

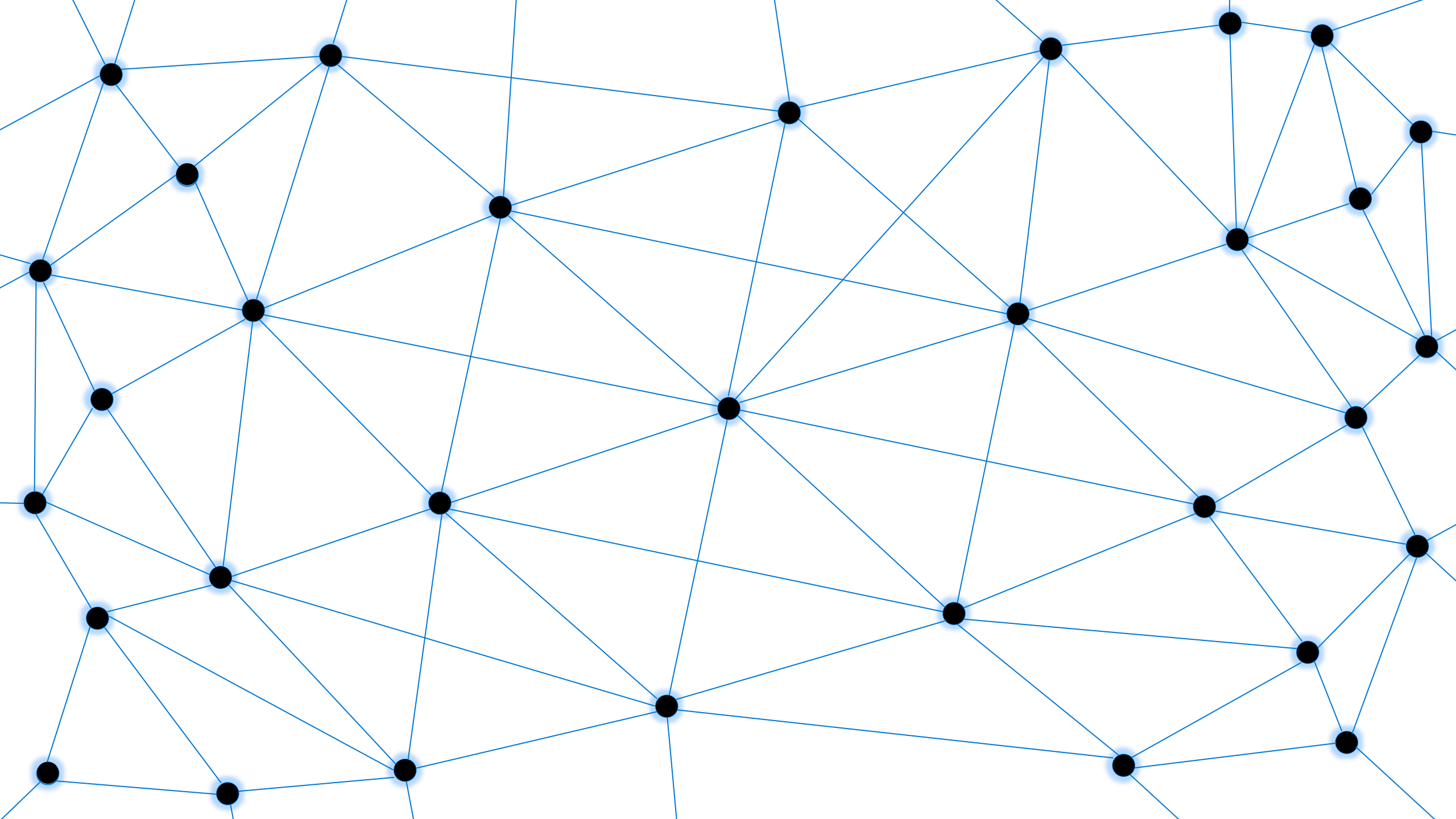
Achieve AI Transformation with Apsia Catalyst

