

Scaling AI to Production

SUMMARY

A global agricultural organization set out to modernize how its sales representatives use agronomic information to support seed recommendations. Reps manage large territories that include many farmers and thousands of fields, each with unique soil conditions, disease risks, and performance considerations. Because seed selection is a high-risk decision with significant financial impact for farmers, representatives need fast access to accurate, trusted information. The organization sought help evolving an early experimental chatbot into a production-ready platform capable of supporting rapid adoption and continued expansion.

APPROACH

Source Allies helped evolve an early generative AI experiment into a scalable, production-ready solution. The engagement focused on strengthening the technical foundation, improving system reliability, and enabling future expansion while supporting an active and visible product roadmap.

- **Scalable Data Foundations:** Refactored tightly coupled, one-off data ingestion scripts into more flexible and repeatable patterns, enabling easier onboarding of new data sources and long-term maintainability.
- **Meaningful Evaluation and Metrics:** Reviewed and improved existing AI evaluations to ensure metrics reflected real system performance, providing clearer signals for quality, monitoring, and debugging.
- **Production Readiness Enablement:** Strengthened observability, testing, documentation, and code quality practices to support operational stability as the solution transitioned from proof of concept to live production use.

SOLUTION

Source Allies developed a cloud-based generative AI chatbot designed to support sales enablement through fast, reliable access to agronomic and product information. Large language models are accessed through an external platform, while the application layer manages orchestration, prompt construction, guardrails, and business logic. Data storage and semantic retrieval enable retrieval-augmented generation, and a web-based interface delivers the chat experience.

Enhanced observability, evaluation, testing, and data practices established a stronger production foundation, supporting rapid feature delivery and growing adoption following launch.

Results

400+
Users

Following monthly
2x growth

78%

Of annual deliverables
completed in Q1

19
Points

Increase in frontend
test coverage