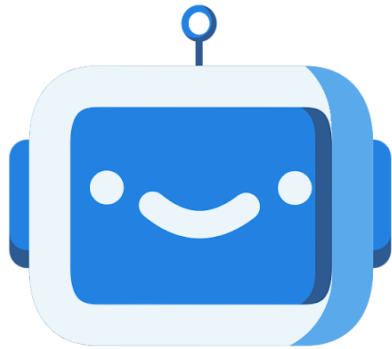
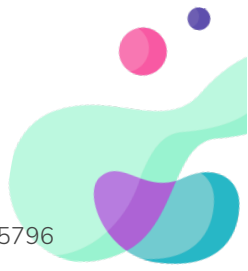
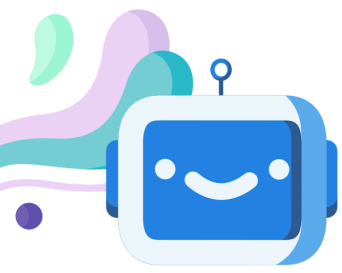




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Work Package n°2

Ireland Case Library

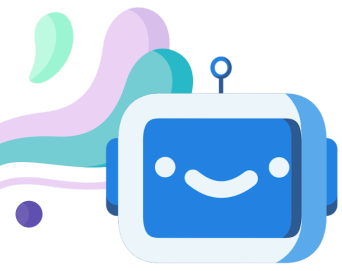
1. Ireland context

Artificial Intelligence (AI) adoption is gaining momentum among Irish SMEs as they seek to improve efficiency and make smarter business decision. More than one-third (35%) of Irish SMEs have already implemented AI, and nearly half plan to do so in the next year. This surge follows a national trend – AI use by Irish enterprises almost doubled from 8% in 2023 to about 15% in 2024. Government strategy aims for 75% of businesses using AI by 2030 backed by programmes like the Grow Digital portal and Local Enterprise Office vouchers to encourage digital projects. Key areas of impact include customer service, IT, and sales, where AI is expected to save time and boost productivity; for example, SMEs anticipate AI could free up an average of 3.8 hours per week in administrative work, collectively redirecting billions of euros to higher-value activities. Crucially, studies show a clear link between adopting advanced technologies (cloud, AI) and improved business performance in SMEs.

Despite the optimism, significant challenges remain. Many small firms lack AI knowledge or resources – a recent survey found lack of understanding (26%) and cost (23%) are top barriers to implementation. Skill gaps are a concern as well: over 60% of Irish SMEs cite insufficient expertise as a major obstacle, aligning with reports that a quarter of businesses feel their employees lack the digital skills needed for growth. These hurdles underscore the need for training and support, which the Irish government and industry groups are actively providing through workshops, innovation hubs, and the national AI strategy’s “Here for Good” framework.

The following case studies showcase practical success stories of SMEs that embraced AI internally. Three Irish SMEs and one German SME illustrate how thoughtful AI adoption can improve processes, decision-making and competitiveness. Each example highlights transferable lessons – from automating routine tasks to optimising complex operations – offering inspiration for other SMEs embarking on their AI journey

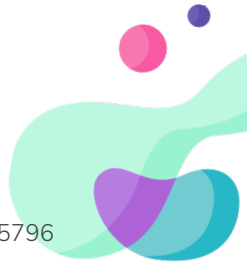
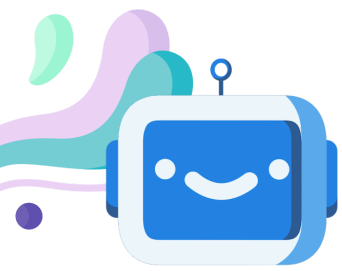




