Claria

CLARIA AI CONSULTING SERVICE DEFINITION

Claria's AI consulting service provides a strategic and technical bridge for organisations to integrate intelligent technologies effectively. These services typically include the following key features, categorised by the lifecycle of an AI project:

1. Strategic Advisory & Discovery

Claria consultants help align AI initiatives with core business objectives to ensure a clear Return on Investment (ROI).

- **AI Readiness Assessment:** Evaluating an organisation's current **AI maturity** across data infrastructure, technical skills, and cultural readiness.
- **Use Case Prioritisation:** Identifying high-impact business problems suitable for AI and ranking them in a **prioritised roadmap**.
- **Feasibility Studies:** Conducting **Proof-of-Concept (PoC)** or **Proof-of-Value (PoV)** experiments in low-risk "sandbox" environments to validate technical viability.

2. Data Engineering & Infrastructure

Reliable AI depends on a solid data foundation; Claria consultants often spend 60-80% of project time on this phase.

- **Data Strategy & Governance:** Establishing protocols for data quality, **lineage**, and **metadata management** to ensure datasets are "AI-ready".
- **Architecture Modernisation:** Designing scalable **data lakes** or **lakehouses** and orchestrating **ETL/ELT pipelines** for real-time data ingestion.

- **Compute Strategy:** Advising on **cloud-native**, **on-premise**, or **hybrid** infrastructure using **GPUs/TPUs** for model training and **inference**.

3. Technical Implementation & Development

Claria's consultants guide the building and deployment of custom or pre-built intelligent systems.

- **Model Selection & Development:** Choosing appropriate algorithms (e.g., **Supervised/Unsupervised Learning**) and developing **Machine Learning (ML)** or **Deep Learning** models.
- **Specialised AI Applications:**
    - **Generative AI (GenAI):** Implementing **Large Language Models (LLMs)** with techniques like **Retrieval-Augmented Generation (RAG)** or **prompt engineering**.
    - **Natural Language Processing (NLP):** Deploying tools for **sentiment analysis**, chatbots, and text summarisation.
    - **Computer Vision:** Integrating real-time image and video analysis for quality control or security.
- **Intelligent Process Automation (IPA):** Combining **Robotic Process Automation (RPA)** with AI to handle unstructured, complex workflows.

4. Operational Excellence & Governance

Ongoing management ensures models remain accurate and ethical over time.

- **MLOps (Machine Learning Operations):** Setting up **CI/CD pipelines** for automated model versioning, deployment, and performance monitoring.
- **Model Monitoring:** Tracking **model drift** (performance degradation) and implementing retraining schedules.