

# Turn critical work into lasting AI capability.

Forward-Deployed Engineering  
From a useful first output to a method your  
business can use again.



Inputs & expertise → Useful output → Reusable capability

# One engagement. Two kinds of value.

Deliver the work that matters today. Leave the methods, tools and judgment to do it well again.

## Business outputs you can use now

Prospect shortlists, marketing assets, business analysis, sales support and decision options.



## Capability that stays with you

Capture expert judgment in Skills, data mappings, Agent configurations and test examples.



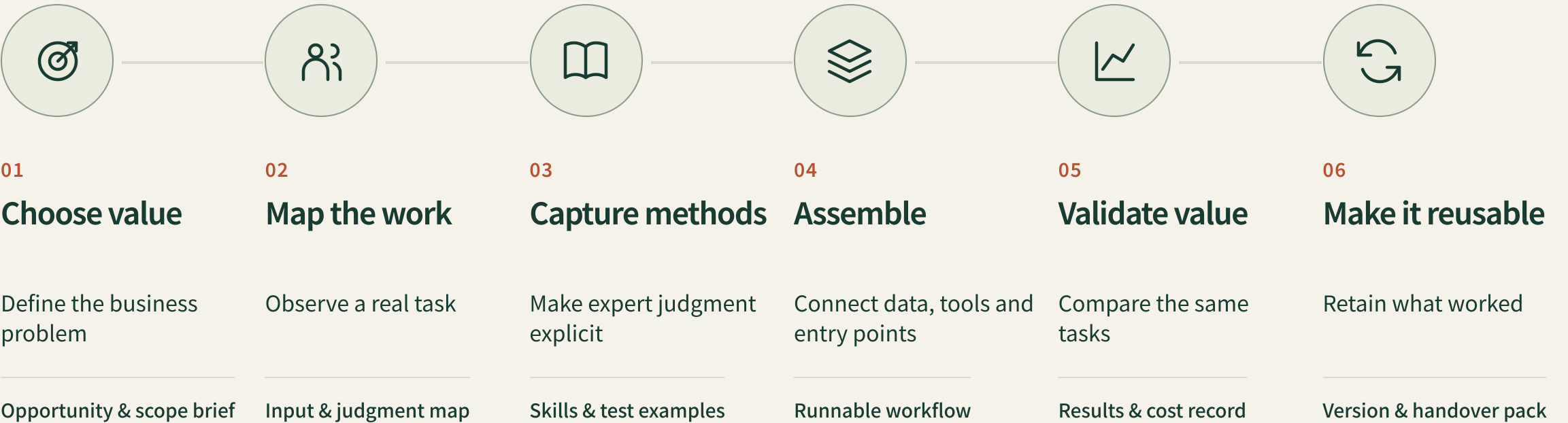
### The next task

Reuse → Refine → Retain

→ FDE connects what good business work requires with what it takes to make a system deliver it.

# Find the work worth doing. Then make it work.

A delivery approach distilled from project experience. Each stage produces something the next stage can use.

