

Generative AI masterclass

For ECTA

Understand the business impact and
concrete opportunities of Generative AI





Introduction and agenda

Nice to meet you



We help you answer three critical questions on Generative AI...



What is Generative AI (ChatGPT) and its impact?

What are **opportunities** for chemical transport companies?

How can I apply the power of Generative AI today?

... in our 45 min inspiration session with **theory** and **practical use cases**



GEN AI STRATEGY

10 min

- **Introducing Generative AI:** A disruptive force transforming industries

10 min

- **The new world:** New levels of organizational productivity with Generative AI

10 min

- **Mastering prompts:** Unlocking the power of Generative AI

15 min

- **Turning theory into practice:** Real-world use cases for ECTA

During the session, we will show you several AI tools that we use everyday...

Text



ChatGPT



Coding



Meetings



fireflies.ai

Thoughts



Large texts



Images



Analytics



Images



Research



perplexity

Images



We demonstrate real-world use cases for ECTA



Excel analysis

Generate and analyze Excel reports using natural language prompts



Market research

Create tailored market segmentation and customer mapping at scale



Reporting agents

Build AI agents that create weekly performance or financial reports



Cost-to-serve visibility

Understand true logistics costs per service or customer



Sales insights

Equip teams with instant customer insights and benchmarks

We bring **strategic, technical, and entrepreneurial** Generative AI experience...

GEN AI STRATEGY

**Wouter van Haaften**

AI strategy, transformation, and AI venture and product development

**Marco Piazzalunga**

AI and digital transformation and ventures and product development

**Greg Nieuwenhuys**

Experienced CEO, Chairman and AI transformation

20+ years leadership and P&L ownership

**Paul Melkert**

AI research, engineering, strategy, and Generative AI product development

**Arne Arens**

Experienced CEO and transformation lead

20+ years leadership and P&L ownership

**Martine Uijland**

Digital strategy and transformation, Transformation program management



15+ Software and AI engineers stand by

... and help *educate, design, and implement*



Educate: Assessments, Masterclasses, expert advice



Design: Use case ideation & prioritization, strategy, roadmap



Implement: Build use cases, integrate internally, upskill workforce



Several building blocks are required to *transform* to an AI-enabled business



AI-enabled business

IT and data infra and skills

+

Agile pilot-based approach to execution

+

Company-wide AI capability building via hands-on education

+

Business-first AI strategy with vision of 'AI-enabled workflows of the future'

+

Leadership understanding and sense of urgency to ensure top-down commitment

That's why for ECTA, today we start with the foundation



AI-enabled business

IT and data infra and skills



Agile pilot-based approach to execution



Company-wide AI capability building via hands-on education



Business-first AI strategy with vision of 'AI-enabled workflows of the future'



Leadership understanding and sense of urgency to ensure top-down commitment

Today



Introducing Generative AI

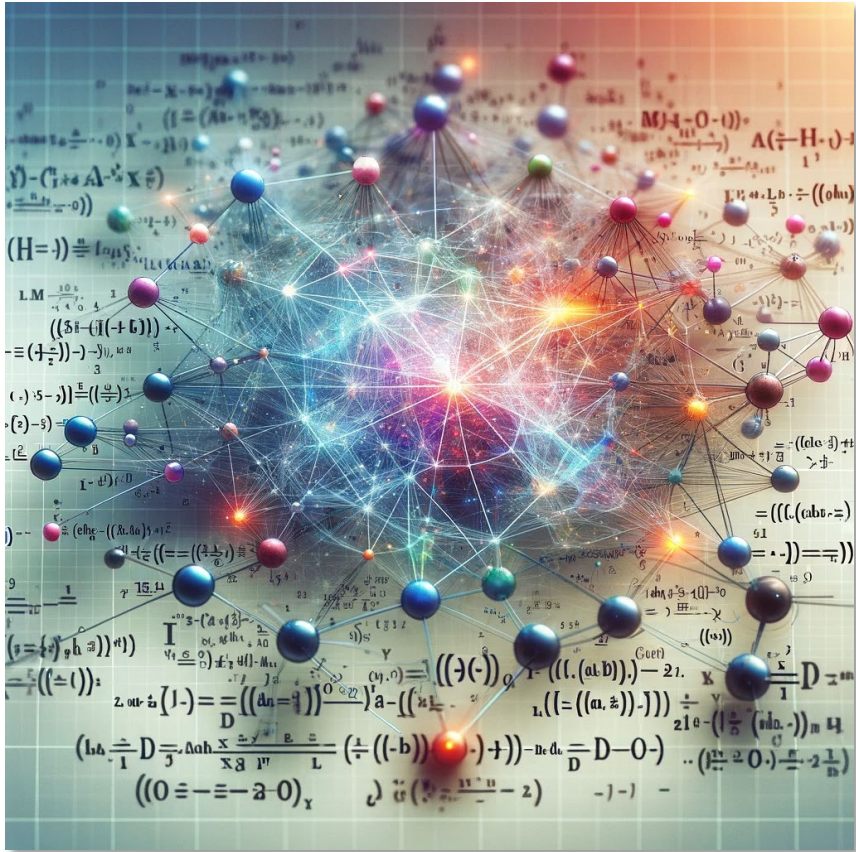
The next wave of disruption



Welcome to a world with Generative AI !



Like the human brain, Generative AI consists of connections...



