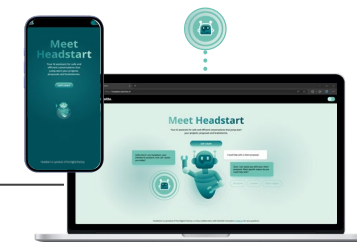


A photograph of a modern glass skyscraper with the Deloitte logo on its facade, set against a blue sky with white clouds. The building is partially obscured by a dark, angular architectural element in the foreground.

Headstart by Deloitte

EUROPE | THE NETHERLANDS | PRIVATE



From Pilot to Trusted Platform: Building and Adopting Headstart

How we built a secure, enterprise GenAI platform and earned firm-wide trust through compliant design, leadership-led adoption and measurable productivity gains.

Background

Back in 2023, Deloitte Netherlands needed a safe, secure and enterprise-grade Generative AI capability that could be trusted with client work and scaled across the firm. Consumer tools and ad hoc pilots did not meet our standards for data sovereignty, auditability and governance, and with at least 70% of all organisations actively exploring or implementing LLM use cases we were not an exception, making it critical to move from experimentation to a controlled enterprise solution.

Cultural friction compounded the challenge: uncertainty about permitted use, inconsistent leadership messaging and fears of role disruption meant pilots risked remaining siloed or unused without a deliberate change programme.

Our objectives were clear, and our solution required compliant hosting on Deloitte Cloud Services, robust governance and guardrails, an intuitive user experience and measurable efficiency gains. We needed a GenAI tool that would improve our people's performance and enhance client service, and achieving this required ongoing monitoring of adoption together with targeted training and workshops for teams that remained sceptical.

Our north star: Reimagine the way our organisation scales GenAI with a reliable, enterprise-grade solution hosted on secure infrastructure. As the pace of change increases, organisations that are able and willing to adopt new technologies will thrive, therefore we needed to take a decisive step forward.

Introducing a tailor-made solution

We brought together experts from our AI & Data, Responsible Data Analytics and Human Capital departments to create the best possible results.