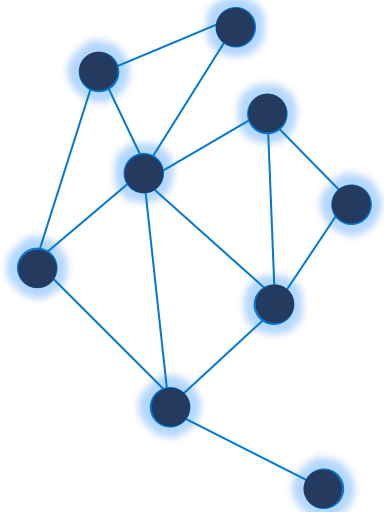
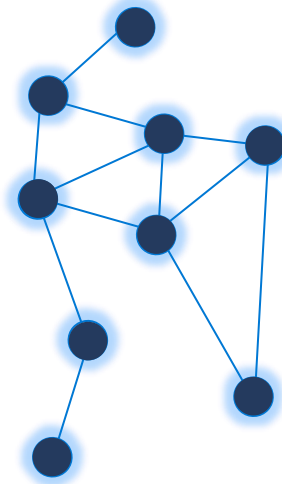
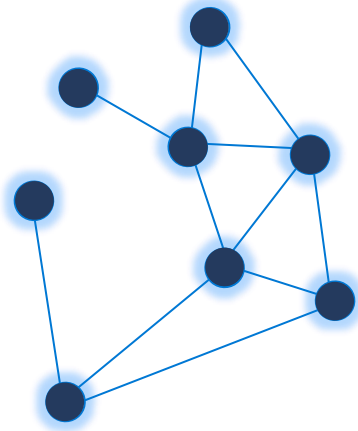
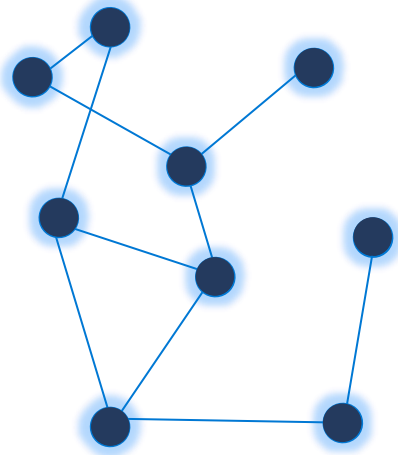


/Get a head start.