2. Case studies

SME #1	CASE TITLE:	Smarter Quoting in Property Maintenance		
	SME Name:	Profix Maintenance Services		
	Number of employees:	6	Years in operation:	16
	Sector:	Facilities		
1. Overview and contents				
<p>This case study describes how a small Irish property maintenance company harnessed AI to automate its job quoting process, which resulted in faster turnaround and efficiency. The company achieved this by training an AI on historical job data, streamlining a task that was previously labour-intensive.</p>				
2. Background				
<p>Profix Maintenance Services is an SME based in Cork, and it provides building and facilities maintenance for commercial clients. It was founded in 2007 by an owner with very low digital literacy skills. Initially, the company managed everything on paper, but over time, it increasingly adopted technology to modernise its workflows. They achieved this under the guidance of a Local Enterprise Office digital mentor, who helped them through the process. Early steps included using a mobile data collection app to log job hours (improving billing and scheduling), a digital note-taking app to record work details on-site, and a web-based communication platform to reduce back-and-forth emails. Additionally, they introduced a QR-code system for on-site safety records and a jobs tracking system to improve quoting efficiency. By 2023, the company had a strong foundation in digital skills, and a culture open to new tools, paving the way for AI integration.</p>				
3. Approach and Implementation				
<p>Profix's AI approach focused on automating the quote generation process for maintenance jobs, previously a repetitive task that consumed significant admin time. The team gathered two years of past job descriptions, scope details, and approved quotes as training data. With guidance from an external AI consultant, they fine-tuned a machine learning model to predict and draft quote texts for new jobs based on similarities to past cases. The AI (a</p>				





cloud-based natural language model) was integrated with their existing systems: when a work request is logged, the model suggests a draft quote including scope and pricing. A human manager reviews and tweaks the AI-generated quote before approval. Once finalised, an RPA bot enters the quote into the accounting system automatically. This phased approach – augmenting staff with AI suggestions and automating data entry – minimised disruption. Profix first piloted the system on one type of job to validate accuracy, then expanded it to all quote requests after positive results. Training staff was key: the admin team received training on how to interpret AI outputs and provide feedback to improve the model. The implementation was carried out over a few months and required relatively low investment, thanks to off-the-shelf AI services and a local innovation grant.

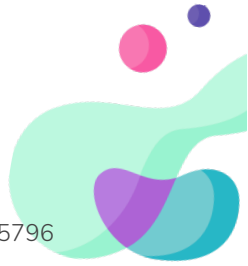
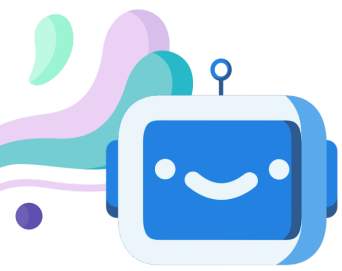
4. Results and Impact

The AI-powered quoting system resulted in immediate benefits for this company. Quote turnaround time shrank from days to near-instant – what used to require a manager manually drafting each quote is now prepared in seconds, needing only minor edits by a human employee. This speed means clients get proposals faster, improving customer experience. Internally, the administrative workload for quotes dropped drastically; Profix can handle more job requests without adding headcount, supporting business growth “without increasing administrative overhead”. The quotes are also more consistent in format and detail, thanks to the model learning from the company’s best past proposals. Management reports that the AI’s suggestions are very accurate, requiring only ~10% manual adjustment on average. Furthermore, by freeing staff from labour-intensive paperwork, the company reallocated time to improving service quality and client relations. An unexpected advantage of this process was knowledge retention – the AI model preserves years of quoting experience, ensuring that valuable insights remain accessible even if a staff member leaves. This increase in efficiency has also resulted in cost savings (less overtime spent on admin) and the ability to handle a higher volume of work. Overall, Profix’s gradual shift to digital tools, capped by this AI project, has made it overall a more efficient business. Revenue grew by around 15% last year with no increase in back-office staff, and errors in quotes have virtually been eliminated. This showcases AI’s transformative potential even in a very small business setting.

5. Lessons Learned

For Profix, a key lesson was the importance of phased digital transformation. The company’s earlier adoption of basic digital tools (mobile data capture, cloud notes, process automation) laid the groundwork for AI, and allowed the team to build tech confidence little by little,





without overwhelming them. Instead of trying to use AI across the whole business straight away, they targeted one area – quoting – where AI could deliver obvious time savings. Involving employees in the process was also extremely important. The admin staff flagged repetitive quote-writing as a good candidate for automation and played a hands-on role in training the model with quality data, which improved the results.

The case also highlights that AI doesn't have to be complex – using existing AI services and mentorship (consultancy) helped an otherwise non-technical SME implement a solution effectively. Profix addressed data privacy and quality concerns by cleaning past quotes and anonymising client info before training the AI. Challenges encountered included some initial mistrust of AI's suggestions – solved by keeping a human review step to maintain confidence. Over time, as the AI proved reliable, trust grew.

