



GenieHub

Unlocking the magic of generative AI – accelerate, secure, democratize.

#495150 | 2025-02-24 | fme AG



Content

- Challenges
- Our mission
- Our advantages
- Key concept
- User interface
- Key product capabilities
- Architecture
- Pricing scenarios
- Feedback session
- Backup:
 - Guiding principle for generative AI adoption
 - Why is GenieHub a strategic business asset?

Legal challenges

Barriers to the strategic adoption of generative AI



Data privacy compliance

AI processes sensitive data – non-compliance with GDPR and other laws can lead to legal issues. Strong data protection is essential.



Regulatory compliance (e.g. EU AI Act)

The EU AI Act sets strict rules on transparency and risk management. Companies must align AI systems to avoid penalties.



Copyright & intellectual property risks

AI-generated content may include copyrighted material. Businesses need safeguards to prevent intellectual property violations.



Reputational & compliance risks

AI can generate biased or misleading content, harming credibility. Clear guidelines and oversight are crucial.

IT challenges

Barriers to the strategic adoption of generative AI



Security risks

AI models may unintentionally expose confidential data. Strong safeguards are needed to prevent unauthorized leaks and protect sensitive information.



Data privacy risks

Public cloud AI services process company data, raising risks of third-party misuse. Organizations must ensure data security and prevent unauthorized access.



Skills gap & lack of AI expertise

IT teams may lack AI expertise, creating resource strain. Without proper training or strategy, AI projects risk failure.

Financial challenges

Barriers to the strategic adoption of generative AI



High implementation & operational costs

Advanced AI models like GPT-4 and Gemini don't come cheap. Companies face subscription fees or the expense of building their own infrastructure.



Uncertain productivity gains

AI introduces new tasks such as quality control and error correction which can offset expected efficiency gains. Measuring long-term ROI remains a challenge.



High risk of bad investments

AI evolves rapidly, meaning today's solutions can quickly become outdated, or regulatory changes could introduce new requirements – both leading to costly adaptations.

Business unit challenges

Barriers to the strategic adoption of generative AI



Inconsistent or low-quality results

AI can generate misleading or contradictory content, increasing employees' workload instead of reducing it.



Lack of company-specific knowledge

Standard AI models lack industry and company-specific context, leading to inaccurate or overly generic outputs.



Limited customization options

Adapting AI to business needs is costly and complex, forcing employees to adjust to AI rather than the other way around.



Lack of training & AI expertise

Without proper training or user-friendly tool, employees struggle to integrate AI effectively, leading to skepticism and resistance.

Challenges posed by employee representation

Barriers to the strategic adoption of generative AI



Job security

There are concerns that AI-driven automation could lead to job reductions, particularly in cost-sensitive areas. AI should support, not replace employees.



Changing work conditions & equal opportunities

AI adoption can create skill gaps, favoring tech-savvy employees while leaving others behind. Fair access to training is essential.



Accountability for AI mistakes

Who is responsible for AI mistakes? Clear policies are needed to define accountability and ensure employees are not unfairly blamed for AI-driven decisions.

Our mission

Why does GenieHub exist?

With GenieHub, our mission is to simplify AI adoption and democratize generative AI by providing an intuitive, secure, and compliant product that empowers employees of all skill levels to seamlessly integrate this technology into their daily work.

We achieve this by offering a smart, cost-effective platform that enables enterprises of all sizes to build and leverage customized AI agents (Genies) while ensuring full compliance with regulations and maintaining complete control over corporate data – all without requiring deep technical expertise.



Our advantages

Why does GenieHub stand apart?



- **Enterprise-wide AI adoption**

GenieHub is designed to be intuitive, which encourages AI adoption across all technical skill levels within an organization. This removes barriers to entry and makes it possible for every employee to utilize AI in their daily tasks.

