



AI DAY Aarhus November 2024

Hvem er jeg?

- Stødte først på Generative AI i 2019/2020
- Arbejdet med digital marketing og SEO siden 2014
- Jeg er på ingen måde programmør/udvikler
- AI Point of Contact hos Searchmind
- Leder for 3 afdelinger med mellemledere og faglige leads
- I får slides!



Karsten Hansen
Director of Owned Media

ANGULUS
est. cph. 1904


**bedre
nætter**

TOFT JESSEN
DENMARK


CARL HANSEN & SØN

bareen®

RAINS

EL
SALG

POMPE DE LUX

Organic Basics

 **INTERSPORT**

FLOWR
Bare alt var så enkelt

BESTSELLER®

SINNERUP

SKECHERS

BARONS

Fleggaard
- lige over grænsen

Hvem er Searchmind?

- Digitalt marketing bureau i Aarhus C
- 5 afdelinger med 2-6 medarbejdere i hvert team
- Ca. 50 medarbejdere i alt
- Gennemsnitsalderen er 30-35 år
- “Flad” virksomhed - Meget lidt hierarki
“Den bedste idé vinder”
- 2-3/50 har selv startet AI projekter



Hvem er I?

- Små / store virksomheder?
- AI erfaring? ChatGPT? Claude?
- Ledere? Beslutningstagere?

Del 1

Rejsen
Struktur
Ledelse

Del 2

Inspiration
How to
Use cases

Del 1

Hvem har
bolden?



Pernille har bolden hos os, når det handler om AI. Hun ung, ny i teamet og har virkeligt viljen til at lære.

Anonym Marketingchef

Virksomhed med 200+ medarbejdere



Pernille har bolden hos os, når det handler om AI. Hun
ung, ny i teamet og har virkelig vilje til at lære.

Anonym Marketingchef

Virksomhed med 200+ medarbejdere





Don't delegate AI to your
minions. Learn.

Rishad Tobaccowala
Senior Advisor, Publicis Groupe



Google: Annoncør barriere for AI implementering i marketing

“Uvished omkring hvilke AI tools vil være mest brugbare”

44%

“Begrænset viden, eller know-how”

42%

“Manglende tillid til AI / Frygt for fejl”

36%

Hvor skal vi
starte?

34

AI PROJEKTER / OPGAVER



100%

OPTIMERING & AUTOMATIONS

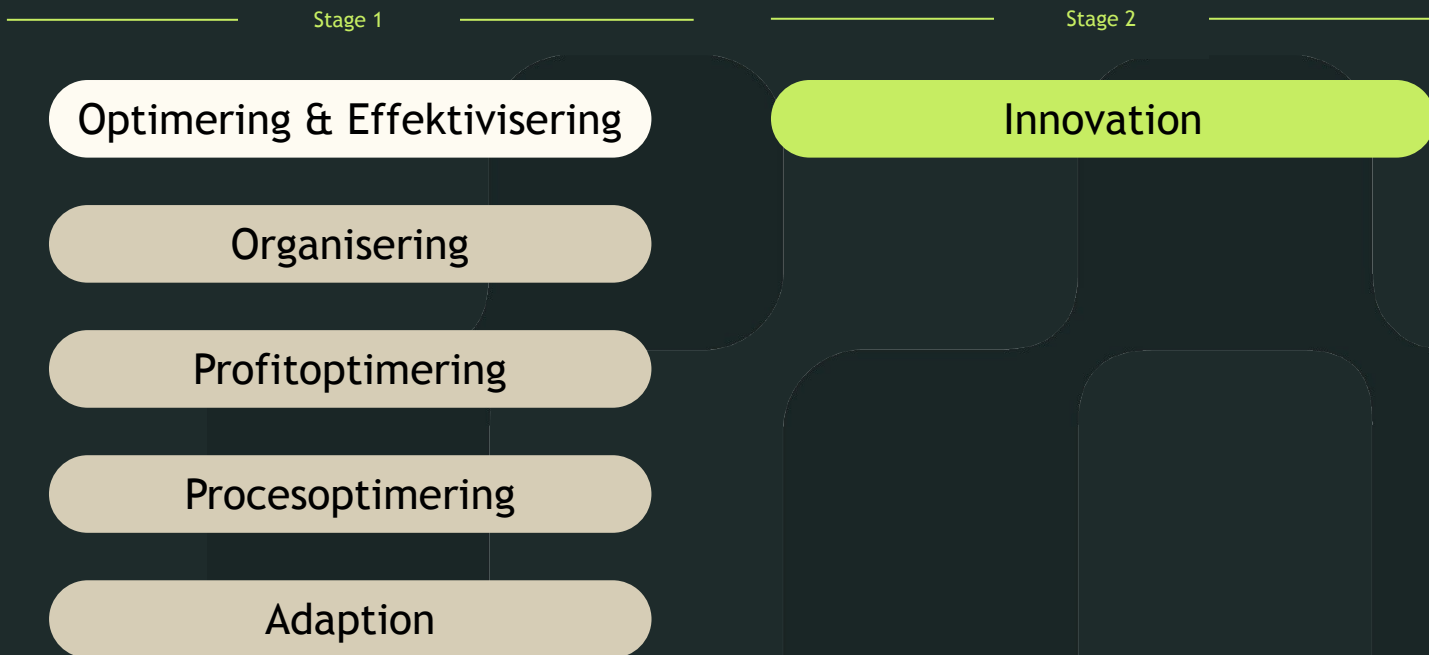


0%

RUMRAKETTER



Timings & stages



Business
Case

Task / Process

Beskrivelse

Standardiseret

Who?

Varians

Afdeling

ROI Potentiale

Frekvens

Metode

Tid brugt årligt

AI / Automation Score

Frekvens

Hvor ofte udføres denne opgave på et år? F.eks. 1 gang i ugen x 6 medarbejdere = 312 gange.

Standardiseret

Udføres opgaver baseret på en standard process, dvs. Udførsel er relativt ens. Eksempel: Annoncetekster til Facebook kampagner

Varians

I hvor høj grad varierer måden at udføre opgaven?

ROI Potentiale

Har vi omkostninger til opgaven i kr/øre? F.eks. til eksterne, tools, eller andet. Hvor meget tid bruger vi på at udføre opgaven?

Ændringer / Eksterne faktorer

Ændres der i teknikken for at løse opgaven ofte? Eller andre eksterne faktorer. Eksempel: Interface på platform man vil have data fra ændres ofte.

