

Put AI to work where it matters most.

Eight practical starting points.

From winning customers and creating content to
better decisions and reusable expertise.



AI-generated concept illustration • Not a client site

Which piece of work should change first?

Each play has two pages: value and workflow, then a sample deliverable and a practical pilot.

01



Prospect intelligence
Priority accounts and sales angles

→

02



Creator partnerships
Creator research and personalized pitches

→

03



Content production
Multi-channel marketing assets

→

04



Frontline sales support
Suggested replies and opportunity capture

→

05



Business analysis
Traceable data and business judgment

→

06



Inventory & production planning
Resource tradeoffs and planning options

→

07



Market & tender intelligence
Valid opportunities and entry requirements

→

08



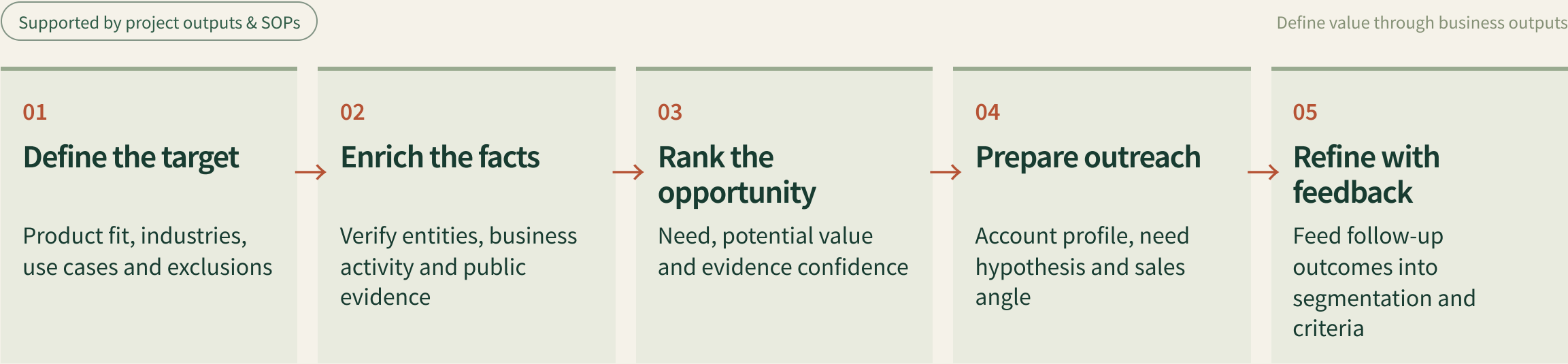
Expertise into capability
Knowledge, Skills and role Agents

→

Evidence labels distinguish existing outputs from proposed adaptations. They do not establish business impact. All sample deliverables are synthetic.

Find the customers worth a conversation.

Turn a list into evidence-based priorities and sales preparation, not just more leads.



WHY IT IS WORTH DOING

Help sales spend less time on poor-fit accounts and more time on opportunities with a clearer need and a specific reason to engage.

HOW WE DO THE WORK

Our delivery work goes beyond industry and size. Enrich the facts, build the profile, then assess opportunity value separately from confidence in the evidence.

→ START HERE / Choose one segment. Compare manual and Agent-led work on the same prospects.

Give sales a reason for the next action.

Existing deliverables include scoring details, structured profiles and reports. This example reconstructs the output with synthetic prospects.

PROSPECT INTELLIGENCE / Priority opportunities				Synthetic example • No client data
Prospect	Business fit	Evidence	Next action	MEETING BRIEF / PROSPECT A Start with an active need. BUSINESS SIGNAL Public information indicates expansion into new service areas. WHY IT FITS The product is relevant to the emerging use case. SALES ANGLE Confirm the use case, then discuss a focused pilot.
A Prospect A	High	Direct	Discuss needs	
B Prospect B	High	Unverified	Verify facts	
C Prospect C	Medium	Indirect	Keep watching	
High potential does not mean high confidence. Priority reflects both opportunity value and evidence quality.				