- **Customized AI agents (Genies)**

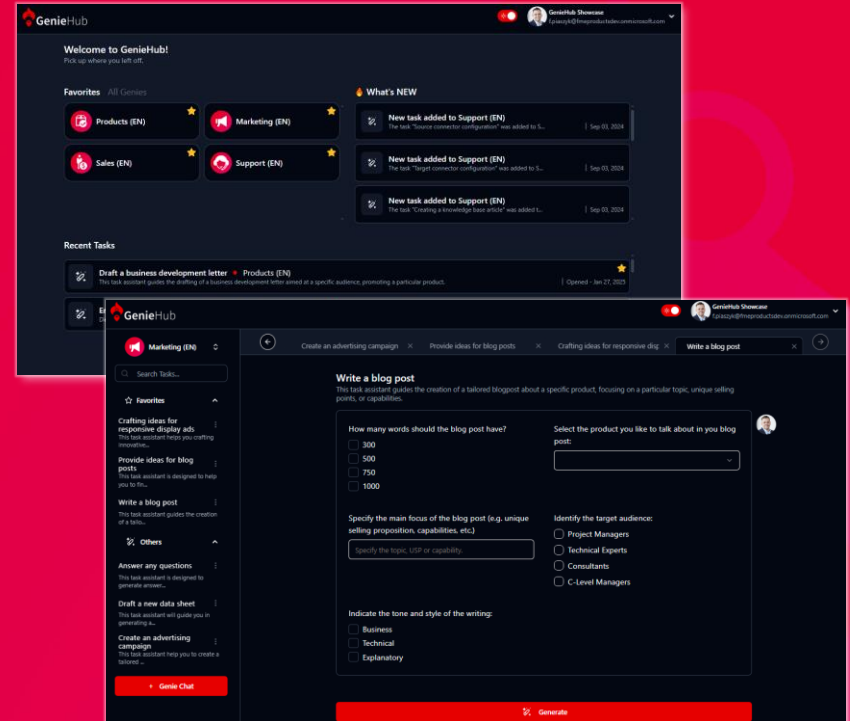
The platform enables the creation and deployment of custom AI agents (Genies) infused with corporate data and tailored for specific functions like HR, marketing, and sales. These specialized solutions enhance relevance and effectiveness, ensuring AI tools align with business needs.

- **Easy to use & democratizing AI**

GenieHub's guided task assistants make generative AI accessible to all users, eliminating the need for advanced AI knowledge or prompting experience.

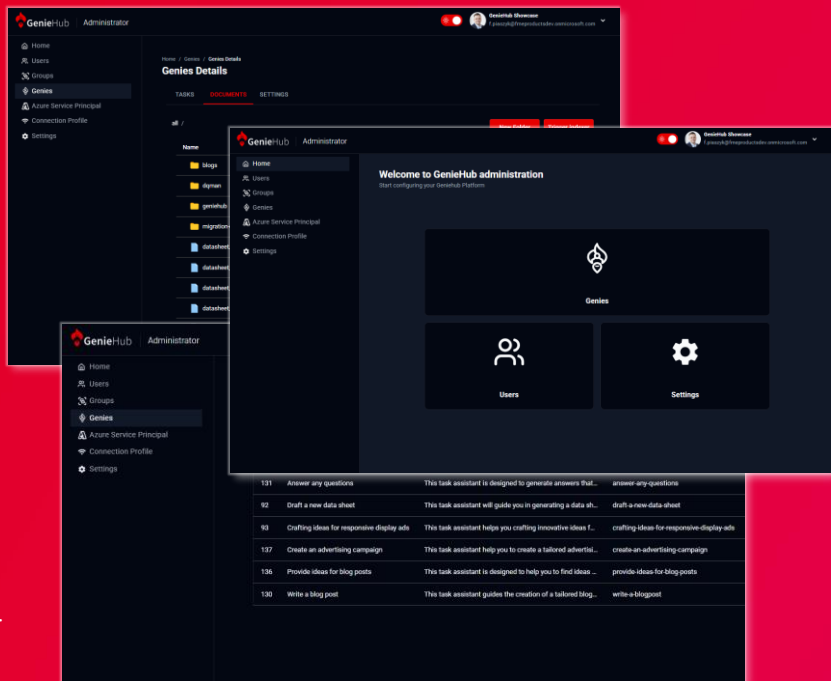
- **Cost-effectiveness**

GenieHub supports cloud-based, self-hosted AI solutions that offer a cost-efficient way to deploy and use generative AI technologies.



Our advantages

Why does GenieHub stand apart?



Data protection & regulatory compliance

GenieHub is a self-hosted AI solution that adheres to corporate data protection and privacy standards (e.g., GDPR), ensuring sensitive information remains secure. It also supports regulatory compliance with frameworks such as the EU AI Act.

Measuring productivity gains

GenieHub provides tools and metrics to assess the impact of generative AI within organizations. Track performance, efficiency, and ROI to showcase the tangible value of AI investments.