AI DAY AARHUS - AI Business Case ☆ 📁 ☁

Fil Rediger Se Indsæt Formatér Data Værktøjer Udvidelser Hjælp

Q Menuer ↶ ↷ 🖨 📎 100% ▾ kr % .0 .00 123 | Stand... ▾ - 10 + B I ↶ A 🗑 📊 📈 📉 📊 📈 📉 📊 📈 📉 Σ

J13 ▾ | fx

	A	B	I	J	K	M
1	 Searchmind™					
2	TASK / PROCESS	BESKRIVELSE	E TIME (MIN)	METODE - ÆNDRES METODEN FOR HVORDAN OPGAVEN LØSES? (1 ÅR)	TIME YEARLY (H)	SCORE
3						
4	Eksempel: Chatbot i Slack til alle medarbejdere	Slackbot, der kan besvare basale spørgsmål, som pensionsordning, barselsordning, regler for kursus, intern viden om specifikke områder.	5,00	1	91,67	44,65
5	Eksempel: Producer tekst til nye produkter	En skribent laver indhold til produktbeskrivelser, der skal indsættes på webshoppen ved produktoprettelse	10	1	833,33	80,55
6						
7						
8						
9						
10						

TIME YEARLY (H)	SCORE
91,67	44,65
833,33	80,55



<https://2ly.link/20tVw>

5730 minutter

=

95,5 timer

=

2,5 arbejdsuge?



Karsten Hansen

Skal vi arbejde d. 23 december?



Karsten Hansen

Hvor ligger vores nye logo henne? Jeg kan simpelthen ikke finde det i Drive

5730 minutter



Karsten Hansen

Pensionsordning? Det kan jeg mærke jeg lige skal læse op på.

95,5 timer

=



Karsten Hansen

Kender vi nogle Shopify udviklere vi kan anbefale?



Karsten Hansen

Skal vi arbejde d. 23 december?



