



The AI Teams Playbook

# Closing the Gap Between Adoption and Results

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# Table of Contents

→

Executive Summary

3

01

AI Workforce Market Overview

4

02

Designing High-Impact AI Organizations and Teams

9

03

Building AI Teams in Practice: Key Pitfalls and ‘Aha’ Mistakes

16

04

Engineering Intelligence: How Notch Builds AI Teams for the Real World

24

→

Conclusion

36

→

Sources

37

→

About Us

38

# Executive Summary

As AI becomes a core part of business operations, many organizations still face gaps in know-how, talent, and direction. With fast changes in technology, regulation, and competition, it's critical for companies to build purpose-driven AI teams to achieve business value.

This guide provides strategies, outlines optimal team structures, and offers an actionable approach for building productive AI teams. It addresses modern challenges, such as talent shortage, regulatory shifts, and changing trends. It also offers concrete steps to maximize AI investment.

We made this document as an aid for business leaders, engineering managers, product owners, and technical experts navigating AI adoption and scaling. Leverage these insights to guide your team's next steps, drive real business value, and accelerate your organization's success with AI.

## What You Will Learn

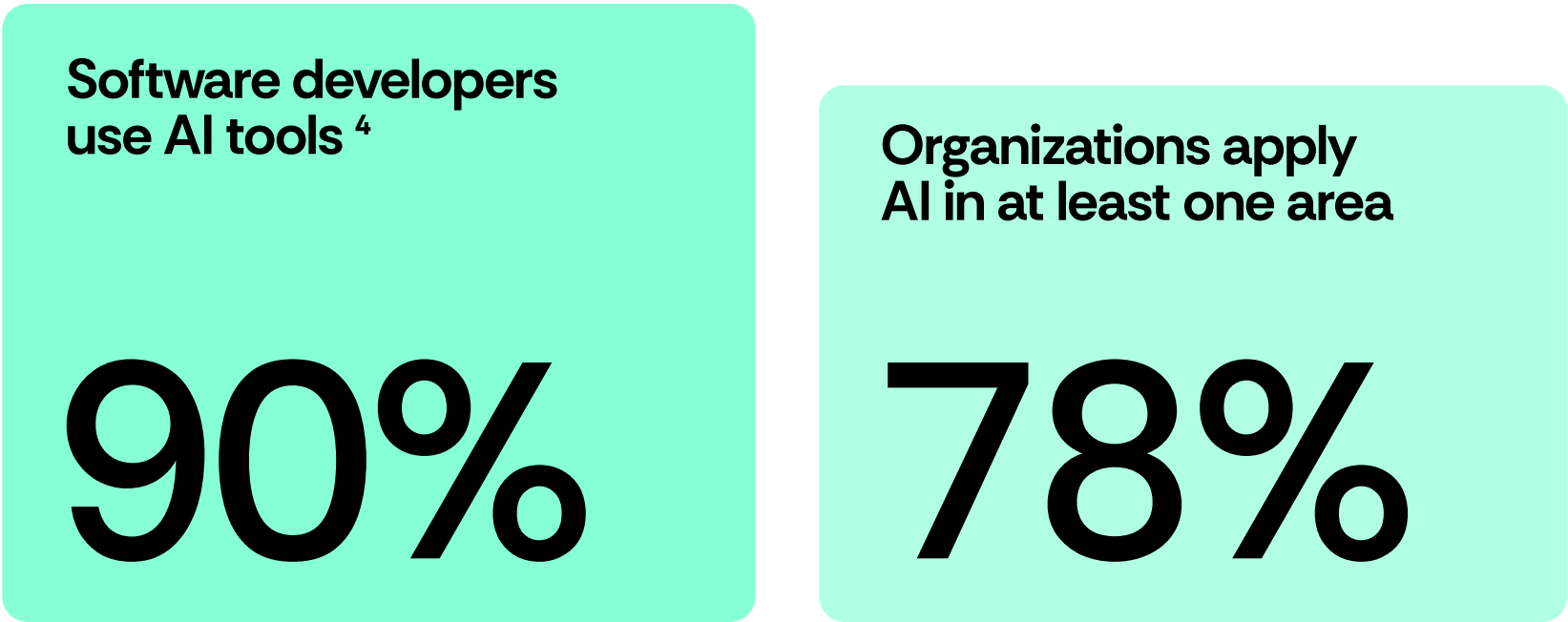
- The current state of the AI workforce and market, including adoption trends and regulatory impacts.
- Strategic recommendations for aligning AI initiatives with core business goals.
- Comparative structures for centralized vs. decentralized and in-house vs. outsourced AI teams.
- Step-by-step practices for hiring, upskilling, and embedding domain expertise into AI teams.
- Performance metrics, governance strategies, and practical tools for scaling AI capabilities.
- Case studies and real-world outcomes from successful AI projects at Notch.



# AI Workforce Market Overview

AI adoption is accelerating, but the gaps remain clear. 82% of teams use AI every week <sup>1</sup>, yet 60% of leaders say their teams' AI knowledge is uneven.<sup>2</sup> McKinsey reports that companies using AI-driven processes see about 2.5× higher revenue growth. Still, 74% struggle to move beyond pilot projects and scale AI in a meaningful way.<sup>3</sup>

The Google DORA Report shows a very similar pattern:



