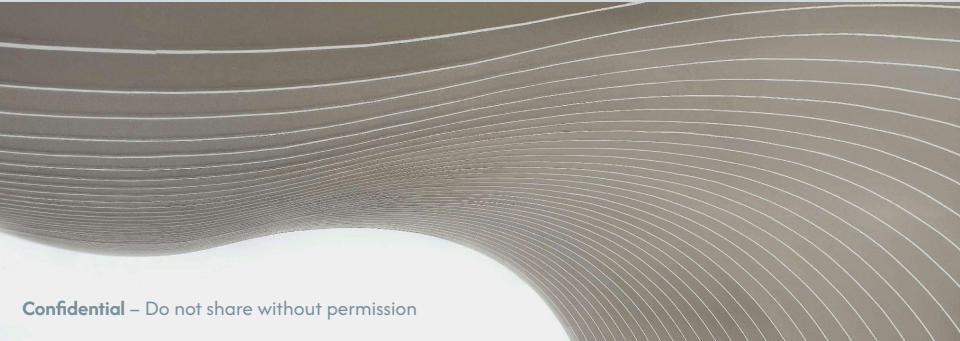# The independent strategic AI company

Embed AI in your strategy and operations

Renessai is not just about implementing AI – it's about integrating it into the fabric of an organisation in a way that enhances human potential and drives strategic success.

By focusing on the intersection of technology, business strategy, and organisational change, Renessai helps companies navigate the complexities of the next step of digital age and emerge stronger and more competitive.

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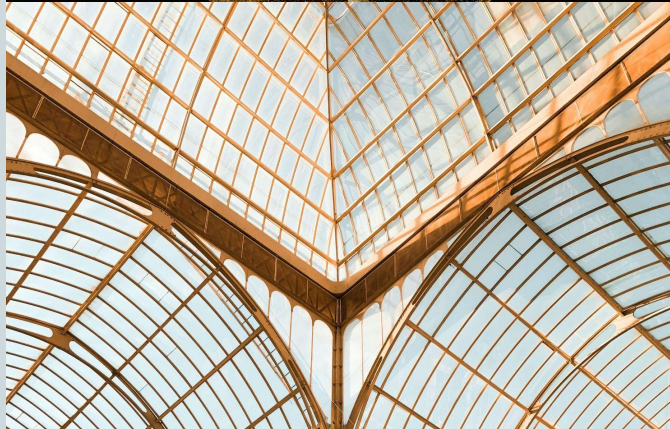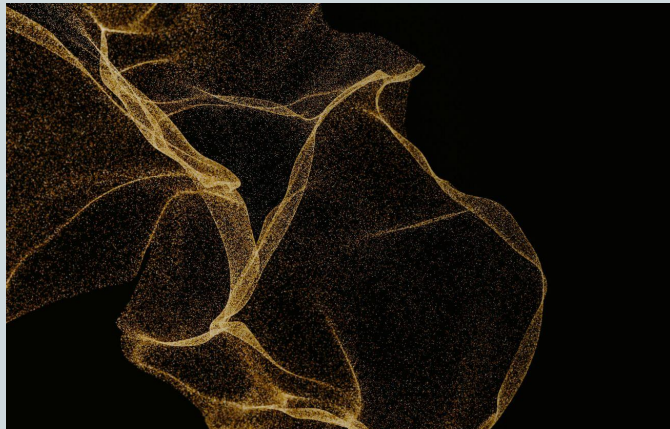
Analogous to digital transformation, businesses must undergo an AI transformation to become capable of taking the full advantage of AI

1994

For which business cases does **the internet** have the biggest impact on?

All of them.

2004

For which business cases does **the mobile and smartphones** have the biggest impact on?

All of them.

2014

For which business cases does **the digitalisation** have the biggest impact on?
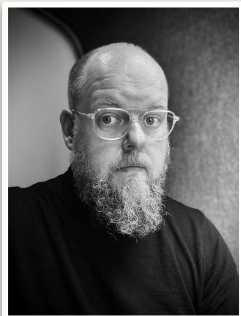
All of them.

2024

For which business cases does **the AI** have the biggest impact on?

All…

Digital transformation

AI transformation

Our team

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Ossi Syd

Ossi has a long history in working at the intersection of technology, business and humans.

Co-founder of pioneer AI consultancy Fourkind, which was acquired by Thoughtworks in 2021.

Former partner at Solita.

Mikko Koski

AI leader having experience in consulting and technology business. I have worked with clients like GSK, Omnicom, DNA, Fazer, Valio and Stadium. Former CEO of technology company Ambine Technologies.

