



AI in the real world, beyond gen AI

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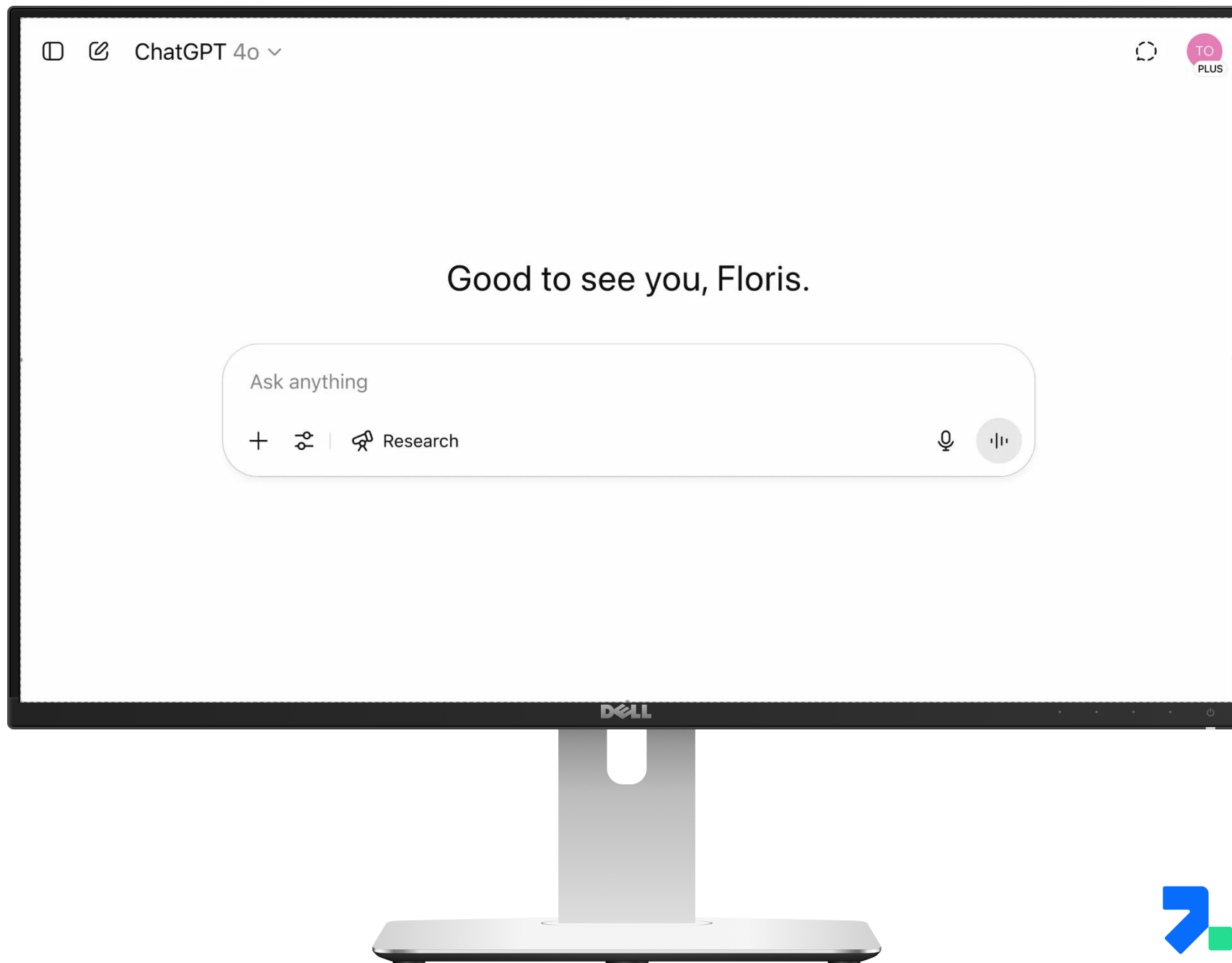


Floris Hoogenboom



Stichting
Open
Politiek







Good to see you, Floris.

