


A close-up of a woman's face, partially obscured by a digital overlay of glowing blue and white dots and lines, suggesting a high-tech or AI theme. The background is a dark blue gradient with a bokeh effect of light spots.

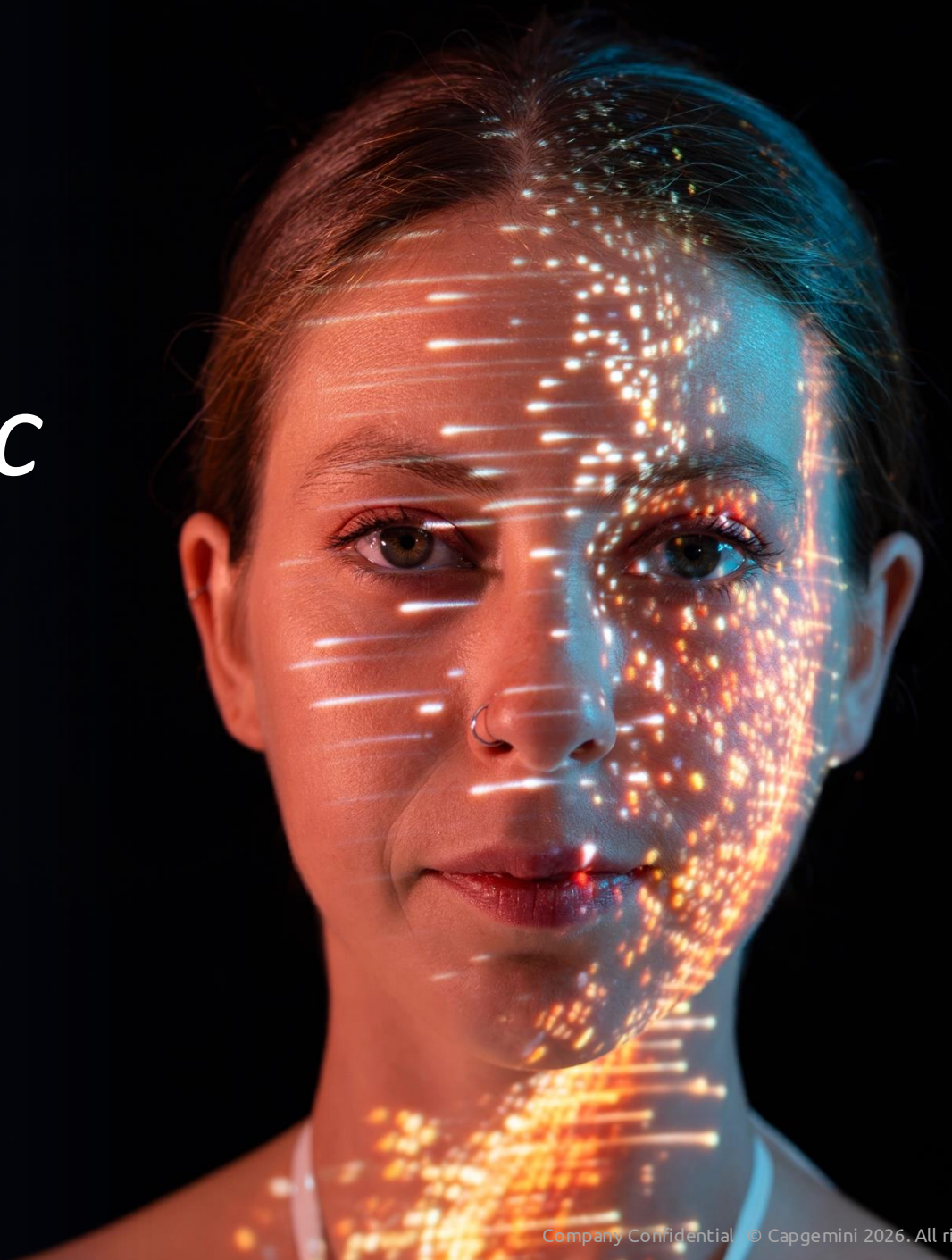
AI als leerpartner

Donald Hessing
Vice President | Cloud & Custom Applications

A woman with long dark hair is shown from the chest up, looking directly at the camera. Her face and neck are illuminated with vibrant, glowing digital light effects in shades of blue, purple, and pink, suggesting a high-tech or artificial intelligence theme.