Karsten Hansen

Hvor

ikke finde det i Drive



Karsten Hansen

Pensionsordning? Det kan



Karsten Hansen

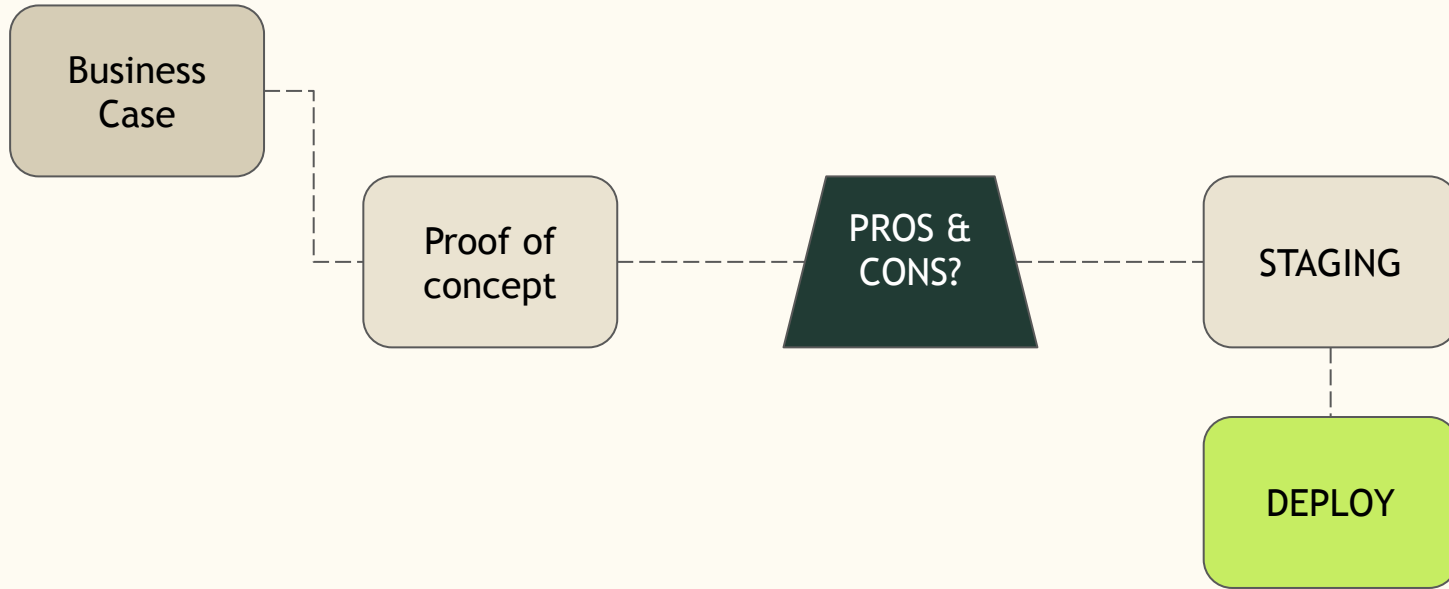
Kender vi nogle

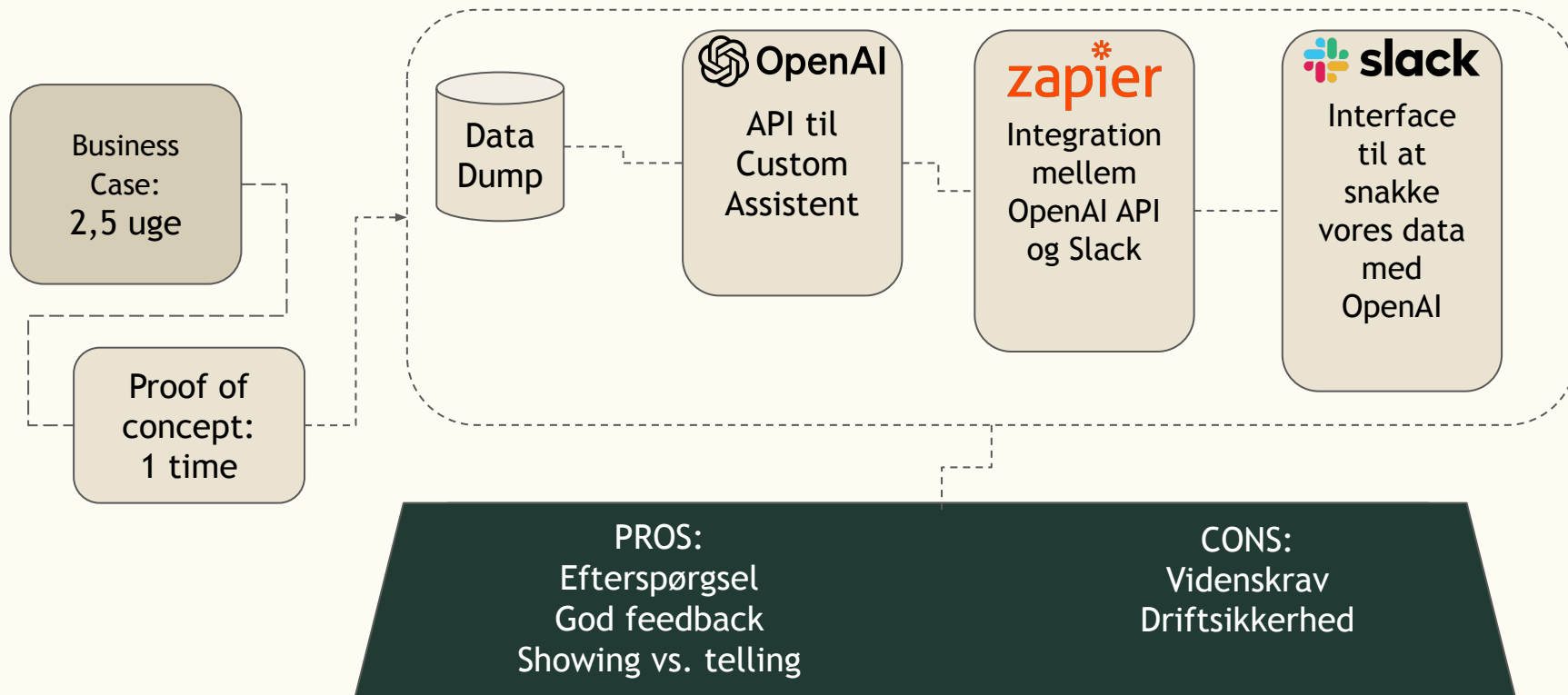




Searchmind™

2,5 arbejdsuge? Løsning: Vores egen AI på Slack





Del 2

The screenshot shows the Searchmind Slack Assistant interface. On the left is a sidebar with navigation options: DASHBOARD, Chat Completions, Assistants (selected), Batches, Evaluations, Fine-tuning, Storage, Usage, and API keys. At the bottom of the sidebar are links for Cookbook, Forum, and Help. The main area is titled 'Assistants' and shows a list of assistants. One assistant, 'Knowledgebase', is highlighted, showing it was created 2 months ago and has a status of '14.06'. To the right of this list is a detailed configuration panel for the 'Knowledgebase' assistant. This panel includes sections for 'System instructions' (with a text area containing instructions about answering questions and formatting for Slack), 'Model' (set to 'gpt-4o'), 'TOOLS' (including 'File search' and 'Vector store for Knowledgebase'), 'Functions', and 'MODEL CONFIGURATION' (with 'Response format' set to 'text'). At the bottom of the configuration panel are 'Clone' and 'Delete' buttons. Annotations with dashed lines connect text labels to specific parts of the interface: 'System instructions - Regler for din assistant' points to the system instructions text area; 'GPT model, der bruges' points to the 'Model' dropdown; and 'Vector store er dataen som GPT kigger i.' points to the 'Vector store for Knowledgebase' tool.

Searchmind / Slack Assistant

Playground Dashboard Docs API reference

DASHBOARD

Chat Completions

Assistants

Batches

Evaluations

Fine-tuning

Storage

Usage

API keys

Cookbook

Forum

Help

Assistants

For 2 måneder siden, 30. sep.

Knowledgebase 14.06

asst_OdLKc5eG00aIM32nUyzeEq5

System instructions - Regler for din assistant

Knowledgebase

System instructions

You answer questions about Searchmind. Anything in the scope of our internal Knowledgebase and employee information (Name, email and telephone number.) Your answers should be formatted to slack.

Model

gpt-4o

TOOLS

☒ File search + Files 602 KB

☒ Vector store for Knowledgebase

☐ Code interpreter + Files

Functions + Functions

MODEL CONFIGURATION

Response format

text

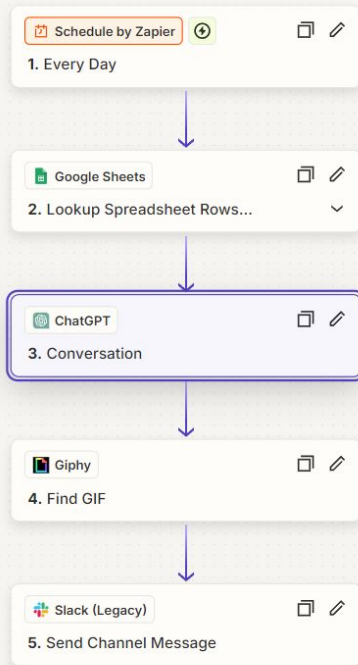
Updated 2:10, 09:43

GPT model, der bruges

Vector store er dataen som GPT kigger i.

v5. "nyt chatgpt secret" is in use

Edit draft



3. Conversation

Setup > **Configure** > Test [Show all fields](#)

User Message

Skriv en fødselsdagshilsen til **2. Rows COL A:** Annes ofie Hauge Bjørnstad . Indkluder en "fun fact" om en stor begivenhed der fandt sted dag **1. Date Day:** 6 i måned **1. Date Month:** 10 . Hvis du ikke har kendskab til nogen stor begivenhed, så find på en. Afslut din hilsen med "Venlig hilsen, Searchmind og ChatGPT".

Model

gpt-3.5-turbo

User Name

user

Assistant Name

assistant

Assistant Instructions

You are a helpful assistant.

Max Tokens

250

Temperature

v5. "nyt chatgpt secret" is in use

Edit draft

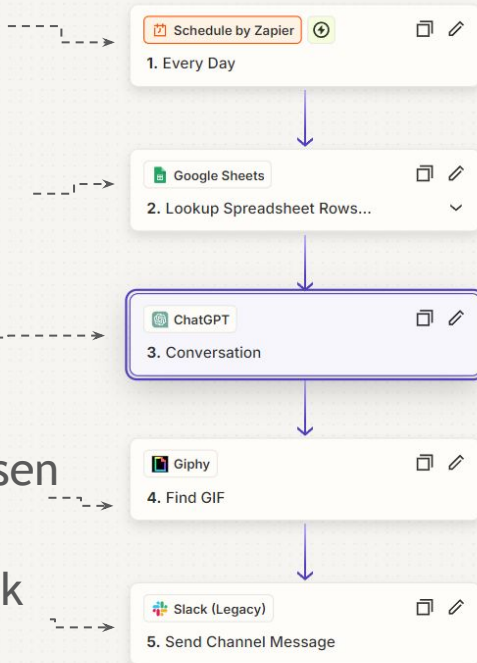
Hvor ofte skal Zapier gøre dette?

Datakilde til Zapier (Sheet med fødselsdage og navn)

Snak med ChatGPT

Find GIF med fødselsdagshilsen

Send besked til specifik Slack kanal



3. Conversation

Setup > Configure > Test Show all fields

User Message

Skriv en fødselsdagshilsen til 2. Rows COL A: Annes ofie Hauge Bjørnstad . Indkluder en "fun fact" om en stor begivenhed der fandt sted dag 1. Date Day: 6 i måned 1. Date Month: 10 . Hvis du ikke har kendskab til nogen stor begivenhed, så find på en. Afslut din hilsen med "Venlig hilsen, Searchmind og ChatGPT".