Ask anything

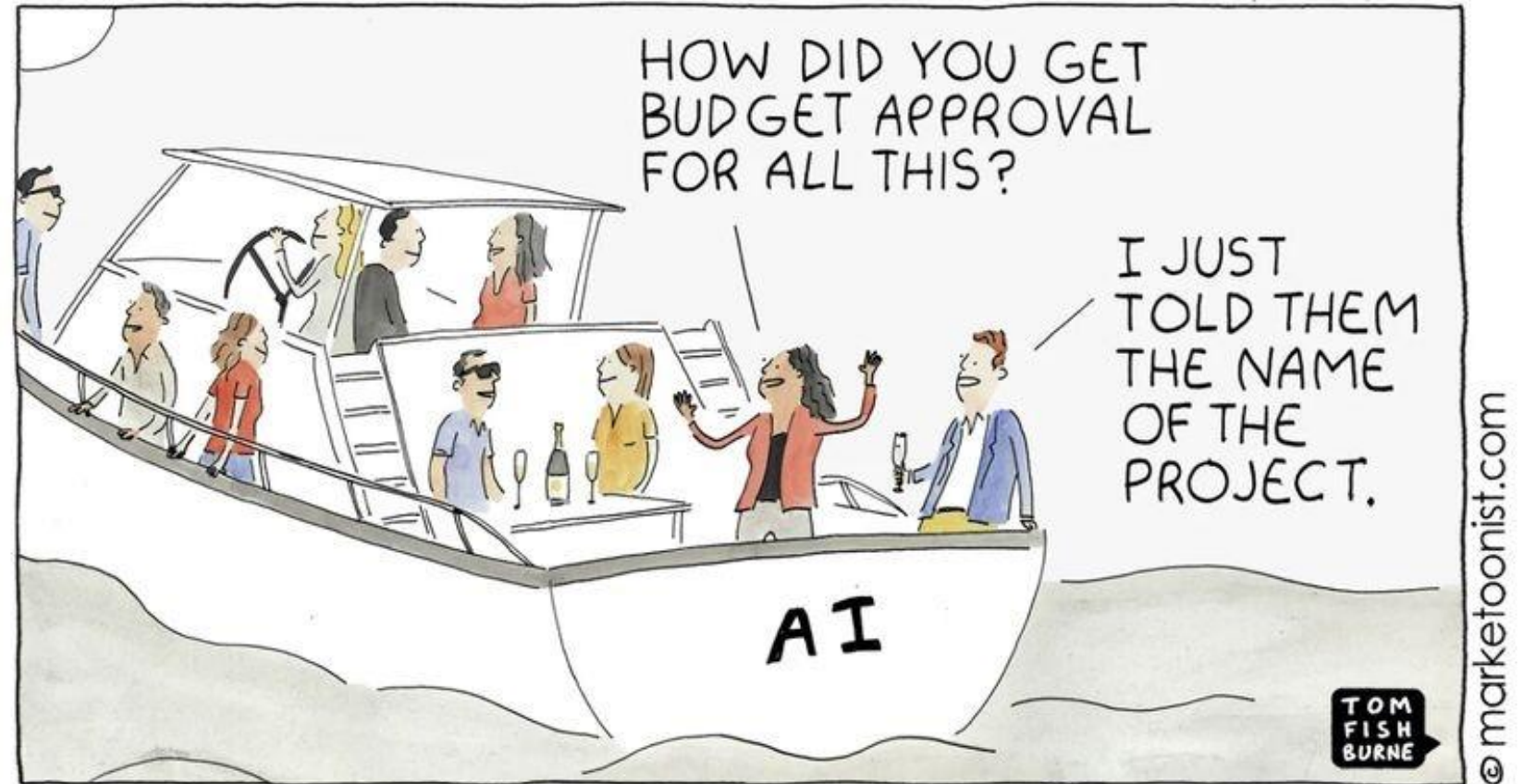


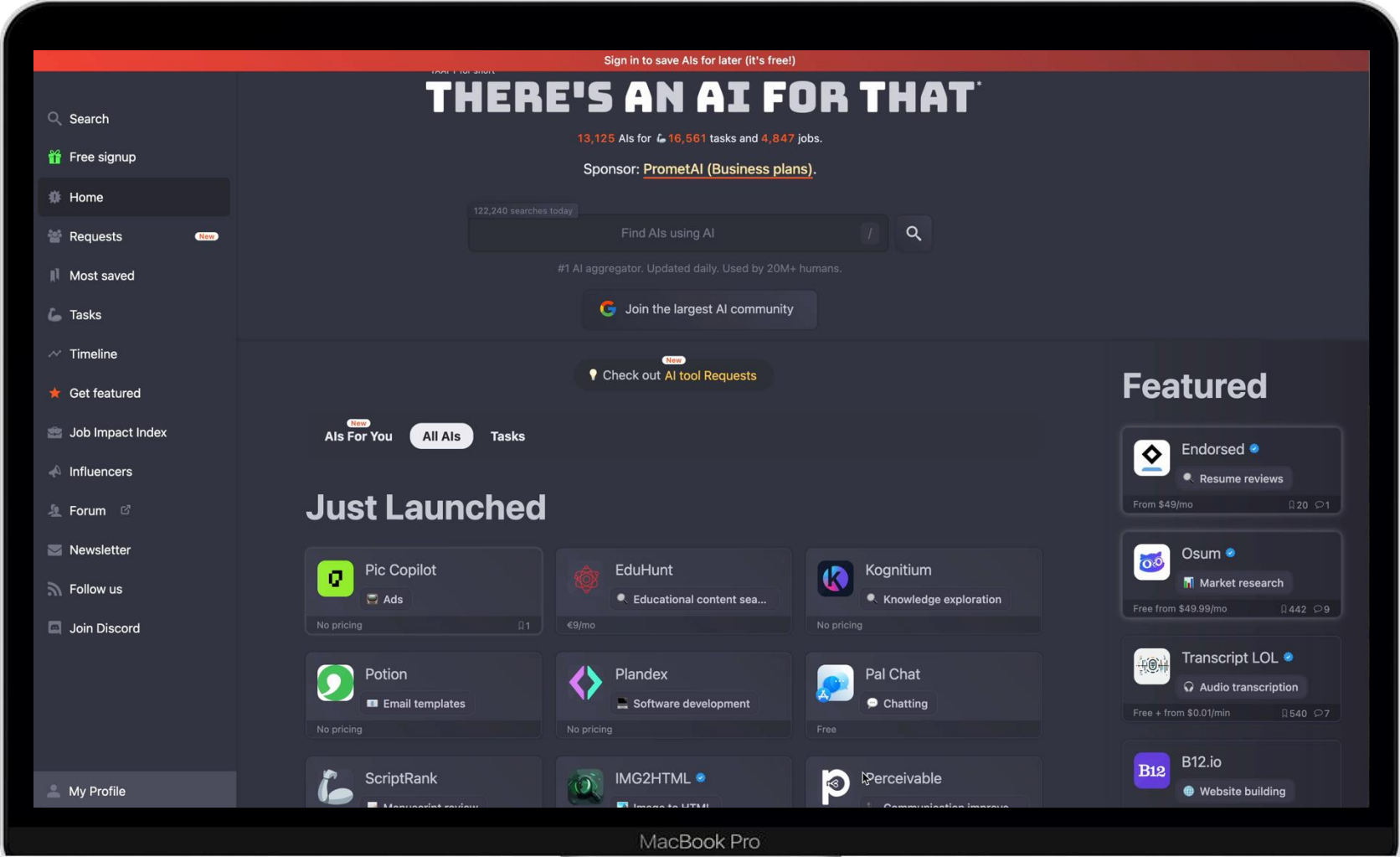
Research



We can solve this with AI

Everyone et al. 2023







Business is not only digital

So what is there beyond GenAI?