Niina Tuikka

Has held multiple leadership positions at Thoughtworks and consulted companies on solving tricky business problems. Renewed a consumer goods company Karto and made it profitable after years of losses, resulting in an acquisition.

Aapo Tanskanen

AI expert having experience in leading consulting for global brands like Mozilla and BMW on strategic AI solutions, founding an AI SaaS startup, and leading an R&D project to train open-source Finnish LLMs.

Eija-Leena Koponen

Lead Data Scientist for an exited startup, former AI Lead at Someturva, solo entrepreneur.

A pioneer in Finnish NLP and LLM use cases and an advocate for ethical AI.
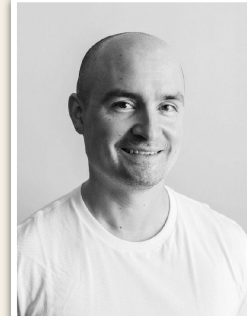
Jussi Ritola

Experienced data and AI leader with hands-on implementation experience from brands like Marimekko, Kojamo and Thomson-Reuters. Former Head of Data and AI at Thoughtworks.

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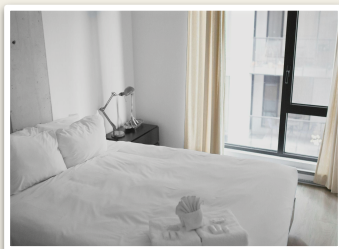# We have been building real world AI solutions for years

Airport Optimization

Over 60% drop in flight delays and €0.5m monthly cost savings for Finavia.
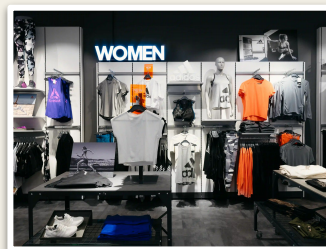
World's First AI Whisky

Blend developed with machine learning for Mackmyra. Sold out in a day, loved by customers.

Dynamic Pricing For Hospitality

AI-enhanced real-time dynamic pricing developed for Forenom increased serviced apartment revenues 13%.

Maximizing Store Traffic

Predictive ML based scenario simulation was used to maximise traffic driven by marketing and sales promotions for one of the largest Nordic sports chain.

AI-augmented Product Development

Advisory and implementation of the next paradigm shift across four different business units.
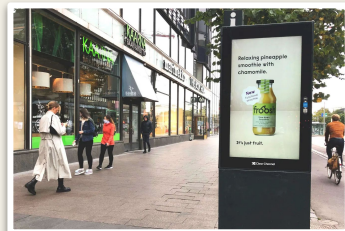
Automating Digitization Of Patterns with AI

A globally renowned design house tasked us with digitizing their unique patterns with cutting edge technology.

European Telco Giant

We carried out a nationally critical grid predictive maintenance project and brought considerable operative efficiencies in under six months.

Real-time Dynamic Ad Versioning

AI-enhanced optimization of ad creatives in out-of-home media delivered hundreds of unique variants leading over 10% effectiveness uplift for Fazer Lifestyle brand Froosh.

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The team has previously advised a wide range of industry leading companies in both Europe and North America – in topics related to AI and data
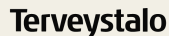
AI strategy

or

AI experimentation?

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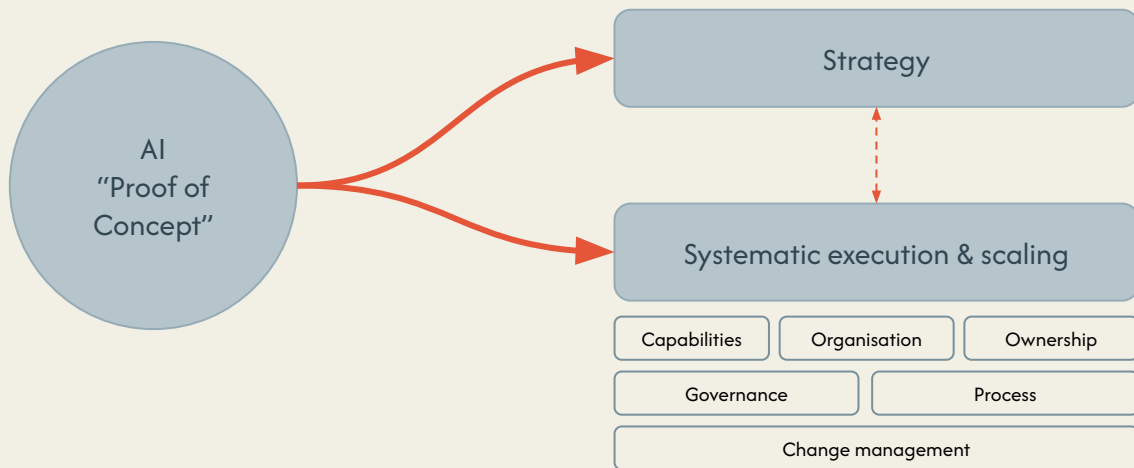# While many Proofs-of-Concepts related to AI have demonstrated extraordinary initial results, they have seldom evolved into systematic investments

To get business results from AI at scale, AI needs to be thought of in a more strategic fashion – embedded into other strategic topics and executed systematically.

