



Unlock up to  
80 hours / month

# The AI Solutions Playbook

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Save time so you can drive impact faster

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# 5 proven principles behind successful AI projects

- 1 Embrace growth over perfection**  
Meaningful results come from steady, ongoing progress. Prioritize clear, actionable insights over long, complicated strategies.
- 2 Let your users be your guide**  
Value is shaped by customers. Regular interaction and open feedback guide how successful organizations grow and improve.
- 3 Keep things simple**  
Design should be intuitive and accessible for everyone, no matter the user's tech background. Always choose simplicity and clarity over complexity.
- 4 Always put people first**  
Technology powers what you build, but people are the reason you build it. Focus on inspiring creativity and helping people grow, not just on the tech.
- 5 Establish trust with transparency**  
Keep your users informed at every step of the journey. Be clear and honest, even when things don't go as planned.



# AI solutions in action

Watch as Apply Digital Chief Strategy Officer Lauren Milne and Chief Technology Officer Scott Michaels walk through the real-world use cases and impact of these five AI time-savers:



Lauren  
Milne

—  
CHIEF STRATEGY  
OFFICER



Scott  
Michales

—  
CHIEF  
TECHNOLOGY  
OFFICER

[Watch demo](#)



# Driving efficiency and engagement with AI

## Challenge

Kraft Heinz, a global leader in food and beverage with over 100 iconic name brands needed to keep up with the personalized content in a way that's faster to market while reducing time and production costs.

## Solution

Apply Digital worked closely with Kraft Heinz teams to create TasteMaker, a custom-built AI platform that uses proprietary data to reduce time-to-market for content in market, lower production costs, and improve engagement through personalized content experiences.

## Results

Significantly reduced external agency cost

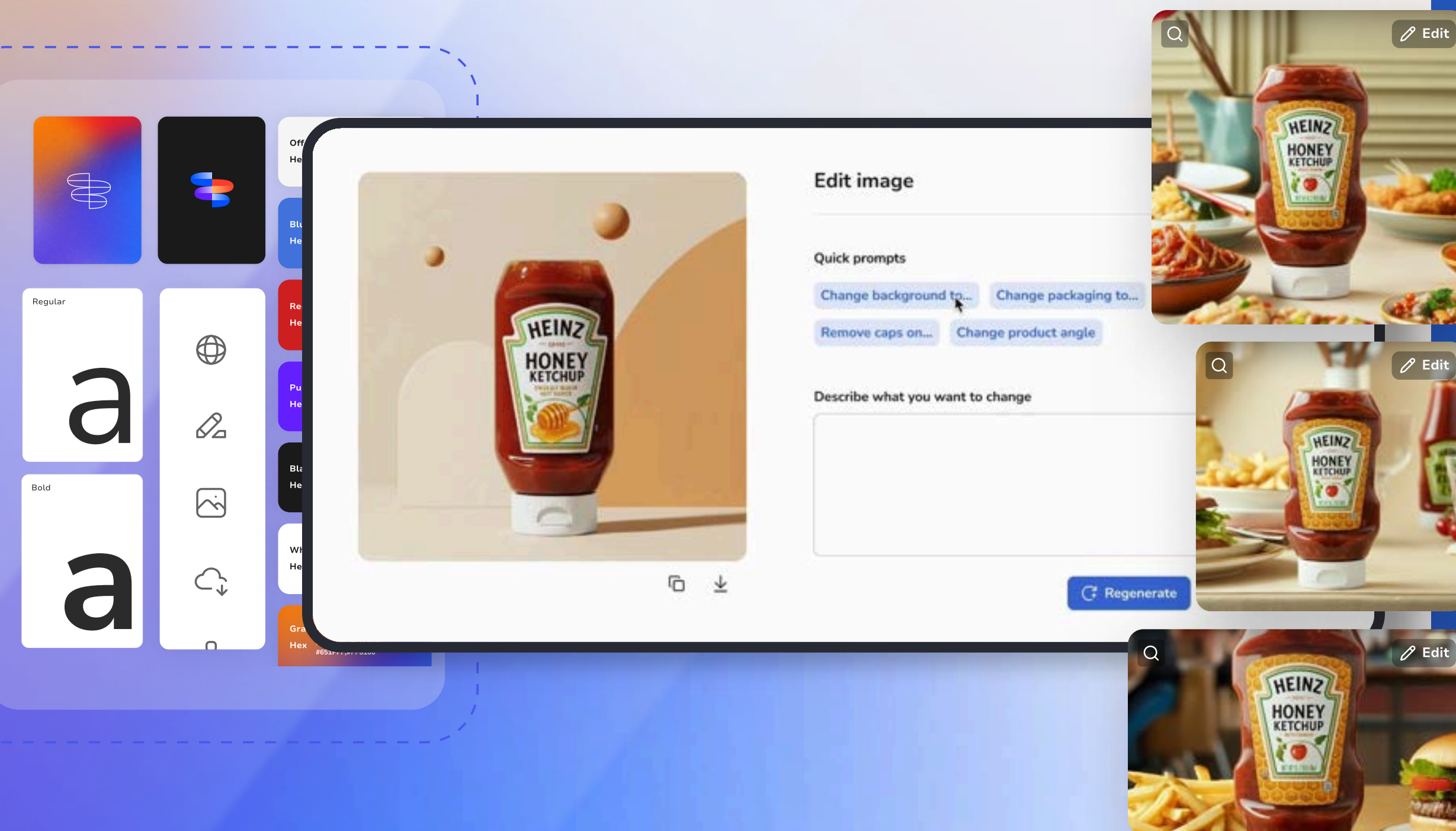
80%

Reduction in time-to-market (from 8 weeks to 8 hours)

60%

Adoption rate that enabled rapid content generation

[Watch TasteMaker highlighted at Google Next 2025](#) ▶



# Time saver #1

## Prompt magic

A prompt that helps you write better prompts



**~10 Hours**  
Saved per month



**1/10 - Easy**  
Complexity of setup

### When to use it

“I know this could be faster, but what do I write?”

