ZETANE

# Say whaaat?

**AI adoption** in your company **does not need to take months** and cost hundreds of thousands of consultant dollars.

zetane.com

**Presented by:**
Guillaume Hervé
CEO & Co-founder

Patrick St-Amant
CTO & Co-founder

Zetane empowers companies to **leapfrog the competition** by the **rapid and viral introduction of AI** within their business at much **lower risk, cost and schedule**.

AI is not *magic*✦

Image credit: Rob Thomas

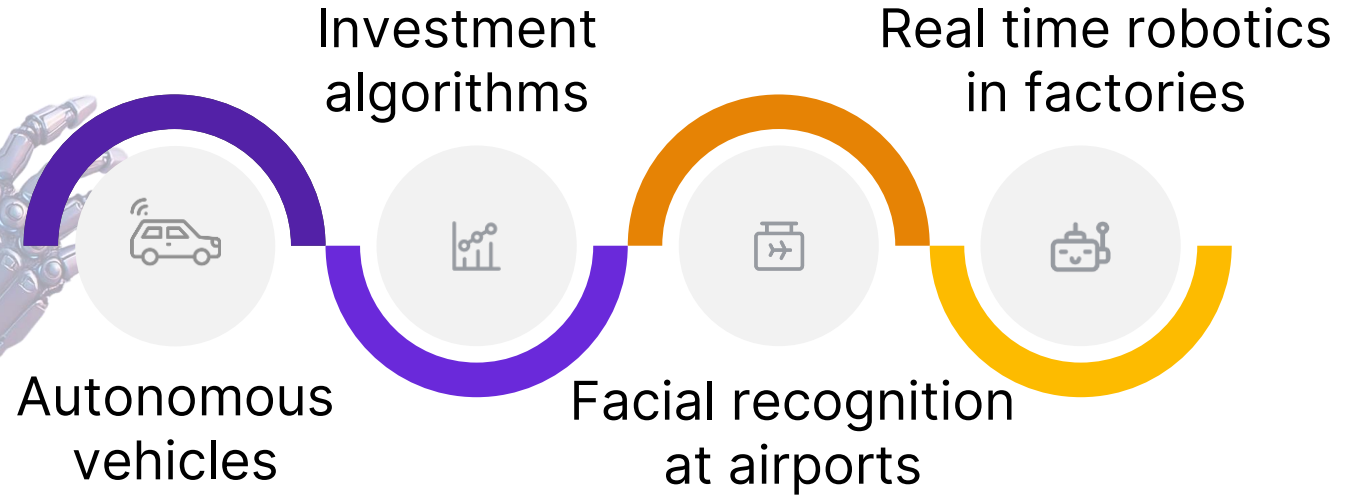# But, …GenAI is an extinction level event for many companies.

## Harvard Business Review 2024

AI is proving to be a **transformative force** for **small and medium enterprises**.

GenAI can help SMEs level the playing field by arming smaller companies with once unattainable capabilities, which, if used strategically, may make the playing field more level.
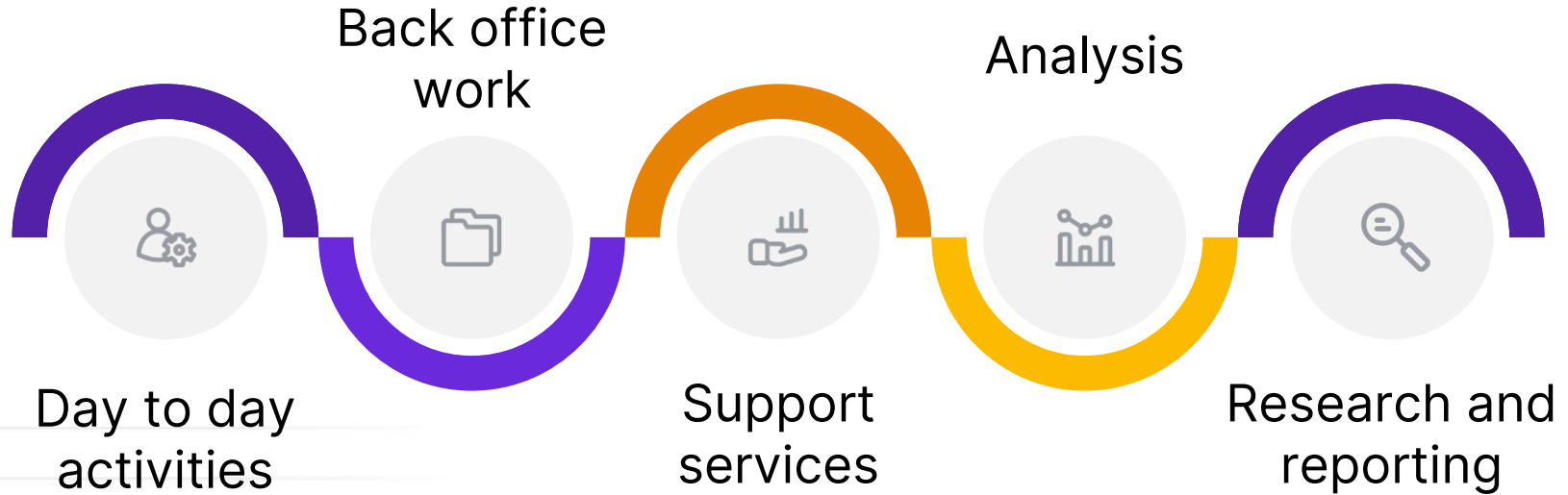
**!** Companies are being grossly underserved.

**!** Productivity suffering.

# What you tend to hear about in the news.

Investment algorithms

Real time robotics in factories

Autonomous vehicles

Facial recognition at airports

**Complex applications represent <10% of the opportunities.**

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# What about the other 90% ?

Back office work

Analysis

Day to day activities

Support services

Research and reporting

**The use-cases are endless.**

# Agenda

## Sharing our AI journey…
## Your AI journey

1. The Zetane Journey
2. The Galápagos
3. Baseball & Leapfrogging
4. Going Viral
5. Evolution Options

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A real
client story

# A real client story
## About 18 months ago

Three core AI needs to speed up proposals:

✓ **1.** A search engine / agent enabling users to find relevant content previously produced

✓ **2.** A text generation tool
- first draft based on past content
- Company's messaging style

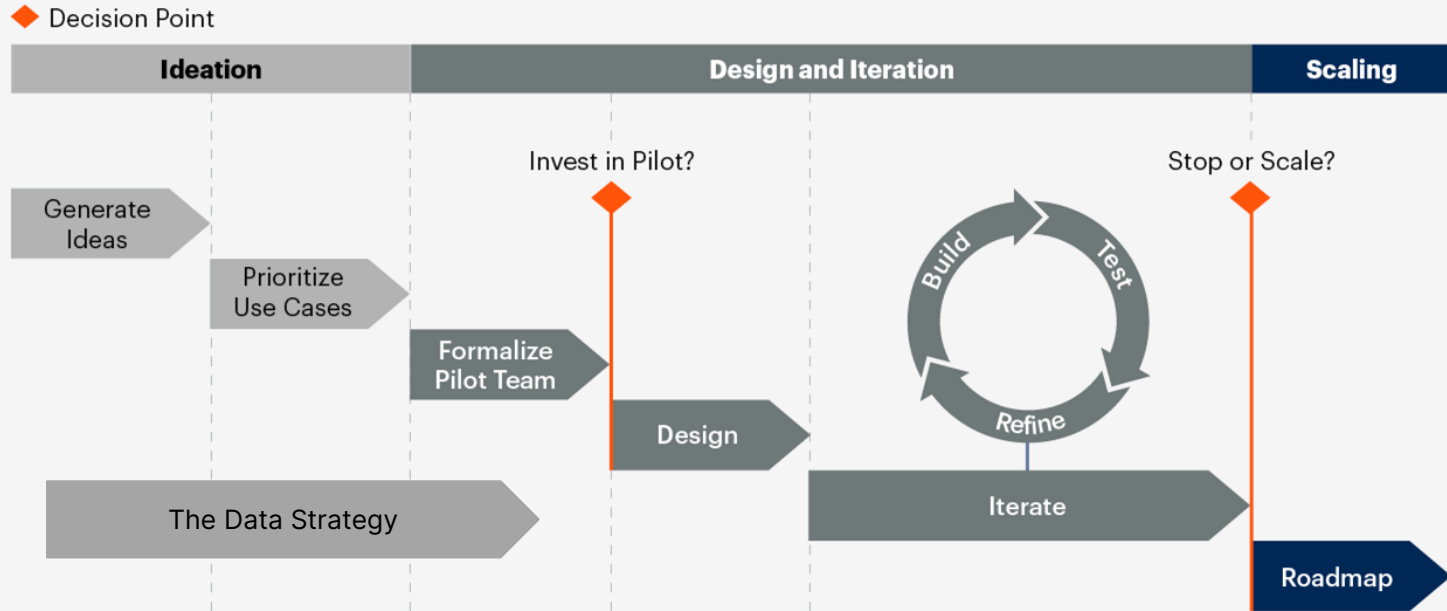✓ **3.** A long term vision (and pricing)

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# The offer(s)

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| | |
|---|---|
| Schedule | 11 months |
| Price | **$650K-$850K** |
| Scope | Data, POC, MVP, Scale, UI/UX |
| Deployments | 6 locations (Canada, USA) |
| Users | 25 |
| Licenses : Developers of tools | $400/per user/per month |
| Licenses : End users of tools | $400/per user/per month |
| Annual Maint & Support | $100K-$125K |
| Future pipelines (tools) A | 75% of original price : $500K-$630K |
| Future pipelines (tools) B | $400/per additional user/per month |

# This is what AI/GenAI services looks like.



AI & **Generative AI Pilot Phases and Decision Points**

◆ Decision Point

| Ideation | Design and Iteration | Scaling |

Invest in Pilot?

Stop or Scale?

