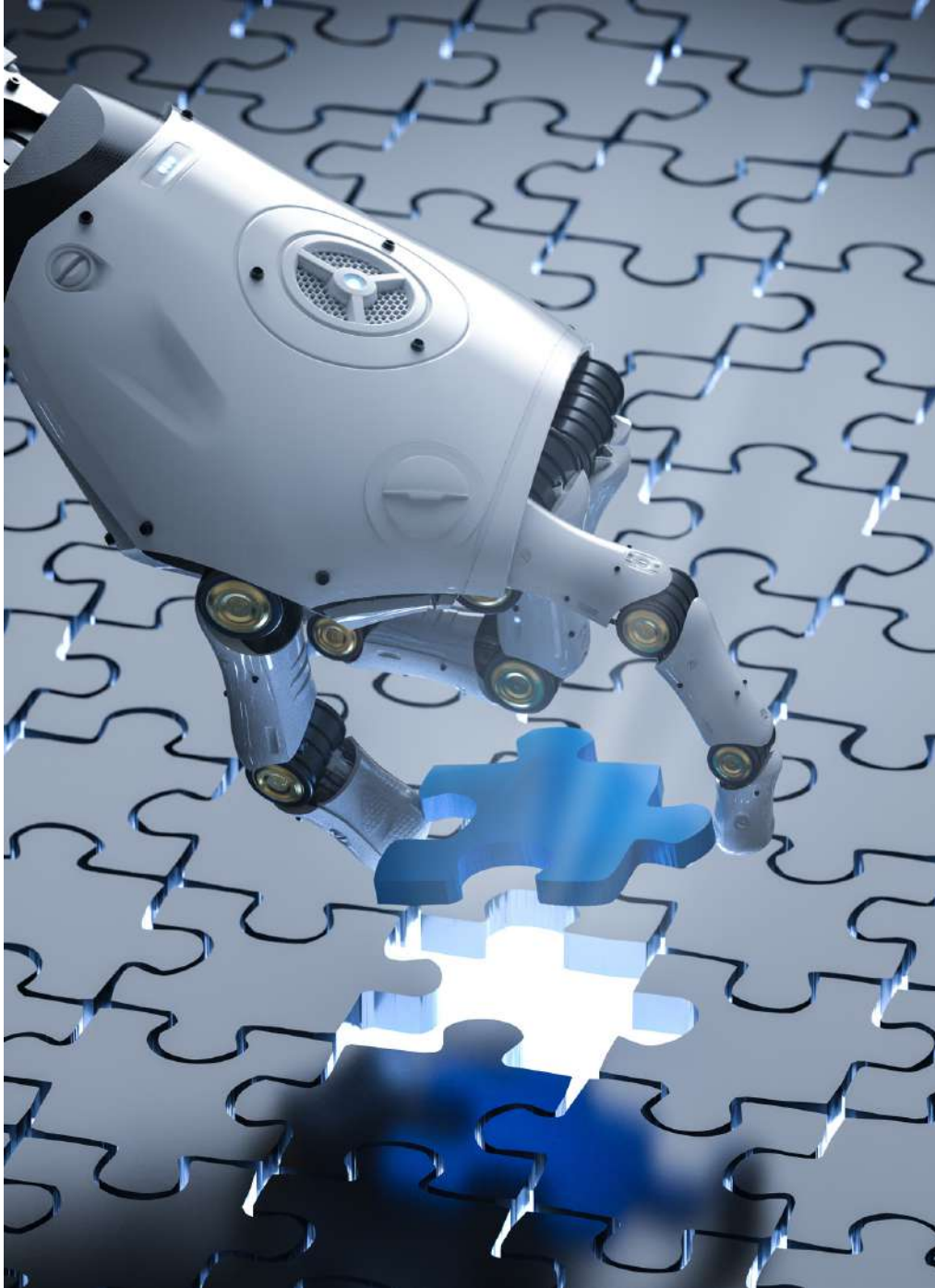




PAPER 1

Consumer Generative AI Versus Build Any AI Agents



Let's be honest—ChatGPT is impressive. It can talk about almost anything under the sun and even write poems if you're in the mood. But when it comes to running the operations of a real-world organisation, the magic starts to wobble a bit.

Imagine reading your favourite book. You automatically 'dress' the characters in your head. AI tech is more literal than that! If you don't specify the fact people are dressed, they don't know either way! That's why, to get the best from AI tech, you need to install Character, Content, Context, Control and Connectivity (we call it the 5 Cs).

That's where our **AI Agent Network** comes in—taking ChatGPT's potential and transforming it into a powerful, practical tool for your business. Here's why it's a game-changer.

“Traditional hierarchies hold businesses back. Instead, teams need to combine human and artificial intelligence to succeed. In 2025, forward-thinking companies will begin to reimagine their entire organisational structure, processes, and culture around the symbiotic relationship between human and artificial intelligence. The key to unlocking the true power of LLMs lies in moving beyond individual use cases to organisational-level integration.”

[Ethan Mollick, Professor of Management at Wharton, WIRED, Dec 15 2024](#)

What Makes Our AI Agent Network Different

1. Agents with Real Jobs (Not Just Freelancing, Freewheeling AI)

Our AI Agents don't just float around answering random questions—they've got proper jobs! Each one is designed for a specific role, like a top-notch assistant who knows the ropes. They come with network operating instructions—think of it as their work contract. From job descriptions to codes of conduct, our agents are set up to perform their tasks responsibly and consistently, just like your best employee.