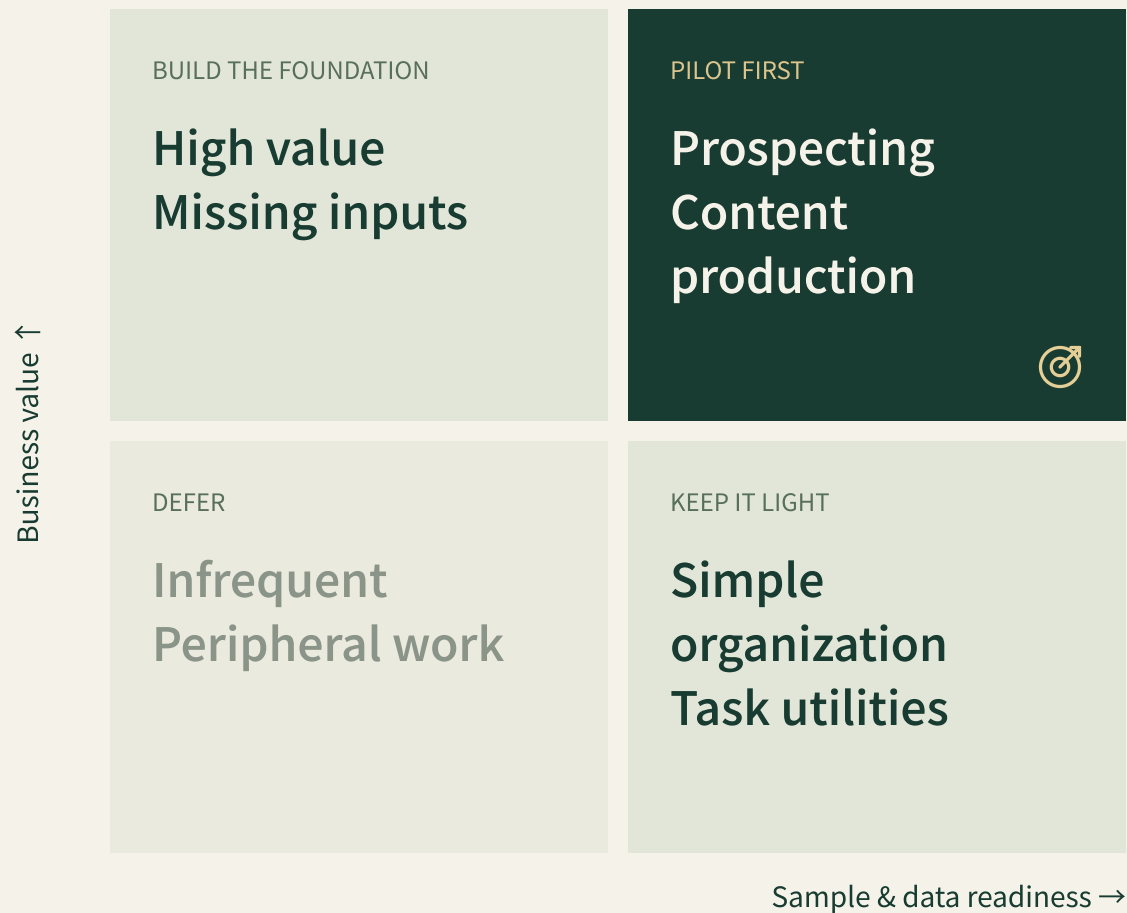


↪ When a sample exposes a problem, revisit the method or data source, not just the prompt.

➔ Business owners judge usefulness. FDE turns that judgment into capability that can run, be tested and be maintained.

# Start where work is costly, frequent or hard to scale.

Prioritize work directly tied to revenue, output, customer experience or operating resources.



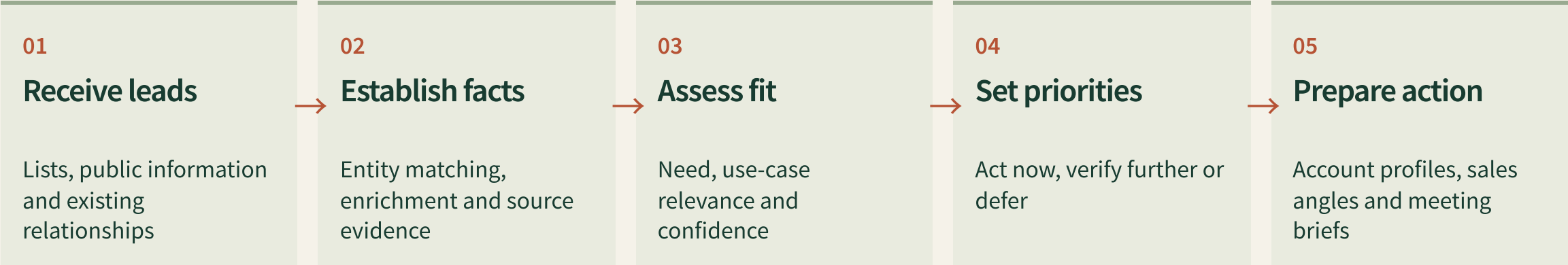
## Answer four questions first.