Generate Ideas

Prioritize Use Cases

Formalize Pilot Team

Design

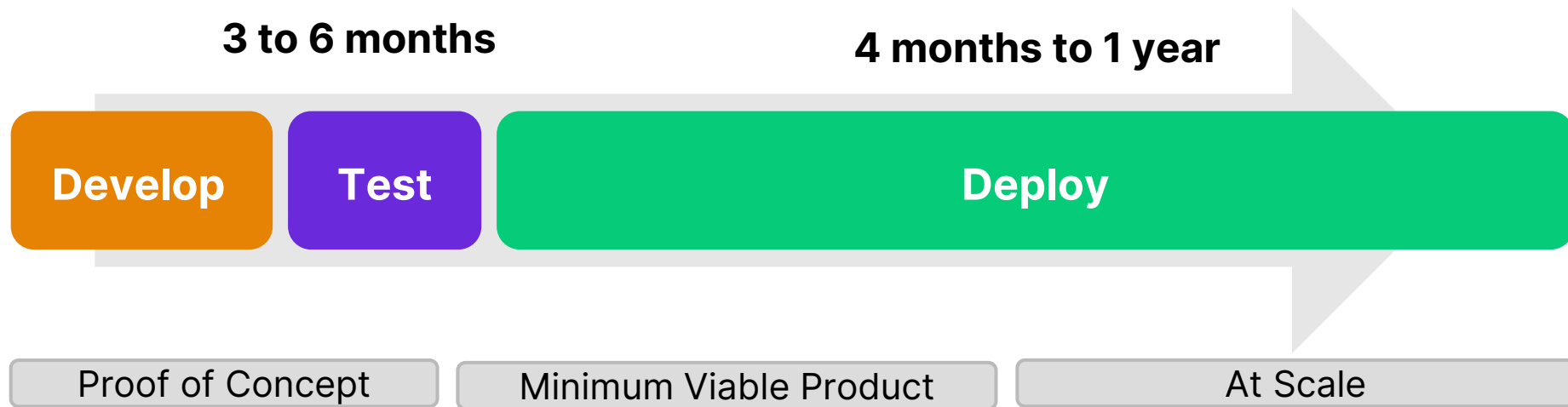Build

Test

Refine

Iterate

The Data Strategy

Roadmap

Source: Gartner
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**Gartner.**

Outdated development cycle that has not kept pace with the latest advancements in AI/GenAI.

## The <u>legacy</u> approach

**3 to 6 months**

**4 months to 1 year**

**Develop** | **Test** | **Deploy**

| Proof of Concept | Minimum Viable Product | At Scale |

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# What if there was a different approach...



**3 to 6 months**     **4 months to 1 year**

**Develop** | **Test** | **Deploy**

Proof of Concept | Minimum Viable Product | At Scale

Develop | Test | Deploy

**Days/ weeks**

## The future is now.

# The offer

| | Original (18 months ago) | Today |
|---|---|---|
| Schedule | 11 months | 2 months |
| Price | $650K-$850K | $20K-$30K |
| Scope | Data, POC, MVP, Scale, UI/UX | Data, POC, MVP, Scale, UI/UX |
| Deployments | 6 locations (Canada, USA) | Unlimited |
| Users | 25 | Unlimited |
| Licenses : Developers of tools | $400/per user/per month | $295/per user/per month |
| Licenses : End users of tools | $400/per user/per month | $30/per user/per month |
| Annual Maint & Support | $100K-$125K | Included |
| Future pipelines (tools) A | 75% of original price : $500K-$630K | $2.5K-$5.0K depending on scope |
| Future pipelines (tools) B | $400/per additional user/per month | $30/per user/per month with UNLIMITED access to all tools |

# The offer

| | Original (18 months ago) | Today |
|---|---|---|
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30X Savings !

# The offer(s)

| | Original | Today |
|---|---|---|
| Schedule | 11 months | 2 months |
| Price | $650K-$850K | $20K-$30K |
| Scope | Data, POC, MVP, Scale ...X | Data, POC, MVP, Scale ...X |
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| Licenses : End users of tools | $400/per ...er month | $30/per us ...month |
| Annual Maint & Support | $100K-... | Include... |
| Future pipelines (tools) A | 75% of original price : $500K-$630K | $2.5K...K depending on scope |
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**30X Savings !**

Buying AI

Buying what AI can do for you

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# Agenda

## Sharing our AI journey... Your AI journey

1. **The Zetane Journey**
2. The Galápagos
3. Baseball & Leapfrogging
4. Going Viral
5. Evolution Options

# The Zetane journey

## Over 40 business AI projects

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### Construction

POMERLEAU

### Defense

RHEINMETALL  THALES

### Security

VOTI DETECTION

### Medical

Canada
CNRC·NRC

### Aviation Safety

Plane Sciences
*flight data in motion*

### Forestry

ARAUCO.

### Simulation

EPIC GAMES  UNREAL ENGINE  cmlabs  PRESAGIS

### Energy

BluWave~ai  BLUE Energy Services Inc.

# The Zetane journey



**Industrial**

**Healthcare**

**Research & Development**

**Marketing**

**Education**

**Grants & Partnerships**

# Our use cases

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**Level of complexity**

### From the very complex

- Failures in oil & gas
- Estimating processes in large construction projects
- Real time warning systems on industrial gauges
- Preventive maintenance analysis of heavy vehicles

### To less complex

- Automating marketing and digital content creation
- Evaluating massive emails for actionable priorities
- Competitive analysis tools for timely insights
- Comparing bid to RFP requirements

# The Zetane journey

## Over 40 business AI projects

### Business offering

- Professional services/
  consultant model
  - POCs
  - MVPs
  - At Scale
    - Your cloud
    - Our cloud
    - On-premise

### Products

- Client deployed
  products

- Zetane products
  - **ZetaForge**
  - Protector
  - Insight Engine

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# Begin with the end in mind

☑ 1. You're not buying AI, you're buying what AI can do for you.

☑ 2. Change your perspective of AI in business and see new possibilities.

☑ 3. You have more (affordable) choices than you think.

# Strategic pivot
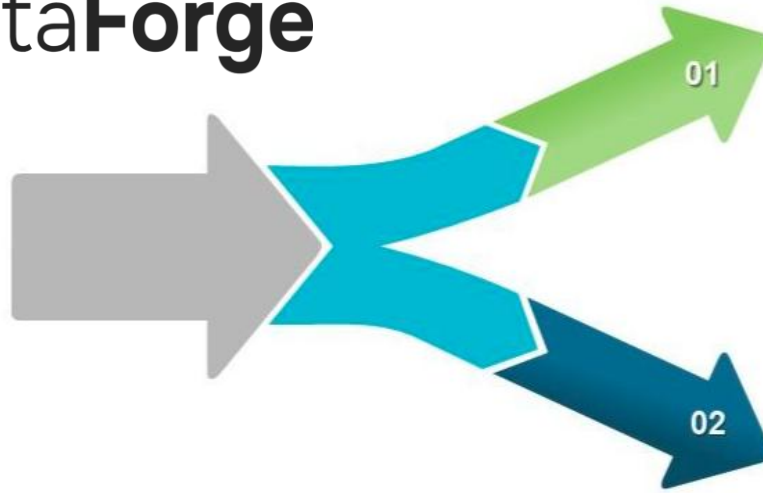


**Sell you a fish**

**Teach you how to fish**
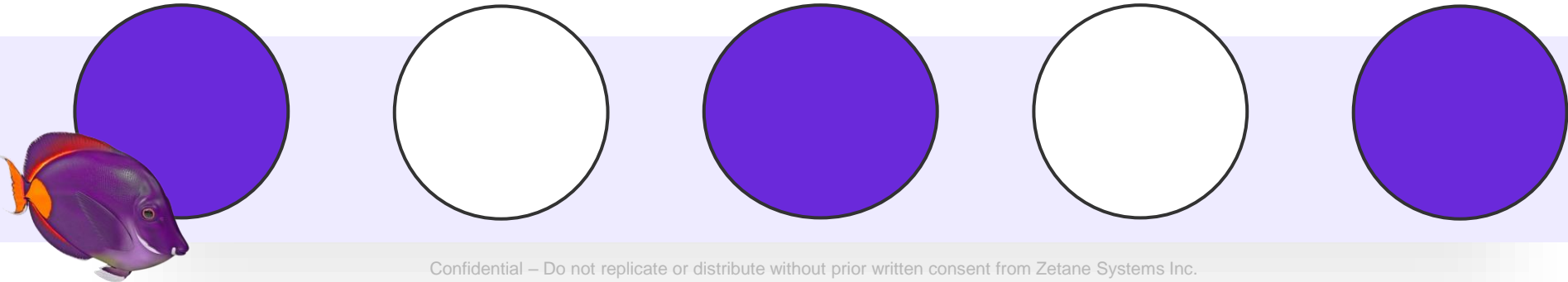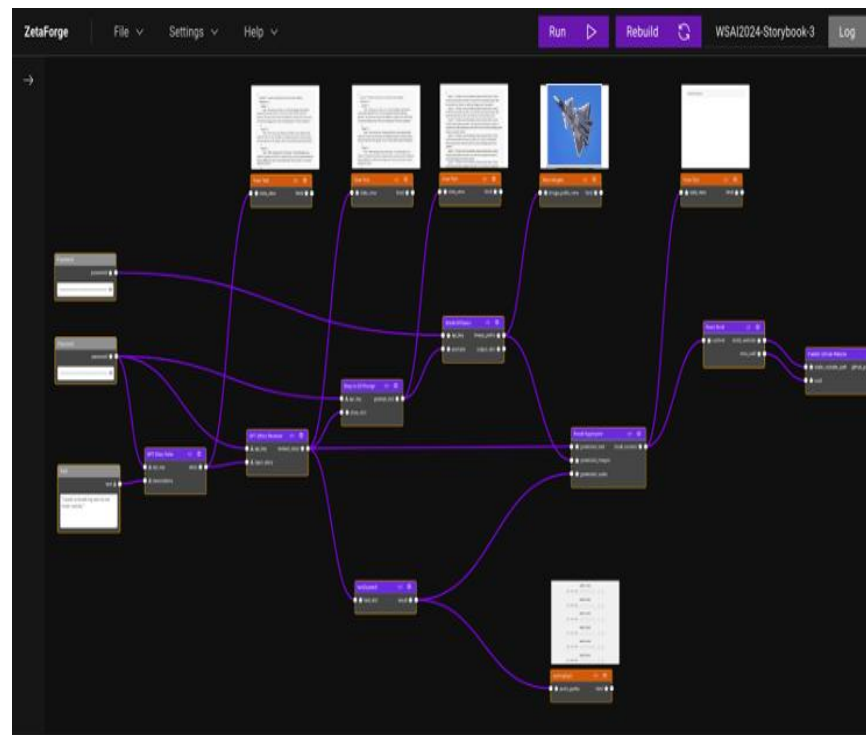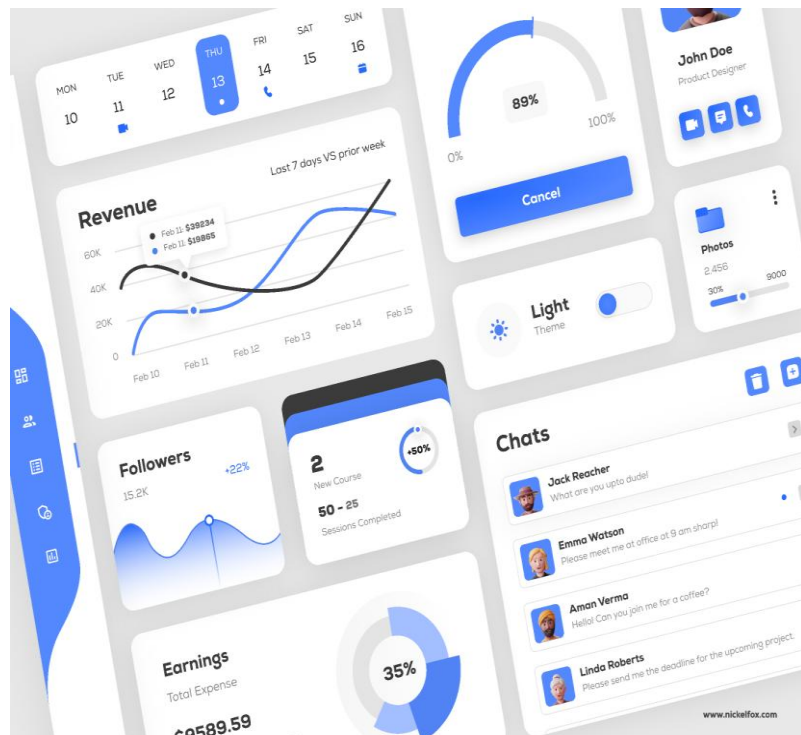
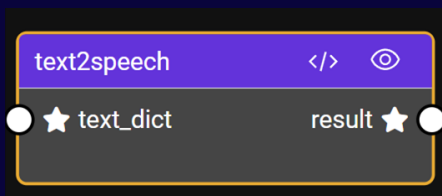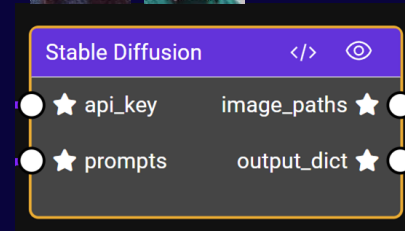# Give our clients full control on the AI journey <u>they</u> wish to pursue.



