

Digitaliseerimise ja AI seminar

Miks enam kui pooled AI algatused teisenevad hoopis andmeprojektideks?



Andres Kukke

Andmete/Analüütika/Planeerimise tiimi juht

Andres Kukke

Data/Analytics/Planning tiimijuht Helses AS

Eelmised rollid

- Statistikaameti peadirektori asetäitja andmehalduse, -teaduse ning IT alal (2018-2022)
- Infovara tegevjuht ja BI/AI konsultant (2002-2025)

Koolitusprogrammide looja

- Andmetarkuse / andmeanalüütika koolitusprogramm koostöös BCS Koolitusega
- Ärianalüütika ja andmekirjaoskuse koolitusprogramm koostöös Äripäeva Akadeemiaga

Helses



25+a

Andme
maailmas

100+

Andme
projekti

We work worldwide with:

AIRBUS



KUEHNE+NAGEL



OECD

TELE2

e-estonia

SOLERA

Services:

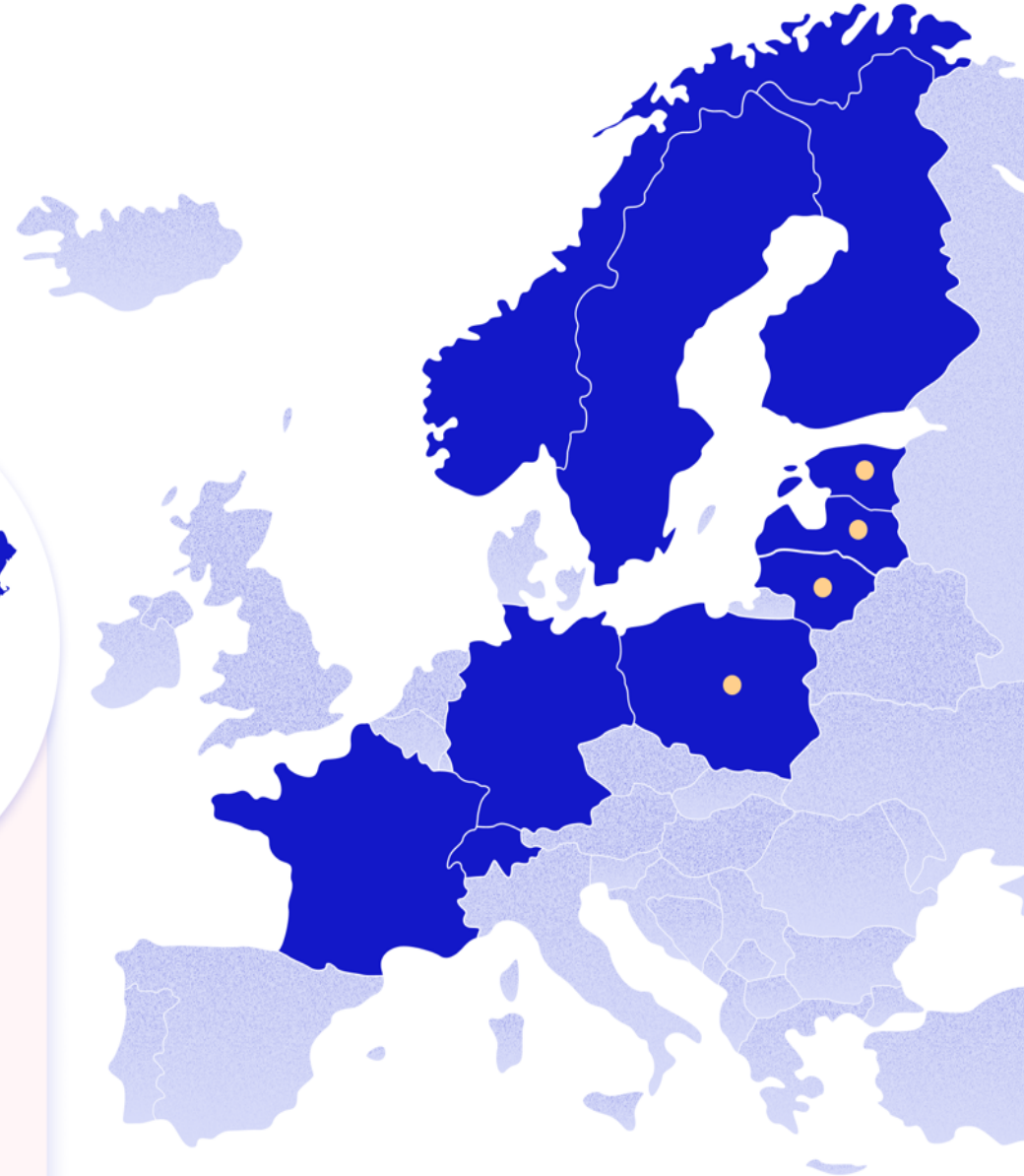
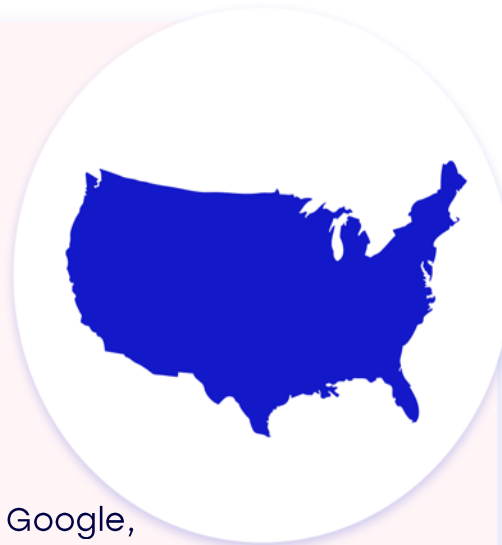
- Custom software development, such as system integrations, development of mobile apps;
- UX/UI and services design;
- AI engineering
- Data warehouses and data analytics
- FP&A / xP&A (integrated planning / budgeting)