YOU PROVIDE

Anonymized leads, product benefits, target use cases and current qualification criteria.

WE DELIVER

Priority list, account profiles, evidence index, exclusion reasons and meeting suggestions.

PILOT MEASURES

Shortlist adoption, manual verification time, meaningful conversations and follow-on opportunities.

KEY JUDGMENT

High-potential prospects with weak evidence need verification, not automatic priority because of a famous name.

Find the right creators. Make a relevant pitch.

Connect discovery, assessment, content research and personalized outreach into one partnership workflow.



WHY IT IS WORTH DOING

Give the team more than a creator list: selection reasons, content evidence, partnership angles and the context needed to follow up.

HOW WE DO THE WORK

Existing methods combine brand, competitor, category and tag-based discovery. Candidates are assessed on content fit, recent activity and performance within their peer tier.

→ START HERE / Start with one product and one market. Have the team review candidates and pitches.

Same product. Different reasons to collaborate.

Use content, comments and partnership history as the workflow allows. Do not cite material that has not been verified.

CREATOR PARTNERSHIPS / Shortlist and pitch

Synthetic example • No client data

Content evidence

Creator A

Content fit **High**

Activity **Consistent**

Peer tier **Priority**

Check content, audience and consistency. Follower count alone does not establish partnership value.

PARTNERSHIP PITCH / DRAFT

Use their past work to explain why this partnership makes sense.

OPEN

Reference a specific theme in a verified video.

CONNECT

Link a substantiated product benefit to that theme.

PROPOSE

Suggest a format that fits the creator's style.

FOLLOW UP

Keep replies, objections and next actions in context.

YOU PROVIDE

Product facts, substantiated benefits, target market, partnership preferences and available channels.

KEY JUDGMENT Follower count is not partnership impact. Replacing a name in a mass-email template is not personalization.

WE DELIVER

Creator shortlist, fit rationale, tailored email drafts and a follow-up tracker.

PILOT MEASURES

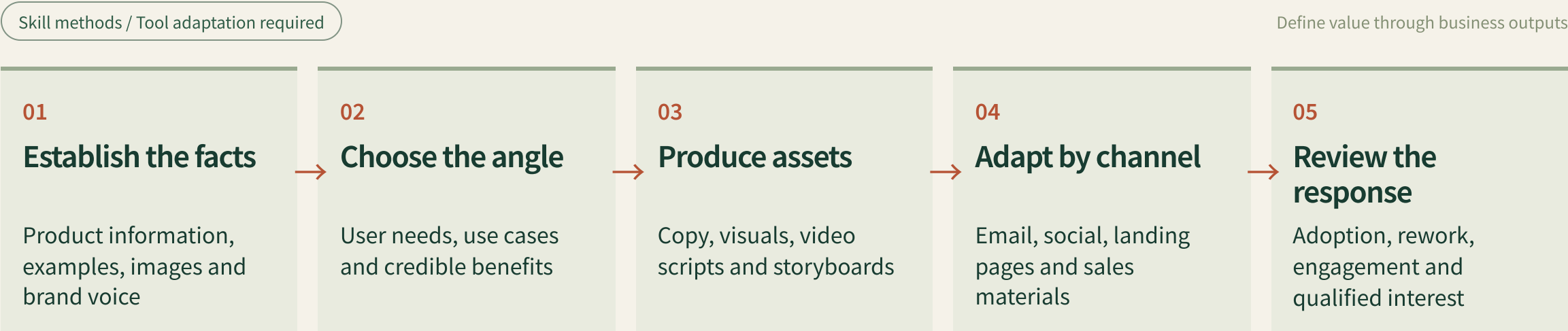
Candidate adoption, pitch preparation time, meaningful replies and partnership progress.

FIELDWORK → BUSINESS CAPABILITY

06 / 20

Turn product knowledge into marketing assets.

