

**How We Design, Build & Launch AI Tools**

# AI/ML Playbook

**ISSUED BY**

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# What You'll Learn From This Playbook

Learn how we help you go from idea to live in production in months instead of years.

1

Understand  
**our process of building an  
AI tool** and what you get at  
each stage

2

Understand  
**your teams involvement**  
and what we need from you

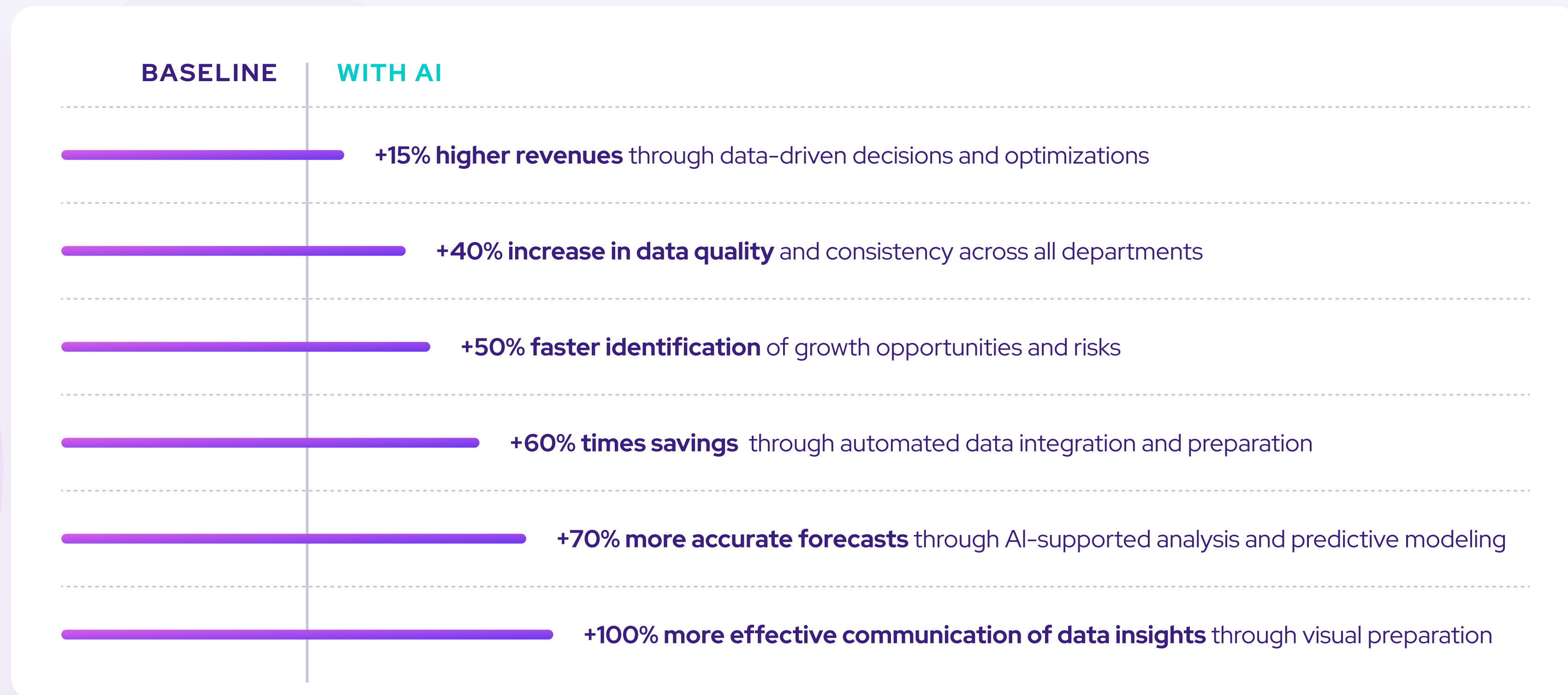
3

Understand  
**what it takes to maintain  
and optimize** your AI tool  
after it's launched



# Companies That Use Their Data And AI For More Insights Have Been Able To Achieve Powerful Results

The indicated results are average values that can vary depending on the industry use case and can not be guaranteed.



# We've Helped Companies Just Like You To Strategically Use AI To Transform Their Business

Investing in AI has exponential impact on business KPIs.

## PROBLEM

**Consumer Reports** wanted to move quickly with AI to unlock new value from their vast amount of expert product research data to stay competitive.

## SOLUTION

Co-created an **AI chat experience** that can answer shopper's questions and offer product recommendations to **increase subscription revenue.**

## PROBLEM

**Amerit Fleet** needed to help hundreds of technicians to catch errors in their repair service entry form and improve the quality of documentation

## SOLUTION

NineTwoThree built an **AI Anomaly Detection system** to read through 500 comp codes and send alerts to **reduce the time to error detection.**

## PROBLEM

**Experian** needed to update over 1,000 web pages for its new B2B offering and find a way to measure and improve web performance.