- 1. Who uses the output, and what will they do with it?
- 2. Why is the task slow or dependent on a few experts?
- 3. Can you share anonymized tasks and good outputs?
- 4. How will we judge quality, time saved or new opportunities?

Sales may not need a longer list. It may need to know who to approach this week, and why.

# Follow a real task. Find the expert judgment.

Study the inputs, outputs and decisions between them before selecting models or tools.



## A LESSON FROM EXISTING DELIVERABLES

### A big name is not automatically a priority.

Company size is one signal. Evidence of need, use-case relevance and verified facts also shape the ranking.



### What FDE leaves behind

An input-to-output work map, evidence standards, and rules for exclusion and further verification.

# Make expert judgment usable by an Agent.

A Skill combines context, steps, decision criteria and output requirements. It is more than an expert-role prompt.

ENTERPRISE SKILL



How to do  
this work well

Adaptable • Testable • Maintainable

Input requirements

What is needed, and what to obtain when information is missing.

Decision method

What to compare, which definitions to use, and when not to conclude.

Output templates

A result that business users can put to work.

Limits & exceptions

Which inferences are not facts, and when another method is needed.

Tools & dependencies

Data sources, models, files, connectors and runtime needs.

Test examples

Good cases and failure cases that test behavior, not just format.

➔ Extract rules from actual work, then test them on new tasks. A generic template is not yet an enterprise capability.

# Reuse the method. Fit it to your business.

Existing Skills are a starting point. Value comes from selecting the method, adding context, connecting tools and validating outputs.

REUSABLE LAYER

## Professional methods

- ✓ Customer research and evidence handling
- ✓ Content analysis and channel adaptation
- ✓ Demand forecasting and constraint comparison
- ✓ Reports, spreadsheets, images and files



ADAPTATION LAYER / FDE FOCUS

## How your business works

-  Product benefits, audiences and business terms
-  Segmentation, scoring and metric definitions
-  Data permissions, interfaces and actual tools
-  Brand voice, output templates and exceptions

Methods × Business facts × Tool execution × Real samples → Usable capability

# Many Skills. One complete piece of work.

The Agent holds the goal and context. Skills supply the methods. Tools perform the actions.



→ Collaborate when the task requires it. Keep simple work direct, with clear ownership and no unnecessary handoffs.

# Deliver something the business wants to use.

Show the buyer how the work changes before expanding the scope.

| PROSPECT INTELLIGENCE / Priority opportunities                                                                  |              |            |               | Synthetic example • No client data                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------|--------------|------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Prospect                                                                                                        | Business fit | Evidence   | Next action   | <div>MEETING BRIEF / PROSPECT A</div> <div>Start with an active need.</div> <div>BUSINESS SIGNAL</div> <div>Public information indicates expansion into new service areas.</div> <div>WHY IT FITS</div> <div>The product is relevant to the emerging use case.</div> <div>SALES ANGLE</div> <div>Confirm the use case, then discuss a focused pilot.</div> |
| 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.<br>Priority reflects both opportunity value and evidence quality. |              |            |               |                                                                                                                                                                                                                                                                                                                                                            |

YOU PROVIDE

Anonymized leads, product information and existing qualification criteria.

WE DELIVER

A sortable opportunity list, evidence, priorities and meeting suggestions.

PILOT MEASURES

Sample-check fit and evidence. Track preparation time and actual use in follow-up.

# Same tasks. Compare quality, time and cost.

Record the baseline first. A successful demonstration is not the same as a proven business return.



 **Output quality**

Are findings supported and complete? Do business users adopt the output?

 **Work efficiency**

Include preparation, review, rework and waiting, not only generation time.

 **Business value**

Track qualified opportunities, content use, follow-up or resource utilization.

→ Agree metrics, sample scope and acceptance thresholds before the pilot. No unverified improvement percentages are promised.

# Four layers. Built to work together.

A proposed architecture: products run the work, Skills hold methods, Agents serve roles, and FDE makes it fit.

