Scania ChatGPT Enterprise rollout and AI literacy course

IMPLEMENTED 2024 ONWARDS · MANUFACTURING AND INDUSTRIAL · SWEDEN · BAND D · PARTLY PROVED
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Swedish vehicle maker Scania gave staff ChatGPT Enterprise from late 2024, growing from 2,000 to about 10,000 licences, and ran a randomised field experiment with the Stockholm School of Economics. A seven-hour, team-based AI literacy course followed.

ABOUT THIS SYNOPSIS

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Generative AI assistant for staff (ChatGPT Enterprise), custom GPTs and an AI assistant for supplier EDI queries.

Implemented: 2024 onwards. Grade: band D, Task support, Partly proved.

Headline result, as reported: About 10,000 ChatGPT Enterprise licences; a randomised experiment found high use and more, better-rated ideas, in preliminary results

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Scania. Swedish vehicle maker focused on sustainable transport, part of the TRATON Group, with 65,000 employees, per its AI Adoption Manager. Canvas block: 5. People and skills. Also 4. Operations and process.

Business challenge

The challenge. Scania said it wanted employees to have the best digital tools and aimed to be a software and data leader. Its AI Adoption Manager says he began with no mandate, budget or strategy, and that traditional change programmes take three to five years while AI changes weekly.

Who implemented it

OpenAI (Model or cloud provider): Supplies ChatGPT Enterprise under a direct partnership.
Stockholm School of Economics (University or research lab): Ran the randomised field experiment on adoption and performance.
In-house (In-house): Scania: built the AI literacy course, custom GPTs and the EDITH assistant.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants, T3 API integrations, T7 AI agents. Deployment: Mixture. Vendors and products: OpenAI, ChatGPT Enterprise, custom GPTs, EDITH (EDI AI assistant).

Where it was built in: ChatGPT Enterprise for staff with custom GPTs; an API platform lets applications, microservices and part suppliers use AI assets such as the EDITH assistant.

What changed

Before: no enterprise AI assistant; mandatory AI training was short e-learning, by the AI Adoption Manager's account. After: about 10,000 ChatGPT Enterprise licences, custom GPTs for repetitive tasks, a supplier-facing EDI assistant, and a team-based AI literacy course. Measured results: higher use and more, better-rated ideas in the experiment's innovation tasks. [1] [2] [3] [4] [5]

What it cost

Not reported

What it saved

Not reported. Scania's logistics AI lead says EDITH answers instantly and without limit, where human EDI support handled about 50 cases a day; no savings figure is given. [1] [2] [3] [4] [5]

Governance and control

Mandatory company guidelines on corporate principles for AI; staff are told to review AI results before use. The legal department signs off the AI literacy course, which answers the EU AI Act. The rollout was evaluated in a randomised experiment. Agent controls: Not reported.

S2 · Accountable owner · Claimed
An AI Adoption Manager in IT runs the literacy programme and the legal department signs it off, by his account; no single owner of the rollout is named. [4]

A1 · Safe use · Claimed
Scania publishes mandatory guidelines on corporate principles for AI and pairs the rollout with AI awareness and education. [1] [5]

A2 · Human in the loop · Claimed
Scania's guidelines tell staff to review AI results before using them. [5]

A3 · Monitoring and assurance · Evidenced
The Stockholm School of Economics ran a randomised field experiment measuring use and outcomes of the rollout. [2]

A4 · Vendor AI · Claimed
Scania says ChatGPT Enterprise is backed by OpenAI's security and privacy features. [1]

A5 · Agent controls · Not reported
Not reported. An agent scans job adverts and agentic features for EDITH are planned; controls are not described.

A6 · Standards and regulation · Claimed
The AI literacy course was built to meet the EU AI Act requirement; brand guidelines set EU AI Act marking rules. [4] [5]

What worked, what did not, what is unproven

WORKED

– Adoption: over 80% of experiment participants used the tools regularly and weekly use reached 70%, per the Stockholm School of Economics.

