INNOVATION DIALOGUES

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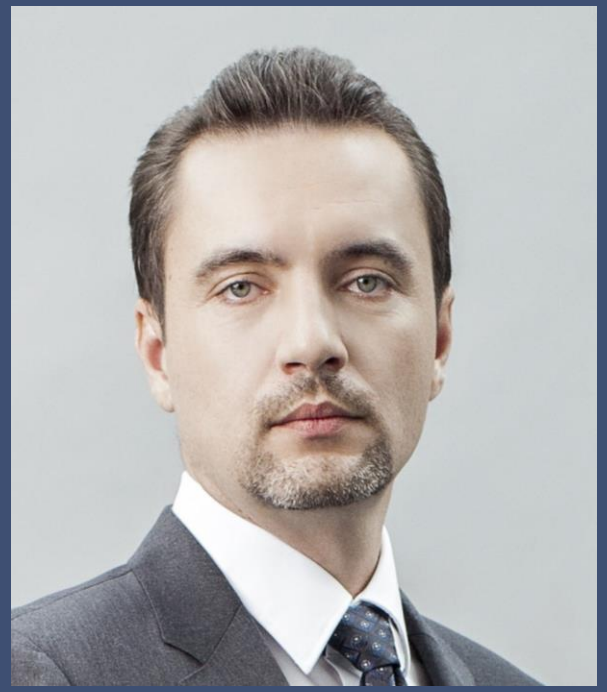
Anca Albu

EY Romania, CITYINNO HUB

AI for a Better Tomorrow can become a true driver of sustainability and responsible progress.

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Adrian Marinescu

EY Romania, CITYINNO HUB

With the help of AI, **sustainability** becomes not only possible but also scalable, paving the way for **durable and inclusive progress**.

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Market Trends

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AI has risen to the top of the tech agenda.

- 88% of CEOs reported existing or planned capital investments to AI-driven products or service innovations (EY CEO Pulse Outlook Report)
- GenAI fastest tech adoption in history: ChatGPT has over 100m weekly users (Verge)

Yet, there is a confidence gap.

- 73% of executives say their organization requires a greater understanding of GenAI use cases and concepts (EY Reimagining Industry Futures Study 2024)

And leaders face an array of sustainability challenges...

- Fulfilling increasingly rigorous and regulatory-driven 'all of environment' reporting requirements
- Building resource stewardship into existing and new business models
- Ensuring an equitable and just transition

..and strongly believe AI can help address them

- 79% of respondents see AI as a key enabler for all SDGs through technological advancements (Gartner)
- 78% of transformational CSOs say AI has significant potential to optimize and reduce supply chain emissions and mitigate risk (EY Sustainable Value Study 2023)

65% of chief executives globally see AI as a force for good, but more work is needed to address risks and potential unintended consequences.

Source: EY global survey of 520 CSOs or executives with equivalent responsibilities.

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Leveraging AI for Sustainability comes with advantages and challenges

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Advantages

01 AI can cut **2.6 to 5.3** gigatons of CO2 emissions, showcasing its power against climate change.

02 Generates **$1.3 to $2.6 trillion** by 2030, highlighting AI's economic impact through sustainability.

03 **3%** emission cut saves **$40 million** for a steel producer, demonstrating AI's efficiency and cost benefits.

04 Industry-wide, AI could slash emissions by **5%** to **10%**, significantly reducing the carbon footprint.

Challenges

1. Nearly **1300** megawatt hours were required to train the advanced ChatGPT 3.0 model, showcasing the high energy demands AI development.
2. Approximately **502 tons** of **CO2** emissions were generated by ChatGPT 3.0 in 2022, reflecting the significant environmental impact of such technologies.
3. The carbon footprint of ChatGPT 3.0, akin to that of **100** average humans, highlights the environmental considerations necessary in the proliferation of AI.

AI-driven tools are being used to speed up the discovery of advanced materials for carbon capture, utilization and storage.

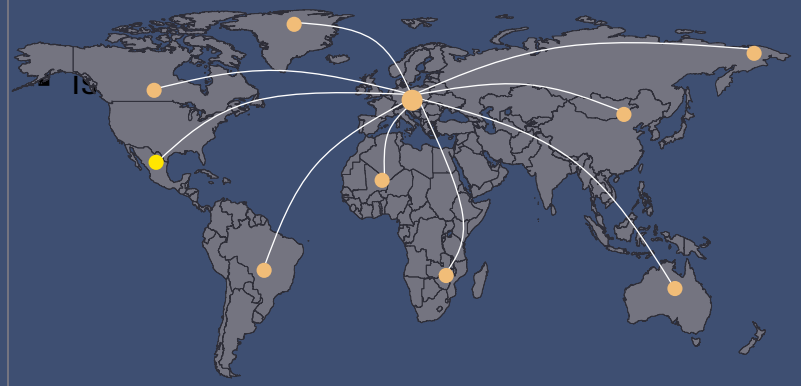
Decarbonizing GenAI will also depend on data efficiency. The bigger the large language model (LLM), the more energy used in training it.

Source: Artificial intelligence ESG stakes (ey.com), How AI can help accelerate the pace of change | EY - Global, How AI can help accelerate the pace of change | EY UK

EU AI Act: Overview

The EU AI Act is a **landmark** in global AI regulation and sets out a comprehensive legal framework for regulating AI.

The Act also has important **extra-territorial implications**, as it covers all AI systems affecting 'natural persons' in the EU (regardless of where the AI system is developed or deployed).



Does not apply to:

- Research, testing and development activity (including proof of concepts) regarding AI systems prior to placement on the market or into service.
- Free and open-source software, unless their use would classify them as a prohibited or high-risk AI system.

The EU AI Act is broad in scope and comes with significant obligations along the value chain.

Providers putting AI systems on the market within the EU, regardless of their location.

Deployers of AI systems where the output of the AI system is used within the EU.

Product manufacturers placing products with AI systems on the EU market under their own name or trademark.

Importers and distributors placing AI systems on the EU market.