*Knowledge is
ONE
click away*

*“Content is Generic
and
Humans are Not”*





Not more
—
but better learning

A horizontal bar with a blue-to-cyan gradient, positioned above the title.

The trend

WHAT WE SEE

Learning has left the classroom behind

Students today move between school, home, mobile, AI tutors, and instant explanations, sometimes all in the same hour. They don't wait for the next edition. They don't adapt to the format. They expect the content to meet them where they are, in the way they think, at the speed they move. The learning experience has been completely reinvented. The systems behind it haven't kept up.



WHAT WE SEE

Content isn't a product anymore, it is a living system

A textbook used to be finished. Today, content needs to flex, update, adapt, and flow across platforms, devices, and moments of learning.

It's a living system, one that has to evolve as fast as the curriculum, the classroom, and the learner.

That changes everything about how it needs to be built.



WHAT WE SEE

The speed of learning has changed. The speed of production hasn't... yet.

Curricula shift. Classrooms change. Learners expect content that keeps up, richer, clearer, available the moment they need it. But most production models were built for a slower world. The gap between what learners need and what learning organizations can deliver is getting wider.



A shift back to analog

Across Europe, attitudes toward digital learning are shifting: Denmark is investing €72 million to bring back paper textbooks, Sweden has reversed its digital-first strategy after research showed screens were harming learning outcomes.



This isn't gradual change. Two forces are colliding, right now

The market has
accelerated

AI content pipelines are becoming the baseline for education. The speed and quality expectations have fundamentally changed

Tech

People

Learners & teachers have changed
faster than the systems around
them

Students now learn through multimodal, on-demand, interactive channels. Teachers need digital-ready, structured content that reduces workload

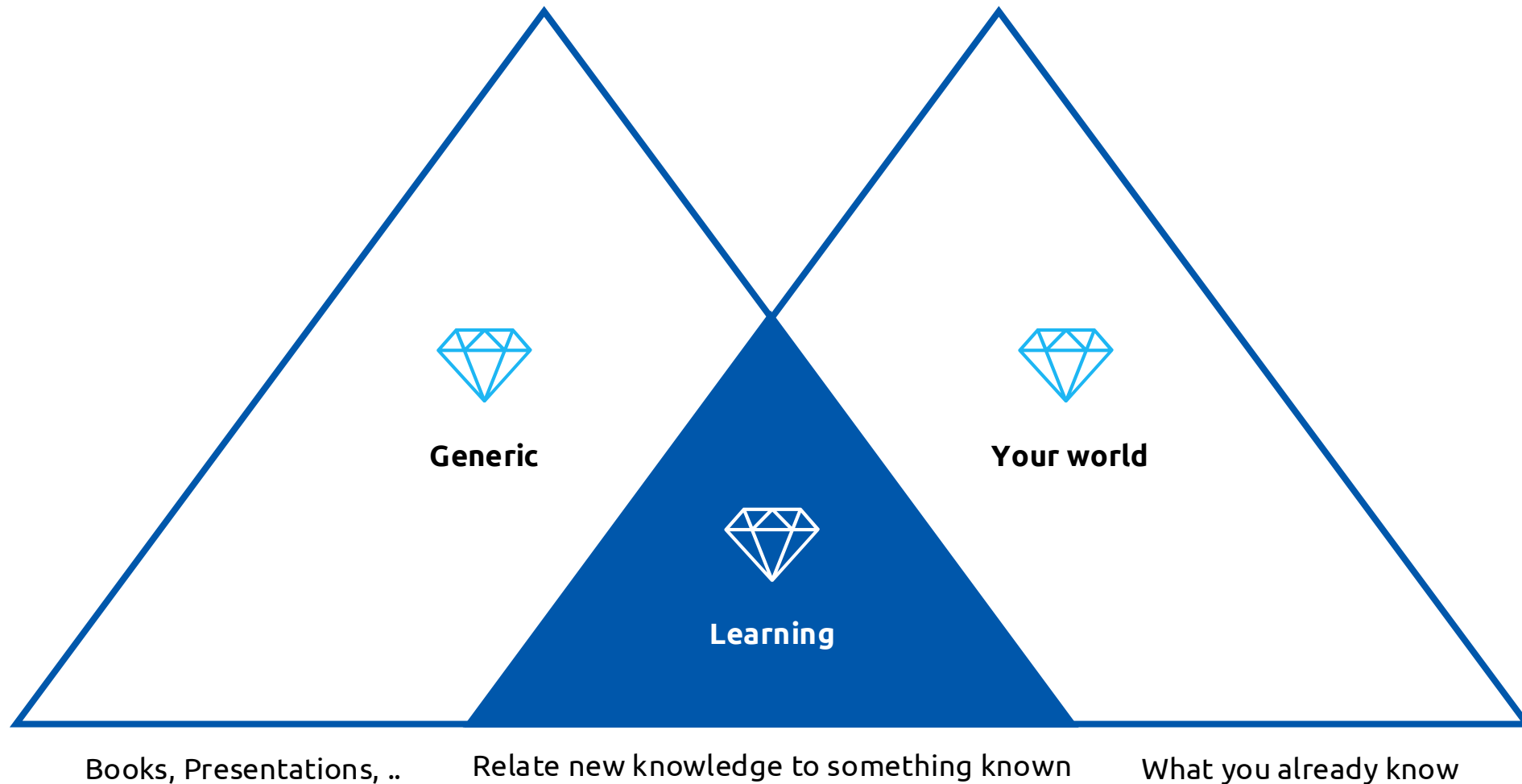
When market pressure and people needs align at the same
moment, that's not a trend. That's a turning point.