**■ yet only about 1% reach a truly mature, value-producing stage <sup>5</sup>**

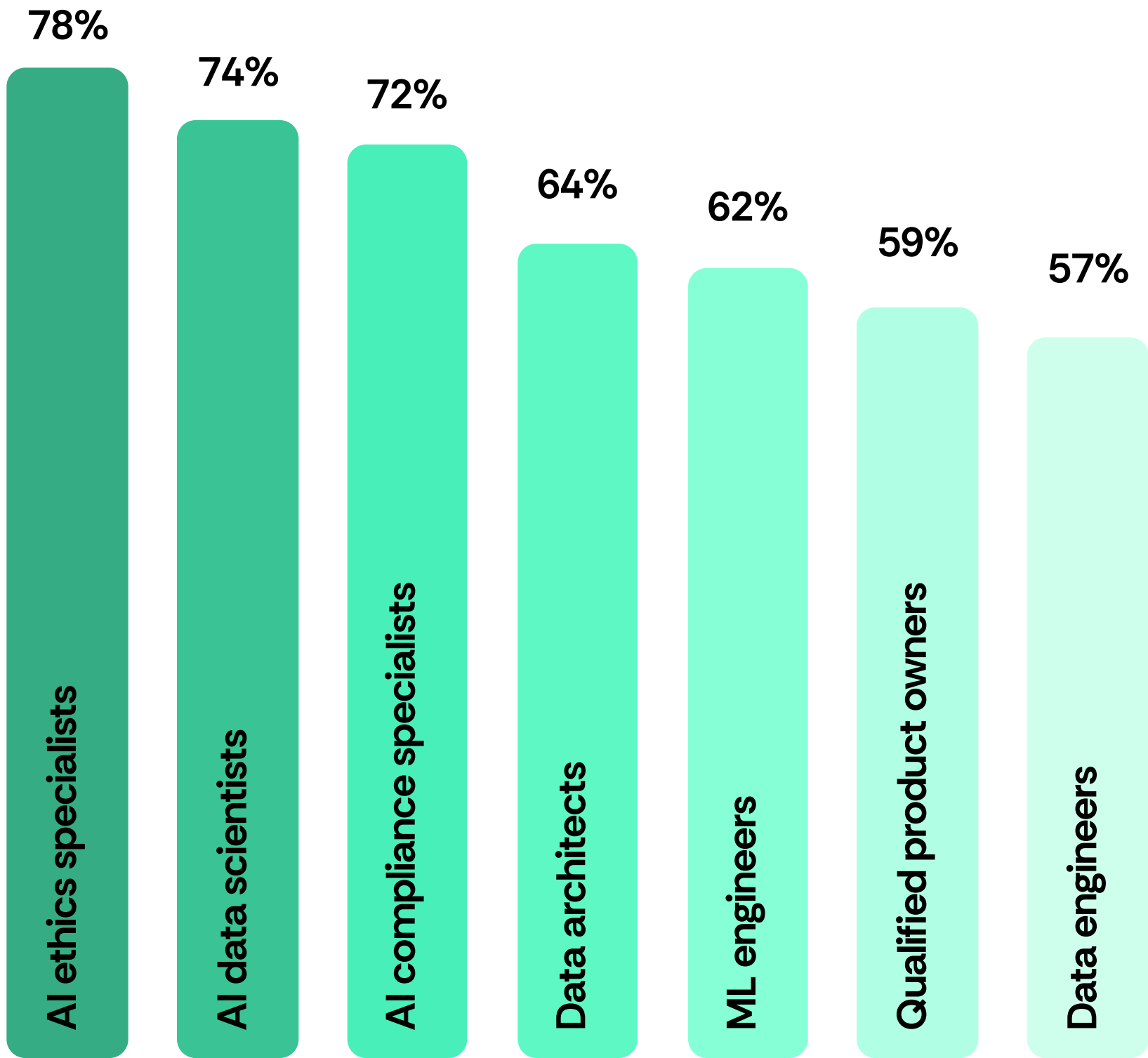
The need to upskill is rising just as fast as the adoption. Product teams are reworking their workflows with more

automation and hands-on experimentation. The real challenge isn't getting people to use AI—it's closing the literacy gap so those AI investments actually turn into real value.

**There are a couple of main reasons for the AI talent shortage, one of them being the rigidity of enterprise systems and the need to balance them with existing commitments.** Add to it the rapid adoption of technology, which coexists with a limited quantity of educational materials and courses to develop and enhance AI competence; you get a demand for AI skills that far outpaces the available supply. A prevalence of professionals with backgrounds in software engineering, data science, analytics, IT, statistics, mathematics, and technical research marks career transitions into AI roles. This highlights the close connection between quantitative, analytical, and programming expertise and successful integration into advanced AI job functions, reflecting the demand for talent skilled in coding, modeling, and data-driven problem-solving.

REPORTED BY ROUGHLY % OF ORGANIZATIONS

Specific hard-to-fill AI-related roles in 2025 include <sup>6</sup> :



As companies wrestle with these hard-to-fill positions, the makeup of internal teams is evolving. A clear example is the growing prevalence of cross-functional teams specifically adapted for AI-powered development.

The role of the **AI Engineer** is increasingly becoming a featured one in the described teams, and rather than representing a standalone specialization, they often come from adjacent backgrounds. We are talking about backend, frontend, QA, or business analysis here, and the AI Engineer brings both technical fluency and a deep understanding of business context.

By bringing them together with product owners, analysts, developers, and designers, organizations build stronger, more flexible teams that can handle both the technical side of AI and the process, design, and business impact that come with it. At Notch, we prioritize this integrated model, framing the challenge as ensuring that every role understands how to collaborate with and build

alongside new AI talent, and slicing it into manageable, conceptual, collaborative, and technical perspectives.

Geopolitical changes are also opening a new dimension to the labor market and talent pool discourse. **The Trump administration has enacted a new \$100,000 H-1B visa fee for skilled workers, intending to encourage the hiring of domestic talent over foreign AI specialists** <sup>7</sup>. While this fee might prompt some global talent to seek opportunities elsewhere, the policy itself is counterproductive to overall tech growth in the USA.

Some analyses suggest that countries with more attractive, streamlined, or less costly visa/tax rules (including potentially the EU) may benefit from a “brain drain” out of the U.S. due to this move. <sup>8</sup>

Austria exemplifies this potential European advantage <sup>9</sup>. In September 2025, the Austrian Academy of Sciences successfully recruited 25 top researchers from U.S. institutions including Harvard and MIT, by offering €500,000 grants over two years, with the academy’s president directly attributing this move to the Trump

The new \$100,000 H-1B fee makes the U.S. a significantly less attractive destination for AI and other highly skilled workers and redirects global tech talent and investment toward regions like the EU that offer more predictable and affordable visa pathways.



administration’s funding cuts. Austria’s streamlined Red-White-Red Card visa program for skilled workers adds over 110 tech and AI occupations to its shortage list in 2025 and processes applications in 8–12 weeks. It also offers a compelling alternative to the U.S. approach. This stands in stark contrast to the U.S.’s more restrictive approach. Countries like Austria, France, and Spain are actively attracting international talent through strategic investment programs, while the H-1B visa fee in the U.S. places an outsized burden on organizations trying to compete globally for skilled professionals.

The new U.S. policy will not do much for the industry’s giants, such as Meta, or AI companies that are already splurging on top AI talent. However, the fees could change significantly for more resource-strapped startups.

The changes will also affect the education and upskilling fields, as fewer students may decide to pursue higher education in the U.S. Tech professional salaries in Central

and Eastern Europe remain substantially lower than in Western Europe. **Despite this significant wage gap, CEE, as a region, boasts a vast and highly skilled talent pool comprising over 1.5 million software developers and thousands of STEM graduates and IT specialists entering the workforce each year.**

Changes in the European market are inevitable too, due to the EU’s evolving AI regulations. Priorities are shifting, driving demand for new roles in AI governance, compliance, and regulatory technology. The AI Continent Action Plan aims to position Europe as a global AI leader through expanded infrastructure, improved data accessibility, and stronger AI skills across the workforce. It also introduces clearer regulations and creates opportunities for businesses to attract international AI talent.