Statistics



Chemistry

Key is to understand **what the AI knows** and **what it can do**



Knowledge

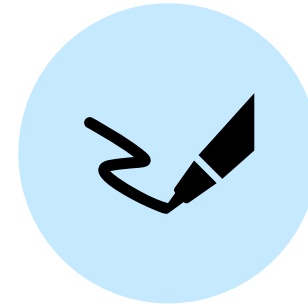


Capabilities

Generative AI creates value because it can *interpret* and *create*

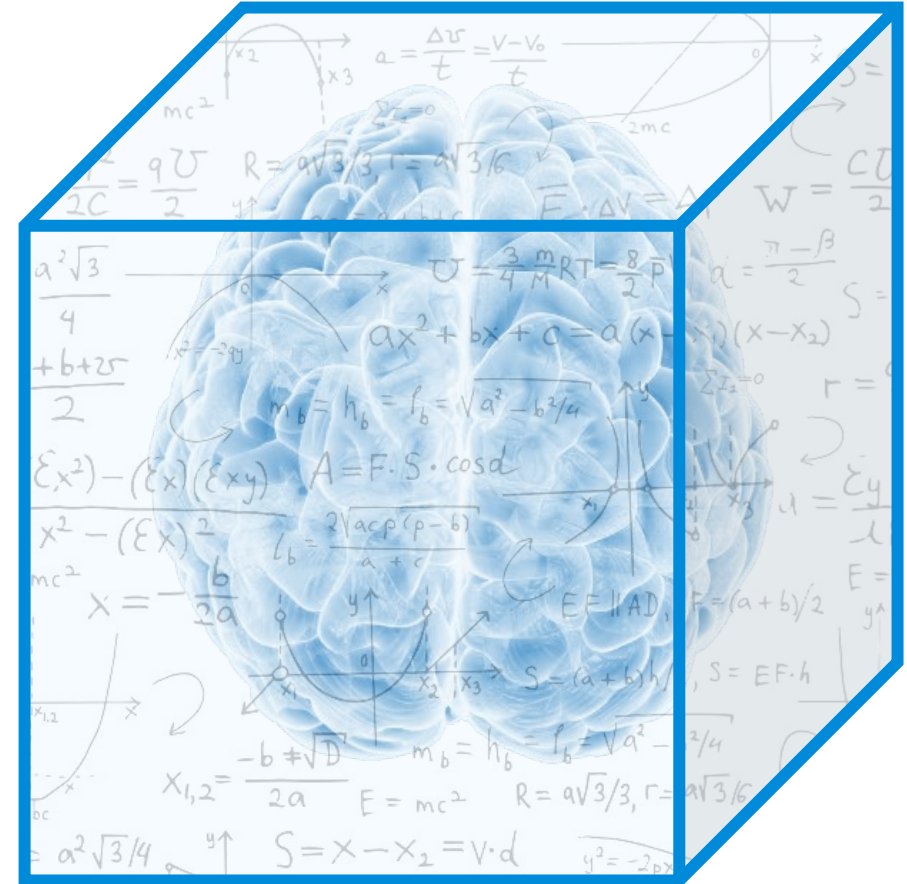
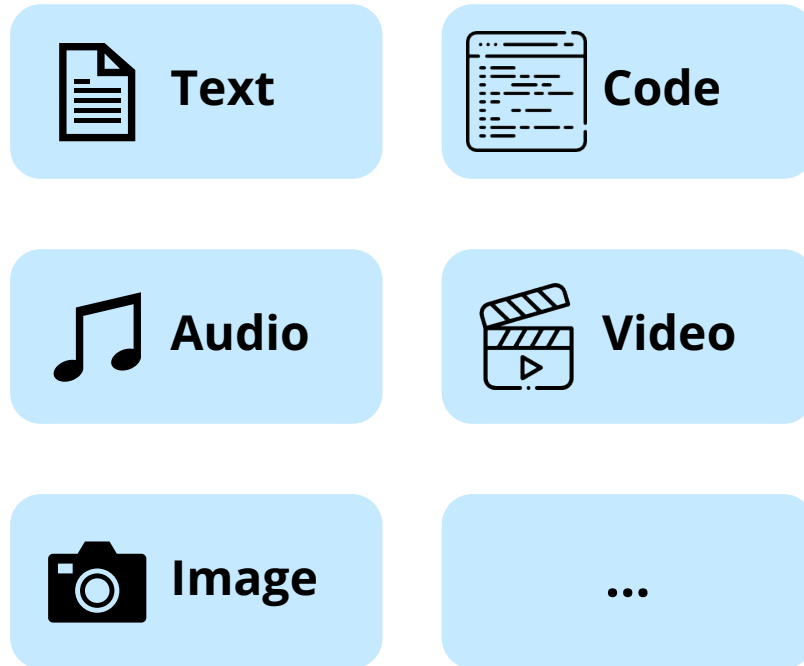


Interpret

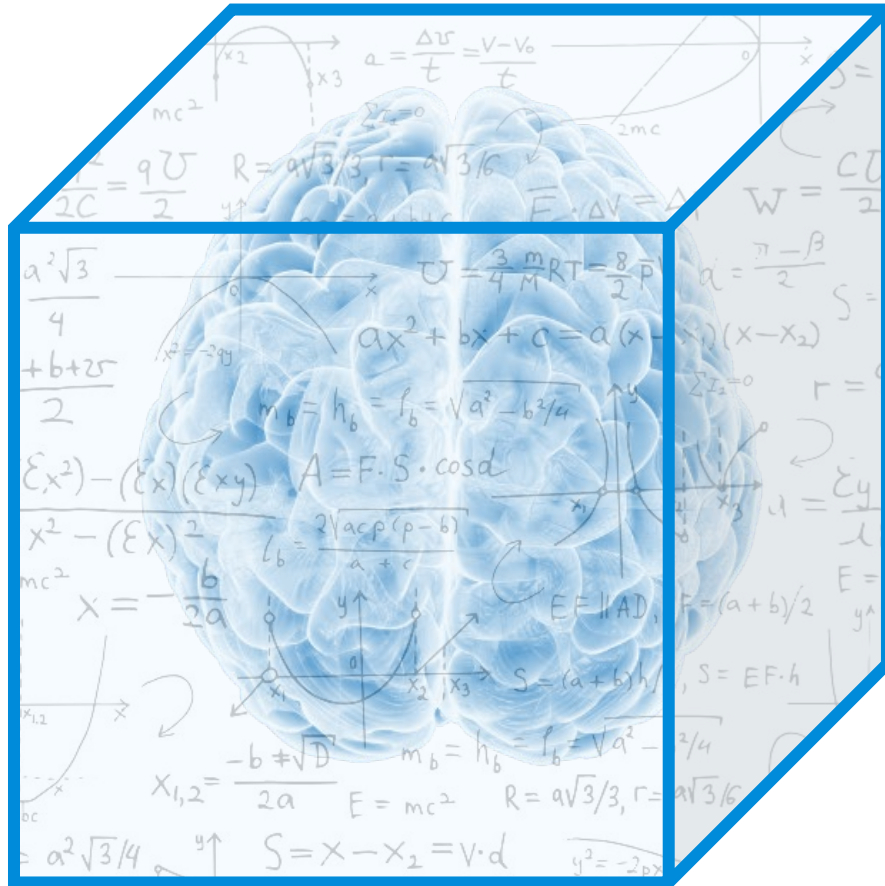


Create

This experience is obtained from all kinds of different sources



This knowledge can be translated into several shapes and forms



Text



Code



Audio



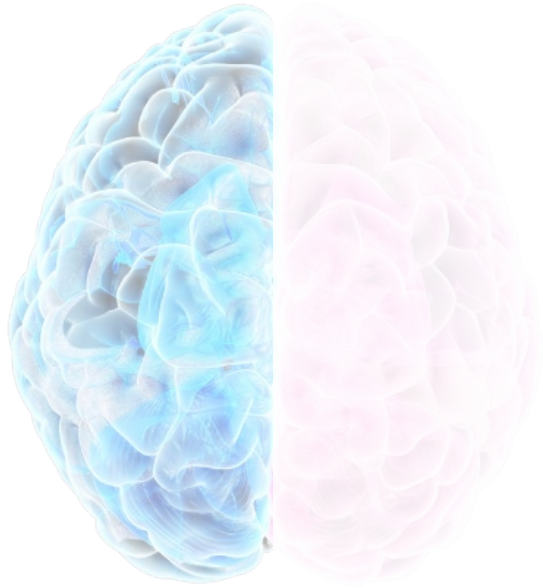
Video



Image

...