GenAI is like email, nobody would run a business without it

But it is not going to bring you any competitive advantage in the long run



01 Spark

The potential impact of AI is being felt, the urgency to invest in it is also present, but there is a risk of overstating the hype.

02 Active

AI is being actively experimented with in various small use cases. This is often done from a technology perspective, and the impact on the business is very limited.

03 Operational

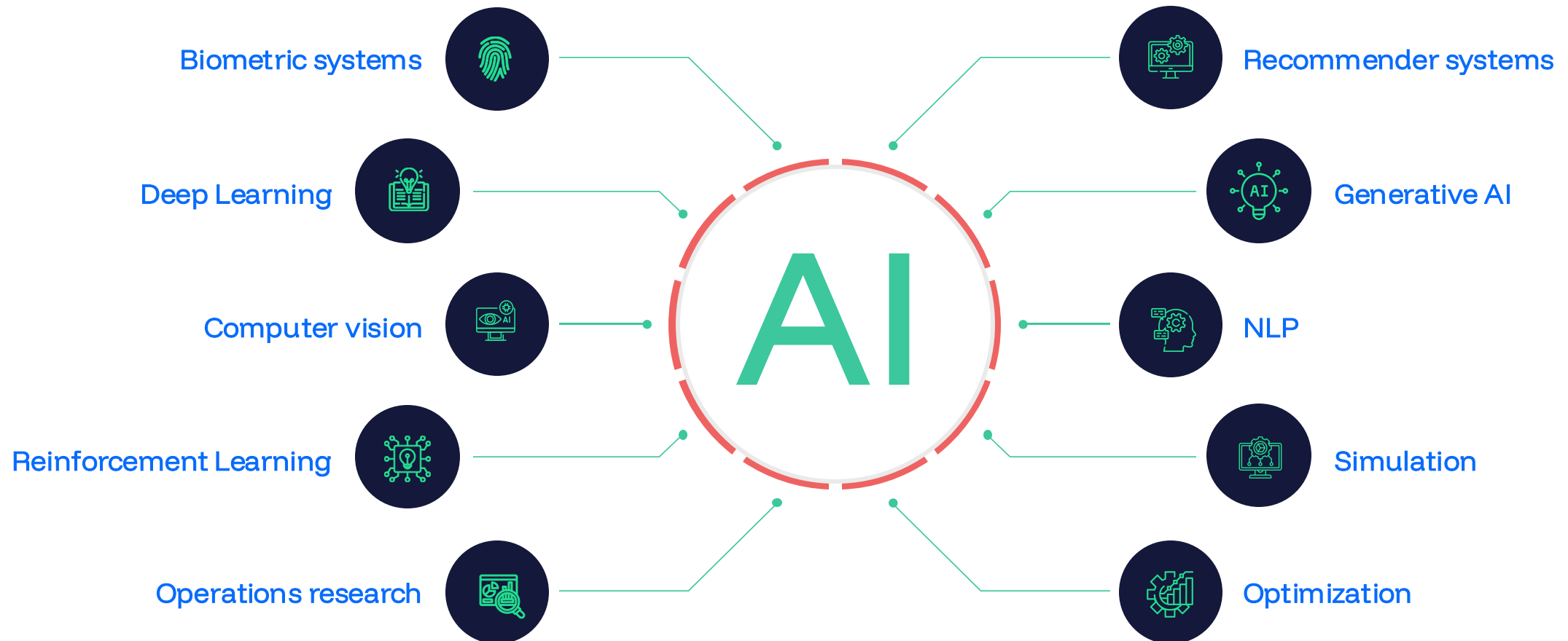
AI delivers concrete business value in several areas through improvement, smartening, and acceleration of certain tools and processes.