From source material and a clear angle to visuals, storyboards and content adapted for each channel.



WHY IT IS WORTH DOING

Give the content team editable, reusable asset options.
Reduce repeated product briefings and the effort of starting every piece from scratch.

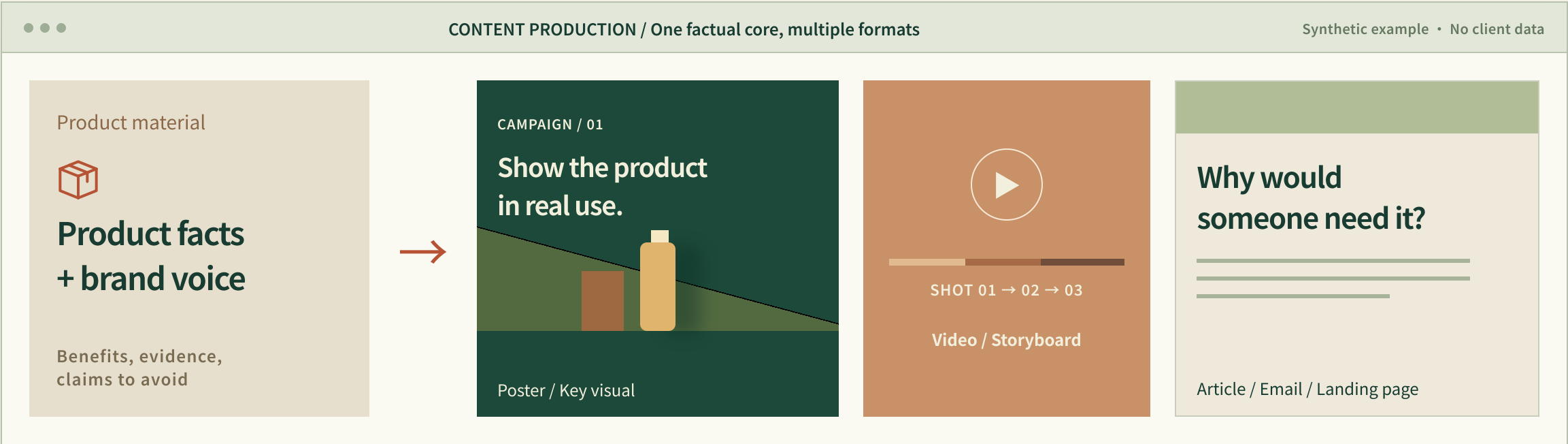
HOW WE DO THE WORK

Extract substantiated benefits and use cases from real material first. Then adapt structure for each channel while keeping facts and brand voice consistent.

→ START HERE / Build one cross-channel asset set around a launch or a core product.

One factual core. A family of marketing assets.

Deliverables depend on the selected image, video and document tools. These are synthetic layouts, not published advertisements.



YOU PROVIDE

Product facts, brand examples, audience, existing assets and intended channels.

WE DELIVER

Core message, visual direction, channel copy, storyboard or finished video, and editable assets.

PILOT MEASURES

Production and rework time, usable asset count, adoption and qualified inquiries.

KEY JUDGMENT Finished-video capability depends on assets, models and runtime. Product performance and testimonials must never be invented.

Help every inquiry move toward a useful next step.

Bring product knowledge, need discovery and lead capture into the frontline workspace.



WHY IT IS WORTH DOING

Help staff understand questions, find supporting knowledge and retain buying intent, so valuable inquiries become more than chat history.

HOW WE DO THE WORK

Existing work includes conversation workspaces, response strategies and lead classification. Historical conversation analysis helps reveal frequent needs and knowledge gaps.

→ START HERE / Focus on one channel and one frequent inquiry type. Let frontline users judge replies and summaries.

A reply is a start. A useful handoff moves work on.

Start with assisted replies and lead capture. Sending, delivery and conversion need separate validation in the target channel.