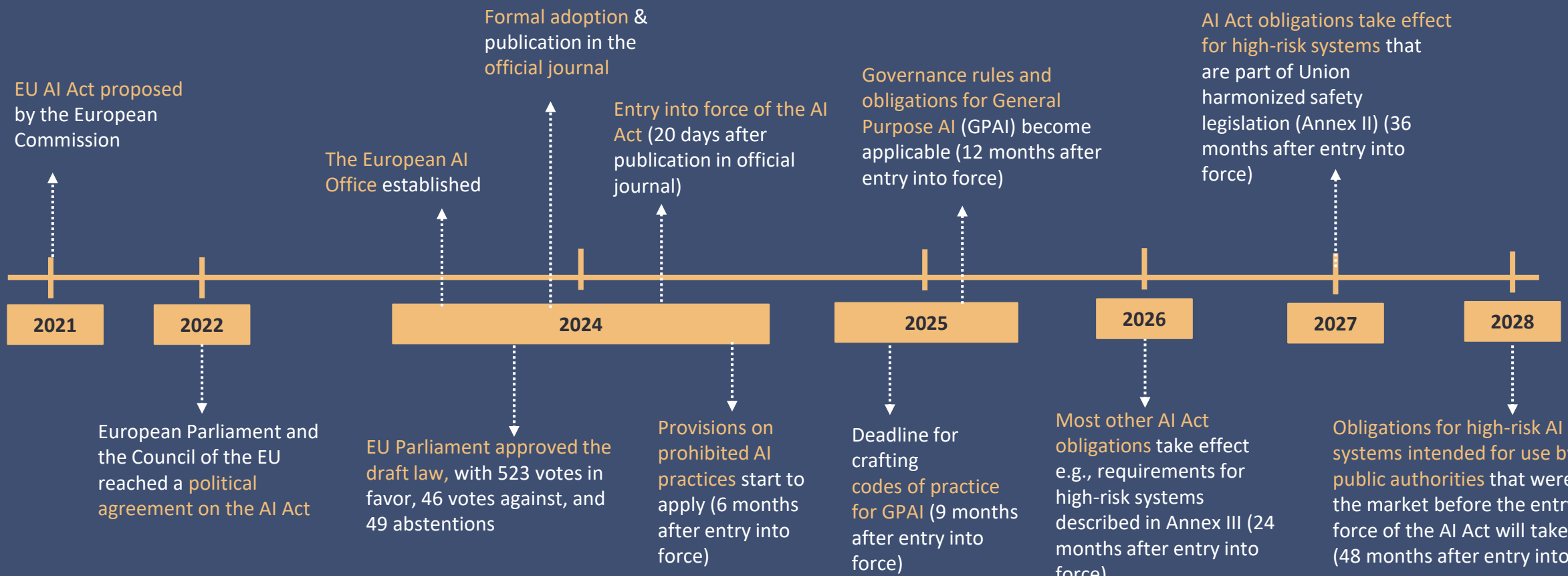
- The Act adopts a **'risk-based' approach**, which means the higher the risk an AI system poses to the safety, security, or fundamental rights of people, the more substantive the obligations.
- National competent authorities will have enforcement powers with the capacity to impose significant fines (up to **7% of global annual turnover or €35m**).

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All act associated obligations are expected to take effect by the year 2028, subject to the timings of the AI act coming into force

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All timings subject to the entry of AI act into force



Source: EU AI act

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George Dumitrache

Microsoft

AI is transforming the world

So, when you use AI do it in a smart way! 😉

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Microsoft AI Services

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Applications

Microsoft 365

Microsoft Dynamics 365

Partner Solutions

Application Platform

AI Builder

Fabric

Power Apps

Power Automate

Copilot Studio

Scenario-Based Services

Applied AI Services

Bot Service

AI Search

Doc Intelligence

Video Indexer

Immersive Reader

Customizable AI Models

Cognitive Services

Vision

Speech

Language

Decision

Azure OpenAI

ML Platform

Azure Databricks

Azure Synapse

Fabric

Azure M. Learning

Business Users

Developers & Data Scientists

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Microsoft 365 Copilot

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Grounded in your business data	Connecting cutting-edge AI to your business data in a secure, compliant, privacy-preserving way.
Comprehensive security, compliance, & privacy	Copilot inherits your security, compliance, and privacy policies set up in Microsoft 365.
Protected with secure data partitions	Your data never leaves its secure partition, and it is never used for training purposes.
Integrated into the apps you use every day	Word, Excel, PowerPoint, Outlook, Teams, and more.
Individual user & admin always in control	User decide what to use, modify, or discard.
Designed to learn new skills	As Copilot learns about processes, it can perform more sophisticated tasks and queries.

Top Use Cases for Generative AI



Enterprise ChatGPT
Better knowledge mining



Intelligent Chatbots
Better analytics and service



Build your own copilot
Your data. Your apps. Your people



Content Generation
New products and services



Hyper-personalization
Better products for Universities

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The potential of AI is clear…
the question is what will you build?

George Dumitrache
Education Solution Specialist @ Microsoft

a-georgedu@microsoft.com

0723189566

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Mihaela CUȚUI

BRINEL | IQANTO

Cloud & Development Director

Sustainable innovation starts where responsible AI meets security and ethics

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AI in Action

Data Management and Analytics

- Data Warehousing
- Real-Time Data Ingestion & Processing
- Data Integration & ETL
- Data Visualization & Reporting
- Data Governance & Quality Management

AI for business

- Computer vision
- Natural language processing
- Forecasting & Analytics
- Generative AI