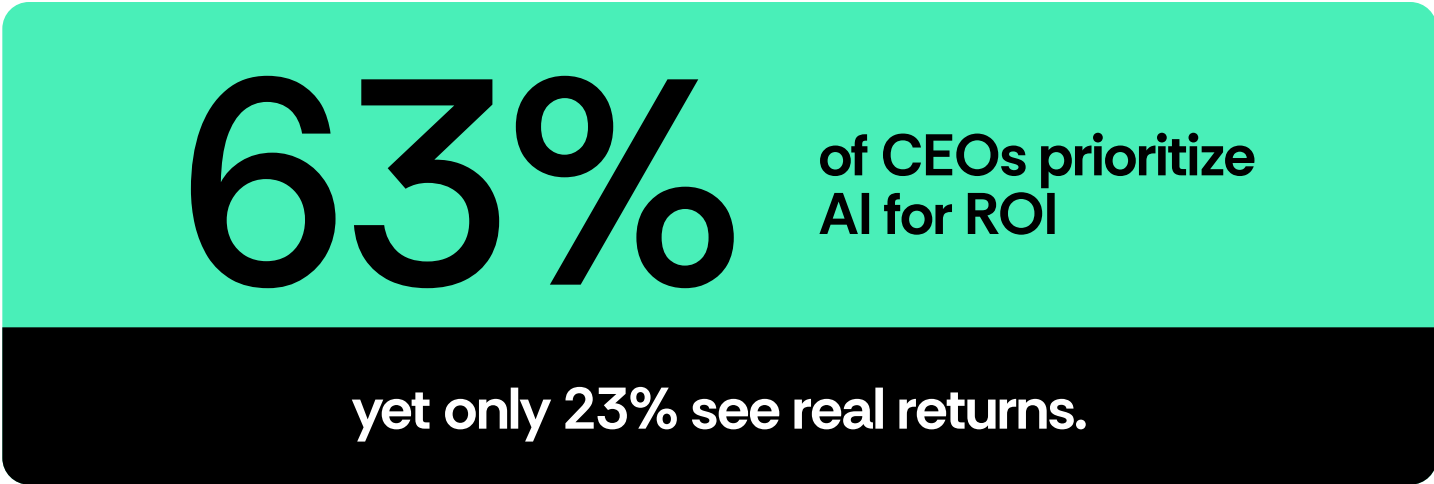
02

# Designing High-Impact AI Organizations and Teams

Companies that embed AI into their core digital strategy and align projects tightly with business goals gain faster decision-making and greater automation. However, many still pursue AI out of fear of missing out rather than a clear strategy. Without focused planning, 95% of initiatives fail to show impact.

This shift reminds of the one that was sort of equally significant: when office work moved from manual databases to digital tools. Soon, “I create and manage AI agents” will be a routine job description.

But gaps persist



Figures based on KPMG’s “Getting it right on Innovation” and McKinsey’s “Superagency in the workplace: Empowering people to unlock AI’s full potential”

Teams often rush into AI for the novelty, but without a clear strategy, oversight, governance, or attention to ethical implementation. This approach is a huge threat to the budget, since building high-performing AI teams is both complex and costly. Careful planning for continuous integration and improvement is very important to retain teams and achieve lasting impact.





# Choosing the Right AI Team Model

## Centralization vs. Decentralization

An important strategic decision in building AI teams is selecting between centralized and decentralized functions. Centralization streamlines operations, supports standardization, and prevents fragmented AI adoption. Decentralization places analytics, data, and AI resources within business units, boosting responsiveness and tighter alignment with local goals.

Selecting between these two approaches calls for careful consideration of the following:

- Your company’s size and organizational complexity
- Consistency of products, services, or business models across markets
- Overall data and AI capabilities maturity

Organizations often begin with centralized teams at the beginning of their AI journey. As capabilities grow, individual business units develop their own analytics specialists. The centralized group continues to manage infrastructure, standards, and governance.

In large, diversified companies, decentralization suits highly independent units. Centralized analytics can help when offerings are consistent, and collaboration is frequent.

COMPARATIVE TABLE

Centralized vs. Decentralized Structures

| Factor        | Centralized                                                                                                                 | Decentralized                                                                                                           |
|---------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Pros          | Resource-sharing, standardization, interoperability.                                                                        | Speed, agility, autonomy                                                                                                |
| Cons          | Bureaucracy, coordination, detachment                                                                                       | Duplication, inconsistency, uneven delivery                                                                             |
| IP & Security | Greater security and control over data                                                                                      | Increased risk; needs careful governance                                                                                |
| Best For      | <ul style="list-style-type: none"><li>Organizations needing tight AI-business alignment</li><li>Product companies</li></ul> | <ul style="list-style-type: none"><li>MVPs, experimentation, testing AI initiatives</li><li>Service companies</li></ul> |

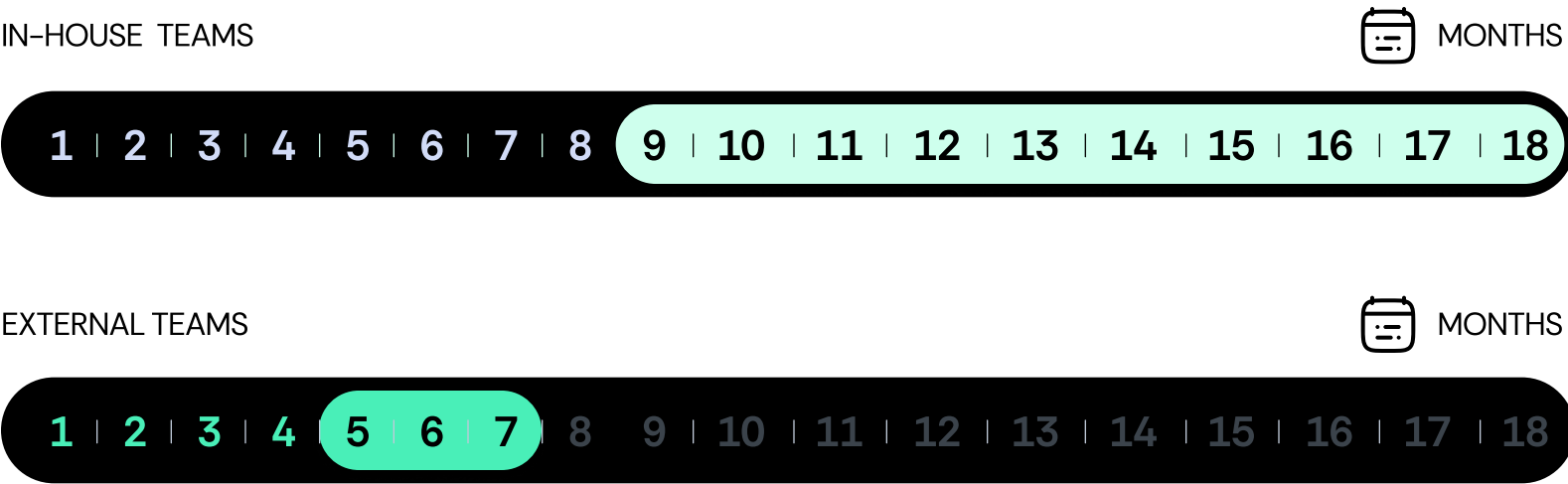
In-house vs. Outsourced AI Teams

The in-house versus outsourced dilemma is a spectrum where successful companies move along over time based on their AI maturity, skills, and needs.