Preventing copyright & intellectual property violations

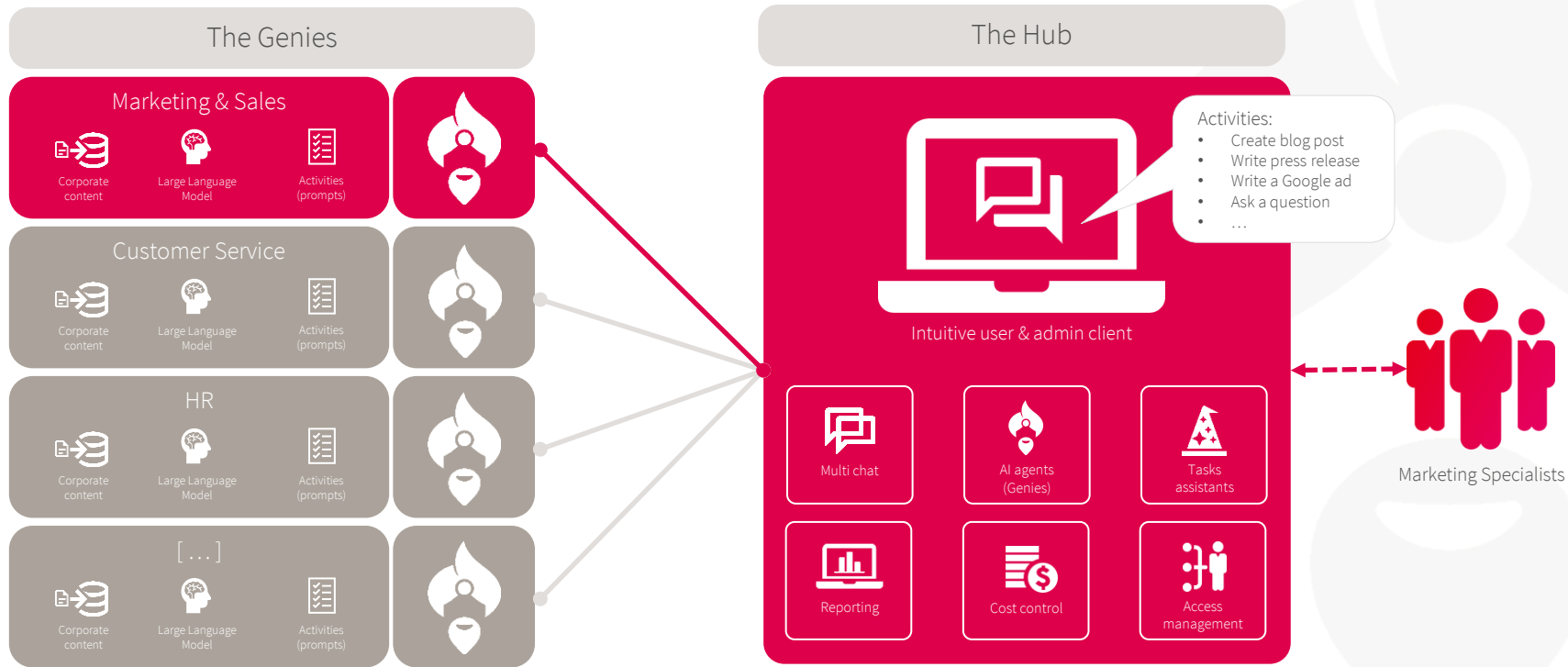
GenieHub enables the deployment of controlled, company-specific AI agents (Genies) trained on corporate data to protect against copyright and intellectual property violations.

Vendor-agnostic solution

GenieHub natively supports multiple generative AI models from various providers. Currently built on the Microsoft Azure OpenAI stack, it is designed for future expansion to integrate additional AI platforms, ensuring flexibility and preventing vendor lock-in.