Competence:

- Jedox, Microsoft BI/Azure, Qlik, Snowflake, Databricks, Google, Denodo, Atlassian, ...
- Helmes has created 1/3 of e-Estonia's solutions ranked no 1 in the world by United Nations.

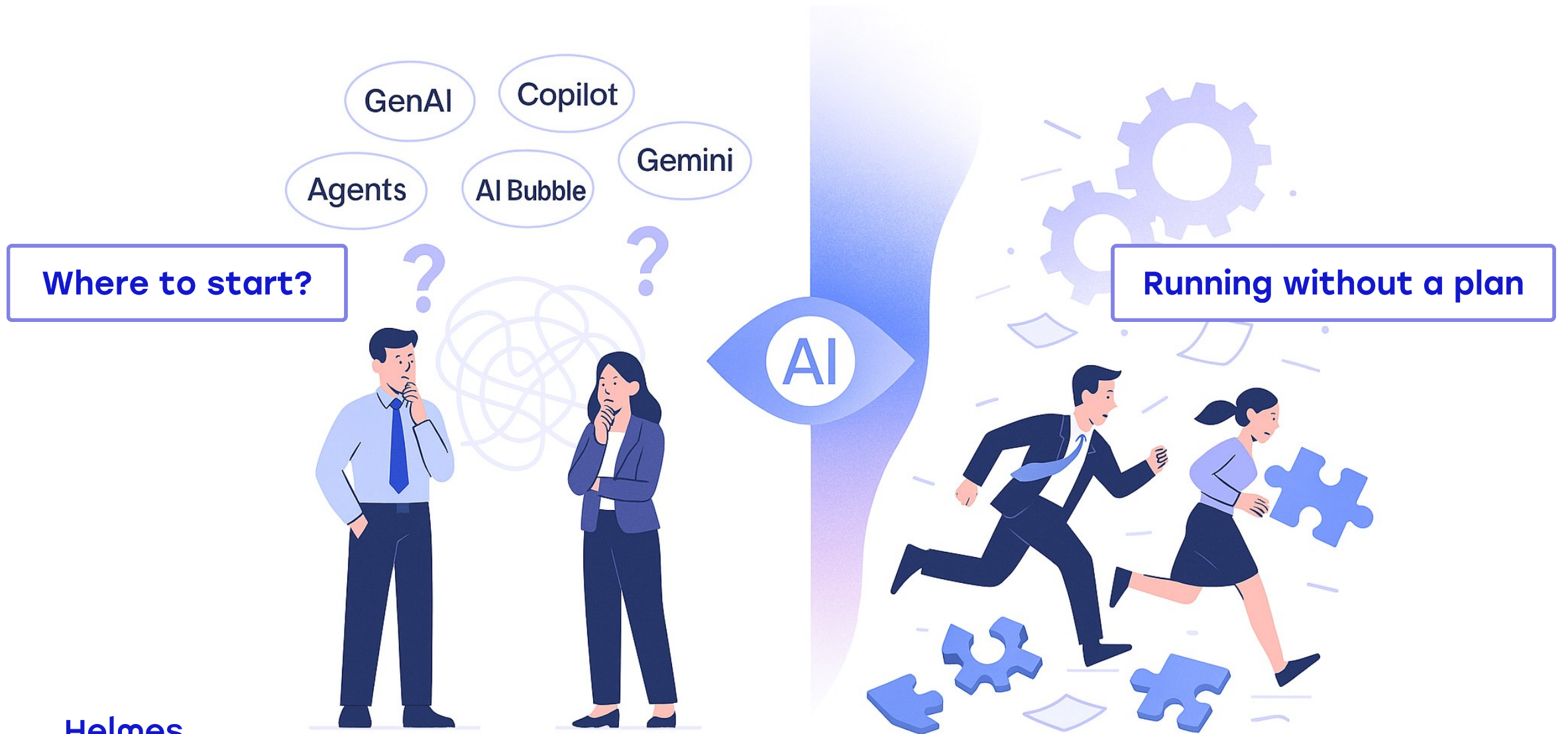
Helmes in numbers:

