

InContact

Global Edition #3/2024

Today and beyond

The promise of artificial intelligence

Cover image created with AI by Midjourney. Prompt: a city of the future in 2050 based on the theme of connectivity with focus on communication, transport and industry.

HUBER+SUHNER



Country portrait

USA

Part eleven of our series

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Rural India

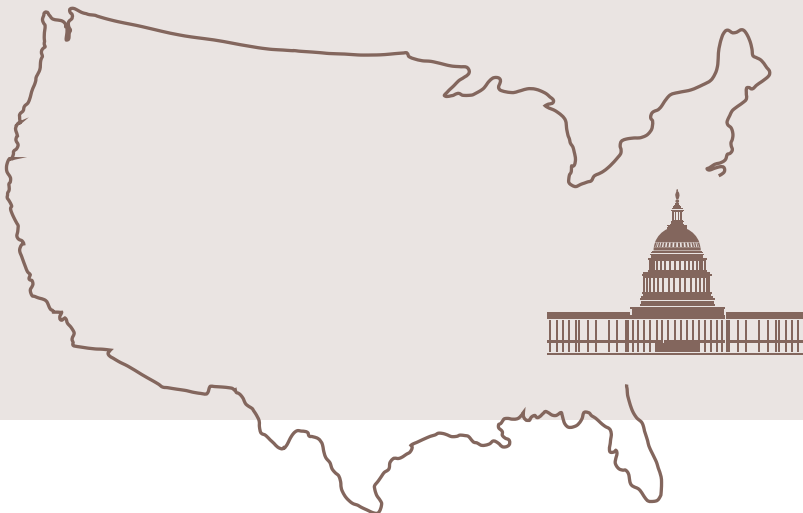
Connecting nearly a billion people

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Employee portrait

Meet Wael Khedhiri from Tunisia

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Navigating the AI landscape

As artificial intelligence (AI) continues to evolve, its influence permeates many aspects of our professional and private lives. From streamlining workflows or composing slide decks to analysing documents, AI offers remarkable opportunities. Personally, I have found AI tools helpful for tasks such as quick translations and drafting responses. They can provide a solid starting point, allowing to polish content further – a reminder that while AI can augment our capabilities, the human touch remains essential.

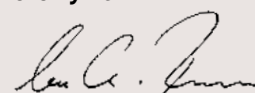
I am excited to share that our internal AI assistant Copilot will be launched soon, promising to benefit employees across the company. This reflects our commitment to innovation, helping us remain competitive in a rapidly changing landscape. While we may not be at the very forefront of AI adoption, we certainly recognise its significance. AI will become an integral part of our business strategy, and its role will undoubtedly grow.

The potential use cases of AI across our three market segments and shared services are extensive. In Technology and Operations, we can optimise supply chains and enhance product development. Sales and Marketing can leverage AI for personalised customer engagement and market monitoring, while our shared services will see efficiency improvements in HR, Corporate Communications, IT support, and fraud detection. However, with these advancements come serious risks. The potential for AI misuse, such as identity theft through voice replication, is a concern that we must address proactively. Investing in robust security measures and educating our teams about these new threats is crucial.

The future is here. Looking forward to 2025, several key themes will remain at the forefront of our strategy. Innovation will stay essential, as we continue to embrace new technologies. Customer experience will remain key; while the demand for environmentally responsible

practices keeps growing. Emerging priorities will include a stronger focus on strategy execution and return on investment, particularly as we seek to realise profitable growth from our initiatives. Cybersecurity will be increasingly critical, ensuring that our digital infrastructure is protected against evolving threats. Additionally, attracting and retaining top talent will be essential in a competitive job market. In contrast, traditional hierarchies and siloed thinking will gradually have to dissolve. Embracing collaborative structures will enhance our responsiveness to change. Together, let us embark on this journey with a shared vision for 2025. Find out more about the essence of our business strategy on InContact and visit our strategy hub.