2. We Help Design Your Dream Team of AI Agents

No two organisations are the same, so why should their AI be? We roll up our sleeves and work with you to design agents that suit your business like a bespoke Savile Row suit. Whether it's their role, operating instructions, or how they fit into your ecosystem, we've got it covered.

3. Context Is King: Enter Digital DNA

Imagine having a work colleague who knows your business, your market, your customers, and even your company's values inside out. That's what our "Synthesis" exercise brings to the table, assimilating the essence, tacit knowledge and know-how of your enterprise and curating it into an "organisational Digital DNA." This treasure trove of organisational knowledge ensures your AI Agents always produce credible, structured, and generally accurate outputs.

4. Prompt Engineering? Sorted.

Many people struggle with knowing exactly what to ask an AI to get the best results. Don't worry—we've got you. We'll train your team to become masters of prompt engineering, so they can have their AI agents singing the right tune every time.

5. Keeping Things Ship-Shape with Network Management

AI Agents need TLC, just like any other team. We provide a robust operating network to manage, update, control, and maintain them, ensuring they always deliver their best. Thanks to our network approach, every agent can be configured with the best-fit AI engine to drive their performance and behaviours.

6. Records Management Done Right

Unlike the consumer world, businesses need proof, evidence trails and to capture learning lessons. Everything your agents produce - and how they produce it - is version-controlled, backed up, and logged. We integrate seamlessly with records management systems, so nothing falls through the cracks, and compliance is always ticked off the list.

7. A Splash of Personality

Ever felt like some AI tools are a bit... robotic? Our agents have unique personalities and voices to make them engaging and pleasant to work with. It's like having a team of experts who also happen to be great company. Better still, our intent-based agents (using patented knowledge from the Singapore University of Technology and Design) are 70% more likely to know what you mean by what you say!

8. Plugged Into Your Systems

Our agents don't live in isolation. They're integrated with your data repositories and enterprise apps, pulling in the insights they need and publishing outputs where they belong. It's like having a librarian who also knows how to write books.

9. Human Touch as a Safety Net

But let's be honest, no work colleagues always gets everything right ... which is why we install safeguards and human checks to help you to always keep the quality of your work spick and span! There's always a human quality gate standing guard. AI outputs are reviewed to ensure accuracy, and we make sure the final say always aligns with your standards.

10. Oops-Proof with Rollback Capabilities

It's not easy for AI agents ... they get blamed when they learn something they're not meant to learn, and get criticised when they forget other things that are important (these humans, you can't win!). Just in case your AI Agents get the wrong end of the stick, all of our agents come with a rollback feature. If they go off track, you can reset them and learn from the hiccup without missing a beat.



Side-By-Side Comparison

Our side-by-side comparison of Newton Day’s AI Agent Network Expansion Pack and Vanilla ChatGPT for business applications uses competitive pillars inspired by the Blue Ocean Strategy Canvas.

Each solution is rated out of 10 for performance across these pillars:

Summary of Ratings:

Newton Day’s AI Agent Network: [96/100](#)
Vanilla ChatGPT: [52/100](#)

Pillar	AI Agent Network	Score	Vanilla ChatGPT	Score
Role-Specific Functionality	Purpose-built AI Agents with defined job roles, operating instructions, and protocols tailored to business needs.	9	General-purpose AI with no predefined roles or structure, relying entirely on user prompts for context.	5
Customisation and Design	Full customisation of agents to align with organisational goals and workflows, with collaborative design services.	9	Minimal ability to customise functionality or align outputs with specific organisational needs.	4
Organisational Context	Integrates Digital DNA to provide agents with deep organisational knowledge, enhancing relevance and accuracy.	10	Lacks organisational context, making outputs generic and less tailored to business-specific challenges.	4
Ease of Use	User-friendly agents with unique personalities, delivering intuitive, engaging interactions and precise, intent-based answers.	8	Straightforward but impersonal interface that can feel less approachable for business users.	7
Records Management	Fully integrated with version-controlled systems to manage agent outputs, ensuring compliance and traceability.	10	No native records management capabilities; relies on external tools for any logging or tracking.	3
Integration	Seamless integration with enterprise data repositories and applications for informed decision-making.	9	Limited integration capabilities without significant manual effort or external API customisation.	5
Scalability	Supports a network of agents, centrally managed for consistency and growth across multiple roles and functions.	9	Works as a single-instance AI, requiring manual scaling efforts and management for multi-use scenarios.	6
Learning and Improvement	Uses rollback capabilities and continuous learning to refine outputs and improve performance over time.	10	Relies on OpenAI updates, with limited adaptability to specific use cases or rollback capabilities.	6
Human Oversight and Quality	Always includes a human quality gate to ensure accuracy and alignment with business standards.	10	No built-in human review process; quality depends on user interaction and prompt clarity.	5
Cost Efficiency	Provides tailored functionality that reduces redundancy and increases ROI for enterprise-level investments.	9	Lower upfront costs but requires extensive manual oversight and add-ons to match enterprise needs.	7

The Bottom Line: A Smarter, Friendlier Approach to AI

Vanilla ChatGPT is great for a casual chat or brainstorming session, but let's face it, you wouldn't leave it in charge of running your business.

Our AI Agent Network takes AI to the next level, making artificial intelligence pragmatic, purposeful, informed, regulated, and genuinely useful.

So, why settle for ordinary when you can have AI agents that work hard, play nice, and fit right into your team? Let's make your organisation smarter, more efficient, and ready to take on the future.

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