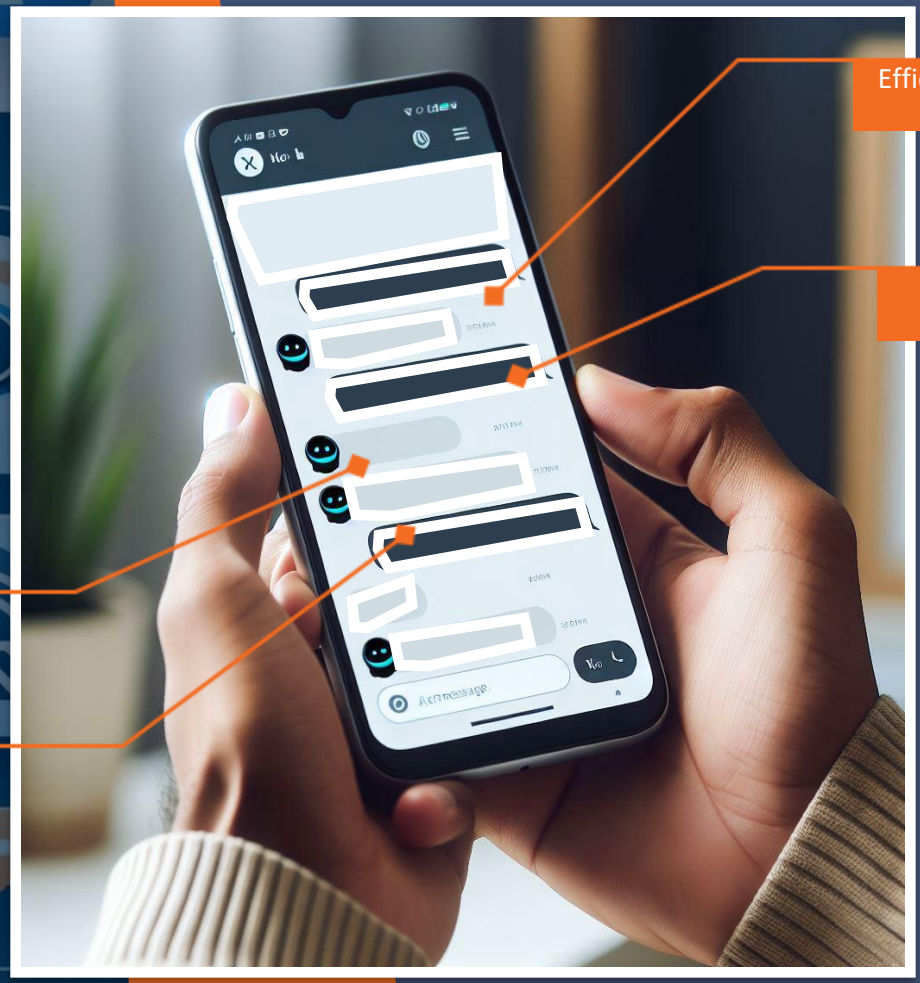
Client Success

- Internal processes
- Smart resources
- Quality control
- Enhanced safety
- Customer experience

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Conversational agents with GenAI

Advanced **customer service** ations leverage AWS services like Lex, Polly, and Q to deliver exceptional support experiences. From intelligent chatbots that handle customer queries 24/7 to call center bots powered by natural language understanding, our solutions automate interactions while maintaining a human touch. With real-time voice synthesis and **seamless integration** ese apps enhance efficiency, reduce response times, and elevate customer satisfaction, providing businesses with a scalable and cost-effective edge in customer service.



Efficient chatbot deployment with Amazon Lex

Quick knowledge database integration with Amazon Q

Natural voice synthetisation with Amazon Polly

Omnichannel contact center with Amazon Connect

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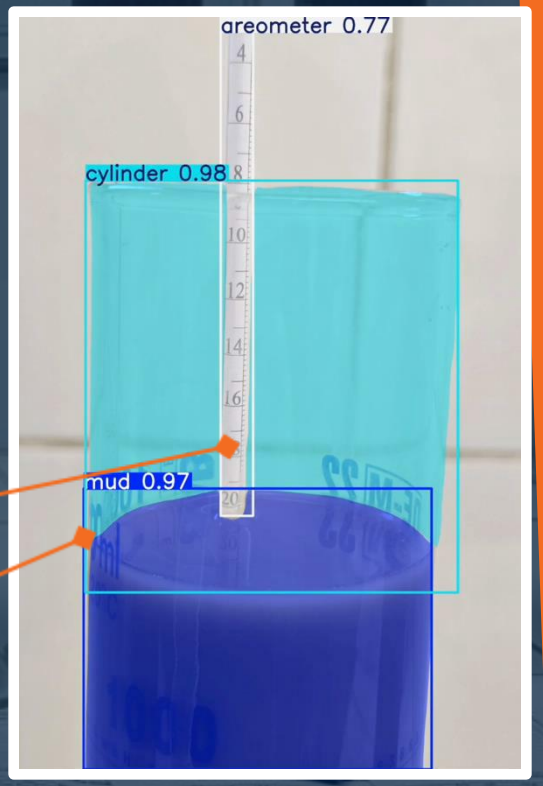
Automated

lab measurements

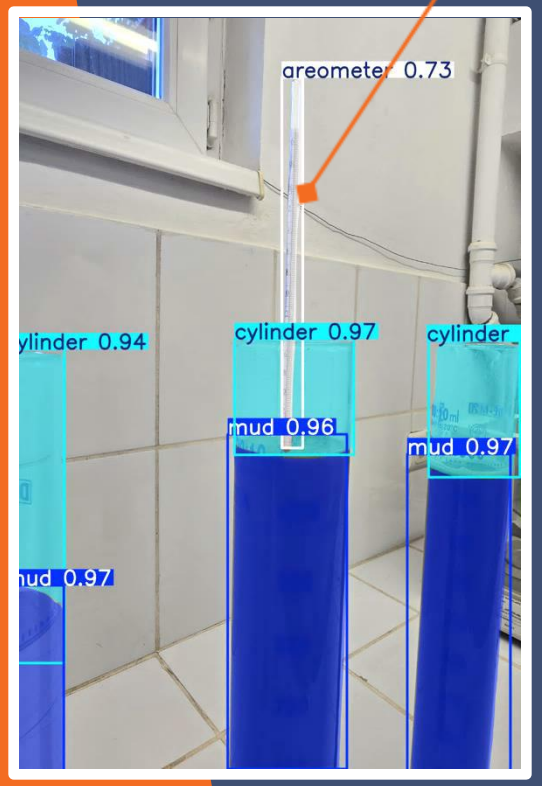
This **real-time computer vision** tion leverages advanced AI to **automate hydrometer reading** ctly from live camera video streams. With precise detection and interpretation, it eliminates manual effort, reduces errors, and provides **continuous, accurate monitoring** nd reporting for seamless laboratory management.

Timely measurements with image archive

Precise image segmentation



Measure multiple samples simultaneously





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Intelligent document processing