Urs Ryffel



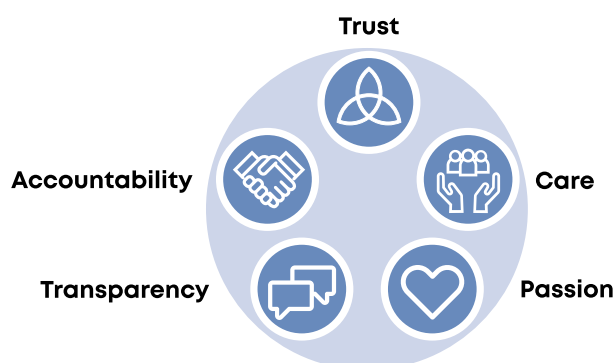
Our purpose – why we do what we do

We help our customers bring people closer together.



Read more about our purpose on our strategy hub that can be found on the home page of our intranet.

Our values promote entrepreneurial spirit and are based on respect for people.



How AI can boost productivity and efficiency



In brief

This article features some example projects and user opinions to show where we are already using AI today, and where it can become a game changer for us tomorrow. Spoiler: Many AI use cases have emerged from IT, but AI is also already being used outside of IT.

The Automated Response Tool (ART)

One example for using AI already is ART which automates our IT ticket processing, particularly for incidents, using a self-learning model from Microsoft Azure AI Services. Despite initial challenges with data collection and integration, ART has shown significant efficiency gains, enhancing the overall quality of IT services. By handling repetitive tasks, ART improves response times and frees up IT professionals to address more strategic problems, leading to better service quality.

At HUBER+SUHNER, Microsoft 365 Copilot is currently a cloud-only application, accessing data within Microsoft 365 like Teams, Outlook, SharePoint, or OneDrive for Business. In early 2025, Copilot will become an intelligent assistant, enhancing productivity and efficiency across the Microsoft suite. This initiative aims to revolutionise the use of Microsoft 365 tools, making them more intuitive. The rollout will start with users who will benefit most, ensuring effective deployment in pilot phases I and II. The final phase, "General Availability", will make Copilot accessible to all employees who request it.

What Copilot can do

Copilot automates routine tasks, provides intelligent suggestions, and integrates with Microsoft 365 applications. It can draft emails, recap meetings, generate reports, summarise documents and meetings, and help with scheduling and reminders in Teams.

What Copilot can't do

Copilot cannot replace human judgment or creativity and may not grasp nuances. It is not suited for highly specialised tasks requiring deep expertise and cannot access data outside the Microsoft 365 ecosystem yet.

Who can use Copilot

Copilot's user-friendly interface makes it accessible to all, enhancing productivity. We are looking for pilot users for phase two, after the first pilot phase is completed, to evaluate the actual business value. Everyone with a Microsoft 365 license can request a license on behalf of your own cost center. Please use the QR code below.

Copilot protects our company's privacy

Copilot is integrated seamlessly with Microsoft 365, which means it follows the same strong security protocols, such as data encryption and compliance with industry regulations. When you sign in with your Microsoft 365 work account, Copilot automatically respects our business privacy, keeping our information private and secure. ChatGPT and other competing AI solutions do not offer the same level of security out of the box, requiring additional effort to manage permissions and protect our data.

InContact

→ Michael Schoeb
Product Owner M365



How colleagues benefit from AI



Fabio Menegola
Head Supply Chain
Excellence

“ AI in demand planning boosts our forecast accuracy by analysing vast data, detecting patterns, and integrating insights from our customers and planning teams. This enables highly accurate forecasts that adapt dynamically as new information arises.”



Flavio Eisenring
Data Engineer

“ During cable braiding, an algorithm could monitor the temperature of the conductors. If it detects a critical pattern based on historical data, it stops the machine. This way, AI could help prevent production damage.”



Manfred Schien
Head PPM & Digitalization

“ It's about using AI to handle repetitive tasks. This allows a large number of IT tickets to be processed automatically, which reduces response times, generally relieves the help desk and frees up capacity for more complex cases.”