Model

gpt-3.5-turbo

User Name

user

Assistant Name

assistant

Assistant Instructions

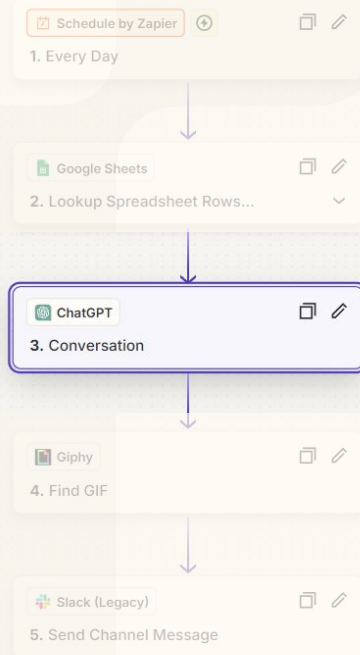
You are a helpful assistant.

Max Tokens

250

Temperature

Snak med ChatGPT

[Edit draft](#)

3. Conversation

Setup > Configure > Test [Show all fields](#)

User Message

Skriv en fødselsdagshilsen til **2. Rows COL A:** Annes ofie Hauge Bjørnstad . Indkluder en "fun fact" om en stor begivenhed der fandt sted dag **1. Date Day:** 6 i måned **1. Date Month:** 10 . Hvis du ikke har kendskab til nogen stor begivenhed, så find på en. Afslut din hilsen med "Venlig hilsen, Searchmind og ChatGPT".

Model

gpt-3.5-turbo

User Name

user

Assistant Name

assistant

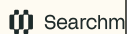
Assistant Instructions

You are a helpful assistant.

Max Tokens

250

Temperature



Searchmind



3. Conversation



Next step

Setup > Configure > Test

Show all fields

User Message

Skriv en fødselsdaghilsen til 2. Rows COL A: . Indkluder en "fun fact" om en stor begivenhed der fandt sted dag 1. Date Day: 6 i måned 1. Date Month: 10 . Hvis du ikke har kendskab til nogen stor begivenhed, så find på en. Afslut din hilsen med "Venlig hilsen, Searchmind og ChatGPT".

Model

gpt-3.5-turbo

User Name

user

Assistant Name

assistant

Assistant Instructions

You are a helpful assistant.

Max Tokens

250

Temperature

1.0

Edit draft

3. Conversation

Setup > Configure > Test

Show all fields

User Message

Skriv en fødselsdaghilsen til 2. Rows COL A: Annes ofte Hauge Bjørnstad . Indkluder en "fun fact" om en stor begivenhed der fandt sted dag 1. Date Day: 6 i måned 1. Date Month: 10 . Hvis du ikke har kendskab til nogen stor begivenhed, så find på en. Afslut din hilsen med "Venlig hilsen, Searchmind og ChatGPT".

Model

gpt-3.5-turbo

User Name

user

Assistant Name

assistant

Assistant Instructions

You are a helpful assistant.

Max Tokens

250

Temperature

Q4

Use cases / Zapier

Opkobling til e-commerce system f.eks. Shopify >
Output dagligt salgsresume til Slack / Teams.

Opsummer store mængder fra Google Sheets til tekstoutput fra OpenAI / GPT.
Output til Gmail / Andet e-mail system.

Pros / Cons

Brugervenligt
Mange integrationer
Billigt at komme i gang
Passer godt til lav volumen

Passer ikke godt til høj volumen / frekvens
(Driftssikkerhed falder)
Mere kompleksitet, flere fejl
Koster mere end make.com
Sikkerheds issues



Autopilot til nye produktkategorier

New Collection Creator

FilRedigerSeIndsætFormatérDataVærktøjerUdvidelserHjælp

Menueu100%kr%0.00123Stand...10BIA

C27fx

	A	B	C	D	E	F
1	URL	Topic	Keywords	Tekst	Copy Approved	Shopify Tag
25	boots-for-school	boots for school	boots for school, school boots	<p>When selecting boots for school, it is important to consider features that enhance the product's <h2>Choosing the Right Material for Durability and Comfort</h2> <p>The choice of material is a key consideration in school boots, impacting both durability and com <h2>Design and Practicality for Academic Settings</h2> <p>While functionality is paramount, the design of school boots also plays a significant role. Model <h2>Maintaining School Boots for Longevity</h2> <p>Maintenance is crucial to extending the life of school boots. Regular cleaning and the applica <p>Jewelry for school encompasses an array of subtle yet sophisticated options to enhance studen <p>&lt;--&gt;</p> <h2>Choosing the Right Jewelry for School</h2> <p>Selecting appropriate jewelry for school requires consideration of the educational environmen <h2>Rings: A Subtle Touch of Personality</h2> <p>Rings are a versatile choice for students wishing to accessorize their school outfit subtly. A sing <h2>Earrings: Understated Elegance for Everyday Wear</h2> <p>Earrings are another popular choice among students for daily wear. Small studs, hoops, or bar <h2>Compliance with School Dress Codes</h2> <p>It's important for students and parents to familiarize themselves with their school's specific dres	☐	
26	jewelry-for-school	jewelry for school	jewelry, rings, earrings	<h2>Choosing the Right Jewelry for School</h2> <p>Selecting appropriate jewelry for school requires consideration of the educational environmen <h2>Rings: A Subtle Touch of Personality</h2> <p>Rings are a versatile choice for students wishing to accessorize their school outfit subtly. A sing <h2>Earrings: Understated Elegance for Everyday Wear</h2> <p>Earrings are another popular choice among students for daily wear. Small studs, hoops, or bar <h2>Compliance with School Dress Codes</h2> <p>It's important for students and parents to familiarize themselves with their school's specific dres	☐	

Choosing the Right Jewelry for School

Selecting appropriate jewelry for school requires consideration of the educational environment's norms and rules. Jewelry pieces, particularly rings and earrings, can serve as a form of personal expression within the boundaries of school dress codes. Opting for minimalistic designs ensures that these accessories complement a uniform or casual classroom attire without overwhelming the look or causing distractions.

Rings: A Subtle Touch of Personality

Rings are a versatile choice for students wishing to accessorize their school outfit subtly. A single band or a simple design can add a personal touch without breaching the decorum of a school setting. Materials such as sterling silver, stainless steel, or silicone offer durability and comfort throughout the school day's diverse activities.

