

# AI Engineering: Structure the AI Lifecycle for Faster Time to Value

## CHALLENGE

### Operationalizing Trusted AI at Scale

With digital transformation in full flight, most businesses today are prioritizing enterprise AI. But as models are being built, and initiatives put in place, even experienced teams face challenges with operationalizing AI at the enterprise level.

Developing models in-house requires different capabilities and often, competing tool sets. Using those models to build an application requires customization, and legacy grade integration technologies to stitch it all together. A time consuming, expensive process, generating value with AI, now and over time, requires solving many of these 'last mile' problems.

## SOLUTION

### AI Engineering with the Cortex AI Platform: Faster speed, lower cost, greater impact.

An AI Software Platform that combines the tools, people, systems and development processes to address these challenges makes building robust and secure AI applications that scale, quick, affordable and low risk so you can and realize value from AI seamlessly.

The Cortex AI platform enables a robust, AI Engineering discipline, combining app development, maintenance and governance, so you can drive greater value, faster. From connecting data and operationalizing models to governance and using feedback to improve, CognitiveScale helps you industrialize AI for consistent, reliable outcomes and greater impact.



## BENEFITS

**Cortex offers a faster, more affordable way to connect data and AI models with trusted outcomes. Build, infuse trust, then configure, train, deploy and evolve high-value AI processes and personalized experiences.**

- Synthetic Data Generation
- Seamless Data Integration
- AI-Powered Hyper-Personalization
- AI Model & Integration
- Goal Based AI with Simulation
- Responsible AI & AI Governance

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