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Over the last 20 years, we learned how to develop software in a business- and human-centric way — but it seems that we may have forgotten something essential when it comes to AI development

In the early 2000s, software development transitioned into an interdisciplinary activity, integrating user understanding and business context into development methodology.

Yet, AI development today is often model-focused and lacks integration into core operations due to gaps in the development process.

User needs

AI model

Business needs

Digital solution
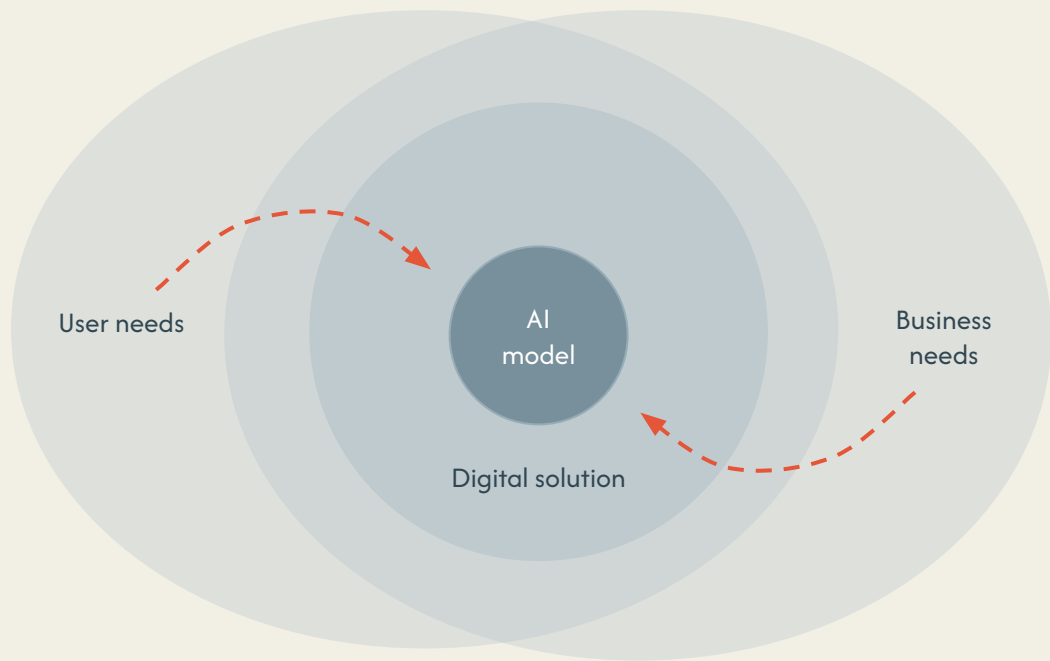
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Responsible AI is not something you can simply layer on top

→ Responsible use of AI needs to be built-in to all practices and governance models to shield the business and the customers from the risks
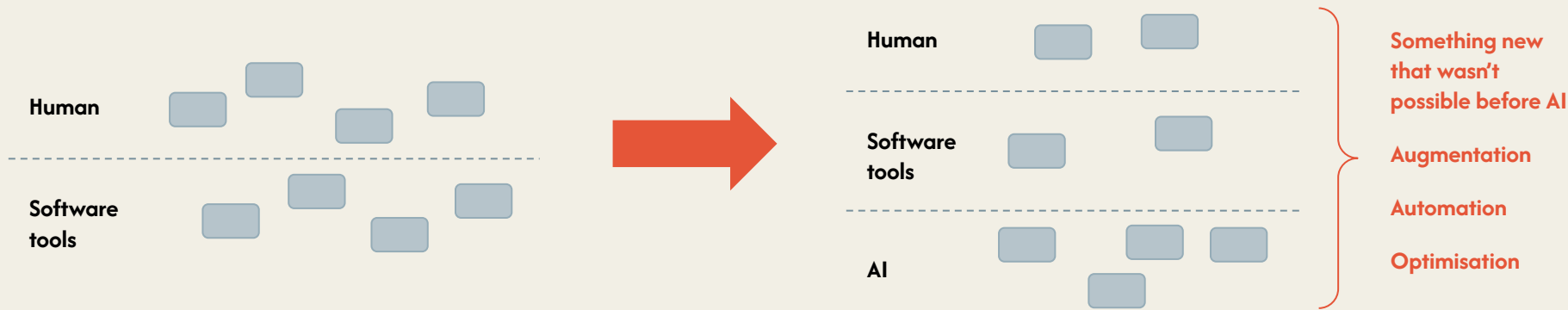
→ Sufficient level of AI literacy among the organisation* ensures that all the decision makers around AI are well informed

