SmartCraft + AI

ACCELERATING INNOVATION ACROSS CONSTRUCTION SAAS

SmartCraft

Our AI Philosophy & Strategic Intent

Human-Centered, Value-Driven, Scalable

Purpose:

o Empower construction professionals with intelligent tools that reduce friction, increase quality, and free up time

o Improve SmartCraft's own efficiency and agility across all business functions

Our Guiding Principles:

o *Augment people – not replace them*

o *Start with real use cases – not hype*

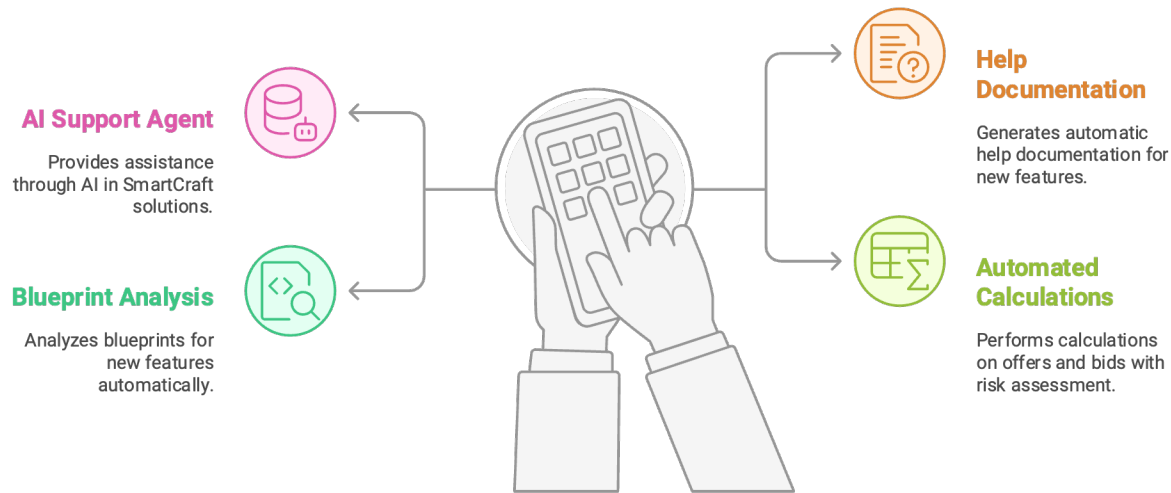o *Use data responsibly – and transparently*

Strategic Dual Focus:

o *Customer Value Creation* through smarter, faster, more predictive features

o *Internal Excellence* through AI-enabled operations and decisions

Customer Impact → SmartCraft AI Strategy ← Internal Efficiency

SmartCraft

BETTER DIGITAL TOOLS
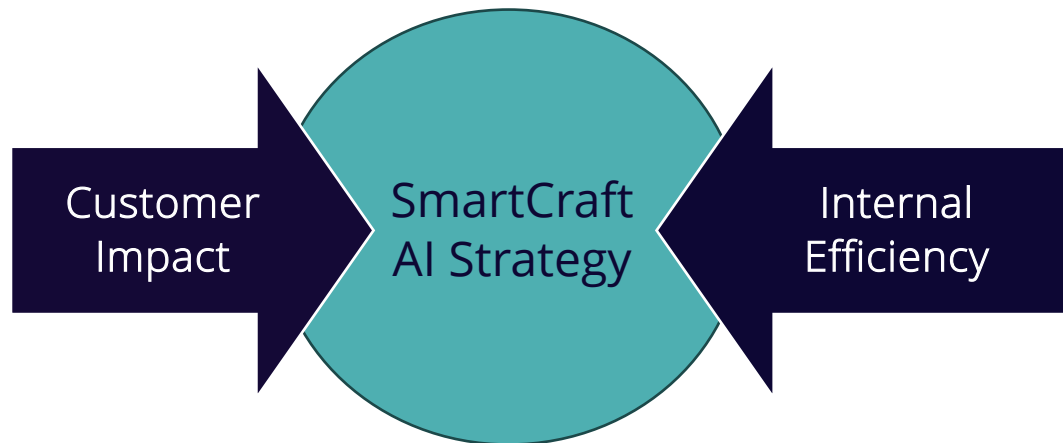
AI in Our Products
Smarter Tools for Smarter Builders

Today - System support and Documentation

AI Support Agent

Provides assistance through AI in SmartCraft solutions.

Blueprint Analysis

Analyzes blueprints for new features automatically.

Help Documentation

Generates automatic help documentation for new features.

Automated Calculations

Performs calculations on offers and bids with risk assessment.

