

THE DSW AI PARTNERSHIP

Engagement Model

A trust-led, outcome-driven framework for enterprises choosing AI on their own terms — with ownership, flexibility, and freedom from vendor lock-in.

Powered by DSW UnifyAI OS — The Horizontal Enterprise AI Operating System

Most AI Engagements Are Built to Serve the Vendor

Enterprises don't fail at AI because the technology is weak — they fail because the engagement model is wrong.



Vendor Lock-In

Proprietary stacks and closed roadmaps quietly trap the customer into one vendor's pace and pricing.



Solutions Pushed, Not Fit

Pre-built products get retrofitted onto the business instead of being shaped around its real needs.



Delivery, Not Outcomes

Vendors are paid for shipping code and closing tickets — not for whether the business result actually shows up.



Disengaged After Go-Live

Once the contract is signed and the project “delivered,” ongoing ownership of outcomes quietly disappears.

02 — OUR PHILOSOPHY



We are not approaching this as a vendor, a resource provider, or an implementation contractor.

We are proposing a true AI Partnership — one where DSW's success is inseparably tied to the customer's success in achieving the outcomes that matter to their business.

- AI must not just be built and deployed — it must work, and deliver real, measurable business value.
- DSW stands behind the outcome, not just the delivery of code or models.
- AI is brought to the core of the enterprise fabric — a continuous, embedded capability, not a one-off project.

DSW UnifyAI OS — The Enterprise AI Operating System

A Horizontal AI Layer for the Enterprise

Not a point solution bolted onto one department. DSW UnifyAI OS is a horizontal AI layer that runs underneath every function — customer service, compliance, operations, revenue. Within this partnership, DSW brings it in wherever it is the right fit to design, build and govern your use cases — not as a mandate to force every workload onto one stack.



Data & Integration Layer

Connects to any source system, cloud, or data estate — no rip-and-replace.



Model & Intelligence Layer

Any LLM, ML model or foundation model — your choice, swappable anytime.



Orchestration & Agent Layer

Tool-mediated agent workflows with maker-checker control built in.



Governance & Trust Layer

Observability, audit trails, kill-switch and compliance, by design.



Application & Experience Layer

The use cases you see and use — chat, dashboards, workflows.

Customer Service

Compliance

Revenue & Retention

Operations

New Business

One horizontal AI layer — applied wherever it's the right fit for you. Never a mandate. Never a lock-in.

A Partnership — Not a Vendor Engagement

Dimension	Traditional Vendor Engagement	The DSW Partnership Model
Accountability	Tied to delivery milestones and invoices	Tied to the customer’s sign-off on real outcomes
Resourcing	Customer often buys headcount / a skill set	DSW assembles and deploys all skills — at its own responsibility
Scope	Fixed feature list, rigid change-request gates	Governed by a living Statement of Business Purpose
Engagement Style	Hand-off after go-live, ticket-based support	Embedded extension of the customer’s own team, every stage
Commercial Skin in the Game	Paid on delivery, regardless of impact	Majority of value unlocked only when the customer is satisfied
Technology Stance	Proprietary stack, vendor-controlled roadmap	Open, modular architecture — customer choice, no lock-in

The Statement of Business Purpose — Our North Star



Every use case, every sprint, every resourcing decision exists in service of one thing:

the outcomes the customer and DSW jointly define and agree to — not internal DSW timelines, not a fixed feature checklist.

It is co-authored with the customer, not handed to them.

- All AI solutions are designed, built and deployed with this shared purpose as the primary success criterion.
- Prioritisation of use cases, resources and effort is always driven by proximity to the agreed outcomes.
- Regular alignment reviews are conducted jointly with customer stakeholders at agreed intervals.
- The outcome-linked commercial tranche is payable only upon the customer's confirmation of purpose achieved.
- Course corrections and scope additions are assessed against the purpose and incorporated by mutual agreement.

Use Case Framework — Co-Defined With You

TO BE COMPLETED JOINTLY

Use cases are never pre-selected by DSW. They are identified, scoped and prioritised together with you — rooted in your business value chain, not a generic AI catalogue.

Where DSW UnifyAI OS — our horizontal enterprise AI layer — is the right fit, it is used to accelerate and govern these use cases. It is part of how DSW delivers; it is not the constraint on what gets built.

#	Use Case	Business Value Chain	Statement of Business Purpose & Intended Outcome	Success Criteria
1	[To be defined]	[To be defined]	[To be jointly discussed and agreed]	[To be defined]
2	[To be defined]	[To be defined]	[To be jointly discussed and agreed]	[To be defined]
3	[To be defined]	[To be defined]	[To be jointly discussed and agreed]	[To be defined]
4	[To be defined]	[To be defined]	[To be jointly discussed and agreed]	[To be defined]

Indicative placeholder structure shown above — final use cases, owners and metrics are finalised through joint discovery sessions.

AI as a Continuous Capability — Not a One-Time Project

Alongside the agreed use cases, every DSW partnership includes ongoing activity that keeps AI embedded in the enterprise fabric.



Governance & Observability

Performance monitoring and governance across every deployed AI system.



Continuous Optimisation

Feedback integration and course correction built into every cycle.



Lifecycle Management

Operationalisation and lifecycle management of every AI solution in production.



Stakeholder Enablement

Business and operational alignment, training and change enablement.



Agentic Workflow Design

Design and management of AI agent workflows across the business.



Roadmap Evolution

Enterprise AI roadmap evolved continuously in line with shared purpose.

