty is influenced by a variety of factors, including:" followed by a list of factors: "Community", "Investment", and "Brand values", each with a progress bar. To the right, a "Sources" section with a share icon lists two results: "Building Trust in 2023" (Page 12) and "State of Brand Loyalty" (Page 67), both featuring "loyalty" and "brand" keywords.

Responsible

User-friendly

Transparent

Related questions

brand?

What influences brand loyalty? **Get an answer**

Summary

Based on your research, brand loyalty is influenced by a variety of factors, including:

- Community
- Investment
- Brand values

Sources

Building Trust in 2023

loyalty

Page 12

State of Brand Loyalty

influences

brand

Page 67

Home

Library

Starred

Upload

Workspace & users

Answers

Atlas

My Scrapbooks

AT STRAVITO

Newsflash!

Crossroads Hub

MY COLLECTIONS



Renewable Energy Trends

Consumer Behavior

F&B Vertical

State of Grocery Europe 2022

Key Competitors

Consumer Trends 2023

Impact of social media

Retail trends ▶

On-demand groceries ▶

Socio-demographics

Carbon reduction ▶

Highlights



Consumer Behavior

Understanding consumer shopping behavior:

What makes retail consumers prefer one venue over another? How does increased access to information influence shopping and spending choices?

13 Items · 3 followers

Featured



Trending 2021

10 May 2022 - In such an extraordinary year, we are pleased to bring you the tenth edition of our drinks industry analysis and key consumer trends which are driving change and will continue to...



2021 · 🇬🇧 · 👁 3



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27 Jul 2022 - Consumer shopping habits have transformed over the past year. From increased digital content consumption, through to o...



Macro trends

2021 · 🇬🇧 · 👁 13 · 📄 3



The Value of Getting Personalization Right - or Wrong - is Multiplying

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Macro trends

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The Evolving Customer Journey

04 Jan 2022 - Forced to transform by a global pandemic, merchants and brands are responding to changes in consumer preferences b...



Macro trends

2021 · 🇺🇸 · 👁 8 · 📄 1





Thank you!

Get a personalized demo
hello@stravito.com



 feedback / ideas / questions