**Buy an expensive fish**

**Teach you how to fish**

**All the quality fish you want at a low price**

**Why stop at fish**

**Go viral in your company**

# Develop – Deploy - Team



**Stable Diffusion** </>

- api_key
- prompts
- image_paths
- output_dict

**text2speech** </>

- text_dict
- result

**GPT** </>

- A api_key
- A descriptions
- story

**Publish** </>

- static_website_path
- uuid
- github_pages_url
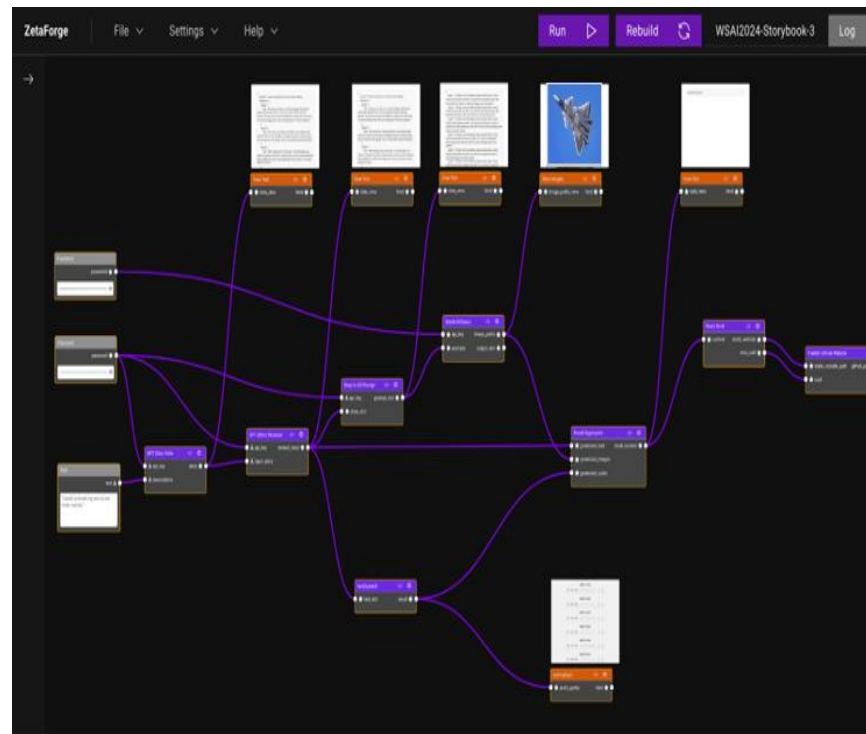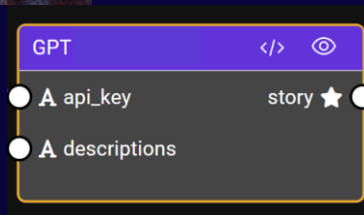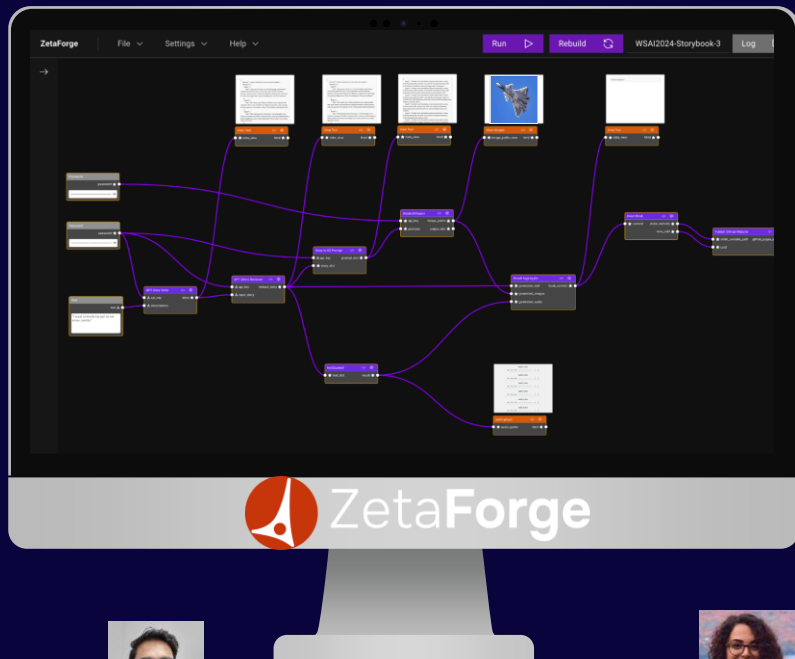
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Confidential – Do not replicate or distribute without prior written consent from Zetane Systems Inc.
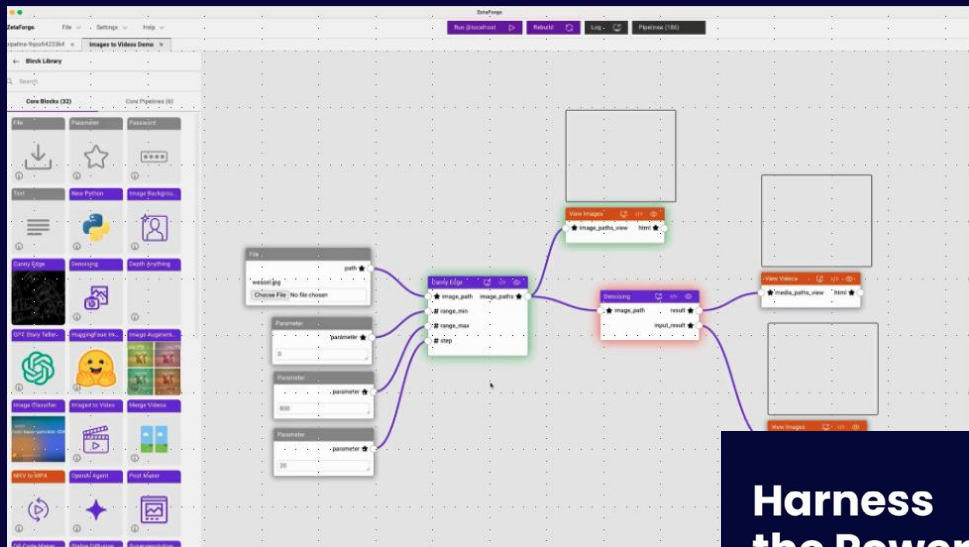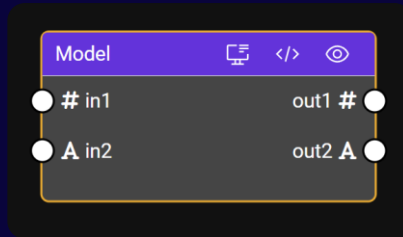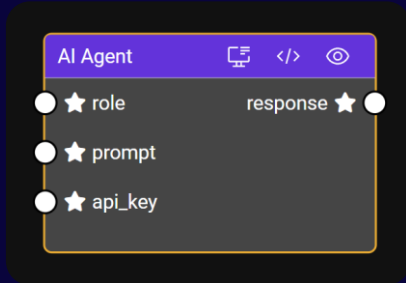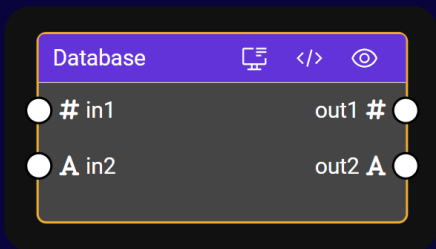
# ZetaForge

## Harness the Power of AI

ZetaForge™ is an AI platform for **rapid development** of AI and AGI solutions.
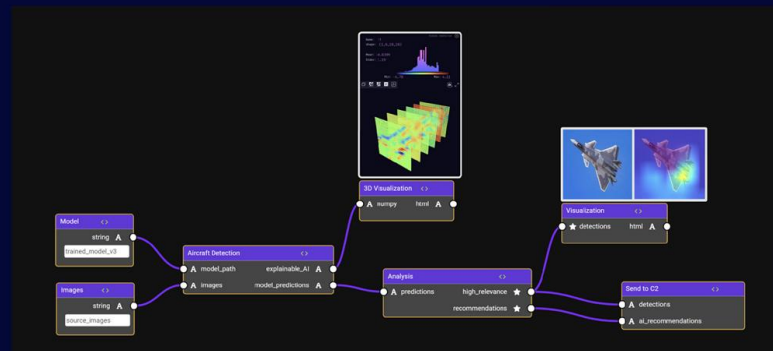
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www.zetane.com

# ZetaForge
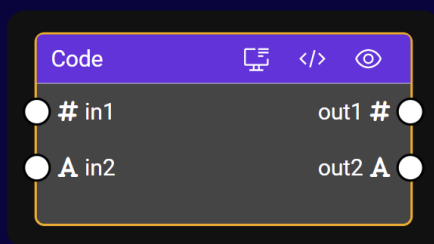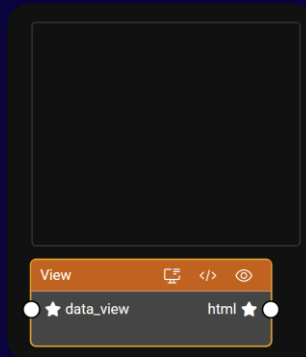
**Our other edge**. From development to deployment in **one click**.