35 Years **Tallinn** Head Office **1500+** Experts **500+** Customers **71** NPS **Dream Employer** Estonia

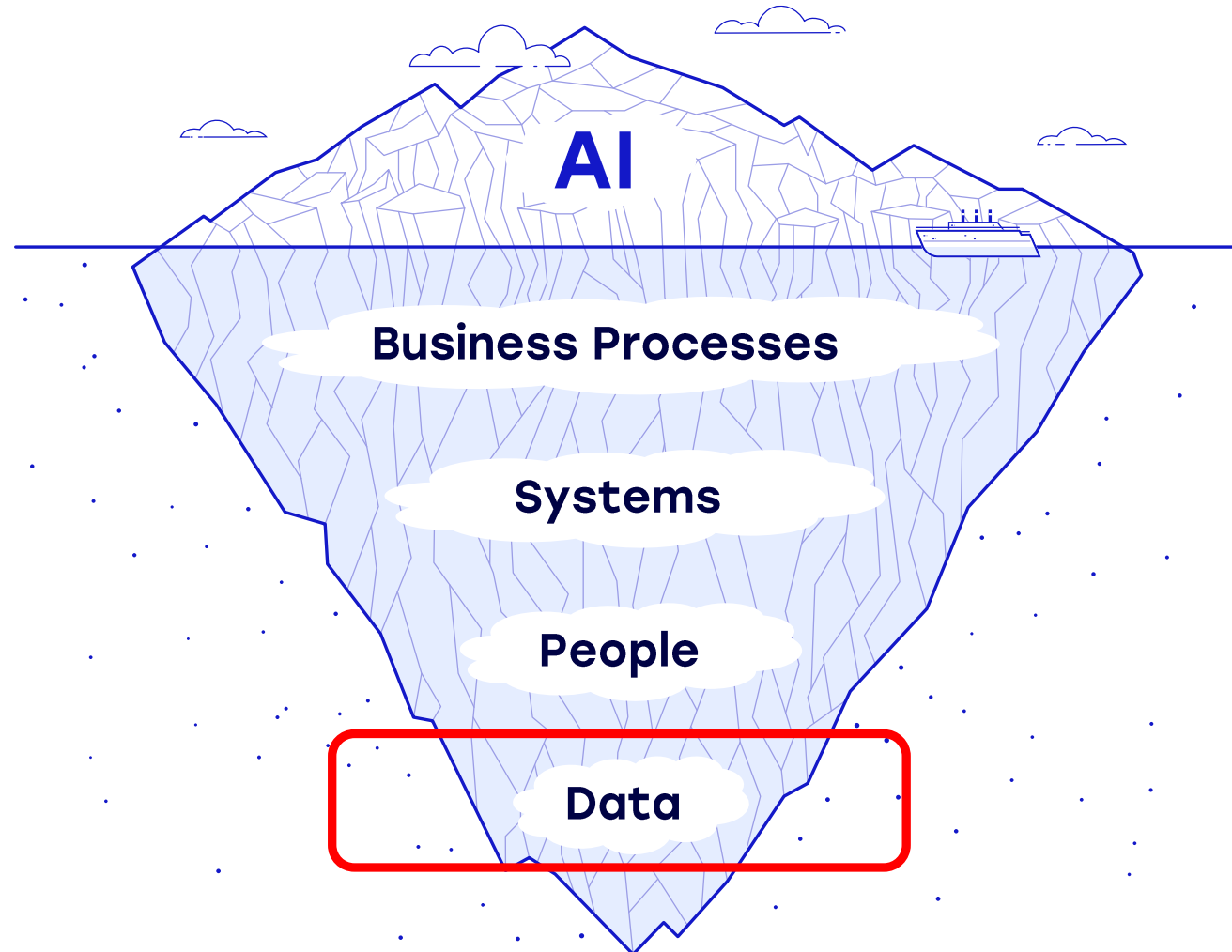


● Our main markets in Europe and Americas