– Training lifted heavy use and cut non-use, per the same preliminary results.

– AI-assisted groups produced about three times as many ideas, rated higher by blind judges.

– More than 2,000 staff took an earlier version of the AI literacy course without a mandate, by the AI Adoption Manager's account.

DID NOT

– Access alone left some staff unsure where to start, per interviews in the experiment.

– Only 50% of those offered training attended, per the Stockholm School of Economics.

UNPROVEN

– Effects on productivity in day-to-day work, beyond the experiment's innovation tasks.

– Final, published results of the experiment.

– Savings from the EDI assistant.

Timeline

Dec 2024 Scania announces a direct partnership with OpenAI for enterprise-wide adoption of ChatGPT Enterprise and a study with the Stockholm School of Economics [1]

2025 Scania Logistics scales its EDI AI assistant EDITH through an API to all part suppliers in April [3]

Dec 2025 Scania's logistics AI lead says licences have grown from 2,000 to about 10,000 [3]

Mar 2026 Stockholm School of Economics presents preliminary results of the randomised field experiment with Scania [2]

Oct 2026 Scania's AI Adoption Manager describes the seven-hour team-based AI literacy course at aiblLIVE London [4]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: D, Task support. Proof: Partly proved. Level of change: Task support.

Task support (Level 1, band D). Staff do their own work with an AI assistant; no change to process ownership, structure or cost is reported.

Graded D. Staff use a generative AI assistant for their own tasks; the logistics EDI assistant is one scaled use. No change to cost, cycle time or structure is reported. Marked partly proved because a randomised field experiment measured use and idea output, in preliminary results.

The SEAM view and lessons learnt

Scania paired wide access with an experiment that had a control group, which is rare. The preliminary finding that access alone left people unsure where to start, and that training lifted use, is the transferable point for a large organisation. The link from more ideas to business results is not yet shown.

1. Test a rollout against a control group before scaling.
2. Pair access with team-based training that gives people a starting point.
3. Measure work outcomes as well as usage.

Evidence

Score 2 of 4. Partly proved: preliminary results of a randomised field experiment presented by the Stockholm School of Economics; other figures are Scania's own.

Evaluation method. Randomised field experiment (preliminary): three groups compared over about six months in late 2024 and early 2025, presented by the Stockholm School of Economics. Other figures are self-reported.

Sources disagree. Scania's December 2024 release describes enterprise-wide adoption; its logistics AI lead said in December 2025 that about 10,000 licences were in use, against 65,000 employees cited by the AI Adoption Manager. The Stockholm School of Economics hosts a centre named after Scania, as shown on its site.

Status. Ongoing: licences in use and the AI literacy course running; Scania's logistics lead set AI literacy as a goal for the end of 2026.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/scania-chatgpt-enterprise-ai-literacy

[1] Scania: Scania and OpenAI collaborate for responsible use of AI in sustainable transport
https://www.scania.com/group/en/home/newsroom/news/2024/scania-and-openai-collaborate-for-responsible-use-of-ai-in-sustainable-transport.html

[2] Stockholm School of Economics: GenAI at work: What actually drives adoption and performance?
https://www.hhs.se/news/hoi-news/2026/genai-at-work/

[3] Automotive Logistics: Scania's Johan Lindahl on organisational transformation through digitalisation and AI
https://www.automotivelogistics.media/red-sofa-interviews/watchnbspscanias-johan-lindahl-on-organisational-transformation-through-digitalisation-and-ai/2534105

[4] aibl: Scania AI adoption with no mandate (aiblLIVE)
https://aiblmedia.com/posts/scania-ai-adoption-no-mandate-aibllive/

[5] Scania Media Portal: Artificial intelligence (brand guidelines)
https://mediaportal.scania.com/group/en/home/our-brand/guidelines/ai.html

Scania website: https://www.scania.com

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