

App Overload: The Hidden Cost of Disconnected AI Solutions

Companies are increasingly burdening employees with countless applications, creating a fragmented, inefficient digital landscape. Each new tool requires training, support, and upkeep, adding to technical debt and user frustration. Overworked teams are left juggling complex interfaces and remembering app-specific tasks, leading to more mistakes, lost productivity, and higher stress levels.



Standalone **Generative AI Lacks** Automation Capabilities

The current automation landscape, while offering solutions to improve specific tasks, often falls short of delivering substantial business outcomes due to its fragmented nature and reliance on individual technologies that struggle to integrate effectively across different systems.

Point Solutions



While these solutions excel at optimizing specific tasks, their limited scope restricts them from improving overall business outcomes.

Generative AI



Tools like ChatGPT offer impressive capabilities for content generation and summarization, but their limited integration options hinder their effectiveness in automating dynamic business processes.

AI Copilots



Copilots enhance personal productivity within specific ecosystems, but struggle to automate processes outside their native environments.

RPA



RPA bots often fail to meet expectations due to their heavy reliance on custom scripting, lack of resilience to change, and high maintenance costs.

Krista: Enterprise-wide AI-led Automation

Krista offers a unified and flexible platform approach to AI-led automation. Krista leverages conversations to orchestrate and automate entire business processes across multiple systems, AI models, and human teams. This enables businesses to overcome the challenges of siloed applications, vendor lock-in, security risks, and slow time-to-value.



NLP-based Integration

Krista integrates with hundreds of systems like CRM, ERP, and APIs, allowing cross-platform automation



“Nothing Like Code” Interface

No-code, conversational AI lets users interact with automations without programming skills.



Actionable AI

Goes beyond answering questions, orchestrating real workflows to drive results.



Confident & Accurate

Uses RAG for real-time data retrieval, improving response accuracy and traceability



Security & Compliance

Role-based access and event logging for compliance and data security.



Scalable and Adaptable

Easily adapts to new processes and scales with growth.

Krista Future-Proofs Your AI Strategy

Krista offers a comprehensive AI platform that overcomes the challenges of point AI solutions and drives tangible business outcomes. Unlike point solutions or DIY AI systems, Krista provides a unified, flexible, and scalable approach to enterprise AI, enabling you to deploy faster and easier than you can imagine.

Autonomous Agents



Create AI-powered virtual assistants that automate tasks, engage with users, and resolve issues across multiple channels and platforms.

Data Science



Leverage Krista's advanced capabilities for data extraction, analysis, and prediction to make data-driven decisions and optimize business processes.

Manage Compliance



Ensure data security and compliance with by using Krista's role-based access control, event logging, and robust security measures.

Process Orchestration




Automate and orchestrate complex workflows across multiple systems and departments, eliminating manual handoffs and reducing errors.

With Krista, businesses transform AI from a chaotic collection of tools into a unified, agile, and secure ecosystem that scales with growth—eliminating fragmentation and unlocking true business agility.

Proven Leadership



John Michelsen, *Founder & CPO*

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



ZIMPERIUM.



BROADCOM



Michael Haske, *CEO*

Builder of category disruptors to

SCALE 



paylocity



aircall

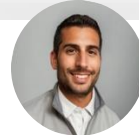
PAYCHEX



Tony Piccin
VP of Finance



Pablo Gargiulo
Chief Revenue Officer



Mike Arlesic
Chief Customer Officer

jive

GoTo

Google

dremio

About Krista

Krista is a transformational enterprise-wide AI-led agentic 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.

Krista 

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