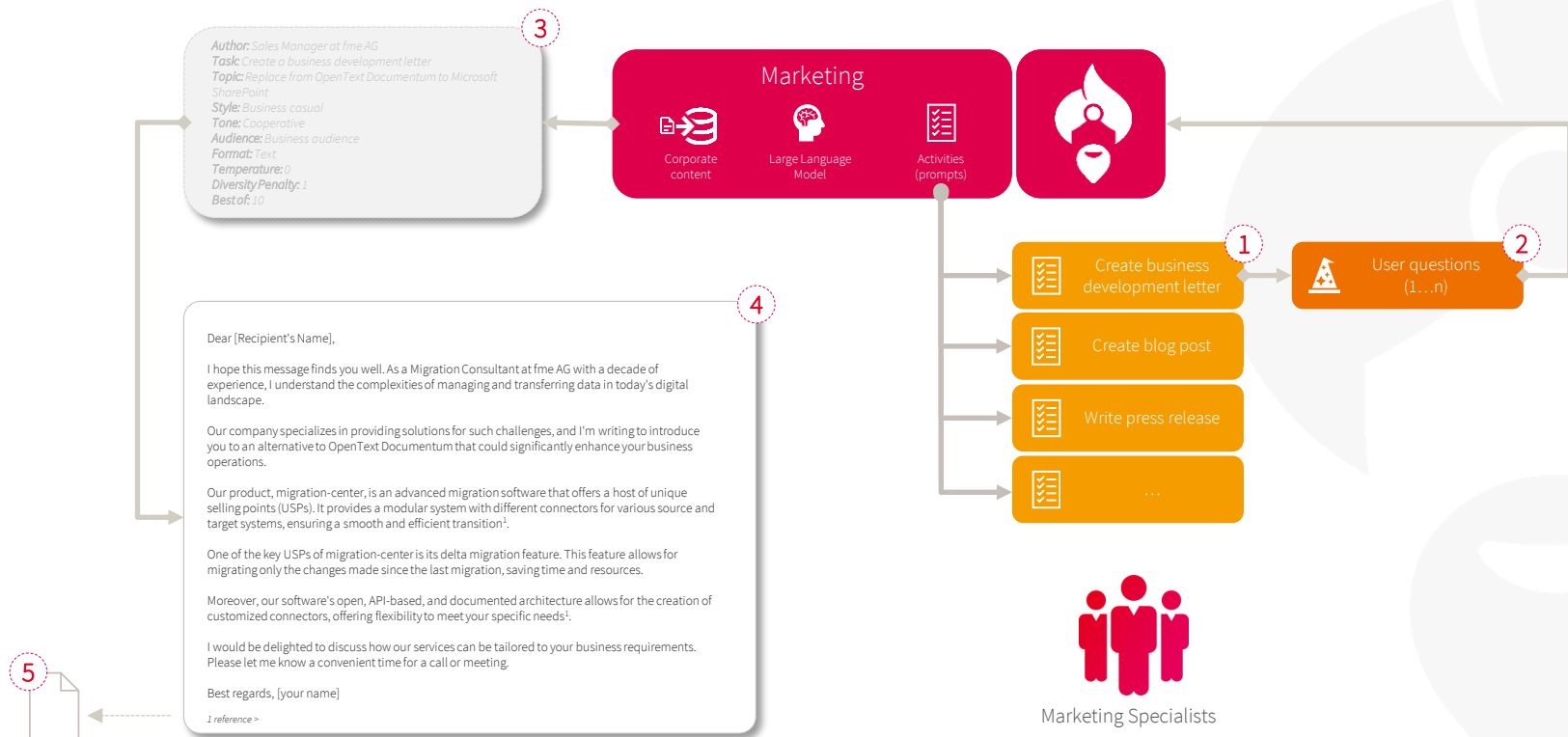
Concept of GenieHub

Large Language Model | GPT



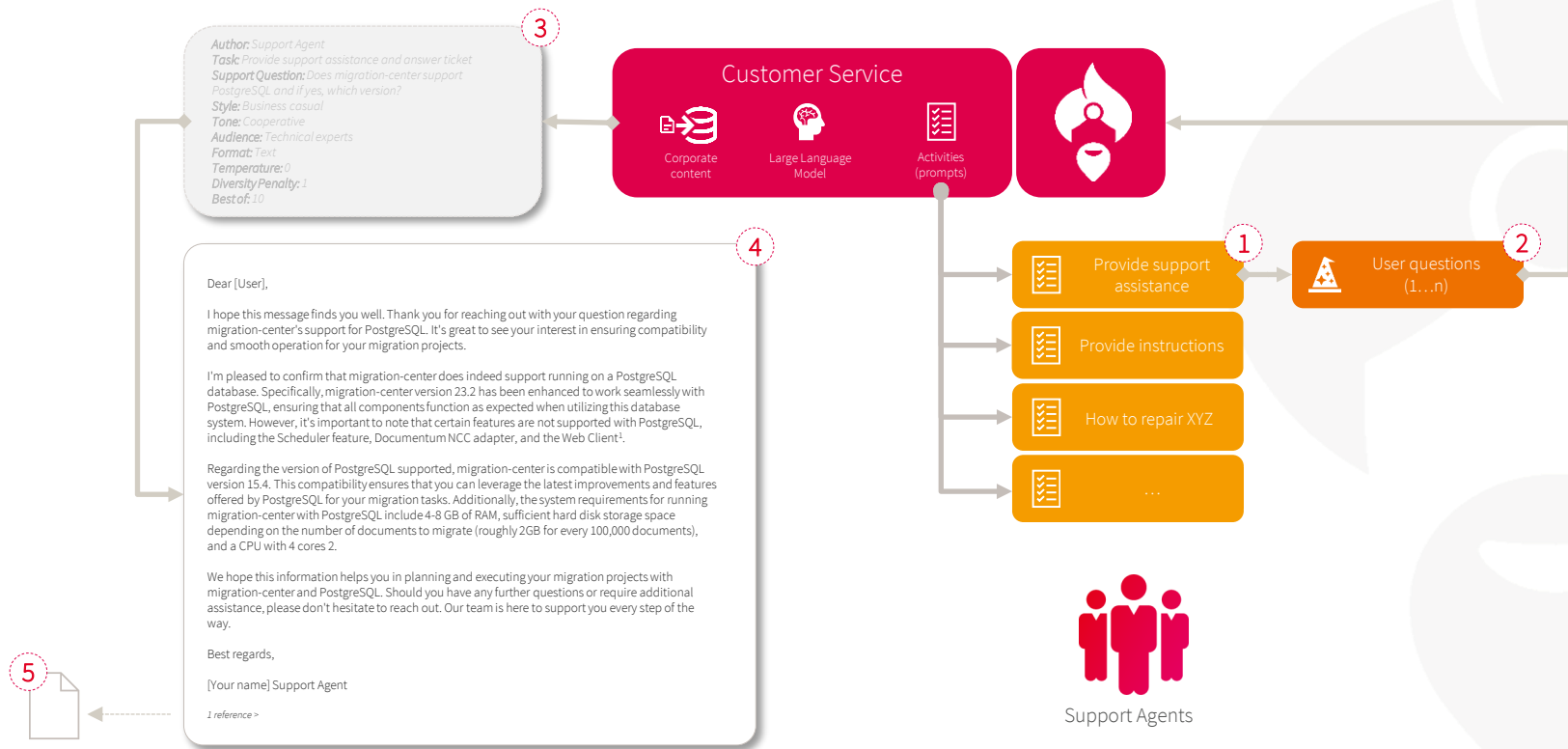
Concept of GenieHub


Example of function-specific activities for Marketing Specialists




Concept of GenieHub

Example of function-specific activities for Customer Service






**Olivia Rhye**
oliviarye@fme.ro


Welcome to GenieHub!


Pick up where you left off.


Favorites


All Genies


Analytics Genie


Customer Service Genie


Data Science Genie


Human Resources Genie


Marketing Genie

Market Research Genie


What's NEW


**New task added to Public Relations Genie.**
The task "Draft a press release" was added to the Public Relations Genie.2 hours ago


**New Genie added.**
You now have access to the Data Science Genie.12 hours ago


**New task added to Marketing Genie**
The task "Draft a blog post" was added to the Marketing Genie.18 hours ago


Recent Tasks


**Create blog post** • Marketing Genie
Write an informative and engaging blog post that highlights industry trends, company news, or product features, incorporating SEO best practices to drive traffic to the company website and impro... | Opened - 14m ago

**Develop a sales pitch** • Sales Genie
Create a persuasive sales presentation tailored to potential clients, highlighting the unique value propositions and benefits of the company's products or services, and addressing common objections. | Opened - 2h ago

**Design a social media campaign** • Marketing Genie
Create engaging content, develop a posting schedule, and coordinate with the design team to produce visuals for a new product launch, ensuring consistency across all social media platforms. | Opened - May 19, 2024

**Conduct data analysis** • Analytics Genie
Use statistical tools to analyze sales data, identify trends, and provide actionable insights on customer behavior and purchasing patterns to support strategic decision-making. | Opened - May 18, 2024