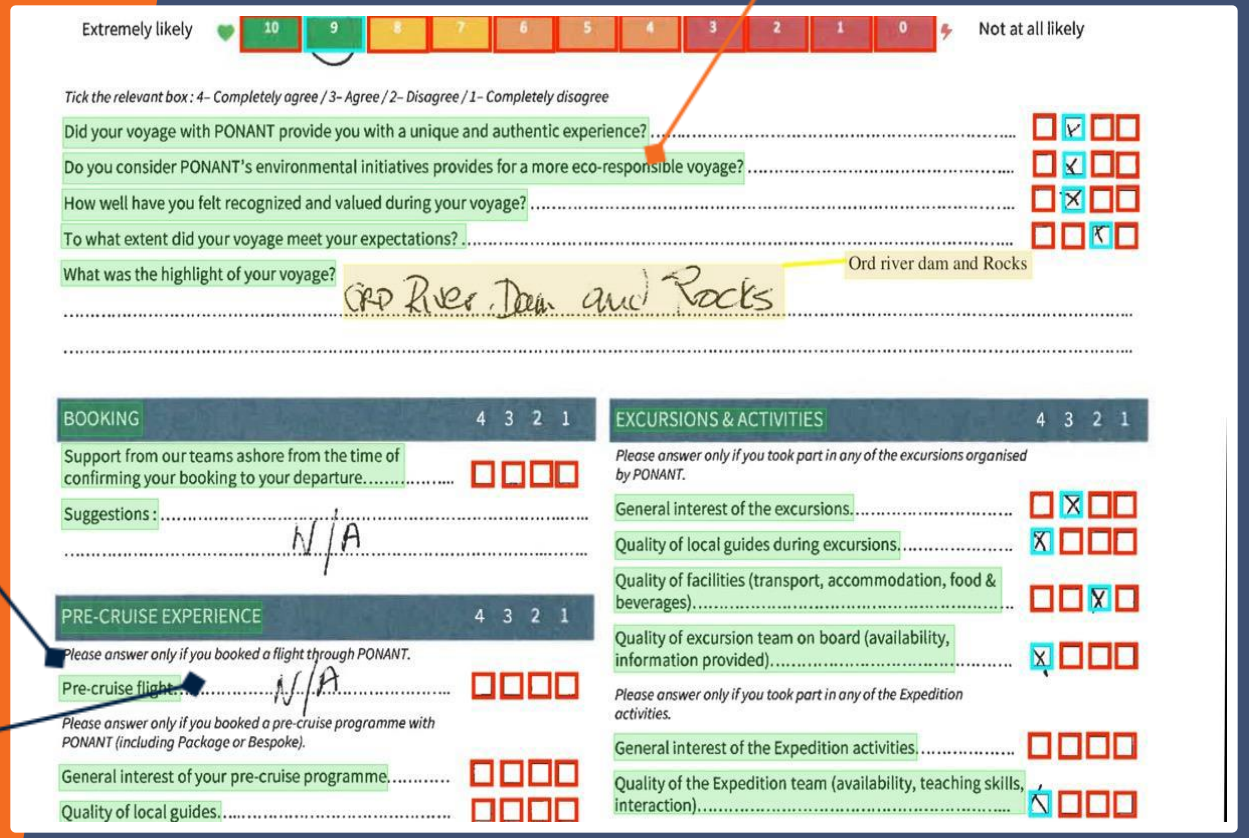
Cutting-edge SaaS application that harnesses the power of AWS services like Textract, SageMaker, and serverless functions to deliver intelligent document processing. Designed for businesses seeking efficiency, our solution uses advanced AI technologies—including **uter vision** **text** **recognition** to extract, analyze, and **data** **from unstructured documents** nvoices, contracts, and forms with exceptional accuracy.

Highly performant

- Leveraging the best of **AWS OCR services**, **Large-Language Models**, **Generative AI**, d custom Convolutional Neural Network technologies.

Highly scalable

- Capable of processing more than **100,000 scanned surveys** ear.



- Checkbox detection — Highly accurate accuracy: 99%+.
- Printed text accuracy: 99%+.
- Handwritten text accuracy: >80%.

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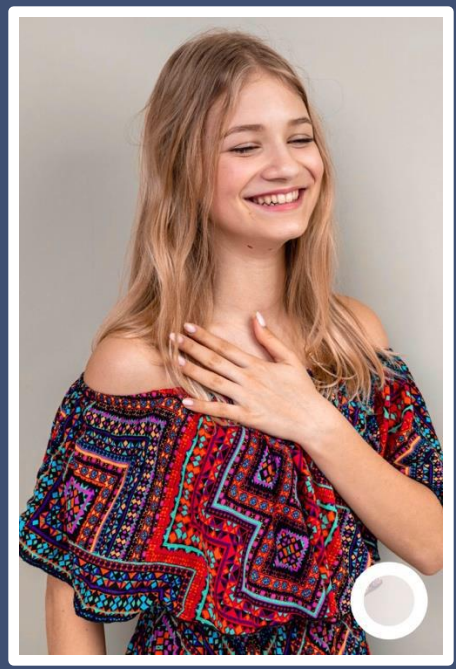
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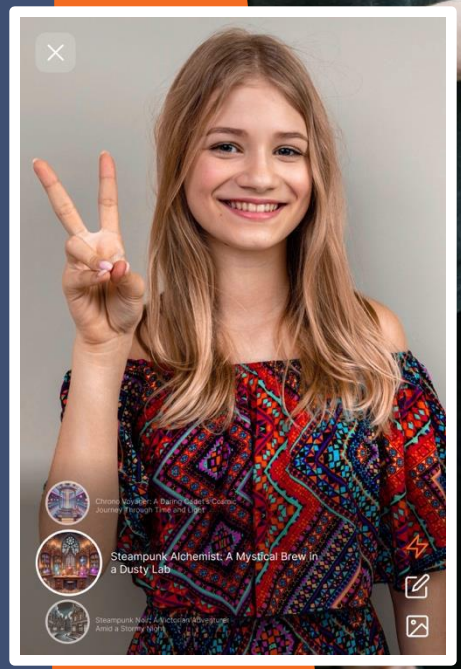
iQapture

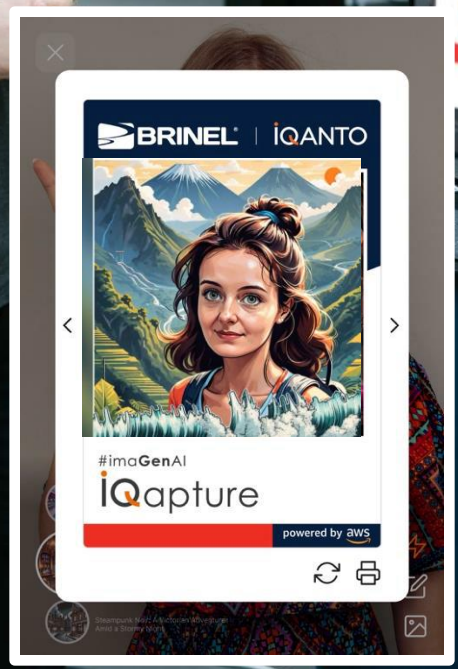
iQapture is an innovative solution leveraging **GenAI in the Cloud** to create unique and personalized photos in real-time, transforming backgrounds, outfits, and styles while preserving facial features. This solution is designed to **enhance user engagement** by offering limitless customization through personalized prompts.