Shobhit Kumar Kushwaha
Engineer Bid Management GBSS

“ AI has been immensely beneficial in our market monitoring and data analysis efforts. Specifically, we've used AI-driven assistance in generating complex M-codes within Power BI, which has significantly streamlined the process of preparing market analysis data. Additionally, AI tools have been invaluable in building Excel-based calculation tools.”



Joel Walser
Product Manager

“ As a product manager, I often use AI to create texts, generate meeting summaries, optimise emails, gather ideas, and conduct research. AI enables me to complete more tasks in less time, though critical thinking and precise prompts remain essential to achieving success.”



Michael Schoeb
Product Owner M365

“ AI is a revolutionary technology that elevates me to new heights and allows us to focus on what really matters: communication, collaboration, and our customer. In my role as a Product Owner for Microsoft 365, I leverage Copilot daily to enhance my productivity.”



Anja Kroll
People & Culture
Communication Lead

“ I use AI for a variety of tasks, such as generating subtitles for videos, drafting social media posts, getting ideas for better headlines, or simplifying or restructuring texts. It's fun to experiment and see which prompts generate which quality of results.”



This generated picture shows a common AI error, the woman at the desk has six fingers. Soon it will become much less obvious what is generated content and what is real.

Effective AI communication: a short guide to prompting



In brief

Prompting is the art of crafting instructions for AI models to obtain desired responses. Effective prompts can lead to clearer, more relevant answers, while poorly designed prompts may result in confusion and irrelevant information. This article explores prompting through three examples – document summaries, briefings, and presentation drafts.

Generative AI can help us to complete tasks more efficiently and effectively, we can reassign tasks in new ways. This is crucial for success – AI is not replacing jobs; it is transforming the tasks and skills needed to accomplish work in a smart way.

To succeed, we will need to learn to

- Use the right prompts
- Verify the results for accuracy
- Know when to apply generative AI to a problem and when not to
- Edit generative AI-produced content

The following article will focus on how to prompt effectively. Some of you have realised already that different models react differently to the same prompt. Microsoft's Copilot might need a prompt that provides more context and clearer instructions as it operates in a closed system. Although

you might need to prompt more precisely than in open source tools, we will benefit from using a tool that treats our information confidentially.

Prompting is a crucial skill in harnessing the power of AI, especially with large language models (LLMs). Understanding how to create effective prompts can significantly enhance the quality of the AI-generated output, making it essential for various applications such as the Microsoft Copilot.

A well-structured prompt guides the LLM to produce relevant and accurate information, whereas a poorly formulated one can lead to vague or misleading outputs. Here are three examples illustrating the importance of prompt design:

1 Document summarisation

Bad prompt

Tell me about this document.
[insert text or link]

This vague instruction may lead to a generic response that misses the document's critical aspects, failing to provide useful insights.

Optimised prompt

Summarise the key points regarding e-mobility of the following document in Chinese and cluster it into five key messages: [insert text or link]. Imagine you are an industry expert on this topic explaining it to someone new to the industry.

This prompt clearly directs the AI to focus on the essential elements, resulting in a concise and coherent summary to suit your desired target group and language.

While leveraging LLMs, it is vital to remember that AI-generated results are not always reliable. Human intelligence is and will be irreplaceable to create smart and focused prompts to start the process and to validate the generated output and tailor it to the specific needs. The information provided by these models can be outdated or inaccurate, as they rely on vast datasets without a clear indication of the sources. Therefore, always cross-check facts and verify the reliability of the content generated.

2 Briefing creation

Bad prompt

Tell me something about 5G connectivity.

This prompt is too broad, possibly resulting in a response that will lack depth and relevance.

Optimised prompt

Create a briefing document that can be used to onboard new colleagues about the latest trends of 5G connectivity in the APAC region, include statistics, regulatory framework and main competitors but limit yourself to 5,000 characters. Write it in an easy and approachable way.

This prompt specifies the topic, the length, the style and the kind of information needed, allowing the AI to generate a focused and informative briefing.

Responsible usage of AI ensures that we maximise its potential while minimising risks associated with misinformation. By mastering the art of prompting, users can unlock the full capabilities of AI.