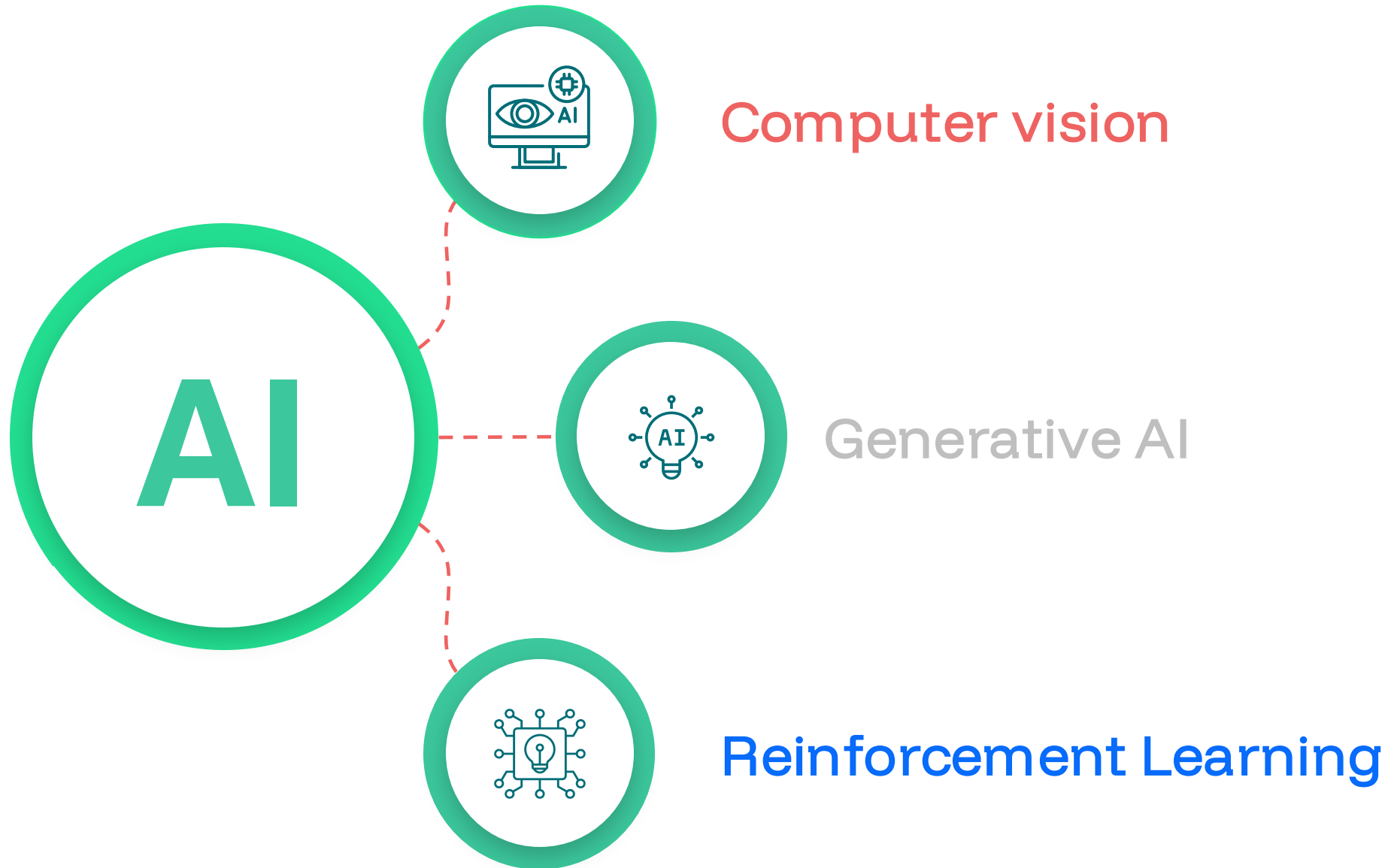
04 Systemic

The organization is capable of systematically deriving value from AI and digital technology. This is reflected in extreme ownership and an organization built around business challenges.

05 Transformational

The organization is fully capable of capturing the value of this new technology and fundamentally transforming to new business models.