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FRONTLINE WORKSPACE / From inquiry to follow-up

Synthetic example • No client data

CUSTOMER INQUIRY

We have several use cases. Which option would work best?

Let's confirm the environment and key needs, then compare suitable options.

 Product knowledge and fit criteria

Could we arrange a demo?

MORE USEFUL THAN A FULL CHAT TRANSCRIPT

An opportunity ready for follow-up.

Need	Use case and main concerns
Intent	Demo / Quote / Further information
Known	Customer-provided facts and context
Ask next	Scale, budget range and decision timing
Action	A business owner takes the agreed next step

YOU PROVIDE

Anonymized inquiries, product and service knowledge, lead fields and handover rules.

WE DELIVER

Suggested replies, evidence links, need tags, opportunity summaries and knowledge gaps.

PILOT MEASURES

Suggestion adoption and rework, lead handover, response time and actual issue resolution.

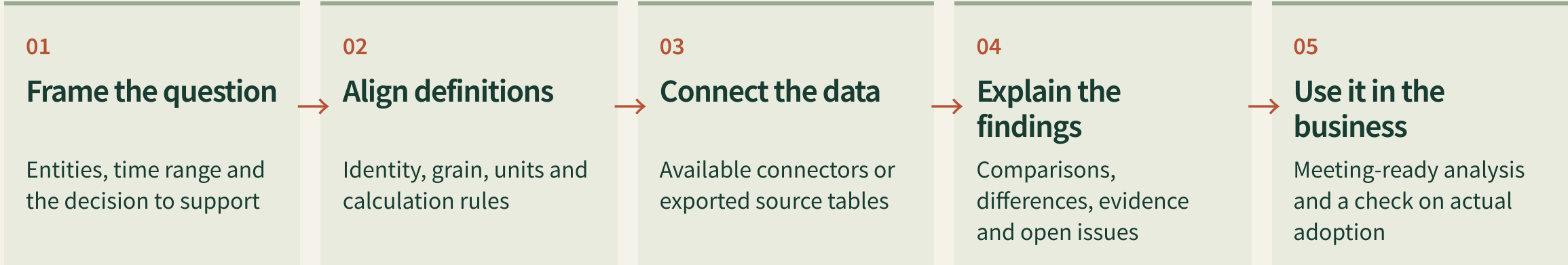
KEY JUDGMENT A staff reply does not prove resolution. A generated draft does not prove delivery or conversion.

Turn scattered data into decisions worth discussing.

Connect customers, orders, collections and fulfillment instead of reading isolated tables.

Supported by data modules & field rules

Define value through business outputs



WHY IT IS WORTH DOING

Give business owners a consistent factual basis. Spend less time finding, joining and reconciling tables, and more time weighing business choices.