**Create a performance dashboard** • Analytics Genie
Design and develop an interactive dashboard using business intelligence software to visualize key performance indicators (KPIs) and track important business metrics in real time, making it acc... | Opened - May 5, 2024



Marketing Genie

Q Search Tasks...

Tasks

☆ Favorites

Create a blog post
Write an informative and engaging blog post that highlights industry tre...

Write a product launch ad
Craft compelling and persuasive advertisements to promote the laun...

🔍 All

Conduct market research
Gather and analyze data on customer preferences, competitor activities, a...

Coordinate advertising campaigns
Collaborate with advertising agencies or internal teams to plan and execut...

Design a social media campaign
Create engaging content, develop a posting schedule, and coordinate wi...

Develop email newsletters
Write compelling copy and design visually appealing monthly email ne...

+ Generic chat

Olivia Rhye
oliviaryhe@fme.ro

Your Profile

Settings

Logout

Recent Tasks

Create a blog post
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Write a product launch ad
Craft compelling and persuasive advertisements to promote the launch of new products or services, t... | Opened - May 18, 2024

Conduct market research
Gather and analyze data on customer preferences, competitor activities, and market trends to provide... | Opened - May 15, 2024

Genie | Task assistant (prompt wizard)



**GenieHub**

**Marketing Genie**

Search Tasks...

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Write a product launch ad

Generic chat

Create a blog post

Write press release

Write a Product Launch Ad

Craft compelling and persuasive advertisements to promote the launch of new products or services, targeting specific audience segments and channels for maximum impact.

What is your job title?

Select job title

What are your pain points?

capturing attention

conveying value

Please use ";" to separate multiple pain points.

What is your goal for this ad?

Buy

Engage

Access

What level of creativity do you prefer?

Conservative

Creative

What product are you launching?

Your product...

What is your target audience?

