

AI-First Is A
Fundamentally
New Way of
Operating.

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**AI-First Drives
Real Business**

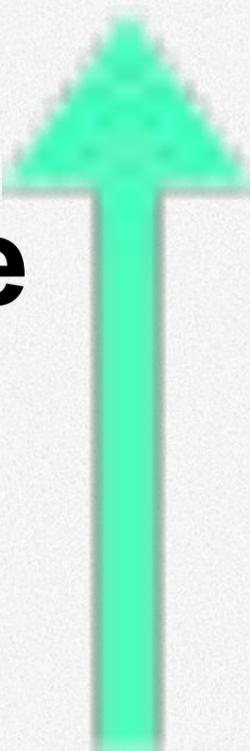
Results.





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**Reduced Costs.
Increased Revenue
& EBITDA.
More Capacity.
More Capability.**



2.7X

**Marketing efficiency
(CAC:LTV)**

6X

More revenue per employee

9X

Faster product development



10X

Support capacity per agent

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**The AI-First
Business Case
Is Clear.**

**But the Path
Forward is not**

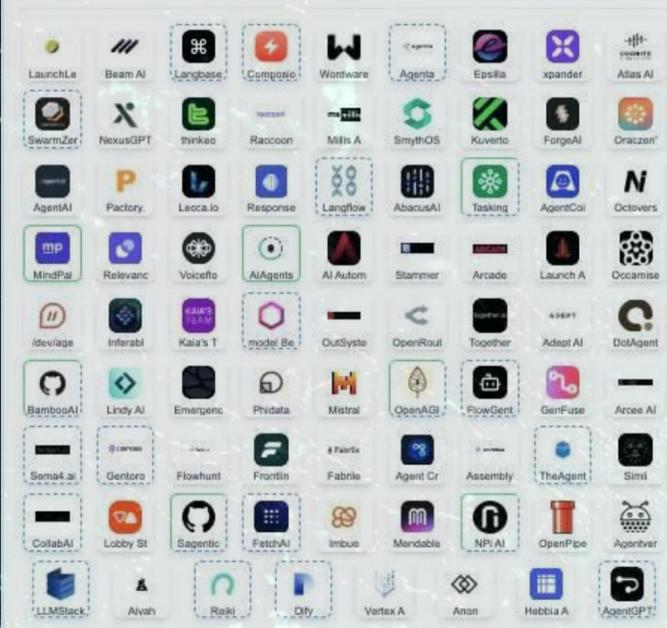
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AI-First Transformation

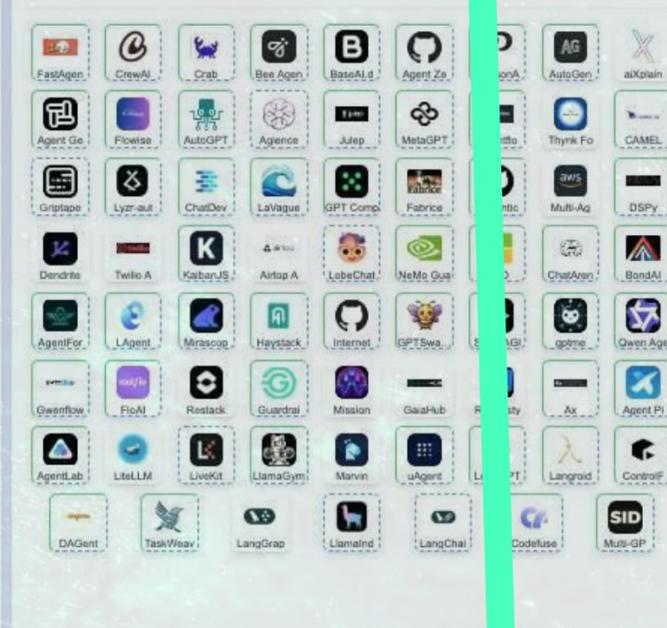
AI experimentation

AI Fragmentation

Platforms for agents to create, customize, and deploy their own AI agents for specific needs.



Development frameworks that help to create and deploy AI agents.

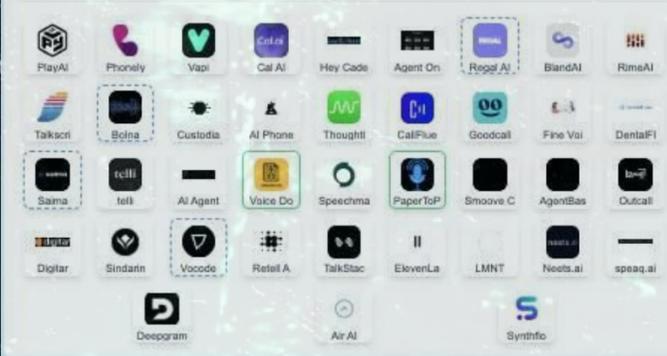


AI assistants that help you get more done by automating repetitive tasks.