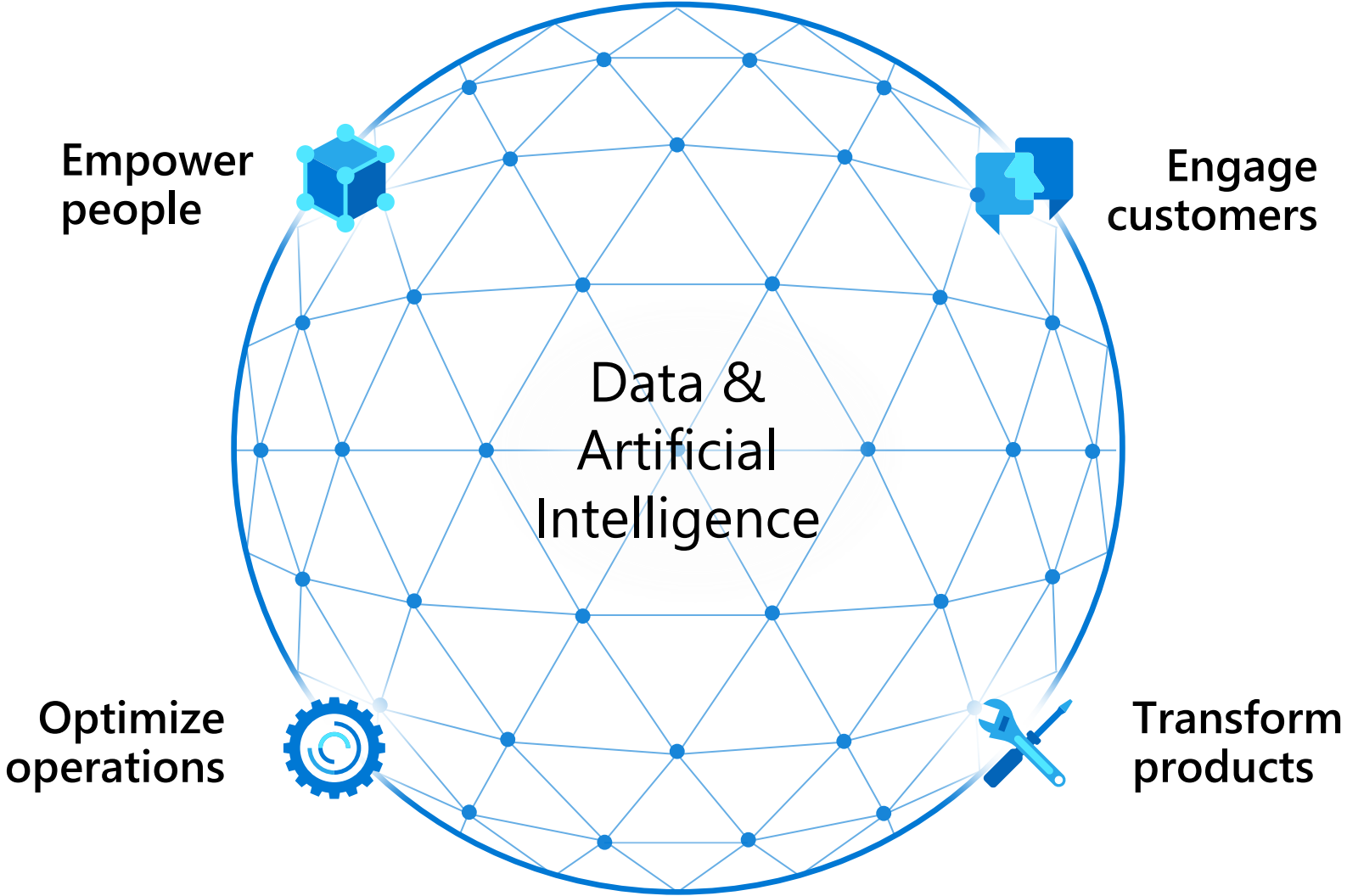
apsia™







Digital Feedback Loop



Momentum of conversational AI



By 2026, **30% of work activities** involving the use of technology will be **conversationally enabled**¹

By 2026, **conversational artificial intelligence** deployments within contact centers will **reduce agent labor costs by \$80 billion**²

By 2026, **up to 80% of organizations'** digital experiences will be delivered to consumers **via virtual people**²

Source:

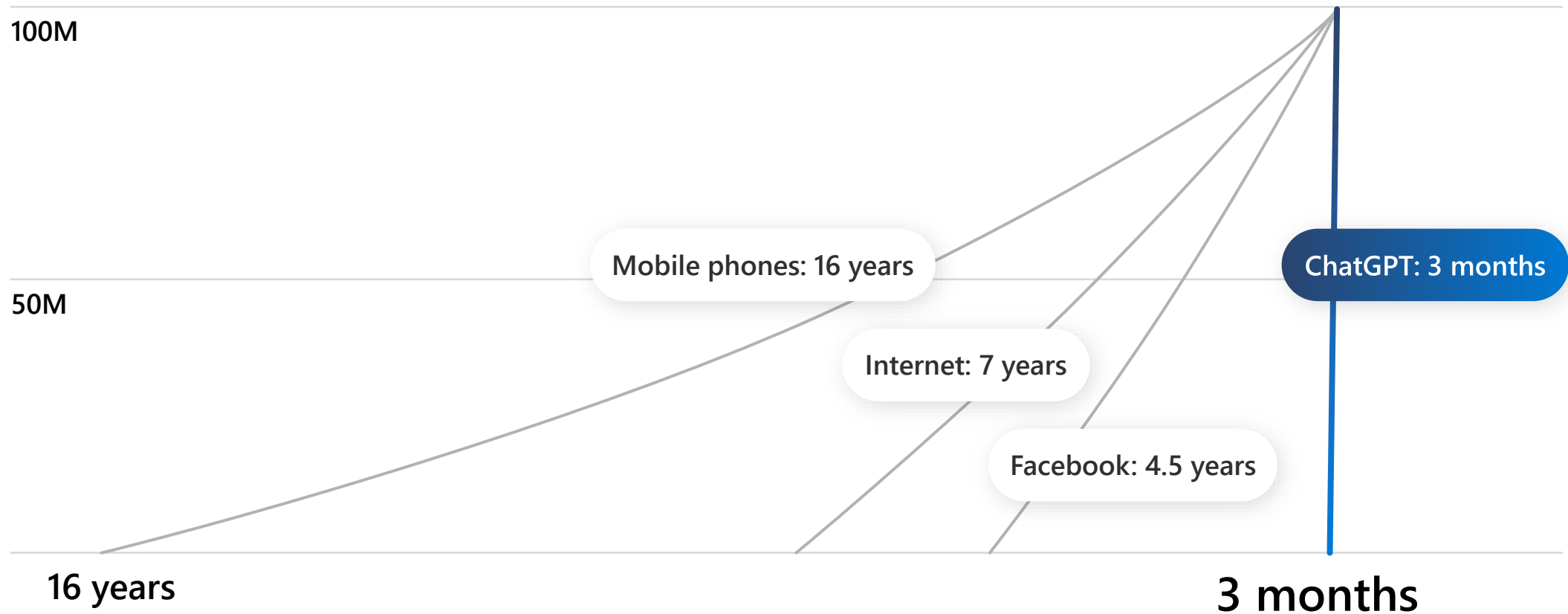
1. 2022 Gartner® - Forecast Analysis: Hyperautomation Enablement Software, Worldwide,