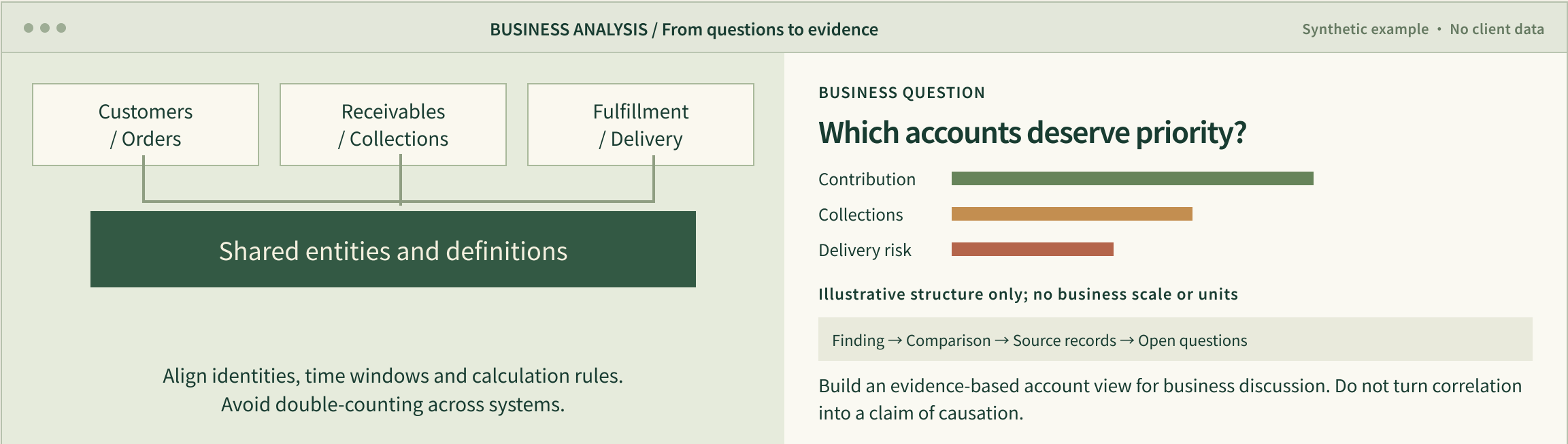
HOW WE DO THE WORK

Existing materials include queries, business-entity mappings and corrected definitions. One important field lesson: cumulative snapshots are not transaction records to be summed.

→ START HERE / Choose a recurring question. Align definitions, then compare both methods on the same data.

From one business question to every source behind it.

Start with exported tables if needed. Validate each connector, entity mapping and sample before claiming cross-system capability.



YOU PROVIDE

Anonymized tables, field definitions, recurring questions and agreed reference results.

WE DELIVER

Definition cards, data mappings, analysis reports, charts and traceable source evidence.

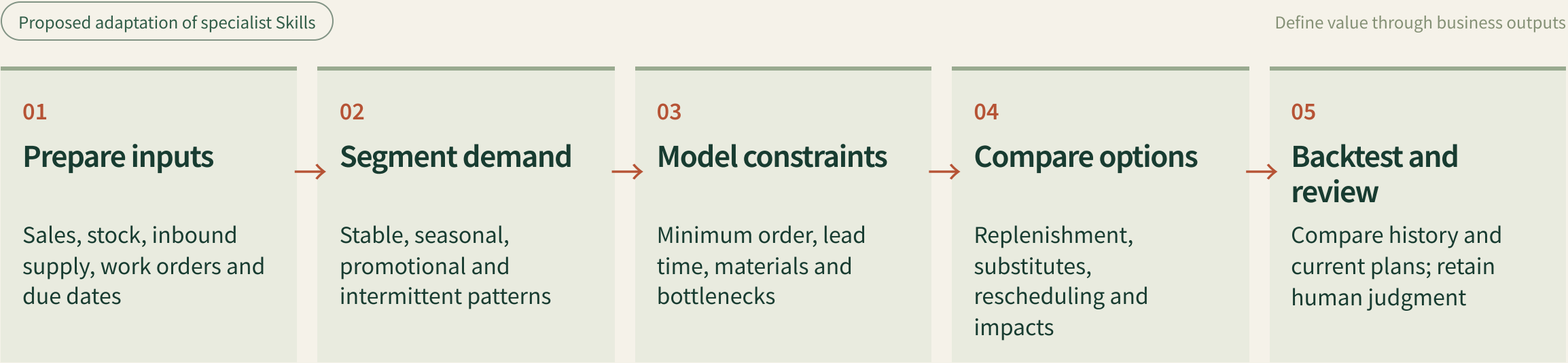
PILOT MEASURES

Finding accuracy, preparation time, reconciliation effort and use in business meetings.

KEY JUDGMENT Do not add sales, collections and production values together. Related trends do not establish causation.

Plan inventory and delivery around real constraints.

Compare demand, stock, lead times and capacity. Support decisions first; consider execution later.



