

educational case study

Building AI Readiness for Business Success

Background

A business was eager to explore how AI could enhance their business but needed guidance on where to start the journey.

Challenge

The team had limited understanding of

- What AI can realistically do for their business,
- Which parts of their operations would benefit most, and
- How prepared their data, systems, and people were for AI integration.

Approach

An AI awareness workshop was conducted for the leadership team to establish a clear understanding of core AI concepts and evaluate where AI could create value within the organisation.

“AI begins with awareness. We empower teams to see the possibilities”



Findings

- People Readiness – Teams recognised the importance of AI but lacked confidence in identifying relevant use cases.
- Strategic Readiness – The company’s business goals were not yet aligned with specific AI outcomes.

Results

The client moved from AI curiosity to confidence, understanding not only what AI can do, but also what it should do for their business.

The workshop delivered a clear, practical roadmap for AI adoption — one that was scalable, realistic, and aligned with the client’s goals.

Key Learnings

- **Awareness is the foundation for adoption.**
Businesses that first invest in understanding AI concepts and capabilities make more informed, strategic decisions later on.
- **Readiness extends beyond technology.**
Successful adoption depends equally on people, culture, and data maturity.
- **A phased, use-case-driven approach delivers sustainable results.**
Starting small with focused pilots helps validate value, build confidence, and avoid unnecessary investment.

strategic case study

AI Strategy for Small to Medium Businesses

Background

A small-to-medium business (SMB) wanted to adopt AI to create real business value.

Challenge

The senior leadership team recognised AI's potential to:

- **Automate repetitive tasks**
- **Improve operational efficiency**
- **Increase revenue margins**

but weren't sure how to apply it effectively and sustainably for maximum impact.

Approach

We took a hands-on approach, immersing ourselves in daily operations to understand the client's business and crafting a data-driven AI roadmap built on solid infrastructure. We added value in **scalable environments, data governance, and operational alignment** to turn strategy into actionable, sustainable solutions.

“True AI success is building a roadmap that turns innovation into measurable business impact”



Why Data was Central

Recognising that **AI is only as strong as its data**, our data strategy focused on:

- Data quality and governance
- Integration across systems
- Measurement of outcomes from AI queries

Empowering the SMB

To drive adoption across all levels, we introduced a submission process for business and operations teams to propose AI use cases directly to IT. This enabled:

- **Company-wide engagement with AI**
- **Solutions aligned with real-world needs**
- **Greater ownership and visibility of outcomes**

Results

The engagement delivered a practical, scalable roadmap that turned strategy into real business results.

AI Opportunities Identified

Through our analysis, we highlighted areas where AI could directly drive ROI:

- Enhancing **customer experience** with data-driven insights
- Optimising **scheduling and dispatching** of resources across regions
- Improving **lead generation and market expansion** through trend analysis

technical case study

Multi-State Franchisee Compliance Data Integration

Background

A SaaS company launched an initiative to automate the extraction of franchisee compliance data from multiple state regulatory systems. The goal was to build standardised, reliable pipelines to process inspection reports, violation records, and facility data from public, state-compliant sources.

Challenge

The main challenge was reconciling vastly different data architectures across multiple state systems. Each state used its own non-standard web structure, requiring varied extraction methods — from multi-step HTML scraping to handling inconsistent API formats. Information was often buried deep within layers of pages or split across complex tables, making standardisation and data integration difficult.

Results

The automated systems achieved over 95% accuracy across thousands of facilities. One state extracted 51,000+ violations, while the other state delivered complete facility histories. Reusable integration patterns and standardised outputs enabled consistent analytics, turning fragmented data into actionable compliance intelligence.

*“By transforming fragmented regulatory text into coherent, **actionable intelligence**, the system redefined what **clean data** can achieve.”*



Solution Architecture

We implemented an automated ingestion and transformation solution using AWS Glue pipelines tailored to each state's data structure. One state required a three-layer extraction process for facilities, violations, and detailed findings, while another needed dual-format parsing to handle both current and historical reports. Comprehensive HTML cleaning ensured consistent, high-quality compliance data.

Data Standardisation

Despite differing source systems, the project delivered unified output schemas for cross-state analytics. Both systems now produce standardised deficiency records with consistent fields and classifications. Advanced text concatenation preserved full regulatory context, while enhanced extraction improved accountability by linking each violation to its respective supervisor and evaluator.