



Microsoft AI Partner
of the Year 2023



AI Transformation Roadmap

Strategic AI Envisioning for Enterprise Clients | Microsoft ATO —
Component 1

Powered by Celebal Technologies





Traditional Enterprise meets Modern Cloud Solutions



SAP S/4 HANA



ORACLE



SAP BW

SAP ECC



Supply Chain



Finance



Procurement



Logistics



Databricks



Unity Catalog



Azure



Microsoft Viva



Azure ML



Fabric



Power BI



Power Apps



Microsoft Teams



App Modernization



Intelligent Enterprise



Supply Chain Control Tower



Analytics



Databricks
Partner of the Year - APJ

Energy & Utilities
Partner of the Year

Data & AI Governance
Partner of the Year

Databricks Migration
Partner of the Year - APJ

Regional System Integration
Partner of the Year

Top Consumption
Partner of the Year - APJ



Microsoft AI
Partner of the Year - Global

Microsoft AI
Partner of the Year - India

Microsoft Rising Star
Partner of the Year - APAC

Azure Data AI
Partner of the Year - Malaysia

Microsoft Country
Partner of the Year - India

Partnerships



3000+
Employees



1000+
Databricks
Certifications



500+
Data Scientist
Certifications



1550+
Azure
Certifications

Celebal Technologies Secures a
Strategic Investment

From Databricks Ventures
 databricks



**Brickbuilder
Solution**

**Brickbuilder
Accelerators**

Industries We Serve



Manufacturing



Retail & CPG



Financial
Services



Energy &
Sustainability



Healthcare &
Life Sciences



Media &
Entertainment



Education

Global Presence

Americas | UK | Europe | Middle East | APAC (India, SEA, ANZ, Japan)

Here's What Transformation **Looks Like for You**



In 7–12 weeks, your organisation walks away with eight high-impact assets that most enterprises take years to build — or never build at all.



Your AI Vision, Crystallised

A C-suite signed AI Vision Statement — your ambition, guiding principles and 12–24 month objectives in one authoritative document leadership can act on from Day 1.



An AI CoE That Actually Runs

A fully operational AI Centre of Excellence — with leadership roles assigned, governance structures live, decision-making bodies active, and a meeting cadence that keeps AI moving forward week after week.



Know Exactly Where You Stand

A GenAIOps Readiness Baseline scoring your organisation across strategy, operations, data, and deployment maturity — so you know what to build first and why.



A Prioritised AI Roadmap to Act On

A KPI-backed opportunity backlog scored by ROI, speed, and readiness — so your leadership never debates what to build first again. Quick wins identified for delivery within 90 days.



AI You Can Trust and Defend

A Responsible AI Governance Document covering content safety, hallucination controls, compliance alignment and audit trail design — built in from the start, not bolted on later.



A Clear Path to Production

Validated prototypes for your top 2–3 AI use cases plus a production-readiness blueprint — so the next step is building, not deliberating.

All six outcomes delivered in 7–12 weeks | Co-funded by Microsoft through the Azure Accelerate AI Transformation Offer

Agenda

1 Why AI Roadmapping? The Business Case

2 Celebal's AI Roadmap Methodology — 4-Phase Approach

3 Phase Details: Activities, Deliverables & Frameworks

4 Engagement Timeline & Milestone Exit Criteria

5 Why Celebal Technologies





Why AI Roadmapping Matters





The Business Case for a Structured AI Roadmap



Most enterprises have invested in AI — but without a coordinated strategy, scattered pilots fail to create enterprise-wide impact. Celebal's AI Roadmap Proposition bridges the gap: from boardroom vision to a validated, prioritised initiative backlog aligned to Microsoft's AI platform.

10%

of enterprises are
'AI future-ready'

Adecco, 2025

12+

months for most AI initiatives
to deliver results

MIT/BCG, 2022

60%

expect AI skills upgrade
but only 34% get training

Adecco, 2025

Celebal's Response: The AI Roadmap Engagement

A structured, time-boxed engagement that takes clients from leadership vision to a prioritised, prototype-validated AI initiative backlog — with every initiative mapped to Microsoft Copilot, Dynamics 365, or Azure AI Foundry. Co-funded by Microsoft through the Azure Accelerate AI Transformation Offer (ATO).

✗ Scattered pilots

✓ Coordinated roadmap

✗ Unclear ROI

✓ KPI-backed scoring

✗ No platform clarity

✓ Copilot / D365 / Foundry mapping

How do we confirm you're ready? Before engagement begins, Celebal conducts a 2-hour AI Patterns Scorecard — scoring your organisation against 10 AI readiness signals, from PoC graveyard indicators to Azure estate utilisation — to validate ATO eligibility and baseline your starting position.