In-house AI teams deliver maximum control over technology, privacy, and strategic alignment, good for systems with strict compliance needs. However, building custom solutions demands significant resources. Costs quickly add up, especially with expensive implementations and AI salaries. Hidden costs from accumulated technical debt – including time spent maintaining legacy code, troubleshooting brittle data pipelines, and updating outdated models – can consume up to a third of an engineer’s time and account for as much as 30–50% of total R&D resources <sup>10</sup>, creating a substantial ongoing maintenance burden for organizations.

Project delivery

In-house teams also tend to deliver slower: typical projects take 9 to 18 months, compared to 5 to 7 months externally.



Outsourcing AI Teams offers advantages for organizations navigating the tech talent crisis. With so many companies reporting a critical AI talent shortage, outsourcing provides fast access to expertise that would otherwise be unavailable.

The financial savings that can be made this way amount to 72%, and this advantage stretches beyond salaries – to recruitment & onboarding fees, benefits, office space, and infrastructure. Also, 82% of outsourcing firms now offer dedicated QA teams, with top providers maintaining under 5% turnover compared to the 15% industry average.

Some organizations opt for hybrid approaches that put the strengths of both models to use, combining in-house teams for core competencies with outsourced specialists for niche capabilities.

Best For



COMPARATIVE TABLE

In-house vs. Outsourced AI teams

| Factor        | In-house                                                                                      | Outsourced                                                                                  |
|---------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Pros          | Deep institutional knowledge, strong cultural fit, direct control.                            | Rapid access to global/expert talent; speed; flexibility; reduced hiring/training burden.   |
| Cons          | High fixed costs; slower ramp-up; talent shortages; retention challenges; long hiring cycles. | Potential knowledge transfer time; integration needs with client teams.                     |
| Flexibility   | Lower—harder to scale or adjust quickly based on new needs.                                   | High—scale up/down rapidly; add niche skills as required for different projects.            |
| Talent Access | Limited to internal/existing networks; faces skills shortages.                                | Immediate reach into specialized global pools—find rare skills otherwise unavailable.       |
| IP & Security | Direct control and oversight of sensitive projects and data.                                  | Mature providers deliver secure, compliant solutions with robust contractual protections.   |
| Scalability   | Slower; projects may take 9–18 months to deliver; resource limits.                            | Faster; External teams deliver production solutions in 5–7 months; proven at rapid scaling. |
| Cost          | Year-round salaries, benefits, and overhead.                                                  | Pay only for what you need, when you need it; cost-effective for specialized or new needs.  |
| Best For      | Long-term core system maintenance; proprietary workflows with heavy customization.            | Fast pilots/MVPs, bridging talent gaps, surge capacity, launching new products/features.    |



Building AI Teams in Practice

# Key Pitfalls and 'Aha' Mistakes

- STEP 1

Define AI Strategy Before Hiring
- STEP 2

Audit Internal Capabilities – Extend Your Team with External AI Talent
- STEP 3

Embed Domain Experts From Day One – Not After You’ve Built Something
- STEP 4

Hire Builders, Not Pure Researchers
- STEP 5

Start Small, Measure Frequently, Scale Only What Works
- STEP 6

Combat the “Shadow AI” Problem With Governance + Approved Alternatives

### The Mistake Most Make

Companies rush to hire talent without understanding what problems they’re solving. Misaligned business objectives and unclear value propositions are a recipe for failure.

### What to Do Instead

- Start with a strategic AI readiness assessment<sup>11</sup>

Business strategy alignment, data foundations, governance frameworks, infrastructure, culture, needed skills, and model management capabilities. This way, you identify where AI can deliver measurable ROI versus where it’s just expensive experimentation.
- Map your AI maturity honestly<sup>12</sup>

Different stages call for different kinds of teams. A company with no AI infrastructure needs platform engineers and data engineers before it needs AI engineers. Companies that are already productizing AI need MLOps specialists and solutions architects.
- Quantify the business case first<sup>13</sup>

Ask: What manual process costs us \$X annually that AI could reduce by Y%? What revenue opportunity worth \$Z could AI unlock? If you can’t answer these with real numbers, you’re not ready to build an AI team—you’re ready to hire a consultant to help you find those answers.

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Insight

With fast-moving technology and rising business demands, leveraging external expertise and team extension can deliver immediate value and agility.

What to do

**Evaluate your internal AI capabilities**  
Map out your team’s strengths in technical areas such as Python, data engineering, and architecture. While some internal training is beneficial, upskilling often takes months and may not keep pace with urgent needs. <sup>14</sup>

**Build the case for team extension**  
Internal training delivers returns but can be slow and costly when scaling fast or filling niche gaps. By adding external AI specialists, you gain ready access to crucial expertise, accelerate project timelines, and address evolving business requirements with minimal ramp-up.

**Strategically extend your workforce**  
Work with trusted external partners for top-tier capabilities while focusing your internal team on long-term priorities. This blended model supports rapid innovation and ensures your business has immediate access to expert knowledge when it matters most. Beyond technical capacity, seasoned external collaborators can offer valuable strategic input, drawing on experiences from diverse projects and industries. Consider them advisors who help you avoid common pitfalls by sharing lessons learned and best practices from previous engagements.

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The Critical Mistake <sup>15</sup>

Companies build AI systems, then bring in domain experts to “validate” them. By that point, you’ve already invested months in the wrong direction. Organizations with domain experts embedded from the start see 5x higher labor productivity gains and 90x+ ROI through reduced false positives and avoided costly failures.

What to do

**Make domain experts co-creators, not validators.**<sup>16</sup>  
In healthcare AI, radiologists should guide which features matter for diagnosis. In financial services, risk specialists should define what patterns indicate actual fraud versus correlation noise. The AI might spot patterns, but domain experts determine if those patterns matter.

- Include domain experts in every step of the process, strategically**
- **Discovery phase:** Domain experts define what “good” looks like, identify edge cases AI must handle, and flag where models will fail in real-world conditions
  - **Development phase:** Weekly reviews where domain experts assess outputs against professional standards (not just accuracy metrics)
  - **Deployment phase:** Domain experts verify that the AI performs within acceptable professional tolerances before production release

**Budget for domain expertise properly** <sup>17</sup>  
A domain expert’s salary may seem expensive until you realize they just prevented a very costly mistake from false diagnostics, biased lending algorithms, or regulatory violations. The most expensive AI failures aren’t technical – they’re domain failures dressed up in technical accuracy.

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The Market Reality <sup>18</sup>

There are companies that still write AI job descriptions for academic profiles, when they really need experienced engineers who can ship into production. This “scholar overdoer” bias creates slow delivery, misaligned expectations, and makes already hard-to-fill roles even harder.