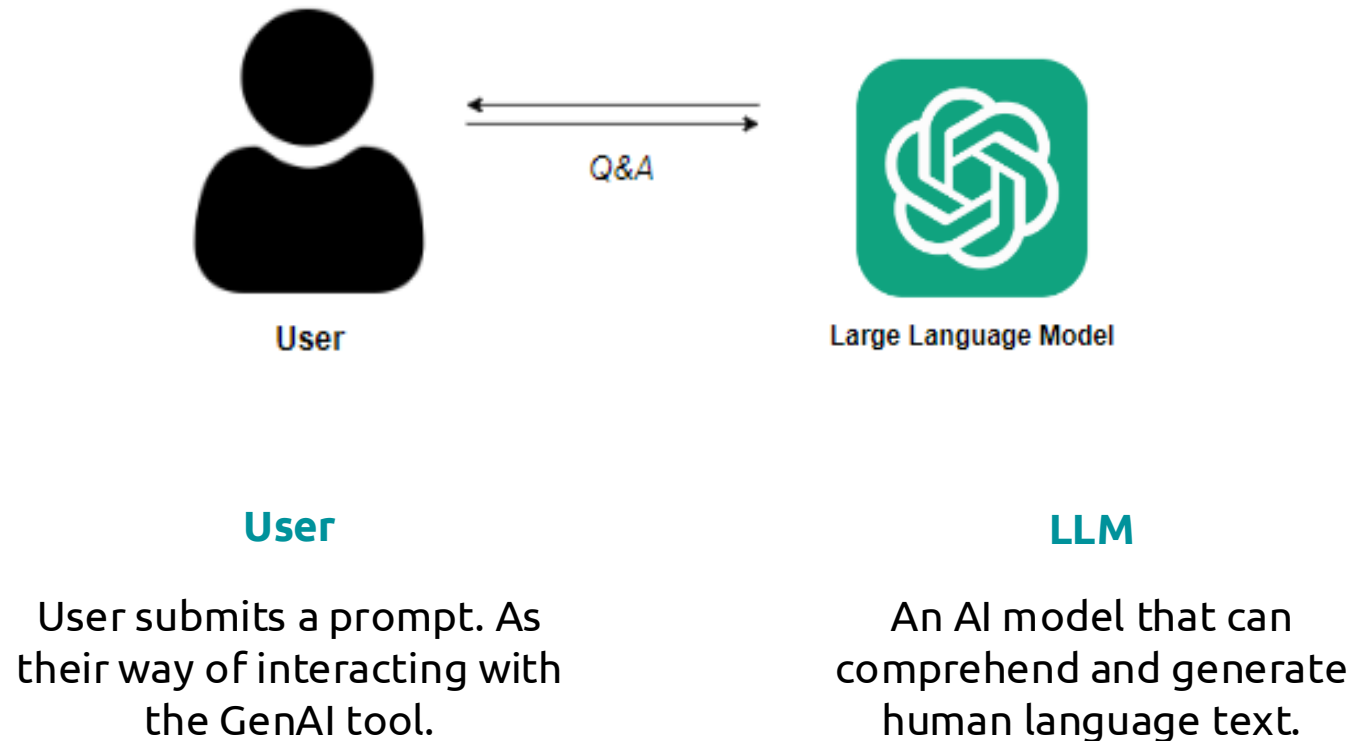
The technology



Learning in context

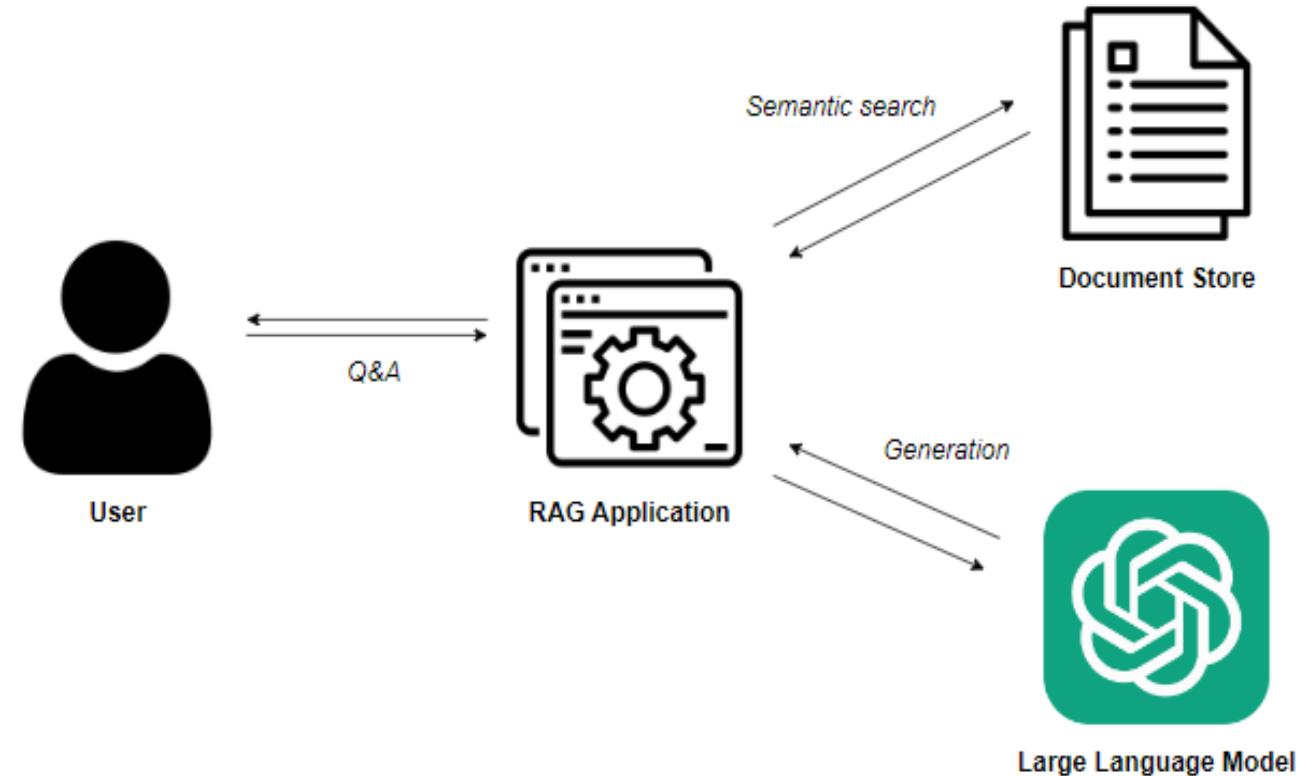


Large Language Model (LLM)





HOW IS RAG EMBEDDED WITHIN A GENAI APPLICATION?



