

THE DISRUPTOR

With Ascendion, AI Becomes Your Favorite Coworker



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As Chief AI Officer at Ascendion, my priority is to ensure we make the right investments and build the right set of AI-driven solutions for our clients. The hype around AI is at an all-time high, but beyond the noise, the real value lies in how we apply AI strategically to transform work and software engineering.

Empowering Every Role with AI-Driven Innovation

At Ascendion, we've crafted an approach called Engineering to the Power of AI; we embed AI into the software engineering process to enhance productivity, quality, and speed. The same principles that drive AI innovation in engineering can enhance other roles as well.

Applying AI to every aspect of work is necessary so we can rethink processes, amplify human potential, and reshape industries with AI at the core.

Every role, whether it's in finance, healthcare, or customer service, will have an AI companion down the road. We're already seeing AI copilots for software engineers, quality testers, UX designers, and product managers. But imagine an AI assistant for accounts payable teams, hotel receptionists, or medical professionals.

The way we work is evolving, and Ascendion is poised to build AI-driven companions that will redefine entire industries.

If you break down any job into a process, it becomes clear that AI can handle much of the repetitive "X, Y, and Z" work. Of course, there will always be decisions that remain with humans, but AI can make many of them faster and with greater accuracy. That's the future we're building toward.

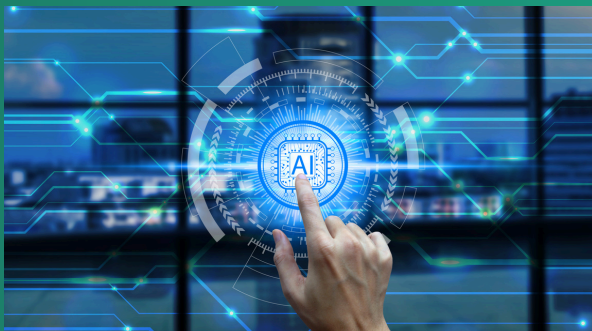
The Market is Ready— Now It's About Execution

When I took on this role, I expected to spend a lot of time convincing decision-makers like CIOs and CTOs of AI's potential in software engineering. But what I quickly realized is that they're already convinced. The shift has happened. The question has gone from "What is the value of AI in software engineering?" to "How quickly can we implement it into our business?"



This changes the nature of our work. We're not here to convince businesses they need AI—we're here to deliver AI-driven transformation at scale. And the biggest challenge isn't skepticism; it's navigating the complex processes within organizations to make AI adoption seamless.

Every company has its unique path to AI integration, and our role is to support them through that journey. While key technical decision-makers are on board, the true success lies in bringing the entire organization along with us.



The Power of AI Arbitrage

One of the most impactful applications of AI in software engineering is AI Arbitrage pricing—the ability to complete work more efficiently and at a lower cost by using AI-powered automation.

To demonstrate, consider the following. Every kind of Agile software development team runs sprints in some form or another. AI can act as a force multiplier in software engineering by accelerating Agile sprints. Traditionally, teams start with zero story points completed and work through the sprint manually.

With AI, about 30-% of story points can be handled upfront, allowing engineers to begin their work miles ahead of the starting line. This accelerates development cycles and frees up engineers to focus on higher-value tasks. Multiply this across an enterprise and the cost savings and efficiency gains are immense.

Real-World Impact: AI-Powered Modernization

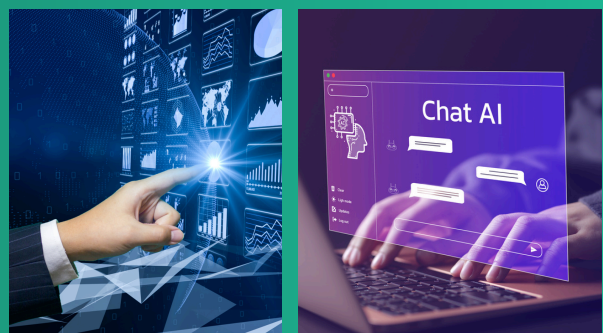
With the power of AI, we've been able to deliver significant business impact for our clients. Take, for example, a financial services company that struggled with a million lines of PL/I code—a language so outdated that finding developers to maintain it was nearly impossible. Traditional modernization methods weren't feasible.

AI helped us to understand the PL/I code, remove the structure, and modernize it into Java. We were able to deliver faster modernization, significant cost savings, and a successful digital transformation that would have been otherwise unattainable.

Scaling AI Innovation at Ascension

We're making significant strides in AI innovation, but the potential for even greater impact is within reach.

If we fully leverage AI across all areas of work, Ascension has the chance to not just grow, but to scale exponentially, unlocking new opportunities for our clients to expand and thrive alongside us. The opportunity ahead is truly immense.



Unlocking the Power of Agentic Workflows with AAVA

A key area of innovation for us is within our AAVA platform. We're building AI agents and agentic workflows that enhance software engineering. The shift to agentic workflows is set to revolutionize software development.

AI agents, which are autonomous entities capable of reasoning about their environment and variables, are changing how software is built and managed. By leveraging patterns like CrewAI, AAVA empowers engineers and other professionals by proactively optimizing workflows and enhancing productivity.

We aim to embed these agentic workflows throughout the entire software engineering process, not only assisting in tasks, but continuously learning, adapting, and improving.

The focus is on continuously applying these intelligent systems to real-world scenarios, unlocking even greater value for our clients.

Why Ascendion? AI is in Our DNA

AI isn't an add-on or a feature that we're integrating at Ascendion—it's in our DNA. It's woven into our processes and shapes the way we think, build, and innovate. We don't just say we use AI or tack it on as an afterthought. We know how to implement, scale, and harness its full potential.

What sets us apart is our ability to take AI beyond the theoretical and bring it to life in practical, impactful ways. We know how to navigate the complexities of AI adoption, tailoring solutions to the unique needs of each client.

From strategy to execution, we guide our clients through every phase, ensuring they leverage AI's full power to experience long-term success.

The Road to AI Success

For business technology leaders looking to harness AI effectively, one key piece of advice is to stay resilient and patient through the process. AI adoption is still in its early stages, and while the journey can be tough, perseverance is crucial.

The transition from early adopters to the early majority is a challenging phase—often referred to as "crossing the chasm"—but it's an essential part of the journey.

Leaders should not be discouraged by the obstacles they face; instead, they should keep pushing forward. The future of AI holds immense potential, and those who persist will be well-positioned to reap its benefits.





About the Author

Daryush Laqab is the Chief AI Officer at Ascendion, where he leads AI-driven innovation to transform business processes and software engineering. With a strong focus on harnessing AI's full potential, he is dedicated to building intelligent systems that drive real-world impact.

Daryush is passionate about strategically applying AI to enhance productivity, quality, and speed, guiding organizations through the journey of AI adoption.

Ascendion is an AI-powered software engineering leader. We serve over 400 global clients with software engineering, cloud, data, experience design, and workforce transformation solutions. Powered by +11,000 Ascenders around the world, a bold culture, and our proprietary Engineering (Engineering to the Power of AI) approach, we help businesses unlock value, accelerate growth, and impact lives. Headquartered in New Jersey, Ascendion combines scale, agility, and ingenuity to engineer what's next. Learn more at ascendion.com.

