

AI Squared Insights & Impact

Introduction

AI Squared is a company that is revolutionizing the way businesses integrate data and AI insights into their mission-critical applications. The machine learning lifecycle is inherently complex, from data acquisition to model deployment and performance monitoring. Businesses often struggle to make the outputs of their data science projects accessible to end-users within the context of their existing workflows.

Obstacles such as siloed data, lengthy software development cycles, and a lack of collaboration between data scientists and application teams can significantly slow down the integration of AI and ML models. As a result, many data science projects fail to deliver the expected return on investment, with an estimated 87% producing negative ROI.

AI Squared's platform addresses these challenges by providing a scalable and intuitive solution for connecting people with the information they need to do their jobs more effectively. The platform enables seamless integration of the outputs of any machine learning model, as well as the query results from an array of cloud data warehouses, into web-based business applications, empowering end-users with timely, relevant, and actionable information. By accelerating the adoption of AI and ML across the organization, AI Squared helps businesses unlock the true value of their data and analytics investments.

AI Squared Overview

AI Squared is a powerful platform that enables organizations to seamlessly integrate accurate, relevant, and actionable data and AI insights into their mission-critical business applications. By addressing the key challenges that often hinder the successful deployment of data science and machine learning projects, AI Squared helps enterprises overcome the complexities of the ML lifecycle and foster widespread AI adoption.

At the core of the AI Squared platform is its ability to provide scalable and high-velocity integration of any machine learning model into web-based applications. Whether it's a custom-built model or a pre-trained model from a marketplace, the platform allows data science and engineering teams to quickly and easily embed these AI capabilities into the workflows and tools used by their end-users.

Key features of the AI Squared platform include:

Scalability: The platform is designed to handle the scale and complexity of enterprise-grade machine learning, ensuring that AI insights can be delivered to thousands of users without compromising performance or reliability.

Flexibility: The platform enables the flexible integration of information into any web-based application or webpage. We accomplish this by inserting information into the webpage HTML, circumventing the need for a lengthy, costly, and difficult 1st-party integration with SaaS webapps. This enables faster integration of information into user workflows and facilitates the updating of legacy applications.

Collaboration: AI Squared fosters collaboration between data scientists, application developers, and business stakeholders, enabling them to work together seamlessly to bring AI-powered solutions to life. We provide the tools for data scientists to instrument information flows to collect feedback from end users, ensuring the desired impact of the information is achieved.

High-Velocity Integration: By eliminating the need for lengthy software development cycles and complex data pipelines, the platform accelerates the process of integrating AI and ML models into production applications, allowing businesses to realize the benefits of their data and analytics investments much faster.

Model Governance: The platform provides robust governance capabilities, enabling organizations to maintain control over their machine learning models, enforce business rules, and ensure compliance with relevant regulations.

By addressing the common obstacles that hinder the successful deployment of data science and machine learning projects, AI Squared empowers businesses to unlock the true value of their data and analytics investments. With its scalable and intuitive approach to AI integration, the platform helps organizations deliver data and AI insights directly into the hands of the people who need them most, driving improved decision-making and business outcomes.

Value to C-Level Executives

AI Squared delivers significant value to C-level executives, including Chief Data Officers (CDOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOs), by addressing the key challenges that often impede the successful integration of data and AI insights into mission-critical business applications.

Value for Chief Data Officers (CDOs): As the stewards of an organization's data assets, CDOs are responsible for ensuring the accuracy, relevance, and accessibility of data to drive informed decision-making. AI Squared empowers CDOs by providing a scalable platform for seamlessly integrating data and AI insights into the workflows and tools used by end-users. By eliminating the complexities of data pipelines and model deployment, AI Squared ensures that the valuable insights generated by data science teams can be quickly and accurately delivered to the people who need them most. This helps CDOs maximize the return on their data and analytics investments, while also enhancing data governance and compliance.

Value for Chief Information Officers (CIOs): CIOs are tasked with managing the IT infrastructure and technology landscape of an organization, often grappling with the challenge of integrating disparate systems and reducing overall complexity. AI Squared simplifies this process by providing a unified platform for embedding data and AI capabilities into business applications, reducing the need for custom integrations and

bespoke software development. By abstracting away the technical complexities of model deployment and application integration, AI Squared empowers CIOs to focus on strategic initiatives that drive business value, rather than spending valuable resources on IT maintenance and support.