How to use it?

1. Take a photo
2. Select one of the styles
3. Check & print the results







BRINEL | iQANTO

Thank you!

Mihaela CUȚUI

mihaela.cutui@brinel.com

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Andreea Socol

Head of Presales EMEA
DRUID AI

Where others see challenges, visionaries discover opportunities.

Or:

Innovation doesn’t begin with answers — it begins with better questions

Visionaries don’t predict the future — they build it from what others overlook

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DRUID

AI Agents

For The Enterprise

DRUID Operates Globally and Drives Enterprise Automation

DRUID is Unifying Enterprise AI

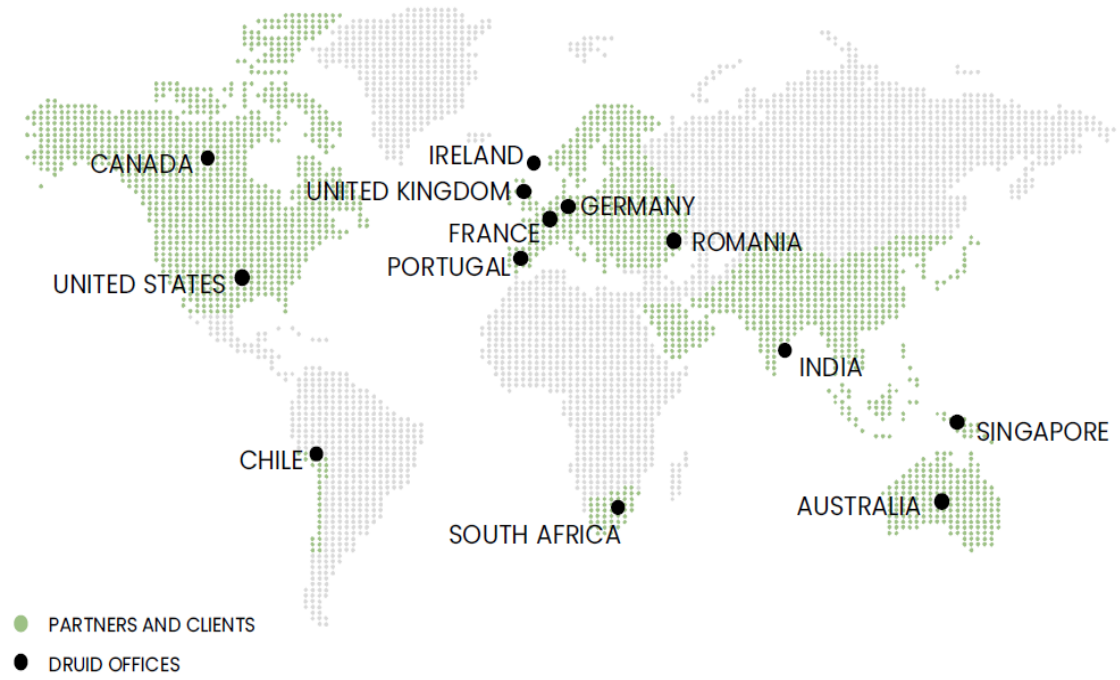
Smarter Conversations, Seamless Automation

300+
Global Enterprise Customers

1B+
Platform Conversations Quarterly

+40%
Automation in first 30 days of go-live

130+
Global Partners



300+ Brands Trust DRUID to Increase Sales and Efficiency Using AI Agents

Manufacturing	Retail	Government	Telco&Media	FinServ	Healthcare
Pfizer	Carrefour	Georgia Southern University	T-Mobile	BNP Paribas	Texas Children's Hospital
Continental	McDonald's	FDA	UiPath	Bank of China	Houston Methodist
Porsche	Metro	Go West UWG	orange	AXA	Optegra
Groupe Renault	Kmart	U.S. Air Force	Cable&Wireless	Nasdaq	Regina Maria
sodexo	White Castle	University System of Georgia	Liberty Global	Provident	Advanced Dermatology and Cosmetic Surgery
	Auchan		Virgin media	UniCredit	Family Health Centers of San Diego
			altice	Garanti BBVA	World Heart Federation

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Our promise to the market

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Speed-to-value

We bridge the gap between the AI promise and business reality. While others are still figuring out how to connect their tech to your systems, ***DRUID customers are already seeing ROI within weeks because our architecture was built for enterprise from day one.***

Orchestration First Positioning

DRUID orchestrates an entire AI ecosystem - from client existing systems to any LLM you choose - without expensive customization. ***That's why companies like JP Morgan, FDA, and US Air Force trust us when security and flexibility can't be compromised.***