WHY IT IS WORTH DOING

Give planners explainable options and a risk list. Make tradeoffs between stockouts, excess stock, changeovers and delivery dates visible.

HOW WE DO THE WORK

The library includes demand segmentation, safety stock, promotion effects and finite-capacity scheduling. These methods require business-data backtesting, not assumed production validation.

→ START HERE / Choose inventory or scheduling. Backtest one category or one production line first.

See the tradeoffs before proposing the next move.

A proposed implementation based on specialist Skills, not a proven case of lower inventory or better delivery performance.

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OPERATIONS / Inventory and capacity decisions

Synthetic example • No client data

START WITH INVENTORY POSITION

On hand

 +

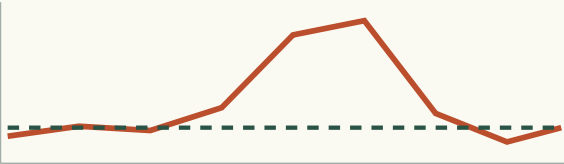
Inbound

 -

Allocated

 -

Backorders



Curve has no units. Reconcile and deduplicate allocated stock and backorders using agreed business definitions.

Model promotional uplift and the subsequent dip separately. A sales peak is not a permanent baseline.

SCENARIOS TO COMPARE / NOT EXECUTION ORDERS

Balance deadlines, changeovers and capacity.

Line A

Committed

Line B

Candidate

Line C

Flexible

Identify bottlenecks and material constraints before comparing rush-order options. Capacity is finite.

YOU PROVIDE

Historical demand, stock and inbound supply; add materials, routing and capacity for scheduling.

WE DELIVER

Demand segments, replenishment options, shortage lists, schedule alternatives and constraints.

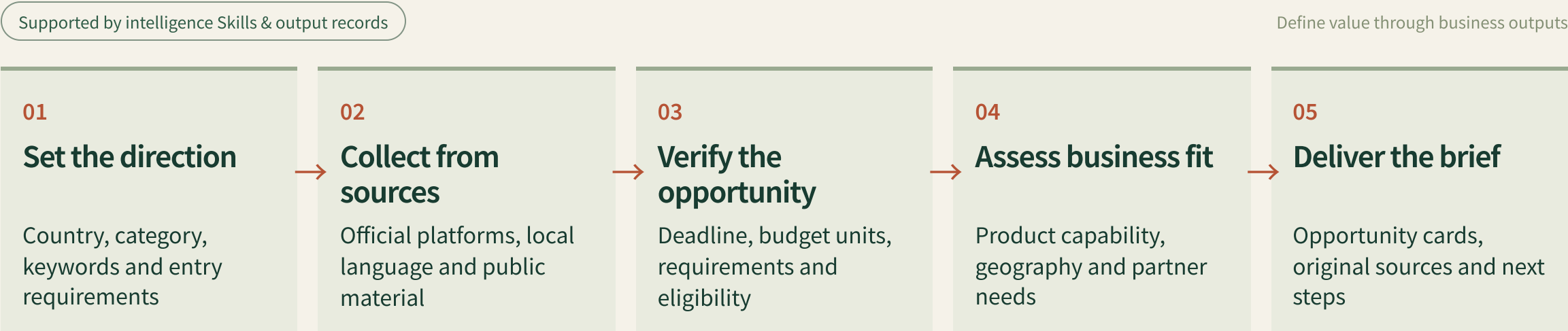
PILOT MEASURES

Forecast error, stockouts and excess stock, planning time, lateness and changeover effects.

KEY JUDGMENT Do not reorder from on-hand stock alone or assume unlimited capacity. Forecasts and suggestions require operational review.

Find the overseas opportunities worth pursuing.

Turn multilingual search, tender verification and opportunity assessment into actionable intelligence.



WHY IT IS WORTH DOING

Focus the team on valid opportunities and entry requirements. Reduce site-by-site searching, translation and sorting out expired information.