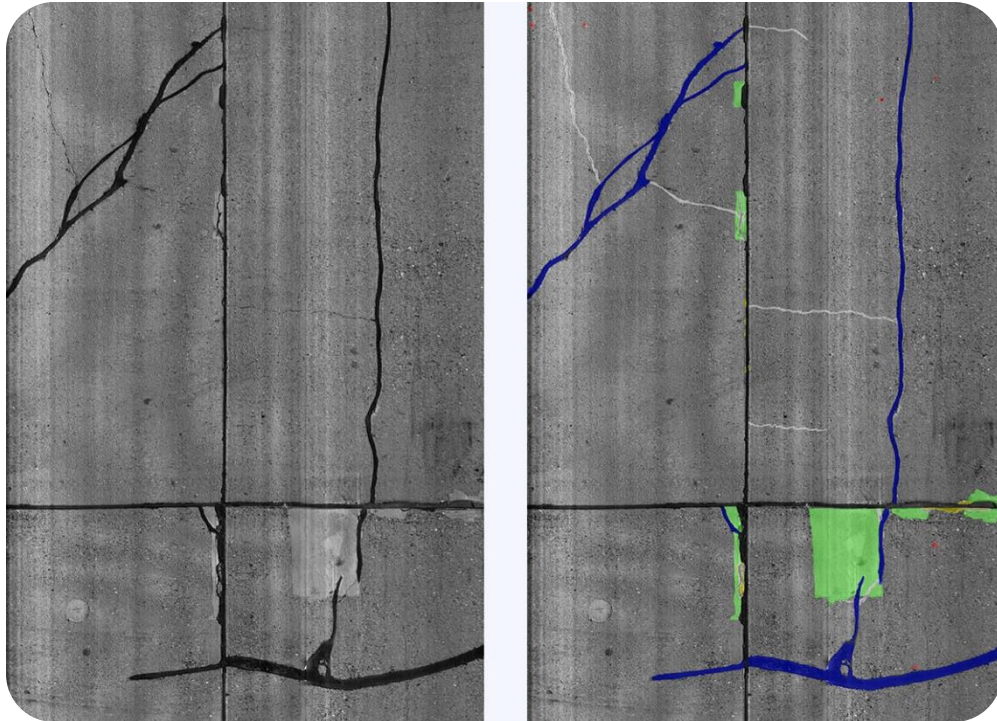
Self-service passport control

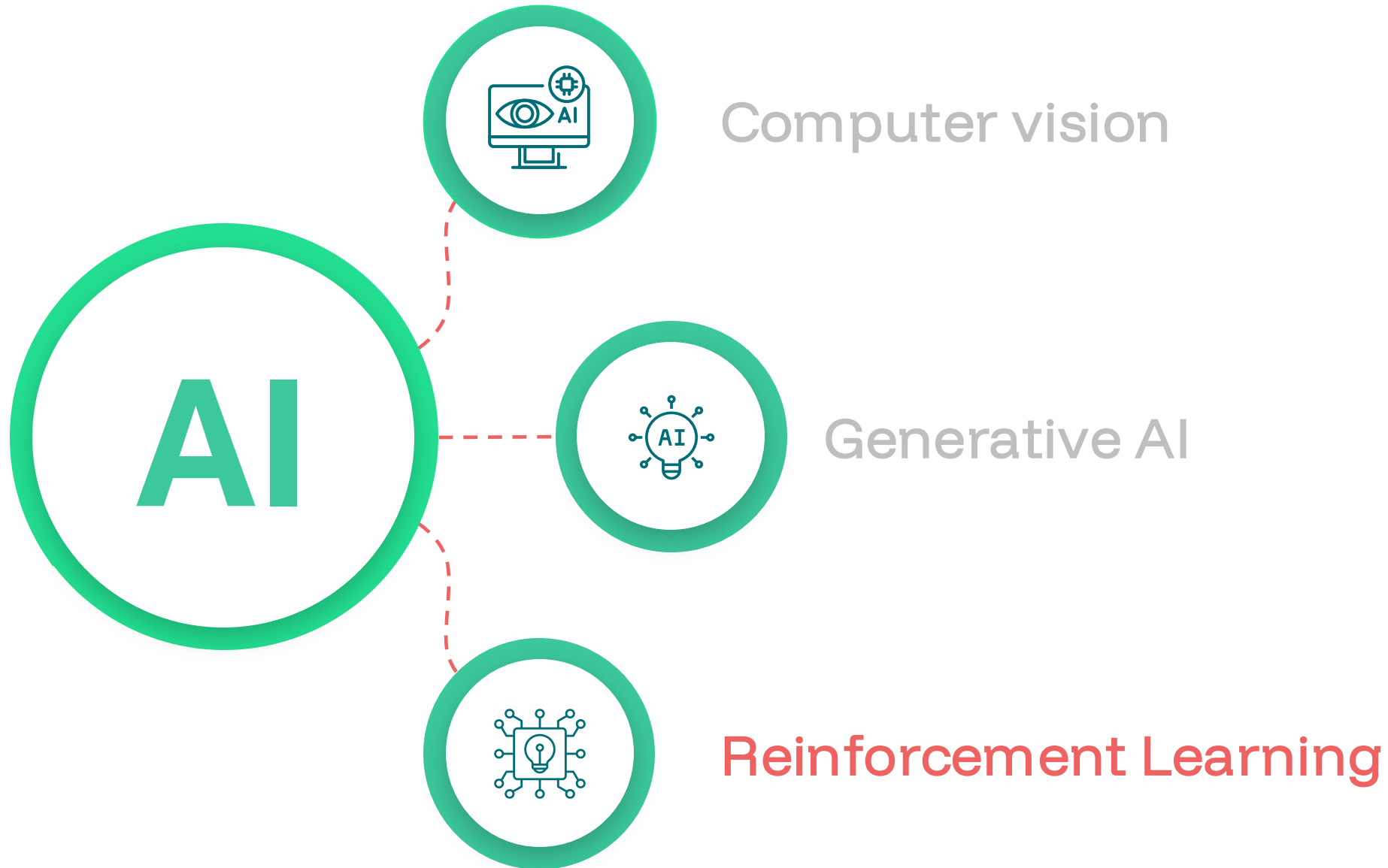
EU passports 16+

Immig
Konin



Monitoring asset quality with AI







Reinforcement Learning

Already old news from silicon valley

Figure one





Reinforcement Learning

Autonomous flying drones

In the news last week...



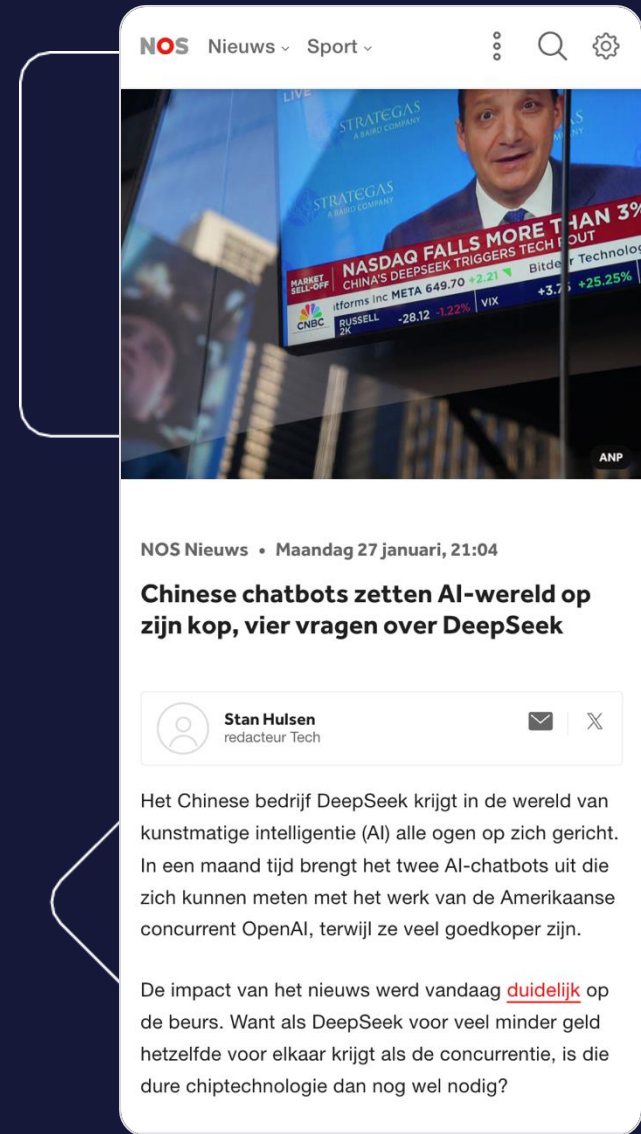


Remember this?

DeepSeek shocked the AI world

Nvidia down 11%

One of the big innovations? Telling AI
not what to do but telling it what to
achieve.