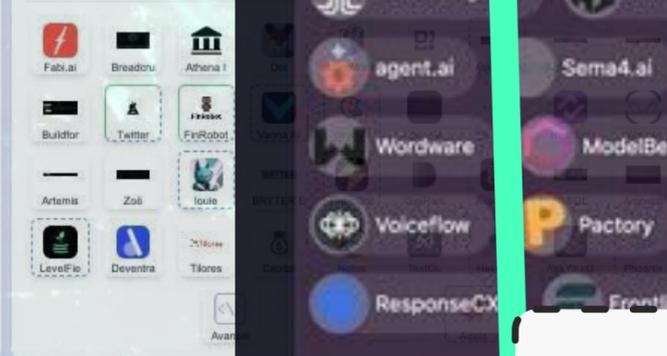
Voice AI Agents (39)

AI assistants that can understand and respond to voice commands and conduct natural conversations.



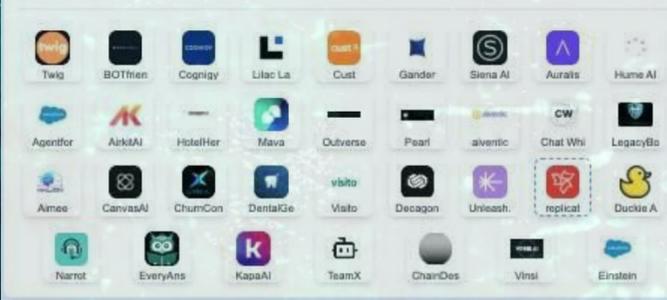
Data Analysis (38)

AI solutions that process and analyze data.



Customer Service (34)

Virtual assistants that handle customer inquiries, support tickets, and service requests to provide 24/7 customer support.



Personal Assistant (33)

AI companions that help manage personal organization.



Workflow (24)

AI systems that automate and optimize business processes by connecting different tools and managing task sequences.



Sales AI Agent (22)

AI assistants that help with sales.



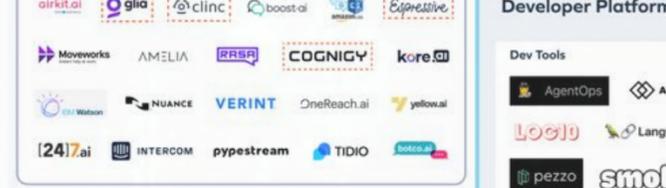
Research (17)

AI solutions that help gather, analyze, summarize, and synthesize information from various sources.

Coding Agent (14)

AI-powered assistants that help with coding tasks.