2. 2022 Gartner - Forecast Analysis: Hyperautomation Enablement Software, Worldwide

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Generative AI technology is here

Time to reach 100M users



Building conversational AI can be challenging

Challenges in conversational AI building

Budget and time constraints

Maintaining content

Integration with business systems

Product/Technical onboarding

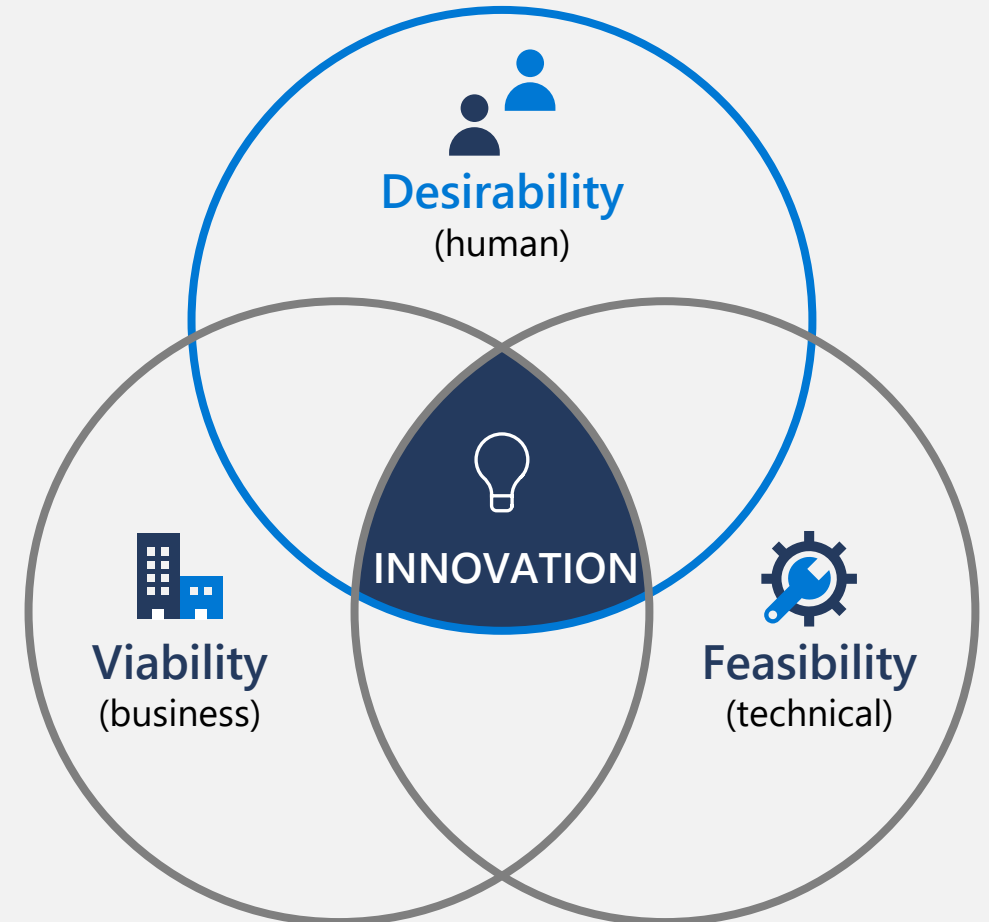
Security and compliance risks

**Infrastructure/
Resource hosting**

APSIA Catalyst

Enabling AI Transformation

Our experts will give you the tools you need to future-proof your business. You'll engage in a proven set of activities that prepare you for disruptive change and help build the business case to ensure everyone in your organization is on board. The result is an actionable transformation plan, tailored to ensure you achieve your digital transformation goals.



