

Key Market Trends

AI

Artificial Intelligence for Value Creation

Artificial intelligence (AI) is no longer a vision of the future; it is already driving digital transformation today. Companies are using AI to improve customer experiences, revenue, risk management, and efficiency.

A recent global study shows: About 65% of companies use generative AI regularly, —nearly double the number from just ten months ago—and many are already using it across multiple business areas. At the same time, the market is growing rapidly: Global AI investments are projected to rise to approximately \$632 billion by 2028 (annual growth of ~29%). Forecasts also suggest that AI could boost global GDP by around 14% by 2030—an increase of approximately \$15.7 trillion.

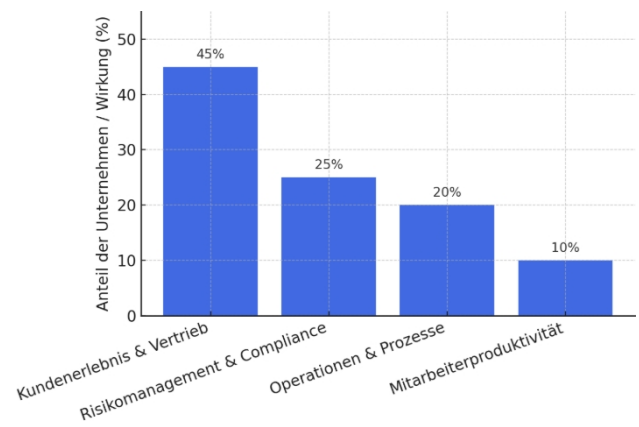
What has changed by 2025

1. From pilot projects to scaled value creation. Leading companies are no longer implementing AI in isolated experiments, but are overhauling entire processes —such as in sales, customer service, marketing, or risk management.
2. Infrastructure is becoming a bottleneck and a key success factor. Analysts predict a sharp increase in AI-optimized servers, networks, and computing capacities, as traditional IT infrastructures can no longer handle the data volumes and latency requirements.
3. Regulation is taking shape. With the EU AI Act, a risk-based regulatory framework is coming into effect. Strict requirements for transparency, data control, and human oversight apply particularly to “high-risk systems” (e.g., in financial services, healthcare, and critical infrastructure).

Where Companies Generate Value

- Customer Experience & Sales: Personalized recommendations, AI-powered service agents, and predictive models boost customer satisfaction and conversion rates.
- Risk Management & Compliance: Faster fraud detection, monitoring, and more precise prog-AI reduces losses.
- Operations & Processes: AI optimizes inventory, supply chains, document processing, and forecasting.
- Employee productivity: AI assistants (“copilots”) accelerate content creation, analysis, and software development.

AI value generation by business area



Common pitfalls

- Scattered, isolated initiatives that fail to deliver measurable business impact.
- Insufficient network and computing power that slows down AI applications.
- Data fragmentation and lack of governance.
- Regulatory surprises (EU AI Act) if compliance is not addressed early on.

What this means for AI infrastructure

To deploy AI at scale, you need:

1. High-performance networks – low latency and stable bandwidth between users, data sources, and AI services (often at edge locations as well).
2. Elastic capacity – flexibility to handle training peaks, combined with efficient inference during operation.
3. Secure data paths – Networks with segmentation, encryption, and clear access rules.
4. Cost control – Transparency regarding TCO, particularly for data traffic and cloud egress.

90-Day Roadmap

Weeks 1–3: Identification of 2–3 AI use cases with clear KPIs (e.g., conversion rate, fraud detection). Initial risk and data flow analysis in accordance with the EU AI Act.

Weeks 4–6: Infrastructure benchmarking: network latency, throughput, security. Design target architecture.

Weeks 7–10: Pilot project with clearly measurable results (e.g., in customer service or risk management).

Weeks 11–13: Scaling & procurement: Secure cost models, optimize contracts, create compliance documentation.

How SAVECALL supports

As a trusted advisor, SAVECALL supports companies in AI integration—with a focus on networks, procurement, and infrastructure:

- **AI-Ready Network Design & Sourcing:** We identify and source the optimal combination of high-performance connectivity, edge access, and secure interconnects.
- **Independent Provider Evaluation:** We assess providers for performance, SLAs, and costs—ensuring decisions are based on facts and TCO.
- **Compliance by Design:** We develop architectures that meet the requirements of the EU AI Act and withstand audits.
- **Seamless integration:** SAVECALL ensures that new AI services integrate seamlessly with the existing IT and telecommunications infrastructure.
- **Cost transparency & flexibility:** We design contracts and procurement models so that companies can respond to fluctuating AI workloads.

In doing so, we combine innovation with pragmatism—and deliver real business value rather than mere pilot projects.

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