

# ROI 2.0

How KBC Bank Unlocks  
Enterprise Value with  
DeepL's Language AI



# Steve Rotter

Chief Marketing Officer - DeepL

- Wide range of executive leadership roles in technology companies including Adobe, Motorola, OutSystems
- Focused on helping companies realize value from leading edge technologies



# Why ROI 2.0?



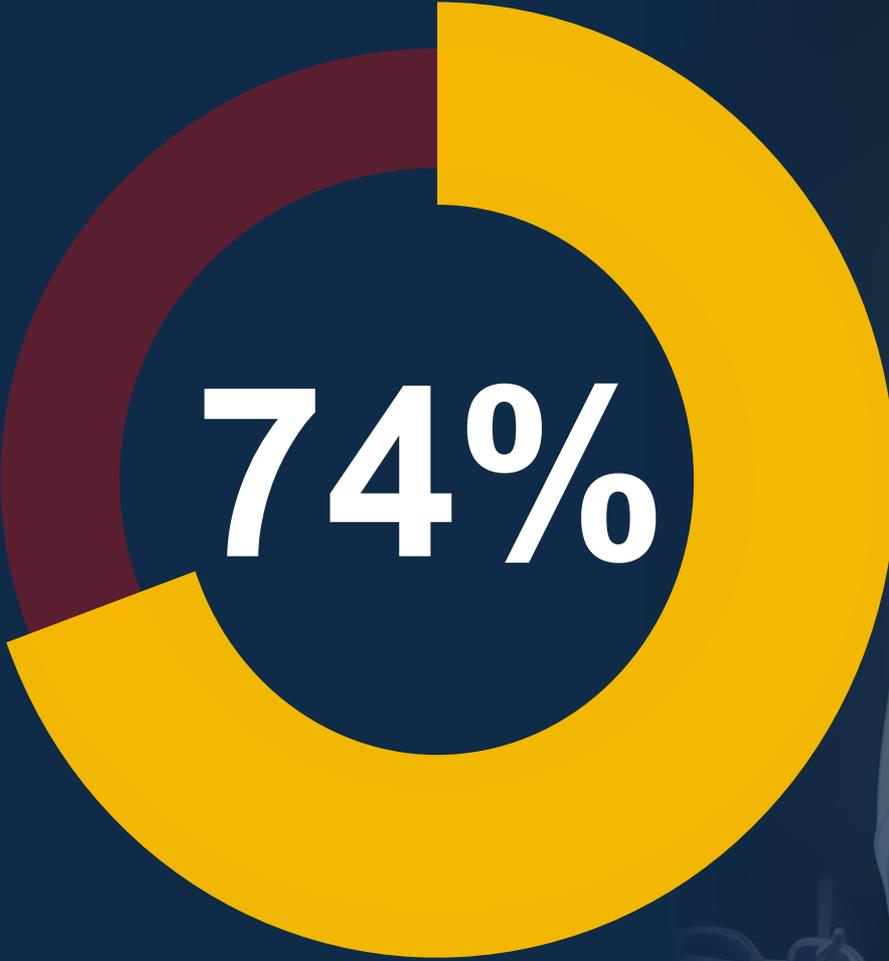


**98%**

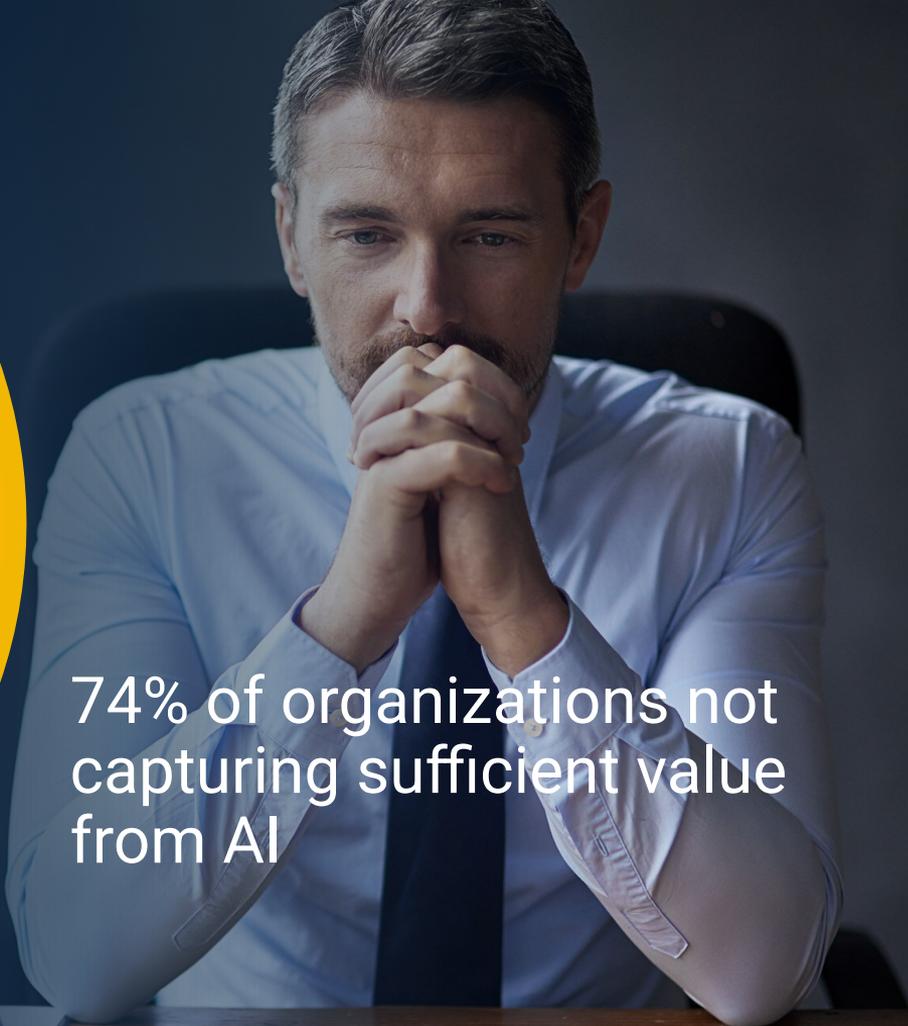
of executives feel an increased urgency to implement AI

**85%**

believe they have less than 18 months to do so



74%



74% of organizations not capturing sufficient value from AI

# DeepL is a global AI product and research company building secure, intelligent AI solutions

## 200,000 customers and millions of users in 228 global markets



DeepL Translator



DeepL Write



DeepL Voice



Document Translator



DeepL API



DeepL Agent



# Christiaan Philipsen

Head of Language Centre,  
KBC Banking & Insurance

- Roles in Quant Research and strategic marketing
- Since 2019, he has led the Language Centre, advancing machine translation and translation quality



# Background...

## Why Change?



How did the company  
**measure impact?**



# What is ROI 2.0?



# What is Next?





Let's continue the conversation at our customer conference in Berlin!

November 5, 2025 | Westhafen Event & Convention Center, Berlin



Thank You!  
Stop by booth G64