InContact

→ Anja Kröll, People & Culture Communication Lead

This article was drafted with artificial intelligence and edited with human intelligence.

3 Presentation drafting

Bad prompt

Create a presentation on AI in aerospace and defense.

This prompt does not provide any context or direction, likely leading to an unfocused output.

Optimised prompt

Draft a presentation outline with no more than 40 slides in British English on the impact of AI in aerospace and defense, with five key takeaways. Be transparent on your sources, share links from recent acknowledged surveys where I can dig deeper into the topic.

This clear instruction helps the AI produce a structured outline that can be easily expanded into a full presentation. You will also get access to recent surveys for a deep dive into the topic.

Reflecting on our year

As the year comes to an end, we take a moment to pause and reflect on our journey. We think about the progress we have made, the challenges we have faced, and the experiences we are grateful for. In this spirit of reflection the extended Executive Group Management (EGM+) share their thoughts on what they are particularly thankful for this year, highlighting the very special moments that have marked our collective journey.

Jürgen Walter

COO Communication segment

“ I am extremely proud of the expertise, diligence, professionalism, energy and commitment that our teams have demonstrated – only because of that we could succeed in 2024 and build the prerequisites for a successful 2025. ”



Christiane Jelinek

Chief Communications Officer

“ I am very grateful for the warm welcome and smooth start at HUBER+SUHNER. I look forward to working with my team and with colleagues across the business in 2025 to strengthen our company's standing with our employees, customers and shareholders alike. ”



Alexander Graf CIO

“ A big thank you to all of you who contributed actively in the projects to drive digitalisation. We made considerable progress in customer experience, resulting in a growth of eCommerce/ EDI orders, moved on with our smart factory activities and launched our AI strategy and first use cases in 2024. ”



Reto Bolt COO Industry segment

“ Although the wind has been blowing at our business from different directions this year, on the whole we have managed to keep the ship on course.

I am grateful that we have good opportunities and loyal customers. I am thankful for the great teams throughout the organisation who are mastering our business and working on new perspectives. ”



Drew Nixon

COO Transportation Segment

“ I am very grateful to work with so many talented, dedicated and hardworking people. I especially thank all of the TRA segment team for their tireless efforts to satisfy our customers while executing the segments strategy. I wish all of you and your families Happy Holidays.”



Patricia Stolz CHRO

“ I am very pleased about the progress in terms of diversity in our EGM+. In 2024, we were able to hire two highly professional female colleagues (Susanne Buck, Head M+A, and Christiane Jelinek, CCO) in the context of our strategic succession planning.”



Ivo Wechsler CFO

“ It has been a great honour and pleasure to have served the company as CFO for the past 15 years. I am proud to hand over a very strong team and a financially healthy company.”



Susanne Buck

Head M&A and Group Strategy

“ I am beyond thankful for the warm welcome I received. Working with such highly knowledgeable and fun people is truly inspiring. Your openness to new approaches, the collaborative spirit and drive for success has been a highlight for me. I am looking forward to continuing working with you on our growth path next year.”



Urs Ryffel CEO

“ Another eventful and challenging year lies behind us, which has come to a respectable end for HUBER+SUHNER. Not everything went according to plan, but thanks to the great commitment of all our employees, the positive aspects clearly outweigh the negative – a big thank you to everyone.”



Series Portrait of H+S USA

Facts

Explore with us what our presence in the US looks like. Our employees in Warren, Charlotte and various remote settings in the US are in frequent collaboration with our global locations.



Number of colleagues

Warren, NJ

121

52¹

Charlotte, NC

Women in the workforce

Warren, NJ

52%

60²%

Charlotte, NC

Site area in sq ft

Warren, NJ

66,400

9,671

Charlotte, NC

Independence Day is a federal holiday in the US which commemorates the ratification of the Declaration of Independence by the Second Continental Congress on 4 July 1776, establishing the United States of America.



Population
in million

335

Official
language

English

Capital

Washington
D.C.