Professionals

Students

Parents

Seniors

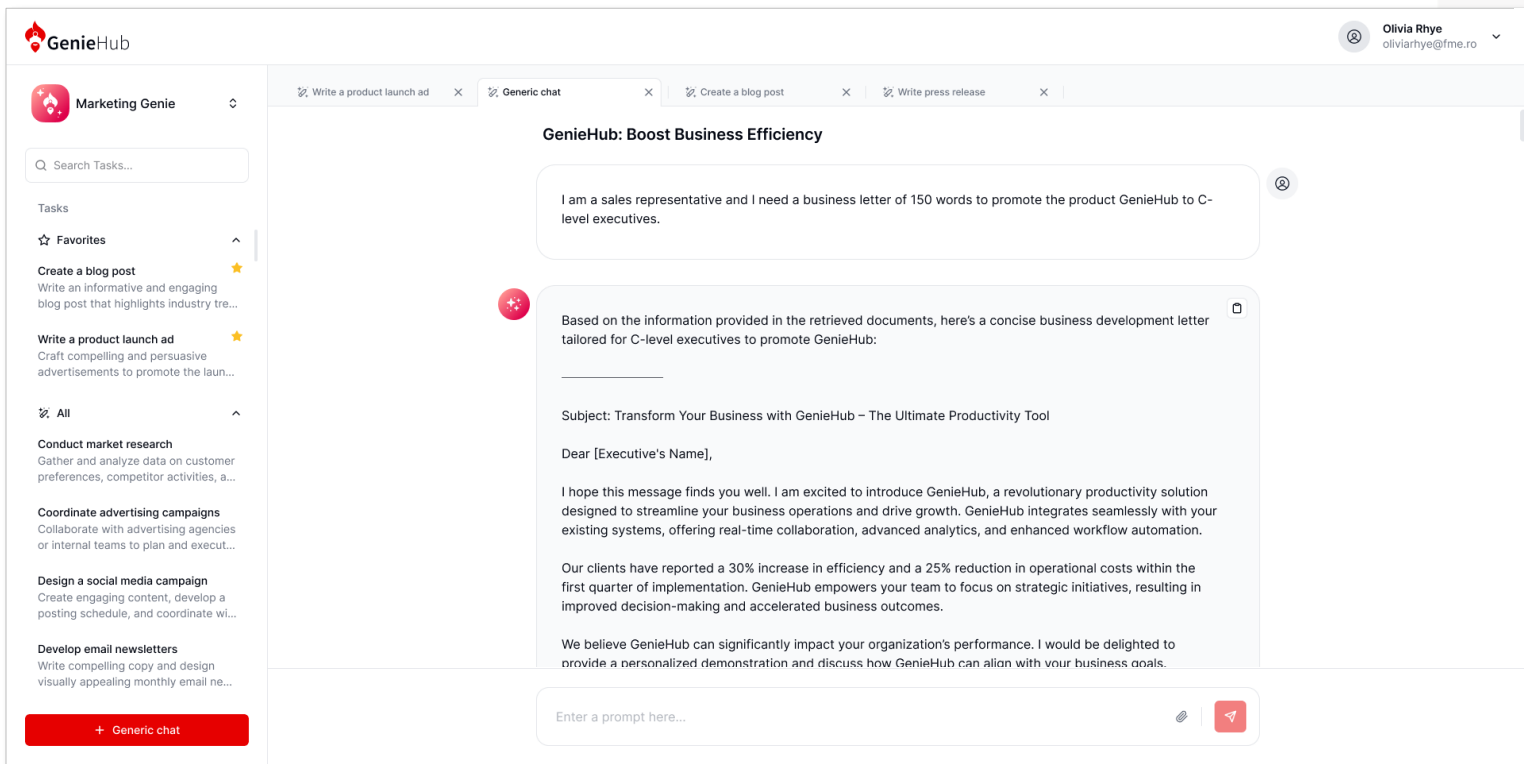
What tone of voice do you prefer?

Casual

Formal

+ Generic chat

+ Generate



The screenshot displays the GenieHub web application interface. On the left is a sidebar with a 'Marketing Genie' header and a search bar. Below the search bar are sections for 'Tasks', 'Favorites', and 'All'. The 'Favorites' section lists tasks like 'Create a blog post', 'Write a product launch ad', 'Conduct market research', 'Coordinate advertising campaigns', 'Design a social media campaign', and 'Develop email newsletters'. The 'All' section is currently selected. The main area shows a chat window titled 'GenieHub: Boost Business Efficiency'. The chat history includes a user prompt: 'I am a sales representative and I need a business letter of 150 words to promote the product GenieHub to C-level executives.' The AI response is a business development letter template. The letter starts with a subject line 'Subject: Transform Your Business with GenieHub – The Ultimate Productivity Tool', followed by a salutation 'Dear [Executive's Name],'. The body of the letter expresses excitement about GenieHub, describes its features (real-time collaboration, advanced analytics, workflow automation), and mentions client success metrics (30% increase in efficiency, 25% reduction in operational costs). It concludes with a statement of belief in GenieHub's impact and an offer for a personalized demonstration. At the bottom of the chat window is a text input field with the placeholder 'Enter a prompt here...' and a red 'Send' button.