Earrings: Understated Elegance for Everyday Wear

Earrings are another popular choice among students for daily wear. Small studs, hoops, or bar earrings maintain a low profile while providing an

 **make** →   **shopify**



Custom AI
Assistant API
trænet på
kundens data +
tekster



Google Sheet
med AppScript
kalder OpenAI
Assistenten, når
2 celler udfyldes
med data



Når brugeren
godkender tekst
i Google Sheet
sendes data til
Make



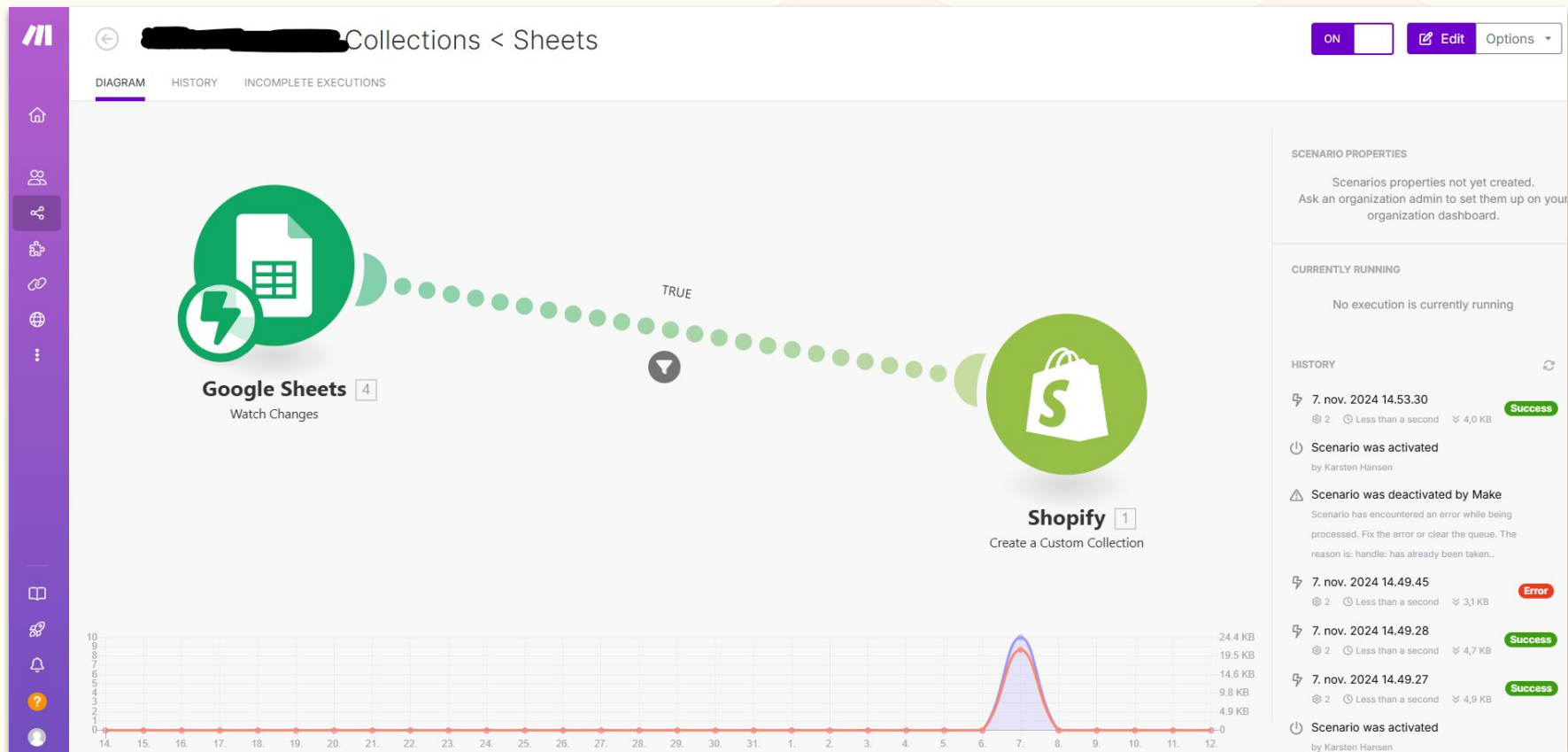
Make opretter
kategorien med
url, titel,
produkt tags og
tekst i HTML i
Shopify



SEO Keywords
analyse data
skydes ind



AppScript koden er lavet
100% med ChatGPT



Use cases / Make

Træk Shopify salgstal til et Google Sheet automatisk

Skriv automatisk tekst med OpenAI til alle nye kategorier som oprettes i Magento / Shopify / WooCommerce

Pros / Cons

Brugervenligt
Integrationer til ALT
Specifikke færdigbyggede integrationer
Billigere end Zapier
Passer godt til lav volumen
Kan håndtere stor kompleksitet i flows

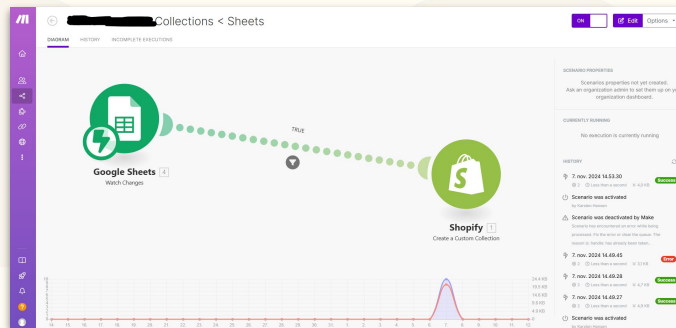
Passer ikke godt til høj volumen / frekvens
(Driftssikkerhed falder)
Mere kompleksitet, flere fejl
Custom kode er meget begrænset
Sikkerheds issues