## SOLUTION

NineTwoThree used **AI tools and SEO experience** to rapidly update and optimize the website saving them human hours and bringing in **50% more organic traffic in 4 months.**

# NineTwoThree Named **Leading AI Agency**

We have been **building AI solutions for 8 years** and are recognized as a top agency for both AI and ML. In fact, we have been ranked alongside Microsoft, NVIDIA and IBM as a top 5 AI Consultancy.



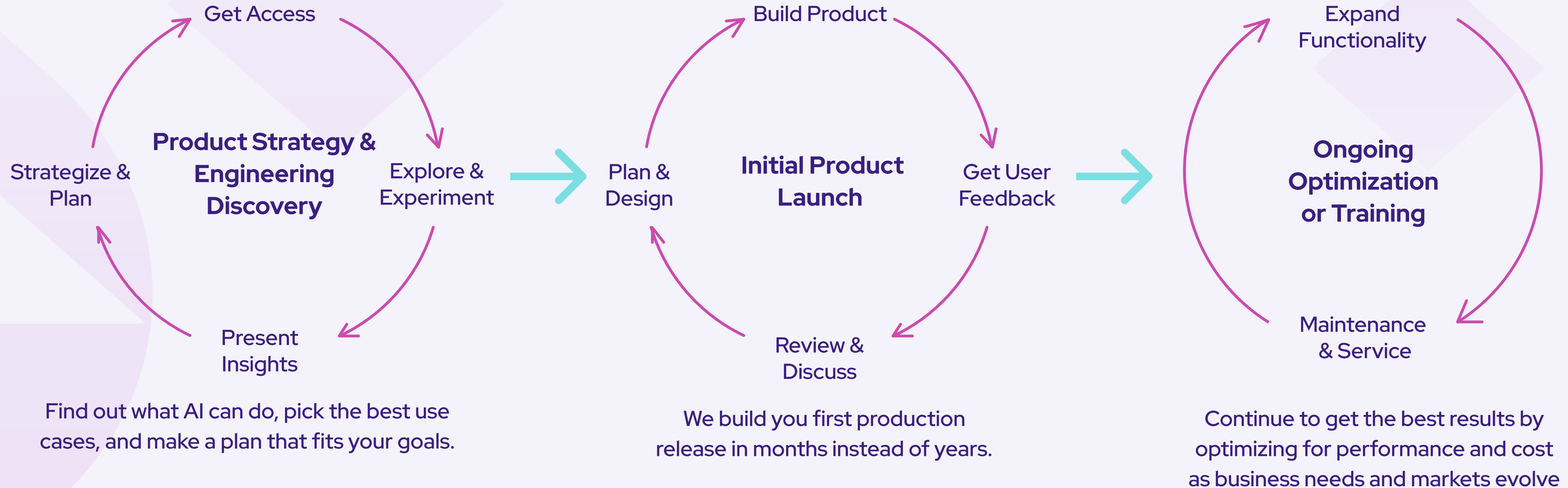
Our Process

# How We Build AI Tools



# Here's The Steps We Will Go Through Together To Build Your AI Powered Tool

This is the standard development cycle on an AI product.



# Engineering Discovery & Product Strategy

Timeline: 3 - 4 Weeks

We start by building an initial working system that allow your team to start testing rapidly

1

## Get Access

Work with internal stakeholders to define the requirements for a product that meets your business needs

2

## Explore & Experiment

Get access to your data & the necessary environments to build

3

## Present Insights

Build initial version of the working system that your team can interact with and test

4

## Strategize & Plan

Allow your team to start testing the early results



# Our Product Managers Work With You To Solve Your Business Needs

We'll collaborate with internal stakeholders and even your customers to ensure we capture all the requirements to ensure a successful product aligned with your goals.

**What**  
problems are we  
prioritizing and what is  
their ROI?

**How**  
will we measure  
success?

**How**  
will users interact with  
the product?

**What**  
will we build and in which  
order?



2

3

# We Work With Your Team To Get Access To Your Data & Environments

2 We will work with your Engineering or DevOps team to get access to data and necessary environments.

3 This usually takes 2 weeks, but sometimes longer depending on your systems.

## Examples of What We Might Need

### Cloud Infrastructure



### APIs or Data Sets

Existing APIs you use for your business or external services and the documentation.

