OUR APPROACH

Does the AI investment reach the ledger?

Innovations24 is the AI and enterprise-architecture practice of Jakub Marciniak. We help asset-heavy and regulated companies maximize the value of AI and transform the organization with accurate, custom-fit solutions and resources. We work across the U.S., Canada and Germany.

THREE QUESTIONS FOR EVERY USE CASE

Finance
Does it hit the P&L?

Science
Can we prove it?

Sociology
Will people work this way?

THE CAPEX-TO-CASH LOOP

01

Case
Read the P&L and the Capex/Opex picture; rank use cases by value tree and payback.

02

Prove
Run the pilot as a controlled experiment; measure the effect; decide to scale or stop.

03

Build
Deliver in your tenant on Databricks and Microsoft Fabric, on the platform you run today or the one you move to: the ledger stays the master record.

04

Run
Managed run with the accountable architect, measuring the value as it comes in.

Then Expand. The next use case begins under the master services agreement already in place.

TWO ENGAGEMENT TYPES

Innovation engagement

Does the AI investment reach the ledger?

From a business case to a measured result and a managed run, with specialists chosen for each milestone.

CASE · PROVE · BUILD · RUN · EXPAND

Infrastructure engagement

Does the platform carry the next five years of AI at a cost the ledger can see?

We work on security, cost, scaling, elasticity and technical debt, milestone by milestone, on the cloud and data platform you run today or the one you are moving to.

ASSESS · SECURE · RIGHT-SIZE · SCALE · SUSTAIN

Capex-to-Cash AI Transformation, measurable by milestone.

Finance-first AI and enterprise architecture for asset-heavy, regulated operations. Senior people do the work, and your fee pays for exactly the skills the engagement needs.

BUSINESS CASE · PROOF · ADOPTION · ACCOUNTABILITY

WHAT WE DO

Seven services. One method.

Each service follows the same method, whichever cloud and data platform the work runs on. We specialize in Databricks and Microsoft Fabric as the commercial data platforms that make AI solutions work. Azure is our primary cloud platform, with critical elements self-hosted where that fits, and we also have experience with AWS.

AI & Agents

Agents and copilots on Microsoft Foundry, Databricks and Microsoft Fabric — piloted as experiments, run in production.

Data & Commercial Platforms

A governed lakehouse on Databricks or Microsoft Fabric that the ledger trusts — reporting, close and commercial data.

ERP & Business Applications

SAP S/4 HANA, Dynamics 365 and the Power Platform — the ERP stays the master record.

Cloud, OT & Digital Twins

Azure foundations, operational data and twin pilots that start where your data is.

Self-Funding AI

License and application teardowns that pay for the AI roadmap.

Portfolio & Capital Governance

Capex/Opex discipline from demand to outcome — stage gates, PMO, value tracking.

Enterprise Strategy & Architecture

The business case and the blueprint, owned by one accountable architect.

Physical AI: robot fleets with a payback case

Robots, vision and autonomy are capital assets. We make the case, prove the application in a digital twin and then on site, and track the value in the run.

ONE AI TRANSFORMATION, FIVE KINDS OF AI

We cover the AI transformation as a whole. Each kind of AI runs through the same loop and ends in a measured result.

Generative AI

Draft, summarize, classify and answer questions over your documents and data, with a person signing off.

Agentic AI

Plan and carry out multistep work across your applications, handing over to a person at set points.

Predictive and analytical AI

Forecasts, anomaly detection and risk scores from your historical and streaming data.

Digital twins and optimization

A living model of an asset, line, route or flow unit, fed by operational data.

Physical AI

Robot arms, mobile robots, drones and machine vision, proven in simulation first.

PLATFORMS WE WORK ON

Databricks · Microsoft Fabric · Azure · Microsoft Foundry · Dynamics 365 · Power Platform · SAP S/4 HANA

We take on new builds, extensions and migrations between platforms, starting from what you run today.

HOW WE WORK

Milestone by milestone.

