



WE HELP YOU CREATE SMART CONTENT THAT SAVES YOU COSTS AND DRIVES MORE REVENUE

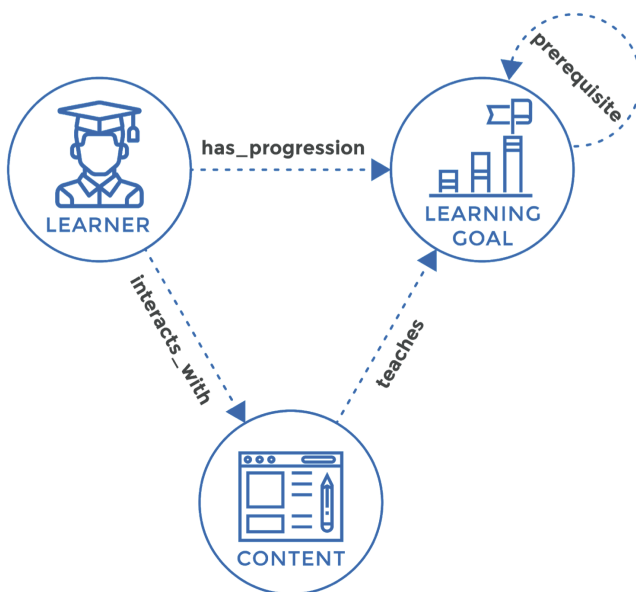
A Roadmap for Realizing an AI-driven Future

Challenge

To create an executable roadmap that harnesses the potential of AI and allows our client to architect a truly adaptive learning platform.

Our client, Alef, is one of the most recognizable education technology brands in the Middle East. Their innovative platform, NextGen, already allows students to learn at their own pace, treating them as individuals and not simply as a cohort of people who belong to a given grade.

They are constantly seeking new ways to innovate and ensure that their platform is market-leading. They wanted to harness the potential of AI across all areas of the learning experience to develop a next generation of platform that is truly adaptive:



With a clear methodology for applying AI in Education and over ten years experience in education technology consulting and software development, EDIA was chosen by Alef to help create a roadmap that would help them achieve their vision.



Our client is an Abu Dhabi based K-12 technology enabled education platform designed to improve learning outcomes for students. Alef’s vision is to harness the latest in learning science and technology to change the way our children are educated.

“We were extremely satisfied with EDIA’s work. They took the time to understand our needs, to investigate our current platform’s infrastructure and to work collaboratively. They delivered a clear and realistic roadmap for the future direction of our platform.”

Joe Sebaaly
Head of Product

Our approach: To co-create an executable roadmap

Our five stage approach was designed to take a collaborative approach; ensuring transfer of skills and knowledge as well as delivering a roadmap would ultimately deliver a truly adaptive learning platform.

1. **Exploration of aims:** Qualitative and quantitative research with Directors, Managers, Technicians, and Developers to create a shared understanding of the broader vision for the project.
2. **Current state analysis:** In-depth technical review of NextGen platform.
3. **Collaborative sessions:** A series of collaborative sessions to explore AI technologies, such as Parquet and Sparql, and AI architectures.
4. **Roadmap development:** Development of a detailed and prioritized roadmap.
5. **Roadmap activation:** Collaborative session to present the roadmap and ensure that key members of the team could start implementing the new architecture.

The outcome: A roadmap for realizing an AI-driven future

An executable roadmap that covered use of AI to evaluate learner progress, to better structure and present content against the curriculum, and to generate precise recommendations based on learner performance and style.



EDIA develops artificial intelligence suites designed for educational publishers. The technology automates metadata tagging processes, which helps drive revenue, lower costs and manage educational content more efficiently.