Value for Chief Technology Officers (CTOs): As the champions of technological innovation within an organization, CTOs are responsible for driving the adoption and integration of emerging technologies, such as machine learning and artificial intelligence. AI Squared accelerates the time-to-market for AI initiatives by streamlining the process of deploying and scaling AI-powered solutions across the business. By eliminating lengthy software development cycles and providing a collaborative platform for data scientists and application teams, AI Squared enables CTOs to rapidly introduce AI-driven capabilities into their organization's products and services, giving them a competitive edge in the market.

In summary, AI Squared delivers significant value to C-level executives by addressing the key challenges that often hinder the successful integration of data and AI insights into mission-critical business applications. By providing a scalable, collaborative, and high-velocity platform for AI integration, AI Squared empowers CDOs, CIOs, and CTOs to unlock the true potential of their data and analytics investments, drive technological innovation, and deliver tangible business outcomes.

Value to Business Teams

AI Squared's platform offers immense value to various business teams within an organization, empowering them to make more informed decisions, enhance customer experiences, optimize operations, and drive revenue growth.

Value for Marketing Teams: AI Squared enables marketing teams to seamlessly integrate predictive analytics and personalization models into their customer-facing applications and campaigns. By delivering real-time insights on customer preferences, purchase behavior, and campaign effectiveness, the platform helps marketers better target their efforts, personalize content and offers, and optimize marketing spend. This results in improved customer engagement, increased conversion rates, and higher returns on marketing investments.

Value for Sales Teams: For sales teams, AI Squared's platform provides a powerful tool for enhancing lead generation, improving sales forecasting, and personalized customer outreach. By integrating predictive models that identify high value leads and recommend the most effective sales strategies, the platform empowers sales professionals to focus their efforts on the most promising opportunities, leading to increased win rates and revenue growth.

Value for Operations Teams: AI Squared's platform can also deliver significant value to operations teams by integrating predictive maintenance models, supply chain optimization algorithms, and process automation capabilities into mission-critical applications. This helps operations teams identify and address potential issues before they occur, optimize resource allocation, and streamline workflows, ultimately improving efficiency, reducing costs, and enhancing overall operational performance.

Value for Customer Service Teams: For customer service teams, AI Squared's platform enables the integration of natural language processing models, chatbots, and knowledge-based systems to provide personalized and efficient support to customers. By automating routine inquiries and empowering customer service representatives with real-time insights, the platform helps improve customer satisfaction, reduce response times, and free up resources to focus on more complex or high-value interactions.

By seamlessly integrating data and AI insights into the day-to-day workflows and tools used by these business teams, AI Squared's platform helps organizations unlock the true value of their analytics investments. This results in improved decision-making, enhanced customer experiences, optimized operations, and ultimately, increased revenue and profitability.

Business Value Assessment

AI Squared's platform delivers significant business value by enabling organizations to unlock the true potential of their data and analytics investments. By addressing the key challenges that often hinder the successful integration of data and AI insights into mission-critical applications, AI Squared helps businesses drive tangible improvements in productivity, business outcomes, and infrastructure savings.

Increased Productivity: AI Squared's platform streamlines the process of integrating machine learning models and data insights into end-user workflows, eliminating the need for lengthy software development cycles and complex data pipelines. This allows business teams to access the information they need to make more informed decisions, in real-time, without the delays and inefficiencies associated with traditional model deployment approaches. For example, the case study on reducing the time to deliver data into a CRM application from 8 months to 8 hours illustrates the dramatic productivity gains that AI Squared can enable.

Better Business Outcomes: By empowering business teams with accurate, relevant, and actionable data and AI insights, AI Squared's platform directly contributes to improved business outcomes across various functions, such as enhanced customer experiences, increased sales and marketing effectiveness, optimized operations, and more. The case study on quickly deploying a scalable generative AI application for a cybersecurity firm demonstrates how AI Squared can help organizations leverage the power of AI to drive tangible improvements in their core business operations.