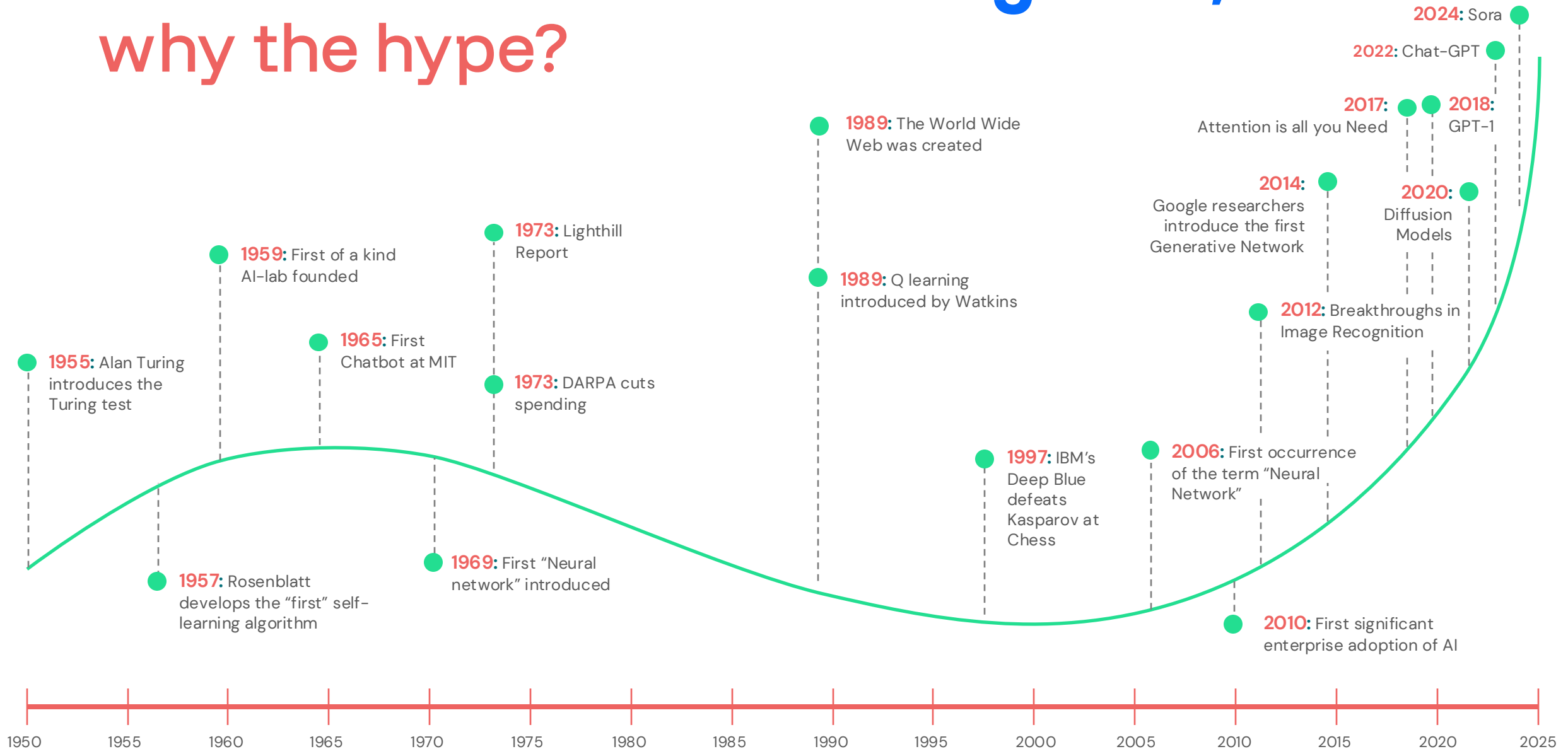


Reinforcement learning is the
next frontier, but we need to
move

From a technology hype to a problem focus



But if AI is around for a long time, why the hype?