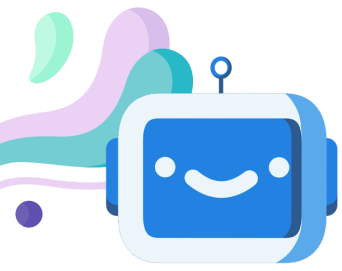
Another challenge was ensuring the AI's outputs stayed within the company's tone and pricing strategy, solved by repetitive tuning and providing more examples. Profix also noted that not every process is suitable for AI; some tasks were better left to simple automation (RPA) or human judgment, so they focused AI where it added clear value. The support from external digital experts – through the LEO programme and an AI consultant – was also extremely important, as it allowed the SME owner to understand which ideas were worth pursuing, and how to bring them to life with the right partnerships.

6. Future Directions

Encouraged by the success in quoting, Profix plans to explore additional AI applications. One immediate step is retraining the model periodically with new data so it stays current with pricing trends and job types – effectively, the AI “learns” as the business evolves. The company is also considering a chatbot assistant on its website to handle common customer inquiries (e.g. scheduling, basic troubleshooting), which will provide potential customers with instant answers.

With the Irish government's push for SME digital adoption, Profix intends to tap further grants or training to continue to build staff AI literacy. The long-term vision is to make AI an invisible “assistant” across operations – from automated safety report generation to intelligent scheduling of field crews based on job urgency and location. By carefully scaling these innovations, Profix aims to maintain its competitive edge and handle growth without significantly increasing spending. This case demonstrates that even a small enterprise can use AI in a practical, phased way to boost its efficiency and service delivery.





SME #2

CASE TITLE:	AI-Powered Visibility: How Evercam Transformed Construction Site Management		
SME Name:	Evercam		
Number of employees:	35+	Years in operation:	Since 2010
Sector:	Construction Technology		

1. Overview and contents

Evercam, an Irish ConTech SME, provides AI-powered camera systems for construction sites. With a vision to enhance transparency, accountability, and efficiency in the construction process, Evercam has embedded artificial intelligence deeply into its operations and product offerings. Their success in using AI to detect safety issues, track materials, and analyse project delays exemplifies how small enterprises can drive digital transformation in traditional sectors.

2. Background

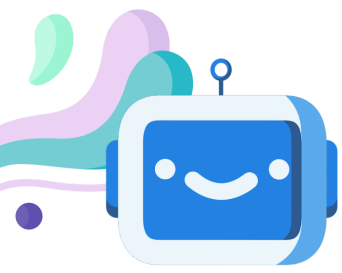
Founded in 2010 and headquartered in Dublin, Evercam initially focused on camera systems for general surveillance. Over time, they pivoted to address the construction sector's specific needs—delivering time-lapse videos and live feeds to document site progress. As the complexity and demands of modern construction increased, Evercam identified AI as a key enabler to transition from passive monitoring to intelligent, proactive site management.

3. Approach and Implementation

Evercam applied agile methodologies to introduce AI incrementally, aligning each iteration with customer feedback and operational insights. Their approach included:

- **AI Integration:** Embedded computer vision and machine learning models into site cameras to identify materials, track vehicle entries/exits, and recognise safety compliance.
- **Cloud Infrastructure:** Leveraged scalable cloud storage and processing to handle vast video datasets.
- **Product Features:** Developed tools like “X-ray view” and “Gate Report” to automate site progress analysis and logistical tracking.
- **Continuous Learning:** Fed user feedback and real-world video into model training, improving detection accuracy and feature relevance.





4. Results and Impact

- **Time Savings:** Contractors saved hours of manual site checks with automated video analysis and reports.
- **Enhanced Safety:** AI detection helped flag safety breaches in near real-time.
- **Improved Accountability:** Project stakeholders accessed an irrefutable video audit trail, reducing disputes and improving transparency.
- **Global Reach:** Evercam expanded internationally, with clients across Europe, Asia, and the Americas.

