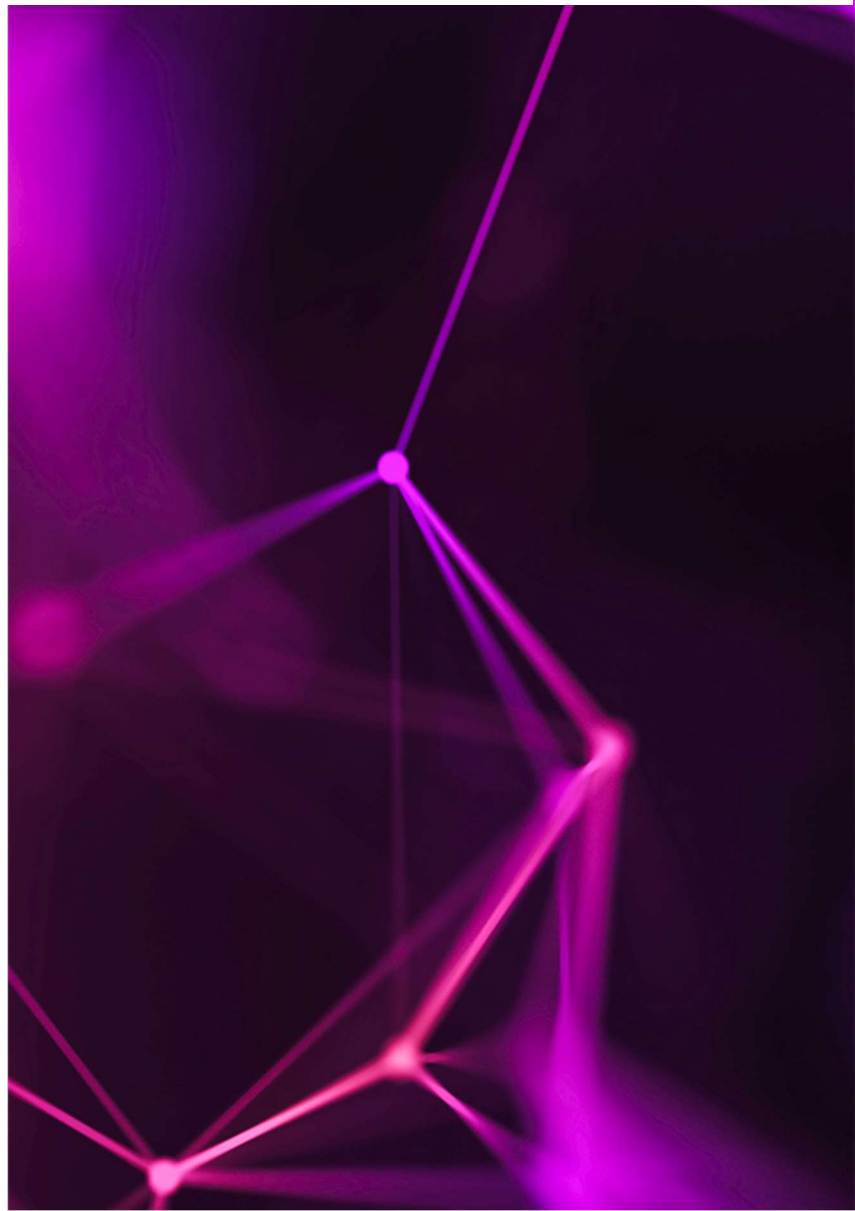
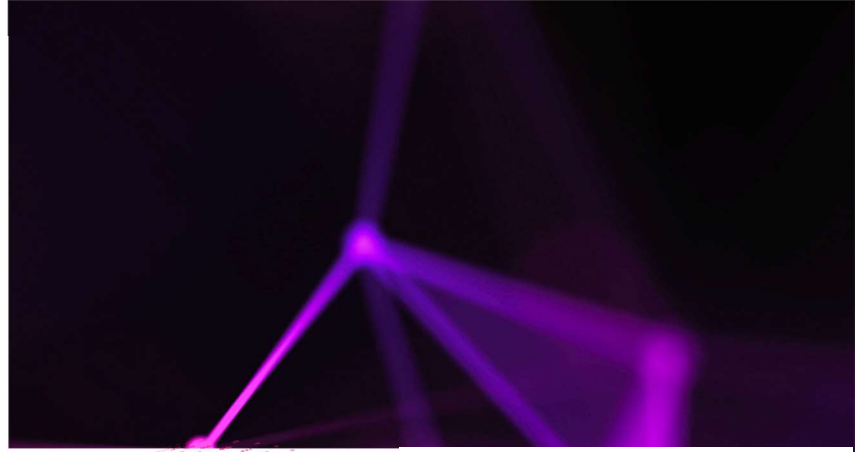




The Blueprint of AI Gold Nuggets Takeaways

Adalitika, LLC.

