

01 · EXECUTIVE SUMMARY

Where AI creates value at Meridian — and where it would only add cost.

PREPARED FOR: MERIDIAN — FLEET OPERATIONS PLATFORM (FICTITIOUS) · TWO-WEEK ASSESSMENT · BOTH PRINCIPALS

Meridian runs fleet operations for mid-size logistics carriers: dispatch, maintenance scheduling, driver documentation and client reporting, in production for eight years. The board has asked for an AI position; the product organisation has a backlog of nineteen AI ideas and no basis for choosing between them. This assessment exists to provide that basis.

We assessed five candidate areas through an AI-leverage lens: where a model would change how the product works, what each integration costs against the existing architecture, and what it risks. Three survived as viable patterns. One is recommended first. Two candidate areas were declined — not because the technology fails, but because the value does not clear the integration cost.

The strongest finding is unglamorous: Meridian’s highest-value AI integration is document intake, not the conversational assistant the board expected. The reasoning, costs and sequence follow.

VERDICT AT A GLANCE

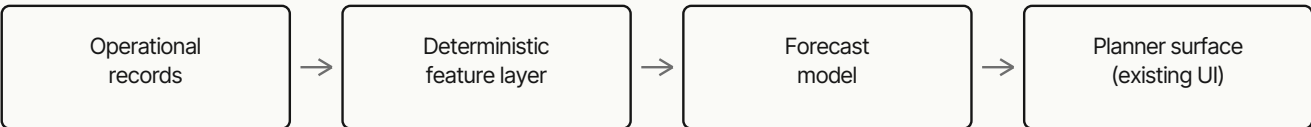
PATTERN 01	Document intake automation Driver docs, PoDs and permits parsed into structured records at the point of upload.	RECOMMEND — FIRST
PATTERN 02	Operational forecasting Maintenance-window and demand forecasts feeding the existing planner surface.	RECOMMEND — SEQUENCED
PATTERN 03	Conversational fleet assistant Natural-language layer over dispatch. Value concentrated in a small user group.	DECLINE — COST EXCEEDS VALUE

04 · PATTERN 02 – OPERATIONAL FORECASTING

Forecasts inside the planner, not beside it.

Meridian already holds five years of maintenance and utilisation history. Pattern 02 turns it into forward guidance: predicted maintenance windows and regional demand, surfaced in the planner interface dispatchers already use. No new tool, no new habit — the existing screen gets a forward-looking column.

ARCHITECTURE SKETCH



BOUNDARY: RAW OPERATIONAL RECORDS NEVER LEAVE THE PLATFORM – THE MODEL SEES ENGINEERED FEATURES ONLY

ASSESSMENT

IMPACT

High

Reduces unplanned downtime exposure across the two largest carrier accounts.

FEASIBILITY

Medium

Data exists and is clean; feature layer is new build. Model itself is standard.

INTEGRATION COST

6–9 weeks

One senior engineer plus design for the planner column. No platform rework.

RISK

Medium

Forecast trust must be earned: ship with confidence ranges, review weekly for a quarter.

What we would decline inside this pattern: autonomous re-dispatching. Acting on forecasts without a planner in the loop moves operational liability onto a model that cannot carry it. The forecast informs; the dispatcher decides.

07 · RECOMMENDED SEQUENCE

One pattern proven before the next begins.

QUARTER 1	Ship Pattern 01 — document intake. Smallest integration surface, fastest visible value, and it builds the data hygiene Pattern 02 depends on.
QUARTER 2	Pilot Pattern 02 on one region. Forecast column in the planner for a single carrier region, with confidence ranges and weekly review.
QUARTER 3	Evaluate against the declined patterns. With two patterns in production, revisit the conversational assistant on evidence, not enthusiasm.

IN THE FULL DOCUMENT · 25-40 PAGES

01 Product analysed through an AI-leverage lens	07 Recommended sequence and dependencies
02 Candidate areas and elimination reasoning	08 What we advise against, and why
03-05 Patterns in full: architecture, cost, risk	09 Walkthrough agenda for the leadership call
06 Data-readiness notes per pattern	

Book the assessment — €18,000. Two weeks. Both principals

FIXED SCOPE · WRITTEN FINDINGS · ONE-HOUR WALKTHROUGH

UXBUREAU.PRO/ASSESSMENT