Looking ahead

SmartCraft solutions focus on use of AI to solve real customer problems

Some possible examples:

- **Quality assurance:** Image recognition for defect detection and automated quality logs

- **Construction:** AI-assisted project planning based on historical patterns

- **Electricians:** Predictive pricing models and risk alerts. AI-based regulatory search assistance for electricians

- **After market care:** NLP-powered ticket categorization and triaging

SmartCraft

BETTER DIGITAL TOOLS

AI in Our Internal Operations
Boosting Efficiency Across SmartCraft

AI is actively enhancing how we work – across all departments:

- **In general**
  - Automated meeting transcriptions, notes and actions
  - Analysis of market, competitors and finances
    - Large scale data evaluations

- **Marketing & Sales:**
  - AI-generated content, campaign optimization, lead scoring
  - AI powered digital marketing (smart segmentation, ad optimization, competitor analyses
  - Content creation & design such as content editing, image generation, video transcriptions and alterations
  - AI assisted design concepts (trade fairs, marketing materials)
  - GPT based sales assistant for customer research, product info, quotes and offerings

Various tests

- **Customer Support & Success:**
  - Chatbots, smart ticket routing, churn prediction

- **Finance & Admin:**
  - Anomaly detection, invoice processing, forecasting
  - AI driven financial simulations and data analytics

- **HR & Recruitment:**
  - CV parsing, candidate ranking, onboarding automation

- **Engineering & Product:**
  - AI code assistants (e.g. Cursor, CoPilot), automated testing, log analysis to speed up release cycles

SmartCraft
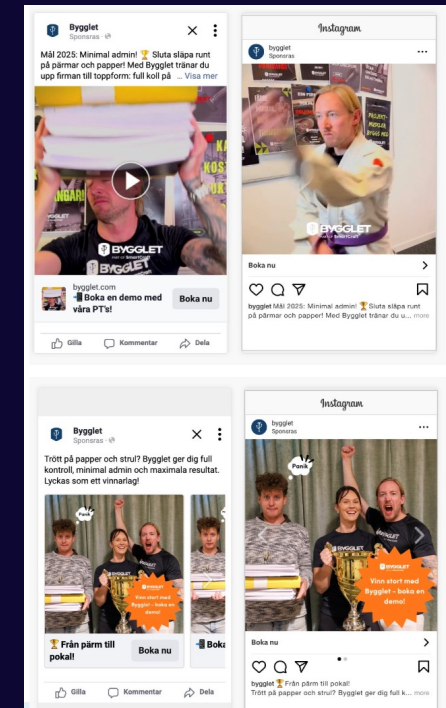
BETTER DIGITAL TOOLS

A few examples

Analysis of Data

Ad Creation

Campaign Concepts

SmartCraft

BETTER DIGITAL TOOLS

A few examples

Video interview...

... to blog articles

Content for customer newsletters

SmartCraft

BETTER DIGITAL TOOLS
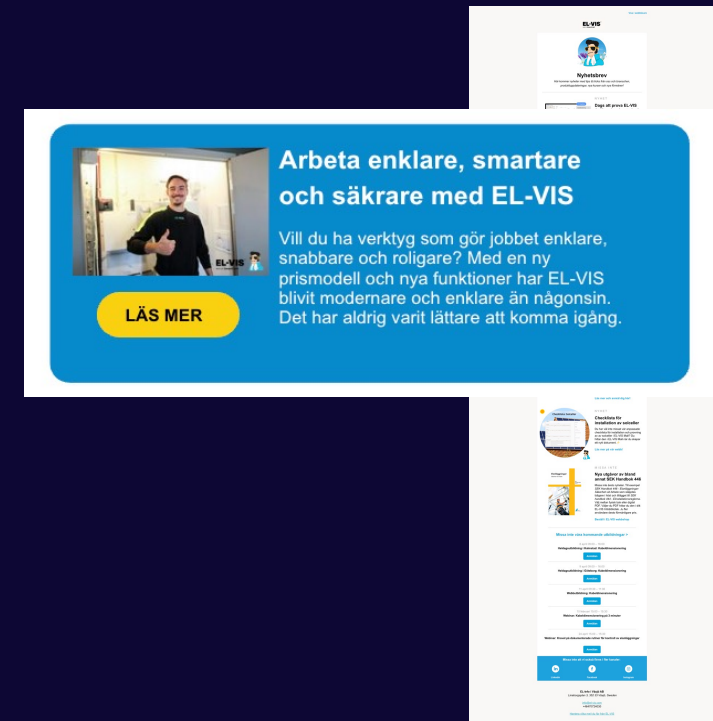
Our AI Roadmap – Where We're Heading
Scaling AI for Long-Term Competitive Advantage

Now
- AI literacy initiatives across the org – turning every team into AI-native
- Active AI squads working across multiple brands
- Use of foundational models (GPT-4, Claude, etc.) integrated into select tools
- Proprietary models trained on SmartCraft-specific data

Next
SmartCraft becomes the most AI-capable SaaS group in construction – delivering both the smartest tools and running the smartest company operations.

SmartCraft

BETTER DIGITAL TOOLS