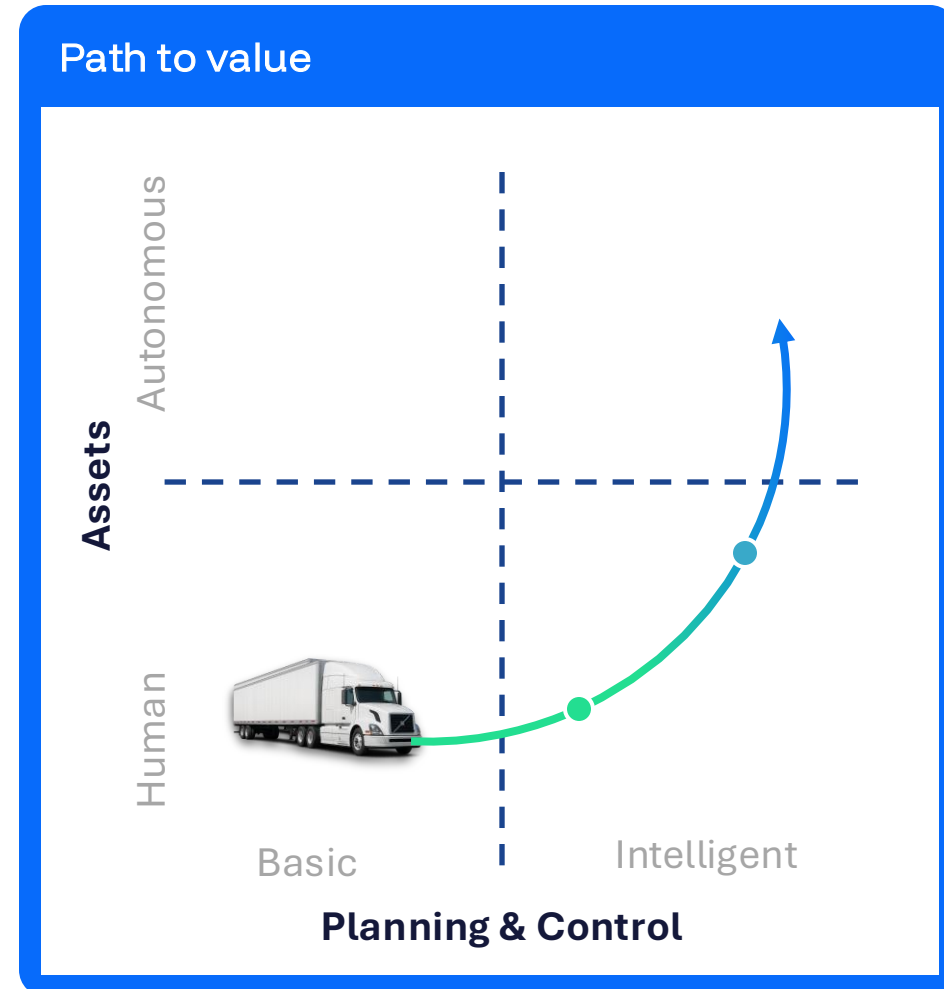
Solves a clear
problem



Technological
progress

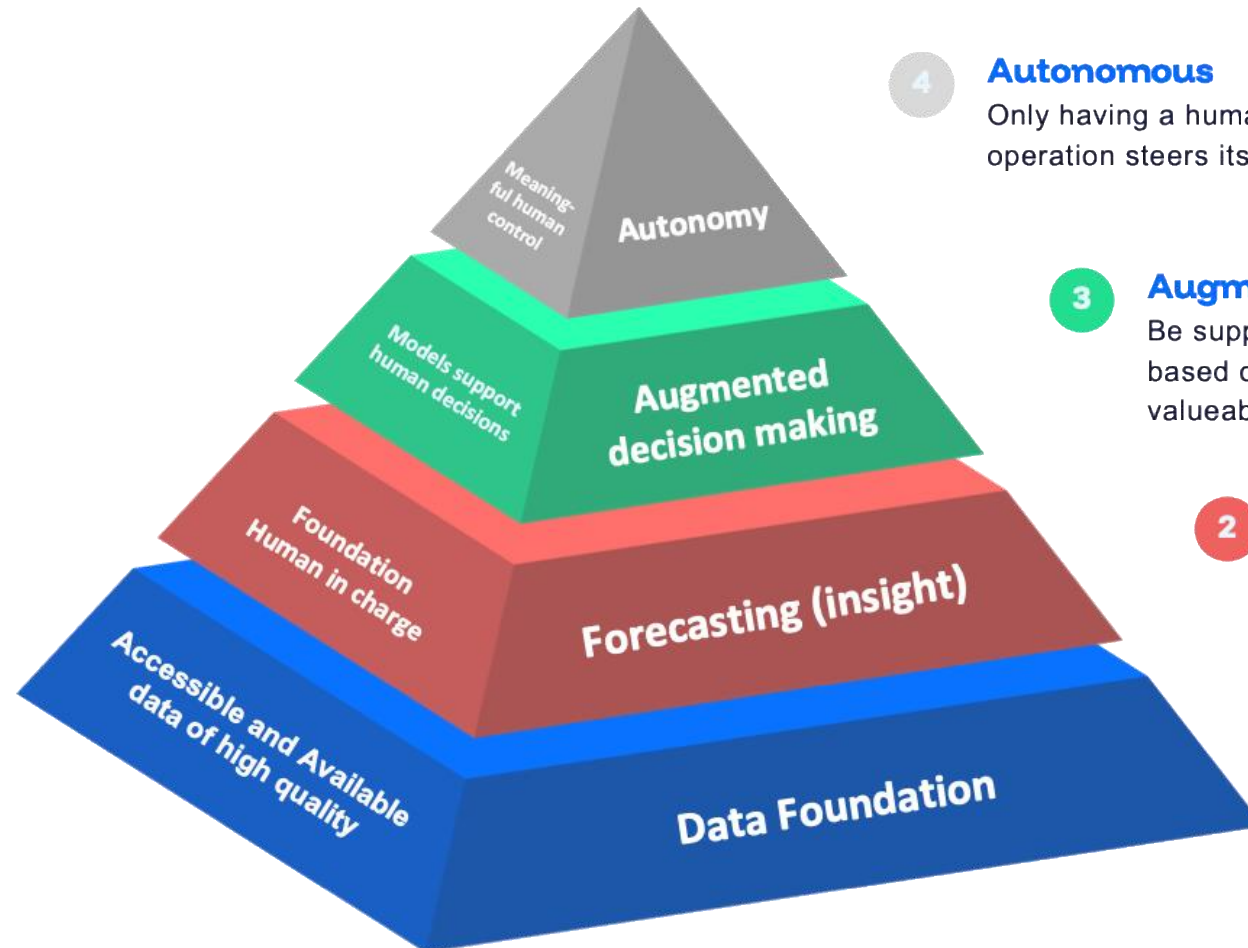
Smart assets that do stupid things, still don't deliver

In a real world, operational context it is not just about having things like autonomous vehicles. It is about orchestrating them correctly.



What is ADM?

And what could it bring for operations?



4

Autonomous

Only having a human factor for safety, operation steers itself.

3

Augmented Decision Making

Be supported by AI in taking the right action based on insight. Cause insight only is valueable when you act upon it.

2

Insights derived from data

Creating some first insights on top of the data foundation, for example ETA train.

1

The data foundation

Collecting data on your operation such that it is accessible and available.