Significant Infrastructure Savings: AI Squared's platform is designed to be highly scalable and efficient, reducing the need for complex and resource-intensive data pipelines and custom software integrations. This translates to significant cost savings for organizations, as they can avoid the substantial investments required to build and maintain these bespoke solutions. Additionally, by empowering business teams to access the data and AI insights they need without relying on IT and data science resources, AI Squared helps organizations optimize their human capital and reduce the overall burden on their technical infrastructure.

Measuring ROI: Quantifying the return on investment (ROI) of AI Squared's platform can be achieved through a variety of metrics, including:

- Time-to-market for new AI-powered applications and features
- Improved productivity and efficiency of business teams
- Increased revenue or cost savings resulting from better decision-making and optimized operations
- Reduction in IT and data science resources required to deploy and maintain data and AI integration solutions
- Improved customer satisfaction and retention

By tracking these key performance indicators, organizations can build a compelling business case for investing in AI Squared's platform and demonstrate the tangible value it delivers to the enterprise.

Through a combination of increased productivity, better business outcomes, and significant infrastructure savings, AI Squared's platform empowers organizations to unlock the true value of their data and analytics investments. By seamlessly integrating data and AI insights into mission-critical applications, the platform helps businesses drive informed decision-making, enhance customer experiences, and optimize their operations, ultimately contributing to improved financial performance and a stronger competitive position in the market.

Case Study 1: Financial Services

A large financial-services company had just built a state-of-the-art customer propensity model and wanted to send its predictions to the tens of thousands of relationship managers who were responsible for securing new customers. This model would regularly run batch inferences and send the predictions to AWS blob storage, which necessitated the bank's data engineering team to construct a complex and failure-prone architecture to get these predictions to their employees, who work primarily in Microsoft's Dynamics CRM application. This also required the bank to engineer a 1st-party integration into Dynamics, which took 8 months of effort before the bank threw in the towel.

The original approach was plagued with several challenges:

1. **Data Pipeline Complexity:** The bank had to build a complex data pipeline to move the model's predictions from the AWS blob storage into the Dynamics CRM application. This involved multiple steps, including data extraction, transformation, and loading, which introduced significant overhead and potential points of failure.
2. **Custom Integration:** Integrating the model's outputs directly into the Dynamics CRM application required the bank to develop a custom, 1st-party integration. This process was time-consuming, taking 8 months to complete, and required dedicated engineering resources.
3. **Lack of Scalability:** As the number of relationship managers and the volume of predictions grew, the bank's bespoke data pipeline and integration solution struggled to keep up, limiting the scalability of the solution.

To overcome these challenges, the bank turned to AI Squared's platform. By leveraging AI Squared, the bank was able to:

1. **Eliminate the Complex Data Pipeline:** AI Squared's platform enabled the bank to bypass the need for a complex data pipeline by directly rendering the model's outputs within the users' Dynamics CRM application.
2. **Avoid Custom Integration:** Instead of building a custom integration, the bank was able to use AI Squared's pre-built integration capabilities to quickly and easily embed the model's predictions into the Dynamics CRM interface.
3. **Achieve Scalability:** AI Squared's platform is designed to handle the scale and complexity of enterprise-grade machine learning, ensuring that the bank's model predictions could be delivered to thousands of relationship managers without compromising performance or reliability.

The outcomes of this implementation were remarkable. The bank was able to accelerate the delivery of its customer propensity model from the original 8-month timeline down to just 8 hours, a remarkable 60x improvement. This allowed the bank to quickly put the power of its state-of-the-art model into the hands of its relationship managers, enabling them to make more informed decisions and drive better business outcomes.

By simplifying the integration process and eliminating the need for complex data pipelines, AI Squared's platform enabled the bank to unlock the true value of its data science investments, delivering tangible benefits to the business and its end-users.

Case Study 2: Cybersecurity Operations Center

The cybersecurity operations center (SOC) is the nerve center of an organization's cybersecurity efforts. This environment demands that human analysts efficiently detect, analyze, and respond to cyber threats. The analysts' efficiency can, however, be stymied by the need to write time-consuming reports and contend with latency collating information from telemetry.