## Develop and Test

Write code

Generate code

Assemble blocks

Improve

Run and test

## One-click Deployment

Deploy on **Kubernetes**

**On-premises**, secure cloud,

**Edge** device

**GPU** and CPU

Use **API to Query** your pipeline

On-Premise

# Questions

# How to participate?



Copy participation link

1  Go to
   wooclap.com

2  Enter the
   event code
   in the top
   banner

Event code
## LSQRQK

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Q. Montreal is most famous for?

Type in your answer

# Q2. Live Q&A

Q. What best describes my role in my organization?

A. AI practitioner (Data scientist, ML engineer, Etc...)
B. AI / Innovation Team leader/Manager.
C. Support functions (eg. HR, Finance, Legal, ...)
D. IT
E. Business unit / operations
F. Other

# Q3. Live Q&A

Q. My company is considered:

A. Start up or scale up (less than 30 employees)
B. Small, medium size enterprise (between 30 and 200 employees)
C. Large company (between 200 and 500 employees)
D. A very large company ( between 500 and 1000 employees)
E. A major corporation (greater than 1000 employees)
F. A research / academic organization

# Q4. Live Q&A

Q. I/we have introduced some sort of AI in my/our organization?
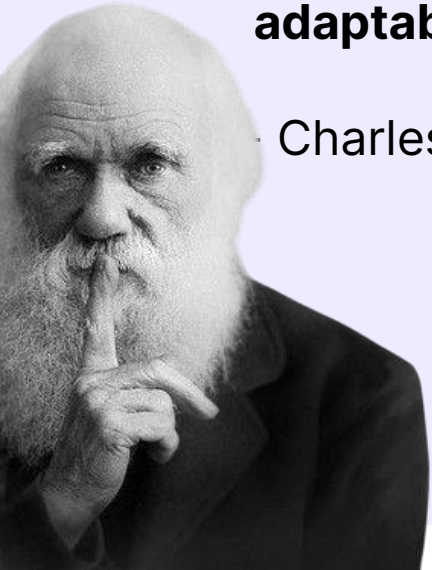
A. Yes
B. No
C. Not sure

# The Galápagos Islands

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> **It's not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.**
>
> Charles Darwin, 1809

# GenAI is an extinction level event for many companies.

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## Harvard Business Review 2024

AI is proving to be a **transformative force** for **small and medium enterprises**.

GenAI can help SMEs level the playing field by arming smaller companies with once unattainable capabilities, which, if used strategically, may make the playing field more level.

❗ Companies are being grossly underserved.
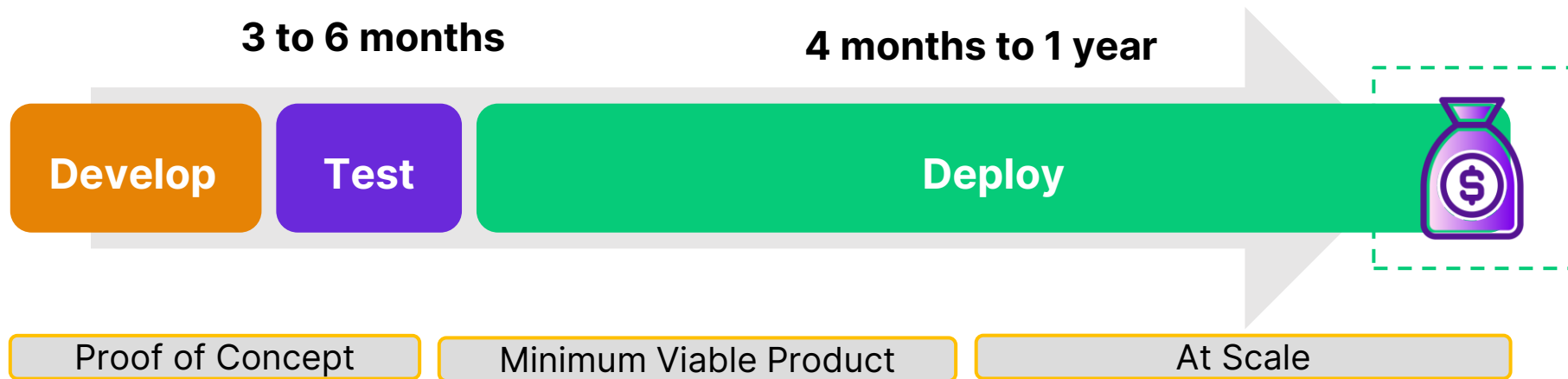
❗ Productivity suffering.

# The current (traditional) AI development workflow is no longer suitable for businesses.

**From having completed over 40 AI projects in industry.**

1. POCs, MVPs take too long and often never scale.

2. Development to deployment (ML Ops) is broken; too much rework.

3. Not enough end-user involvement.

4. End user adoption is poor.

5. Model updates are difficult once deployed.

6. Often limited in the choices of deployment infrastructures.
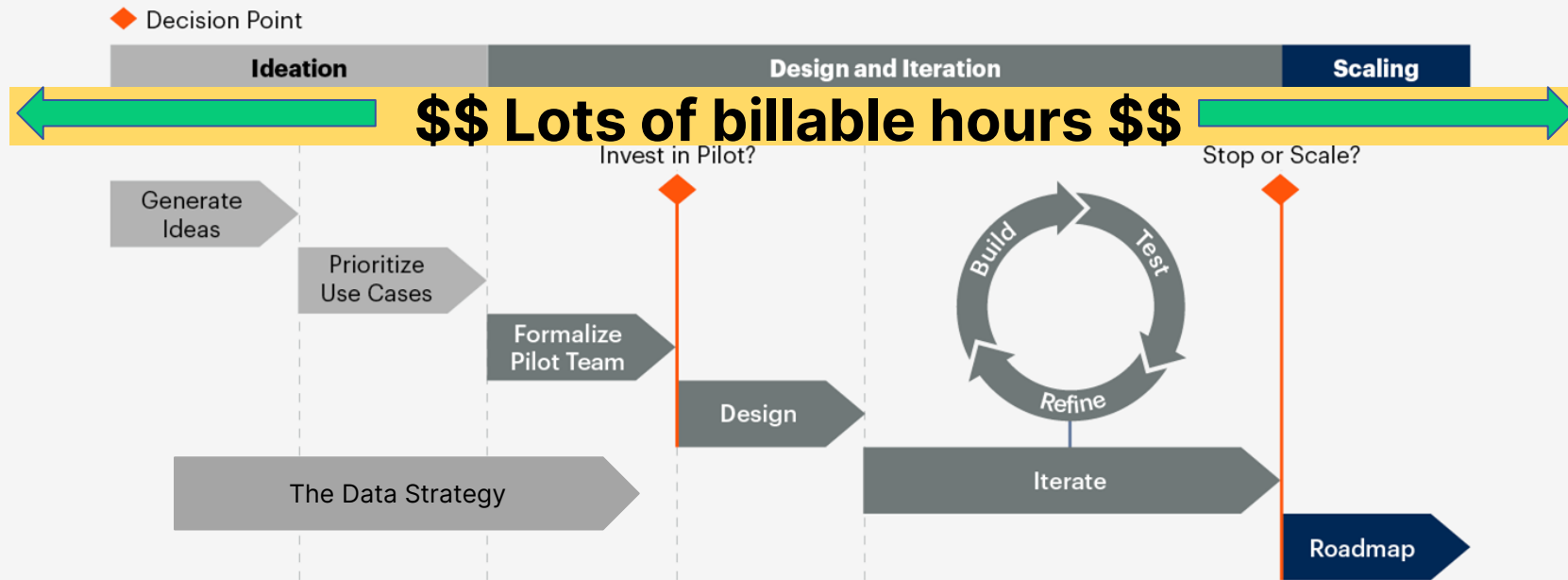
7. Not future proof. AI obsolescence is real.

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# **The problem**

The legacy AI development cycle is outdated.

**3 to 6 months**

**4 months to 1 year**

**Develop**

**Test**

**Deploy**

Proof of Concept

Minimum Viable Product

At Scale

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# A good process... got translated into a consulting industry



**AI & Generative AI Pilot Phases and Decision Points**

◆ Decision Point

| Ideation | Design and Iteration | Scaling |

**$$ Lots of billable hours $$**

Invest in Pilot?

Stop or Scale?