### Code Repositories



### DevOps Tools

CI/CD pipelines  
(Jenkins, CircleCI, Travis CI)

# We Run Small Tests To Visualize What's Possible

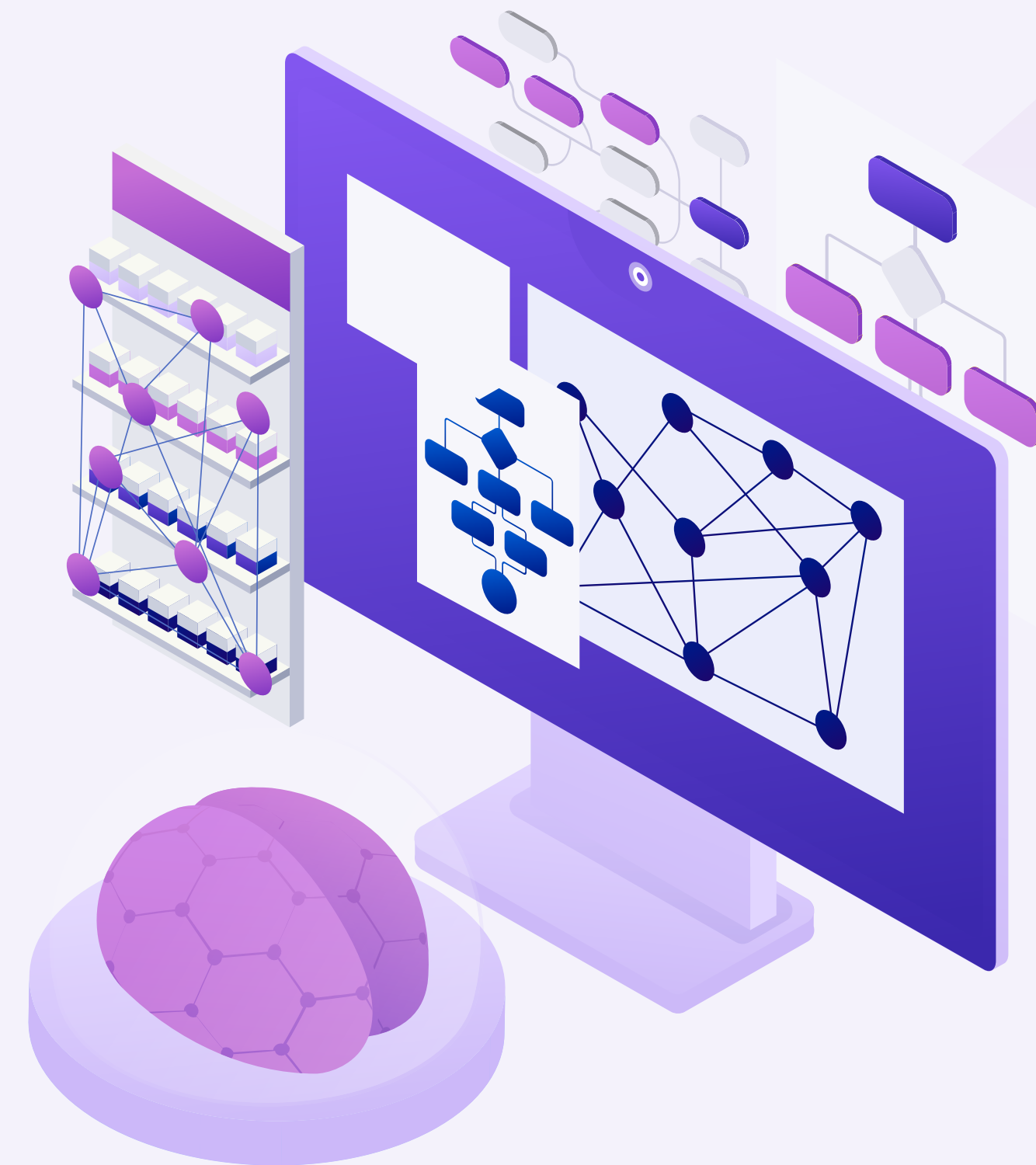
We select the right AI model for you to ensure peak performance and value. Then we start training and optimizing the model to get it to do what you want.



# Your Team Will Be Able To Test The Working System To Give Early Feedback

Successful AI tools require real people to tell us if the outputs are what they expect

We will need your internal stakeholders and subject matter experts to be available to test the system and outputs regularly to give feedback.





# The Outcome Of This Phase Is The Answers To These Questions

We build AI tools using open-source models like OpenAI because they provide faster, more cost-effective solutions. While these models are powerful, they must be trained and fine-tuned to meet your specific needs.

## Capabilities

How good is AI at the tasks already and where will we need to fine tune it?

## Accuracy

How accurate is it?

## User Interaction

Where and how will the user interact with it?

## Data

Is there enough data and is the data quality enough? Do we need to go find more data?

## Cost Efficiency

How many tokens does the model require, and how does this impact costs?

## Performance

How fast is it, and what tradeoffs are affecting speed?

**We also find other opportunities where you could use AI in the future and we summarize to you in a report.**

2

3



# Initial Product Launch Phase

4- 12 Weeks

Next, we get the system ready for live users

1

## Plan & Design

We build a beautiful product with best practices in UI/UX.