● Helmes development centres

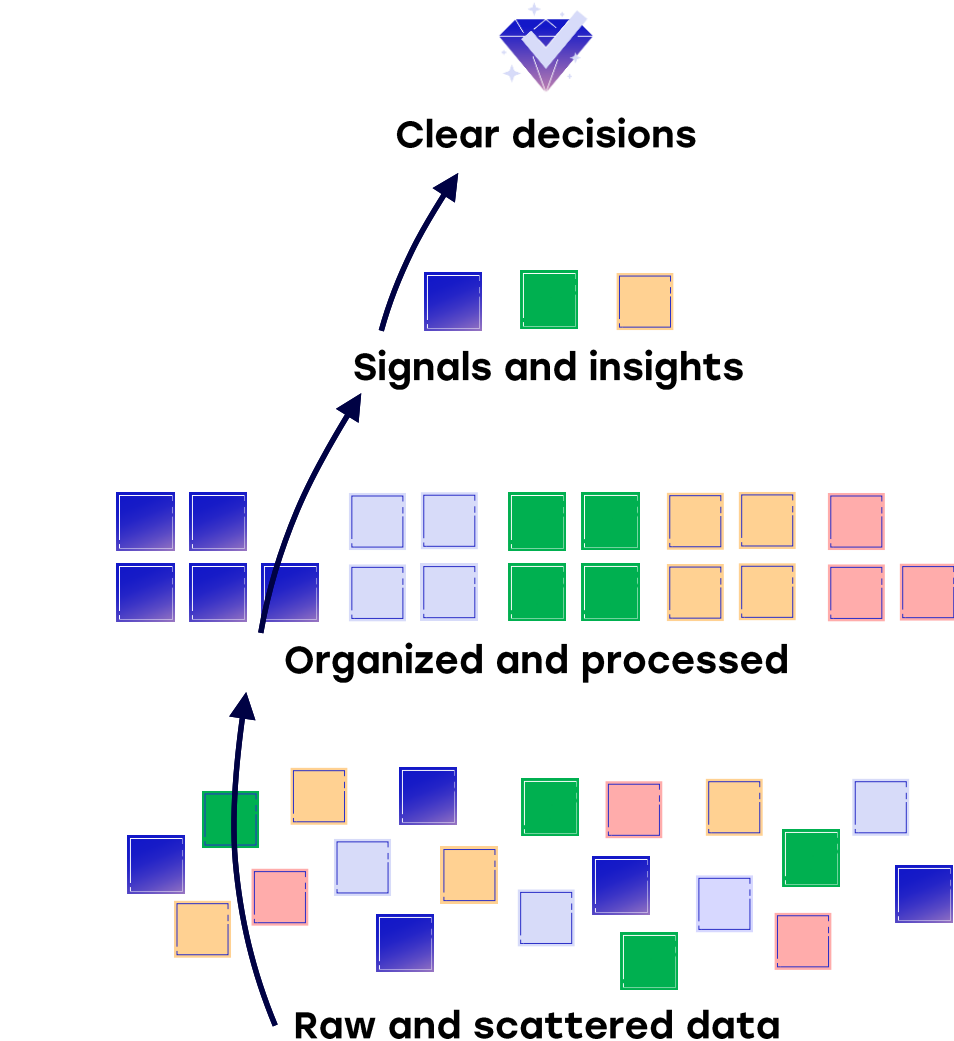
What we see in organizations today?



What sits beneath successful AI programs?



Why data matters even more today?