Generate Ideas

Prioritize Use Cases

Formalize Pilot Team

Design

The Data Strategy

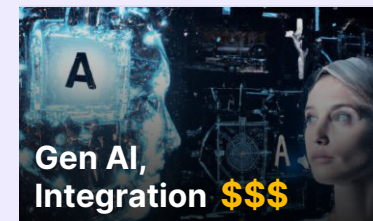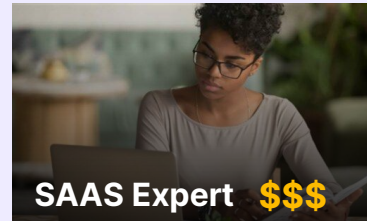Build — Test — Refine — Iterate

Roadmap

Source: Gartner
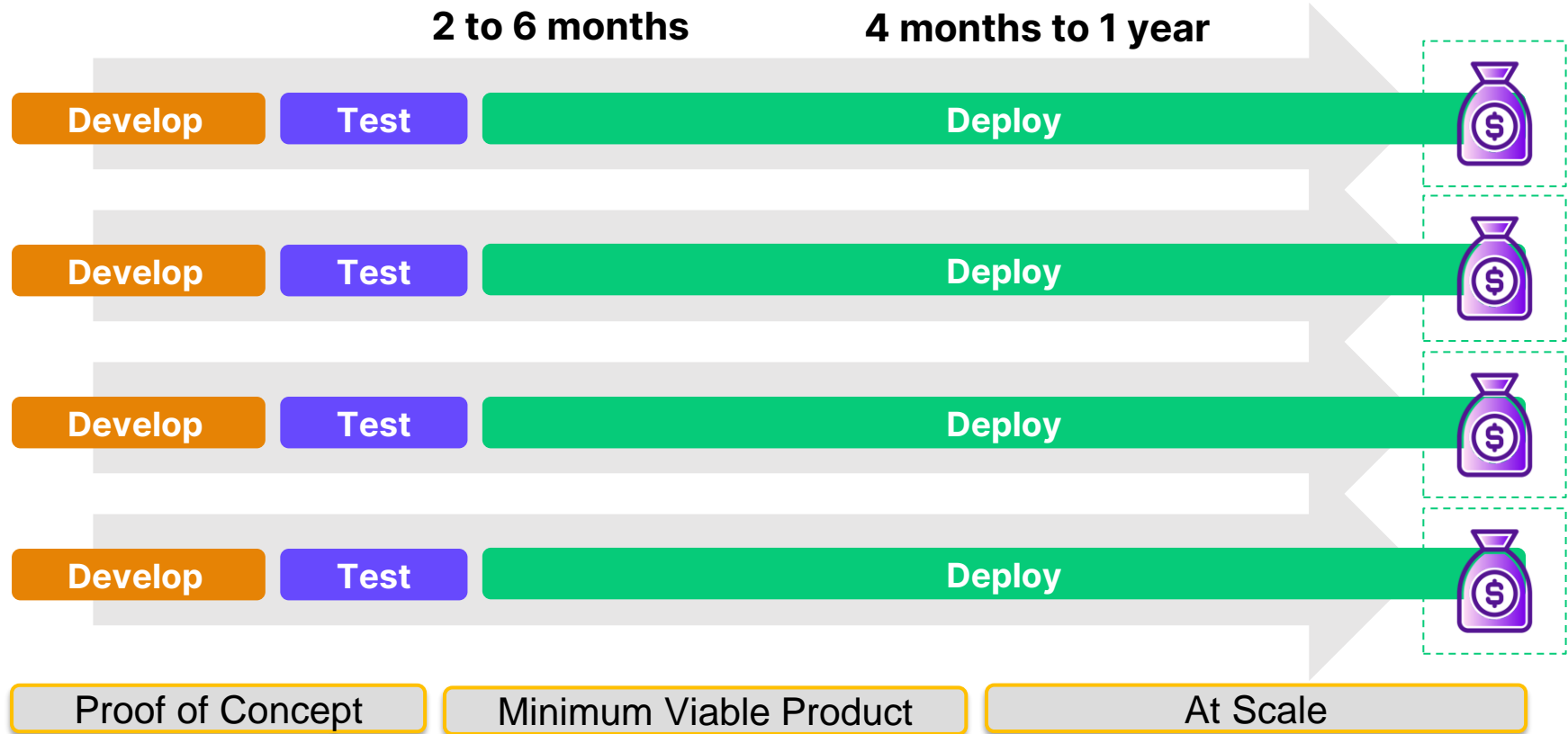© 2024 Gartner, Inc. and/or its affiliates. All rights reserved. 2948768

**Gartner.**

The legacy approach was required at the time...
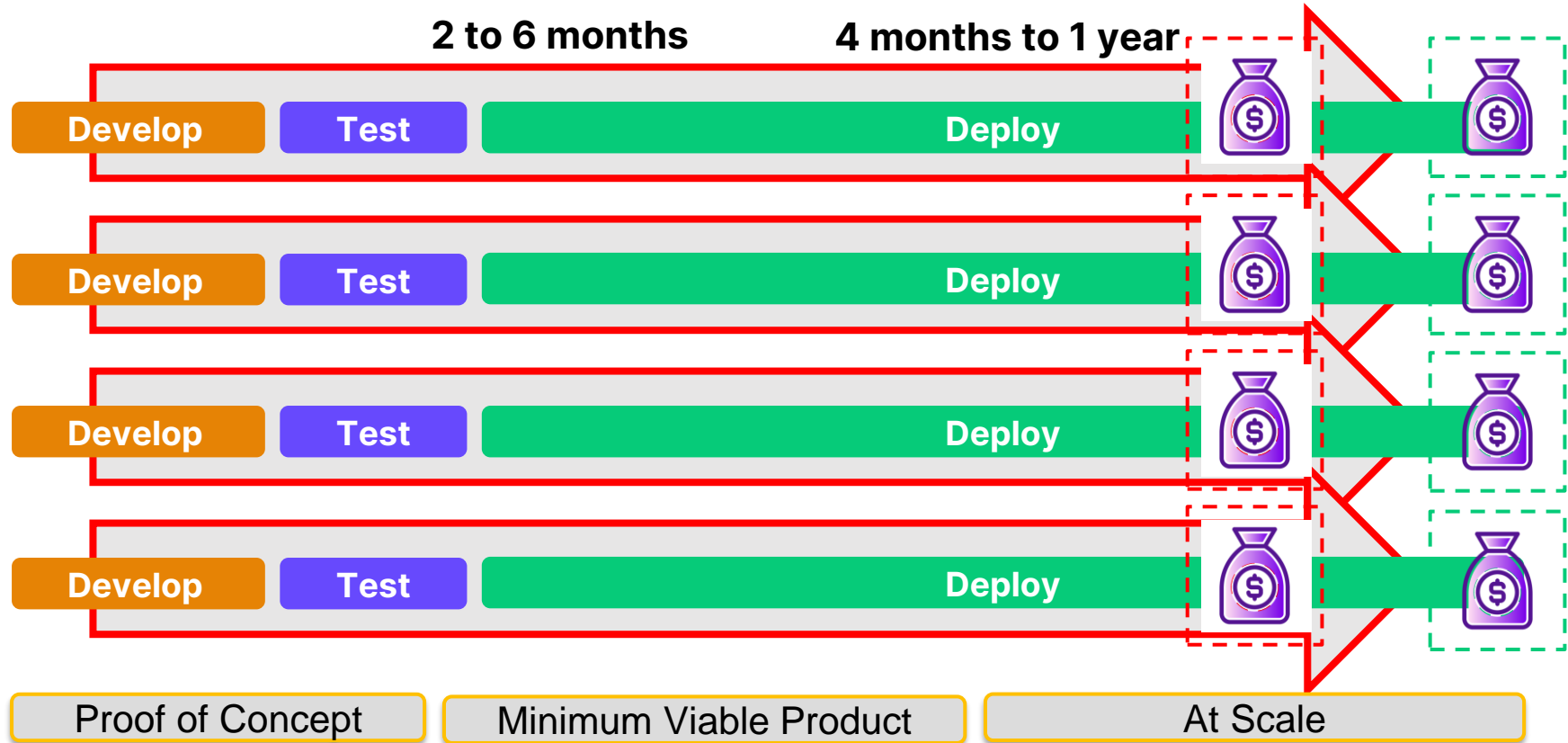(a) complex AI projects or
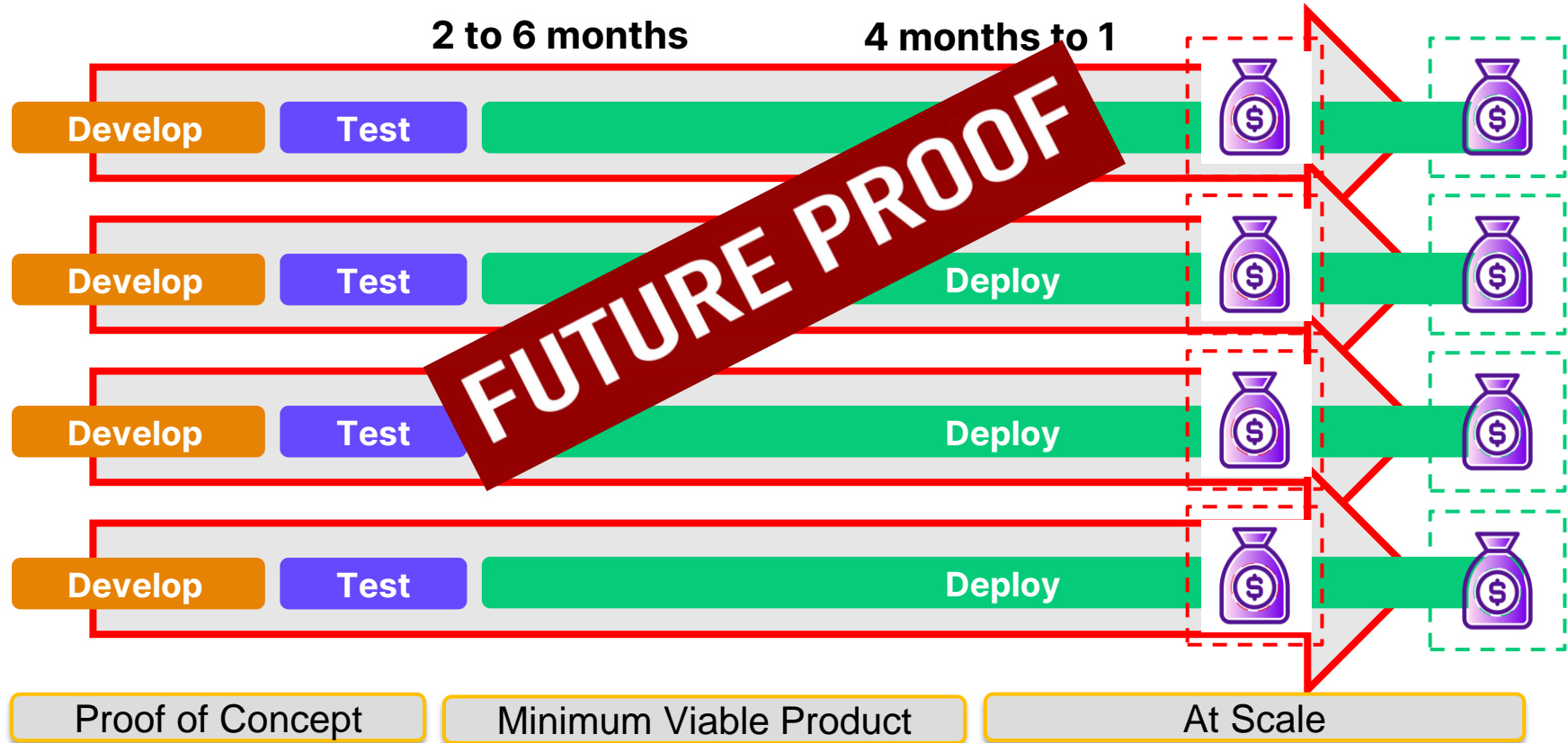(b) groundbreaking AI research in industry

