unify FALL 2025 NEWSLETTER

AI in 2025: From Hype to Implementation

Unify Consulting's Latest Views on AI

As organizations move past the initial buzz of AI, the focus is shifting to disciplined implementation and measurable value. Do you know how to navigate this new phase?

Transforming AI into sustainable, high-impact solutions

Unify is helping clients by providing the strategic clarity and technical rigor needed to transform AI pilots into lasting success. We all know AI is the future. And at Unify, we are also embracing that future with the appointment of **Dan Magestro** as our new **Chief AI Officer**. Here's what Dan had to say about how to navigate AI implementation challenges and how Unify's broad AI services and capabilities support clients' most pressing needs.

01 WHAT'S YOUR ADVICE FOR LEADERS WHO ARE HITTING ROADBLOCKS ON THEIR AI JOURNEY?

I spend a lot of time in meetings with clients that are facing obstacles: lack of strategic alignment, not having all the skills in-house, trying to get ahead of some of the adoption challenges, creating the right value story and metrics. One approach we use at Unify is to break the challenges down into three areas: AI strategy and planning, AI engineering and implementation, and AI learning and adoption. We find this is a great way to understand where a company or team is at—then move forward with the right activities and investments.

02 AS WE LOOK AHEAD TO 2026, WHAT ARE YOUR AI PRIORITIES IN THE UPCOMING YEAR?

There's so much excitement around AI and Unify is at the center of it. I have three priorities as we further invest in AI. First, we're strengthening our AI solutions with the latest learnings from our projects and AI experts, to bring the right innovations to our clients. Second, we're elevating Unify's AI capabilities every day. For example, we're launching an AI training plan for all Unifiers, not just consultants, to ensure that all of us are leveraging AI in our work. Third, I'm excited by the role that Unify plays in bringing clients and organizations together, and we're going to continue to do more around AI in our primary markets.

03 HOW IS UNIFY EVOLVING WITH AI TO BETTER SERVE CLIENTS?

One way we're evolving faster than some other partners is how we're building AI into our existing capabilities and solutions. Some leaders of specific Unify solutions, such as Product Management and Data Security & Privacy, are modernizing their offerings around AI, both in how we work and how we improve client outcomes. This is something Unify is great at: combining many strengths to get to the best solutions. It's Unifying!

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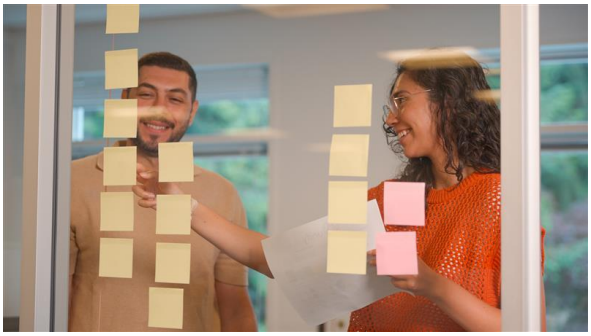
A Practical Guide to Evaluating Gen AI Projects

PLANNING FOR EFFECTIVE GENERATIVE AI

Generative AI (Gen AI) is changing how businesses operate. However, making sure these projects deliver real value can be complex. Without an evaluation process, Gen AI projects can lead to suboptimal performance, wasted resources, and a loss of trust from users due to inaccurate or "hallucinated" outputs.

You need a systematic approach that helps you move beyond fragmented pilots to coordinated execution, unlocking the full transformational power of AI. We're here to help you with a peek inside our evaluation framework.



Unify's Gen AI evaluation framework. A data-driven approach to project evaluation:

DATA PREPARATION

The foundation of any successful project is a high-quality, relevant dataset. But first, you need to get automated. We use Large Language Models (LLMs) and Retrieval-Augmented Generation (RAG) systems to create "silver datasets" of context question and answer (CQ&A) pairs from data, which gives us a scalable starting point.

DATASET REFINEMENT

We then refine this data into a "half golden" dataset using a combination of proven methods for checking accuracy with newer AI techniques that validate the information against trusted sources. This is a crucial step for quality control.

OPTIMIZING PERFORMANCE

We experiment with RAG configurations to find the most effective methods for information retrieval.

KEY FINDINGS

Our experiments have shown that the 'Chunk' retrieval method consistently outperforms others. (Chunking is the process of breaking down large documents into smaller, coherent segments, which grounds LLMs with relevant information.) We also found that while retrieving more documents generally helps, the benefits diminish significantly after 10 documents, suggesting a sweet spot for balancing accuracy and cost.

RECOMMENDATIONS

To ensure your projects succeed, you should prioritize data quality, use automated tools for evaluation, but always refine them with metrics, and continuously experiment with your RAG settings to find the optimal balance for your specific use case.

Move beyond the hype with Unify.

Unify Consulting is the AI management consulting firm of choice—a flexible and integrated alternative to big global consultancies.

We understand the realities of enterprise delivery and infuse deep expertise into every engagement.

As our clients increasingly prioritize AI-driven change and business transformation, we are ready. We have a proven track record of partnering with high-impact leaders to deliver lasting success.

- **BRINGING DEEP EXPERTISE.** We recruit, develop, and provide true technical and strategic experts who are driven to impact the companies we serve.
- **BRIDGING YOUR GAPS.** We traverse strategic, technical & process challenges – more crucial than ever for realizing value through collaboration.
- **EMPOWERING YOUR TEAMS.** We see every consulting engagement as an opportunity to upskill your people, growing AI and technical muscle whenever possible.
- **PARTNERING FLEXIBILITY.** We're accustomed to working closely with your experts, specialty partners, and platforms to drive the right outcomes.

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