In Warren, New Jersey, you will find modern break and meeting rooms, expansive parking, and impressive production facilities. Astrolab has been part of H+S since 2012, with minibend® and microbend® cable assemblies, we are distinctly successful in high-tech niches such as aerospace and defense and supply high-quality solutions for industrial radio frequency applications.

Warren,
New Jersey

Our presence in Charlotte, North Carolina, is a key part of our operations in the US. About 50 employees moved to a new office in September 2024 which was chosen in line our carbon footprint reduction goal. It is a newly constructed building featuring a modern design with state-of-the-art building systems. The teams have access to conference rooms, open collaborative work areas and a breakroom. The facility also has parking, a gym to work out plus a large meeting facility.



Charlotte,
North
Carolina

National dish

Hamburger is considered by many people as the national dish of the US because of its popularity across all age groups. Approximately 50 million burgers are consumed per year.



Fun Fact

The USA has 715 cities which are home to more than 50,000 people each.

Rural India: Connecting nearly a billion people



In brief

A digital revolution is underway in India, empowering the nation's 909 million rural residents with unprecedented access to life-changing opportunities including education, employment, and telemedicine. True to our vision, Connecting – today and beyond, we have been supplying made-in-India products and solutions essential to last-mile connectivity for the Indian government's flagship BharatNet project since 2012.

Our 4G macrocell antennas, manufactured in India



The ambitious vision for India's future is a digitally empowered society and knowledge economy where technology is used to bridge socio-economic gaps. BharatNet, enabled by Bharat Broadband Network Limited (BBNL) and Bharat Sanchar Nigam Limited (BSNL) is one of the biggest rural telecom projects in the world with no involvement of foreign companies. The initiative is already bringing significant benefits in terms of economic development, jobs, information sharing, training, and education. For instance, e-learning became accessible to students in remote villages; businesses that formerly relied on a local clientele can now sell their

goods and services online, all over India and beyond; e-health consultations can be easily accessed; and in the agricultural sector, tasks like ordering, checking, and delivering milk for dairy producers have been simplified to a dairy-to-table process.

Ambitious goals, remarkable progress

BharatNet aims to equip all telecom service providers in India's more than 250,000 gram panchayats* (village councils). In other words, all 625,000 Indian villages will get accessible broadband connectivity through 4G base tower stations to BharatNet. The project supports the nation's "Digital India" strategy. In rural and

*Gram Panchayat can be translated with village council. It is a basic governing institution in Indian villages. It is a political institution, acting as the cabinet of a village or group of villages.



E-governance

E-governance has arrived in villages, making documents accessible without travelling



E-health

Exchanges of health-related information, consultation and knowledge exchange between doctors in major cities and rural areas is being enabled



E-payment

Small village shops are implementing electronic payment with their customers



E-learning

Students in rural areas can now benefit from e-learning

remote areas of the country, the goal is to enable access providers, such as mobile operators, internet service providers, and cable TV operators, to introduce a range of services, including applications like e-health, e-education, and e-governance.

[continue reading on page 14](#)

India's 4G towers that ensure connectivity of rural areas

Our contribution

HUBER+SUHNER is supplying 4G macrocell antennas, all of which are manufactured in India. The initiative was designed to provide non-discriminatory access to the internet to all the telecom service providers to enable the launch of various digital services all over India.

The impact

The fiberisation project enables:

- High-speed internet up to 100Mbps per gram panchayat
- Direct gram panchayat* to state data center connectivity
- Twelve core optical fiber cables (OFCs) per gram panchayat for future use
- Government-owned and -maintained OFC network for better reliability and security.



Our colleagues producing the 4G macrocell antennas

To guarantee last-mile connectivity for BharatNet, we are supplying 4G macrocell antennas, all of which are manufactured in India, together with invaluable technical experience for installation and maintenance. With 96 core OFCs installed throughout India as part of the “Network For Spectrum” (NFS) defense initiative, we have proven to be a reliable partner to the country’s army, navy, and air force – all of which are connected by BharatNet.

As of October 2024, around 690,000 km of OFC had been laid for the project; 1 million fiber-to-the-home connections had been commissioned, and 104,574 wi-fi hotspots had been installed.