What to do

Instead of chasing unicorns (half researcher – half consultant), optimize for strong software and platform engineers. They should comfortably learn and apply AI tools. The biggest gap is often not cutting-edge research, but the ability to turn existing models and APIs into maintainable systems aligned with real workflows.

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The Failure Pattern <sup>21</sup>

Companies invest before validating, abandon initiatives when they don’t see instant results, and so AI pilots fail because of unrealistic expectations.

What to do

**Begin with a 2-3 person “seed team” solving one high-value, low-risk problem**  
This minimal viable team should include one senior implementation engineer, one platform/data engineer, and access to domain expertise.

**Pick your first project based on clear criteria**  
Choose a repeatable problem impacting at least 10 people and define a success metric like “reduce review time by 40%”. Ensure results measurability within 30–60 days, where deployment to production is the primary metric. Track time-to-production, adoption rate, and cost savings/revenue impact.

**Only scale after proving ROI**  
If your pilot reduces support ticket handling time by 35% and has 80%+ team adoption, then expand to a 5–8 person growth team. If adoption is low despite good accuracy, you have a product problem, not a team size problem.

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Combat the “Shadow AI” <sup>22</sup> Problem With Governance + Approved Alternatives

The Emerging Risk

71% of organizations don’t fully trust autonomous AI, yet employees are using unapproved tools for work tasks anyway, creating security vulnerabilities and compliance risks.

What to do

- Implement AI governance frameworks before widespread deployment: which models can be used for which purposes?**

Is there a human in the loop for important decisions? Are the actions compliant with the regulations, such as the EU AI Act and industry-specific regulations?
- Provide an approved, secure enterprise AI solution.**

Offer company-wide, managed access with the right security and compliance controls.
- Make governance clear and simple.**

Overly complex approval slows teams and encourages shadow AI. Good governance uses clear rules and quick, safe approvals for low-risk cases, reserving extra review for sensitive uses.
- Focus on education, not punishment.**

Train employees on safe AI use and approved options to turn risks into productive innovation.

# Common Pitfalls to Avoid (The “Aha!” Mistakes)

- 01

Not having a clear, measurable strategy leads to death by unclear objectives.
- 02

Ignoring domain expertise until it’s too late → Integrating domain experts early leads to impressive ROI
- 03

Hiring pure research talent for production problems → Research scientists optimize for novelty; you need engineers who optimize for reliability.
- 04

Not assessing data quality → 85% of model failures are caused by data issues, not algorithm choice.<sup>23</sup>
- 05

Scaling before validating product-market fit<sup>24</sup> → enterprise AI pilots fail due to poor integration.
- 06

Not caring enough for the “learning gap” → Organizations need time to adapt workflows; technology rollout ≠ value realization.



Engineering Intelligence

# How Notch Builds AI Teams for the Real World

With years of direct experience working with developers and engineering leaders, Notch has seen what makes AI teams thrive. This chapter shares what works - and why - when building efficient, agile teams in real-world environments.

# Strategic Leadership for the Future

Notch appointed an industry veteran of 15 years as its first VP of AI, to lead the company-wide AI strategy, ensuring every initiative aligns with business goals and drives real user impact. **The VP of AI guides organizations through a business-critical shift, making AI a true differentiator and embedding scalable innovation.**

This role ensures that AI brings real, measurable results and meets developing business needs. As mentioned earlier, it is never about novelty, but integrating strategy, education, and practical operations.

By blending technical expertise with commercial vision, the VP of AI empowers teams, shapes a culture of responsible experimentation, and prepares the organization to grow and adapt as AI matures.



● Darko Špoljarić  
VP of Artificial Intelligence

**“We want to help address real pain points - the ones users really have, day-to-day. AI requires us to be very fast and very adaptable. And this is what this role brings to our company. It promises that the AI story doesn’t rely only on enthusiasm, but on genuine leadership, serious coordination, and serious goals.”**

# Responsibilities and Organizational Value



Lead the integration of AI across products, services, and operations – prioritizing tangible results over experimentation for the sake of it.



Spot and address high-impact opportunities for AI, applying broad expertise to turn technology into better business outcomes.

Act as a connector between technical, business, and operational teams, making sure AI initiatives are practical, aligned, and embraced across the organization.



Shape and deliver an AI strategy that clarifies organizational goals and delivers real value to clients.

Grow capable AI teams by mentoring talent, setting clear standards, and fostering a culture of lasting innovation.



FUTURE-PROOFING AI TEAMS

# The Notch Approach

Staying ahead in AI demands more than technical knowledge: it requires a culture of shared learning and flexible adaptation, too. Practical skill-building is woven into our daily team life through structured programs and community-driven events.

**Notch Labs** are focused, collaborative sessions where engineers of all levels build, test, and deploy real AI solutions together. Covering everything from core architecture to coding and production deployments, Labs turn abstract concepts into working systems and guides. Open collaboration and faster prototyping are encouraged while knowledge transfer and upskilling accelerate. The approach embeds adaptable AI expertise into the company across all levels and anchors learning to real project outcomes.



Notch Labs

The **Learn@Lunch** series brings teams together for weekly sessions exploring current AI and technology trends, project challenges, and practical solutions. Scheduled during lunch breaks, these sessions remove barriers to joining by fitting learning into the workday. Sessions are interactive, featuring demonstrations and group discussions that link emerging ideas to concrete applications. Learn@Lunch builds internal networks and keeps teams responsive to change. The program makes it easy for anyone to stay up to date.



Learn@Lunch

Building on these foundations, **Devcademy** provides deeper, ongoing development. It is a program blending structured theory with practical experiments, hackathons, and the creation of future-ready resources. When organized as a public event, it extends these efforts to the broader community, connecting Notch teams with industry peers and the student community through lively workshops, demos, and collaborative problem-solving.



Devcademy

These practices build resilient, high-performing AI teams who are ready to adapt, share knowledge, and lead in a rapidly evolving field. We believe that a holistic approach ensures learning at Notch is continuous, relevant, and closely tied to delivering palpable results.

