



# SERTIS Pathway™

Guide to successful AI deployment and high ROI.



# Despite AI's Attractiveness, Sertis Observes Self-Inflicted Pitfalls Hindering AI Adoption & Deployment

## 1 Poor Strategy and Data Readiness

Misaligned goals and disjointed internal effort weakens data preparation, causing “GIGO” inefficiencies.



## 2 Miscalculated ROI

Overlooking cross-functional KPIs from Financial to Legal to Operational, or failing to look at process integration of AI deployments, can lead to ROI miscalculation.



## 3 Fragmented Approach

Focusing on isolated AI use cases creates usage silos, limiting scalability and weakening alignment with organizational goals.



Reference: *The economic impact of Generative AI*

# The Sertis Pathway™ to Successful AI Deployment & High ROI

## 1. Identify Business Problems

*Define key business challenges and pain points that AI may help solve*

## 3. Designate an AI Champion

*Appoint a cross-functional leader to guide decisions, ensure collaboration, and drive the initiative (Finance, Legal, Tax, Ops, Marketing)*

## 5. Engage an Experienced AI Partner

*Align technical and business priorities through meticulous requirements gathering and detailed data layer analysis, ensuring seamless integration and scalable solutions*

## 7. Implement and Monitor Effectively

*Deploy the solution with continuous monitoring to resolve challenges and ensure optimal performance*

## 2. Establish Clear Objectives

*Set measurable business outcomes aligned with strategic goals for AI initiatives; can other non-AI solutions also work?*

## 4. Foster Internal Alignment

*Align stakeholders by addressing KPIs, IT integration, compliance, and ROI goals upfront*

## 6. Proposal Preparation

*Collaboratively develop a detailed plan covering technical and business requirements, data integration needs, iterative releases, and ongoing support*

## 8. Optimize and Scale

*Refine processes, leverage vendor expertise, and scale AI deployment to maximize enterprise value*



# Why Sertis?

400+ Successful Deployments Over 10 Years

## YOUR PARTNER FOR AI and DATA

Due to the unique nature of business problems, business domains, and company objectives, Sertis provides custom Data Engineering, Data Analytics, and Data Science solutions in addition to its AI productizations.



Deep Multi-Vertical  
Experience in Data  
and AI Space



10+ Years of  
Developing  
Customized AI  
Solutions



BD Team with Presales  
and Consulting  
Experience in  
Mission-Critical Systems



100+ Data Scientists  
and Engineers  
On-Prem, most with  
PhDs and Advanced  
Degrees



Data Layer Expertise in  
Large-Scale Multi-BU  
Enterprises



Flexible  
Approach to  
Engagements



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