2

## Build Product

Build the AI system into a mobile or web app that the user will interact with the AI tool through, like a chatbot or dashboard

3

## Test with Users & Incorporate Feedback

Get beta testers or stakeholders to continually test the output

4

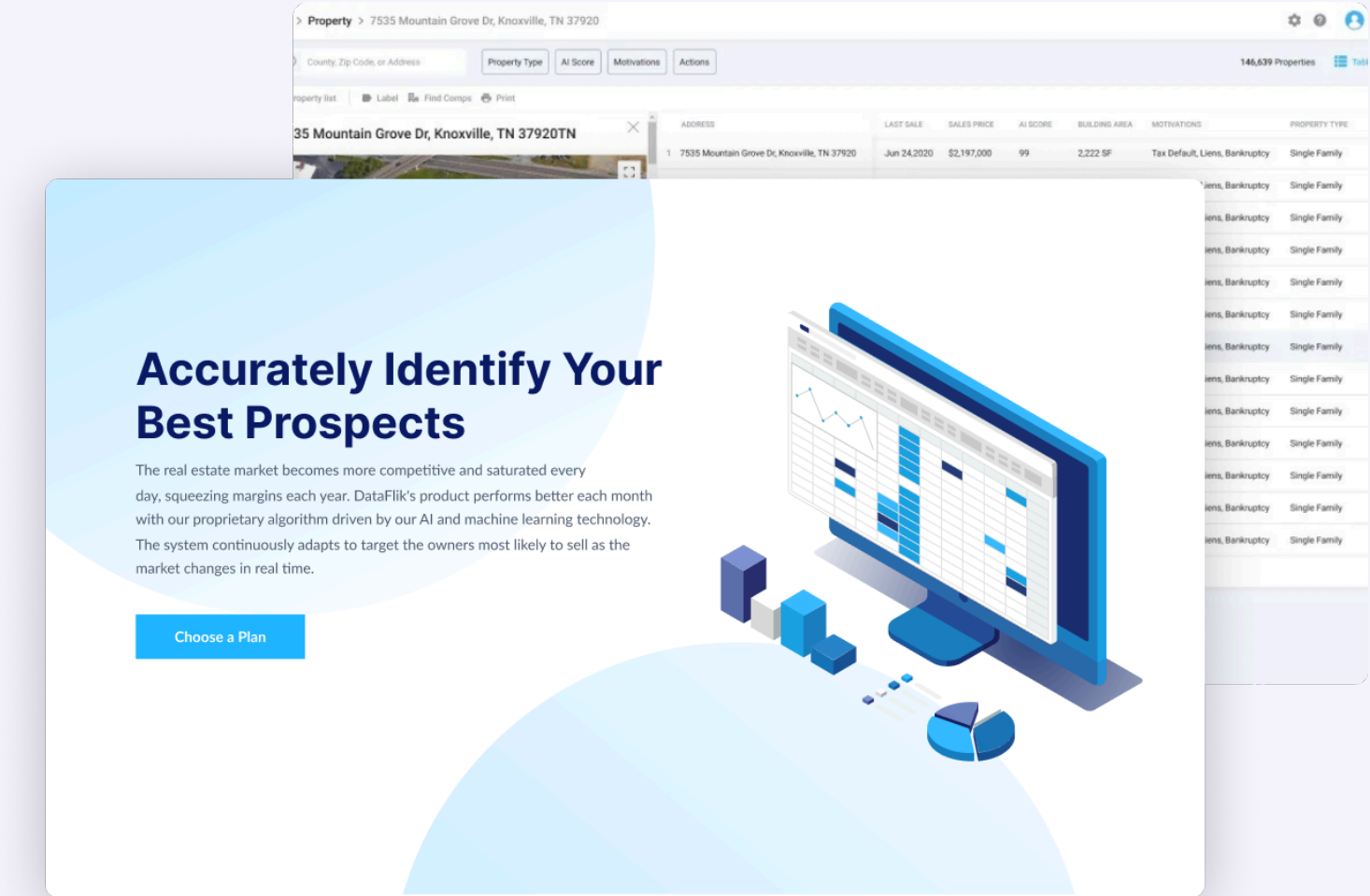
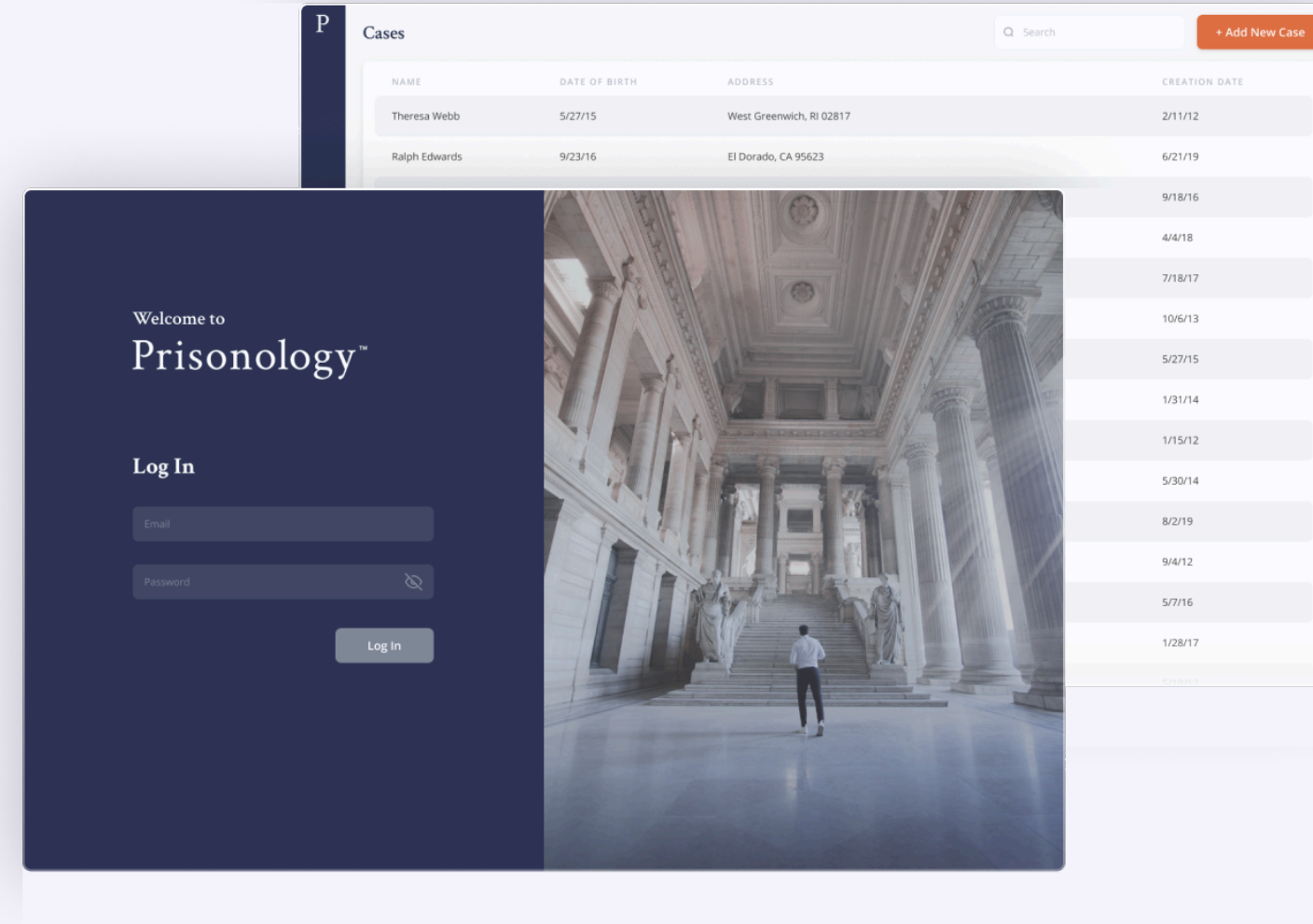
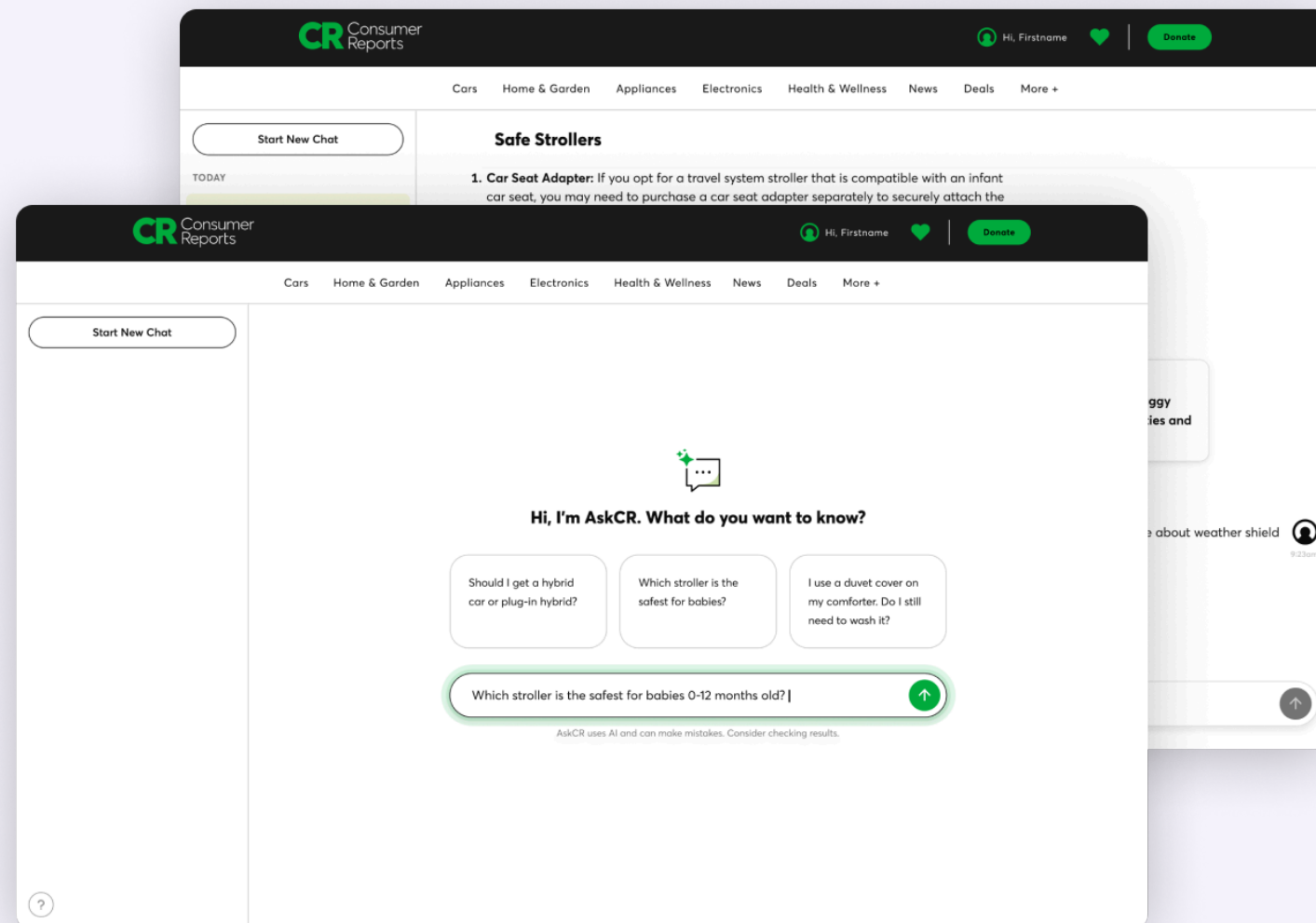
## Prepare for Launch

