

Copilot Innovations

# MBP Group AI Workshop

Advancing the journey of AI



# State of AI

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# AI Adoption Curve

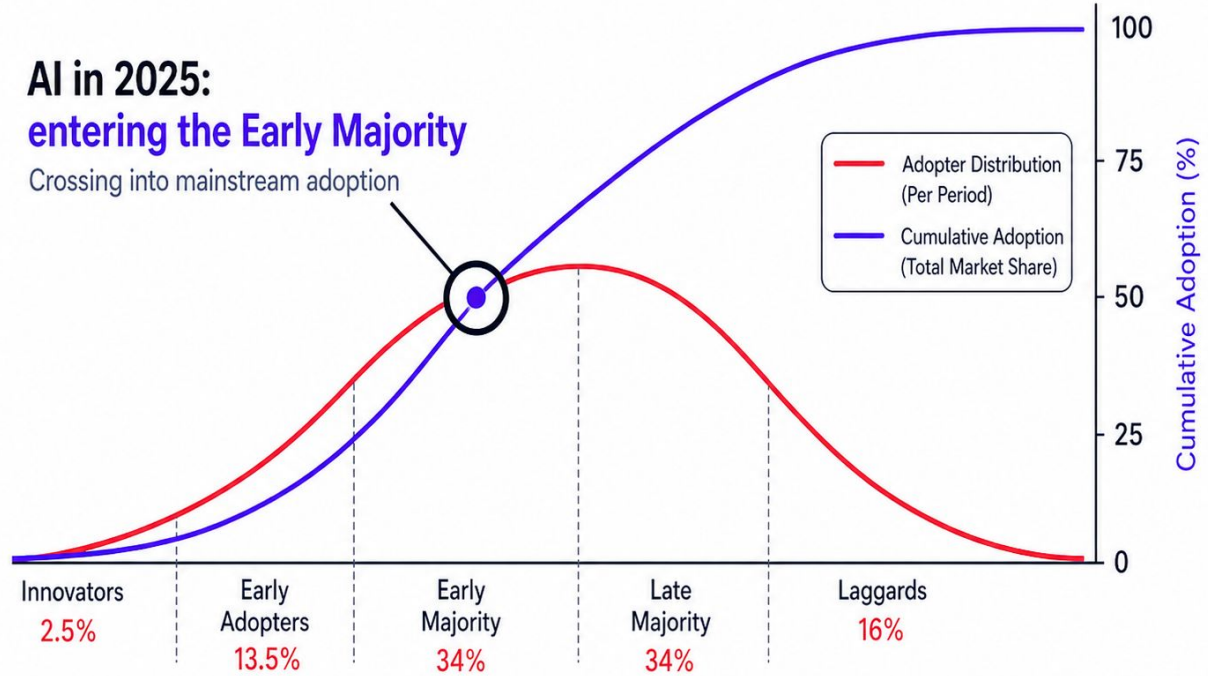
- 78% report AI use in 2024
- 9 in 10 report regular AI use in 2025
- Only 1/3 are scaling AI Enterprise-wide

## Where AI Is on the Adoption Curve (2025 Estimate)

Approximate position based on current enterprise adoption data.

**AI in 2025:**  
**entering the Early Majority**

Crossing into mainstream adoption



# A small group of companies is capturing almost all the value.

**74%**

of AI's economic value is being captured by just 20% of companies.

**1,217**

senior executives surveyed across 25 industries

**20%**

of companies are pulling away — and the gap is widening

**2–3x**

more likely leaders use AI for growth, not just efficiency

# Lowe's turned product expertise into a 24/7 advisor.

Mylow (customer-facing) and Mylow Companion (1,700+ stores) – built with OpenAI. Same knowledge brain, two interfaces.

## ONLINE CONVERSION

**2× lift**

Online shoppers using Mylow convert at twice the rate of non-users – turning project advice into purchase intent.

## VOLUME SERVED

**~1M / month**

Combined questions answered across customer + associate tools – specs, project how-to, order status.

## IN-STORE NPS

**+200 bps**

Likelihood-to-recommend lifted chainwide once Companion was in associates' hands. CEO calls it "dramatic."

Sources: Lowe's corporate press releases (Mar & May 2025); OpenAI customer story; CX Dive interviews with Lowe's leadership.

# Mitsui Chemicals compressed the R&D cycle with AI.

A multi-year reset across literature review, application discovery, and materials informatics – partnering with IBM, Hitachi, and MathWorks.

## LITERATURE REVIEW

**Month → Day**

AI agent that reads chemical structures and digests literature cuts review time by 80% – what took a month now takes about a day.