Safe and fast: the work stays in your tenant, and each milestone ends in a result and a decision you make. One accountable architect leads it and brings in the right specialist for each step: a lean delivery model, fitted to your company.

One accountable architect

The assigned accountable architect works with you from the business case to the managed run and owns the result at every milestone.

Specialists for each milestone

Our Delivery Network is made of large, vetted global talent pools in Sydney, Hanoi, Chennai, San José, Houston, Dallas, Nürnberg and Frankfurt. The architect vets, onboards and offboards each specialist for the milestone that needs their skill.

A decision at every milestone

At every milestone you can change course, pause or bring the work in-house. You pay for the milestones you have taken and keep everything they produced.

WHERE WE HAVE DELIVERED

40%

FEWER COMPLIANCE EXCEPTIONS ACROSS A PROJECT PORTFOLIO

4→1

DAYS TO CLOSE THE MONTH IN A FINANCE FUNCTION

40+

APPLICATIONS CONSOLIDATED UNDER A CONTRACT WE SCOPED

Where we have delivered: a Fortune 50 energy, oil and gas company and a German pharmaceutical manufacturer.

START WITH ONE OFFER

Business Case Sprint

A business case written to audit-committee standard.

Self-Funding AI Teardown

Fund the AI roadmap from licenses and applications you no longer need.

Proof of Value Experiment

Know whether the AI moved the metric before you pay to scale it.

Twin Readiness & Pilot

One twin pilot on one line, asset class or flow unit, with the business case attached.

Reporting & Close

A faster close you can explain, on the systems you already run.

AI Operating Model Diagnostic

Decide which work goes to agents and which stays with people, then change the roles so the gain lasts.

Portfolio AI Value Scan

The same AI value scan and scorecard for every company in the portfolio.

Physical AI Readiness & Pilot

One robot cell, vision station or inspection route, proven in simulation and then on site, with the payback case and the safety case attached.

Start with a thirty-minute call

Bring one question. We will tell you where we would start, or whether to start at all. We serve clients in the U.S., Canada and Germany from Houston, Texas.

Book a Discovery Session

Member of the Microsoft AI Cloud Partner Program · OpenAI Select Partner

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MANUFACTURING

More output from the plants you already have.

A Houston plastics manufacturer moved from manual operations onto Dynamics 365 Business Central and the Power Platform with us while it opened new plants, and we then ran its Microsoft 365 and Azure environment as its managed-service provider.

>90%
ORDERS PRODUCED ON TIME WITHIN THREE MONTHS

20%
LOWER LICENSING COST

50%
FASTER ONBOARDING OF NEW STAFF

— Where we have delivered: a Houston plastics manufacturer on Dynamics 365 Business Central

FROM MANUAL OPERATIONS TO ONE PLATFORM

Before

Scheduling by hand
Inventory in spreadsheets
Onboarding without a standard

→

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Dynamics 365 Business Central
Power Automate and Power BI
Role and procedure sprints

→

After

One operational data model
Production KPIs in Power BI
Clear roles on the floor

WHAT WE DID

- Ran people-first sprints on roles, responsibility matrices and operating procedures
- Consolidated point tools onto Dynamics 365 Business Central
- Automated approvals with Power Automate and built production KPIs in Power BI
- Ran the Microsoft 365 and Azure environment as managed-service and licensing provider

WHAT CHANGED

- Orders produced on time: >90% within three months
- Month-end close: 4 days → 2 days
- Licensing cost: 20% lower
- Onboarding new staff: 50% faster

Our point of view

Plant leaders are measured on OEE, unplanned downtime, first-pass yield and schedule adherence, which makes a plant a good place for a controlled pilot on one line. We start at the level the data supports: an operations twin on Microsoft Fabric or Databricks covers the analytics, and the first pilot runs on the asset class whose downtime cost the plant already tracks.

REGULATORY FRAME: OSHA 1910 · EU 2023/1230

Where to start: Twin Readiness & Pilot

One twin pilot on one line, asset class or flow unit, with the business case attached.

