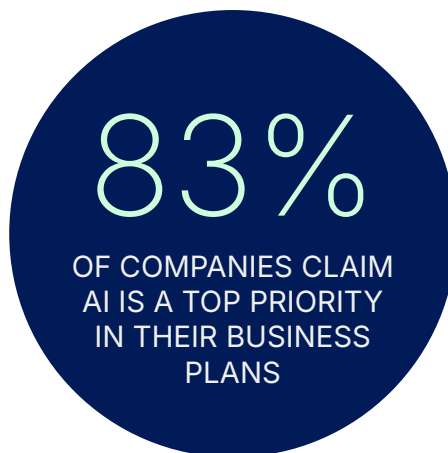


Empower your customers to create, use & deploy AI apps

HELP CUSTOMERS REALIZE THE VALUE OF AI AT SCALE

With the emergence of new LLMs, companies are rapidly adopting Generative AI. However, many still struggle to realize the benefits of AI at scale due to technical barriers. Requiring no coding, your customers can now capture and drive meaningful AI value across their organizations in just 4 simple steps using the AI Marketplace & Creation studio.



01

Create custom AI apps

Create specialized AIs using your own data without any coding, giving each AI a unique voice and skillset.

02

Interact with contact-driven AIs

Chat with AIs as if working with coworkers to seek guidance and collaborate on tasks.

04

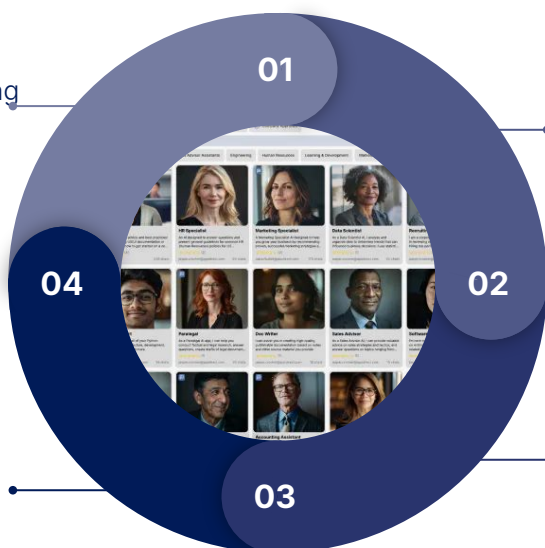
Browse a marketplace of AI apps

Explore a rich catalog of ready-to-use AI bots and easily discover the ideal AI applications suited for unique business needs.

03

Share apps with confidence

Share AI apps across organizations to increase productivity while ensuring data used to train AIs remains safeguarded within the application.



DRIVE SECURE INNOVATION

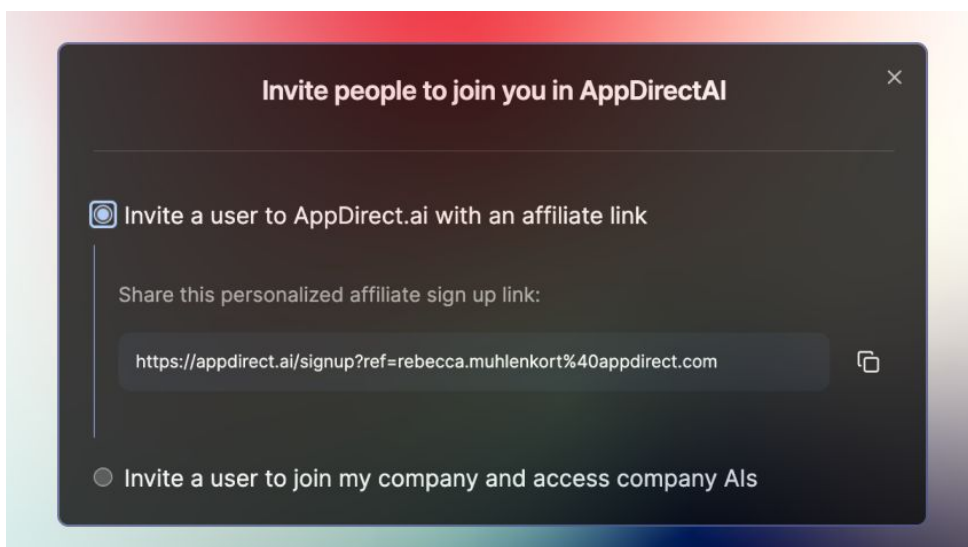
Offer customers a solution that centralizes access and control of AI, promising safe and authorized AI usage.



Start monetizing AI

EARN COMMISSIONS BY REFERRING YOUR CUSTOMERS

For non-enterprise customers interested in signing up, earn commissions by referring them through the [AI Referral Program](#).



HELP CUSTOMERS OVERCOME BARRIERS TO AI

01 Address privacy concerns

Organizations need a secure environment to upload proprietary data for AI training.

02 Overcome technical barriers

Companies lack technical resources and need no-code solutions.

03 Offer up-to-date AIs

Businesses need their AIs to be updated automatically using their chosen data sources.

04 Centralize access controls

IT teams need a centralized solution to manage AI usage and ensure compliance.

WIN BIG WITH ENTERPRISE PROSPECTS

- ✓ Deploy complex multi-LLM solutions
- ✓ Customize solutions to fit existing security posture
- ✓ Facilitate integration with any tech stack
- ✓ Ensure compliance with stringent regulations

Only 27% of companies are realizing the benefits of AI

Ask your CSM about our Professional Services packages offered by Ivado labs.