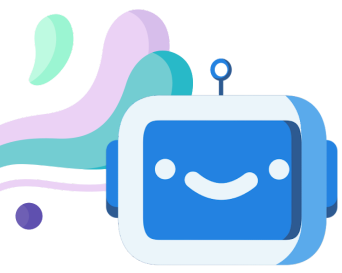
5. Lessons Learned

- **AI Works Best When Solving Real Problems:** Evercam focused on AI features directly tied to user needs—like tracking truck deliveries or identifying hazards—rather than deploying technology for its own sake.
- **Customer Collaboration is Critical:** Regular feedback loops with construction firms helped fine-tune AI outputs and maintain usability.
- **Agility is a Strength for SMEs:** Small teams can move faster when testing new technologies, a key advantage in innovation-heavy domains.

6. Future Directions

Evercam plans to:

- **Expand AI Use:** Introduce predictive analytics for project delays and risk mitigation.
- **Integrate with BIM Systems:** Combine camera data with Building Information Modeling to enhance planning and coordination.
- **Automate Compliance Audits:** Use AI to verify adherence to safety protocols and building regulations in real-time.



SME #3

CASE TITLE:	AI-Powered Investment Intelligence: How Quantmatix Transforms Asset Management for Professionals		
SME Name:	Quantmatix		
Number of employees:	10	Years in operation:	Since 2021
Sector:	Fintech		

1. Overview and contents

Quantmatix is a Dublin-based fintech SME offering an AI-powered decision-support platform for hedge funds, family offices, and high-net-worth investors. The company uses advanced machine learning and big data analytics to deliver real-time market intelligence and actionable investment insights across equities, fixed income, foreign exchange, commodities, and crypto. Quantmatix exemplifies how Irish SMEs can leverage AI internally to create high-value, scalable products that disrupt traditional financial services.

2. Background

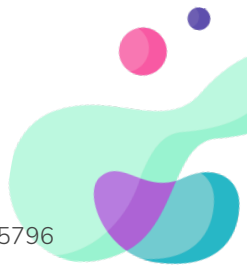
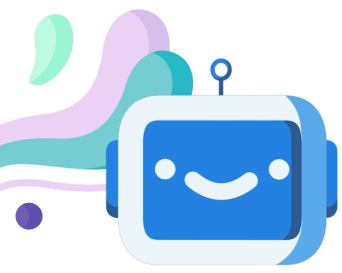
Founded in 2021 by industry veterans Liam Boggan and Paul Chew, Quantmatix emerged from a deep understanding of institutional investors' challenges in timing markets and managing cross-asset portfolios. The co-founders recognised that traditional methods were often too slow or subjective to match the speed and complexity of modern financial markets. Backed by Enterprise Ireland and part of the High-Performing Start-Ups (HPSU) programme, Quantmatix began building a proprietary SaaS platform to bridge the gap between human decision-making and AI precision.

3. Approach and Implementation

Quantmatix adopted an AI-first approach to financial analytics, embedding machine learning into the core of its product development:

- **Proprietary Algorithms:** Developed AI models that scan vast volumes of market data to identify high-conviction buy/sell signals.
- **Product Design:** Built a user-friendly, cloud-based SaaS platform delivering thematic market insights, slow-moving persistent scores, and predictive indicators.
- **AI Training:** Leveraged historical financial data and back-tested models to optimise the platform's predictive capabilities.





- **Team Expansion:** Focused on hiring AI and data science talent to strengthen their R&D function and maintain a competitive edge.
- **Funding & Partnerships:** Raised €2.7 million in an oversubscribed angel investment round (HBAN & Enterprise Ireland), enabling product refinement and international growth.

4. Results and Impact

- **Performance:** The platform supported the launch of the QM Star Investment Fund, which achieved a 70%+ win rate and 23% annualized returns, demonstrating the effectiveness of its AI-driven insights.
- **Client Growth:** Attracted a growing user base of global hedge funds, family offices, and asset managers.
- **Product Differentiation:** Known as a “market GPS”, the system helps clients navigate market volatility and make informed timing decisions, without providing regulated investment advice.
- **Strategic Backing:** Gained confidence from Enterprise Ireland and senior private investors (e.g., Kevin O’Byrne, Centrica and David Geraghty, formerly Meta).