Planning

Stand plan

Sunday, June 1, 2025

Scale: 9h

CONFLICTS

In view: 2

Today: 4

Overlap expected: 11

Overlap distribution: 5908

16:0017:0018:0019:0020:0021:0022:00

Pier 1-A

AMS-CPT
U2485

JFK-AMS
DL332

Delta Air

AMS-LAX
DL333

CPT-AMS
EK400

Emirates

AMS-HKG
EK401

CPT-AMS
KL336

KLM

AMS-JFK
KL337

CDG-AMS
DL280

Delta Air Lines

AMS-LAX
DL281

Pier 1-B

AMS-ORD
BA201

ORD-AMS
AF168

Air France

AMS-DOH
AF169

LHR-AMS
U2204

EasyJet

AMS-FRA
U2205

SIN-AMS
AF344

Air France

AMS-LHR
AF345

Pier 1-C

AMS-LAX
U2405

EasyJet

DXB-AMS
U2344

AMS-HKG
U2345

SIN-AMS
U2416

EasyJet

AMS-SYD
U2417

CDG-AMS
KL148

AMS-CDG
KL149

LHR-AMS
KL452

AMS-DOH
KL453

Pier 1-D

AMS-SIN
DL449

DXB-AMS
KL404

KLM

AMS-DUB
KL405

IST-AMS
QR240

Qatar Airways

AMS-SIN
QR241

LHR-AMS
KL248

Pier 1-E

AMS-JFK
DL217

Delta Air Lines

IST-AMS
KL168

KLM

AMS-CPT
KL169

HKG-AMS
BA324

AMS-LHR
BA325

Pier 1-F

IST-AMS
DL492

Delta Air

AMS-DOH
DL493

LHR-AMS
EK188

Emirates

AMS-DOH
EK189

ORD-AMS
DL276

Delta Air Lines

AMS-DOH
DL277

Pier 2-A

DXB-AMS
FR176

Ryanair

AMS-CDG
FR177

DOH-AMS
LH468

AMS-SYD
LH469

IST-AMS
U2332

EasyJet

AMS-FRA
U2333

DUB-AMS
BA37

Pier 2-B

AMS-HKG
EK185

DOH-AMS
FR448

Ryanair

AMS-ORD
FR449

IST-AMS
EK380

Emirates

AMS-JFK
EK381

LHR-AMS
QR340

Qatar Airways

AMS-DOH
QR341

Pier 2-C

LHR-AMS
FR108

Ryanair

AMS-DOH
FR109

DXB-AMS
U2488

EasyJet

AMS-SYD
U2489

CDG-AMS
QR316

Qatar Airways

AMS-SIN
QR317

IST-AMS
BA216

Pier 2-D

AMS-DXB
U2329

SIN-AMS
QR472

Qatar Airways

AMS-LHR
QR473

DOH-AMS
QR204

Qatar Airways

AMS-CDG
QR205

ORD-AMS
U2356

EasyJet

Pier 2-E

AMS-HKG
U2305

EasyJet

CPT-AMS
EK132

Emirates

AMS-SIN
EK133

LHR-AMS
FR452

Ryanair

AMS-LHR
FR453

LAX-AMS
FR124

Chat

Audit log

Hi! I'm the AI Agent for operations planning, scenario testing, and real-time forecasting.

You can ask me to help with:

- Solving or forecasting conflicts
- Reallocating operations
- Optimizing the schedule based on user input

I have access to real-time data. You can control me via the control panel or by giving me instructions in the chat.

If you need help, just ask!

Type a message

Control Panel

Strategy goal

Balanced

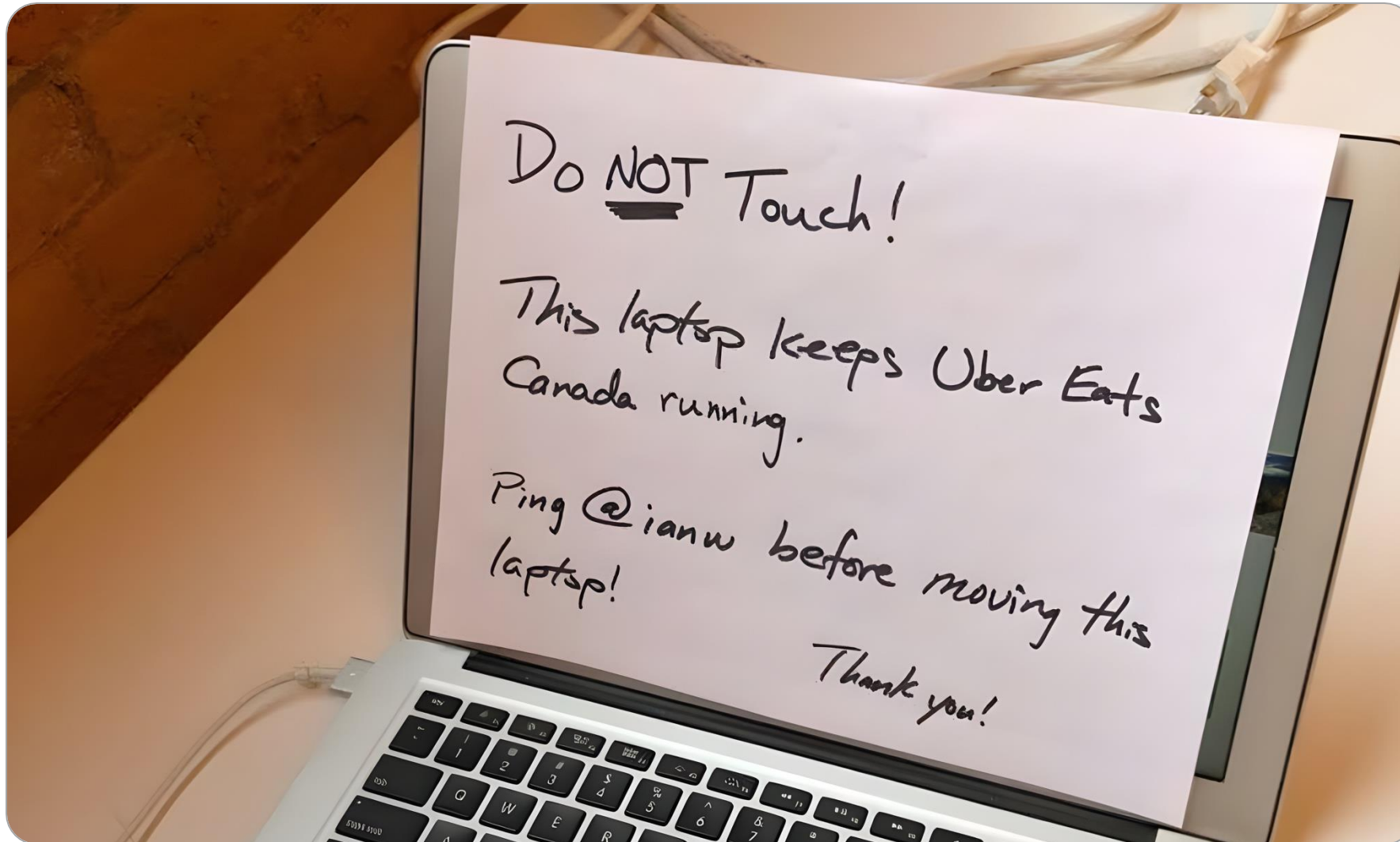
Follow rules

Strategy

Least moves

Recalculate Schedule

Fall in love with the problem, not the solution





Thank you



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