Helmes

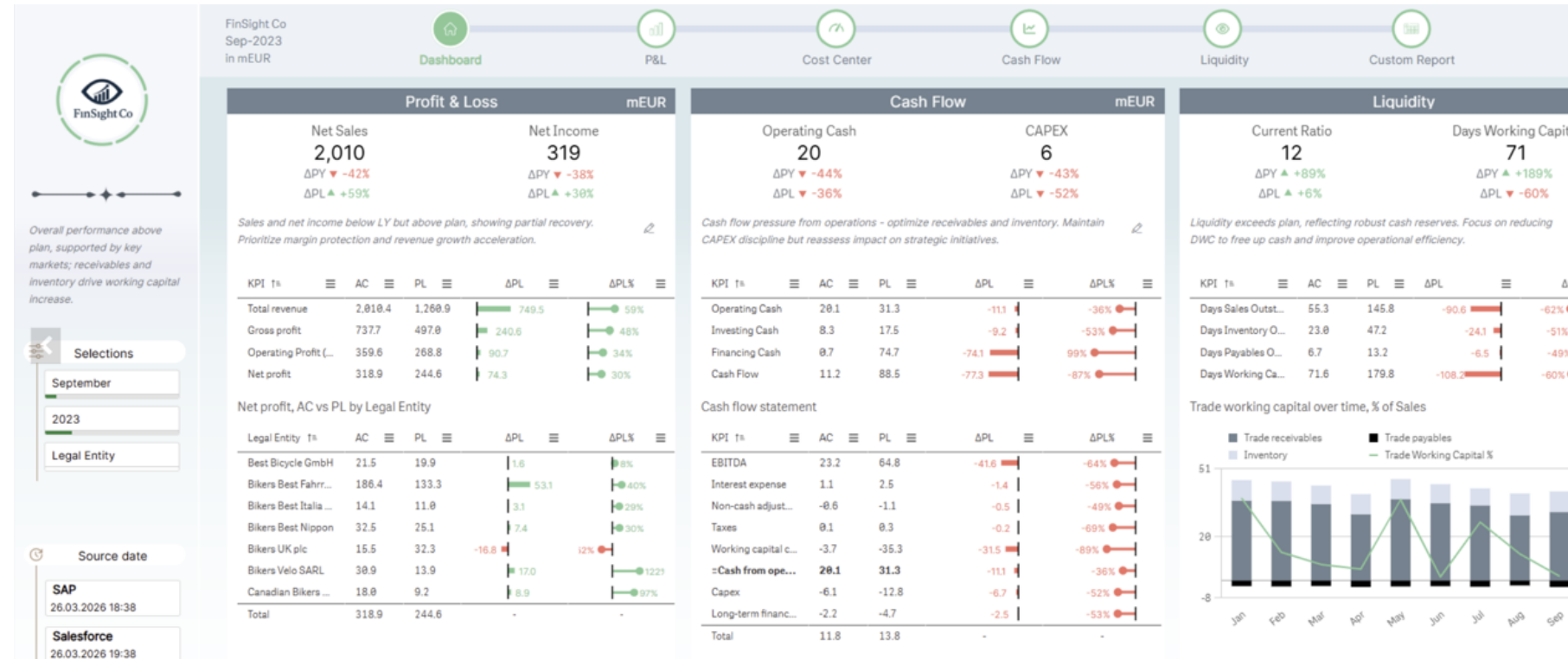
- **Data scattered** across different systems
- **Manual checks and workarounds** slowing teams
- **Operational volatility** makes late signals expensive
- **Reactive decisions** become the default for teams