AI Transformation



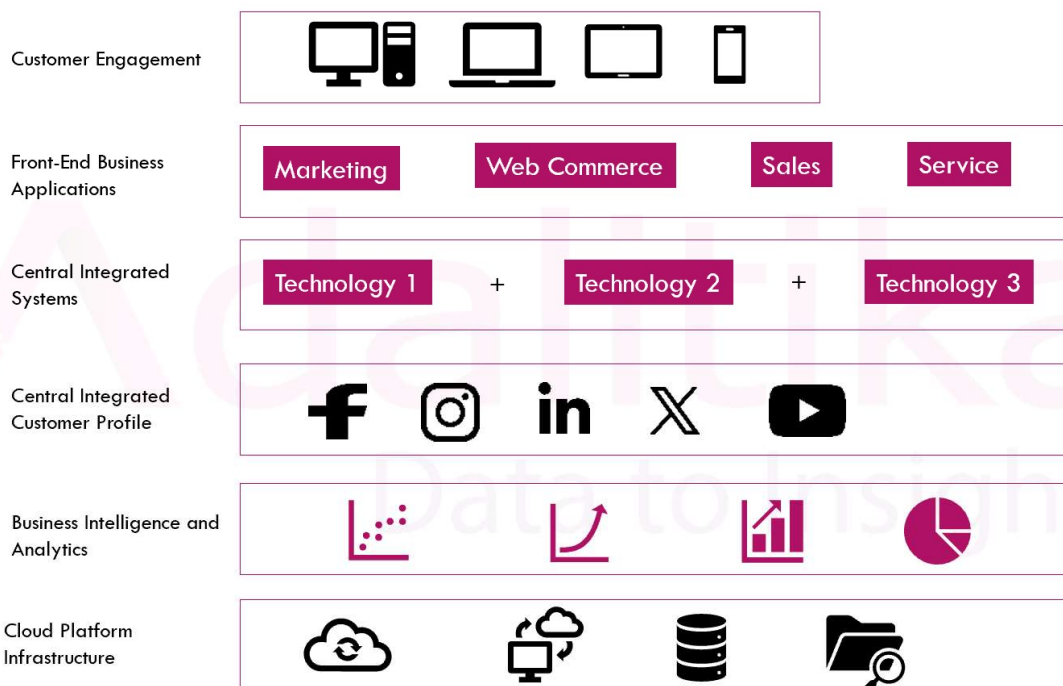


Architectural Decisions to Consider

One way companies prepare in the face of uncertainty (or change) is by architecting the business for real-time adaptability and resilience. It requires rethinking how existing pieces fit together, which is why there is a massive shift in platforms towards composability.

A composable Digital Experience allows businesses to compose and recompose modules to meet the organization's needs now and as they change in the future. For a composable Digital Experience to work, the modules that make up the platform need to be highly interoperable but loosely coupled. Think of it in the same way if you will use an AI tool in your business operations.

ARCHITECTURAL DESIGN CONSIDERATIONS



Security, High Availability, and Scalability

When building Digital Experience, many digital teams get excited with all the features such as AI, AR, VR, Chatbots, and fancy animations. While these are all innovative, every building being built on the ground today doesn't start with the luxurious finishings; it starts with ensuring it has a robust foundation and this includes ensuring and protecting the privacy of the data and information being collected, showed and distributed to and from the users, customers or clients.



Cloud Native Architecture

Many companies have moved to a cloud-native architecture as the flexibility it entails gives businesses a competitive advantage. Not only can organizations benefit from being able to easily scale up and down infrastructure resources, have a better disaster recovery and implement higher security, but businesses can also benefit from a reduced overall IT operating cost.

Security and Compliance

Security is at the core of any robust cloud infrastructure. Leading Digital Experience Platforms typically have ISO-level security, and include solutions like WAF, DDoS mitigation, encryption everywhere, zero trust and tolerance, as well as comply with GDPR, PCI-DSS, etc.

High availability

Another integral part of any cloud infrastructure is ensuring there is no single point of failure. With disaster recovery in place, the web applications should have automatic failover to a secondary set of infrastructure that is geo-redundant and meeting the business' required SLAs.

Scalability

With the pandemic pushing more people to use more digital channels, businesses are now investing in the scalability of their digital platforms. Gone are the days of online waiting queues; cloud technology enables businesses to auto-scale infrastructure to keep up with demand and reduce costs during low peak times and so should your Digital Experience Platform.



Data

Digital Experience is not separated from data integration, on the contrary, data consideration should become an integrated part of the Digital Experience process to enable businesses to collect, stitch, analyze and synthesize big data into insights that are actionable for the organization. These insights can be used for personalization, marketing automation, experimentation, and optimization. However, with great power comes great responsibility. Employing a data-driven approach in decision-making has allowed businesses to thrive and sustainably compete in an ever-crowded digital world.