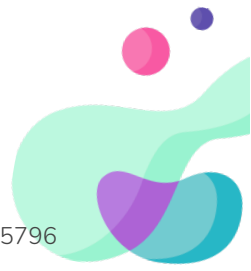
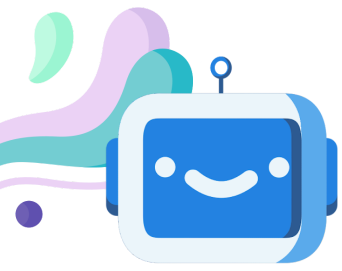
5. Lessons Learned

- **AI Must Complement Human Judgment:** Quantmatix found success by positioning AI as a decision-enhancement tool rather than a replacement for investment professionals.
- **Focus on Real-World Use Cases:** Targeting specific user pain points such as timing, asset allocation, and thematic shifts, proved critical to product adoption.
- **Investor Confidence is Key:** Securing strategic investment partners early helped not only fund growth but also validate the credibility of their approach.

6. Future Directions

- **Global Expansion:** Plans are in place to scale marketing and sales in the U.S., Middle East, and Asia.
- **Team Growth:** The company will double staff by the end of the year, with a focus on AI talent and client success.
- **Product Innovation:** Further development of real-time, AI-generated market signals and predictive dashboards tailored for institutional investors.
- **Board Strengthening:** Addition of high-profile advisers to guide strategic scaling and international market entry.





SME #4

CASE TITLE:	Cargonexx: Leveraging AI to Optimise Road Freight Logistics		
SME Name:	Cargonexx		
Number of employees:	50-100	Years in operation:	Since 2016
Sector:	Logistics		

1. Overview and contents

Cargonexx, based in Hamburg, Germany, is a digital freight forwarder that utilises artificial intelligence (AI) to optimise road freight logistics. By integrating AI into its operations, Cargonexx aims to reduce empty truck runs, lower CO₂ emissions, and enhance overall efficiency in the freight industry.

2. Background

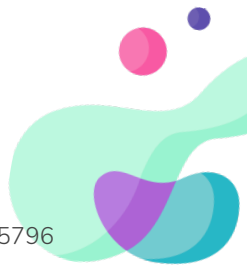
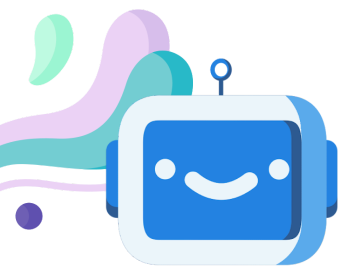
The road freight industry often faces challenges such as inefficient route planning and a high percentage of trucks running empty, leading to increased costs and environmental impact. Recognising these issues, Cargonexx developed a platform that uses AI to predict spot market prices and optimise load matching, thereby addressing inefficiencies and promoting sustainable logistics practices.

3. Approach and Implementation

Cargonexx's strategy involved:

- **AI-Driven Pricing:** Implementing a self-learning artificial neural network to predict spot market prices for individual shipments, allowing for immediate and accurate pricing.
- **Load Optimisation:** Using AI to match shipments with available trucks, reducing the number of empty runs and improving asset utilisation.
- **Real-Time Data Integration:** Incorporating live traffic data and road conditions to optimise routing and delivery times.
- **User-Friendly Platform:** Developing an intuitive interface that simplifies the booking process for shippers and carriers.





4. Results and Impact

- **Operational Efficiency:** Achieved up to a 20% reduction in transportation costs through optimised routing and load matching.
- **Environmental Benefits:** Reduced CO₂ emissions by approximately 35% by minimising empty truck runs.
- **Market Expansion:** Built a network of over 100,000 trucks, expanding services across Germany and into neighbouring countries.
- **Industry Recognition:** Received accolades such as the German Digital Prize by McKinsey for innovation in logistics

5. Lessons Learned

- **AI Integration:** Effective use of AI requires continuous learning and adaptation to market dynamics
- **Collaboration:** Success depends on building strong partnerships with carriers and shippers to ensure platform adoption.
- **Scalability:** Scalable technology solutions are essential for expanding services and entering new markets.

