
AN EXECUTIVE PERSPECTIVE

Do you need a

Forward Deployed Engineer?

It only makes sense
**if it makes your organisation
more capable.**

PRODUCTION / RESPONSIBILITY / CAPABILITY

THE OPENING QUESTION

Does your AI approach need a rethink?

Recognise any of these?

- Only the partner can change it.
- Only the specialist understands the failures.
- Your team waits for the next intervention.

A working system should leave your organisation more capable, not more dependent.

THE PROBLEM

The pilot works. Production is still out of reach.

Data**Integrations****Exceptions****Decisions****People****Accountability**

Getting AI into daily operations means working through all of them.

THE TENSION

Two approaches worth rethinking.

EXTERNAL DELIVERY

Outsource the implementation.

Who learns to improve it?

ORGANIC ADOPTION

Let internal teams figure it out.

Do they have the time and expertise?

BUILD TOGETHER

Specialised support and internal learning need to happen together.

THE CONTEXT

We have seen this idea before.

Application engineering.
Implementation teams.
Cross-functional teams.

Bring engineering close to the work.

Understand**Build****Use****Learn**

Repeat with the people who own the process.

WHAT THE MARKET OFFERS

One model. Different propositions.

PLATFORM ADOPTION

Make the technology work in your environment.

ONGOING OPERATIONS

Keep the solution running and improving.

INTERNAL CAPABILITY

Help your team take ownership and evolve it.

Which of these commitments will build your own capability?

THE OPERATING CONTEXT

Forward deployed engineering, done right.

YOUR PEOPLE

Build alongside the engineers.

YOUR WORKFLOWS

Learn through real decisions and exceptions.

YOUR RESPONSIBILITIES

Own quality, change and improvement.

**These elements turn specialist support into
capability your organisation can keep building.**

CHOOSE THE USE CASE

Choose the right use case.

REAL VALUE

A meaningful outcome with a clear measure of success.

KNOWN WORK

Your people understand the workflow and its exceptions.

A TEAM READY TO USE IT

Internal people can build alongside the FDE and adopt the result.

CONTINUITY

A named owner can operate and evolve it after deployment.

Choose a case that delivers value and builds your team's capability.

THE COMMITMENTS

Before you commit.

01**PRODUCTION**

It works in the real workflow.

02**RESPONSIBILITY**

Someone owns quality, cost, incidents and change.

03**CAPABILITY**

Your team can evaluate, operate and improve it.

Agree all three before you start.

EVIDENCE OF CAPABILITY

Can your team take the next step?

- 01 Investigate a failure**
- 02 Change and evaluate a workflow**
- 03 Decide when a human steps in**
- 04 Weigh cost against quality**

Practise these together before the deployment team steps back.

THE OUTCOME

**What can your
people do now
that they could
not do before?**

A working solution is part of the outcome.

**A more capable organisation
is the condition.**

That is the model I believe in.