Weak signals drive reactive decisions

Gartner: By 2027 50% of decisions will be AI-driven

First level – Analytics with Business Intelligence tools

- Right time
- Right visual
- Right content

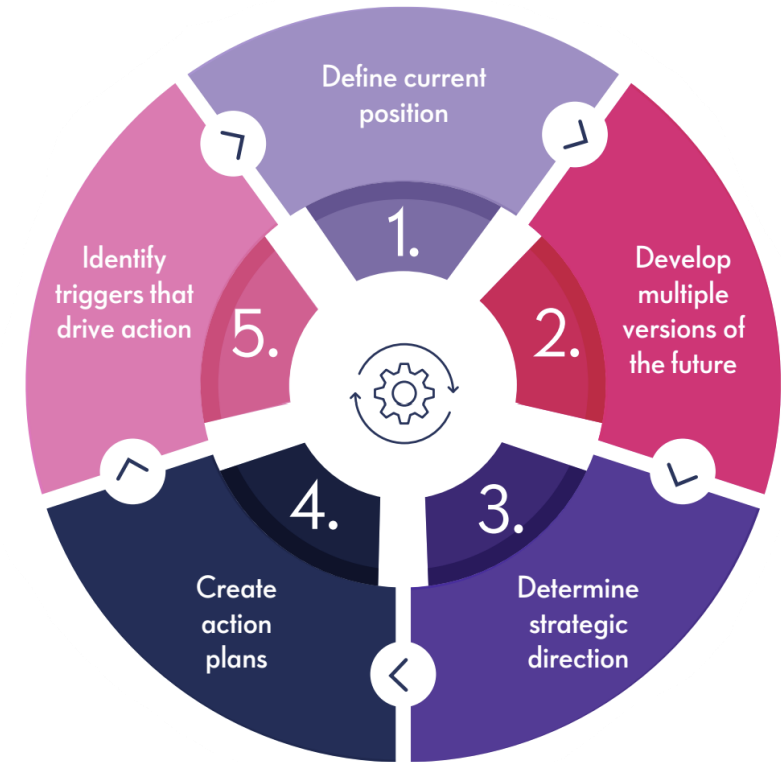


Second level - Planning - the discipline of not reporting but of executing strategy

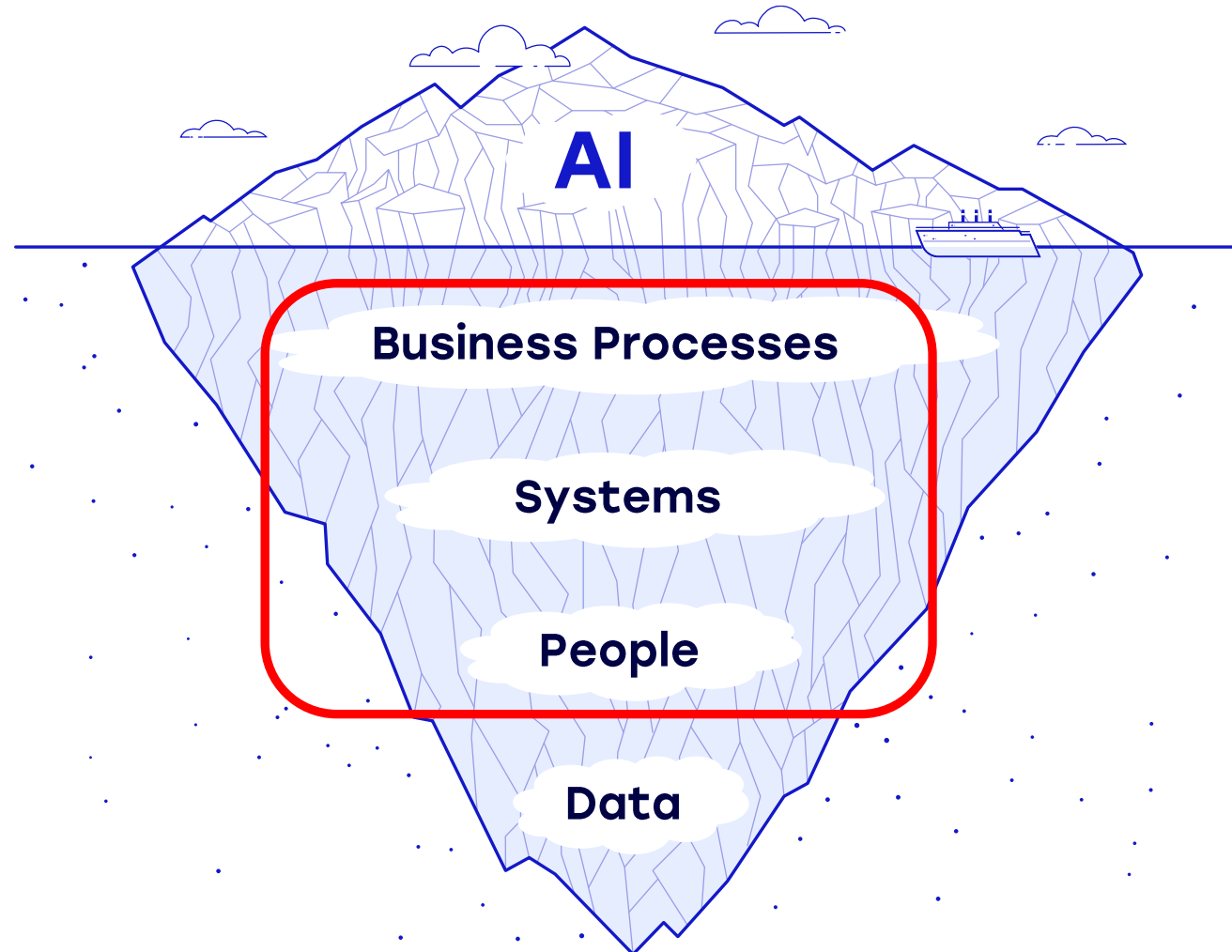
The question “how much was last month?”