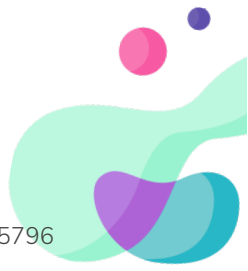
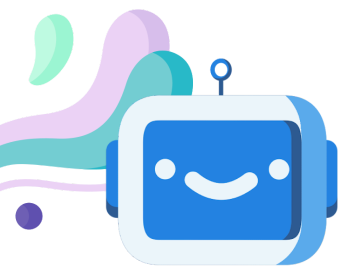
6. Future Directions

Cargonexx plans to:

- **Enhance AI Capabilities:** Further develop predictive analytics for demand forecasting and dynamic pricing.
- **Expand Geographically:** Enter additional European markets to broaden their service reach.
- **Integrate Sustainability Metrics:** Provide clients with tools to measure and report on their carbon footprint.
- **Develop New Services:** Introduce features such as automated compliance checks and real-time shipment tracking.

Cargonexx's innovative use of AI in logistics demonstrates the potential for SMEs to drive efficiency and sustainability in traditional industries.





3. Conclusions

The Bots4Business case studies demonstrate the tangible and diverse ways SMEs across Ireland and the EU are leveraging artificial intelligence to improve efficiency, competitiveness, and service delivery. These examples, spanning facilities maintenance, construction technology, financial analytics, and logistics, highlight a broader trend of AI adoption among forward-thinking SMEs responding to digitalisation pressures and opportunities.

In the Irish context, momentum around AI adoption is growing rapidly. While one-third of Irish SMEs have already implemented AI and nearly half intend to do so within the next year, many face persistent barriers including limited expertise, funding, and awareness. However, national strategies, including Enterprise Ireland supports, Local Enterprise Office mentoring, and targeted funding, are beginning to bridge these gaps. As the Profix case illustrates, even very small businesses with modest digital maturity can achieve measurable improvements by applying AI in practical, phased ways.

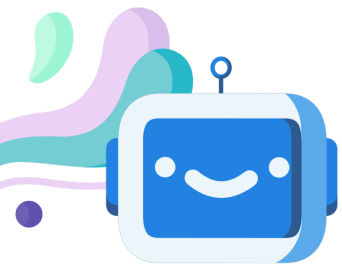
The cases of Evercam and Quantmatix show how Irish tech SMEs are not only adopting AI but embedding it into the core of their product and service offerings. Their success reveals that AI can serve not only internal efficiencies but also create unique competitive advantages through data-driven client solutions. These firms also show the importance of agile implementation, strong leadership, and market feedback loops to ensure that AI initiatives align with customer needs and yield sustainable returns.

Cargonexx, the featured EU case, demonstrates that similar challenges and opportunities exist across Europe. By applying AI to reduce empty freight runs, Cargonexx achieved both economic and environmental impact, delivering cost savings to clients while advancing sustainability goals. Its approach highlights how SMEs can scale through innovation, even in traditional sectors, when digital infrastructure and AI are integrated strategically.

Across all four cases, several common themes emerge:

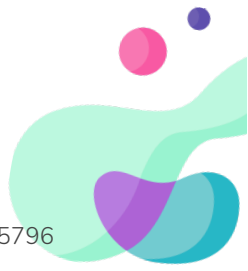
- **Start small and scale gradually:** Whether automating quotes or analysing market data, these SMEs began with well-scoped pilots before expanding.
- **Align AI with real business needs:** AI was applied to clear, measurable pain points—improving accuracy, speed, or decision-making.
- **Involve employees and partners:** Staff engagement and expert support (from consultants, mentors, or funders) played a critical role in every successful implementation.
- **Maintain a human-in-the-loop model:** AI served as an assistant, not a replacement, preserving confidence and oversight while increasing output.





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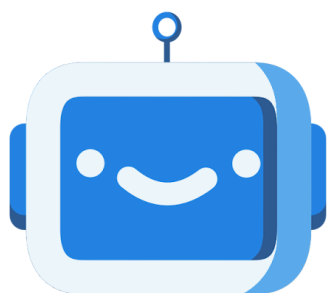


These stories offer actionable inspiration for SMEs across Europe, showing that AI is not just for large corporations. With the right strategy, training, and support, even the smallest firms can harness AI to streamline operations, unlock new value, and drive future growth. As European VET systems and policymakers work to prepare SMEs for the digital economy, these examples underscore the importance of real-world guidance, peer learning, and accessible innovation ecosystems.



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