Case Study

Company Profile

The HÜBNER Group is a global system supplier for the mobility sector, for manufacturing, and for life sciences and research applications. HÜBNER is the worldwide leader in articulation and gangway systems for rail vehicles and buses as well as a supplier of chassis technology, cockpit display solutions and door sealing and safety profiles. The company is also an internationally recognized supplier of sophisticated solutions involving elastomers, insulation and composite materials. The business division for laser technology is developing successfully, featuring applications for holography and cancer diagnostics.

Technologies

#Microsoft Copilot

HÜBNER Group starts its AI journey

Challenge

- High internal expectations – including potentials for cost reduction and efficiency improvement
- The pilot was based on existing AI guidelines and concept papers
- Evaluation of whether and how AI solutions – initially AI assistants like Copilot – can be integrated into the existing infrastructure and workflows
- Goal of the pilot project: test the potential with minimal effort

Solution

- Conducting an envisioning workshop to identify specific use cases and provide a basic introduction to the Copilot world
- 3-month pilot phase with selected testers to gather practical experiences and feedback
- Prompt training, deep dives, and basic training to ensure a solid handling
- Feedback and basic ROI through participant surveys

Benefit

- Increased productivity through time savings in daily work
- Efficient content creation to develop content faster, easier, and more productively
- Precise summaries of large amounts of data and efficient search functions
- Highest data security for company data, as Copilot operates solely within the secure Microsoft environment and does not use external systems
- Seamless integration into the existing Microsoft environment

The HÜBNER Group developed its own AI policy and concept paper to define its AI strategy and suitable use cases. With this solid foundation, the company approached novaCapta. A pilot project with Microsoft 365 Copilot was chosen as the starting point, allowing for a quick launch due to its seamless integration into the existing Microsoft infrastructure. HÜBNER's goal was to determine which application scenarios exist for the Copilot as an AI assistant in everyday business, what efficiency improvements can be achieved, and what conclusions can be drawn for the next strategic steps. „We had a strong internal drive and high expectations that we wanted to address strategically. Therefore, our goal was to better position the Copilot through the pilot project and thoroughly examine the potentials – such as cost reduction and efficiency improvement. The Copilot provides us with the opportunity to test an AI assistant that can easily access our company data compared to others," explains Stefan Brexel, Teamlead IT – Global Digital Collaboration, regarding the decision for the Copilot project.

Vision for the Use of Copilot with the Envisioning Workshop

With the groundwork already laid, HÜBNER brought a solid foundation. In coordination with novaCapta, a three-month pilot phase was established. A total of 40 employees from various departments and roles were selected to test Copilot as key users. At the start of the pilot, an envisioning workshop took place. This not only promoted understanding of the new tool but also helped identify potential application scenarios and manage user expectations.

In the Copilot with Deep Dives & Training

Subsequently, training sessions were conducted to integrate Copilot efficiently and sustainably into the working methods of the key users. It was crucial for participants to learn how to work with Copilot and enhance their prompting skills. In addition to basic training, various deep dives on the individual Copilots were conducted. "The development of Copilot is progressing incredibly quickly. It is essential to stay up to date and be familiar with the new features to work efficiently with Copilot," explains Stefan Brexel about the approach. Additionally, Q&A sessions were held to discuss specific questions and application cases. A dedicated Teams channel serves as a community base and a small center of excellence.

Training and Change Management: Keys to Successful Implementation of Copilot

To incorporate the feedback from key users into a decision-making document and accurately assess the benefits of Copilot for HÜBNER, comprehensive interim and final surveys were conducted. For HÜBNER, it became clear that Copilot provides added value and efficiency improvements for various roles

> **The collaboration with novaCapta was professional and collaborative from the start. Together, we were able to successfully implement the Copilot pilot project and gain valuable insights for our further AI strategy.**

Stefan Brexel
Teamlead IT – Global Digital Collaboration, HÜBNER GmbH & Co. KG

and departments, but it is not equally suitable for everyone. "We were able to effectively identify which use and application scenarios are sensible and for which user groups the Copilot offers real value during the pilot project," explains Stefan Brexel regarding the pilot's results.

The relevance of the training was strongly emphasized by the key users: Only those who understand the new technologies can use them effectively. "Change and adoption are just as important for all new technologies as understanding how to use a tool. It's not enough to provide employees with licenses if they don't know how the tool can support them. Training and a suitable change and adoption strategy are crucial for implementing new working methods in the long term," emphasizes Stefan Brexel. HÜBNER sees great potential in the new AI technologies and is working on possible implementation scenarios in the next step. The team around Stefan Brexel remains vigilant, as the rapid developments in the AI field require flexibility and openness to new opportunities.