Other starting points: Proof of Value Experiment · Reporting & Close · Physical AI Readiness & Pilot

Book a Discovery Session

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ENERGY & OIL/GAS

Capital projects that show up in the numbers.

We help energy companies decide where capital goes and track what it returns. For a Fortune 50 energy, oil and gas company we rebuilt demand management, portfolio reviews and reporting on Microsoft Fabric and Power BI.

40%
FEWER COMPLIANCE EXCEPTIONS ACROSS THE PORTFOLIO

30%
FASTER DELIVERY SCHEDULE ACROSS THE PORTFOLIO

20
PMO HOURS RETURNED EACH MONTH

— Where we have delivered: the enterprise PMO of a Fortune 50 energy, oil and gas company

FROM EXCEPTIONS TO ONE GOVERNED INTAKE

Before

Legacy demand and project tools
Shared spreadsheets
Exceptions as the normal path

→

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Project Online and SharePoint
Power Automate workflows
Power BI portfolio reporting

→

After

One governed intake
One live portfolio view
Capital tracked to its return

WHAT WE DID

- Rebuilt demand and project management around how each department spends
- Made Project Online the single record, with policies and governance in SharePoint
- Ran intake, approval and vendor-compliance workflows in Power Automate
- Moved legacy applications in waves, with train-the-trainer enablement

WHAT CHANGED

- Compliance exceptions: 40% fewer
- Delivery schedule: 30% faster
- Projects governed: 300+ projects/year
- IT portfolio under one governed demand model: $250MM annual

Our point of view

Turnarounds and the project portfolio hold most of the capital, so the AI work that shows up in the accounts sits there: predicting outages, planning maintenance, scheduling and choosing which projects get funded. We would start where the cost of downtime is already measured: one asset class at one site, run as a controlled experiment against a KPI baseline.

REGULATORY FRAME: OSHA PSM · PHMSA · SEVESO III

Where to start: Business Case Sprint

A business case written to audit-committee standard.

Other starting points: Reporting & Close · Twin Readiness & Pilot · Physical AI Readiness & Pilot

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FINANCE & CAPITAL

A close you can defend.

For the finance and capital-governance function of a Fortune 50 energy, oil and gas company we replaced spreadsheet reporting on SAP with a governed Microsoft Fabric and Power BI model. The close and the approvals in the portfolio process got faster, and the PMO moved up the OPM3 maturity scale.

80%
LESS MANUAL REPORTING AND CONSOLIDATION

4→1
DAYS TO CLOSE THE MONTH

L1→L4
PMO MATURITY (OPM3)

— Where we have delivered: the finance function of a Fortune 50 energy, oil and gas company

FROM SPREADSHEETS TO ONE SET OF NUMBERS

Before

Excel and SAP plug-ins
Broken links, manual decks
Hard to trace a number

→

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Databricks or Microsoft Fabric
Governed model + Power BI
ERP stays the master record

→

One set of numbers

Ties out to the ledger
Refreshed on schedule
Variances flagged early

WHAT WE DID

- Redesigned the consolidation process with a joint finance and IT team
- Built a Microsoft Fabric lakehouse with governed semantic models and Power BI
- Moved integration to Azure Data Factory, with change control in Azure DevOps
- Trained analysts in DAX and Power Query and set up a data center of excellence

WHAT CHANGED

- Manual reporting and consolidation: 80% less
- Month-end close: 4 days → 1 day
- Total time to approval: 2 days → 1 hour
- PMO maturity on the OPM3 scale: Level 1 → Level 4

Our point of view

Finance leaders are measured on EBITDA, free cash flow, Capex discipline and how fast the books close. SAP S/4 HANA or Dynamics 365 stays the master record, and a governed semantic model on Microsoft Fabric or Databricks sits on top, so every dashboard, agent and forecast reconciles to the numbers the auditors see. We would start with management reporting and the close, run as a controlled experiment so the hours saved are counted.