Apsia Catalyst: AI Transformation through the IDEA framework



Inspire

Exploring. Learning about AI and prioritize business objectives, use cases, and measurement of AI value.



Design

Planning. Actively assess, define an AI-ready application and data platform architecture, align parameters for build vs. buy decisions, and plans for where to host data and applications to optimize outcomes



Empower

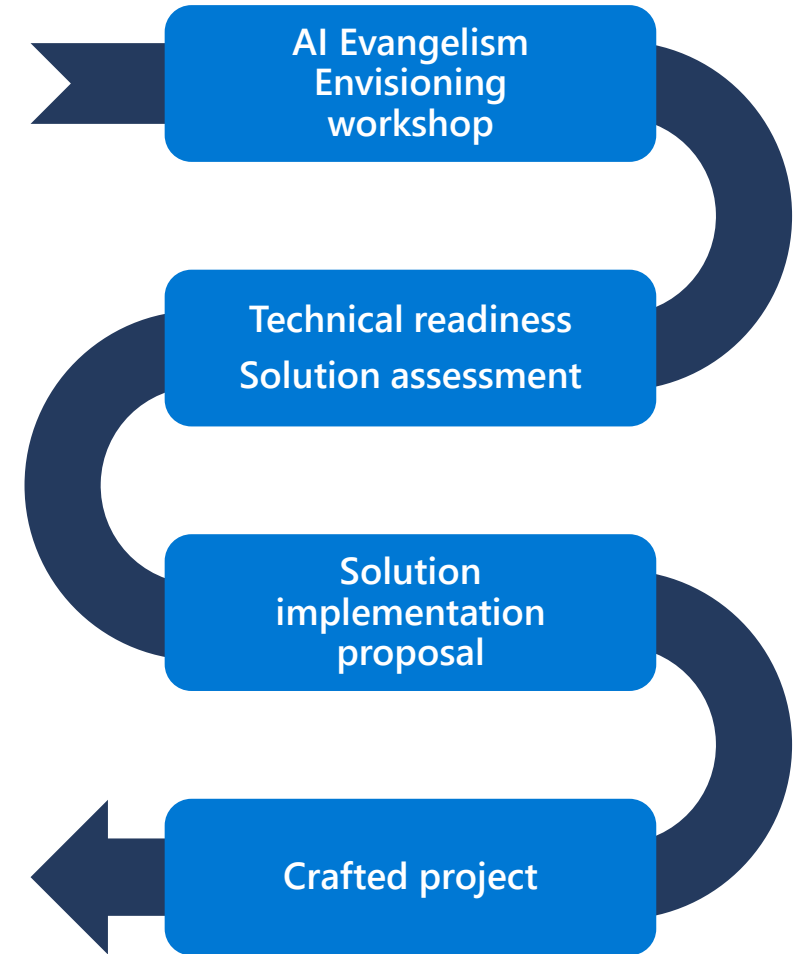
Benchmark. Apply the right model to the right use case, tailoring the UX/UI for each scenario and integration



Achieve

Execute your strategy with sprint iterations, and ensure a smooth launch with clear deliverables and quantifiable KPIs

How we'll get there:



Inspire: AI Evangelism

AI terms everybody should know

The evolution of AI from 1956 till today. We don't need to be Data Scientists, but we must know some basic keywords that will help us understanding and take strategic decisions.

How can AI improve my business?

Thanks to a systematic approach, Apsia will help you transform the AI vision into action, thanks to a "human-centric" and "business-centric" approach, more than a "product-approach".
Rather than starting by asking what AI can do, we need to turn the telescope around and ask: "What are you trying to do in your business, and how can AI help?"



Inspire: AI Envisioning workshop

Run separate sessions

Divide each business area and run individual sessions with specific subject matter experts and end users, to avoid confusion in the brainstorming

Bring out the best in your people

Use **design thinking** to generate and organize great ideas through creative and critical thinking exercises. The very first step of the journey is not even technical. It's to establish a great partnership with subject-matter experts across a spectrum of competencies to ensure that AI projects truly serve business objectives.

Focus on **the quick-wins**

Define the **digital transformation journey** by prioritizing initiatives based on business outcomes aligned with your vision.