Scale the system so it can handle concurrent users and get it ready for launch



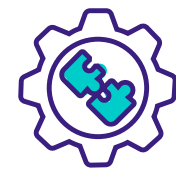
# We Build Out The User Interface For Product Launch

We build a beautiful product with best practices in UI/UX



# We Build The AI System

We select the right AI model for you to ensure peak performance and value. Then we start training and optimizing the model to get it to do what you want.



## 1. Data Preparation

Organize, categorize,  
and label data



## 2. Model Design and Tuning

Design and engineer prompts,  
algorithms, and/or AI models to test  
our assumptions and show real results



## 3. Test

Get feedback on output with  
representative users



# Next We Expand The Functionality Based On Priorities For Launch

We work to make the tool meet you needs.

## Examples of what we will do:

● Pull in data and refine the data

● Expand Guardrails

● Add in new features or capabilities

● Improve accuracy

● Continue to optimize and fine tune the model

● Build in Evaluation Suite to Monitor Performance

● Improve speed

● Implement security and compliance features



# Internal Stakeholders Can Begin To Use The System Regularly To See The Progress

Early users will be able to use the system to start reducing time spent on tasks and improve efficiency even before we scale for launch.

Immediately boost efficiency as your team shifts focus from manual tasks to higher-value priorities, even before the full launch.

Track progress, envision future outcomes, and build confidence as the process comes to life.



3



# Finally, We Prepare The System For Scale And Launch

We scale the system so it can handle concurrent users and conduct load testing to ensure it can handle the load.

Load & Speed testing  
User acceptance testing





# You Will Be Able To Meaningfully Measure Impact

Here are some KPIs we've been able to achieve with other customers:



**Improved predictions to 74% accuracy**



We built a machine learning model that predicts which houses in America will be listed for sale with 74% accuracy.



**Created \$5,000,000 in additional revenue**



We built a GenAI Chatbot for an insurance policy company that improved sales efficiency creating \$5,000,000 of additional Revenue.



**Catch 90% More Errors**



We built an AI system for mechanics during repairs that automatically classifies more than 30% of the MO's and reduced the average error detection time by 90% creating more net profit.



**Reduced time on task spent by 90%**

**Prisonology™**

We built an AI model for defense lawyers that reduced consultation time by 90% using reasoning tactics in OpenAI and increased sales 2x in 4 months.







# Ongoing Optimization Or Internal Training

Ongoing

1

## Expand Functionality

Continue to add and improve the system based on user feedback and business needs.

2

## Ongoing Optimization, Maintenance & Service

We ensure your models and infrastructure remain optimized for performance and cost-efficiency as your business and the market evolve.

# AI Systems Need Ongoing Support

There are two opportunities for ongoing support and optimization with NineTwoThree.



## **NineTwoThree Trains Internal Engineering Team**

NineTwoThree will take ownership  
of **onboarding and knowledge transfer.**



## **NineTwoThree Stays On to Offer Ongoing Optimization Services**

NineTwoThree continues to optimize,  
maintain and service the product.

