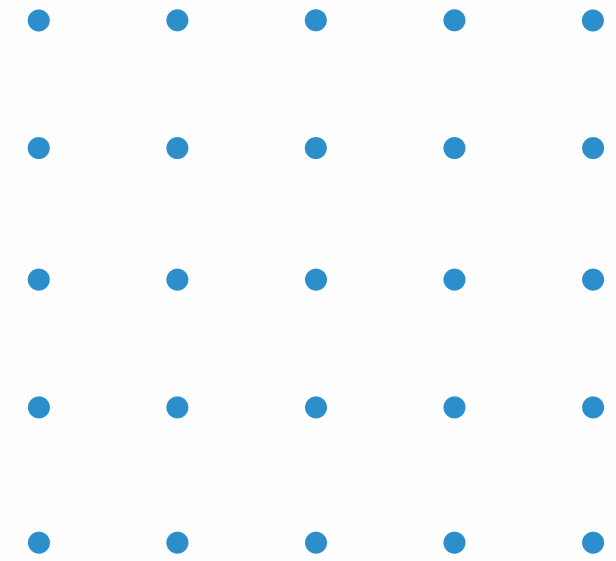


Harnessing AI: Opportunities and Insights for British Promotional Merchandisers

Tom Newton, CEO – Nucleus Technologies &
Stamford Agentic

The current state of AI in the UK



- “**43%** of UK professional and business services firms reported **using AI in 2025**, up from 31% the previous year.” gov.uk
- “**77%** of businesses that have implemented AI report **minimal impact on revenue.**” TechRadar
- Why is this? **Adoption vs Diffusion**

Focus: what you can do **literally later today**

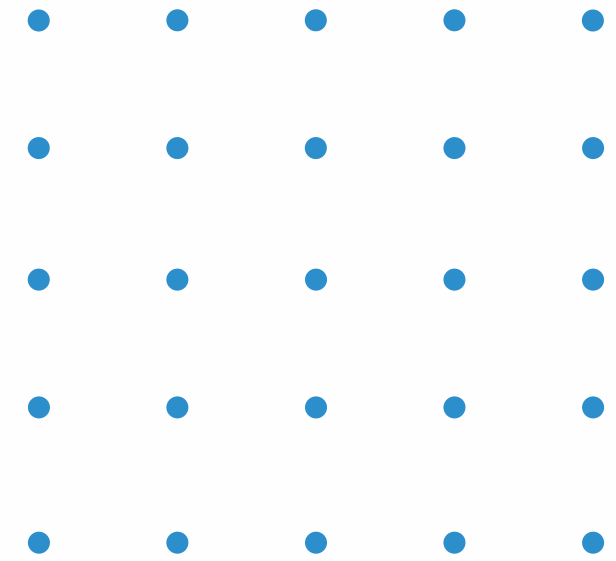
What's Out There Right Now

Factor	General AI (e.g. ChatGPT, Claude)	Niche Apps (Specific Tools)
Configurability	Low: Limited industry-specific tuning	High: Specialized but narrow
Integration with Systems	Moderate: New integrations	Low: Often siloed
Data Transparency & Control	Lower: Less control over data	Moderate: Some control, but fragmented
Scalability Across Use Cases	Broad, but generic	Focused, but limited in scope
Holistic Industry View	Low: General data, not industry-specific	Low: Disconnected tools

Why Is This Problematic?

- No single system fits
- Fragmented data
- Inconsistent experience
- Limited control

Result: fragmented systems, more siloed data, and new manual processes to manage.





Two Ways AI Can Help

Amplify your team

- Reduce admin
- Faster responses
- Better member support

Introduce New Workflows

- Automate processes
- Do things you couldn't before
- Scale without hiring

Focus: you could start with either, but ideally **do both**

What You Need to Control

Knowledge

Workflows

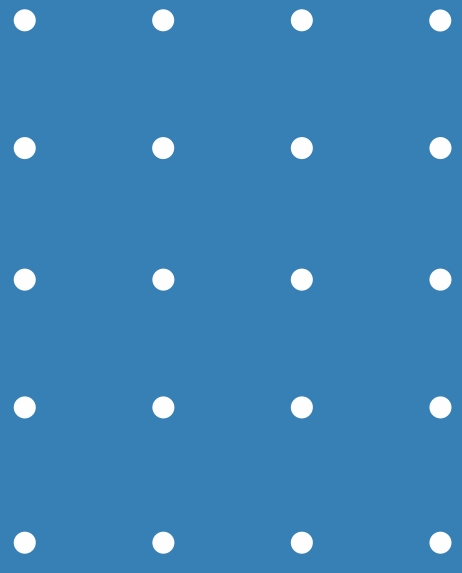
Data

Deployment

Agents

Governance

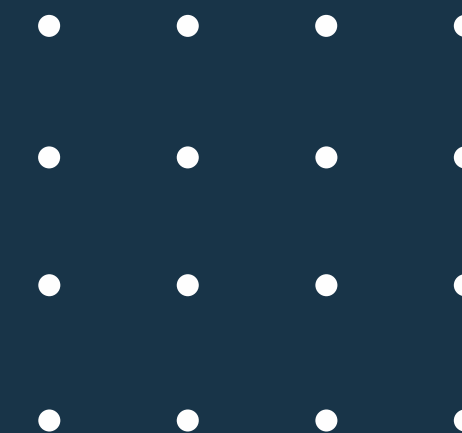
**Most tools give you one or two of these
Very few give you all of them together.**



Demonstration

Focus: you could start with either, but ideally **do both**

A Practical Path Forward Today

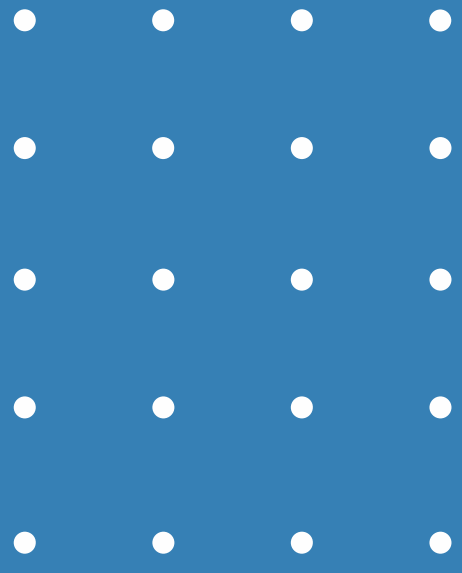


Identify a high-value use case

Structure your knowledge

Deploy in a controlled way

Start small, iterate quickly



Thank You

Do you have any question?