HOW WE DO THE WORK

Existing Skills document public procurement search, structured extraction, deduplication, date and budget checks, and both concise and detailed reporting.

→ START HERE / Start with one country and one category. Check coverage and the validity of each result.

An actionable opportunity needs a source and a date.

The historical method was manually triggered and covered selected platforms. Ongoing monitoring needs separate coverage and runtime work.

MARKET INTELLIGENCE / A verifiable opportunity brief

Synthetic example • No client data

Official sources

Local language

Category terms

Closing date

Is it a real opportunity?
Then decide whether to invest.

Need	Category, intended use and specifications
Status	Open / Closed / Needs verification
Terms	Budget units, eligibility and delivery region
Evidence	Original source and collection date
Next step	Verify eligibility / Find a partner / Defer

YOU PROVIDE

Target markets, product capability, category terms, public platforms and eligibility limits.

WE DELIVER

Valid opportunities, item-level verification, detailed reports, sources and open checks.

PILOT MEASURES

Share of valid opportunities, screening time, eligibility-check effort and business progress.

KEY JUDGMENT Publication date is not closing date. Normalize currencies and units. Do not promise whole-web coverage.

Make past project work useful to the next project.

Turn conversations, deliverables, expert corrections and tool methods into reusable business assets.



WHY IT IS WORTH DOING

Reduce repeated explanations. Help new colleagues, role Agents and future projects reuse methods that have already proved useful in context.

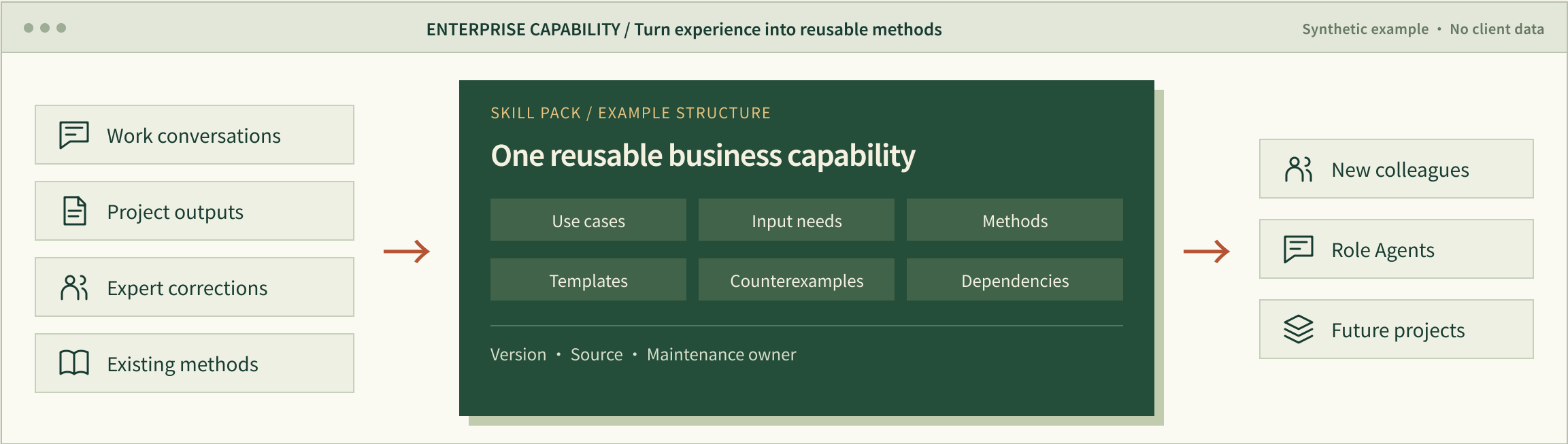
HOW WE DO THE WORK

Existing work includes conversation analysis, candidate knowledge, role configuration and Skill packaging. Reuse also requires conditions, counterexamples, dependencies and ownership.

→ START HERE / Choose a recurring task. Ask a new user to complete a fresh example using the capability pack.