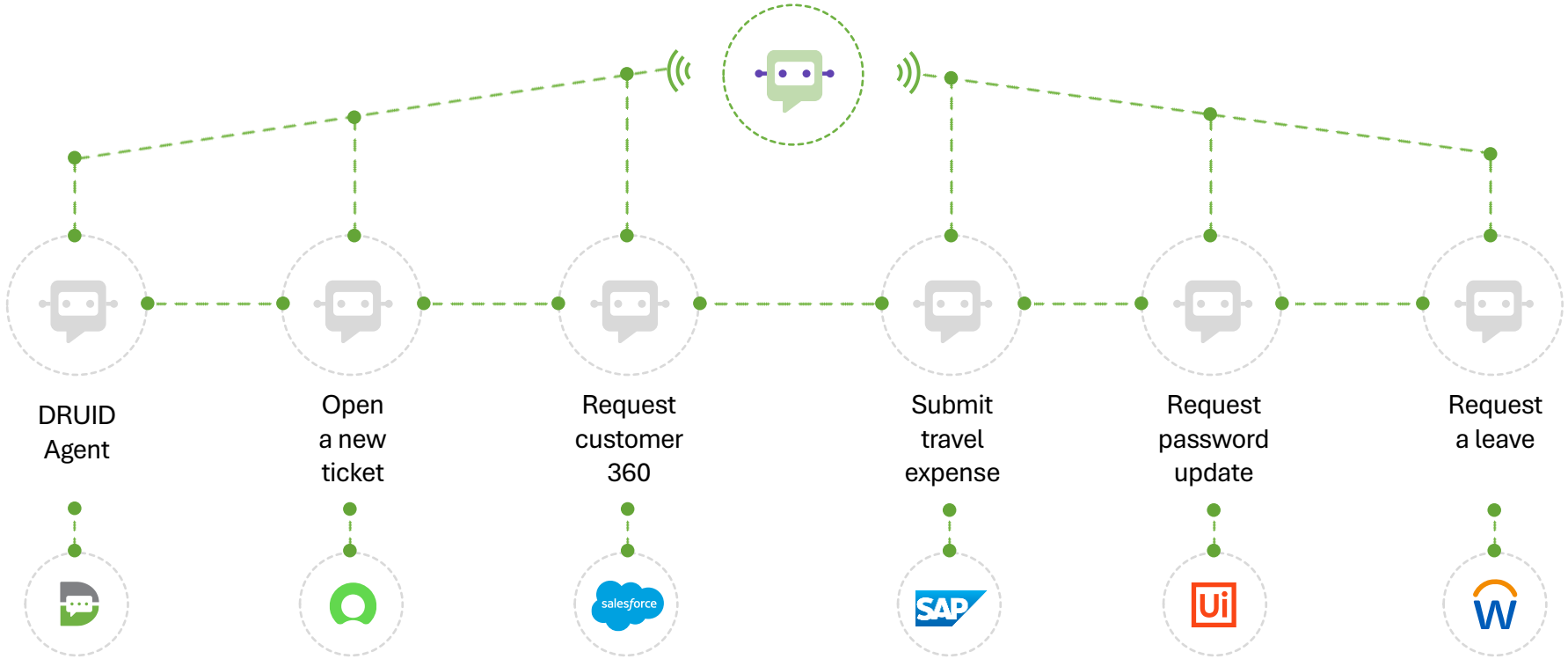
Ease of development

Your business processes are unique. DRUID is the only platform that lets you ***build enterprise-grade AI agents that work across departments and systems with no coding required, delivering $2.5M+ in annual contact center savings alone.***

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Unifies User Experience by Managing Any AI Agent



DRUID Conductor
is a powerful AI system that orchestrates multiple AI agents simultaneously while enabling human-like interactions.

DRUID

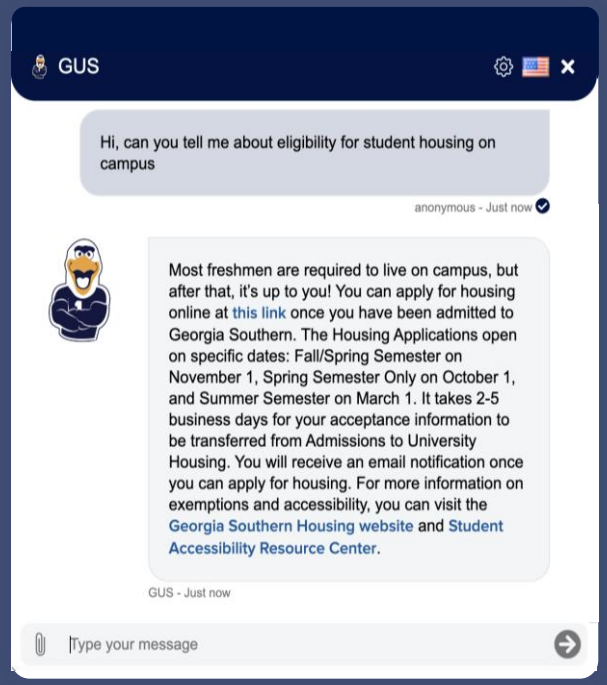
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CASE STUDY

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Georgia Southern University Leverages DRUID for “Easy Win” Optimizations

Georgia Southern’s AI Agent “Gus” provides an integrated communications platform for students to get detailed knowledge across their university experience.



> *“Choosing DRUID as our partner marked a significant shift in our approach to campus communication. Moving from a basic SMS system to a comprehensive conversational AI with DRUID allowed us to vastly improve how we interact with students and staff. This technology enabled us to consolidate various services under the GUS platform, making information and assistance more accessible and responsive.”*

Benjamin Duggar
Exec. Director of IT Solutions Mgmt.
Georgia Southern University



Outcomes

$2M
Increase in savings from enrollment

94%
Agent accuracy rate

<1%
Opt-out rate

2%
Increase in enrollment

DRUID



Georgia Southern University
Higher Education

GEORGIA SOUTHERN UNIVERSITY

Campaign Manager Use Case

- Replaced SMS marketing tool with Druid Workspace and Megabot Solution
- Internal admin management for targeted campaigns
- Embedded school mascot (Gus) for a tailored experience
- Campaigns include student surveys for valuable feedback
- Knowledge base capabilities for student queries (account holds, payments, financial aid)
- Druid Professional Services-led development along with enabling Georgia Southern team

Enhanced Engagement

- Live Chat feature for faculty members to connect with students directly when a bot is unable to answer a query
- Seamless API Integrations with Banner, Slate, and PeopleSoft
- Communication channel to students via SMS with Twilio

Security and Access

- Authentication via Single Sign-On (SSO)
- Role-based access controls

Gus
Student Enrollment & Retention

Impact

<1%	Opt-out rate tracked using Druid AI Dashboards
300k+	SMS messages exchanged in first two months of Go-Live
45 day	Rapid deployment to production
2 Million	Projected savings as a result of 1% year-over-year annual increase in student enrollment over the next 2 years


CITYINNOHUB
&
INSPECTORATUL SCOLAR JUDETEAN CONSTANȚA
Cofinanțat de Uniunea Europeană
Înscriere în Învățământul Preșcolar și Antepreșcolar
Cum funcționează
Calendarul înscrierilor
Criterii de departajare
Documente necesare
GDPR
Ana
Sunt Ana!

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CASE STUDY

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Regina Maria Hospitals Drives Cost Savings and Revenue With DRUID

Outcomes

15%
Revenue added by new appointments

30%
Reduction in staffing costs

25%
Increase in scheduling efficiency

300
Annual physician hours recovered

145
FTE cost saving

+6000
Hours saved weekly

> *Maria recognizes a patient from our over 5 million electronic medical records before routing them to one of our 17 call center advisors dedicated only to Maria AI agent inquiries. Call recording approval and GDPR validation saves 3 minutes per chat. That means we can manage more patients in the same amount of time.*

Cosmin Panaete
Business Process Director
Regina Maria Hospitals



REGINA MARIA
REȚEAUA PRIVATĂ DE SĂNĂTATE

DRUID



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KEY POINTS

OPPORTUNITY IS NOW

And great technology can take you anywhere!

Andreea.Socol@druidai.com
https://www.linkedin.com/in/andreea-socol/

DRUID

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Andrei Negulescu

Matricia Solutions

AI doesn’t run on File Cabinets.