GenieHub

Olivia Rhye
oliviarhye@fme.ro

Marketing Genie

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+ Generic chat

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Write press release

GenieHub: Boost Business Efficiency

I am a sales representative and I need a business letter of 150 words to promote the product GenieHub to C-level executives.

Based on the information provided in the retrieved documents, here's a concise business development letter tailored for C-level executives to promote GenieHub:

Subject: Transform Your Business with GenieHub – The Ultimate Productivity Tool

Dear [Executive's Name],

I hope this message finds you well. I am excited to introduce GenieHub, a revolutionary productivity solution designed to streamline your business operations and drive growth. GenieHub integrates seamlessly with your existing systems, offering real-time collaboration, advanced analytics, and enhanced workflow automation.


Our clients have reported a 30% increase in efficiency and a 25% reduction in operational costs within the first quarter of implementation. GenieHub empowers your team to focus on strategic initiatives, resulting in improved decision-making and accelerated business outcomes.

We believe GenieHub can significantly impact your organization's performance. I would be delighted to provide a personalized demonstration and discuss how GenieHub can align with your business goals.

Enter a prompt here...

GenieHub

Customizable design (theme)

 GenieHub

Olivia Rhye
oliviarhye@fme.ro

Marketing Genie

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What product are you launching?
Your product...

What are your pain points?
capturing attention x conveying value x
Please use ';' to separate multiple pain points.

What is your target audience?
☐ Professionals
☒ Students
☐ Parents
☐ Seniors

What is your goal for this ad?
☐ Buy
☒ Engage
☐ Access

What tone of voice do you prefer?
Casual Formal

What level of creativity do you prefer?
Conservative Creative

* Generate

Key product capabilities



User-friendly & intuitive client



Multiple customized & function-specific agents (Genies)



Customizable predefined task assistant (prompt templates)



Genie & task favorites



GenieHub news & updates



Central administration interface



Genie configuration (agents)