# **The legacy approach**


Prompt Engineer $$$


Data Scientists $$$


ML Engineer $$$


$$$ UI/UX


$$$ DEV ∞ OPS


Docker & K8s Explained
docker
kubernetes
$$$


How to Become A MLOps Engineer?
Description, Skills, and Salary
$$$
igmGuru


SAAS Expert $$$


Gen AI, Integration $$$

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# The problem intensified - sell a man a fish



**2 to 6 months**　　　**4 months to 1 year**

| Develop | Test | Deploy |

| Develop | Test | Deploy |

| Develop | Test | Deploy |

| Develop | Test | Deploy |

| Proof of Concept | Minimum Viable Product | At Scale |

# The problem exasperated (data strategies)

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**2 to 6 months**

**4 months to 1 year**

| Develop | Test | Deploy |
| --- | --- | --- |

| Develop | Test | Deploy |
| --- | --- | --- |

| Develop | Test | Deploy |
| --- | --- | --- |

| Develop | Test | Deploy |
| --- | --- | --- |

| Proof of Concept | Minimum Viable Product | At Scale |
| --- | --- | --- |

# The problem exasperated (data strategies)

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**2 to 6 months**    **4 months to 1**

FUTURE PROOF

| Develop | Test | |
| Develop | Test | Deploy |
| Develop | Test | Deploy |
| Develop | Test | Deploy |

| Proof of Concept | Minimum Viable Product | At Scale |

Until now, the choices to adopt AI and execute AI powered digital transformations were limited.

## <u>Your</u> three main options

**$** **Outsource to AI service consulting firms.**

**$** **Build an internal team.**

**$** **Kludge together a variety of disparate business apps.**

**or …. Do nothing.**

# Your three main options

**$** **Outsource to AI service consulting firms.**

# **Outsourcing** brings external expertise but can lead to long, expensive projects.



## **Outsource to AI service firms.**

- Sign expensive AI consulting contracts

- Dependency, come back to them for every AI project

- Average engagement <u>PER</u> AI solution = **$400K - $800K +++ data**

# Outsourcing brings external expertise but can lead to expensive, long projects



FUTURE PROOF

| Develop | Test | Deploy |

| Develop | Test | |

| Develop | Test | Deploy |

| Develop | Test | Deploy |

| Proof of Concept | Minimum Viable Product | At Scale |
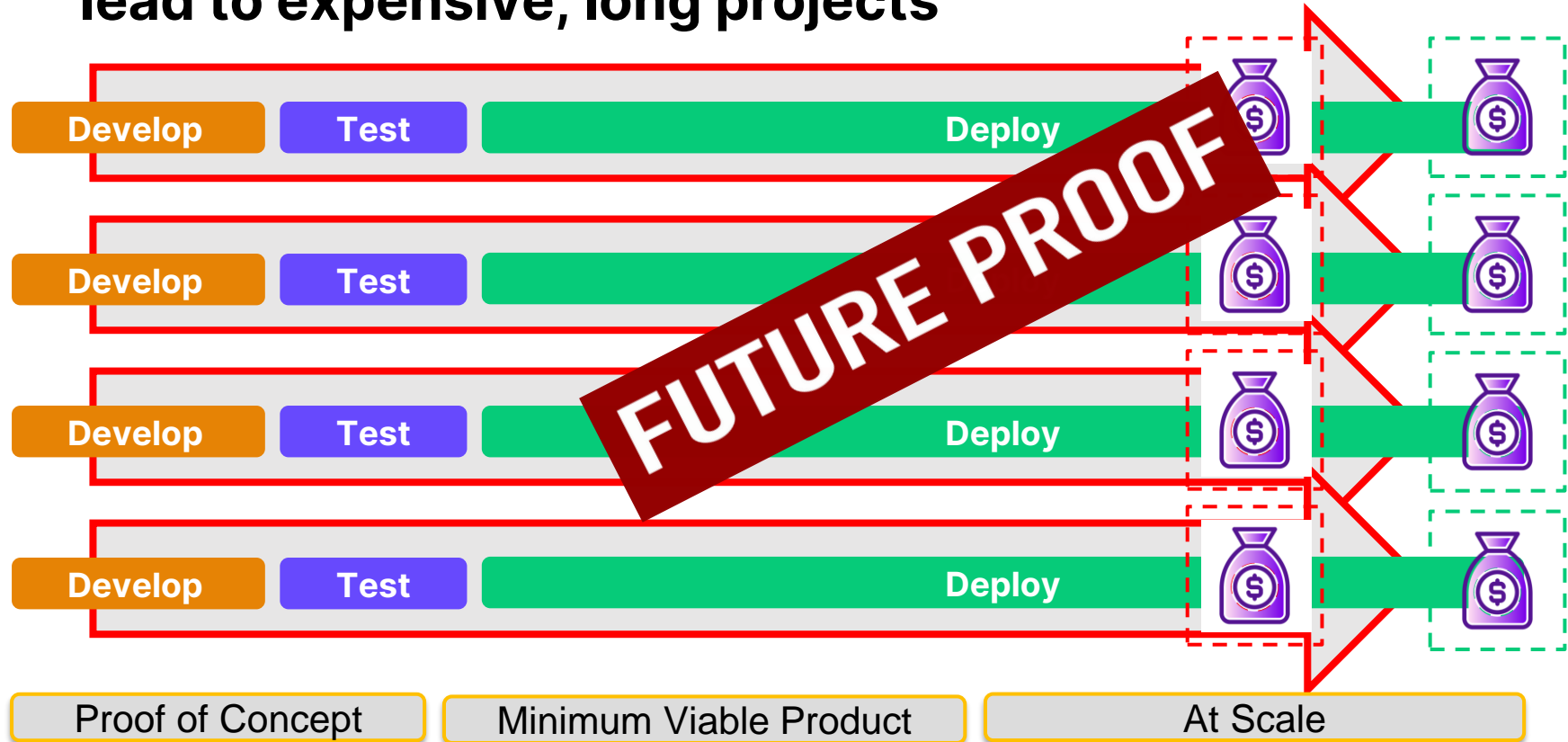
# Your three main options

**$ Build an internal team.**

# **Building an internal AI** or innovation **department** creates internal expertise but is an annual cost.



Data Scientists

Prompt Engineers

Docker/Kubertnetes /Experts

ML Engineers

UI/UX Experts

SAAS Developers

Dev Ops Engineers

Gen AI Specialists

ML Ops Engineers

Manager, AI
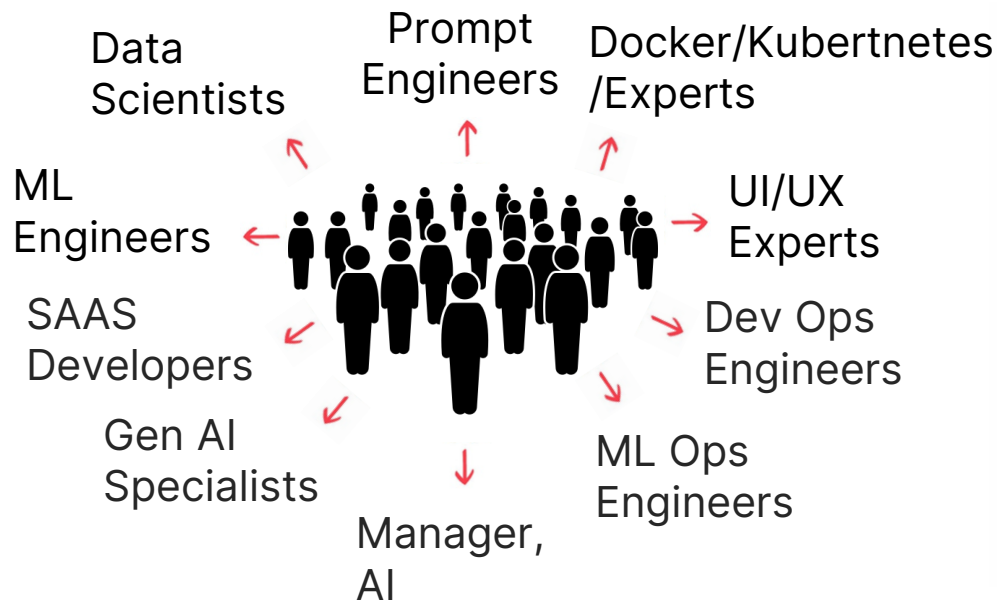
## **Build an internal team.**

● Ex. A small 8 person AI and Dev team + tools cost of turnover /retention

● Still limited options for deployment infrastructure

● Budget = **$1.5-2.0 Million per year**

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# **Insourcing.** Still stuck with same legacy process.

## **Over 80%** of POCs do not make it to production.

**3 to 6 months**

**4 months to 1 year**

**Develop** **Test** **Deploy**

Proof of Concept | Minimum Viable Product | At Scale

ZETANE
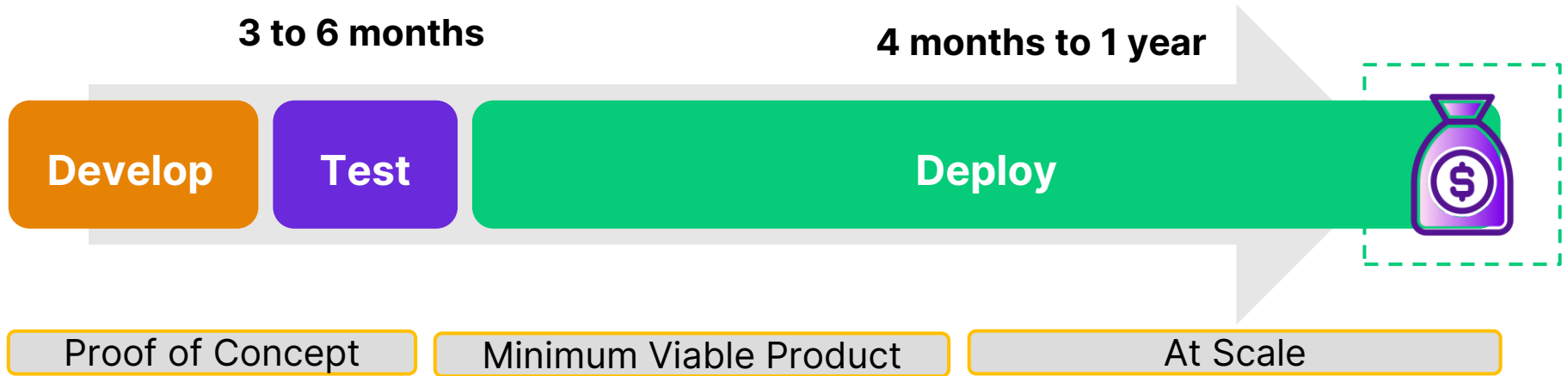
# Your three main options

**$ Kludge together a variety of disparate business apps.**

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# Buying a bunch of AI apps adds up very quickly and often work in silos.