Let's discuss capabilities



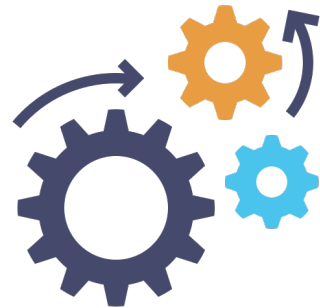
Knowledge



Capabilities

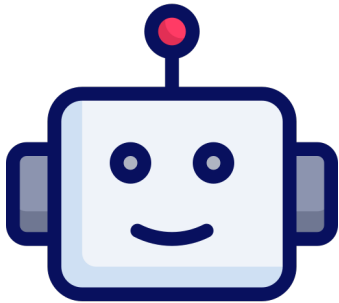
Focus of next section

Automation ≠ AI



Automation

If X, then Y



AI

Probability



Like humans, AIs are more powerful with tools



Human without tools

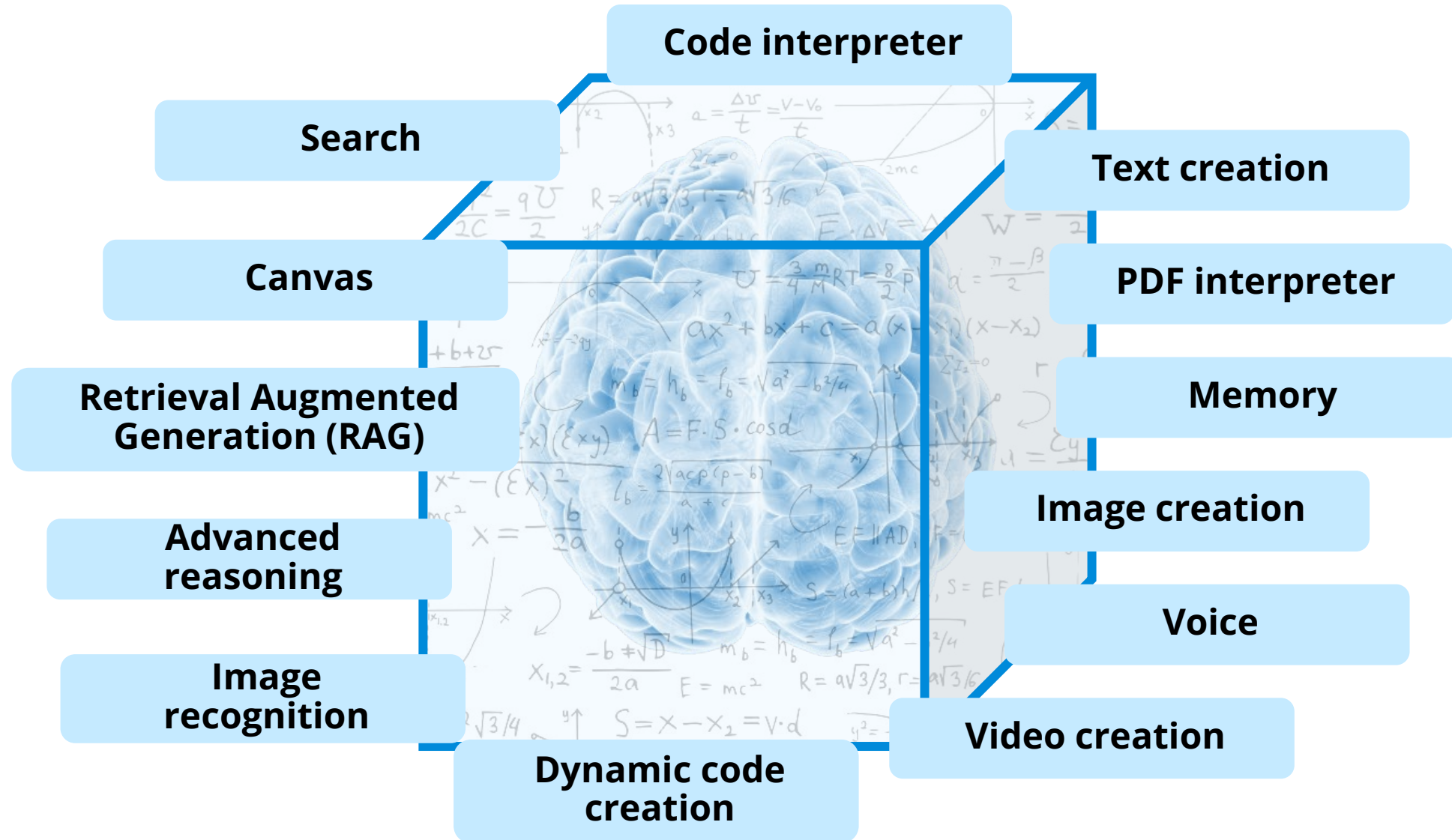
Limited to their own knowledge and experience



Human with tools

Can use Google and a calculator to deliver informed and precise results

We can provide an AI model with capabilities ('tools')



Different models have different capabilities ('tools')

Capabilities

Service	Best model	Reasoning	Web access	Generates images	Execute code	Data analysis	Sees images	Sees video	Reads docs	Voice	Speaks	Deep research	Watch your screen	Execute tasks	Personality	Superpower
 ChatGPT	GPT-5	✓ Sometimes: model decides	✓	✓	✓	✓	✓	In live mode	✓	✓	✓	✓	✗	✓	Polished and efficient in text. Expressive in live mode	Live mode, most versatile set of features and capabilities
	GPT-5 Thinking	✓ Choice: standard/extended	✓	✓	✓	✓	✓	In live mode	✓	✓	✓	✓	✗	(with agents)	Methodical and analytical	Powerful model for complex reasoning tasks, particularly in numerical aspects
 COPILOT	OpenAI models	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓ (Copilot Voice)	✓	✓ (user explicitly starts)	✓ (with Copilot Agents)	Since it uses different models behind the scenes, a little inconsistent	Works well with Microsoft products and services
 Claude	Claude 4.1 family	✓	✓	✗	✓ Dynamic code and Python	✓	✓	✗	✓	✓	✗	✓	✗	✓	Clever and friendly	Often the most creative and socially engaging model
 Gemini	Gemini 2.5 family (Pro, Flash)	✓	✓	✓ Nano Banana	Limited	Limited	✓	✓	✓	✓	✓	✓	✓	✗	Helpful and a bit bland	Wide variety of features, good connections with search
 Grok	Grok-4 Family	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	Limited	✗	✓ (Grok-4 Heavy)	Sarcastic and "fun" (though you can tone that)	Powerful model integrated tightly with X
 deepseek	DeepSeek v3.1	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓ (with agentic infrastructure)	Neurotically helpful, warm	Remarkably cheap and powerful model out of China
 perplexity	Other providers (e.g., GPT-5 models, Claude)	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓ (with Assistant or scheduled tasks)	Depends on the model you select	Has the ability to perform extensive online research, combined with frontier models