→ A realistic and clear-headed understanding of the risks of AI prevents development paralysis

→ By complying with the regulation and composing responsible AI systems by design, organisation also minimizes legal risks and penalties

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The true benefits of AI are realized via redistribution of work between humans and machines

→ Business processes must be re-designed to reflect the new kind of distribution of work between humans and the machine.

→ AI-enhanced processes require new kind of management models that reflect the need to deliver feedback data to AI and enable learning.

Human

Software tools

Human

Software tools

AI

Something new that wasn't possible before AI

Augmentation

Automation

Optimisation

How do we work then?

OK, where to start from?

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1. **What are the relevant use cases in your context where AI can create added value?**

   ▶
   - Opportunity identification
   - Before strategy: AI vision

2. **Are your vision and plans up to date – taking into account the change AI creates?**

   ▶
   - AI strategy evaluation
   - AI strategy creation
   - Business strategy complement

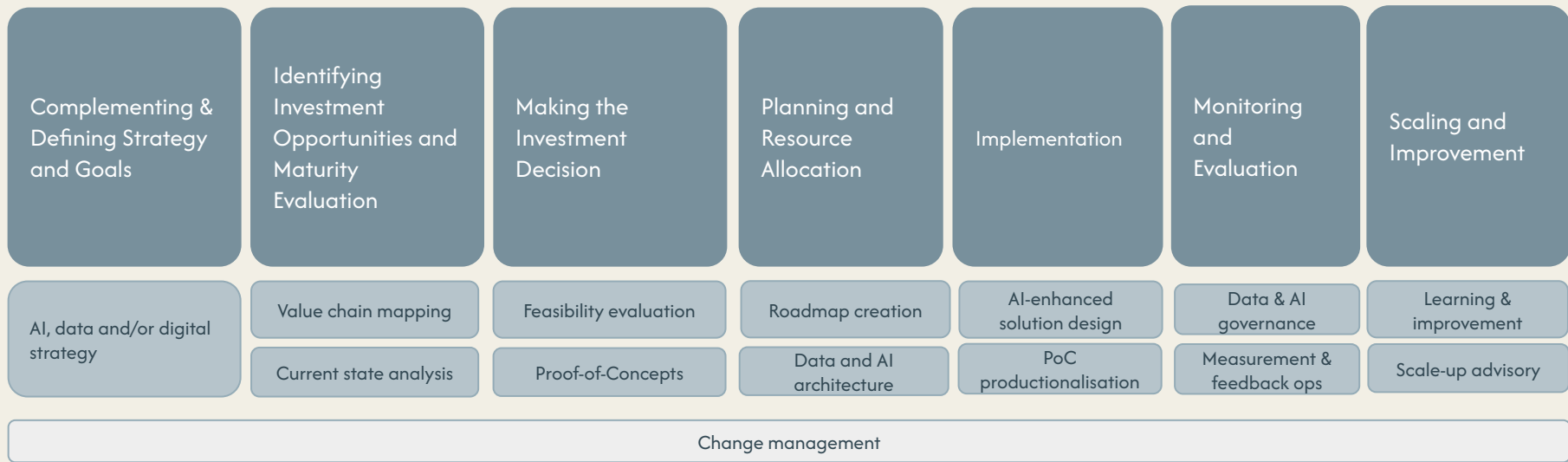3. **Are you able to build and scale solutions with AI-aspects – beyond modeling?**

   ▶
   - Data ecosystem analysis
   - Capability assessment
   - Proof-of-Concept

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Our service palette covers all the necessary services to build new AI-enabled business or transform existing business to utilize AI

Complementing & Defining Strategy and Goals	Identifying Investment Opportunities and Maturity Evaluation	Making the Investment Decision	Planning and Resource Allocation	Implementation	Monitoring and Evaluation	Scaling and Improvement
AI, data and/or digital strategy	Value chain mapping	Feasibility evaluation	Roadmap creation	AI-enhanced solution design	Data & AI governance	Learning & improvement
	Current state analysis	Proof-of-Concepts	Data and AI architecture	PoC productionalisation	Measurement & feedback ops	Scale-up advisory

Change management

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The Strategic AI Company