

# AI for the Real Economy



## THE PROBLEM

The industries that run the physical world have a problem technology has never solved

The decision logic that runs these operations lives in people's heads, in spreadsheets, in decades of practice. It's hard for everyone to operate at the level of your best people





## THE GAP

# And the problem is getting worse



### The systems hold data, not answers

Companies have spent years and millions on ERPs, SCADA, GIS, asset management, scheduling tools. The systems hold the data. Not the logic that turns it into good decisions at scale.



### The knowledge workers are leaving

50% of operators in heavy industries are due to retire in the next five years. That expertise has not been captured in a way that your organization can use



### The gap compounds

Every workaround becomes permanent and the distance between how your best people operate and how everyone else operates grows wider every year



## You've probably tried to close this gap before



**Low-code platforms** hand your team building blocks and expect them to become software engineers on top of everything else.



**Internal custom builds** can work, eventually. AI is more capable than ever but you need time, talent, and ongoing effort most teams can't afford.



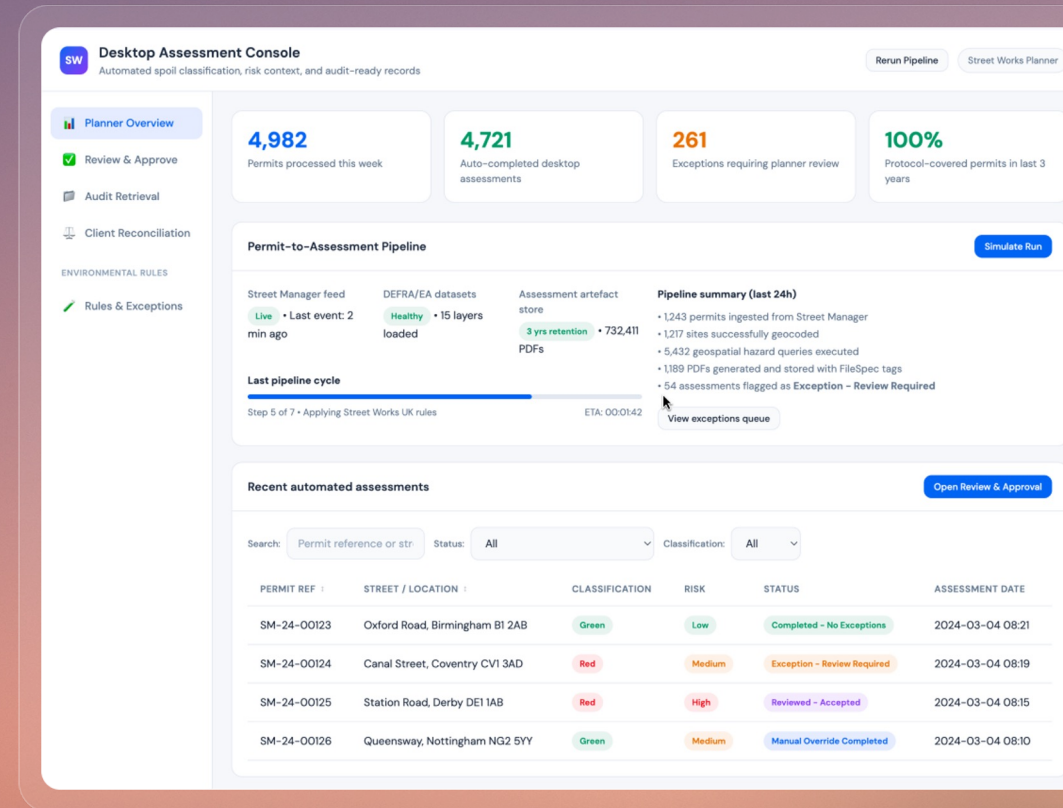
**Off the shelf tools** solve narrow problems, lead to unexpected TCO creep and force your business to adapt to them and not the other way around.

*If you're thinking 'but we're already using AI,' you're probably right. Most of our customers were too. The question is whether it's reached the operational workflows that matter most.*

OUR SOLUTION

# The Operational AI Platform

Customers use Cogna to tackle their largest, most consequential challenges

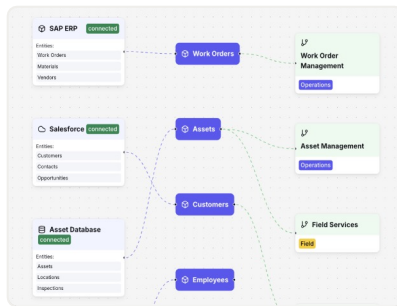


# How Cogna Works



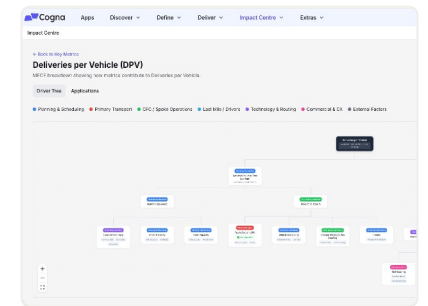
## Build your context layer

The platform connects IT/OT data, any existing tech & unstructured documents and maps your business processes



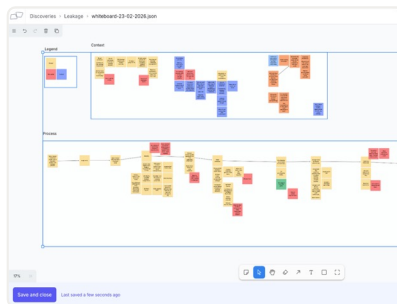
## Map your value structure

Cogna identifies the specific levers that drive financial performance and where the greatest operational impact sits



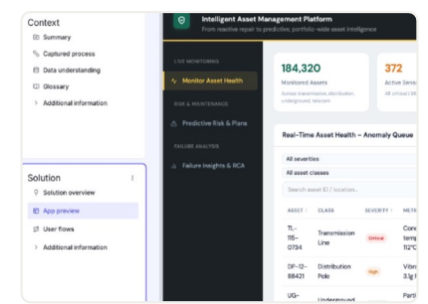
## Learn internal expertise

The platform encodes how your best workers operate, how work gets done, and how you want that to change



## Deploy AI applications

Cogna generates AI systems to manage and complete the work that matters most





## Immediate financial impact

**\$3.3m**

saved through BPO Replacement for  
regulatory workflows

**\$20m**

saved through broad AI transformation  
mandate

**\$3.2m**

saved through supply chain & routing  
optimization

**\$7.5m**

saved through manufacturing CapEx  
savings

**\$1.35m**

saved through asset management  
improvements

“I’ve not see a solution like this before – what Cogna has built is exceptional”