Completely changed telecommunication

“The development of the national optical fiber network and with that access to 4G broadband connectivity has completely changed tele-communication”, states Dr. H.S. Misra, a medical practitioner in Gurgaon, India. “I am beyond grateful for this technology. Doctors operating in

remote areas have benefited greatly from the fiber optic network since it allows them to share medical information with specialists in larger towns and seek their advice on diagnosis and treatment.”

Transforming socio-economic accessibility

Alpesh Raval, Head of Institutional Sales at HUBER+SUHNER in Gurgaon: “Undergraduate and graduate students can now start their own government-supported businesses; additionally, one can easily get a birth certificate printed or apply for a passport for a nominal fee from these centers.” He highlights the fact that BharatNet substantially reduced the need for people to travel to distant cities to obtain essential government-issued documents. Our colleague adds: “People now have everything they need to receive medical care and students now have access to the internet and e-education, making learning widely accessible.”

InContact

→ Alpesh Raval

Head Institutional Sales COM



Wael Khedhiri
HR Business
Partner Tunisia

If you could swap your job within HUBER+SUHNER for a few weeks, what would you like to do and why?

I would like to swap to the Sales department to deepen my understanding of our innovations and products. This experience would help me to align HR strategies more effectively with the technological advancements driving the company.

You are in charge of HR in Tunisia. What is the biggest challenge in this position?

The biggest challenge is ensuring talent retention and fostering engagement in a competitive job market.

What does a typical work day look like?

My day starts with a team briefing, followed by meetings with department heads to discuss staffing and development needs. The rest of the day involves HR Team strategic planning, recruitment, and employee relations, with a focus on aligning our workforce with company goals.

One of the five H+S company values is passion. What is your private passion?

My personal passion is traveling. Discovering new places and learning about different cultures extends my perspective and brings a sense of adventure. Recently, I visited La Rochelle in France and enjoyed a fascinating boat tour around Fort Boyard. Another highlight was the breathtaking rooftop view from the Duomo di Milano in Italy. Walking along the Promenade des Anglais in Nice, with its stunning Mediterranean views, was also a memorable experience. Each journey deepens my love for discovery.

How would you describe working at HUBER+SUHNER Tunisia to a colleague from a different region?

Working at HUBER+SUHNER Tunisia is dynamic and collaborative. We are constantly challenging ourselves to improve, while fostering a supportive culture that encourages both personal and professional growth.



10 questions in 10 seconds

When did you start your job at H+S?

March 2014

Your job in three words?

Innovative, responsible, impactful

Coffee or tea to start the day?

Coffee

The best job/career advice you have ever received?

Stay adaptable and open to learning.

Something you love about your job?

Building connections with people and making a real impact

Your favourite choice for lunch?

Grilled seafood

A characteristic that describes you well?

Committed, reliable, resilient

Your way or place to recharge energy?

Playing piano and football

Which H+S location would you like to visit?

China

Which book or film has inspired you recently?

Game of Thrones



We keep networks running by connecting things with things

Connecting – today and beyond



Help us shape internal communications

We invite all employees to take part in our survey aimed at assessing how well you feel informed within our organisation. As part of our commitment to transparent communication, we seek to understand how you search for and access information, as well as your evaluation of our current communication channels, including the company intranet, employee magazine, Global Town Hall, and more.



The Corporate Communications team wants to ensure that every employee feels well-informed. Your insights are invaluable and will help us enhance our information offerings to better serve your needs. Please scan this QR code until 20 January 2025 and take a few moments to share your thoughts anonymously. Together, we can foster a more informed workplace.

Thank you for your participation!
Corporate Communications

Our intranet

InContact magazine is published every couple of months to give you in-depth-information about strategic topics. To stay up to date throughout the year, make sure to visit InContact intranet frequently. Your place to interact, research and stay informed on a real-time basis.

120 publishers worldwide within HUBER+SUHNER share the latest.

One global news update every day on average.

Our newsroom team curates and steers the content.

Access via web browser, via MS Teams app on your PC or on your mobile device.