FOSTERING COMPANY-WIDE AI FLUENCY

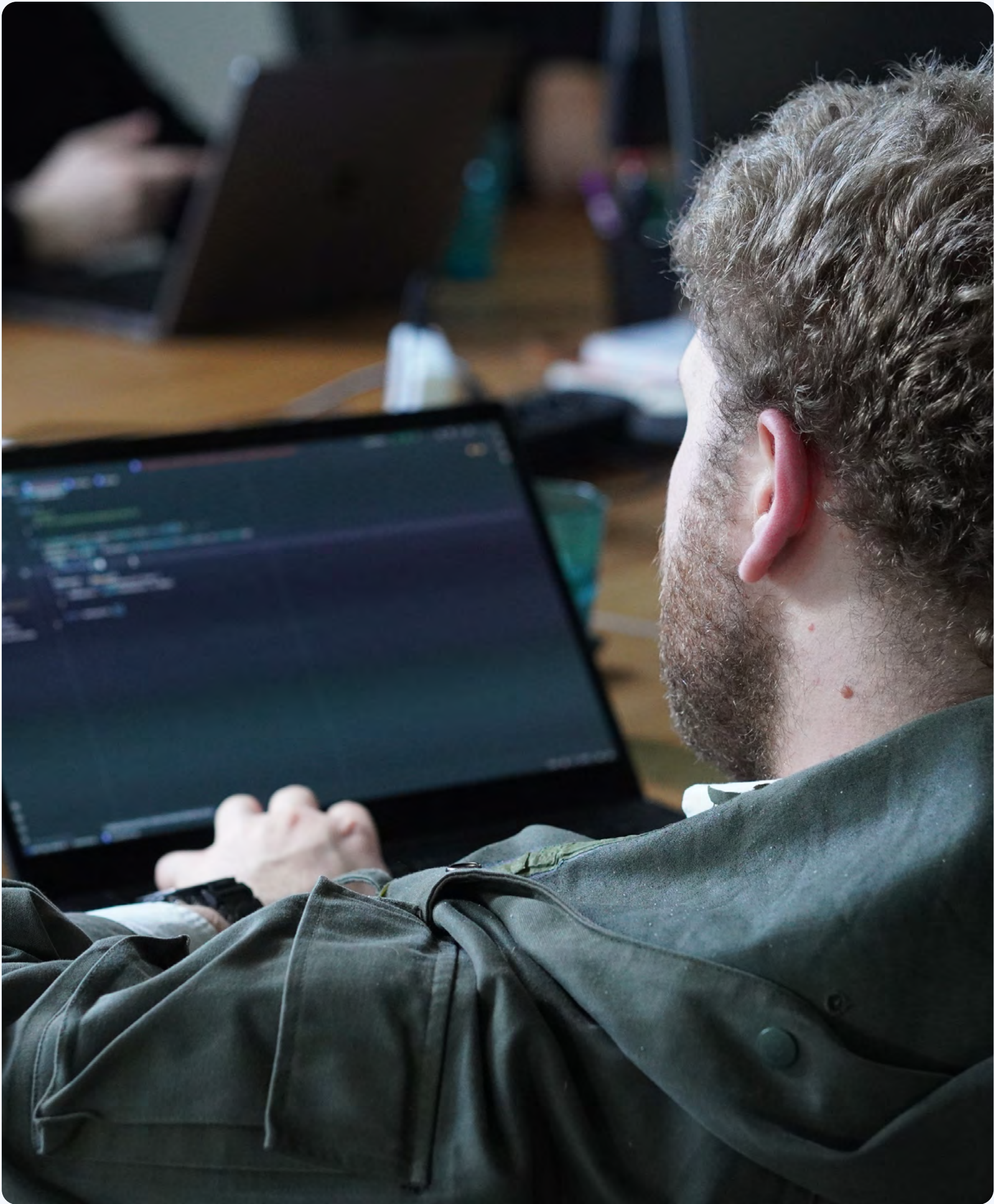
## Our Tools and Habits

**Notch’s Competence Matrix (CMX)** is an in-house-built platform designed to map and develop the full range of technical skills of our employees. By cataloguing individual competency levels, tracking trending technologies, and centralizing critical knowledge, CMX streamlines both onboarding and skill growth. In the case of building AI teams, this system makes it easy to identify and assemble the right expertise for each project, supporting agile team formation and targeted upskilling where it has the most impact.

**Regular internal surveys** reveal exactly how AI tools are used in daily work, showing that hands-on adoption boosts productivity and quality. Team members proactively share feedback, manage outputs, and can quickly access further support.

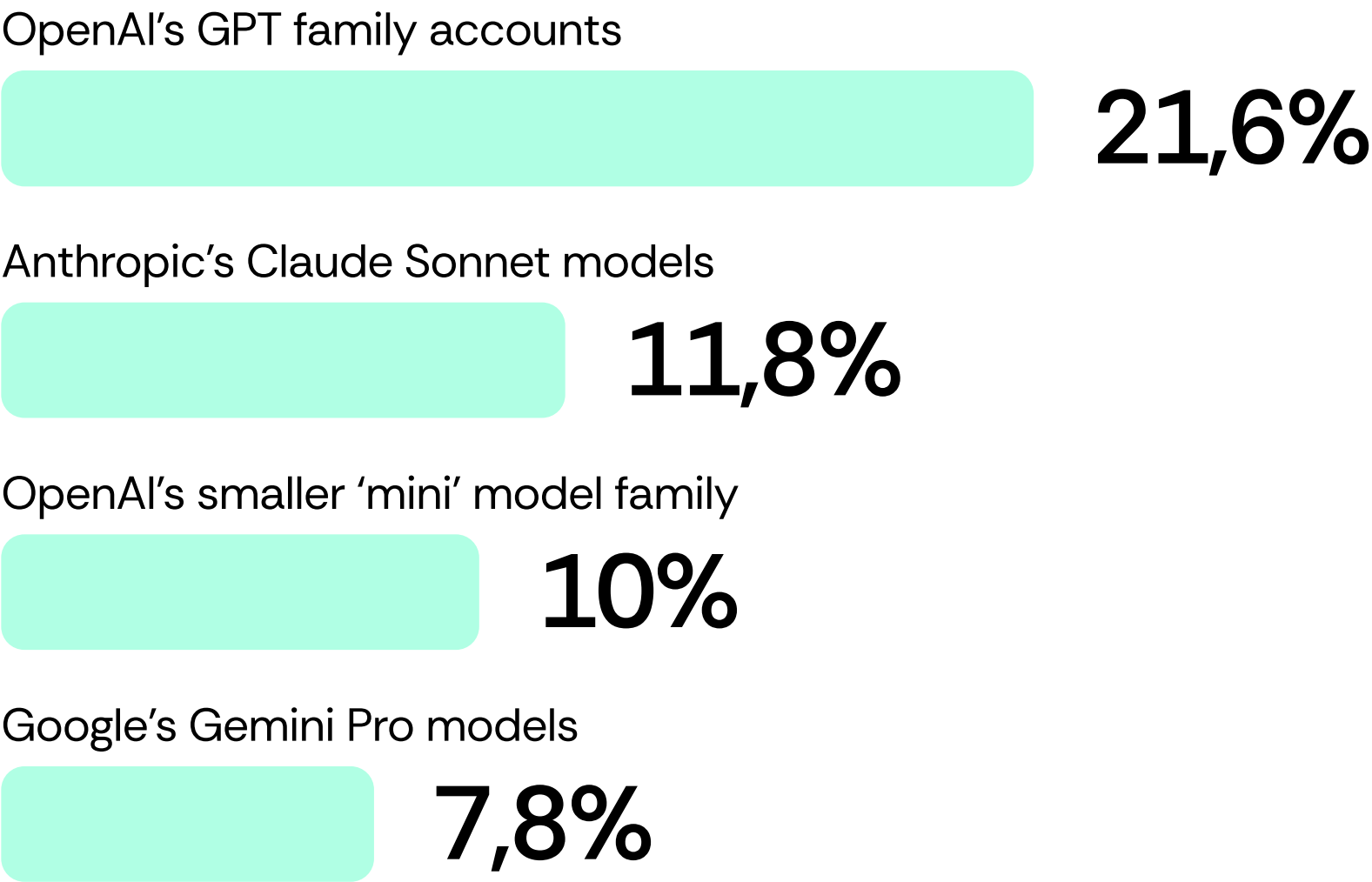
A recently conducted internal survey provides a detailed and genuine view of how AI tools are embedded into daily development. The responses confirm high adoption rates among team members, which reflects a culture that welcomes technological change and turns it into solid results.