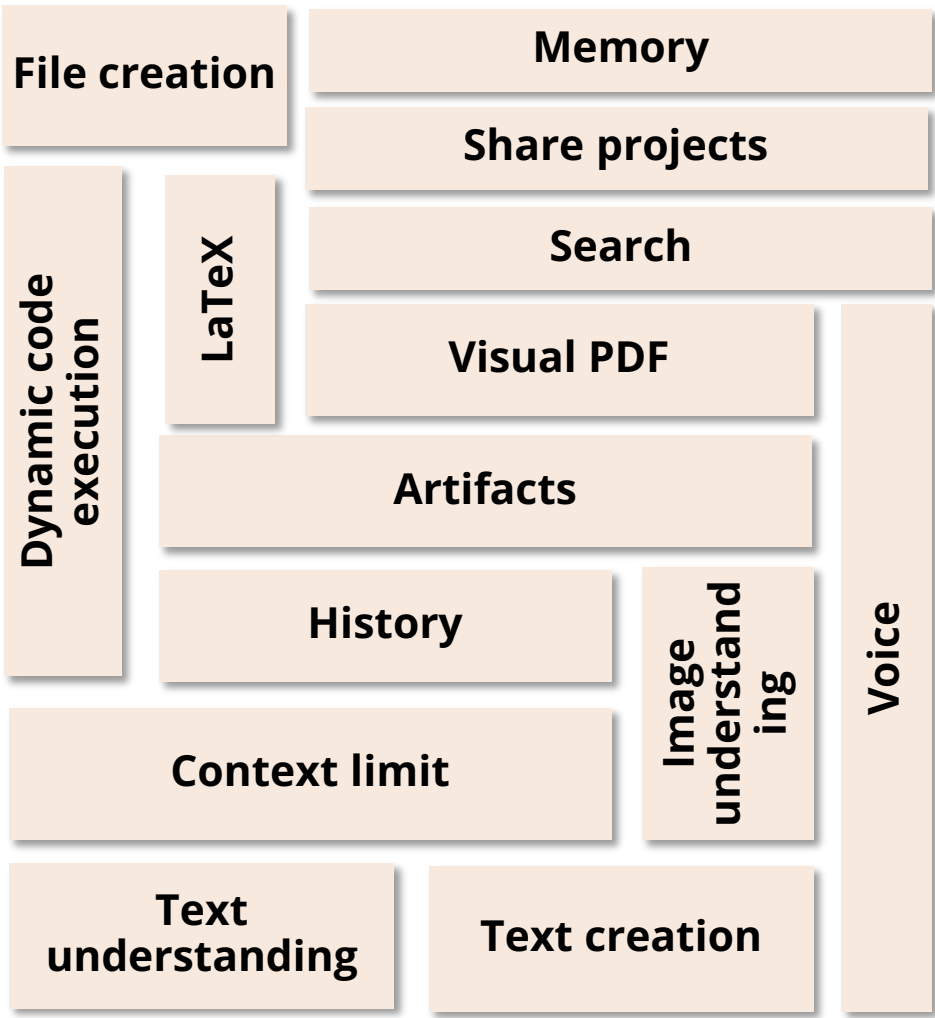
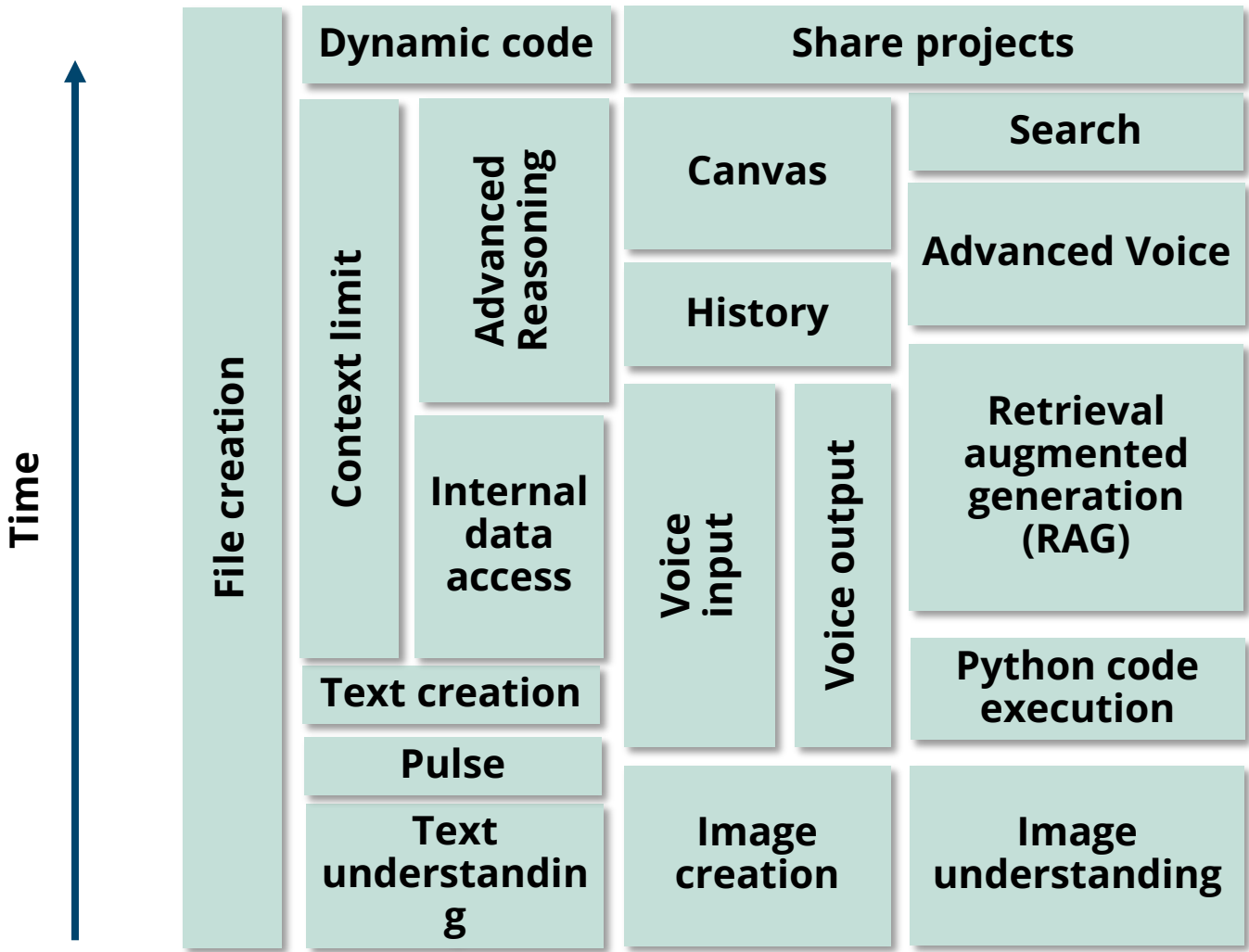
Generative AI providers keep stacking capabilities, shipping *insanely* fast