But when it does, it’s so boring it’s cool.

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AI doesn’t run on file cabinets.

Case 1: Digitalizing 30,000 contracts in construction.

- 30,000 contracts.
- 25 metadata.
- Indexed in 4 ore.
- 90% accuracy.
- AI Rag Search Magic

Case 2: Sustainability audit in Healthcare.

- Invoices are already in Laserfiche.
- The flows facilitate them.
- A simple challenge of reading and presenting.
- So boring it’s exciting.

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Long-live digitalization. Digitalization is dead.

The Great Hurdles of the Digitalization Struggle:

- Digitalization Director who can pave the way for specific, objective change.
- Imposing a culture of digital-procedures –> Data your AI can learn on.
- Setting realistic objectives, selecting the low-hanging fruits.
- ~~Technology~~

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Ok. So where do we start from?

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Cristian-George Farauanu

Cornerstone Technologies

At its best, AI doesn’t automate innovation.
It humanizes it, by freeing us to focus on creativity, empathy, and vision.

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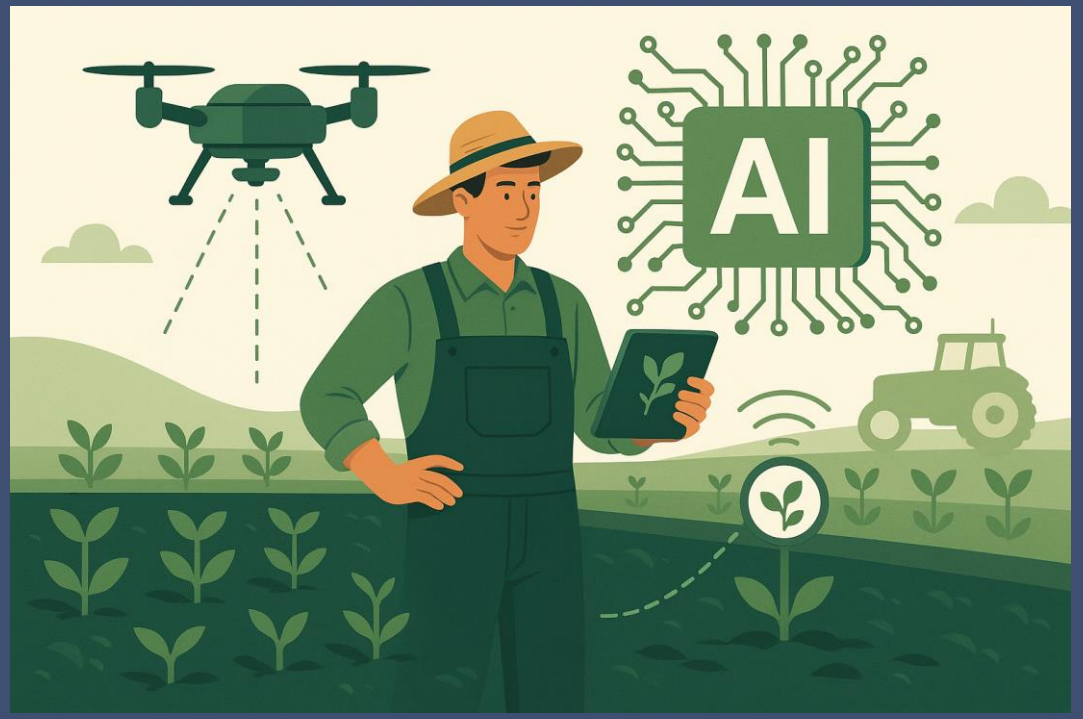
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How can AI enhance human operations to leverage sustainability?

OpenAg

We're building an AGI that's redefining what's possible for the planet, as we're trying to help farmers increase their efficiency by reducing the use of water and pesticide. Our approach:

1. Drones with AI-driven cameras identify diseased plants and apply pesticides only where needed.
2. AI analyzes weather and soil conditions to help farmers plan better harvests.
3. Sensors measure soil moisture, and AI decides when and how much to water.



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How can AI enhance human operations to leverage sustainability?

HAMARA

Hamara is building agricultural value chains that connect small-scale farmers to reliable markets, services, finance and also offers financial and capacity-building support by extending this approach to groups of farmers through its “club journey.

Area	Today	Future with AI
Farming	Farmers rely on experience, manual checks, and basic tools.	Sensors, drones, and predictive models guide irrigation, feeding & crop protection plans accesible for every farmer.
Logistics	Routes planned manually, delays and high fuel use.	AI optimizes routes, predicts demand, reduces spoilage & emissions, also influencing the price.
Finance & Training	Limited credit access, generic training, few insurance options.	AI credit scoring, micro-insurance, and personalized learning paths for farmers.

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ȘTEFAN BOLOTĂ
APOLLO AI Technologies

Where others see data overload, clinicians deserve clarity. ApolloMed turns scattered information into safe, time-saving decisions at the point of care.

APOLLO AI Technologies

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TODAY'S AGENDA

The Challenge in Healthcare

Apollo AI Solutions

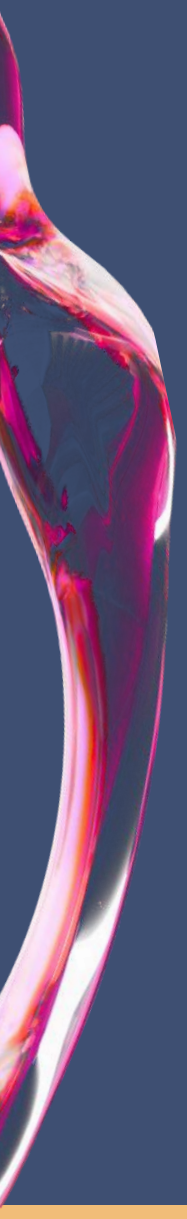
Use cases – doctor, pharmacist, hospital

Impact & vision – future roadmap



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INTRODUCTION

Romanian startup born to solve real healthcare inefficiencies.