The AI Roadmap Methodology



Our Approach — The AI Roadmap Methodology

01

Vision & Strategic Alignment

- ▶ C-suite vision workshops
- ▶ AI ambition definition
- ▶ Stakeholder alignment
- ▶ Guiding principles

 **1–2 Weeks**

02

KPI & Business Opportunity Analysis

- ▶ Cross-functional KPI review
- ▶ AI value-gap identification
- ▶ Data availability mapping
- ▶ Opportunity hypothesis

 **2–3 Weeks**

03

Initiative Prioritisation & Platform Mapping

- ▶ ROI × Ease × Time scoring
- ▶ Quick-wins vs long-term
- ▶ Copilot / D365 / Foundry map
- ▶ Dependency sequencing

 **2–3 Weeks**

04

Rapid Prototype Planning

- ▶ Top 2–3 initiative sprints
- ▶ 2–4 week prototype cycle
- ▶ Success criteria definition
- ▶ Production pathway design

 **2–4 Weeks**

Total across all 4 phases: 7–12 weeks

Phase 1 — Vision & Strategic Alignment

Establish leadership alignment on AI ambition, define strategic AI principles, and build consensus on investment priorities across the C-suite and business domain leads.

 **Duration: 1–2 Weeks**

KEY ACTIVITIES

- Executive discovery sessions with CEO, CIO, CDO & business leads
- Top-management AI vision documentation using structured interview framework
- Short-term (6-month) and medium-term (12–24 month) objective mapping
- AI maturity baseline assessment across all business units
- Stakeholder alignment workshop — aligning leadership on AI investment thesis
- Definition of guiding principles for AI adoption & responsible AI stance
- AI Patterns Scorecard — 2-hour structured readiness assessment across 10 ATO eligibility dimensions

DELIVERABLES

AI Vision Statement

Signed-off leadership document defining AI ambition and guiding principles

Stakeholder Alignment Report

Mapping of leadership consensus, priorities, and dissenting views

Short & Medium-Term Objectives Map

Structured AI objective hierarchy linked to business goals

AI & GenAIOps Readiness Baseline

Maturity rating across strategic, operational, and GenAI-specific dimensions

AI Centre of Excellence Charter

Governance structure, leadership roles, operating model, decision-making bodies formally documented

Responsible AI Governance Document

Content safety policy, hallucination mitigation, compliance alignment, bias review embedded into all phases



Phase 2 — KPI & Business Opportunity Analysis



Analyse the client's existing business KPIs and operational metrics across key functions to identify where AI can unlock measurable value — bridging strategic objectives to concrete AI opportunities.

 **Duration: 2–3 Weeks**

KEY ACTIVITIES

- KPI inventory across Finance, Operations, Sales, HR, Supply Chain
- AI value-gap analysis: where KPIs underperform vs. industry benchmarks
- Process inefficiency discovery through business function interviews
- Data availability and readiness assessment per business domain
- AI opportunity hypothesis generation per function
- Pain point to AI initiative mapping workshops with domain leads

DELIVERABLES

- Enterprise KPI Heatmap**
Cross-function KPI performance map with AI-addressable gaps highlighted
- AI Value-Gap Analysis Report**
Benchmarked gap analysis per function with quantified opportunity size
- Business Domain Opportunity Catalogue**
Longlist of AI initiative hypotheses organised by function and domain
- Data Readiness Assessment**
Domain-level data availability, quality and accessibility rating
- AI Opportunity Hypothesis Register**
Validated shortlist of AI opportunity hypotheses for Phase 3 scoring

Phase 3 — Initiative Prioritisation & Platform Mapping

Convert the AI opportunity catalogue into a structured, scored backlog. Each initiative is evaluated for ROI, implementation effort, and time-to-value — then mapped to the most suitable Microsoft AI platform.

 **Duration: 2–3 Weeks**

KEY ACTIVITIES

- Multi-dimensional scoring: ROI, ease, data readiness (Microsoft AI Discovery Cards methodology)
- Time-to-value: quick wins (0–3m), medium (3–9m), transformational (9m+)
- Platform suitability: Microsoft Copilot, Dynamics 365, Azure AI Foundry, Agentic AI
- Risk & compliance overlay per initiative
- Executive prioritisation workshop to validate and finalise initiative backlog
- AI initiative dependency and sequencing design

MICROSOFT PLATFORM SUITABILITY MAPPING

Microsoft Copilot Workflow AI	Dynamics 365 Business Process Automation	Azure AI Foundry Custom AI & RAG Solutions	Agentic AI Ops Autonomous AI Workflows
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DELIVERABLES

- AI Initiative Backlog (Prioritised)** — Scored and ranked initiative list accepted by leadership
- ROI × Ease × Time-to-Value Matrix** — Multi-criteria scoring model output for all initiatives
- Microsoft Platform Mapping Report** — Recommended Microsoft tool per initiative with rationale
- Quick-Win Initiative Shortlist** — Top 5 initiatives delivering value within 90 days
- AI Sequencing & Dependency Map** — Initiative delivery sequence with inter-dependencies identified

Phase 4 — Rapid Prototype Planning

 **Duration: 2–4 Weeks**

Design and execute a time-boxed prototype sprint for the top 2–3 prioritised initiatives — to validate feasibility, build stakeholder confidence, and establish a clear pathway to production.

