# Waada
## AI Solutions

Ready for the next step, where your AI-driven transformation is turned into action?

# About
## Waada the Movement

At the heart of every successful transformation lies the synergy between technology, data, structure, processes, and culture. The Waada companies specialize in guiding organizations through IT-driven change. Whether it's about AI adoption, digitalization, or agile transformations, Waada is your trusted partner—supporting you across the full transformation journey.

Our strength lies in our integrated approach, optimizing both organizational elements (such as roles, teams, and skills) and technical components (including tools, AI, and DevOps). Through this combined expertise, Waada helps clients advance their digital maturity, align IT and business more effectively, and embed new ways of working sustainably.

# Our
## AI-Expertise

**We empower organizations and individuals to unlock their full potential, by enabling them to navigate change swiftly and effectively.**

### AI Product Development

We bring deep expertise in developing custom AI solutions that align seamlessly with your business processes, delivering real value to your organization.

### Data Quality

We offer advanced solutions to ensure and enhance data quality, enabling your organization to make more reliable and scalable data-driven decisions.

### Training & Enablement

We design tailored training and learning programs to prepare your teams for an AI-powered future and foster innovation within your organization.

### Process & Culture

We provide structured coaching and process optimization to help create an AI-driven culture and accelerate AI adoption through-out your organization.

# Prowareness
# AI Solutions

**We help organizations and individuals unlock their full potential by navigating change quickly and effectively.**

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*| **AI Adoption**
Implementing AI isn't just a technical challenge, it's a leadership challenge. How proactively are your employees using AI in their daily work? And do they know how to apply AI tools safely and responsibly? Successfully integrating AI requires thoughtful change management and organization-wide transformation. With over 15 years of experience in driving change initiatives, Prowareness ensures AI doesn't remain a hype, but becomes a strategic cornerstone within your organization.

*| **AI-Powered Scrum Masters & Product Owners**
Prowareness Scrum Masters are AI-skilled and future-ready. They combine co-coaching and AI-driven facilitation with data analysis to guide teams more effectively. Beyond their Scrum expertise, they apply AI practically and effectively in their daily work.Product Owners from Prowareness also work with cutting-edge AI applications—from prototyping and customer analytics to discovery. Thanks to AI tools, they validate faster, sharpen strategies, and collaborate more effectively with stakeholders.

*| **AI-Coaching**
Your teams may have access to AI, but are they truly benefiting from it? Working faster, smarter processes, lower costs? Prowareness AI Coaches identify opportunities in your workflows and help realize them with your teams. Hands-on, grounded, and with a strong focus on both process and culture. AI becomes more than a loose tool—it becomes a lasting accelerator.

*| **AI Training Tailored to Your Role**
General AI knowledge is everywhere. But what does it mean for you as a Leader, Product Owner, or Scrum Master in daily practice? Prowareness offers role-specific training focused on real-life use cases that match your responsibilities. You'll exchange knowledge and experiences in peer groups to strengthen your role-specific AI skills. We offer both classical training and e-learning, so you can learn in a way that fits you best.

*| **AI Talent Program**
The rise of AI has changed the talent game. As a market leader in Agile & AI, Prowareness helps organizations attract, train, and guide new talent. With the Prowareness Talent Program, we ensure you don't have to search for the right match—we'll bring them to you. We recruit and develop professionals ready to make an impact, whether as a Scrum Master, Product Owner, or AI Specialist.

↓ **www.prowareness.nl**

# DevOn
# AI Solutions

**We help organizations accelerate towards high performance and achieve sustainable results.**

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## *ǀ AI-accelerated Software Delivery Teams

For nearly 20 years, DevOn has enhanced clients' software delivery by deploying high-performance teams—driven, collaborative, and embedded within your team.Since 2023, we've been leading in applying AI across the full software development lifecycle.The result: higher quality and faster delivery. Whether you're starting from scratch or working with complex legacy systems, our agile teams help you harness AI to make real progress.