## APPLICATION DISCOVERY

**100+ uses**

Across 20+ business units, IBM Watson + GenAI surfaced new commercial applications for materials Mitsui already makes.

## EXPERIMENTAL TRIALS

**¼ the trials**

Hitachi's materials-informatics method cut the experiments needed for new high-performance compounds to ~¼ of conventional approaches.

Sources: Mitsui Chemicals news releases (2021–2026); IBM Newsroom; Hitachi joint announcement; MathWorks customer story.

# Two industries. Same four moves.

## ■ **Make expertise scalable.**

Best people's knowledge, on demand – for every customer and associate.

## ■ **Build twin assistants.**

Customer-facing + workforce-facing, one shared knowledge base.

## ■ **Compress the slowest cycle.**

Find the month-long step. Get it to a day.

## ■ **Mine what's already on the shelf.**

Existing products and data hide your next markets.

### FOR DISCUSSION

## Two questions for this room.

1. *Where in our business is the month-to-day gap hiding?*
2. *What's already on our shelves that we haven't found a new home for?*

## AI CASE STUDY

# LAB Golf

## Sports Industry

*Using AI to do remote fitting*

### KEY HIGHLIGHTS

- LAB Golf is using AI to scale its remote fitting process
  - Manual remote fitting process (5 full time people) meant turnaround time of 3-5 days.
  - AI is now able to calculate the key measurements in seconds reducing the turnaround time to minutes with 24/7 availability.
- Enabling expansion of remote fitting in other geos and their b2b segments.



*Left: Original source image; Right: AI-segmented image for fitting analysis*

# When AI freed the routine, IKEA found a €1B business hiding inside.

*Cost-cutters cut. Growth-makers redeploy.*

IKEA deployed an AI chatbot, Billy, to handle first-level queries — orders, products, routine support.

Billy resolved 57% of contacts alone. Most companies would bank the savings and cut headcount.

IKEA did the opposite. They studied the 43% Billy couldn't handle — and found customers weren't asking questions. They were asking for design help.

So IKEA reskilled support staff into design consultants and launched a paid advisory service.

Source: Brian Solis / Info-Tech Research Group, via Storyboard18 (Apr 2026)

**57%**

of routine queries resolved by AI — no human touch

**43%**

became the opportunity, not the leftover

**~€1B**

new revenue generated in year one

# Where AI shows up across a specialty BP business

Across the industry, AI is being deployed in seven areas. Maturity varies – some are proven with hard ROI, others are emerging, some are still hype.

<b>R&amp;D / product engineering</b>	Generative design, AI search over technical archives	<b>Emerging</b>
<b>Manufacturing operations</b>	Predictive maintenance, computer-vision QA, scheduling	<b>Mature</b>
<b>Supply chain &amp; procurement</b>	Demand forecasting, inventory optimization, supplier risk	<b>Mature</b>
<b>Sales &amp; channel</b>	Project intelligence, CRM scoring, AI-assisted CPQ quoting	<b>Emerging</b>
<b>Customer experience</b>	Visualizers, chatbots, assistants for pros & homeowners	<b>Emerging</b>
<b>Knowledge work / back office</b>	M365 Copilot, document automation, spec/RFQ response	<b>Mature</b>
<b>Safety &amp; compliance</b>	Predictive injury risk, environmental monitoring	<b>Emerging</b>

# AI in Operations & Supply Chain

These are the areas with the strongest published ROI in industrial manufacturing – and the ones with the fewest data preconditions for a specialty BP platform.

- Predictive maintenance – ~70% reduction in unplanned downtime; Owens Corning built a 'Reliability as a Service' model on it.
- Demand forecasting & inventory – McKinsey reports 20–30% inventory reduction, 5–20% logistics savings, 5–15% procurement savings.
- Computer-vision QA – defect detection at thousands of units/hour; widely deployed in millwork, doors, and glass.
- Production scheduling – ML scheduling cut changeover times 22% in published manufacturing examples.

Sources: McKinsey distribution AI; SAPinsider Owens Corning; DigitalDefynd manufacturing case studies; Deloitte 2025 Smart Manufacturing Survey.

## INDUSTRY BENCHMARK

# 24%

of manufacturers have deployed generative AI at facility or network scale; another 38% are piloting (Deloitte 2025 Smart Manufacturing Survey).

# AI is moving up the funnel — toward the homeowner

homeowners now begin with online research before ever calling a contractor. AI-powered visualizers and assistants are how manufacturers influence that moment.

## VISUALIZERS

### Homeowner-facing AI design

James Hardie's 'Hardie Designer' (Apr 2025) renders siding on a homeowner's actual house photo. Owens Corning relaunched Design EyeQ with Renoworks AI.