User

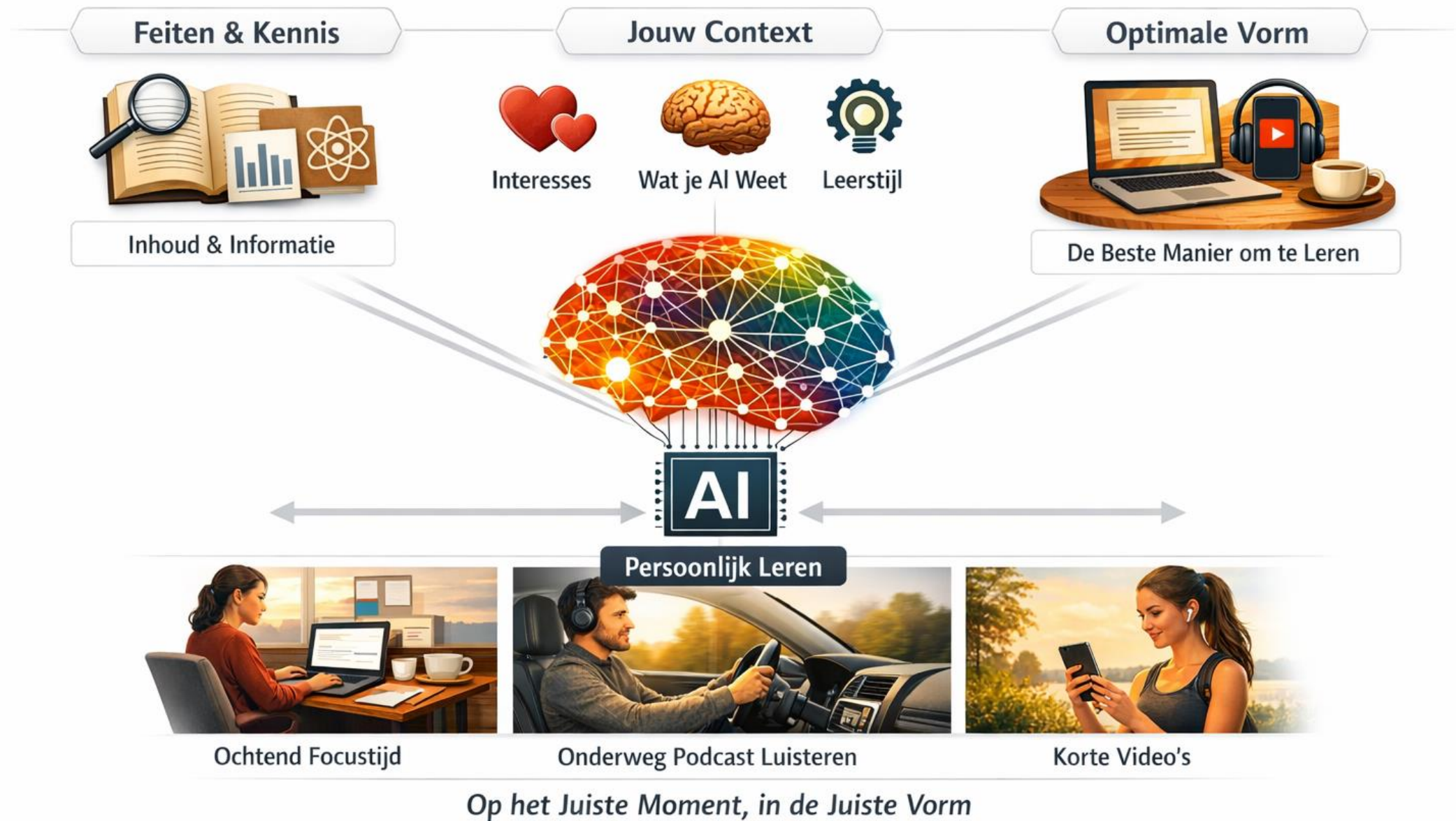
User submits a prompt. As their way of interacting with the GenAI tool.

Document store

Stored for supporting documents, that will contain data related to forming an answer to a prompt.