ChatGPT



Claude



Providers with the same model can still offer different ‘capabilities’ and ‘security’



Knowledge
(model)



Capabilities
(tools)

Pulse		
Dynamic code	Advanced Reasoning	
History	Share projects	
Canvas		
Advanced Voice	Voice output	
Internal data access		
Memory	Context limit	Search
Image creation	Retrieval augmented generation (RAG)	
Image understanding	Voice input	Python code execution
File creation	Text creation	Text understanding

Memory		
Search		
Dynamic code execution	History	Share projects
	LaTeX	File creation
Artifacts		
Image understanding	Context limit (200K)	Visual PDF
Text creation		Text understanding

Copilot for Finance	Copilot for Sales	Copilot for Service
Data Security (DSPM)	Agent Usage Reporting	Memory + Custom Instructions
Audio Overviews	People Skills	Think Deeper free/unlimited
Azure OpenAI integration	Think Deeper (o3-mini upgrade)	Copilot Voice
Think Deeper (o1)	Copilot Vision	
Context limit (128K)	Microsoft 365 integration	Image creation (Designer)
Internal data access (M365)		Custom agents (Copilot Studio)
Text creation	Text understanding	File creation (Office)
	Search (Bing)	Windows integration
		Image understanding

Data security
(hardware)



REASONING | 'Reasoning' models are everywhere!



ChatGPT 5 Thinking ▾

GPT-5

Auto
Decides how long to think

Instant
Answers right away

Thinking
Thinks longer for better answers ✓

Pro
Research-grade intelligence

Legacy models

Thinking time

Standard

Extended ✓

Extended thinking ▾



How can I help you today?

+

⚙️

🔍 Research

Sonnet 4

🔍 Search menu

📄 Use style

🕒 Extended thinking

⏸️

🌐 Web search

📁 Drive search

📧 Gmail search

Connect

Connect

Analyze the paradox

Logic 13s

Allow Claude to think out loud for longer for trickier questions and challenges.



Run settings < > Get code 🔊 ✕

Gemini 2.5 Pro

gemini-2.5-pro

Our most powerful reasoning model, which excels at coding and complex reasoning tasks.

System instructions

Optional tone and style instructions for the model

Temperature

1

Media resolution

Default ▾

Thinking

Thinking mode

Set thinking budget

2000

CODE | AI models can create and execute code – and thus perform calculations



Analyzed

```
python
import pandas as pd

# Load the uploaded files
accounts_df = pd.read_csv('/mnt/data/accounts.csv')
data_dictionary_df = pd.read_csv('/mnt/data/data_dictionary.csv')
products_df = pd.read_csv('/mnt/data/products.csv')
sales_pipeline_df = pd.read_csv('/mnt/data/sales_pipeline.csv')
sales_teams_df = pd.read_csv('/mnt/data/sales_teams.csv')

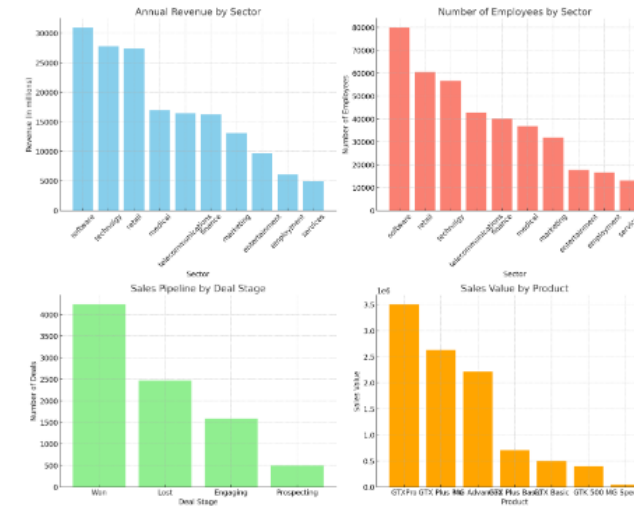
# Display the first few rows of each dataframe to understand their structure
accounts_df.head(), data_dictionary_df.head(), products_df.head(), sales_pipeline_df.head()
```

Result

	account	sector	year_established	revenue	employees
0	Acme Corporation	technology	1996	1100.04	2822
1	Betasoloin	medical	1999	251.41	495

Message ChatGPT

Sales Value By Product



Here are the visualizations based on the CRM data:

- Annual Revenue by Sector:** This bar chart shows the total annual revenue for each sector. Technology and medical sectors are the highest contributors.
 - Number of Employees by Sector:** This bar chart shows the total number of employees in each sector, with the medical sector having the highest number of employees.
 - Sales Pipeline by Deal Stage:** This bar chart indicates the number of deals at each stage in the sales pipeline. Win and Lost stages have the highest number of deals.
- Show detailed sales data trends. Analyze top-performing sales agents.