An Outcome-Linked Commercial Model

The commercial structure carries genuine DSW accountability — full value is realised only when you are satisfied with the outcomes.

Two components, one Annual Contract Value (ACV): a DSW UnifyAI OS subscription paid upfront, and an outcome-linked assurance paid only on results.



DSW UNIFYAI OS SUBSCRIPTION

Paid Upfront, Annually

[% of ACV — to be commercially agreed]

- Annual subscription to DSW UnifyAI OS — governance, orchestration, observability and the platform layer powering this partnership
- Covers the embedded team, use case build, and continuous operations for the full term
- Paid upfront for the year — a predictable, SaaS-style commitment for both sides



OUTCOME-LINKED ASSURANCE

Paid on Achievement

[% of ACV — to be commercially agreed]

- Released only upon your formal confirmation that the agreed outcomes have been achieved
- Tied to meaningful achievement of the Statement of Business Purpose
- A genuine accountability mechanism — not a routine milestone payment

$$\text{Annual Contract Value (ACV)} = \text{DSW UnifyAI OS Subscription} + \text{Outcome-Linked Assurance}$$

A Governance Rhythm Built for Transparency

Forum	Frequency	Purpose
Purpose Alignment Review	Monthly	Track use case progress against the Statement of Business Purpose outcomes
Technical Working Session	Bi-weekly	Working-level review between the embedded DSW team and customer stakeholders
Steering / Leadership Review	Quarterly	Executive alignment, roadmap evolution, and pipeline use case activation decisions
Year-End Outcome Sign-Off	Annual	Formal review and sign-off process for outcome-linked commercial release

This rhythm ensures both sides always know exactly where the partnership stands — no surprises at renewal, no surprises at sign-off.

What Each Side Brings to the Partnership



DSW's Accountabilities

- Design, build and deploy AI solutions aligned to the shared purpose
- Assemble and deploy all resources, skills and capability — our responsibility, not yours to staff
- Ensure solutions are production-grade, governed and continuously monitored
- Continuously optimise and course-correct based on real performance data
- Ensure systems are auditable, explainable and aligned to regulatory standards
- Build internal AI capability and understanding within your own team



Your Accountabilities

- Timely access to relevant data, systems and business context
- Active participation in alignment sessions, reviews and feedback loops
- Designated internal liaisons for day-to-day technical coordination
- Timely review and sign-off at agreed governance checkpoints
- Bearing cloud, infrastructure and third-party API / model costs as applicable

Power of Choice. Freedom From Lock-In.



Power of Choice

You choose the models, the stack and the path — never boxed into one vendor's roadmap.



True Ownership

What gets built is yours — your data, your models, your IP, governed on your terms.



Flexibility by Design

An open, modular architecture that adapts as your business and AI landscape evolve.

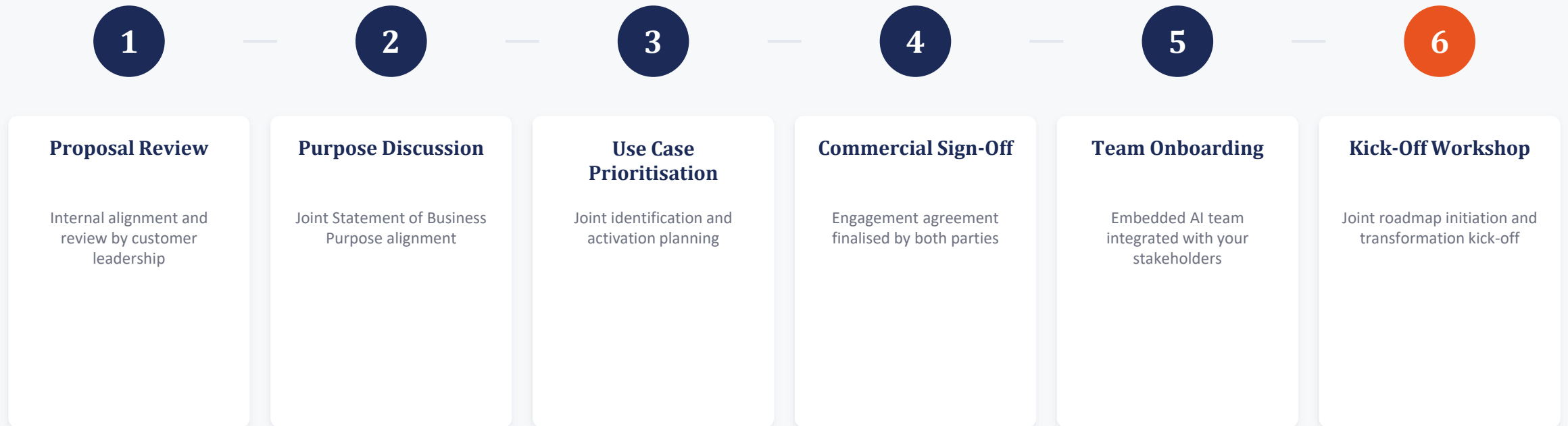


Freedom to Innovate

Room to experiment and evolve, unconstrained by a single vendor's product limits.

This is the commitment beneath every clause of this engagement: AI done the way that is right for you — not what is convenient to sell.

From Conversation to Embedded Partnership



Joint ownership at every step — DSW & Customer

A PARTNERSHIP ROOTED IN OUTCOMES

*“We are not here to just deliver AI.
We are here to ensure AI delivers — for you.”*

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