41% of our developers report using AI coding assistants at least weekly, while 30% do it a few times a day. The majority integrates both IDE-based and standalone tools into their workflow. This widespread, voluntary uptake demonstrates confidence in AI as a practical enabler, rather than just an experimental add-on.



They adapt solutions to the task at hand instead of defaulting to a single platform. This kind of flexibility is key for building resilient AI teams that can quickly evaluate, validate, and integrate new technology as it emerges.

Proprietary LLM Preferences Among Notch Engineers



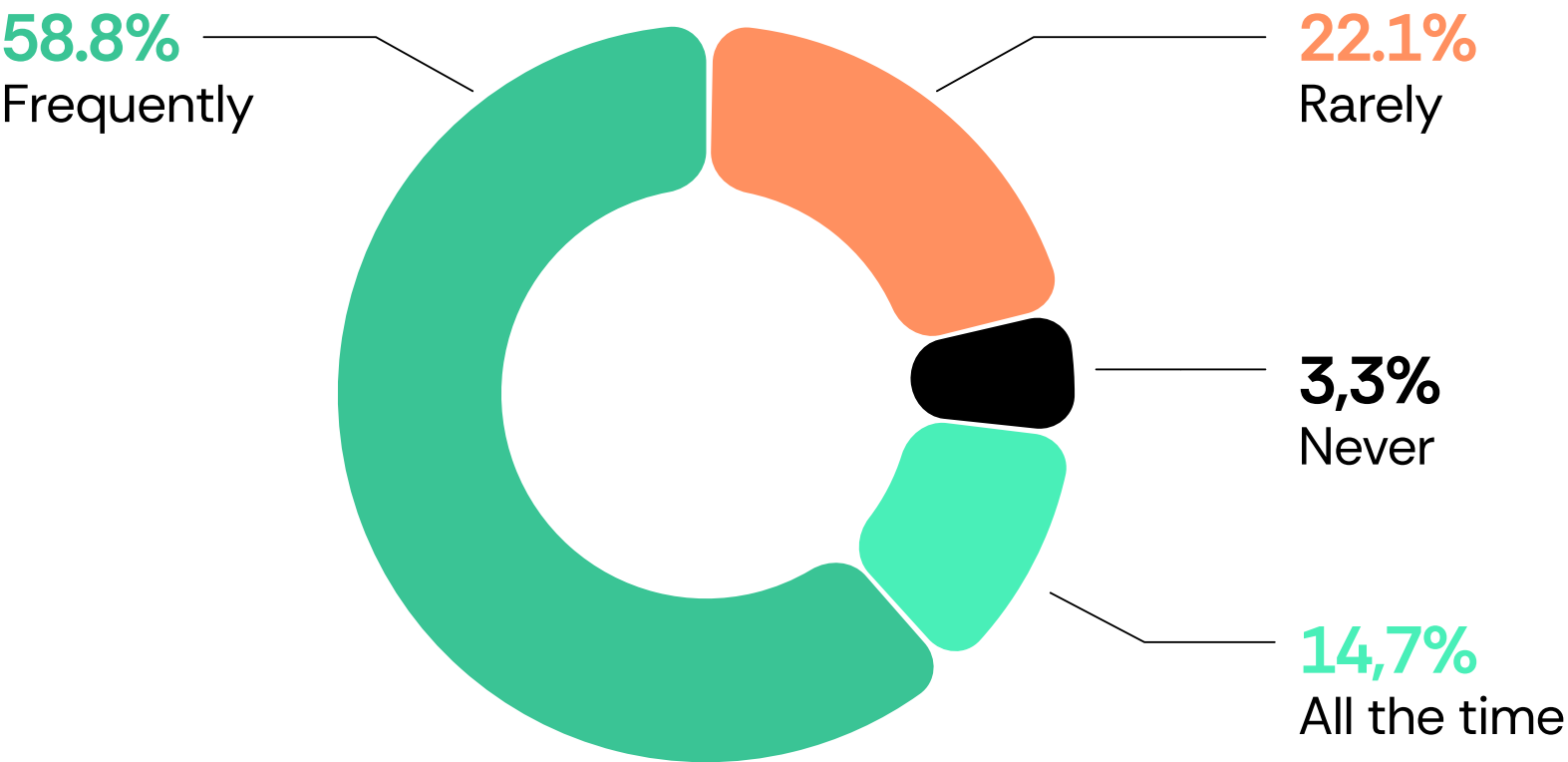
Source: AI Assistant Usage Survey (Notch 2025)

The survey also shows developers are attentive to quality and responsible use. Almost 60% of team members actively review, clean, and refine AI-generated code or documentation, treating assistants as collaboration partners that require oversight. This careful approach ensures high standards and guards against unintended errors, aligning with best practices for safe AI-driven development. Feedback highlights that occasional obstacles are openly communicated, which sets the ground for improvement in tool selection and support.

Through these habits (open experimentation, shared feedback, and a healthy mix of autonomy and collaboration), we cultivate AI teams that both keep pace with change and shape it. The survey underscores our confidence in creating an adaptive, empowered engineering culture, where AI is a trusted tool for growth.

AI is a deliberately supervised part of Notch engineering, with over 95% of engineers reporting AI proficiency.