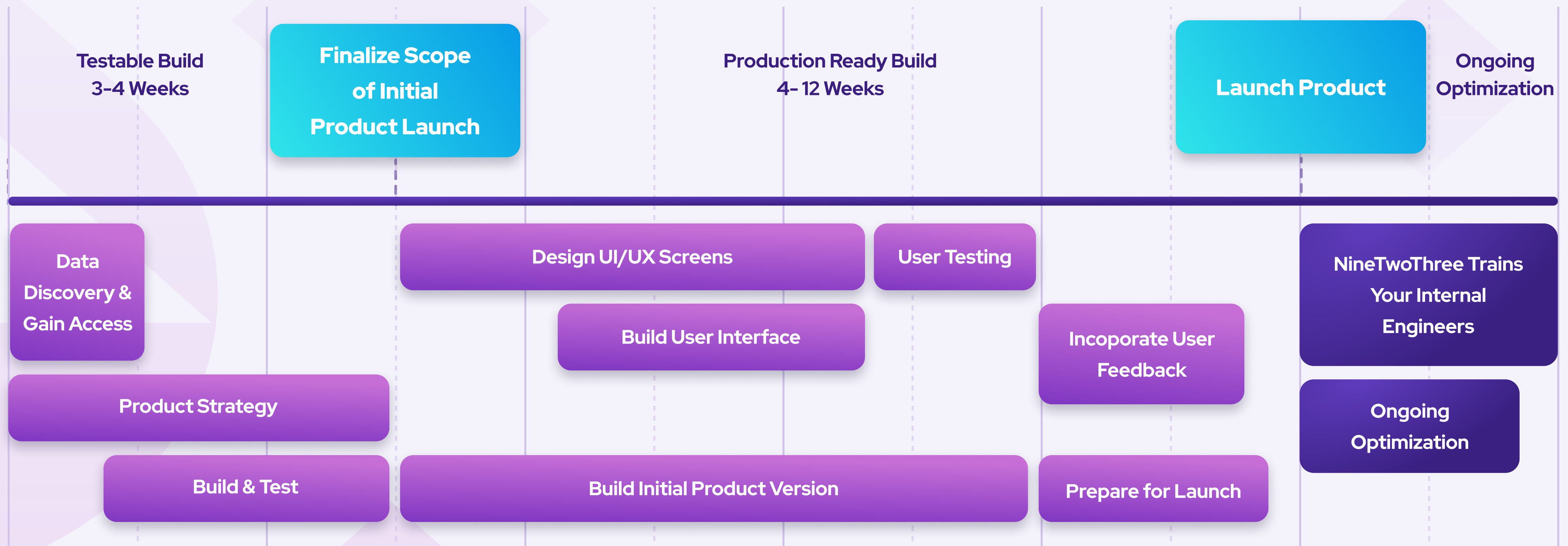


AI Opportunity

# Timeline & Cost

# Example Schedule Of A Standard AI Project

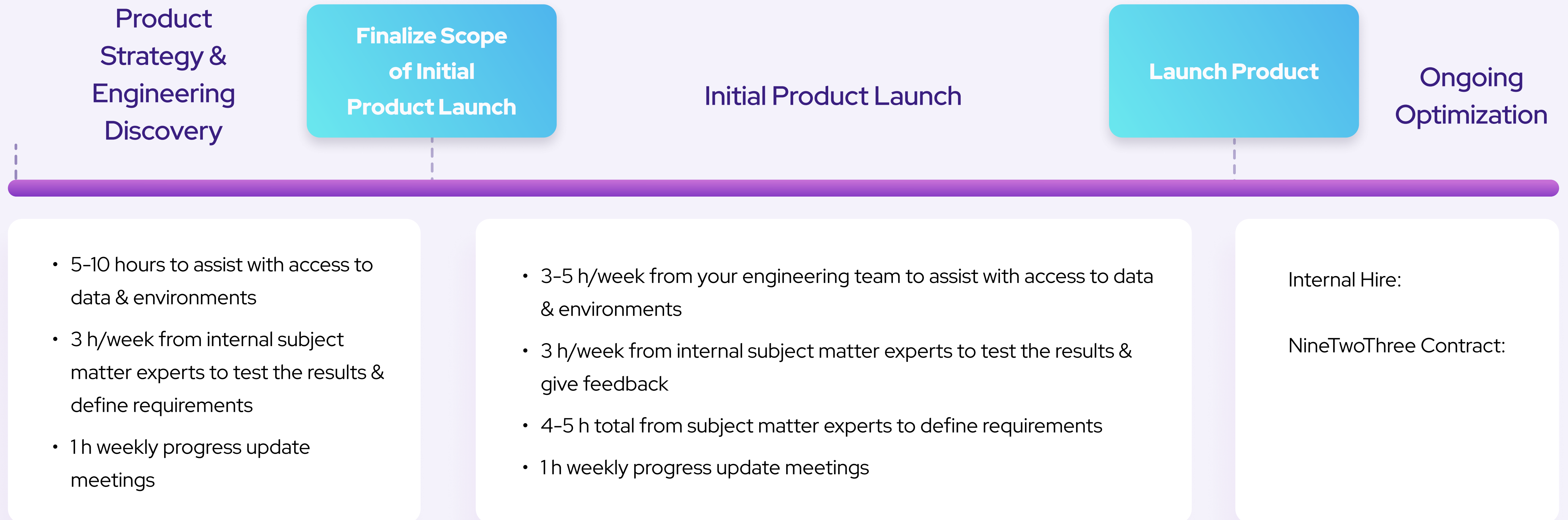
This is an example of a standard order of an AI project.