Message ChatGPT

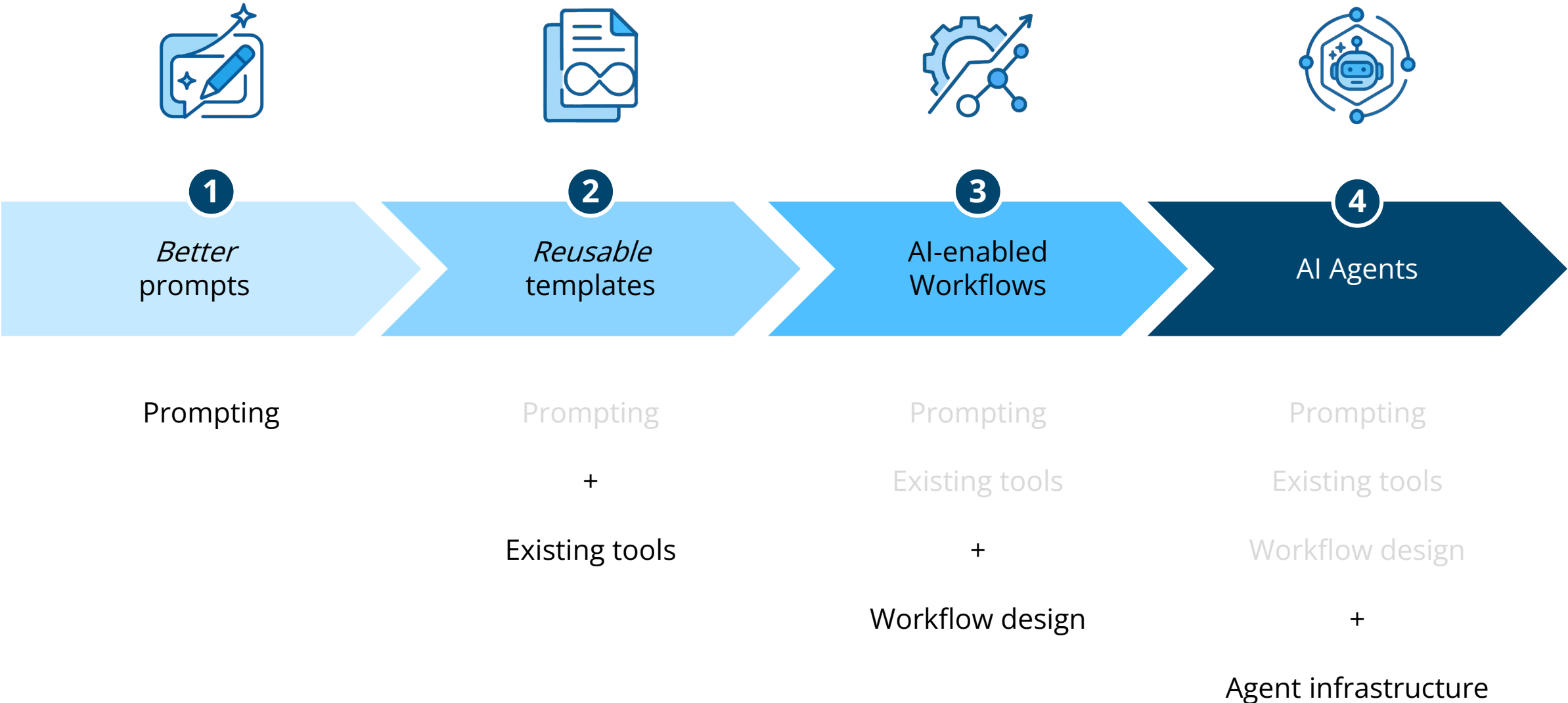


Mastering Prompts

The new competitive advantage

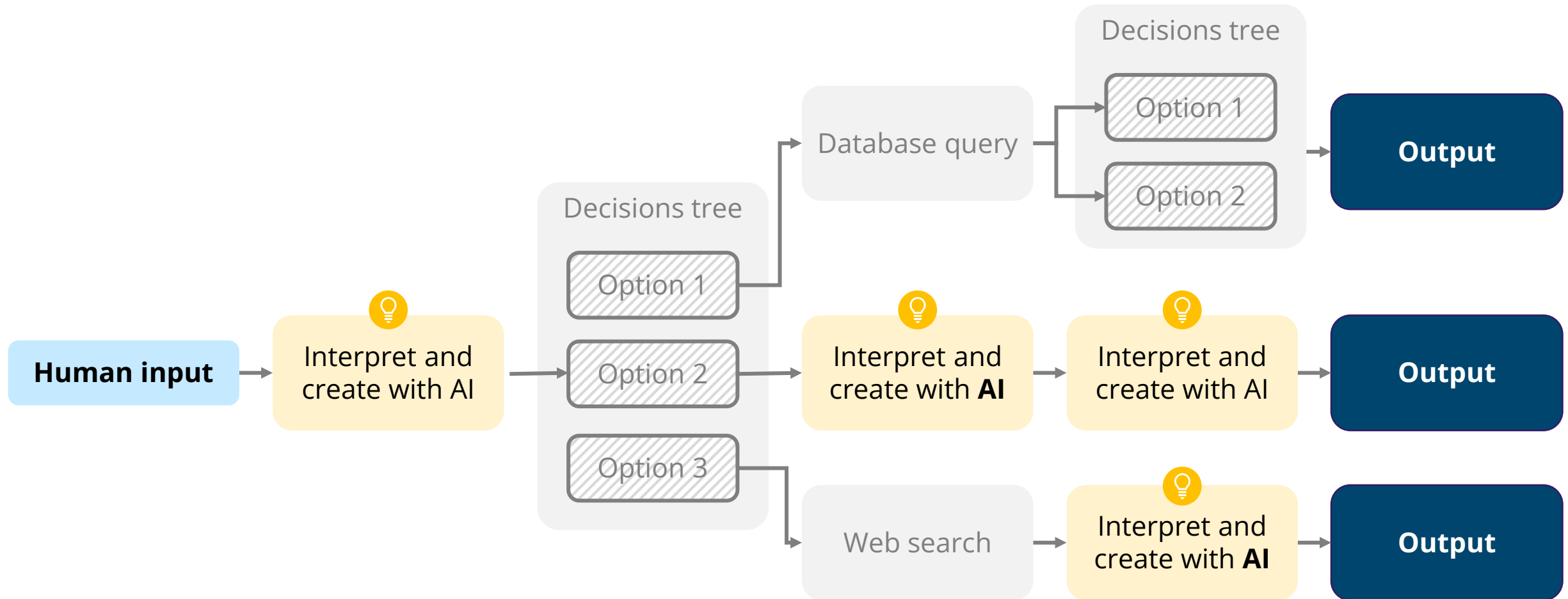


Professionalize how you use Generative AI *step-by-step*



3 AI workflows create *scalable* value by *combining* software and AI

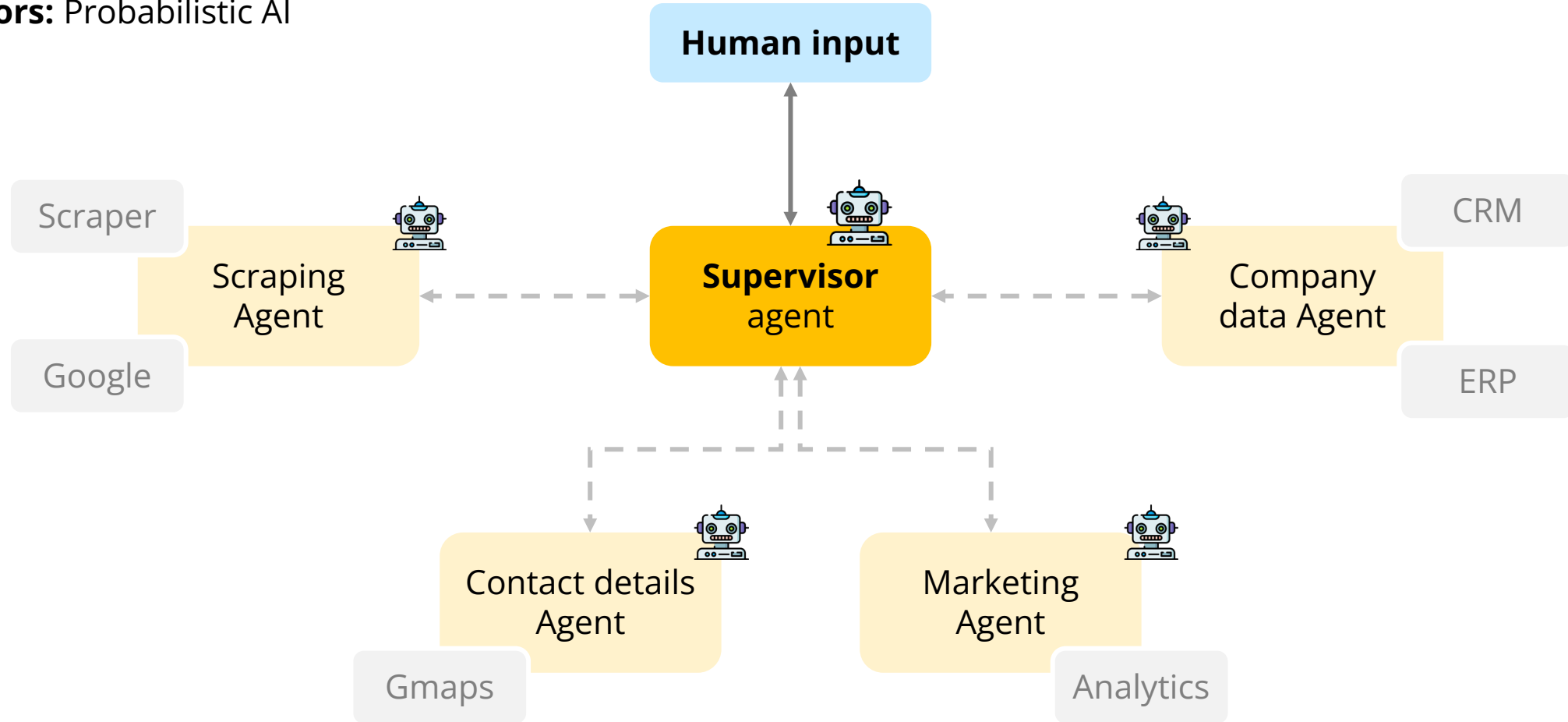
- Deterministic software
- Probabilistic AI



4 AI agents provide *flexibility* and allow AIs to perform 'Actions'

 **Tools:** Deterministic software

 **Actors:** Probabilistic AI





Closing

