

EMPOWERING YOUR AI TRANSFORMATION JOURNEY

We help you do it right – scale AI and engage your business

Enterprises struggle to scale AI from pilot to production

Organizations recognize AI's competitive potential. 87% believe it will give them an edge, yet 99% face challenges scaling and operationalizing AI. Most lack the infrastructure, skills, and governance to move beyond proof of concept.



Primary challenges

99% of organizations face challenges scaling AI. 56% lack proper infrastructure for desired AI workloads. Only 33% believe they have sufficient AI skills and talent.



Ideal solution

A structured 3-part approach combining AI CoE governance, secure Azure foundation architecture, and a scalable GenAI Factory with GenAIOps, enabling enterprises to move from intent to production.



Desired outcomes

A clear AI use-case roadmap, enterprise-ready landing zone infrastructure, and a repeatable AI Factory model that enables continuous, scalable generative AI development and deployment.



Empowering your AI Transformation Journey

Empowers organizations to scale AI effectively, from establishing an AI CoE and prioritizing use cases, through secure Azure infrastructure, to a production-grade GenAI Factory with GenAIOps at the core.



Adoption Strategies for Enterprises

We deliver tailored adoption strategies, workshops, and maturity assessments to engage your AI implementation and long-term sustainability along your compliance and security requirements.



Scaling from PoC to Production

Benefit from a structured approach to transition AI initiatives from Proof of Concept (PoC) to full-scale production, ensuring seamless deployment and tangible business outcomes.



AI Maturity and Ready Infrastructure

We develop a robust infrastructure framework, followed by your desired workloads like AI Foundry and Azure Machine Learning, to enable enterprise-scale AI applications.



Unlock your AI Power

This offer empowers your enterprise to leverage AI effectively, driving meaningful business transformation.



3-Part AI Orchestration Offering

Reply's Generative AI portfolio covers the full customer journey. From strategic envisioning and use-case identification, to industrialized GenAI operations at scale.

Each component can be ordered separately – tailored to your current stage and needs.

Component 1

AI CoE and Solution Envisioning

Brings people and process together, establishes an AI Center of Excellence, prioritizes use cases via an industry patterns scorecard, and validates feasibility through rapid prototyping.

Assessment & Vision

CoE Design & Governance Framework

Capability Envisioning & Rapid Prototyping

Component 2

AI Foundation Secure Architecture

The component "AI Foundation Secure Architecture" enables you to establish a secure, scalable, and enterprise-ready foundation for Generative AI workloads on Microsoft Azure following these steps:

Workshop - Generative AI Building Blocks

Workshop - Secure Landing Zone Architecture

Generative AI - Secure Landing Zone Architecture Implementation

Secure Apps & Infra Landing Zone Architecture Implementation

Component 3

GenAI Factory: Scaling AI Patterns

Builds a comprehensive Generative AI Factory with GenAIOps at the core. From maturity assessment through proof-of-value delivery to full-cycle industrialized AI production.

GenAIOps Maturity Assessment

Priority Activation & POV Delivery

Full Cycle Development & Factory Enablement



AI CoE and Solution Envisioning

Project description

Establishes an AI Center of Excellence combining governance, operating model, responsible AI, and scalable delivery. Through stakeholder interviews, maturity assessments, risk/regulatory gap analysis, and CoE design, it defines roles, intake processes, and a Responsible AI policy framework, culminating in rapid prototyping of a priority use case.

Milestone #1 - Assessment & Vision

AI maturity and governance assessment. Stakeholder interviews across IT, business, legal, and compliance. Review of current AI initiatives. Risk and regulatory gap analysis. Target AI ambition and operating model definition. Exit criteria: Completed maturity baseline and target operating model.

Milestone #2 - CoE Design & Governance Framework

Define AI CoE structure (centralized, federated, or hybrid). Role definitions with gap analysis. Governance setup including steering committee structure. Design of AI use-case intake and prioritization process. Responsible AI policy framework and AI documentation templates. Exit criteria: Approved CoE charter, governance framework, and use-case prioritization process.

Milestone #3 - Capability Envisioning & Rapid Prototyping

Leverage the Common Envisioning Framework to identify and prioritize capabilities and high-level architecture. Build a rapid prototype of one prioritized use case to validate technology choices and feasibility. Deliver an AI Patterns Scorecard acting as the roadmap pipeline into Component 3. Exit criteria: Validated prototype and prioritized use-case roadmap.