REGULATORY FRAME: SOX 404 · ICFR

Where to start: Reporting & Close

A faster close you can explain, on the systems you already run.

Other starting points: Self-Funding AI Teardown · Business Case Sprint

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PHARMACEUTICALS (GXP)

Faster work inside a validated state.

For a German pharmaceutical manufacturer we ran requirements engineering and vendor selection for a five-year managed-service contract covering Microsoft 365 and Azure. In GxP work the main question is how AI can enter the quality system while the validated state stays intact.

40+
APPLICATIONS CONSOLIDATED UNDER THE CONTRACT WE SCOPED

36
TECHNICAL STAFF REDEPLOYED UNDER THE CONTRACT WE SCOPED

5,000
SEATS IN THE ENTERPRISE AGREEMENT WE SCOPED AND TENDERED

— Where we have delivered: a German pharmaceutical manufacturer, vendor selection for a managed-services contract

FROM SEPARATE CONTRACTS TO ONE MANAGED SERVICE

Before

Systems bought unit by unit
One vendor, several contracts
Costly maintenance

→

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Requirements engineering
One RFP, scored and ranked
Vendor workshops

→

After

One managed-service provider
A consolidated application estate
Staff moved to value-added work

WHAT WE DID

- Interviewed the leader of every business unit to set priorities
- Combined the requirements into one RFP, with an enterprise architect per system
- Ran a full workshop day with each shortlisted vendor
- Scored and ranked the field and recommended a preferred vendor

WHAT CHANGED

- Managed-services contract we scoped and tendered: 5-year contract
- Microsoft Enterprise Agreement: 5,000 seats
- Applications consolidated under the contract: 40+ applications
- Technical staff redeployed under the contract: 36 technical resources

Our point of view

Quality leaders are measured on inspection outcomes, deviation and CAPA cycle time, release time and right-first-time. We treat AI as a computerized system with a defined intended use and human approval points. We would start outside the batch-release path, with deviation triage, document retrieval for investigations or reporting across SAP S/4 HANA and the quality system, each run as a controlled experiment with the validation plan written before the model is built.

REGULATORY FRAME: 21 CFR PART 11 · ANNEX 11

Where to start: Business Case Sprint

A business case written to audit-committee standard.

Other starting points: Proof of Value Experiment · Reporting & Close · Physical AI Readiness & Pilot

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INSURANCE

Pricing, claims and reporting data an auditor can trace.

Insurance is one of the industries we target. This page is our view of where the money sits in approvals and audits, and of the first pilot we would run.

Cycle time

PER APPROVAL QUEUE, SET AS THE KPI IN ADVANCE

Rework

AFTER MANUAL HANDOFFS BETWEEN TEAMS

Audit trail

EACH AUTOMATED STEP LOGGED AGAINST ITS AUTHORITY

An industry we target: a point of view on where we would start

WHERE AI FITS THE POLICY AND CLAIMS CORE

Today

Underwriting referrals
Claims above authority
Policy changes by hand

→

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Governed lakehouse
Fabric or Databricks, read-only
Every automated step logged

→

The aim

Faster approvals
A clean audit trail
The core stays the record

WHERE THE MONEY SITS

- Approval cycles: underwriting referrals, claims above authority and policy changes
- Rework that follows a manual handoff
- The cost of being audited

THE FIRST PILOT WE WOULD RUN

- One approval queue, run as a controlled experiment
- A cycle-time KPI set in advance and a comparison queue
- The human approval step kept in place
- Audit preparation next, once the evidence holds

Our point of view

Insurers are measured on the combined ratio, loss-adjustment expense and the cost of being audited. The policy and claims core stays the system of record. A governed lakehouse on Microsoft Fabric or Databricks gives analytics and AI read-only access, and every automated decision is logged against the authority that allowed it, so the audit trail is part of the design from the start.

REGULATORY FRAME: NAIC RBC · SOLVENCY II

Where to start: Business Case Sprint

A business case written to audit-committee standard.

Other starting points: Proof of Value Experiment

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