What have you learned?



What did you learn?



Key take-aways

GEN AI STRATEGY



Gen AI is not a search engine – It predicts the next word, pixel, or frame.



Gen AI is an enabler – Faster, cheaper, and better value propositions.



Gen AI tools are a commodity – Competitive edge is usage and your data (context).



Army of Interns – You will need to learn how to communicate with them.

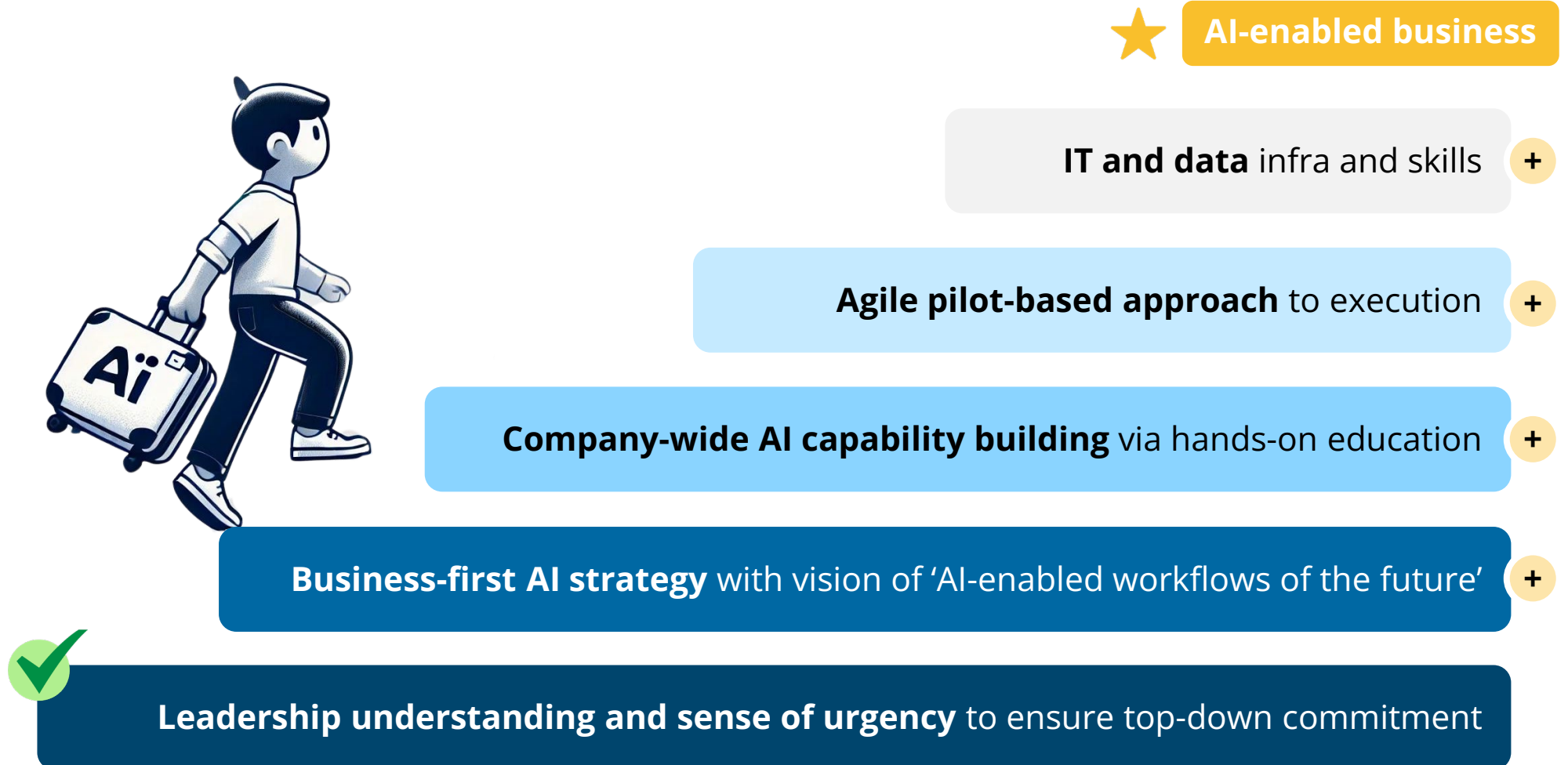


Learning by doing – Practice makes perfect.

