Case study

By Superwise.ai

How AI assurance empowers marketing and data science teams at monday.com

What happens when the #1 go-to Work OS, serving more than 100,000 teams around the world starts to understand that their models are misbehaving? The productivity solution leader chose superwise to monitor its machine learning operations.

monday.com offers a subscription model which grants a 14 days free trial for new users. In a context dominated by high data velocity and a dynamic market, monday.com leverages AI to support its marketing initiatives: identify and engage users who are most likely to convert, ensure that the lifetime value of the customers (CLV) is realized within a short timeframe, and prevent churn.

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The needs

To achieve their goals, the marketing and data science teams at monday.com needed a solution that would enable them to build more confidence in their use of AI. They wanted to have visibility into the health of their models, promptly detect and fix errors, and gain insights into the predictions made.

For their production phase, monday.com's data scientist team was leveraging a common model ops platform, and had developed an internal tool for basic monitoring. Yet, the latter fell short to support the velocity of the data ingested, and the complexity of their use cases.

They found themselves in a reactive position: unable to have visibility, and compelled to engage in labour intensive and inefficient processes to diagnose incidents. This also led them to be regularly pulled in firefighting tasks to contain marketing incidents, rather than developing more models to support the growth of the business.

Before selecting superwise.ai, it would take monday.com **at least 21 days to detect if predictions had degraded and another 7-14 days to troubleshoot the model and fix the issue**. By the time they would get to the source of a problem, it was already less relevant or acute, leaving the teams frustrated.

Needless to say, these timelines did not support the success of the business teams, who need to understand and disregard wrong recommendations as soon as possible, to tune their campaigns and optimize CLV.

Boost CLV

Have visibility into the health of the models

Promptly detect and fix errors

Gain insights into the predictions made

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How superwise.ai made an impact

By leveraging AI for AI, superwise monitors and assures the health of models in production while alerting when something goes wrong. At the right time.

The solution enables data science and business operations teams to extract key insights, and easily understand the ML decision process. With out-of-the box KPIs, superwise empowers each user to be more independent, lower the labour intensive efforts invested in the maintenance of AI in production, and benefit from the tools needed to scale their AI effectively and with confidence. Leveraging standard REST APIs, the solution is easy to deploy, without any need for manual configuration, and integrates to any existing ML platform promptly, for quick time to value.

Key figures

96%
Time to detect
reduced by

93%
Time to troubleshoot
reduced by

1 day
to install and
integrate

1 week
to catch a
first drift

Case study

The needs

How superwise.ai
made an impact

Empowering the business team

- Independently understand when the predictions they receive are not optimal
- Gain insights into the data categories that influence the model and the decision making processes
- Track specific behaviours for particular segments

*"We use superwise on a daily basis, our model is much more transparent.
This enables us to make better decisions and to move even faster than before."*

Neomi Rosenvald, Marketing Analyst

Strengthening the confidence of the data science team

- Obtain full observability of the model's health at the right time, with a rich, out-of-the box, set of metrics, alerts, and more...
- Enable an easy way to diagnose data changes and their root causes
- Adopt a data driven approach for model maintenance and retraining

*"The superwise solution gave us an efficiency boost. We spent less time [...] trying to open the black box, and now we receive alerts before it's too late.
This makes us very proactive."*

Dimitri Romanov, Head of Data Science

About Superwise

We are a team of experts who developed and deployed AI Models for dozens of enterprises across verticals. We figured out what it takes to properly implement AI systems that businesses can trust.
Systems that produce reliable results.

We're excited to convert this knowledge into a product designed to support businesses and operational teams in eliminating the risks involved with AI implementations at scale.

www.superwise.ai
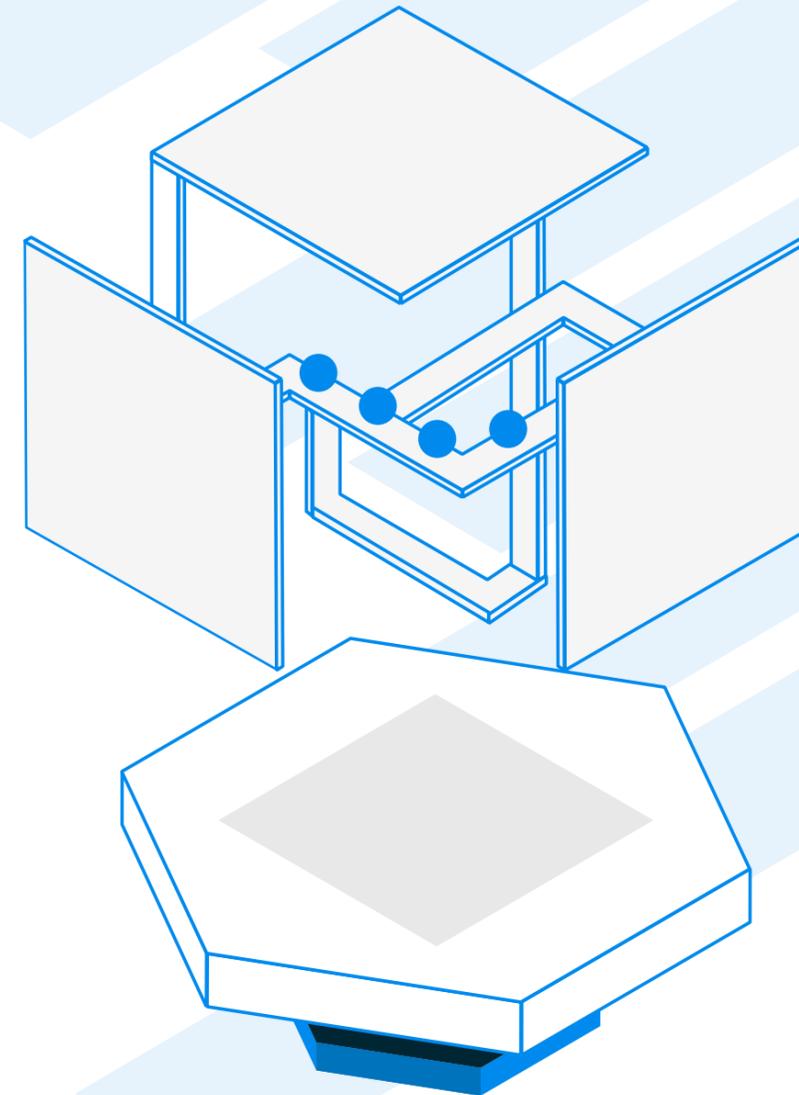
Contact us now to know more.