# Where Your Team Will Need To Be Involved

We're here to do the heavy lifting, but we will need internal stakeholders to help us along the way to ensure we're designing towards the right outcome.




























# Relevant Case Studies

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## Mobile Apps

## Custom Software Development

## Consulting

	
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## Machine Learning



## Hybrid App



## Go-to-market



## PWA



## IoT



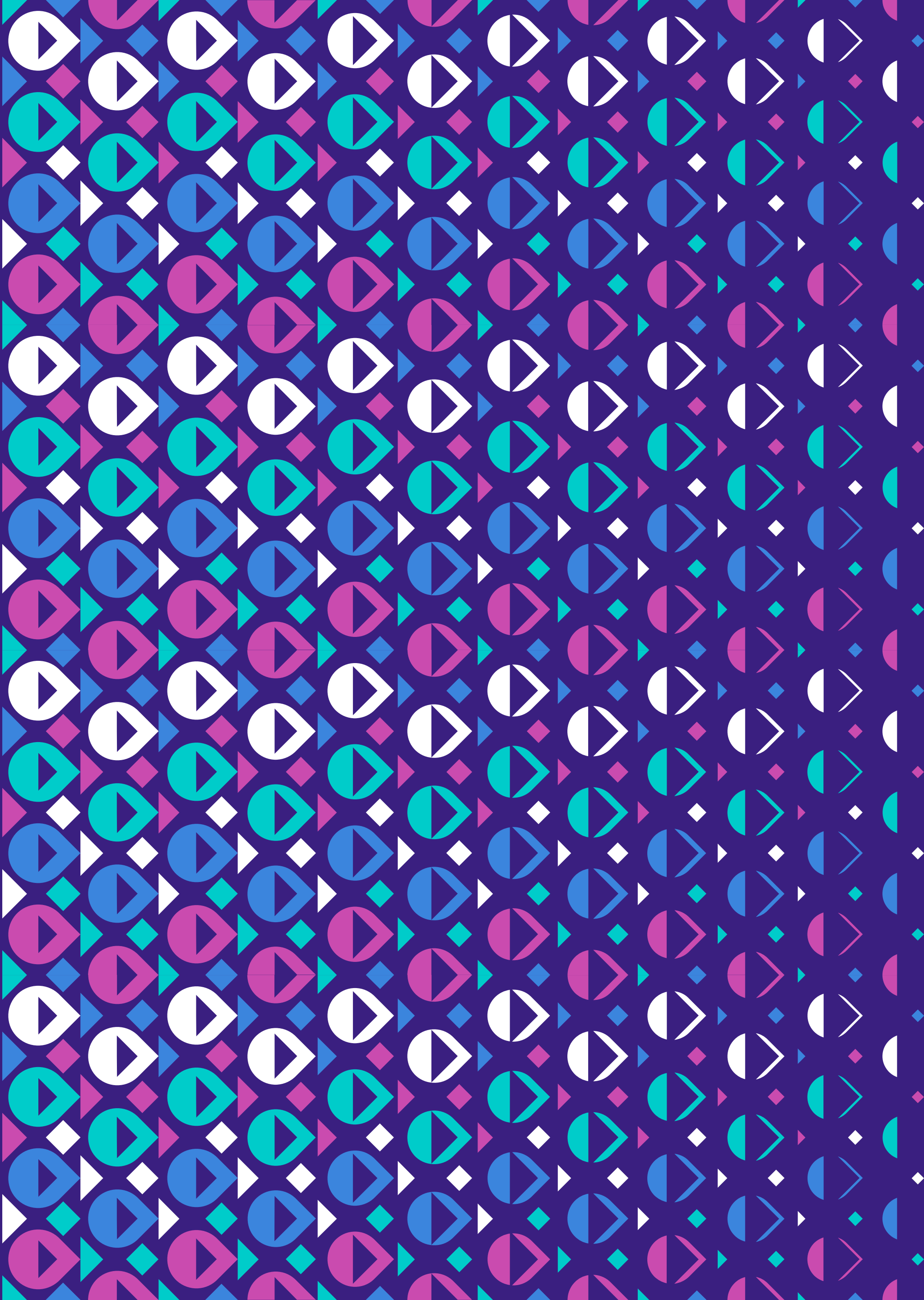
## Generative AI



## UI/UX







**Thank you!**