

case study

Resetting AI Strategy for a SaaS Product Team

A growth-stage SaaS company had multiple internal AI ideas—but no clear direction, owner, or traction. Under pressure from investors to show progress, they engaged ASA to help prioritize, align, and move fast on what mattered.

CHALLENGES

- **Scattered AI Initiatives**

Multiple product leads had AI ideas, but no framework for prioritization or shared ownership. Teams were stuck debating build-vs-buy and roadmap timelines.

- **Stalled Momentum**

Leadership had announced an AI vision, but nothing had shipped. Morale was dipping and investor pressure was building.

- **No Cross-Functional Alignment**

Product, Engineering, and GTM teams were operating in silos. The result: over-promised features and under-delivered execution.

- **Exec & Employee Frustration**

Founders were frustrated by the disconnect between strategic intent and day-to-day motion. Teams were reactive, not aligned.

TRANSFORMATION STRATEGY

- Ran a focused Discovery Sprint with product, GTM, and engineering leads to clarify business priorities and technical constraints.
- Delivered a product-led AI roadmap tied to customer needs, competitive advantage, and feasibility.
- Facilitated a build-vs-buy workshop and created an internal briefing deck to align the CEO, CPO, and investors.
- Coached PMs on AI use case framing and stakeholder communication for board readiness.

RESULT

- **3 AI Use Cases Prioritized**

Support agents handled inbound queries faster, with fewer escalations.

- **Cross-Functional Alignment Achieved**

Product, Ops, and CS shared a single view of pilot performance—building momentum for additional use cases.

- **First Pilot Shipped in 5 Weeks**

Pilot became a credibility moment, helping the team shift from reactive to proactive AI planning.

- **Board-Ready AI Strategy Delivered**

Leadership received a compelling narrative and supporting materials to communicate progress with confidence.

CONCLUSION

Not every team needs more tools—some need sharper priorities and fewer distractions. For this SaaS org, ASA's structured process restored clarity and got their AI strategy moving—fast and visibly.