vs.

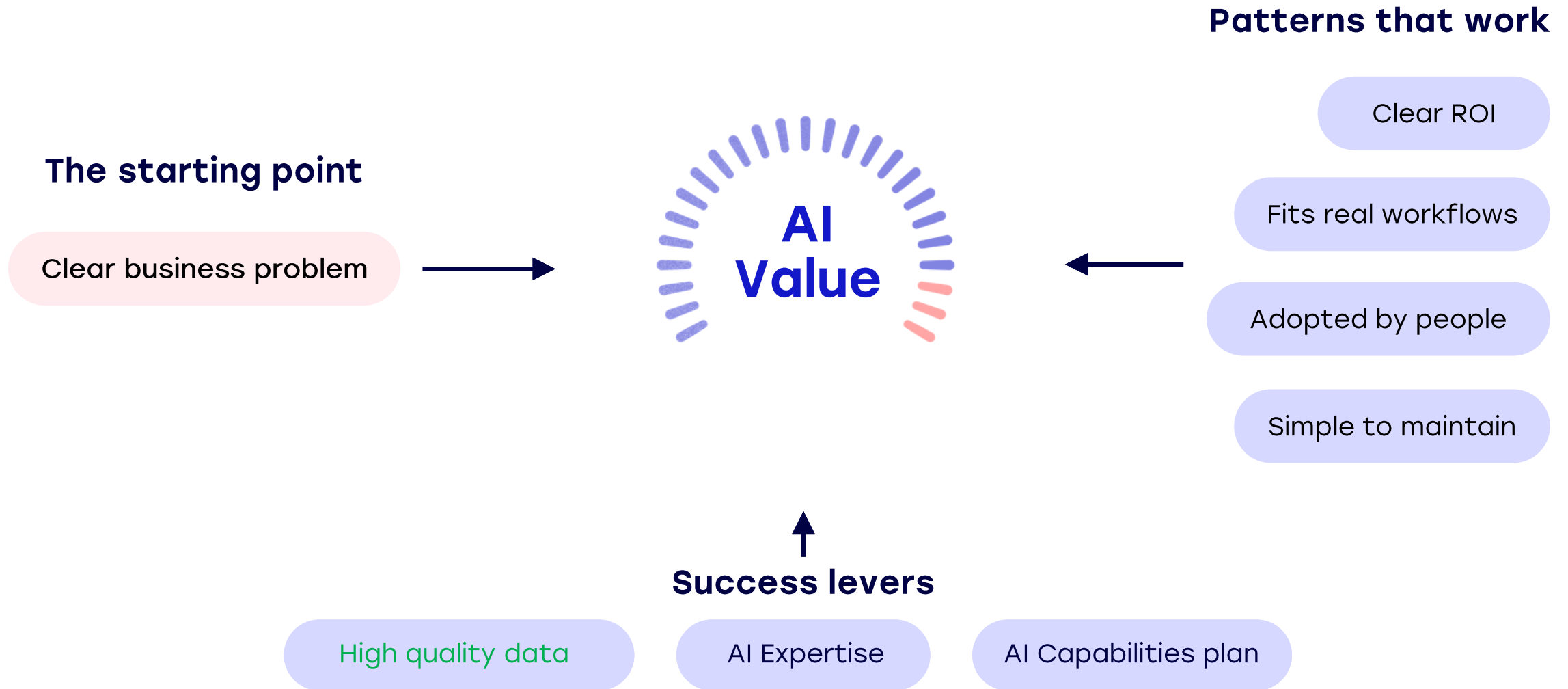
“what needs to happen, i.e. exist, for our plan to work?”