**Death**
**by a thousand**
**cuts**

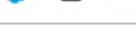**Kludge together a variety of disparate business apps**

- Expensive license fees PER user per license. Data privacy concerns
- 10 different business apps. Ex. MS Copilot: $40/user/mon., ChatGPT $30/user/month + token$
- 100 employees**: $850K - $1,500k/Yr**

# ZETANE

Buying a bunch of variou AI apps and software adds up very quickly and often don't speak to each other.

## Death
### by a **thousand**
## cuts

| Other tools | Feature | Cost |
|---|---|---|
| | Social Media Scheduler | $99/month |
| | Email Marketing | $99+/month |
| | SMS Marketing | $99/month |
| | Unlimited Sales Funnels | $297/month |
| | Website Builder | $29/month |
| | Call Tracking | $49/month |
| | Surveys & Forms | $49/month |
| | Booking & Appointments | $29/month |
| | CRM & Pipeline Management | $99/month |
| | Tracking & Analytics | $299/month |
| | Courses & Products | $99/month |
| | Reputation Management | $160/month |

## Your three main options

## or …. Do nothing.

# Q5. Live Q&A

Q. Our AI successes to date are

A. Generally limited to internal POCs
B. Generally limited to available (free or paying) off the shelf solutions like Chat GPT, CoPilot,etc...
C. Include some AI deployed, but to a small base of users
D. Include some AI deployed, generally at scale
E. We are still exploring the use of AI for our business
F. We have not really done much with AI yet

# Q6. Live Q&A

Q. We are reluctant introducing AI in our business because

A. We don't fully understand it
B. We haven't found a use case that makes it compelling
C. We are struggling with the data aspects
D. Too expensive or the return on investment not clear
E. Senior management has not bought in
F. We are not reluctant, we have done it

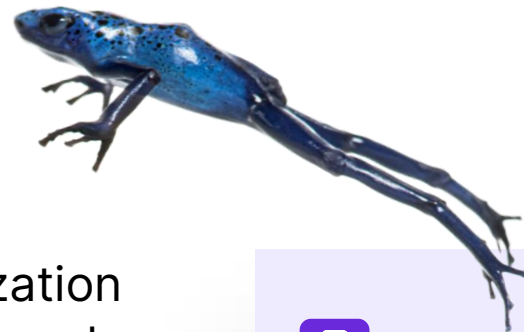# Baseball & Leapfrogging

Grab the GenAI opportunity, on your terms.

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AI/GenAI is providing a transformative force for companies to make major gains.

# Leapfrogging

- "Leapfrogging" refers to a company or organization rapidly advancing to a higher level of development or adopting new technologies or strategies, bypassing intermediate stages.

- Leapfrogging involves skipping over established, traditional methods or stages of development.

- Avoid the legacy costs/challenges of older technologies.

**ZETANE**

**Cell phones**

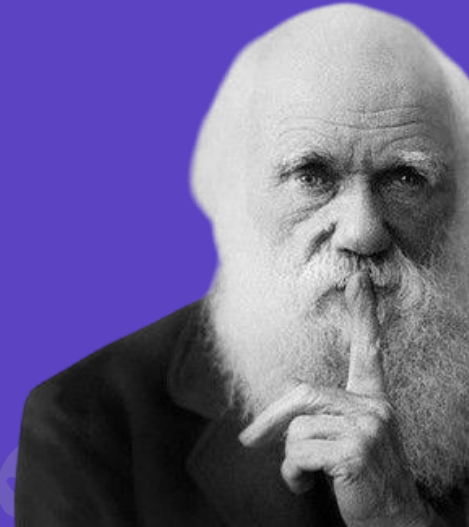**Renewable energies**

**Internet**

**AI**

AI innovations and breakthroughs are happening at breakneck speed.

● 10X gains are **no longer good enough**.  You need 30X-50X to ensure competitive advantage.

● Futureproof to keep up with speed of AI innovation.

Will parts of your business be facing extinction soon?

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**You will have much more success going for the base-hits.**

- A  business is composed of hundreds (or thousands) of regular, day to day, week to week, legacy tasks and software that you spend lots of time, money and frustration on.

- AND if automated, would save lots of money and time.

**Find those endless use-cases**

**AI/GenAI** is providing a transformative force for companies to make major gains.

## Leapfrogging

**Gen AI** can provide "leapfrog" capabilities to achieve major automation in a few weeks.

Making 50X to 100X gains achievable both in operations and back office processes.

## Base hits

Ask your staff what tasks are a bother; ideas for major competitive advantage; outdated processes; legacy systems that can leapfrog.

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# Going Viral

Many good AI-powered tools do not get good internal adoption.

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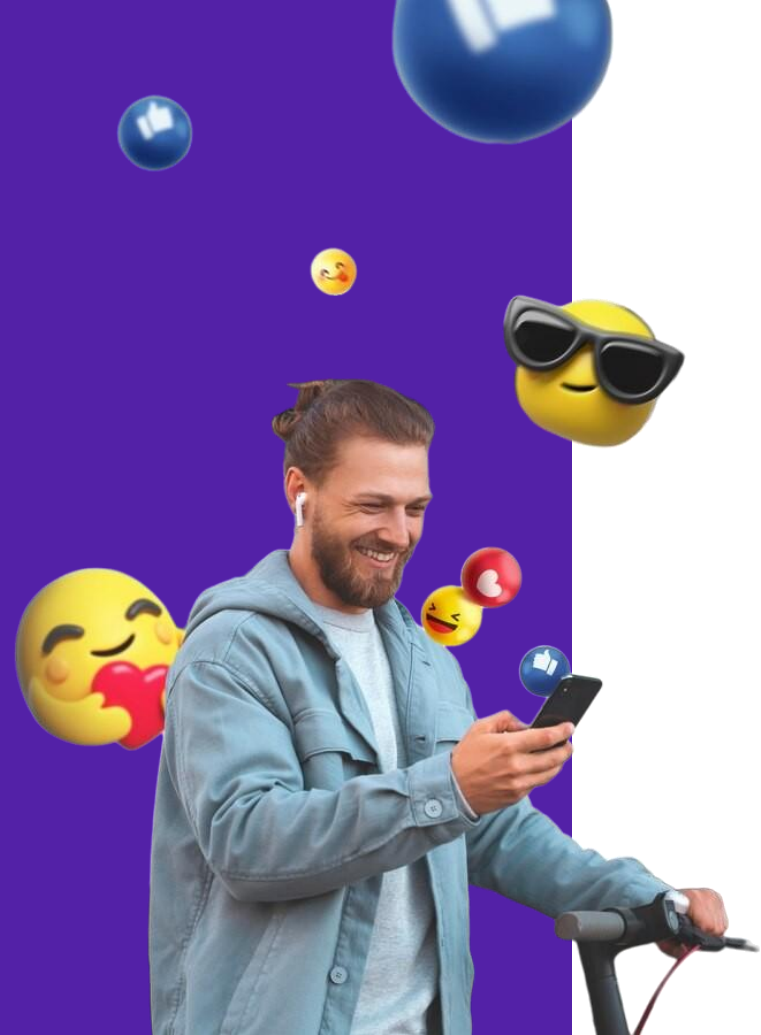
# Too much focus on the AI, not enough focus on the front-end for user adoption.

Sol Rachidi, MBA
Previously, Chief AI, Analytics Officer
AWS, Estée Lauder, Merck, Sony

After deploying over 200+ AI POCs across my entire career and across a variety of industries, I learned a hard way truth!  The biggest threat to AI success has nothing to do with technology — and everything to do with the people.

Years ago, we built the perfect AI system. Cutting-edge models. Impeccable accuracy. Seamless deployment. And then... only 7% of the anticipated user base used it.

It sat there — untouched — while the business teams quietly returned to their old, familiar excel and "phone a friend" processes.The system worked. But the people didn't trust it, didn't understand it, and didn't see how it fit into their day-to-day reality.
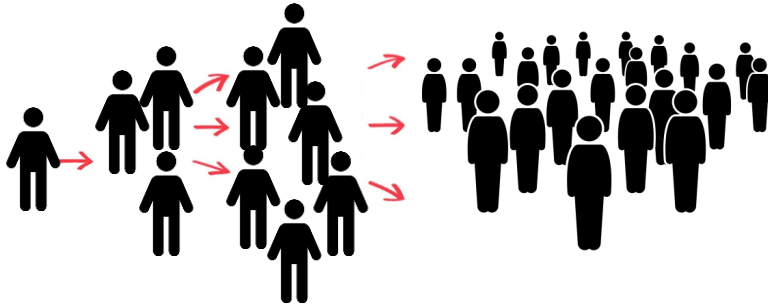
"Perpetual POC Purgatory" (copyright 2025 Sol Rashidi)
The Real Lesson: Scale Comes from Adoption, Not Pushing a model into Production
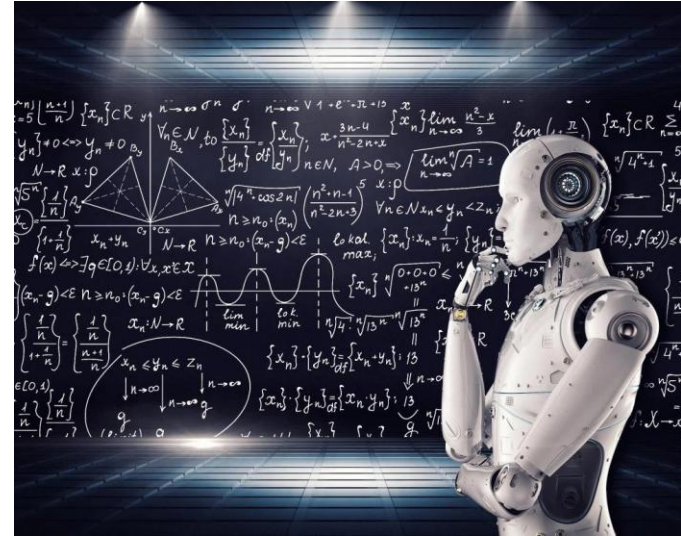
# It's not about the AI

It's about ensuring your employees and colleagues use the AI that helps them elevate their work.