	A	B	C	D	E	F
	URL	Topic	Keywords	Tekst	Copy Approved	Shopify Tag
25	boots-for-school	boots for school	boots for school, school boots	<p>When selecting boots for school, it is important to consider features that enhance the product's <2>Choosing the Right Material for Durability and Comfort</2> <p>The choice of material is a key consideration in school boots, impacting both durability and com <2>Design and Practicality for Academic Settings</2> <p>While functionality is paramount, the design of school boots also plays a significant role. Mod <2>Maintaining School Boots for Longevity</2> <p>Maintenance is crucial to extending the life of school boots. Regular cleaning and the applicat <p>Jewelry for school encompasses an array of subtle yet sophisticated options to enhance studen <2>Choosing the Right Jewelry for School</2> <p>Selecting appropriate jewelry for school requires consideration of the educational environme <2>Rings: A Subtle Touch of Personality</2> <p>Rings are a versatile choice for students wishing to accessorize their school outfit subtly. A sin <2>Earrings: Underrated Elegance for Everyday Wear</2> <p>Earrings are another popular choice among students for daily wear. Small studs, hoops, or bar <2>Compliance with School Dress Codes</2> <p>It's important for students and parents to familiarize themselves with their school's specifc dress	☐	
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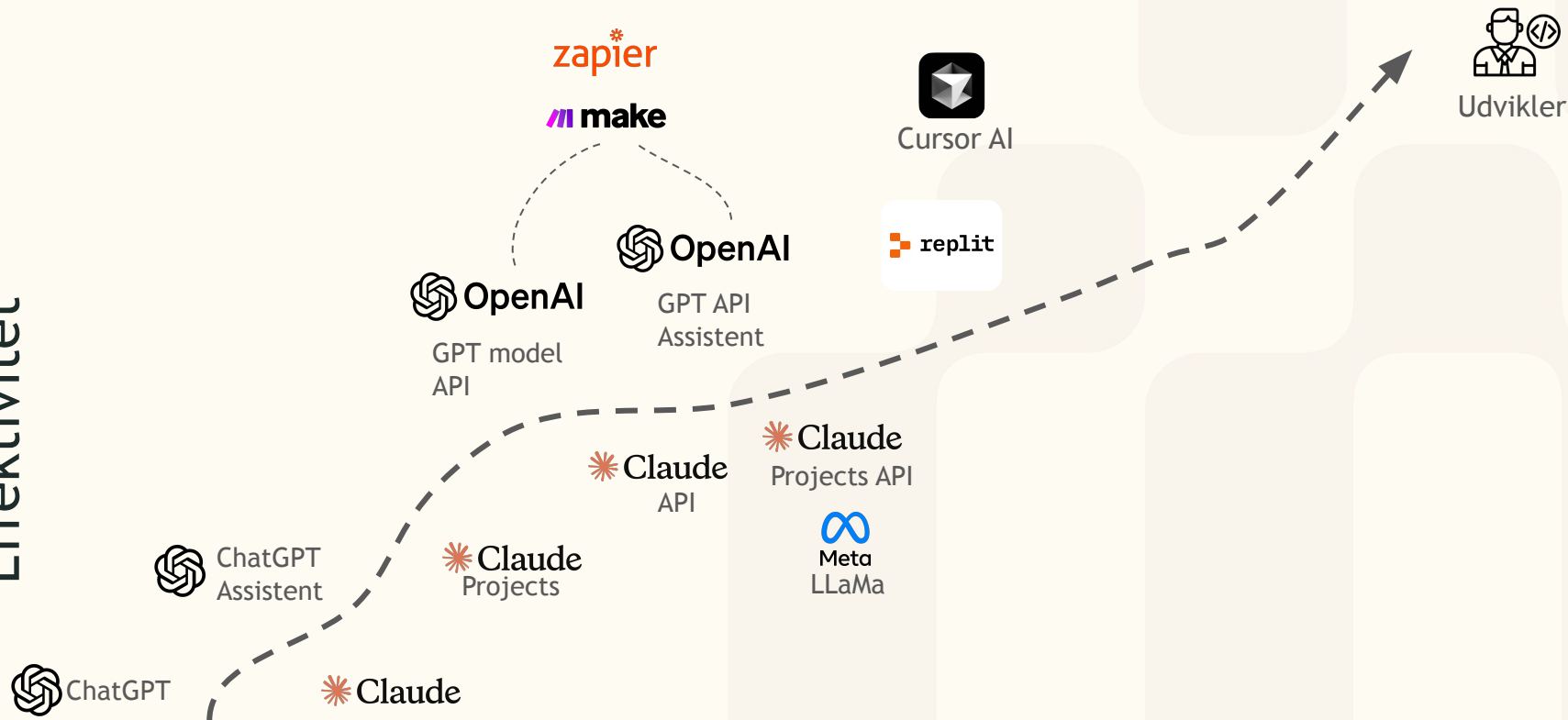
<https://2ly.link/20tdC>



<https://2ly.link/20tdF>

Det næste niveau

Effektivitet

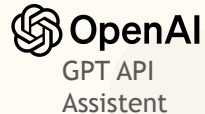
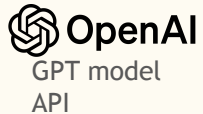


Sværhedsgrad

Prompting / Chat interface



API og Automations

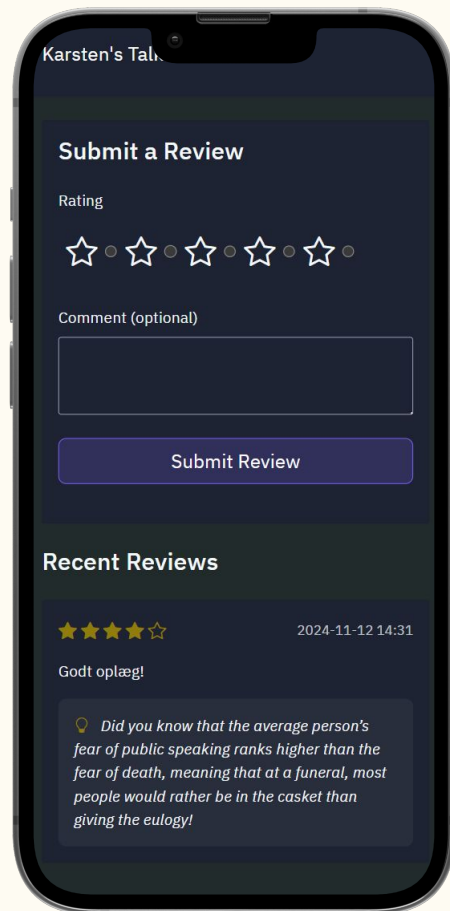


Low code / WebApps





<https://karsten-talk-review.replit.app/>



Før

Nu

Koden

 Claude

 replit

Test lokalt

 python™  Windows 11

Hosting

?

Database

 PostgreSQL

1 dag

10 minutter

replit

__pycache__

.git

static

templates

app.py

chat_request.py

generated-icon.png

main.py

models.py

rate_limiter.py

Packager files

.pythonlibs

.upm

pyproject.toml

uv.lock

Config files

.replit

Tools

Recent

Cloud Services

Integrations

Deployments

Authentication

Database (Key/Value)

Object Storage

PostgreSQL

Workspace Features

AI

Code Search

CtrlShiftF

TalkReview

Stop

Progress

Deployments

+

The agent needs your feedback.

[...].replit.dev /

Devtools

New tab

Karsten's Talk Reviews

Submit a Review

Rating

☆

○

○

○

○

○

Comment (optional)

Submit Review

Recent Reviews

★★★★☆

2024-11-12 14:16

Karsten klarede det fint, som vi siger på jysk.