Mission

- Empowering doctors and pharmacists through AI and NLP-driven medical

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THE CHALLENGE IN HEALTHCARE

- **Growing medical complexity** → more drugs, more data, more interactions.
- **Time pressure on physicians & pharmacists.**
- **Risks of human error in drug prescriptions and interactions.**



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OUR SOLUTIONS

OUR CHATBOTS

DIABETA

HCHAT

CHAT4DOC

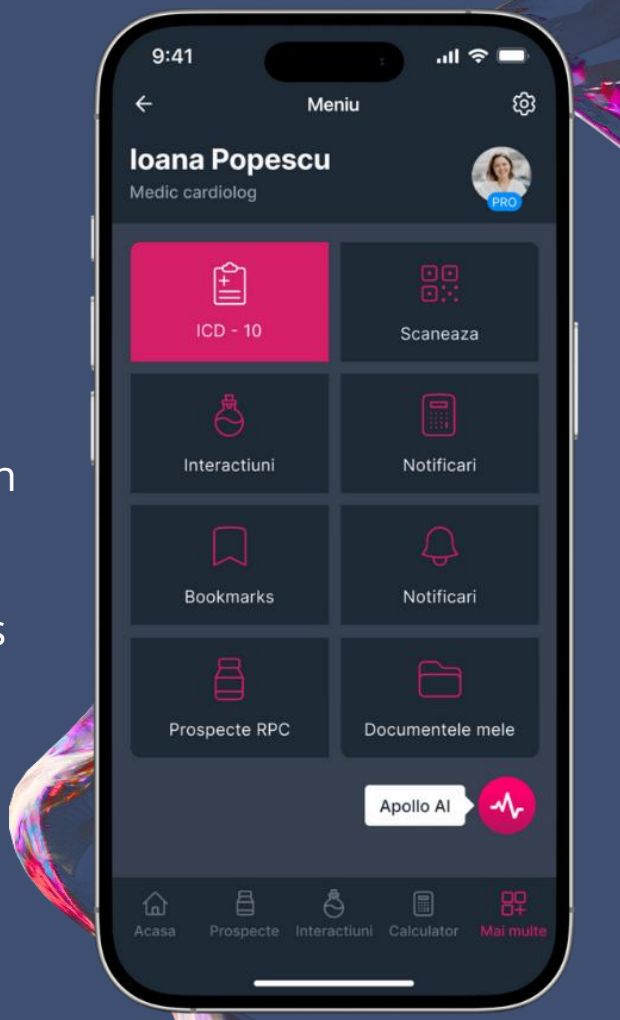
PHARMACHAT

IASGO - BOT

ApolloMed

What it is

A trusted AI-powered platform built on NLP to process and deliver validated medical information. for professionals and also for general users



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CORE FEATURES

RCP

Drug information from official RCPs & leaflets.

INTERACTIONS

Drug–drug interaction checker

CALCULATORS

Clinical calculators (dosages, risk scores, etc.)

ICD-10

ICD-10 codes integration for diagnosis support

CHATBOT

Chatbot assistants → conversational access to medical knowledge

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HOW IT HELPS

- Saves time in decision-making
- Reduces errors
- Improves patient outcomes
- Supports sustainable healthcare by reducing duplicated effort and resource waste



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USE CASES

DOCTOR → prescribing workflow faster validation of drug interactions.

PHARMACIST→ instant access to validated drug data and drug interactions.

HOSPITAL → integration with EHR systems for decision support.

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METRICS / PILOTS

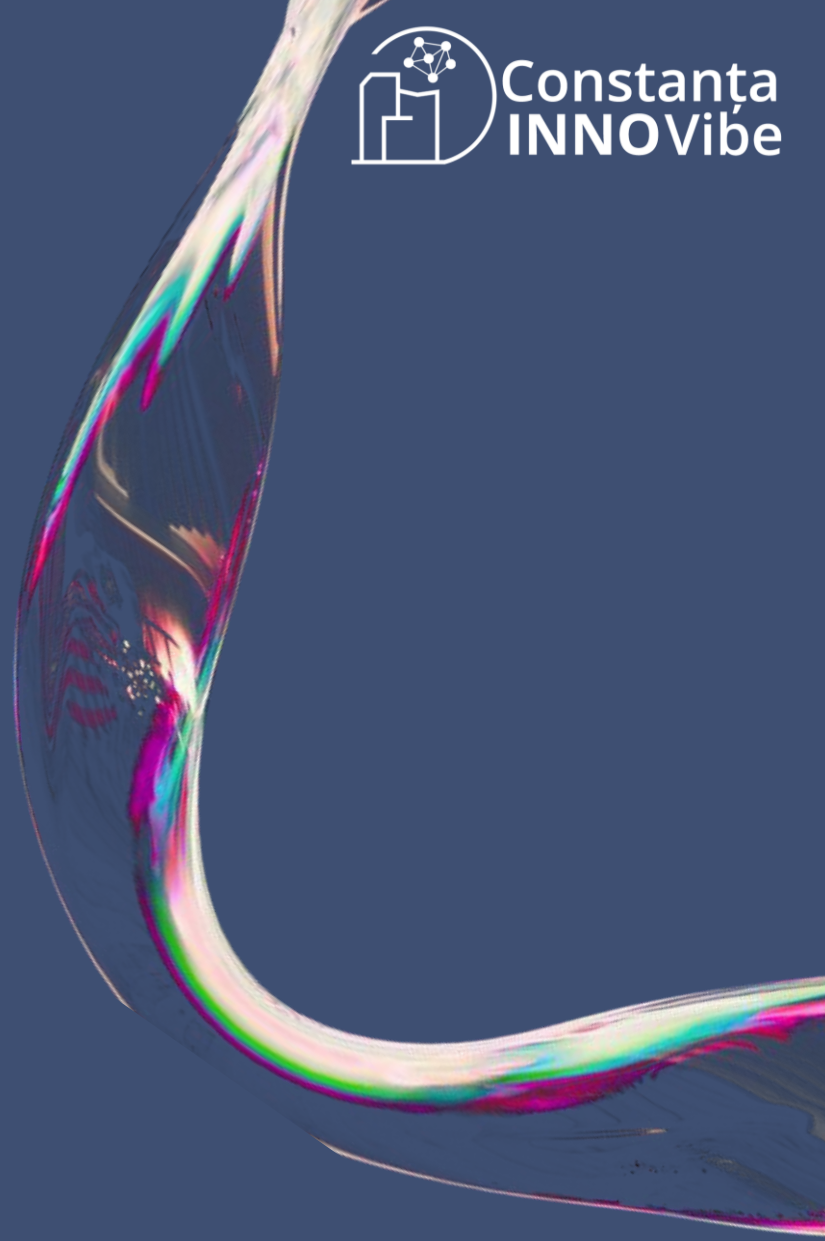
A 30% of time saved per consultation

B 45+ pharmacy chains have acces to drug interaction data

C 80% of Romanian diabetologists rely on our solutions

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THANK YOU

for your time and attention

APOLLO AI Technologies