

Unlock the power of your data with our  
**Generative AI platform.**

### Elevate Customer Experience

Provide customers with expert advice and helpful responses through natural language, by integrating Caitlyn directly into your applications.

### Automate Workflows

Automate the routine and repetitive tasks to free up your team's capacity so they can focus on more high value strategic work.

### Leverage Your Data

Caitlyn combines the power of large language models with your organisation's own data to answer questions and find solutions.

### Flexible & Scalable

Caitlyn is built on Amazon's industry-leading Bedrock service, to help you ride the wave of Gen AI, stay ahead and scale into the future.



Powered by Amazon Bedrock



CUSTOM D

# CAITLYN

Private & Scalable **Generative AI**

- ✓ Enterprise grade security
- ✓ Full private ownership of your data
- ✓ Integrate seamlessly into your applications
- ✓ Rapid deployment on AWS infrastructure
- ✓ Scalable with usage-based pricing

Caitlyn supports the latest leading edge AI models:

∞ Meta

ANTHROPIC

cohere

aws

stability.ai

AI21labs

# CAITLYN

## What is Caitlyn?

Caitlyn is a pay-as-you-go service that brings Generative AI to your applications or websites.

Caitlyn combines the power of large language models with your own internal data to provide expert answers, automations and insights for customers and staff.

## How can Caitlyn be used?



Intelligent virtual agents with natural language



Generation of reports and summarisation of documents

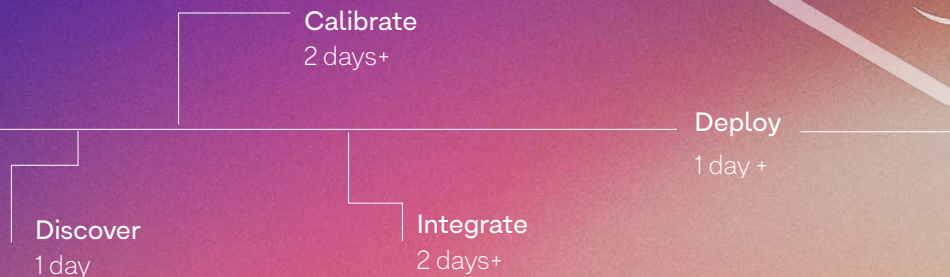


Automation of repetitive tasks and manual workflows

## Why not use ChatGPT?

Caitlyn is a completely different offering in many respects, including:

- **Secure & Private:** ChatGPT and other public models may share your private data with third parties.
- **Your Knowledge Base:** Caitlyn connects to your knowledge base and has contextual awareness of your data, whereas ChatGPT is trained on a large, generic body of information.
- **Seamless Integration:** Caitlyn can be integrated seamlessly to appear as a part of your application, interface or website.



## What is the onboarding process?

Caitlyn's onboarding follows a guided four-step process: **Discover**, **Calibrate**, **Integrate** and **Deploy**.

This process is conducted in phases and is designed to assess and tailor Caitlyn to your specific needs, including customisations and fine-tuning to deliver the most value.

## Is Caitlyn Future Proof?

Caitlyn utilises Amazon Bedrock, enabling seamless transition between evolving large language models, providing adaptability and future-proofing

## How do I get Started?

Book in a 1hr consultation with the AI and Innovation experts at Custom D to explore how Caitlyn could help your organisation.

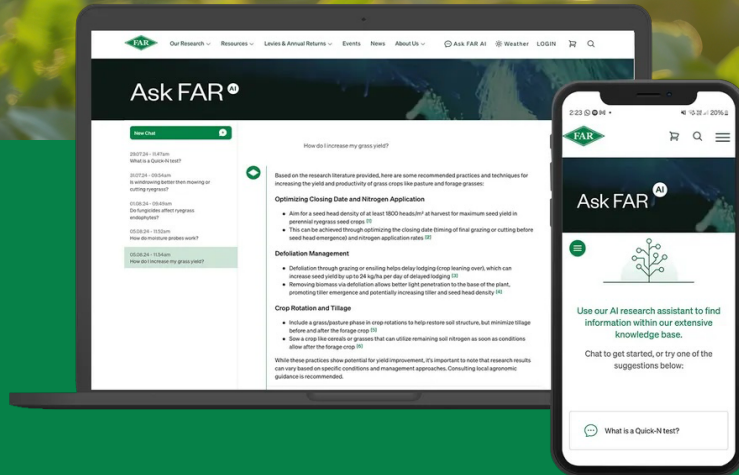
[www.getcaitlyn.ai](https://www.getcaitlyn.ai)





"We've been asked about the process and there isn't much to say!. We saw the value in the technology, we wanted to try it, we supplied the data to Custom D, and that was it, they took care of all the rest. It was painless"

Anna Heslop, Communications Manager, FAR



## Opportunity

The FAR website, despite its wealth of research, was difficult to navigate.

Time-poor growers struggled to find the information they needed, leading to frustration and a poor user experience.

FAR was spending hundreds of thousands of dollars in order to get farmers engaging with their data. However, growers were often resorting to phone calls to get the information they needed, tying up valuable FAR resources.

## Outcome

Caitlyn, as "Ask FAR," offers a conversational AI interface that references original source documents for accuracy.

This allows farmers to engage with content directly through voice or text queries, while also providing a dashboard of valuable insights for FAR's research, events, and content strategies.

"Ask FAR" has also garnered significant media attention, positioning FAR as a leader in innovative agricultural technology.

↑ 50% Increase in engagement with FAR's resources

↓ 95% Est. decrease in time to find answers

⚡ 4.5m Organic impressions from media coverage