An implementation of a Data Governance Program and Practice within your organization and projects will allow the team to think more carefully and strategically about data collection, handling, storing, processing and sharing of the data and information.

Data Residency, Sovereignty and Localization

Storing personally identifiable information (PII) data requires your platform to abide by the data privacy rules. This includes data residency (storing data in a geographical location of preference), data sovereignty (being subject to the laws of the country in which the data are physically stored) and data localization (data stays within the same borders it was created). Businesses need to ensure that all business relationships with other vendors abide by these rules.

Data Harmonization

Data in silos, data duplication and lack of delineation of responsibility are some of the challenges that organizations face today when collecting and maintaining data across multiple systems. Organizations need to incorporate a strategy for storing and stitching data and must enable organizations, if not provide a solution, to this.

Drawing Insights from Data

We live in a big data world where the collection of data has created a new problem: understanding what it all means. While businesses can always employ data analytics and data scientists to draw these insights out, it is important to make a digital strategy for the organization as whole is in place to ensure a more flawless digital maturity growth. Modern technology such as Artificial Intelligence and Machine Learning should be treated and considered with caution and responsibility.

Data Activation

Businesses should be quick to act. Unfortunately, technology can be a huge blocker to this. A solid Digital Experience Platform needs to enable businesses to quickly resolve issues or take advantage of optimization opportunities.



Why Adalitika?

Overview

Adalitika brings to each engagement a compassionate, knowledgeable, and insightful team with strong business acumen, entrepreneurial, product and operational expertise, strategic vision, analytical prowess, and a deep understanding of comprehensive digital strategy and product lifecycle.

The Adalitika team takes a wholistic approach to your business. Each engagement begins with an Initial Discovery phase, using Design Thinking to set a baseline understanding of the current state of the business, including goals, customer experience, operating model, information tools and data maturity. This phase may include a limited exploration into the nature and benefits of adopting a digital strategy aligned with your business, at no charge to the client.

The initial phase provides a more in-depth study of the business needs and challenges, and provides a roadmap of the specific project initiatives, personas, workflows, digital tools, and potential adjustments to the business model, operating model, and organizational roles necessary to execute on the digital strategy.

The result is a well-considered Digital Strategy that can be implemented incrementally or comprehensively, with enduring solutions that build on existing capabilities and leverage data resources to improve the customer experience, optimize internal operations, enhance fiscal performance, and achieve competitive advantage.

Adalitika provides the knowledge, experience, and strategies to transform your business into a data-driven organization.

Business Model and Operating Model

A crucial first step in the digital strategy considers the Business Model (how a business creates value) and the Operating Model (how a business captures value). Assessment of the business along these dimensions can reveal obstacles and challenges to bringing the digital strategy to fruition.

At the same time, opportunities are also revealed in the assessment. A Journey Map is an effective tool for organizing and navigating the findings of this assessment, and can clarify the necessary sequence of steps to achieving the digital strategy.



Digitization

It may seem obvious that the digitization of information is a prerequisite for achieving a digital strategy. The less obvious aspect of digitization is discovering all of the untapped sources of data available to the business beyond its transactional systems, and exploring ways to gather, govern, store and leverage that data to gain new insights.

Automation

One goal of the digital strategy is to optimize the methods of gathering and processing available data without adding operational burden or manual data handling. Sensors, IoT devices, chat bots, speech and text translators and other advanced techniques may be utilized where applicable, but automation also includes relinquishing the most basic of data handling functions to computer systems.

Analytical Reporting

Combining preexisting and newfound data elevates and enriches reporting capabilities to provide greater visibility to the true condition of the business, and may highlight performance indicators requiring attention.

Data Science

Currently available techniques and technologies in Artificial Intelligence and Machine Learning can take the digital strategy well beyond analysis into areas such as pattern recognition, predictive modelling and recommender systems.

While achieving this advanced level may not be among the immediate goals of the digital strategy, there may be differentiating insight available to your business at this level that will only be accessible and effective based on adopting and upholding a successful Digital Strategy.



Founder and CEO

Ms. Andrea Freire Knuth founded Adalitika, LLC with a passion to lead digital solutions for businesses at any stage of their digital journey. Andrea is committed to guiding businesses through transformation by enabling them to adopt a digital strategy and thrive in today's digital world using data-driven insight as the foundation of their business operations, growth and profitability.

Andrea has earned an advanced education in Computer Science and Global Business Administration, certifications in Business Analytics, Design Thinking, Agile Methodology, and Customer Experience, and has substantial professional experience in software engineering, business analysis and general management.

Warm Regards,

Andrea Freire Knuth

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