The reusable unit is a business capability.

Format checks and packaging are only a start. Behavior tests, working tools and user feedback determine whether a Skill is useful.



YOU PROVIDE

Anonymized project material, typical tasks, good outputs, correction cases and available tools.

WE DELIVER

Knowledge cards, enterprise Skills, role-Agent configurations, test cases and maintenance notes.

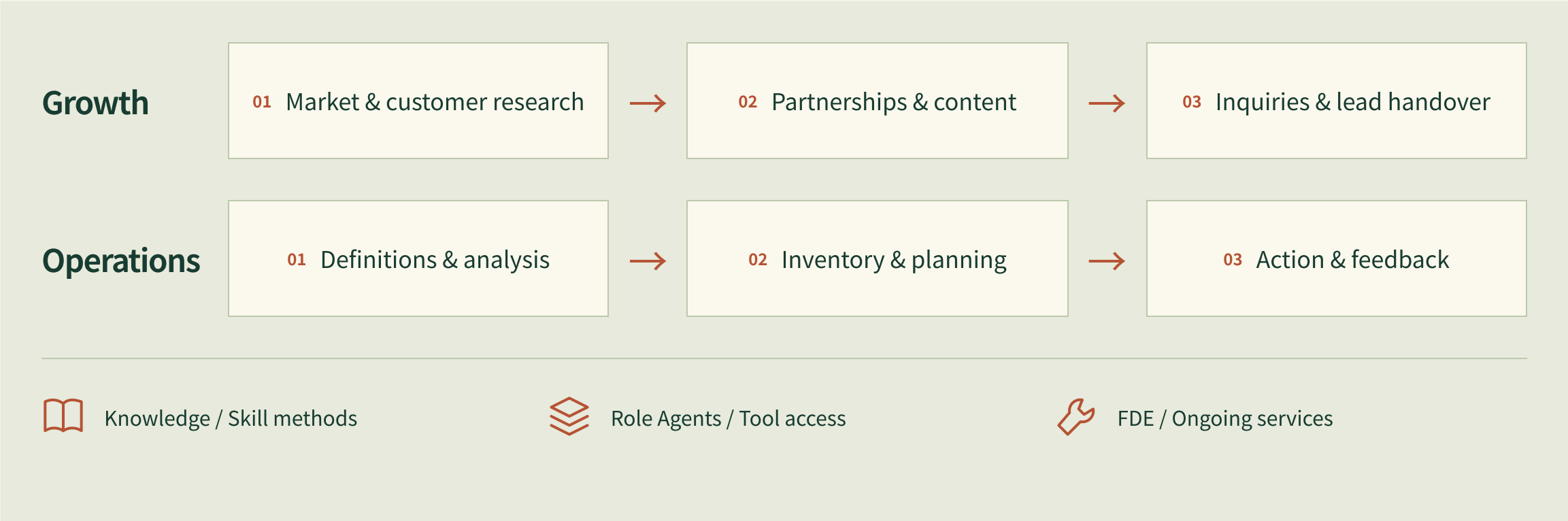
PILOT MEASURES

Successful reuse on new tasks, fewer repeat briefings, output quality and maintenance effort.

KEY JUDGMENT Collected does not mean original; packaged does not mean effective. Verify the source and license of each external Skill.

Start with one play. Connect what comes next.

Suggested combinations, not a claim that every scenario has already been deployed end to end.



→ Validate one entry point, then extend to adjacent work. Reuse methods, not client data, identities or custom rules.

Make the next conversation about **real business work.**

Choose a play and bring existing material. Explore what should improve and what the first output should be.

GROWTH

- A set of leads
- A product
- A marketing campaign

OPERATIONS

- A set of business tables
- An analysis question
- A planning decision

CAPABILITY

- A work record
- An excellent output
- A piece of expert judgment

Agree four things first: Business goal / Available inputs / First output / Evaluation

Explore the FDE delivery process 