Help your customers adopt AI

Here are some important ways in which the AI Marketplace & Creation Studio helps your customers overcome the obstacles they face with AI.

Enterprise-Grade Security

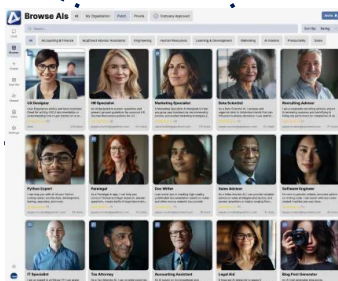
Organizations maintain the security and proprietary nature of their data. Installed on an instance of Azure, all uploaded data is solely used for the training of the AI app being developed.

No-Code Solution

The no-code solution eliminates technical barriers to build AIs, allowing all workers across an organization to benefit from AI.

Adaptive AIs

Users can select their data sources and automate updates to ensure their AI remains current and continuously enhances its knowledge.



Access & Governance

AppDirect AI offers the tools needed to apply access and governance controls, eliminating any instances of shadow AI.

Choice of LLMs

AppDirect AI is LLM-agnostic and offers the latest LLMs. Users can choose the most appropriate model for their specific needs.

AI Actions

AI apps can make direct API action calls to automate complex processes and interact with other systems to perform real-time actions.

SUPPORTED LARGE LANGUAGE MODELS



ANTHROPIC

Meta

cohere

Gemini

AppDirect AI is continuously updated to offer the latest LLMs.



Ask the right questions

Follow these steps to uncover your customer's AI needs, assess current systems, and understand long-term goals. Be attentive to key indicators in your customer's responses.

01

IDENTIFY BUSINESS OBJECTIVES

QUESTIONS TO ASK

- How is your organization currently using AI?
- How do you see AI playing a role in your organization's future growth and success?
- Do you have proprietary data that you want to train the AI on?
- What additional support does your organization need in key functions such as legal, HR, and marketing?

CUES TO LISTEN FOR

- We've just started with AI, mostly using it for basic tasks like chatbots and automating routine processes. We're still figuring out how to scale it.
- We have proprietary data, but we're unsure how to use it for AI training.
- We're cautious about using data to train AI on because of privacy concerns and data security issues.

02

EXPLORE AI ADOPTION CHALLENGES

QUESTIONS TO ASK

- What challenges is your company facing in adopting AI technologies, including technical, financial, or other organizational barriers?
- Do you have specific challenges around your AI deployment projects that could use the advice, consultation, and recommendations from technical AI experts?

CUES TO LISTEN FOR

- We have great ideas for AI, but the technical side is really slowing us down.
- We're interested in AI, but the cost is a big concern for us. We're hesitant to invest heavily without seeing a clear ROI first.
- We've struggled with integrating AI models into our existing systems and ensuring data security throughout the process.



03

UNDERSTAND DATA PRIVACY & MANAGEMENT PRACTICES**QUESTIONS TO ASK**

- How are you managing regulatory compliance governing data privacy, security, and responsible use of AI?
- What regulatory requirements or compliance standards are you subject to?
- How do you currently store and manage your data?
- How do you plan to leverage your data for AI training and generating insights in the future?

CUES TO LISTEN FOR

- We haven't focused much on compliance yet. We're more concerned with getting our AI projects off the ground.
- We haven't had any problems with data sharing so far, so security hasn't been a concern.
- It's challenging to keep up with and handle new regulations as they come.
- We're still figuring out the best practices for data management.
- We're looking into different AI tools that could help us derive valuable insights from our data.

04

ASSESS READINESS FOR AI INTEGRATION**QUESTIONS TO ASK**

- What current technologies are in place that could support AI integration?
- Have you identified the use cases or workflows that can be automated through AI?
- What milestones do you wish to achieve with AI and how will you measure ROI?

CUES TO LISTEN FOR

- We have cloud services, data lakes, and advanced analytics platforms.
- We want to automate certain tasks with chatbots and use predictive analytics.
- Our aim is to achieve a 20% increase in productivity with AI over the next year.



Overcome objections

Here are some common objections and example responses that you can use to address your customer's concerns and hesitations.

"We are already using AI tools and platforms. We don't see the need to switch to AppDirect AI."

Can we compare your current solution(s) with AppDirect AI to identify features and benefits that our platform offers but may be missing from your existing tools?

"I'm concerned about the security risks of using AI solutions and sharing our proprietary data."

Data security is our top priority. AppDirect AI ensures the confidentiality of your proprietary data by operating on a secure Azure instance, preventing access to your data by public LLMs.

"There are too many LLMs to choose from."

With AppDirect AI, you have the flexibility to choose the LLM that suits your specific task or application. We provide guidance to ensure you select the right LLM that aligns with your goals, giving you the most suitable AI solution.



"We don't have an updated infrastructure with AI processing and storing capabilities."

AppDirect AI can accommodate large amounts of data processing in minimal time. It leverages modern storage solutions, powerful processors, and advanced training capabilities.

"We don't have the technical resources or knowledge to implement AI."

AppDirect AI's user-friendly Creation Studio overcomes this challenge by enabling AI app development without technical expertise, empowering employees to leverage AI and bridge resource gaps.

"I'm happy with my current strategy, why would I add cost?"

The AppDirect AI subscription has no cost. You can choose how much you pay based on data used to train your AIs.