Custom document & data embedding



User, group & access management



Reporting & cost control capabilities



Customizable themes / corporate identity



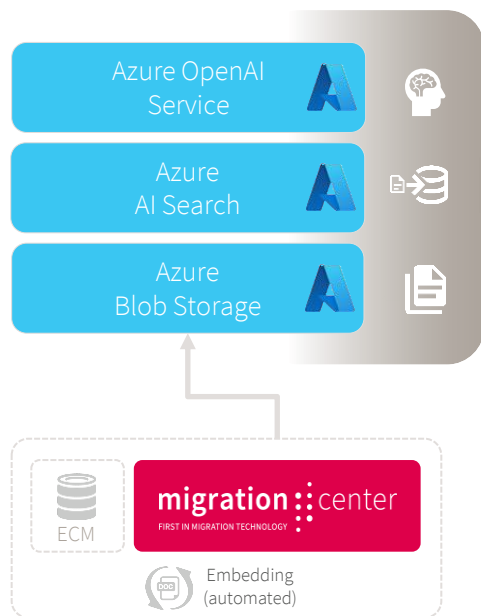
System integration webservice

Architecture

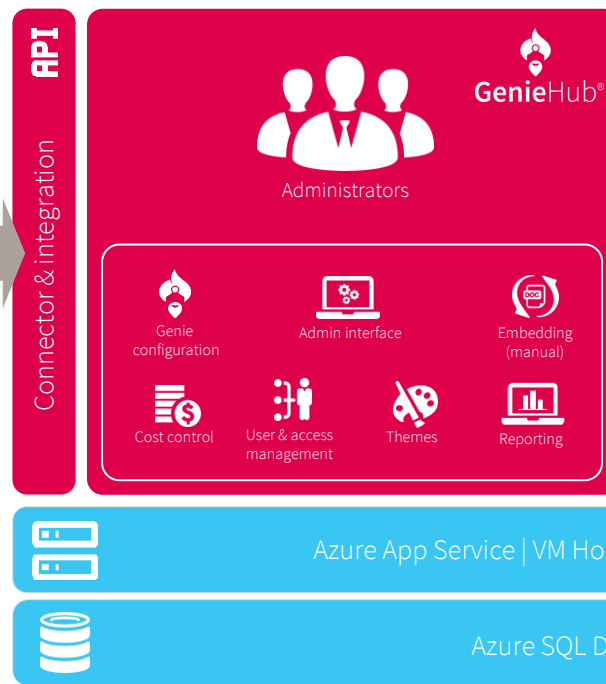
GenieHub on Microsoft Azure



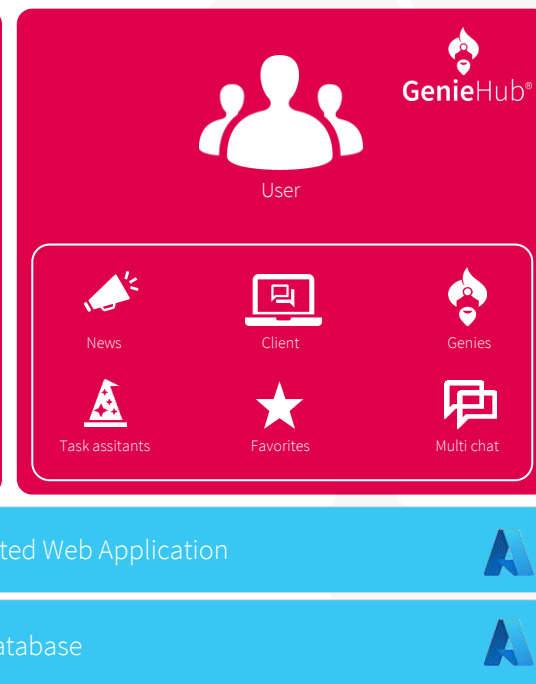
GenieHub - Connectors



GenieHub - Admin



GenieHub - Client



System integration

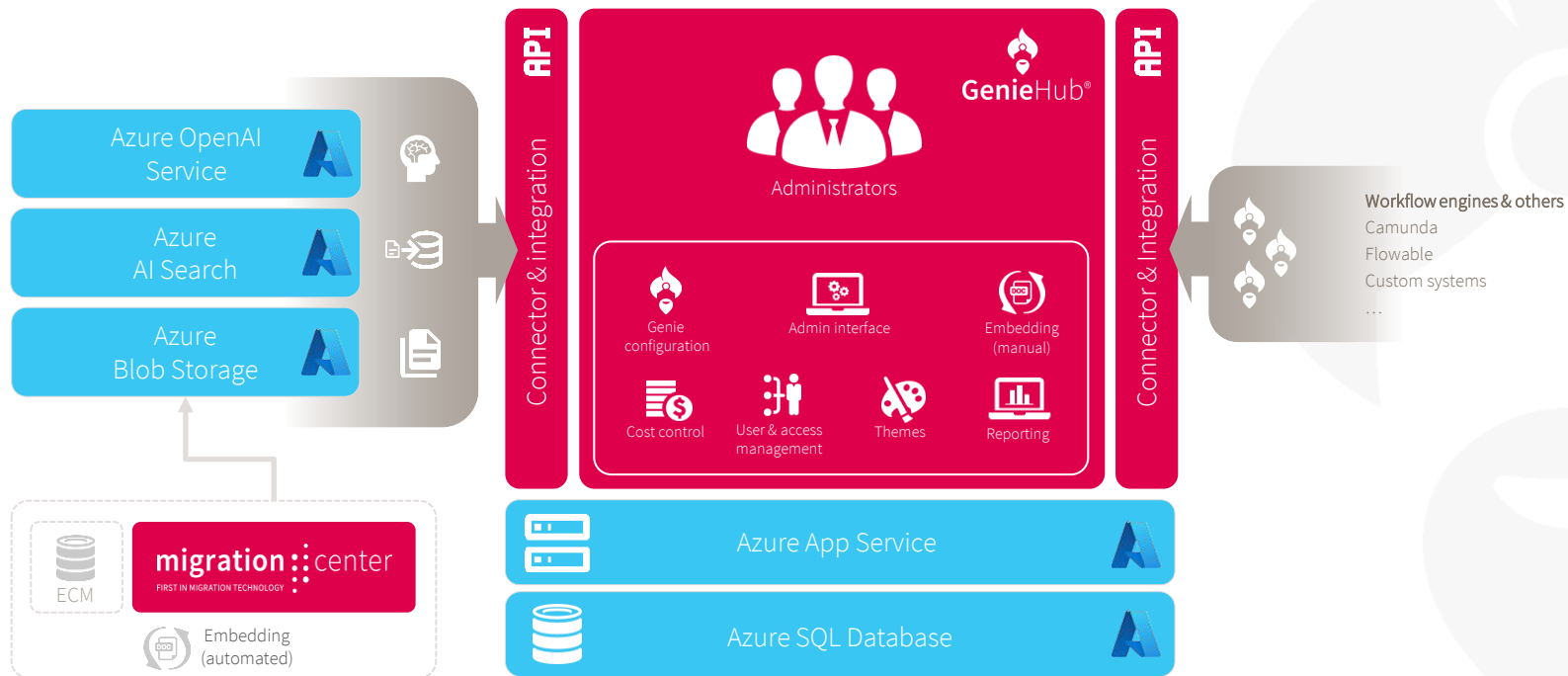
GenieHub on Microsoft Azure



GenieHub - Connectors

GenieHub - Admin

GenieHub - Integration



Cost calculation

Qualification questions

1. How many users do you anticipate?
2. How many Genies are needed?
3. What is the expected number of questions per user per day?
4. What volume (GB) of embedded documents do you expect?
5. What document / file formats do you plan to use for embedding?



Feedback session



Ready to let the  out of the bottle?