

Krista is a transformational enterprise-wide AI-led orchestration platform designed to easily deploy any AI into your business processes. Krista enables you to accelerate business outcomes and ROI by automating processes using everyday language across your people, existing systems, and AI.



### No Walled Gardens

AI-led automated processes across departments, systems, and data.



### Accelerate Time-to-Value

Deploy in 4-6 weeks and modify in minutes.



### Future Proof People, Systems & AI's

Automate change management of people, systems, data, and AI with clicks not code at unprecedented velocity.



### Confident & Accurate

Ensure accuracy with cited sources, confidence scores, and automated human-in-the-loop learning to build trusted AI within your environment.



### Security & Compliance

Orchestrate processes in a secure environment using role-based access controls that apply to users, systems, and AI.



### Business Outcomes at Machine Speed

Accelerate end-to-end workflows with intelligent automation. Achieve business outcomes NOT siloed tactical tasks.



### Krista Provides 15+ Types of AI

Krista contains Doc Understanding, Q&A, Classification, Categorization, Decision and Predictive Analysis, GenAI...

## Enterprise-wide AI-led Business Outcomes

### Customer 360

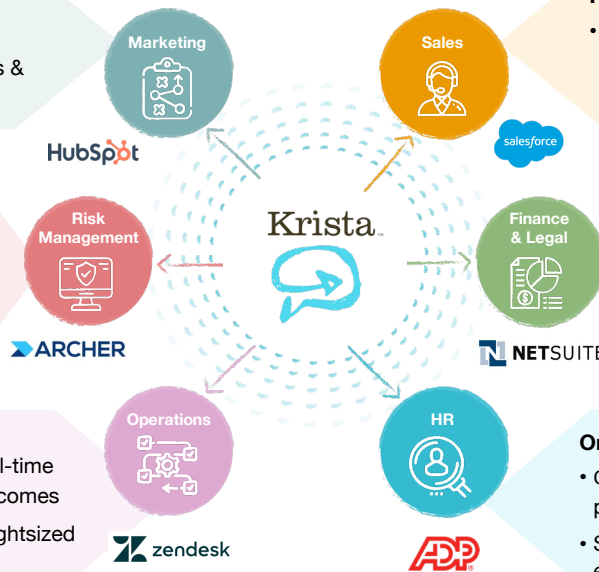
- Omnichannel customer journeys
- Governed real-time conversations & outcomes at the point of inquiry

### Audits and Assessment

- Ecosystem-wide risk awareness across assessments, audits, and compliance
- Automated scale-up to 100% of assessments in days

### Call Center Automation

- Higher NPS & CSAT with near real-time expert responses & customer outcomes
- Superior cost-optimization with rightsized automation & human-in-the loop



### Pipeline Management

- More accurate pipelines with real-time sales updates

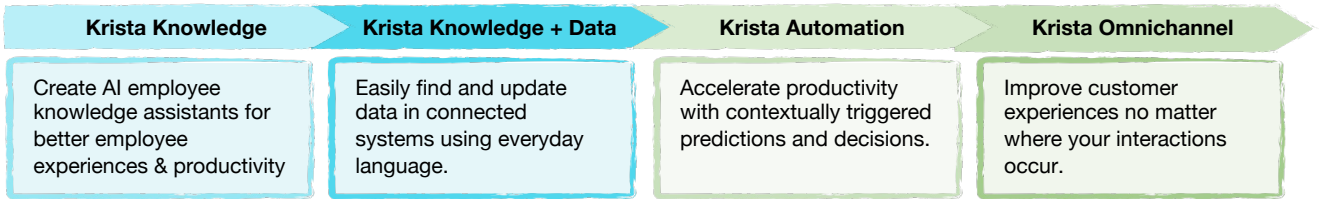
### Forecasting Accuracy & Revenue Recognition

- Better forecasting accuracy with real-time updates
- Faster revenue recognition with service synchronized invoicing





### Onboarding/Offboarding

- Continuously compliant user access permissions
- Superior candidate and employee experiences




# Your AI Journey—Copilot to **Autopilot**



## Krista Capabilities

- 
**Krista Q & A**  
 Provides employees and customers with accurate answers based on intent and context
- 
**Krista Predict and Decide**  
 Builds machine learning based on your existing data to assist employees with important decisions
- 
**Krista Orchestration**  
 Orchestrates processes across people, apps, and AI to improve and speed up digital workflows
- 
**Krista Compare and Contrast**  
 Quickly finds answers and risks in contracts and documents measured against your controls

## Business Validation

 <p><b>80% Cost Reduction</b></p> <p>AutoShack foresees a dramatic labor cost reduction by using machine learning and generative AI to determine intent and automate email replies to customers.</p> <p><a href="#">Learn more &gt;</a></p>	 <p><b>400% ROI</b></p> <p>Krista automates software delivery and rule-based gates and checkpoints across customer success, site reliability engineers, and customers reducing cycle time from 3+ hours to less than 10 minutes.</p> <p><a href="#">Learn more &gt;</a></p>	 <p><b>50% Capacity Improvement, Risk Management and Compliance Acceleration</b></p> <p>Krista is transforming a global CPA firm's audit offering by automating over 500 audit playbooks and using generative AI to generate content for risk assessments.</p> <p><a href="#">Learn more &gt;</a></p>
--	--	---

### Krista Partner Network

Trusted by global partners as the leading choice of AI-led workflow automation solution



### Awards & Recognition



# Proven Leadership



**John Michelsen**, *Founder & CPO*

**80** % of Global 2000 use at least one of his applications



**Michael Haske**, *CEO*

Builder of category disruptors to

**SCALE**



**Tony Piccin**  
*VP of Finance*



**Pablo Gargiulo**  
*Chief Revenue Officer*



**Anita Pandey**  
*Chief Marketing Officer*



**Luther Birdzell**  
*Chief AI Officer*



## About Krista

Krista is a transformational enterprise-wide AI-led orchestration platform designed to easily deploy any AI into your business processes. Krista enables you to automate processes using everyday language across your people, existing systems, and AI to accelerate business outcomes and ROI. Krista is an innovative platform enabling you to easily integrate any AI into your systems and processes to help your people get more done.