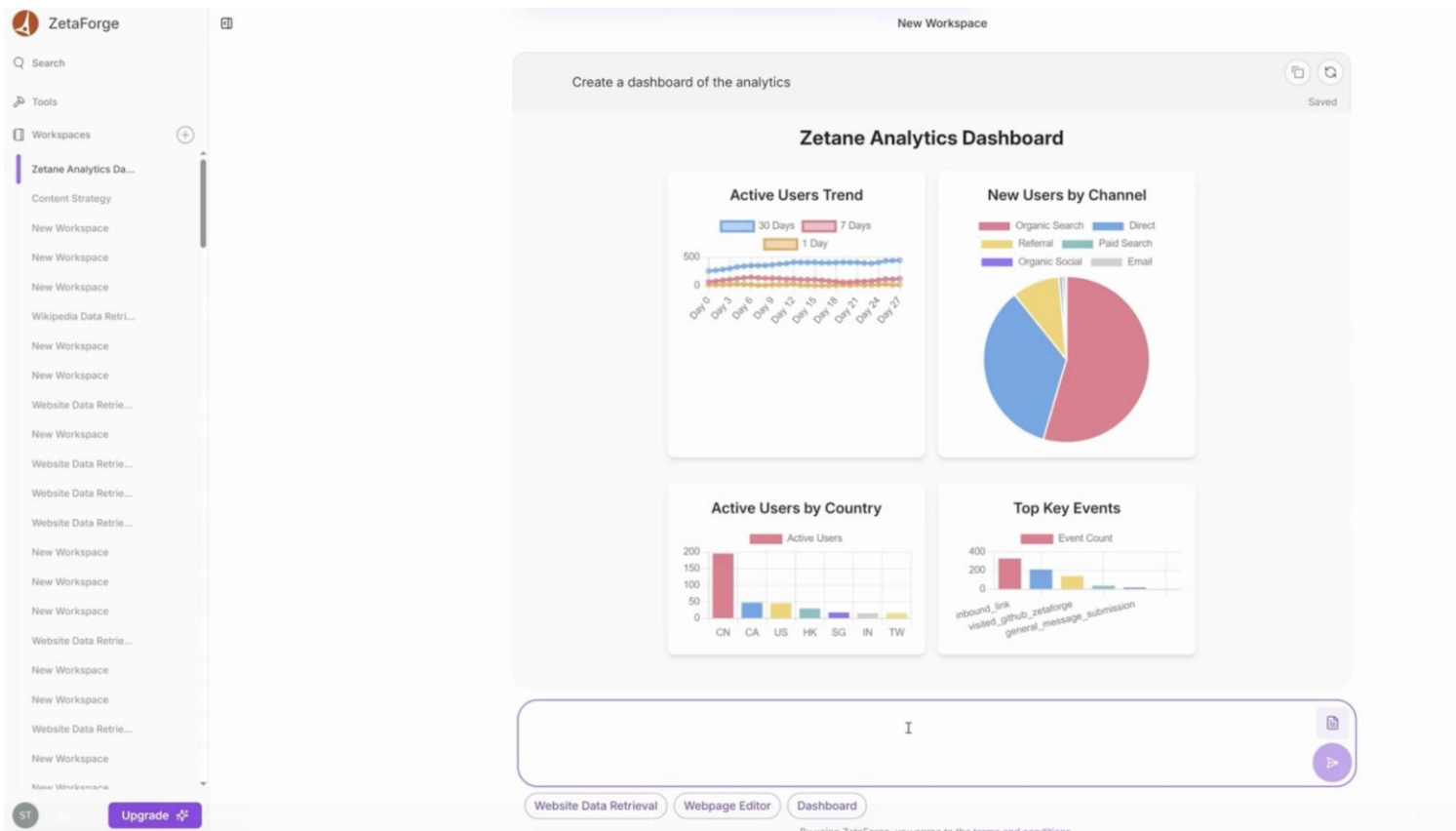# Need to change the focus from what AI does to what AI can do for your employees and colleagues.

**Ensure user adoption**

**Protect end-users from this**

# Ease of use. Ease of deployment. Ease of onboarding.

Q. Where does AI fit in our organizations

A. Managed in individual departments
B. AI is its own,stand alone department
C. AI falls within our IT department
D. AI falls within our innovation department
E. AI resides in the business lines or operations
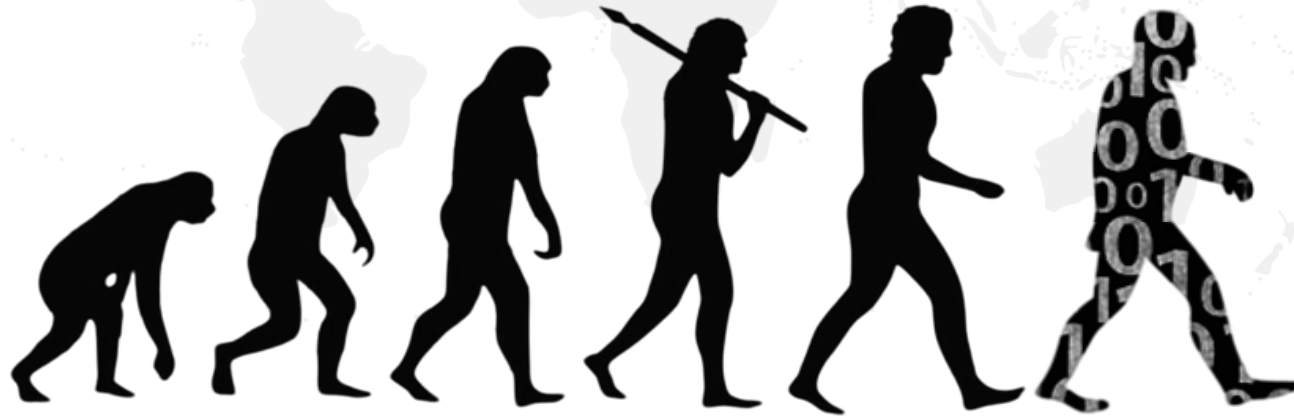F. Not sure / none of the above

# Q8. Live Q&A

Q. In our department, organization, company, I feel that AI and Gen AI is

A. A top priority
B. Is an emerging priority
C. Is under consideration to be looked at
D. Not a priority or of interest in the short term
E. None of the above

# Evolution Options
## Always nice to have choices

# Evolution Options

## More options than you think

# If you begin to change your perspective on AI, you begin to see more choices available to you.

**$ Outsource to AI service consulting firms.**

**$ Build an internal team.**

**$ Kludge together a variety of disparate business apps**

**Buy a fish.**

**Teach yourself to fish.**

**Buy a bunch of fish. One at a time.**

ZetaForge offers companies new options at a fraction of the costs and risks.



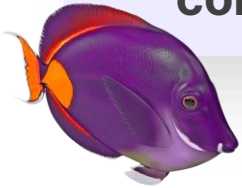**$ Outsource to AI service consulting firms.**

**$ Build an internal team.**

**$ Kludge together a variety of disparate business apps**

**Buy a fish.**

**Teach yourself to fish.**

**Buy a bunch of fish. One at a time.**

**$ Buffet: All the fish you can eat.**

**$ Buffet: All the fish, meat, vegies, vegan, salads, etc..you can eat.**

# We see 3 types of successful AI adopters

**I only want to benefit from AI. Not participate in AI development.**

**I want to build some internal AI capabilities, but not a full capacity.**

**AI is a core technology for us, need a full internal capability.**

User

Builder

Researcher

# Q9. Live Q&A

Q. Based on what I know, and what I heard today, I am more likely to

A. Focus on just being a consumer of AI. Not build it in house.
B. Want to fully develop our internal AI development and deployment capabilities
C. Find a balance between some internal capabilities and easy to consume AI solutions
D. Want to continue working with external AI consulting services companies.
E. Not sure/Don't know

# Conclusion
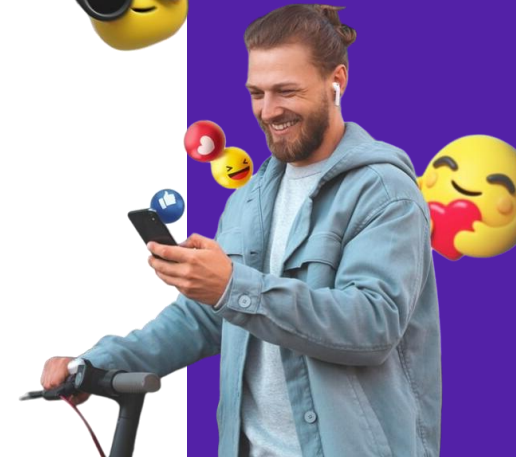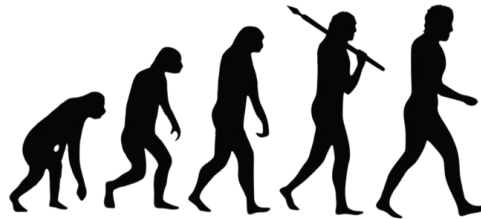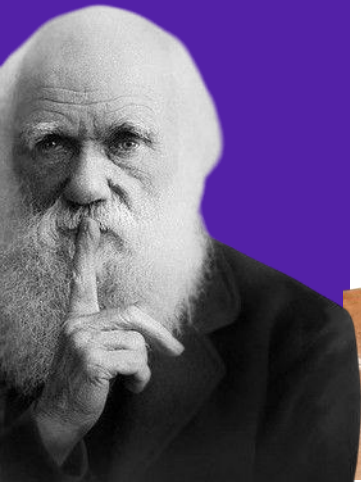
# Keep in mind that

☑ 1. GenAI is an **extension level technology** for companies that do not jump on board. Leapfrog the competition or be left behind.

☑ 2. **Traditional AI services** model can be very costly and time consuming and not fit SME needs.

☑ 3. You have **more (affordable) choices** than you think.

Clients don't buy AI, they buy what *AI can do for them.*

# On your marks.
# Get set.
# Go !

# Go viral !

## Without internal user adoption, you have nothing.

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# Thank You

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ZetaForge

www.zetane.com

www.zetaforge.com

**Guillaume Hervé**
**CEO & Co-founder**

**Patrick St-Amant**
**CTO & Co-founder**