## *ǀ AI Training

DevOn's hands-on AI trainings are not about theory, they're about doing. We train developers, testers, product owners, and other tech professionals in how to practically apply AI in their work.Choose from open sessions or co-create a custom program tailored to your team's goals. Think practical tips & tricks, reusable frameworks, and directly applicable tools.

## *ǀ AI Product Engineering

No one wants another failed AI chatbot.AI-powered software development requires a new mindset and different skill sets.Our teams bring exactly that, so you can integrate AI into your products starting today. From data curation to scalable prompt engineering, modular agent frameworks to robust evaluation, we make sure your product continues to wow your customers.

## *ǀ AI Consulting

It's clear AI is transforming your industry. New opportunities, but also new risks. So where do you start? Avoid endless proofs-of-concept with no clear outcomes. We offer strategic advice and a sharp roadmap. We bridge technical and business stakeholders, challenge assumptions, and bust AI myths to make sure you make informed decisions. Always in line with your context, always with a clear direction.

## *ǀ AI Transformation

AI is no longer optional, it's foundational. Now is the time to seize the momentum and rethink from a new perspective.Together, we'll take the next step to becoming an AI-first organization, without overextending your capabilities. We guide you in making smart choices: integrate AI into your existing digital platforms, assess what to build or buy, and unlock the full value of your most important asset, your data.

↓ **www.devon.nl**

# Xeleron
# AI Solutions

**We enhance organizational execution power, enabling faster realization of strategic goals.**

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*| **Data Quality Accelerator**

Reliable data, less manual work
The Data Quality Accelerator automates data quality checks within Jira, Azure DevOps, and ServiceNow.It performs regular automated checks, flags anomalies, and sends notifications.Thanks to built-in AI, it offers tailored recommendations to further improve data quality.This prevents errors, enhances compliance, and saves up to 20% in manual effort.The result: trustworthy data for better decisions and successful AI projects.

*| **Xeleron Cockpit**

Full control over your portfolio with data-driven prioritization
Xeleron Cockpit helps organizations manage and accelerate their AI and digital transformation projects.It centralizes project data, provides real-time progress insights, and uses AI features to streamline reporting—such as auto-generated summaries and recommendations.By integrating with Jira, Azure DevOps, and Power BI, it breaks down silos and creates one version of the truth across your portfolio.The result: faster prioritization and tangible value creation through AI-driven innovation.

*| **Mastering Agile Portfoliomanagement**

This two-day, hands-on training focuses on the implementation and improvement of agile portfolio management.You'll learn how to structure your portfolio to bridge strategy and execution, without being tied to any specific framework. The training approaches agile portfolio management as a set of adaptable skills suitable for any organization.Less theory, more reflection and practice. Delivered by experienced consultants with broad exposure to diverse organizational contexts.

↓ **www.xeleron.nl**

# AI by Role
# Boost Your Function

**Together with all Waada companies, we offer tailored programs and training that help professionals understand how to apply AI within their specific roles.Whether you're a Scrum Master, Product Owner, Leader, Developer, or Tester, discover how to use AI to enhance processes and optimize performance.**

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## *| Role-Specific (In-House) Training

Our companies provide targeted AI trainings tailored to specific roles within your organization.This role-based approach enables professionals to apply AI effectively within their context, leading to increased productivity and innovation.
In addition to regular offerings, we also deliver in-house trainings at your location, fully customized to match your organization's needs and knowledge level.

## *| AI Market

Waada the Movement organizes AI Market events where professionals can learn how to apply AI in their specific role. These events feature a full program with keynotes, breakout sessions, and workshops, carefully designed for various functions within organizations.For more information or to register, visit www.aimarket.nl, where you'll find all the details about dates and programming.

↓ **www.waada.com**

# Get in touch

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devon

**Prowareness**
Unleashing Potential

Xeleron