04 **FDE & ongoing services**

Value diagnosis • Co-build • Evaluation • Maintenance & handover

03 **Role & scenario Agents**

Growth research • Content operations • Sales support • Business analysis

02 **Enterprise Skill packs**

Professional methods • Output templates • Dependencies • Test samples

01 **Standard products & runtime foundation**

Work entry points • Data & knowledge • Tool connections • Task execution

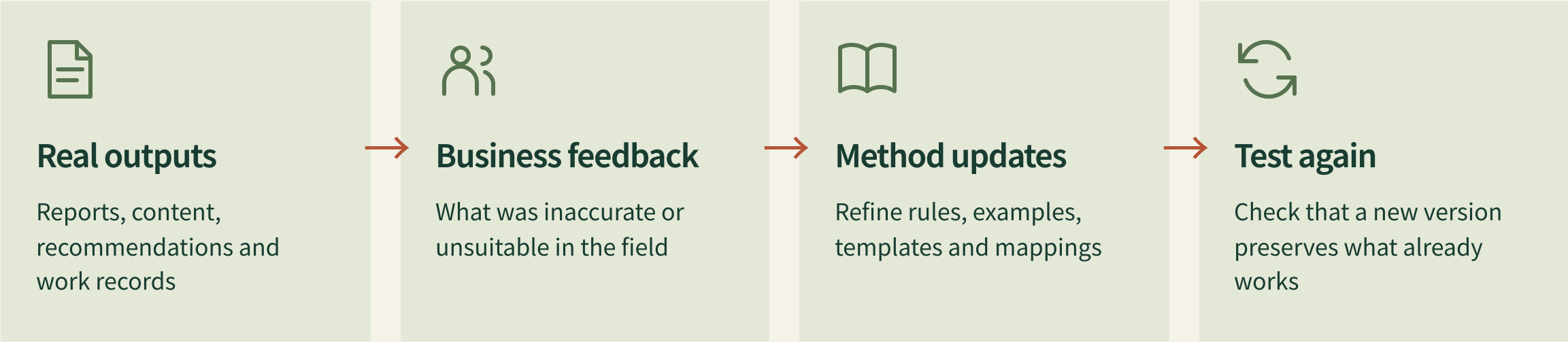
**Buy for the problem,  
not the whole stack.**

Start with one use case. Add Skill packs, role Agents and system connections as needed.

This is a productization direction.  
Available modules, interfaces and service scope must be confirmed individually.

# Keep the improvements. Use them next time.

Turn corrections and business feedback into an enterprise asset that can be maintained.



## A handover is more than an installation package.

Capability inventory, usage examples, dependencies, version history, maintenance ownership and next improvements.

Keep client data and custom configurations separate as agreed. Reuse general methods subject to source and license terms.

# Prove value in one use case. Then expand.

Advance through tangible deliverables, not a target number of Agents.

BUSINESS DIAGNOSIS

01

## Choose the right first task

- Map the current work
- Check inputs and feasibility
- Define pilot inputs and outputs

Takeaway: Use-case & scope brief

SCENARIO CO-BUILD

02

## Deliver a useful first result

- Adapt Skills and data
- Build the workflow and sample
- Compare outputs on real tasks

Takeaway: Outputs & pilot evaluation

CAPABILITY EXPANSION

03

## Make good work repeatable

- Extend workspaces and interfaces
- Add Skill packs and use cases
- Hand over versions and upkeep

Takeaway: Modules & maintenance pack

→ Timing, pricing, authorization, acceptance and maintenance are agreed per engagement. This brochure is not a service commitment.

# Bring a business challenge. Build the **first result together**.

You do not need to specify an entire AI system. Tell us which piece of work deserves to be better.



## One clear goal

Who should sales approach next? How should we restock? How can we produce content consistently?



## Anonymized samples

Existing materials, task records and one example of a result you consider good.



## A business evaluator

Someone who can judge which findings are right and which outputs are ready to use.

Explore eight business plays

