

FIELD NOTES / BUSINESS TRANSFORMATION

AI TRANSFORMATION

WHERE IT ACTUALLY MAKES SENSE.

A practical view of strategy, ownership, and measurable results from real projects.

THE POINT

Not more AI tools. Better business outcomes.

01 / THE STARTING POINT

START WITH THE BUSINESS. NOT THE AI TOOLS.

AI transformation only makes sense when it solves a real need or opens a real opportunity.

01 REDUCE COSTS

Remove avoidable manual work, delays, and operational waste.

02 GROW REVENUE

Respond to demand and build services customers will pay for.

03 BUILD CAPABILITY

Improve forecasting, quality, decision-making, and scale.

NO BUSINESS VALUE? DO NOT FORCE AI INTO THE PROCESS.

02 / HOW TO PLAN

TWO STRATEGIES. ONE COMPANY DIRECTION.

Run quick improvements now while building the future your business actually needs.

FAST / QUICK WINS

DELIVER VALUE NOW.

Target changes that are relatively fast to implement and have clear business value.

Pilot, measure, and scale only if they support the long-term direction.

GENERAL / LONG TERM

BUILD THE FUTURE.

Define what your business should look like in 3, 6, and 12 months.

Map the capabilities, processes, teams, and services needed to get there.

THE RULE

Every short-term win should support the general strategy. Both must serve the company strategy.

03 / EXECUTION

MAKE IT PART OF HOW THE BUSINESS RUNS.

One company-wide direction. Different opportunities, owners, and metrics across each business function.

LOOK ACROSS THE BUSINESS

- Software & engineering
- Sales & lead generation
- Manufacturing & supply
- Customer support
- Operations & management

DEFINE REAL OWNERSHIP

The owner might be one leader, a dedicated group, or multiple teams.

What matters: clear decisions, accountability, measurable results, and regular review.

WATCH THE MARKET

If customers request AI voice agents or another new service, check demand, delivery readiness, and whether it could become a repeatable offering.

CASE 01 / SOFTWARE ENGINEERING

REDESIGN THE ENTIRE DELIVERY FLOW.

Development costs included substantial meetings, support, and release overhead. We redesigned the flow end to end while keeping code stable and transparent.

WHAT WE CHANGED

1 TASK REFINEMENT

Created a more consistent starting point for development work.

2 NON-DEVELOPMENT OVERHEAD

Reduced time absorbed by meetings, support work, and coordination.

3 RELEASE PROCESS

Connected work through deployment without sacrificing code stability and visibility.

-34% Development costs

+15% P&L performance

CASE 02 / MANUFACTURING

AI WHERE OPERATIONS MEET PRODUCTION.

To minimize production stops and product failures, we connected warehouse organization, production timing, and data-driven quality checks.

WHAT WE CHANGED

1 WAREHOUSE ORGANIZATION

Improved how materials and inventory are organized for the production flow.

2 RESOURCE FORECASTING

Forecast material and resource needs from the manufacturing rhythm.

3 PRE-STAGE PRODUCT TESTING

Added data-driven checks before each next manufacturing step.

-58%
Failed-product costs

73 → 45h
Per 100k items

24/7
No hard stops

CASE 03 / IT PRODUCT ENGINEERING

FASTER BUILDING. MORE PREDICTABILITY.

ONGOING TRANSFORMATION / RESULTS SO FAR

The goal is not just speed. It is speed without losing quality, while keeping AI usage efficient and delivery estimates reliable.

WHAT WE CHANGED

1

DEVELOPMENT FLOW

Accelerated product-building while maintaining stability.

2

AI COST & RELEASE PLANNING

Optimized token usage and estimated releases with risks and bottlenecks included.

RESULTS SO FAR

| **+46%**

Development speed

| **4x**

Lower token cost /
same work

| **±8h**

Release effort
estimate

THE TAKEAWAY

AI IS NOT THE GOAL. A BETTER BUSINESS IS.

Before starting an AI initiative, ask the questions that matter.

- 01 Is the need real?
- 02 What cost, revenue, time, or quality metric will change?
- 03 Does the quick win support the longer-term direction?
- 04 Who owns the outcome, and how will we measure it?

MORE PROJECTS & FIELD NOTES

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