## QUOTING

### AI-assisted CPQ for configurable SKUs

Custom column heights/profiles, custom mouldings, made-to-order stair systems — all candidates for AI quoting that compresses cycle time and lifts hit rates.

## DEALER & PRO

### Channel-facing assistants

Builders FirstSource has deployed AI chatbots for pro/contractor self-service across web and support — order status, spec lookups, install guidance.

Sources: PR Newswire (Hardie Designer launch); Roofing Contractor (Owens Corning + Renoworks); PitchGrade (BFS AI use cases); DealHub on AI quoting.

# The quiet productivity layer beneath the bigger plays

Below the headline use cases sit two areas where MBP can move quickly with minimal risk — and where the Microsoft Copilot stack is the natural foundation.

## **Microsoft 365 Copilot for finance, HR, marketing, legal**

Contract review, document drafting, email triage, meeting summaries — proven productivity gains, low data risk, already deployed across MBP. The unlock is moving from passive to structured, role-by-role workflows.

## **Spec, submittal & RFQ response automation**

Drafting submittals, takeoffs, and RFQ replies for builder/dealer requests — high-volume, lower-judgment work that consumes inside-sales and engineering time today.

## **Engineering knowledge bases over 50+ years of archives**

Owens Corning indexed 85 years of lab notebooks into an AI-powered knowledge base. Each MBP brand has decades of catalogs, drawings, install guides — a similar play surfaces tribal knowledge as people retire.

## **Predictive safety analytics**

Owens Corning correlates safety data with environmental factors to flag injury risk before incidents occur — a strong PE-board narrative on workforce care.

## CASE STUDIES (1-3)

# Owens Corning, James Hardie, Builders FirstSource

### OWENS CORNING

#### **Predictive maintenance + AI knowledge base**

**Problem** Aging assets driving unplanned downtime; siloed institutional knowledge as veteran scientists retired.

**Approach** IIoT sensors + ML; 'AI and Action' employee experimentation program; Box-hosted AI search over 85 years of scanned lab notebooks.

**Outcome** Moved to 'Reliability as a Service' model; employees report task time reduced'

### JAMES HARDIE

#### **AI homeowner visualizer (Hardie Designer)**

**Problem** Spec battle for siding now starts at homeowner stage – before contractors are involved.

**Approach** Partnership with Hover (AI 3D modeling from photos); branded as 'Hardie Designer'; launched April 2025.

**Outcome** Lead-quality and specification influence captured at the inspiration stage of the buying journey.

### BUILDERS FIRSTSOURCE

#### **Demand forecasting + dealer chatbots**

**Problem** Branch-level inventory misalignment across 550+ locations; high-volume support queries consuming sales-rep time.

**Approach** ML demand forecasting on history + project pipelines; AI chatbots across web/support for product info, order status, spec questions.

**Outcome** Optimized stock levels; chatbot deflection of routine pro inquiries

Sources: SAPinsider – Owens Corning predictive maintenance; PR Newswire – Hardie Designer launch (Apr 2025); PitchGrade – BFS AI use cases.

## CASE STUDIES (4-6)

# Saint-Gobain, Renoworks ecosystem, Cipla (cross-industry)

### SAINT-GOBAIN

#### AI energy & process optimization

**Problem** Energy is the largest variable cost in plasterboard manufacturing; pressure to cut Scope 1 emissions.

**Approach** Real-time gas-consumption sensors feeding an algorithm that adapts dryer intensity dynamically.

**Outcome** Significant CO2 and energy savings; pilot expanded to ~10 sites within the Group.

### RENOWORKS ECOSYSTEM

#### AI auto-recognition visualizers

**Problem** Manufacturers and dealers lose deals when homeowners can't visualize the result; legacy configurators required CAD prep.

**Approach** Computer vision auto-detects windows, doors, siding, and roofing from a single home photo; users swap products instantly.

**Outcome** 'Faster purchase decisions'; adopted by Owens Corning (Roofing Design EyeQ), Alside, and others.

### CIPLA

#### AI-driven production scheduling

**Problem** High-mix manufacturing with frequent changeovers eroding throughput – directly analogous to MBP's high-mix specialty plants.

**Approach** ML model optimizing job sequencing under business-objective constraints.

**Outcome** 22% reduction in changeover durations – directly translatable to MBP's custom-run profiles.

Sources: Saint-Gobain corporate magazine – generative AI & sustainable building; Renoworks AI Gen 2 launch; DigitalDefynd – manufacturing AI case studies.

REFLECTION



Which line items on the P&L could AI realistically move 1–3% in 12 months?