Frequency of Post-Editing AI Assistant Output



Source: AI Assistant Usage Survey (Notch 2025)

# AI Use Cases and Real-World Outcomes

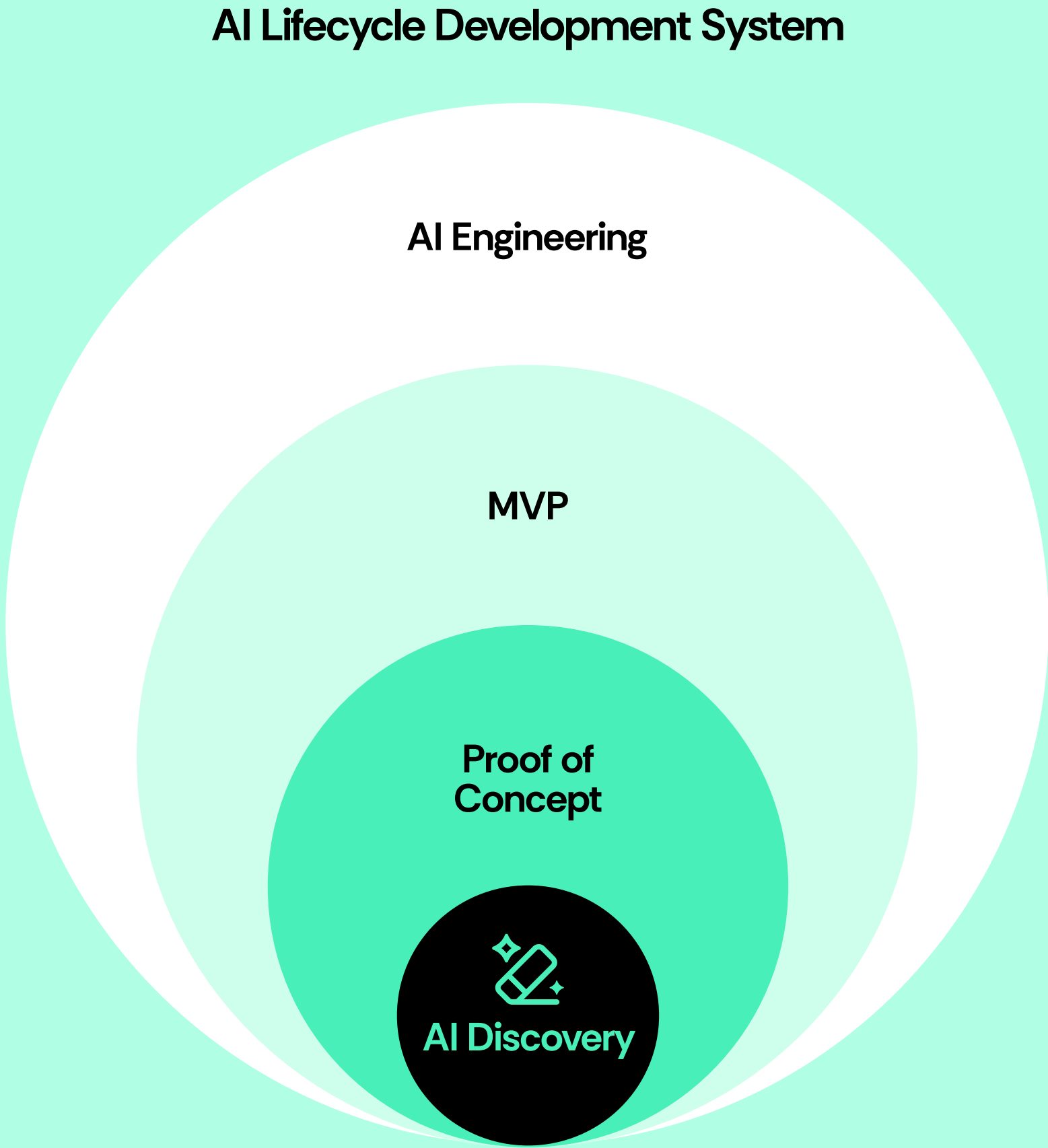
With every client, regardless of the industry, our objective is the same: to help clients integrate intelligent solutions that really deliver value.

From the first conversation, we act as practical strategists, guiding our clients through a proven AI lifecycle development system — AI discovery, Proof of Concept (POC), Minimal Viable Product (MVP) and AI Engineering phases that de-risk both business commitments and technology investments.



To keep projects aligned and efficient, we use our **AI Development System**: a step-wise, transparent process that helps us turn ideas into operational solutions. Starting with collaborative workshops, we work alongside client teams to clarify business needs and define where AI can create a measurable impact.

Each initiative is then mapped out with a tailored roadmap — breaking complex ambitions into achievable milestones. As projects progress, we rapidly prototype and test concepts, iterating based on real use and feedback to ensure value is delivered at every phase. The system’s clarity makes it easy for both technical and business stakeholders to track progress and adapt priorities as needed. By maintaining this focus on structured delivery, open communication, and steady measurement, our clients surpass the experimentation phase and achieve sustainable AI outcomes at scale.



The system’s clarity makes it easy for both technical and business stakeholders to track progress and adapt priorities as needed. By maintaining this focus on structured delivery, open communication, and steady measurement, our clients surpass the experimentation phase and achieve sustainable AI outcomes at scale.

Our use case library highlights the real ways we put AI to work for our clients. Whether it’s building a custom AI agent to streamline everyday automation or developing an AI-powered system to accelerate data processing, we focus on practical solutions that solve specific business problems. These projects demonstrate that meaningful results come from collaboration, steady iteration, and staying close to real-world needs — not from chasing hype or making big promises. Our approach is simple: deliver working outcomes, validate them in production, and make sure the value is clear from the start.

For example, we have built an AI-powered data processing system for a product content orchestration platform.

**By automating complex product data, we have achieved:**



# Conclusion

A successful approach to building and scaling AI teams demands more than hiring or adopting new tools. Strategic clarity is the foundation; companies must align every AI initiative to measure business value, starting with a readiness assessment, identifying real-world challenges, and quantifying where AI will make a tangible impact. Rushing to build without clear objectives or a mapped business case is the root cause of failed projects and wasted resources. Upskilling existing talent, combining in-house and external expertise, and embedding domain specialists help turn AI efforts into real business outcomes – especially in regulated sectors.

Strong data infrastructure and governance are essential for sustainable AI success, as scalable models depend on quality data and transparent processes. Hybrid team models, when strategically balanced, accelerate delivery

and reduce risk, while organizational structures – whether centralized or hybrid – should fit the business context and maintain high security and ethical standards.

Responsible AI use requires clear governance and education to manage unapproved tools and support compliance. Continuous improvement, open feedback, and competence tracking platforms help teams stay adaptable and productive. When structured learning programs and rapid feedback are part of daily work, AI transitions from novelty to a strategic engine.

**Building effective AI teams is the new business competency – and those who master it will lead the future of their industries. We know how, so reach out.**

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# About Us

Based in central Europe, we're a team of **170+ software** developers, designers, analysts, and consultants who love building awesome digital products.

We offer the whole package – **from user research, product management, and design to engineering, AI, and IoT expertise** – under one roof. We have decades of experience turning user needs into custom solutions that help businesses grow faster and smarter.

Whether you're a scaling startup or an established B2B enterprise, we're here to help you succeed. We have a track record of building long-term partnerships with our customers by becoming crucial to how they think about, build, and deliver software.

Let's build something great together!

Successful Projects

300+

Global Clients

50+

Senior Experts

70%

Rating on Clutch

4.9



Web



GitHub



Linkedin



Clutch

Awards



50

Technology **Fast 50**  
2023 CE **LAUREATE** Impact Star  
Deloitte.