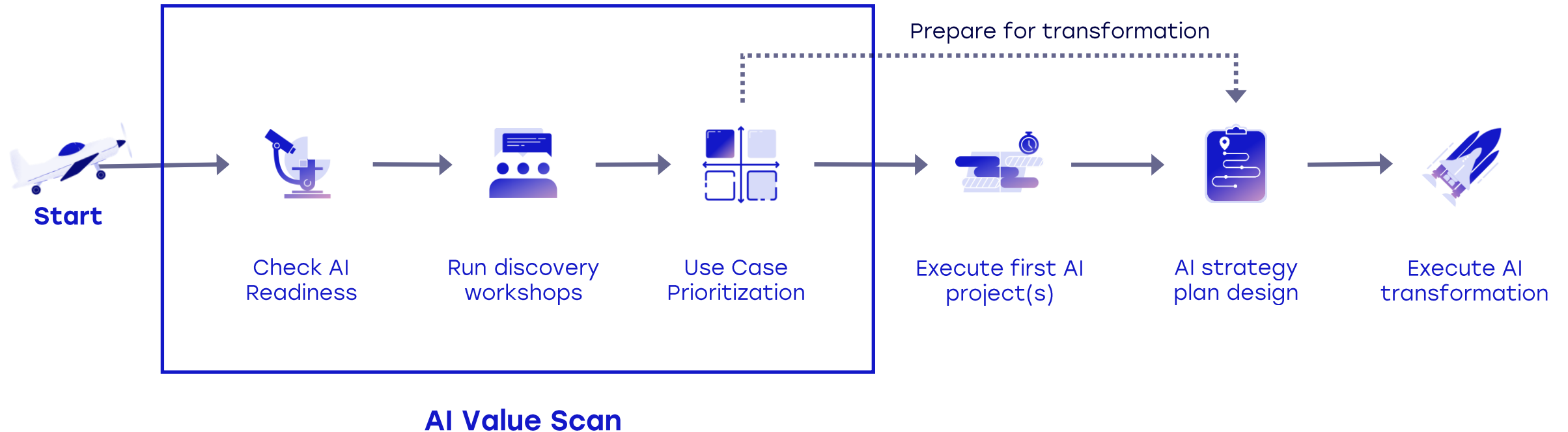
What sits beneath successful AI programs?



What makes AI systems work in practice?



How does Helmes “AI Value Scan” as service look like in practice?



Example of workshop questions:

1. Define AI execution strategy
2. Spot roadblocks
3. Measure “AI literacy” level
4. Define path forward

One client's "AI value scan" journey through the process



- Clear direction, limited enterprise experience
- Moving from pilots to org-wide adoption
- Needed clarity and speed

- 14 AI ideas → **3 high-value bets**
- **Decision-ready roadmap designed in 4 work weeks**
- **First use case live in < 3 months**, then scaled

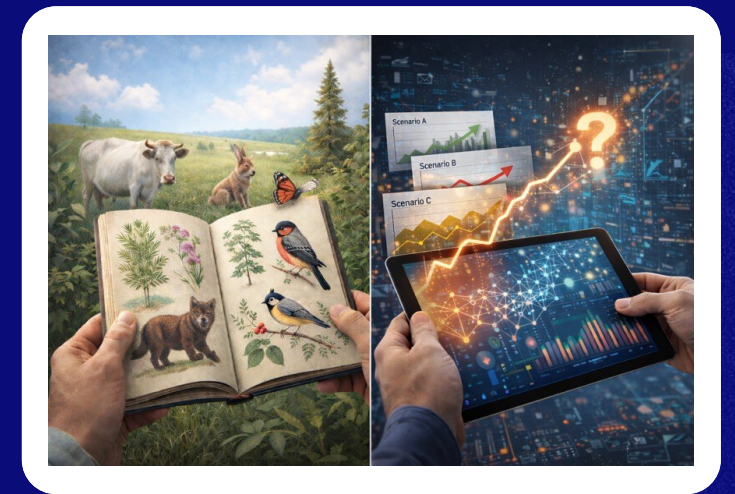
Helmes

Juhitigem **otsuseid** sama teadlikult, kui **andmeid** endid!

BI loob selguse minevikus ja tagab andmekvaliteedi

xP&A lahendused annavad nähtavuse ettepoole

AI võimendab veelgi neid kahte (masinõpe + LLM)



Täna kuulamast!

Andres Kukke

Team Lead

+372 509 3373

andres.kukke@helses.com



Helses