💡

Did you know that the average person fears public speaking more than death, which means at a funeral, most would rather be in the casket than delivering the eulogy?

make a webapp that is a form where users can review a talk from the speaker Karsten. Review from 1 to 5. Make connection to OpenAI API that automatically responds to the user in the webapp public and leaves SFW fun fact from ChatGPT

13 minutes ago • Read

To generate fun facts using ChatGPT, we'll need an OpenAI API key. This is a secure credential that allows our application to communicate with OpenAI's services. If you don't have one yet, you can obtain it by signing up at <https://platform.openai.com/>. Could you please provide your OpenAI API key?

Secrets

Key

Value

OPENAI_API_KEY

.....

Would you like to save this Secret to your Account Secrets so you can easily access it in other Repls?

+ Add to Account Secrets

Not now

Absolutely! Let me propose what we'll build for you.

I'll help you create a review system for Karsten's talks with an integrated AI response feature. The application will allow users to submit ratings and receive fun facts generated by ChatGPT. We have the OpenAI API key, so we're ready to proceed with the implementation. Would you like to start building the application?

• Build the initial prototype

Paused (Agent is waiting for you. [Scroll to latest](#))

Type message...

@

Have feedback?

make a webapp that is a form where users can review a talk from the speaker Karsten. Review from 1 to 5. Make connection to OpenAI API that automatically responds to the user in the webapp public and leaves SFW fun fact from ChatGPT

13 minutes ago • Read

Submit a Review

Rating

☆☆☆☆☆

Comment (optional)

Submit Review

Karsten klarede det fint, som vi siger på jysk.

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Secrets

Key	Value
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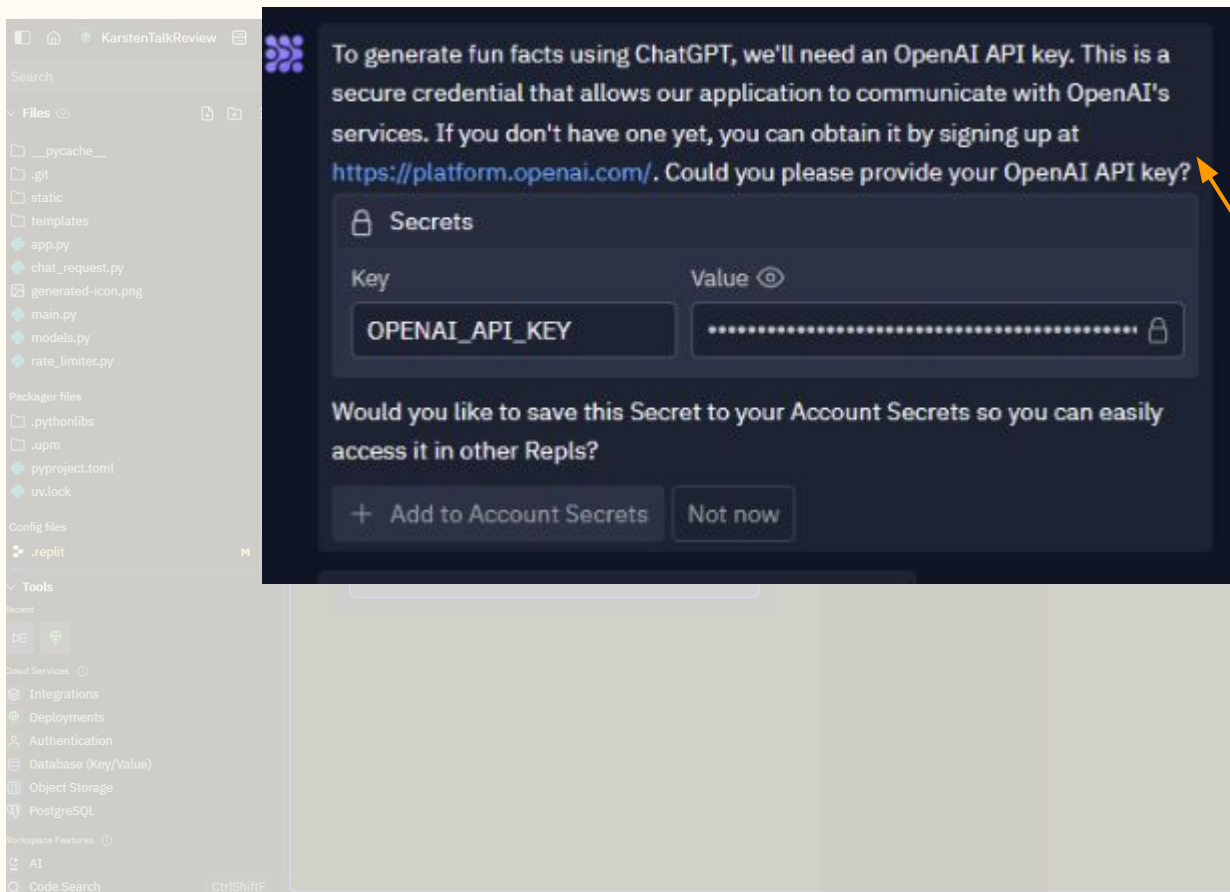
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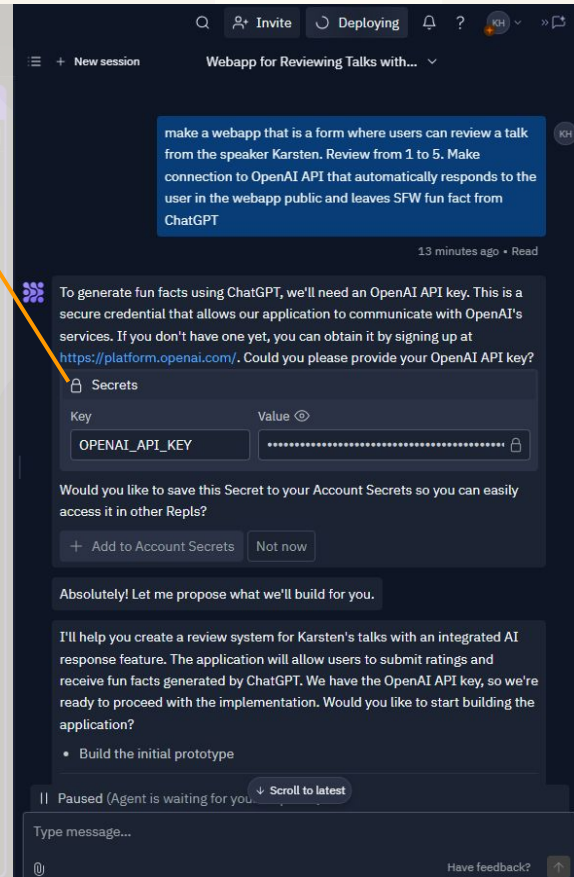


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OPENAI_API_KEY	

Would you like to save this Secret to your Account Secrets so you can easily access it in other Repls?