To alleviate these pain points, a leading cybersecurity firm developed a chatbot application to answer analysts' questions in real-time by leveraging a large language model and a set of knowledge bases. The problems facing the cybersecurity firm's data scientists tasked with creating this application were that they had limited support deploying their application and lacked the resources to collect and analyze feedback from end users about the application's performance.

To remediate these problems, the cybersecurity company turned to AI Squared, which provided them with:

1. **A Front-end User Interface:** AI Squared offered a front-end user interface that can be easily deployed and scaled by the cybersecurity company's platform delivery teams, enabling the rapid rollout of the chatbot application.

2. **LangChain Application:** AI Squared's LangChain application enabled the resources created by the cybersecurity company's data scientists to be combined into a cohesive user experience. This expedited the collection of telemetry for analysts and assisted with report writing.

This solution enabled the cybersecurity company's data scientists to quickly deploy their application and gather feedback to iteratively refine and re-deploy it. By addressing the challenges of deployment and feedback collection, AI Squared's platform allowed the cybersecurity firm to focus on developing the core AI capabilities of the chatbot, rather than getting bogged down in the complexities of integrating the application into their SOC environment.

The key benefits of the AI Squared solution for the cybersecurity firm include:

- **Rapid Deployment:** The pre-built user interface and LangChain application provided by AI Squared allowed the cybersecurity firm to quickly roll out the chatbot to their analysts, without the need for extensive software development.
- **Seamless Integration:** AI Squared's platform seamlessly integrated the cybersecurity firm's custom-developed language model and knowledge bases into a cohesive user experience, eliminating the need for the data science team to manage the technical complexities of the integration.
- **Feedback Loops:** The AI Squared platform enabled the cybersecurity firm to easily collect and analyze feedback from their analysts, allowing the data science team to iteratively refine and improve the chatbot application based on user needs.

By leveraging AI Squared's platform, the cybersecurity firm was able to quickly deploy a scalable and user-friendly generative AI application that empowered their analysts to work more efficiently and effectively, ultimately enhancing the organization's overall cybersecurity posture.

Messaging Slogan

"Unlock the Power of AI: Accelerate Insights, Amplify Impact with AI Squared"

Conclusion

AI Squared's platform delivers significant value to organizations by enabling them to seamlessly integrate data and AI insights into their mission-critical business applications. Through its scalable and intuitive approach, the platform addresses the key challenges that often hinder the successful deployment of data science and machine learning projects, empowering businesses to unlock the true potential of their analytics investments.

The benefits of using AI Squared are multifaceted. By increasing productivity, driving better business outcomes, and delivering substantial infrastructure savings, the platform helps organizations maximize their return on investment. The case studies presented showcase how AI Squared has helped enterprises in the financial services and

cybersecurity sectors overcome the complexities of integrating data and AI, resulting in dramatic improvements in speed-to-market, user experience, and operational efficiency.

For C-level executives, such as Chief Data Officers, Chief Information Officers, and Chief Technology Officers, AI Squared provides a powerful solution for fostering widespread AI adoption and delivering data-driven insights directly into the hands of the people who need them most. By simplifying the integration process and eliminating the need for lengthy software development cycles, the platform empowers these leaders to focus on strategic initiatives that drive tangible business value.

Similarly, AI Squared's platform offers immense value to various business teams, including marketing, sales, operations, and customer service. By seamlessly integrating data and AI insights into their day-to-day workflows and tools, the platform helps these teams make more informed decisions, enhance customer experiences, optimize operations, and drive revenue growth.

As organizations continue to grapple with the complexities of the machine learning lifecycle, AI Squared's platform stands out as a scalable and intuitive solution for delivering data and AI insights into mission-critical applications. By addressing the key obstacles that often hinder the successful integration of these capabilities, AI Squared empowers businesses to unlock the true power of their data and analytics investments, driving tangible improvements in productivity, business outcomes, and infrastructure savings.

Contact AI Squared today at www.squared.ai to learn more about how their platform can help accelerate the adoption of data and AI insights across your organization.