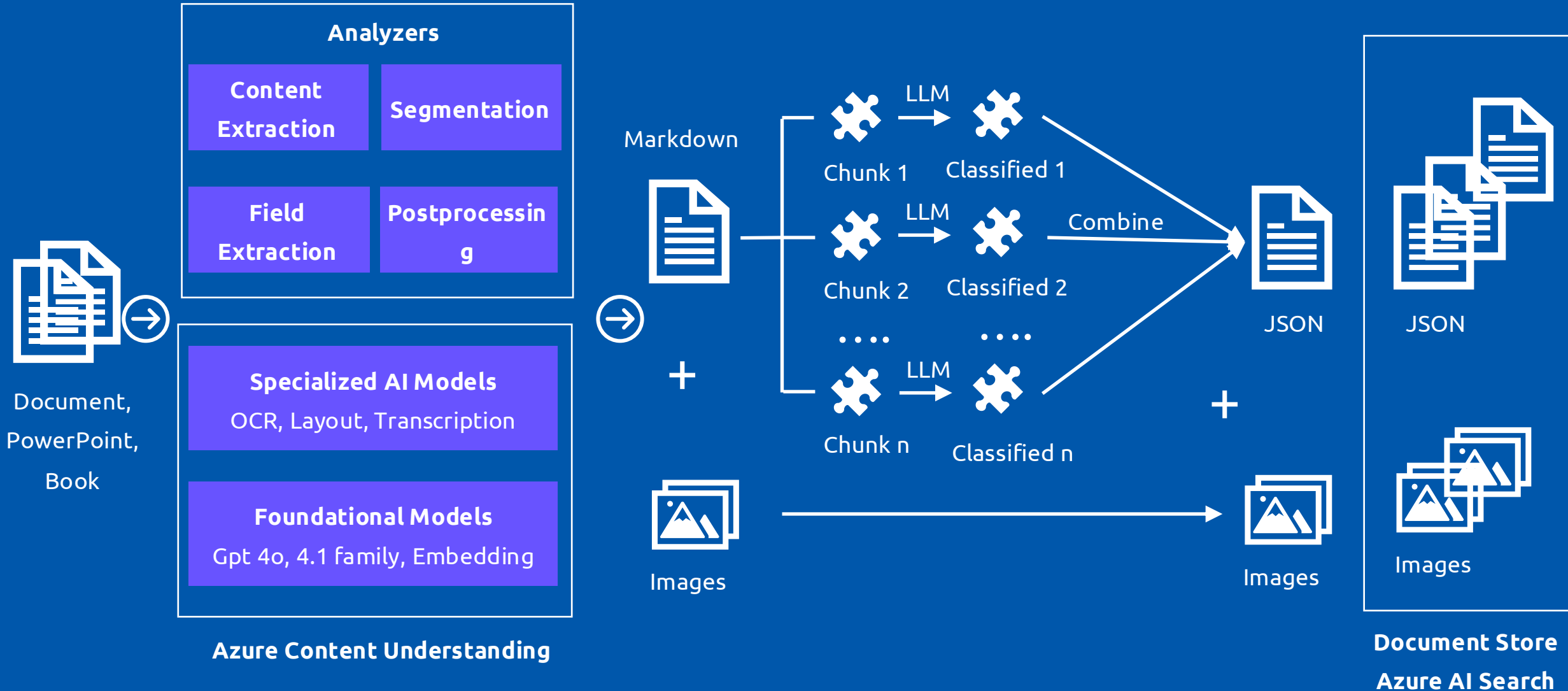
LLM

An AI model that can comprehend and generate human language text.





