



Case Study

# What matters to Avanade is reinventing ourselves with AI

**Do what matters**

**Every 20-30 years, a technological breakthrough transforms the enterprise and our lives. AI is set to be the most exciting shift we'll see in our lifetime — and it's happening now. In fact, 92% of organizations are ramping up AI adoption in the next 12 months. We're leading the way.**

## Inspiring change: Transformation in the age of AI

The **generative AI** revolution is different than anything that's come before. Arguably the most significant change in the way we work since the agricultural and industrial revolutions, this technology is rapidly moving from simply automating tasks to supercharging human capabilities. And while there are many forms of AI, much of the spotlight is on the significant impact generative AI tools will have in the near future.

The very definition of work is fundamentally changing, transforming the expectations of both employers and employees. And while we've been working with AI for many years at Avanade, we're also embracing the exciting catalyst for change happening now.

"We're in the same situation as our clients — we need to respond to the hype," says Natalia Schmidt, director of data and AI at Avanade. "Now's the time to reinvent our ways of working to stay ahead as both early adopters and leaders in the space."

Like our clients, the challenge we face is ensuring AI is implemented and scaled responsibly so that work improves for everyone. "At Avanade, we believe that 'AI-first' means 'people-first,'" explains Florin Rotar, our chief AI officer. "We want to ensure our people feel empowered and upskilled, and we're taking all the proper ethical, legal and social considerations to ensure AI is rolled out responsibly, for the benefit of all."

As leaders in the space, we're at the forefront of defining, making and powering what matters for an AI-first future through our "Disrupt Avanade" program and School for AI, driven by our Center for AI. By empowering our people with generative AI tools to help them upskill and be the best version of themselves, we're bringing practical, first-hand insights to our clients, helping them accelerate their own AI adoption.

**Company Name:** Avanade

**Country:** US – West

**Company Size:** 60,000+ employees

**Industry:** Electronics and High Tech

**Solution:** Artificial Intelligence/Generative AI

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**– Florin Rotar**  
Chief AI Officer, Avanade

## Driving innovation: Optimize for today, reimagine for tomorrow

Disrupt is an Avanade-wide program that uncovers what's possible with AI, driving our own end-to-end transformation around three core pillars:

- **Explore, build and accelerate:** We're researching and experimenting to develop skills and explore potential, turning lessons learned into new internal capabilities that accelerate innovation speed.
- **Imagine new ways of working:** By reimagining the way we operate and deliver solutions, we're enhancing the employee experience, maximizing productivity and impact.
- **Create business value:** Our work drives strategic innovation, cost efficiency, risk mitigation and accelerated growth.

This multi-threaded approach is all about identifying and launching key AI use cases that align our people and technology with our strategic goals, exploring scenarios and opportunities across all business functions. Ideas are collected regularly through multiple channels, and our dedicated AI lab conducts rapid experiments for skilling, prototyping and scaling using a decision-making framework that ensures responsible AI assessments and governance.

Within the first nine months of the Disrupt program:

- 400+ ideas gathered and reviewed across all business functions
- 20 rapid experiments conducted to test use cases
- 10 pilots launched to end users
- 3 solutions in production, available to all Avanade employees

We can't overemphasize the importance of responsible AI. Any organization using AI — including ours — needs to accept that increased scaling means increased risk.

"We have a responsibility now to ensure AI is adopted in a way that fosters trust and transparency for our employees and clients," says Rotar.

"Our responsible AI framework is essential to the Disrupt program," adds Schmidt. "Not only so we have the proper guardrails in place, but so our people feel confident that they can innovate with a level of psychological safety and security that we're going about this in the right way, always."

## Disrupt innovations in action

So, what AI-powered solutions have come out of the Disrupt program to date?

- **Job posting generator:** Our HR team can create job postings 87% faster using generative AI, incorporating our accurate brand tone of voice. In one year, we can save over a thousand hours that can be used to create more personal connections with candidates.
- **Account insights:** We use AI to provide client insights, comparing multiple accounts and summarizing key themes to better understand and manage relationships. The solution can save up to 1.5 hours per analysis and will be used by more than 100 marketers.
- **Policy Q&A:** Employees are finding relevant company policies and extracting information 90% faster through intuitive search, which is increasing employee compliance.
- **Innovation Station:** This is an opportunity for us to put our best ideas forward as we create the future. Each of us is part of our organization's AI-first journey, as we embrace AI's transformative power to improve the way we work, collaborate and create across the business.

## Achieving what matters: Shaping the AI-first future for our people and clients

It's clear the Disrupt program is living up to its name, shaking up the way our employees work and collaborate with each other every day. What's next for the program?

- **Continuous innovation:** We know that the best new ideas will come from within our dynamic environment. Disrupt will continue to enable us to define what matters and be an integral part of creating the future.
- **Deepen AI capabilities:** Our AI lab and scale-up team will make what matters, continuing experimentation, inspiring greatness and enhancing AI capabilities and tools.
- **Redefine work:** We'll pave the way for an AI-first approach to work, powering what matters by redefining ways of working in an AI-first world, accelerating impact for ourselves and our clients and collectively leaning into new opportunities.

"What we've learned and created so far is really the tip of the iceberg," says Rotar. "There's an exciting future ahead, and guided by our own learnings, we're proud to be at the forefront of what's next."



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**About Avanade**

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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