+ Add to Account Secrets Not now

Absolutely! Let me propose what we'll build for you.

I'll help you create a review system for Karsten's talks with an integrated AI response feature. The application will allow users to submit ratings and receive fun facts generated by ChatGPT. We have the OpenAI API key, so we're ready to proceed with the implementation. Would you like to start building the application?

- Build the initial prototype

Paused (Agent is waiting for you. Scroll to latest)

Type message...

Have feedback?

Search

Files

__pycache__

.git

static

templates

app.py

chat_request.py

generated-icon.png

main.py

models.py

rate_limiter.py

Packager files

.pythonlibs

.upm

pyproject.toml

uv.lock

Config files

.replit

Tools

Recent

Cloud Services

Integrations

Deployments

Authentication

Database (Key/Value)

Object Storage

PostgreSQL

Workspace Features

AI

Code Search

Stop

Progress

Deployments

The agent needs your feedback.

[...].replit.dev /

Devtools

New tab

Karsten's Talk Reviews

Submit a Review

Rating

☆☆☆☆☆

Comment (optional)

Submit Review

Recent Reviews

★★★★☆ 2024-11-12 14:16

Karsten klarede det fint, som vi siger på jysk.

💡 Did you know that the average person fears public speaking more than death, which means at a funeral, most would rather be in the casket than delivering the eulogy?

New session

Webapp for Reviewing Talks with...

make a webapp that is a form where users can review a talk from the speaker Karsten. Review from 1 to 5. Make connection to OpenAI API that automatically responds to the user in the webapp public and leaves SFW fun fact from ChatGPT

13 minutes ago • Read

To generate fun facts using ChatGPT, we'll need an OpenAI API key. This is a secure credential that allows our application to communicate with OpenAI's services. If you don't have one yet, you can obtain it by signing up at <https://platform.openai.com/>. Could you please provide your OpenAI API key?

Secrets

Key

Value

OPENAI_API_KEY

.....

Would you like to save this Secret to your Account Secrets so you can easily access it in other Repls?

+ Add to Account Secrets

Not now

Absolutely! Let me propose what we'll build for you.

I'll help you create a review system for Karsten's talks with an integrated AI response feature. The application will allow users to submit ratings and receive fun facts generated by ChatGPT. We have the OpenAI API key, so we're ready to proceed with the implementation. Would you like to start building the application?

Build the initial prototype

Paused (Agent is waiting for you.)

Scroll to latest

Type message...

Have feedback?

The screenshot shows a web application titled "Karsten's Talk Reviews" running on a Replit environment. The interface is divided into two main sections: "Submit a Review" and "Recent Reviews".

Submit a Review Section:

- Header: "The agent needs your feedback."
- Form: "Karsten's Talk Reviews"
- Rating: A row of five stars, with the first three filled and the last two empty.
- Comment (optional): A text input field.
- Submit Button: "Submit Review"

Recent Reviews Section:

- Header: "Recent Reviews"
- Review 1: A star rating of 4.5 (4 full stars, 1 half star) and the date "2024-11-12 14:16". The text of the review is: "Karsten klarede det fint, som vi siger på jysk." Below the text is a quote: "Did you know that the average person fears public speaking more than death, which means at a funeral, most would rather be in the casket than delivering the eulogy?"

Right Panel (Chat/Instructions):

- Header: "Webapp for Reviewing Talks with..."
- Text: "make a webapp that is a form where users can review a talk from the speaker Karsten. Review from 1 to 5. Make connection to OpenAI API that automatically responds to the user in the webapp public and leaves SFW fun fact from ChatGPT"
- Text: "To generate fun facts using ChatGPT, we'll need an OpenAI API key. This is a secure credential that allows our application to communicate with OpenAI's services. If you don't have one yet, you can obtain it by signing up at <https://platform.openai.com/>. Could you please provide your OpenAI API key?"
- Secrets Section: A table with columns "Key" and "Value". The "Key" is "OPENAI_API_KEY" and the "Value" is a masked string "*****".
- Text: "Would you like to save this Secret to your Account Secrets so you can easily access it in other Repls?"
- Buttons: "+ Add to Account Secrets" and "Not now"
- Text: "Absolutely! Let me propose what we'll build for you."
- Text: "I'll help you create a review system for Karsten's talks with an integrated AI response feature. The application will allow users to submit ratings and receive fun facts generated by ChatGPT. We have the OpenAI API key, so we're ready to proceed with the implementation. Would you like to start building the application?"
- List: "Build the initial prototype"
- Text: "Paused (Agent is waiting for you)" and "Scroll to latest"
- Text: "Type message..."
- Text: "Have feedback?"

Spørgsmål?

“Kan man springe over at bruge OpenAI og træne en assistent direkte igennem Replit?”

På dagen misforstod jeg spørgsmålet her og sagde man skulle oprette en assistent og træne den i OpenAI - også bruge den i Replit. Efter at have reflekteret over hvad der egentligt blev spurgt om: Replit har API adgang til OpenAI og kan derfor godt både oprette assistenter og træne dem i OpenAI via den API.

“Hvad gør man ift. OpenAI / Make / Zapier ift. IT sikkerhed?”

Jeg vil understrege at Zapier og Make er store virksomheder med muligheder for bla. 2-faktor login mm. Jeg vil anbefale man går i dialog med sine interne IT teams.

“Har du ikke har vist deployment fremfor production ift. Replit mm.?”

Dagens oplæg var målrettet begyndere og der er helt sikkert noget serveropsætning mm. bag en WebApp fra Replit, hvis det skal bruges på stor skala. Omvendt hvis det er til interne mindre teams / personlige tools er der ikke de samme krav.

“Eksemplerne du havde med ift. projekter, har det ikke været mere bottom up end top down?”

Jo, det er sandt de eksempler jeg har haft med i dag har primært været bottom up, men jeg kan ikke understrege nok, hvordan vores erfaring har vist at det er et vigtigt ledelsesmæssigt område at arbejde med og have en plan for.

We mind your business



<https://2ly.link/20tdd>



Karsten Hansen

Director of Owned Media

kh@searchmind.dk

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Succesvirksomhed 2022

Nomineringer

Youtube Works Award

European Search Awards 2023 og 2024

Global Search Awards 2022, 2023 og 2024

EY Entrepreneur of the Year 2022

European Paid Media Awards 2024

Partnerskaber

Google International Growth Partner

Google Premier Partner

Meta Business Partner

PriceShape Partner

DataFeedwatch Partner

Klaviyo Master Partner