KEY ACTIVITIES

- Top 2–3 initiative scoping using initiative briefs from Phase 3
- Sprint design: 2–4 week agile prototype cycle definition
- Resource planning: internal SMEs, data access, Microsoft tooling
- Prototype success criteria and exit conditions definition
- Working prototype build using Azure AI / Copilot / Dynamics 365 tooling
- Prototype readout & decision gate: proceed to MVP or iterate

DELIVERABLES

Initiative Brief Documents (top 2–3)

Detailed scope, feasibility notes and resource plan per initiative

Prototype Sprint Plan

Agile sprint schedule with milestones, owners and tool assignments

Working Prototype(s)

Functional prototype demonstrating core AI capability

Prototype Readout Presentation

Leadership-facing readout with findings and recommendations

Consolidated AI Roadmap Document

Full 12–24 month AI roadmap incorporating all phase outputs



Engagement Timeline & Milestone Exit Criteria



Total Engagement across all 4 Phases: 7–12 Weeks

Phase	Milestone Exit Criteria	Key Output	Duration
Phase 1	AI CoE established — leadership aligned, governance structure defined, AI Vision Statement signed off by C-suite	Vision Statement + Stakeholder Report	1–2 wks
Phase 2	KPI heatmap complete, opportunity catalogue agreed by domain leads	KPI Heatmap + Opportunity Register	2–3 wks
Phase 3	Scored backlog validated, platform mapping accepted by leadership	Prioritised Backlog + Platform Report	2–3 wks
Phase 4	Working prototype reviewed and production pathway approved	Prototype + Full AI Roadmap Document	2–4 wks

Frameworks, Tools & Microsoft Platform Alignment

CELEBAL PROPRIETARY FRAMEWORKS

AI Vision Canvas

Structured C-suite visioning template for AI ambition definition

Business KPI Heat-mapper

Cross-functional KPI scoring tool identifying AI value gaps

AI Opportunity Scoring Matrix

ROI × Ease × Time-to-value scoring model for initiative backlog

Microsoft Platform Alignment Toolkit

Maps each initiative to Copilot, D365, Foundry or Agentic AI

Prototype Sprint Playbook

Agile 2–4 week sprint template for AI prototype delivery

AI Maturity Baseline Model

5-level maturity baseline spanning strategy to operations

MICROSOFT PLATFORM COVERAGE

Microsoft Copilot

M365 Copilot, Copilot Studio, Copilot for Dynamics 365 — productivity automation, AI assistants, and process-embedded AI for knowledge workers.

Dynamics 365

AI-powered CRM & ERP automation — Sales, Customer Service, Finance, Supply Chain, and Field Service use cases with native AI capabilities.

Azure AI Foundry

Custom model development, Retrieval Augmented Generation (RAG), document intelligence, speech, vision, and full MLOps pipeline orchestration.

Agentic AI (Azure AI Agent Service)

Multi-agent orchestration — autonomous AI workflows, back-office automation, and enterprise-grade Agentic Ops using Azure AI infrastructure.

ATO Component 1 Activity Mapping: Celebal Phase 1 = ATO: AI CoE Introduction + Business Envisioning + CoE Transformation | Celebal Phase 2 = ATO: AI Patterns Scorecard + Capability Envisioning | Celebal Phase 3 = ATO: Capability Envisioning (continued) | Celebal Phase 4 = ATO: Rapid Prototyping



Why Celebal Technologies



Why Celebal Technologies — Our Differentiators



Microsoft AI Specialized Partner

Active enrollment in Azure AI Apps, AI Platform, and Agentic DevOps Specializations. Fully ATO-eligible and ECIF-approved partner.



End-to-End ATO Capability

Certified to deliver all three ATO Components — from AI CoE envisioning through to GenAI Factory at production scale.



Industry-Tuned KPI Frameworks

Pre-built KPI heat-mapping and scoring tools calibrated for Energy, Manufacturing, BFSI, Retail and Government sectors.



Rapid Prototyping Track Record

Proven delivery of working AI prototypes in 2–4 weeks using Azure AI Foundry, Copilot Studio and Dynamics 365.



Responsible AI by Design

RAI governance built into every phase — content safety, hallucination mitigation, compliance alignment and audit trail creation.



Pathway to Production

Every roadmap is designed as the input to ATO Components 2 & 3 — ensuring clients move seamlessly from strategy to GenAI Factory.



Let's Build Your AI Roadmap

Celebal's AI Transformation Roadmap engagement gives your leadership team the clarity, structure, and validated initiative backlog needed to move from AI ambition to measurable business impact — establishing your AI Centre of Excellence and powering every phase with Microsoft.

01

Discovery Call

30-minute call to scope AI readiness and validate engagement fit.

02

Microsoft Co-sell Alignment & SOW

Celebal works with your Microsoft account team to register the engagement opportunity and issue a Statement of Work.

03

Kick-off Workshop

Phase 1 Executive Vision Session — we begin immediately.

Happy to Connect at

mea.enterprise@celebaltech.com

Ph. No: +971-43812090

WhatsApp: +971-585112076

www.celebaltech.com

Microsoft ATO Enrolled Partner
Azure AI Apps & Agentic DevOps Specialization

