AI CONSULTING USE CASE

How we helped an Austin-based company prioritize AI initiatives and align engineering to measurable outcomes.

THE CHALLENGE

An Austin-based consumer product company collected significant daily data but lacked a structured framework to translate it into strategic direction.

Internal bandwidth was limited. The technical team remained focused on scaling the customer-facing platform, and AI was not a core internal competency. Traditional consulting was financially out of reach.

Leadership needed a practical framework to determine where AI could drive measurable business value.

THE OUTCOME

OUR APPROACH

01 Led a two-day moderated kickoff meeting to surface root business and technical challenges.

02 Defined high-impact AI scenarios where adoption would accelerate business outcomes.

03 Structured a six-month engagement roadmap to integrate AI into the existing tech stack.

04 Developed a parallel hiring plan to build long-term internal AI capability.

Engineering Alignment	Executive Clarity	Strategic Foundation
Engineering gained a structured AI integration roadmap aligned with core platform priorities.	Leadership gained a structured, data-driven strategy they could confidently communicate to stakeholders.	The organization moved forward with a defined AI roadmap tied to measurable business outcomes.

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