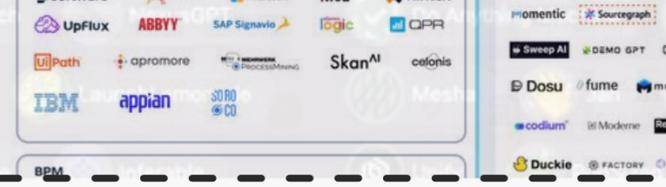
Conversational AI



Vertical Automation



Process Mining



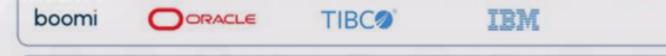
BPM



AI/ML Model + Hosting



iPaaS



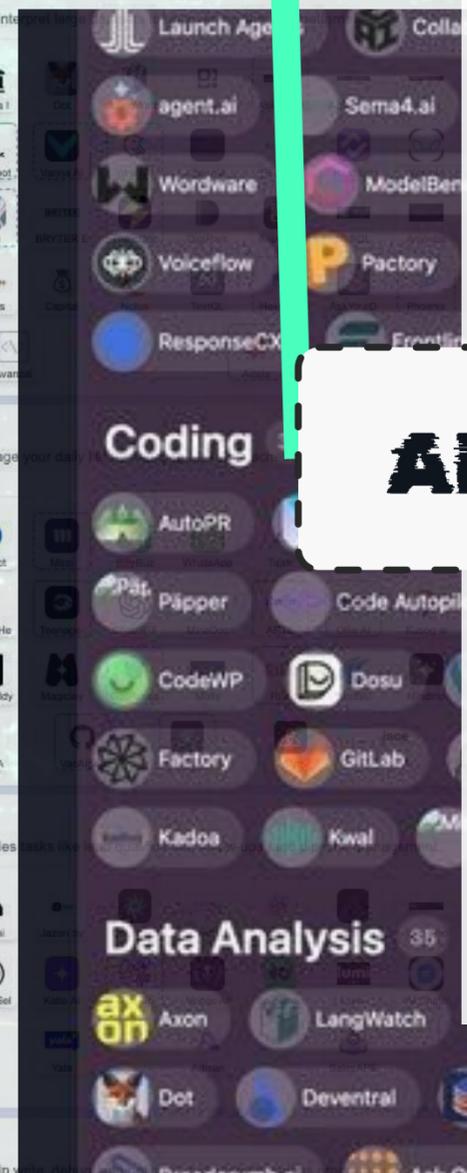
Data Sources



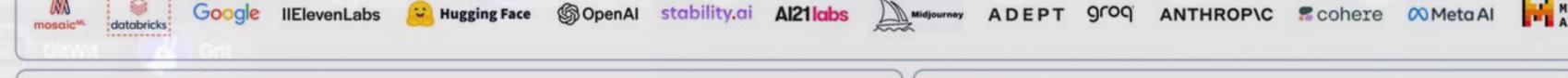
Agents



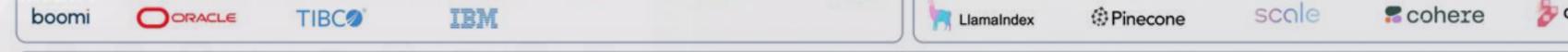
AI Fragmentation



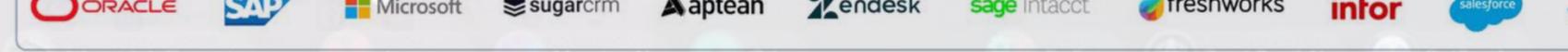
AL/ML Model + Hosting



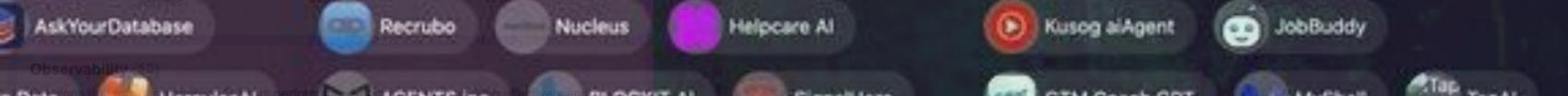
Data AI: Pipeline + Labeling + Retrieval



Digital Workers



Personal Assistant



Generative AI

Beware the AI Experimentation Trap

by Nathan Furr and Andrew Shipilov

August 29, 2025

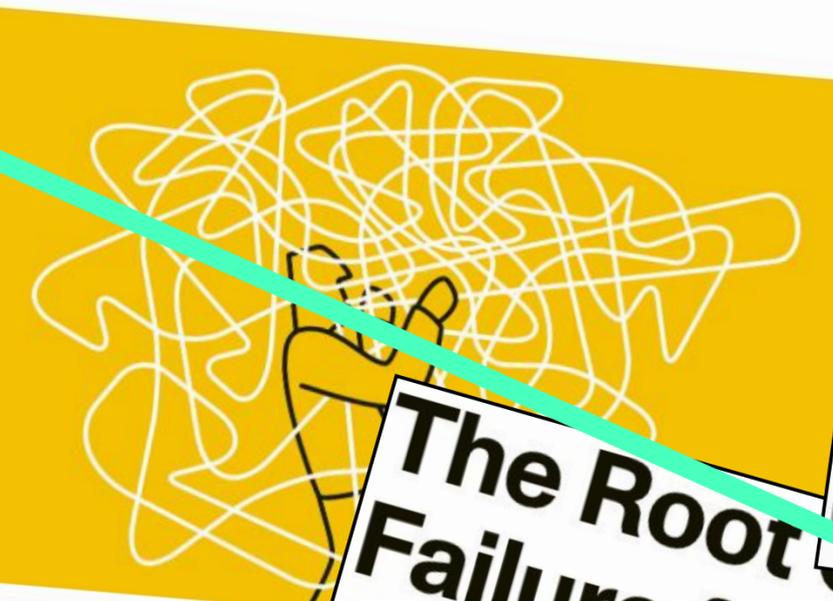


Illustration by Andy Goodman



Procedia Computer Science

Volume 196, 2022, Pages 69-76

Failure of AI projects: understanding the critical factors

EDITORS' PICK | BUSINESS > MANUFACTURING

Why 95% Of AI Pilots Fail, And What Business Leaders Should Do Instead

By [Andrea Hill](#), Contributor. © Andrea Hill is a multi-industry CEO covering bu...

Published Aug 21, 2025, 11:54am EDT, Updated Aug 28, 2025, 07:54am EDT

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EMERGING TECHNOLOGIES

Why AI fails without processes - and 3 ways

The Root Causes of Failure for Artificial Intelligence

How They Can Be Avoided

Avoiding the AI Experimentation Trap

James Ryseff, Br...

AI experimentation

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Three Simple AI-First Principles

- 1** Leverage AI to solve real business problems not engineering experiments.
- 2** Adapt AI to your business process and systems. Instead of adapting them to AI.
- 3** Empower business domain experts, the people who know the work, to create the AI workers.



Everything You Need to Become AI-First.

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- 1) Affordable **AI Creation Services** take you from AI strategy to AI results in 8 weeks or less.
- 2) A single **easy to use, powerful and extensible platform** to create, manage, and use AI.
- 3) Accessible, personalized, and transformative **AI training and enablement** that upskills business domain experts into AI strategists and creators.

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