Component 1

Engagement Overview

Duration:	2+ weeks
Cost:	\$ TBD
Countries:	DACH
Technologies:	Azure/M365
Company Size:	> 300 seats
Industry:	all



AI Foundation Secure Architecture – Key Deliverables

Workshop - Generative AI Building Blocks

Outlines a 3-tier GenAI solution layers:

- Core: Constant tech elements like security & monitoring
- Variable: Use case-specific components like app orchestrators
- Solution-Dependent: Elements like AI models & applications

Workshop - Secure Landing Zone Architecture

- Establish a foundational secure architecture for CoE/AI Factory.
- Key Areas: Governance & security, networking, data foundation, and subscription management
- Includes educational workshop and assessment of the client's current estate.

Generative AI - Secure Landing Zone Implementation

Delivered via architecture workshops, enabling hands-on setup of each desired landing zone component.

Secure Apps & Infrastructure Landing Zone Implementation

- Additional landing zone implementation offered via the Apps and Infrastructure VBD.
- Delivered via architecture workshops, enabling hands-on setup of each desired landing zone component



Component 2

Engagement Overview

Duration:	2+ weeks
Cost:	\$ TBD
Countries:	DACH
Technologies:	Azure/M365
Company Size:	> 300 seats
Industry:	all



GenAI Factory: Scaling AI Patterns

Project description

Offering 3 builds off Offering 1 and 2 to industrialize GenAI. From GenAIOps maturity assessment through use-case activation with production-grade CI/CD to a scalable AI Factory. Key capabilities include model selection/orchestration, LLM monitoring, prompt lifecycle management, RAG industrialization, and EU AI Act-aligned controls. The outcome is industrialized GenAI in production with a repeatable AI Factory for continuous scalable delivery.

Milestone #1 - GenAIOps Maturity Assessment

Assess operational readiness for GenAI. Architecture review and current GenAI workload analysis. Governance and compliance gap analysis. Observability maturity assessment. Identify 5-6 actionable improvement steps and define 2-3 priority scale areas.

Milestone #2 - Priority Activation & POV Delivery

Model selection with benchmark framework and multi-model routing design. Model registry setup. Monitoring and observability with prompt/output logging. CI/CD pipeline for prompts and models. Responsible AI risk assessment embedded in pipeline. Approval workflows and audit trail implementation.

Milestone #3 - Full Cycle Development & Factory Enablement

Production-grade use-case implementation with DevOps setup and Responsible AI validation. Standardized architecture templates, centralized model management, shared prompt repository, cost governance framework. AI portfolio dashboard, use-case playbook, role definitions, and training/handover.

Component 3

Engagement Overview

Duration:	6+ weeks
Cost:	\$ TBD
Countries:	DACH
Technologies:	Azure/M365
Company Size:	> 300 seats
Industry:	all



Contact us

We are embedded in a trusted partner framework with close alignment to Microsoft.
For further information, detailed discussions on specific service components, or next steps, provided contact channels remain available.

We look forward to continuing our collaboration together with you and Microsoft.



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Solution



REPLY COMPANY INFORMATION



ABOUT REPLY

Since 1996, Reply has been at the forefront of digital technologies disruption.

We are made of a decentralized and highly specialized network of companies, with extensive industry expertise and deep technology know-how.

As one of the leading digitalization partners for large enterprises, we provide end to end services – design, implementation and operations – for connected products, technology solutions and digital platforms.

Automotive & Industrial Systems	CPG & Retail	Manufacturing & Logistics	Energy
Telco & Media	Banking & Insurance	Healthcare	
People Digital Humans Copilots Workplaces			Machines Robotics Autonomous Things IoT & Connected Products
Digital Experience Product Design Brand Experience Digital Marketing Immersive Experiences			Enterprise Platforms Advanced Analytics Industry Specific Platforms Application Suites & CX Platforms
AI			
Foundations			
Computing Platforms	Data Platforms	Web 3.0	Cybersecurity
		Network	3D & Spatial Computing

15,000+ PEOPLE



38 NATIONALITIES



200+ CONSULTANCY NODES IN THE NETWORK



\$2.3B REVENUE (2024)



WHERE WE ARE





OUR MISSION

Reply combines digital transformation experts and Microsoft technology enthusiasts that design and deliver high-value solutions to drive businesses forward.



Microsoft Solution Area & Solution Play responsibilities @Reply Germany



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Copilot & Agents at Work



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