Design: Technical Readiness

Data readiness

3 years of historical data are good enough ! Sometimes the quality of data is more important than quantity.

Security readiness

We help you fill the so-called Responsible AI Assessment Template to make sure Data governance, compliance, data loss prevention policies, security and administration controls are in place.
This exercise will ensure the right guardrails for the responsible use of AI will not be limited to technology companies and governments

Architecture readiness

Review your organization architecture layers and draw a functional & technical diagrams. This will help us to understand where data can be stored, either in cloud or on-premise, their integrations in a broader technical landscape.



Design: Solution Crafting

Review
your current state

Outcome of previous analysis will guide the **creation of a tailored current-to-future state journey** to achieve your AI transformation goals.

Make or Buy

Based on your top-priority use cases, determine which one can be tackled simply with an **out-of-the-box Solution (BUY)**, and which one will require a bespoke approach(**MAKE**).

Map
your approach

Partner with our team to **build a value-driven, phased solution roadmap** that guides the high-level investment, timeline, and processes to making your AI transformation a reality.



Empower: Research & Mock-Up

Mock-Up
project kick-off

An AI Project is often a real **research project**. Don't be scared about it, because our phased-approach makes sure you have the **expected deliverables** at the right time.

Improve
business outcomes

Align business objectives with your technical strategy using compelling visuals to **show what's possible** with the right technology.

Visualize
solution value

Bring your transformation to life and experience your envisioned solution through **personalized demonstrations**. Share your demo story across your organization to **increase alignment and enthusiasm** for the value of your AI transformation.



Achieve: Develop, Deploy, Monitor

Execute
with your tailored plan

Your organization **is ready to start** the development journey. Periodic **sprints** with **clear deliverables** will reassure you on the expected results, to make sure your budget and timeline is respected.

Realize
AI transformation

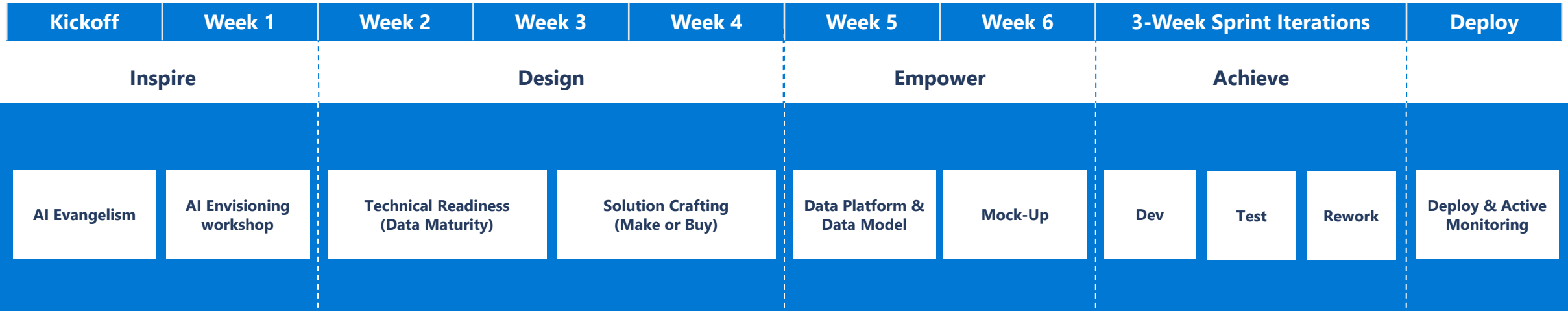
Achieve key business objectives identified in your Envisioning analysis and throughout your Apsia Catalyst journey. **Prepare for deployment** to achieve customer success.

Active
monitoring

Understand how the execution of your AI journey will **impact your organization** in the expected way. **Fine tune** models, data and processes to make you the executive's key objectives are always in line.



Apsia Catalyst Engagement Timeline



Crafted proposal



You know the 10 AI terms everybody should now! We have helped you to identify the "Priority 1" use case to focus on.

We investigate the use case from a functional/business point of view. We assess the degree of maturity of your data & technology. We propose a solution, either "Make" or "Buy".

The research project starts with the aim of delivering a UX/UI mockup and create the data platform, benchmark the best model

3-weeks sprints are initiated. Apsia delivers iteratively the solution, actively monitoring the level of quality, and fine tunes it whether the pre-defined objectives are not met.

Get Started, with **apsia**[™]

/Get a head start.