Digitizing Content





DEMO

✕ Gemeente
✕ Amsterdam
✕

Bringing 750 years of history to life

one question at a time

Capgemini



Microsoft

750 ✕
AMSTERDAM

AMSTERDAM ✕ 750 ✕ AMSTERDAM ✕ 750 ✕ AMSTERDAM ✕ 750 ✕



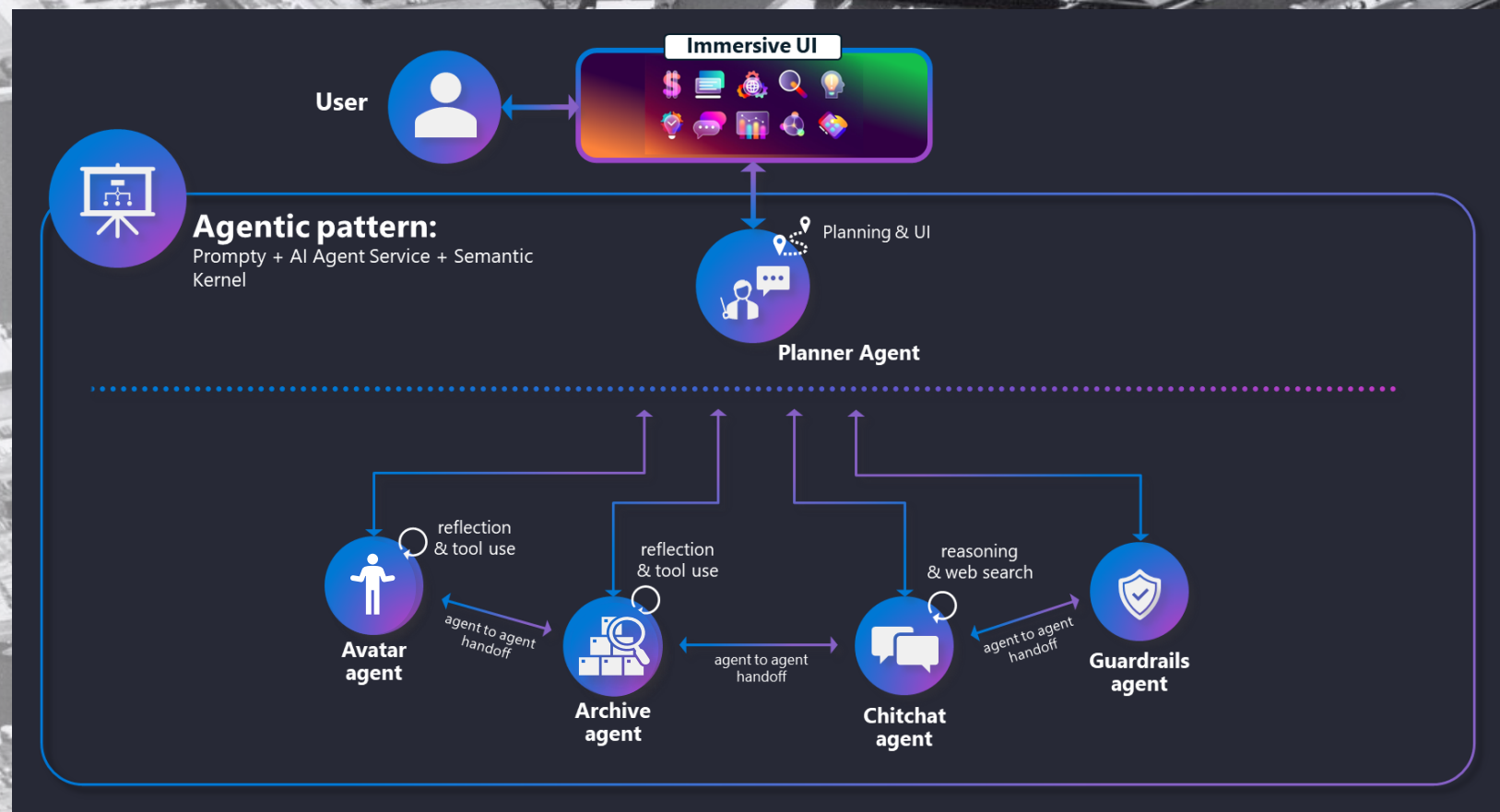
Stadsarchief Amsterdam

- (Historical) Information Centre for the City of Amsterdam
- Archives of families, organizations and municipality
- 60km of paper documents
- 12km digitized to 50 million scans
- Weekly production of 25,000 scans

[illegible][illegible]

Start your conversation

Multiple agents




Bringing 750 of history to life

One question at a time




Start your conversation

Speech

Have a spoken conversation with Bert, the Amsterdam city archivist who will guide you through the Amsterdam city archive to learn from history and find the actual artifact.



'Talk' with 750 years history of Amsterdam



Here are some suggested questions about the history of Amsterdam:

1975年に市が700周年をどのように祝ったのですか?


Waar werd de Westerkerk vroeger voor gebruikt?

What happened in Amsterdam in the year 1943?

ماذا يرمز شعار النباله لأمستردام؟

What are typical Amsterdam words or expressions?

Leg het volgende stukje oud-Nederlands uit in modern Nederlands:
Dat tusschen hen, eerste comparanten als amice-ten- en eisschers, en hem, laatste comparant, als opposant en verweerder, een proces zijnde ontstaan over en ter zake van het arrest, keel of recommandatie, in de ordinaris gijselkamer deser steeede, van hem, laatste comparant.




Chat messages:

Hi, mijn naam is Bert de Vries. Wat wil je weten over de geschiedenis van Amsterdam?