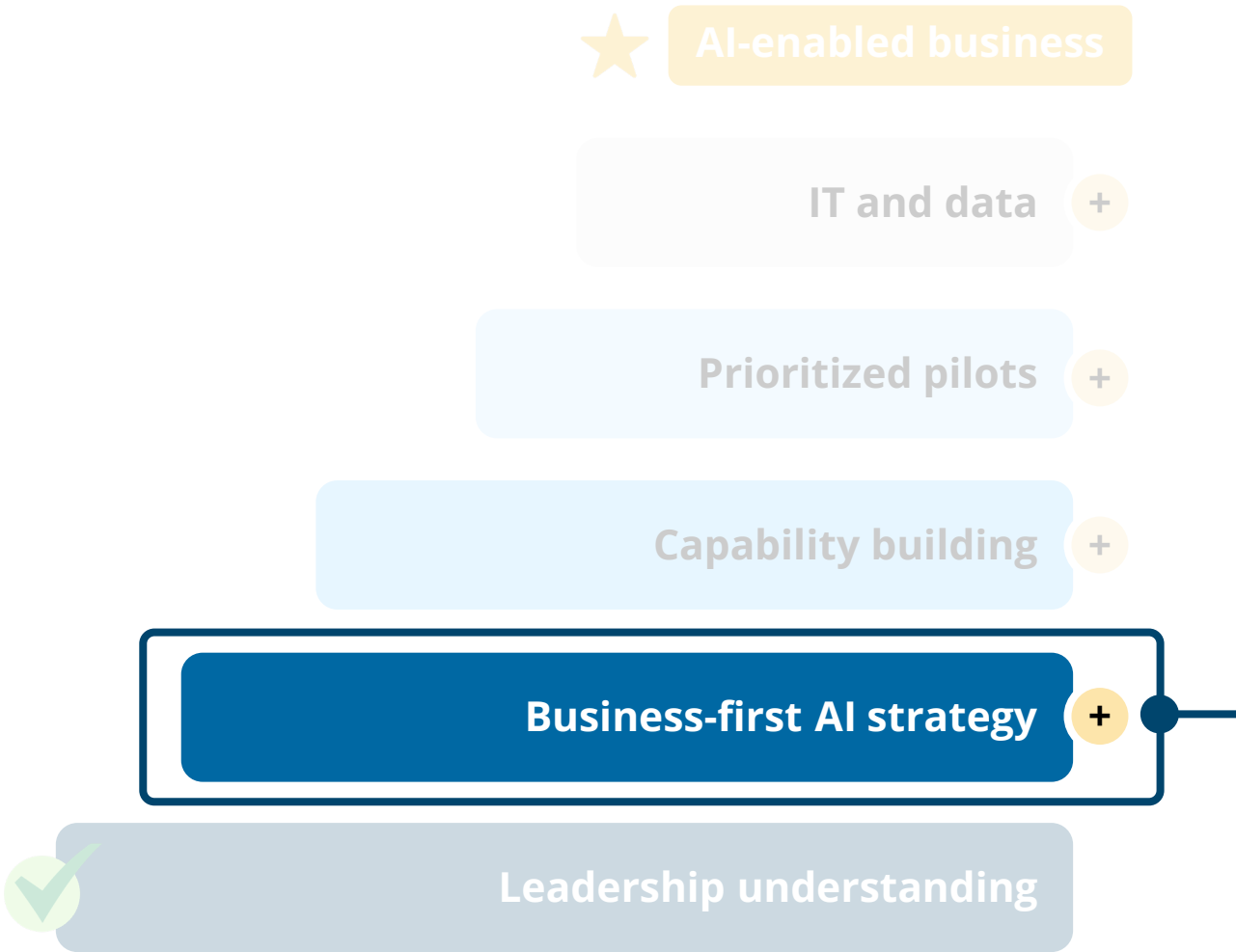


People-centric approach – Adapt quickly by focusing on people and processes.

What's next? Building AI-enabled business starts with a strong foundation



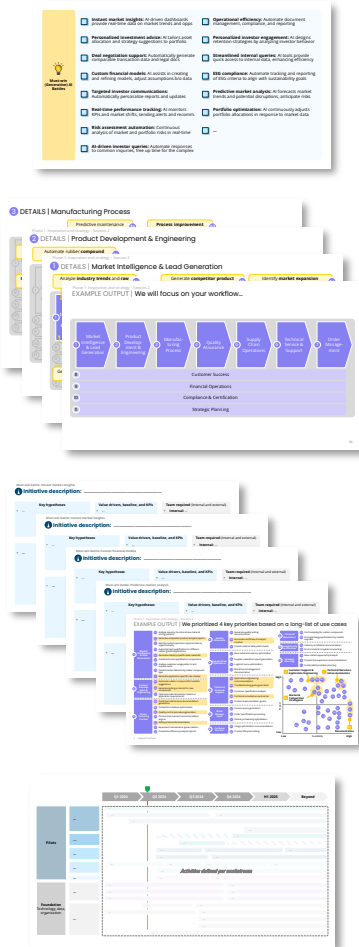
Building a Generative AI Strategy needs to be both *top-down* and *bottoms-up*



Strategy deliverables

- **List of company-wide ‘AI Must-win battles’** based on strategy and right to win (e.g., personalization)
- *Per department:* **Detailed analysis of department-specific workflows and AI opportunity**
- *Per department:* **Detailed description of AI use cases and estimated value potential** (e.g., % time saving, € revenue potential)
- **Prioritization of AI use cases** across departments based on relatively impact & feasibility and strategic priorities
- **Roadmap to ‘get it done’** (incl. tools and tech, team and way of working, and budget and targets)

Illustrative output



Typically a 4 to 8 week project

We houden graag contact en horen graag je feedback!

Feedback Generative AI Masterclass



LinkedIn



Volg ons op LinkedIn voor meer
tips & tricks!



GEN AI STRATEGY

Thank you!