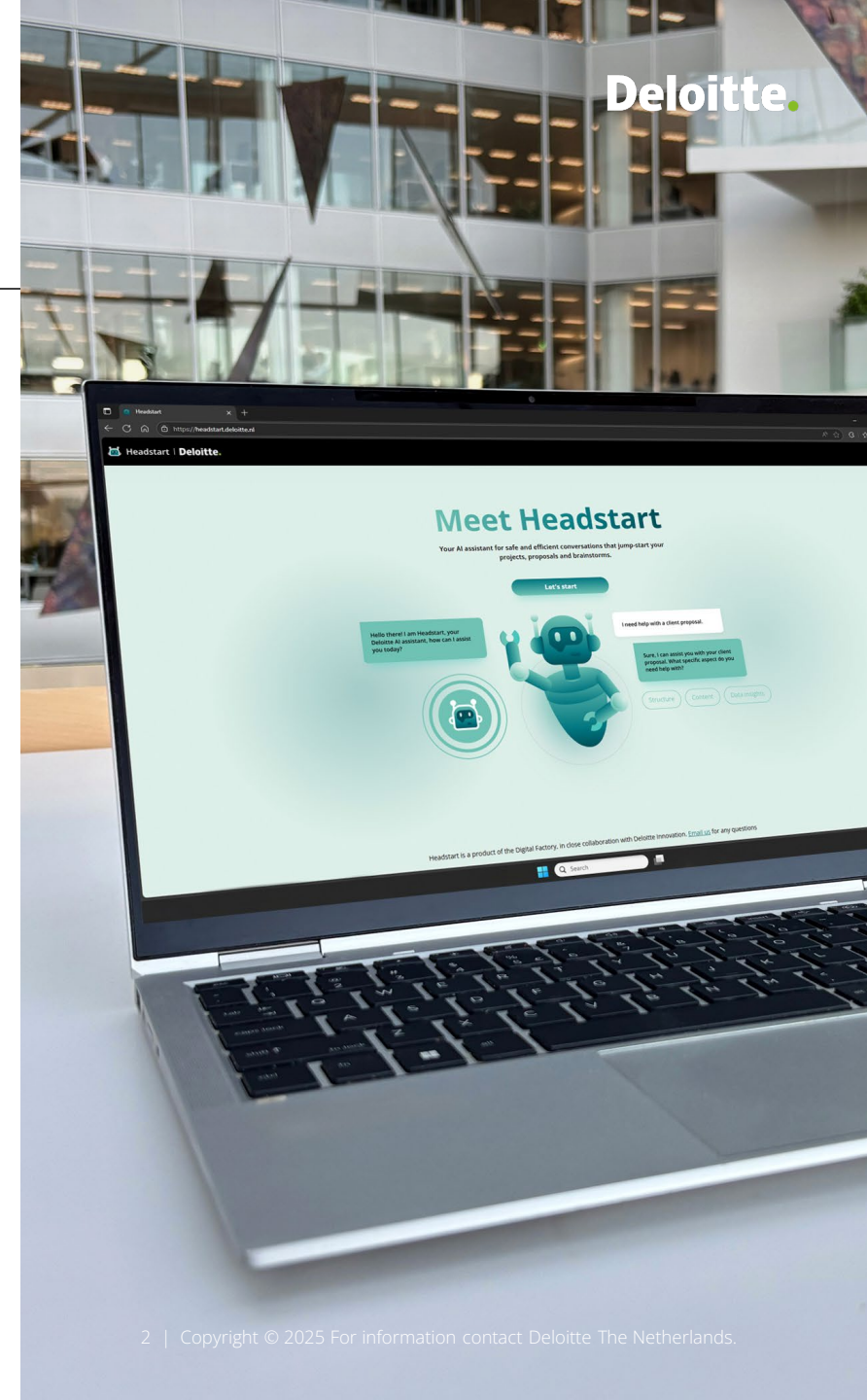
Developing an AI assistant

From 2023 Headstart was developed as a modular, LLM-agnostic platform on secured cloud hosting that keeps confidential data in a controlled environment. It offers secure chat, RAG-enabled file ingestion, a prompt library, workspaces and productivity tools such as markdown-to-Excel and export-to-PowerPoint.

Technical design was matched by a change programme: leadership communications, role-based AI Fluency training, internal champions and tailored prompts. This ensured Headstart feels like a helpful assistant. We also ran hackathons and workshops and used telemetry and feedback to measure time saved and iterate.



Our AI Fluency training pairs practical prompting, responsible-use guidance on ethics and data privacy, and targeted change management to create confident, compliant users who embed Headstart in daily work.



Closing the skills gap through dedicated training and adoption.

Achieving impact at a greater scale

Benefits for all

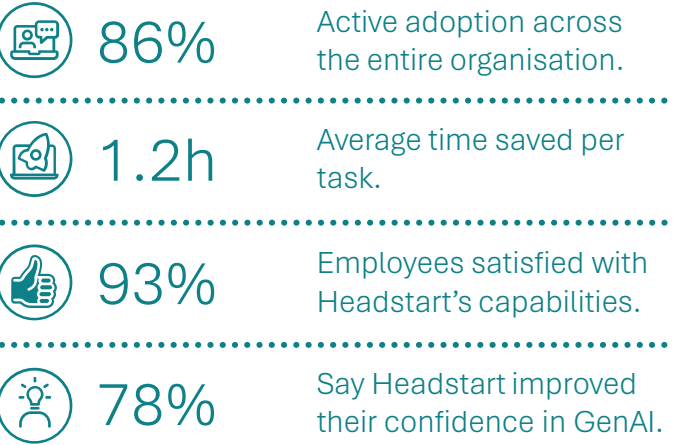
The combined focus on secure technology and thoughtful implementation drove rapid, broad adoption across Deloitte NL, with a high number of active users, demonstrating successful adoption.

Headstart reshaped work by automating routine tasks and surfacing higher-quality, RAG-enabled outputs so employees could concentrate on higher-value activities that eventually translate to better client solutions.

Users also reported consistent time savings and began to rely on Headstart for drafting, client deliverables and administrative workflows; visible leadership support and training converted many early sceptics into active users as well as unlocked new use cases.

A quantifiable impact

Beyond immediate gains, Headstart created a repeatable, scalable model for responsible GenAI adoption that other Deloitte member firms across Europe are adopting.



Get in touch

Reach out to discover how we can embed Headstart into your organisation to support your people and get lasting value out of GenAI.



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