ماذا يرمز شعار النباله لأمستردام؟

شعار النباله لأمستردام يتكون من ثلاثة صلبان أندرياسية بيضاء على خلفية سوداء، محاطة بشريط أحمر. يُعتقد أن الصلبان ترمز إلى ثلاثة مخاطر تاريخية واجهتها المدينة: الفيضانات، الحرائق، والطاعون. هل ترغب في معرفة المزيد عن تاريخ أمستردام؟

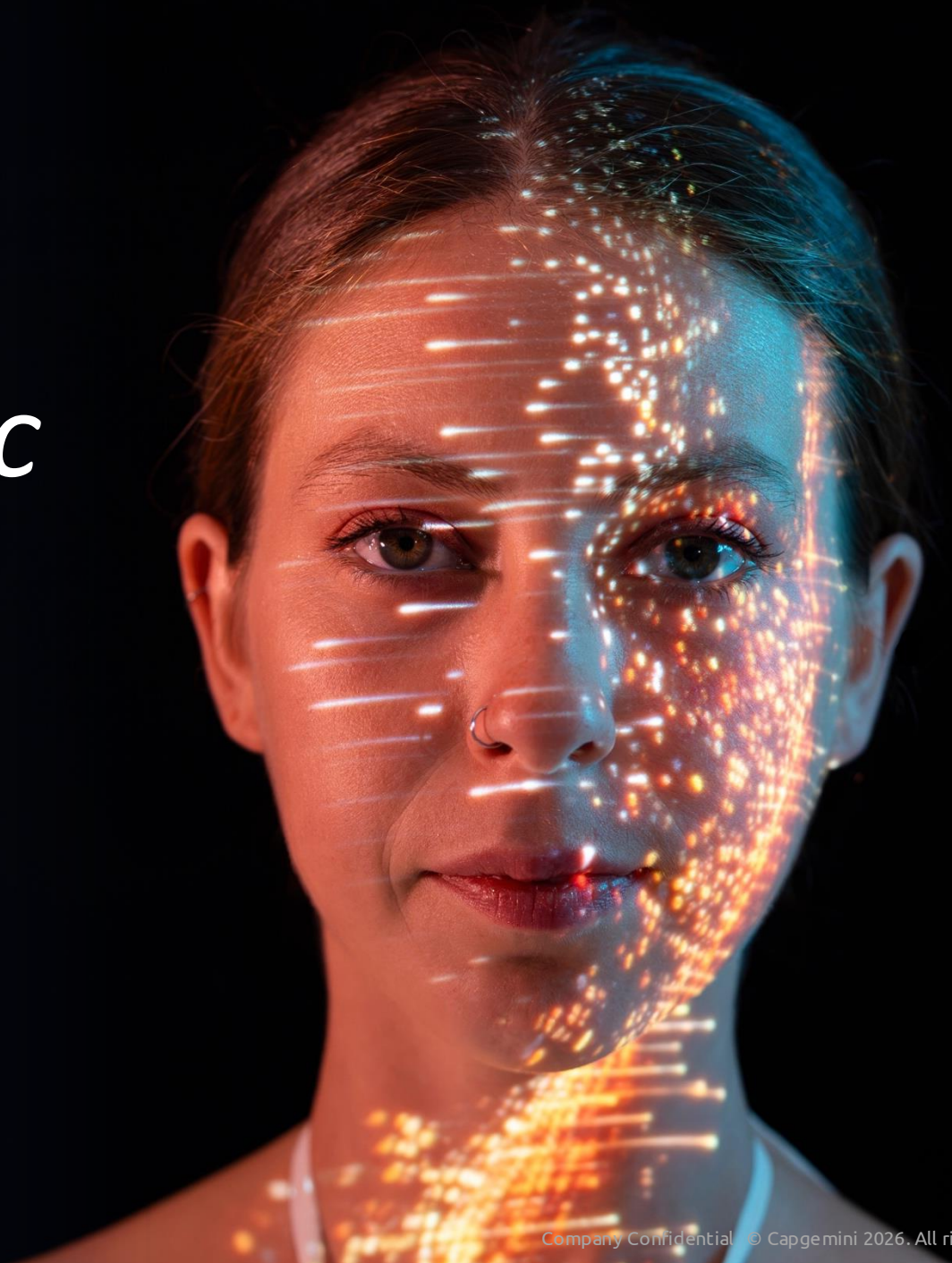


Press the mic to start talking

Bringing 750 of history to life

One question at a time

*“Content is Generic
and
Humans are Not”*



About Capgemini

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