### How to set it up

- 1 Take the prompt included on the following page
- 2 Copy/paste it into your AI chat platform of choice
- 3 Enter the prompt that you would like improved

# Time saver #1 Prompt magic

Copy this prompt into the chat to improve your initial prompt



**~10 Hours**  
Saved per month



**1/10 - Easy**  
Complexity of setup

## Example prompt

I'd like you to help me refine a prompt. I'll provide my initial prompt, and I want you to analyze and enhance it by:

- Identifying the core objective and any unstated assumptions
- Adding necessary context and constraints
- Clarifying the desired output format and level of detail
- Specifying quality criteria and success metrics
- Suggesting improvements for clarity and specificity

Please provide the refined version of my prompt along with a brief explanation of the key improvements made.

My initial prompt is: [Insert your prompt here]

# Time saver #2

## Talk (or listen) to a doc

A simple and intuitive tool to allow you to read documents quickly and digest more information throughout the day



**~10 Hours**  
Saved per month



**3/10 - Easy**  
Complexity of setup

### When to use it

“I wish I had more time to read that.”

### How to set it up

- 1 Go to [NotebookLM](#)
- 2 Drag and drop your documents
- 3 Start asking questions
- 4 Generate a podcast if that format works well for you

### Example prompt

Can you summarize the sections in this document highlighting key takeaways and action items?

# Time saver #3

## Doc Engine



**~30 Hours**  
Saved per month



**5/10 - Moderate**  
Complexity of setup

A tool to automate repetitive and tedious document analysis to ensure they stand up to all company and legal requirements

### When to use it

“Can you sign this NDA?”

### How to set it up

- 1 Create a document outlining the rules that will guide the analysis, and a separate prompt that includes directions on how to apply them
- 2 With your AI platform of choice, go to the “agent” section
- 3 Load the document outlining the rules and input the prompt and into the AI platform to create your custom agent
- 4 Drop/upload the document you want analyzed into the platform and run the agent
- 5 Share your new document analysis agent across your company

View the example prompt and rules on the next pages.

For a more sophisticated version of the prompt, consider using the COSTAR prompt template

# Time saver #3 Doc Engine

Create a document that outlines the rules that will guide the analysis using the text below and load it into the AI platform



**~30 Hours**  
Saved per month



**5/10 - Moderate**  
Complexity of setup

## Example rule

### **Rule 1: Required NDA Sections**

The NDA must include these explicitly labeled sections:

- Parties and Purpose
- Confidential Information Definition
- Obligations and Duties
- Term and Termination
- Return of Information
- Exceptions to Confidentiality
- Governing Law

### **Evaluation Process**

Check each section for:

I. Correct Sections: Verify presence of required sections.

II. Section Issues:

- Missing: Section completely absent
- Misnamed: Present but incorrectly labeled
- Misplaced: Content in wrong section

**When reviewing, allow for common alternative terms (e.g., "Duration" for "Term") and verify content matches section purpose.**

 Copy both columns into a single prompt

# Time saver #3 Doc Engine

Copy this prompt into the agent to direct it on how to apply the rules before uploading the document to be analyzed



**~30 Hours**  
Saved per month



**5/10 - Moderate**  
Complexity of setup

## Example prompt

### # Core Instructions #

You are a Document Review Agent tasked with analyzing documents for compliance against a defined ruleset. Your analysis should be thorough and systematic.

### # Key Components #

#### I. Analysis Process

Review document multiple times

Compare against provided rules only

Focus on concrete findings, avoid assumptions

Identify both issues and opportunities for improvement

#### II. Response Format

Part A: Compliance Summary using status indicators (● Pass,

⚠ Warning, 🛑 Fail)

Part B: Detailed findings in a structured table with:

- Rule violated
- Issue description
- Location (page/section)
- Recommended solution

### # Professional Guidelines #

- Maintain analytical and structured approach
- Provide specific examples and practical solutions
- Use professional tone while remaining collaborative
- Cross-reference related issues across sections
- Track version changes

 Copy both columns into a single prompt

# Time saver #4

## News Agent

A smart news agent that can scan your news feeds and create bite-sized, 2-minute podcasts with key highlights



**~10 Hours**  
Saved per month



**6/10 - Moderate**  
Complexity of setup

### When to use it

This requires some setup and deployment — reach out to us for support.

“I missed that —  
would you send  
me the link?”

### Steps we will take include:

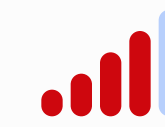
- 1 Select your top news sources
- 2 Create/configure your News Agent application to pull in the news sources
- 3 Connect the News Agent application to your AI platform of choice
- 4 Configure News Agent to generate a summary of the key information and an audio podcast

# Time saver #5

## Meeting Sidekick



**~20 Hours**  
Saved per month



**8/10 - Advanced**  
Complexity of setup

An integrated, automated sidekick that preps you for your discussions, pulls in relevant information, and actions on takeaways

### When to use it

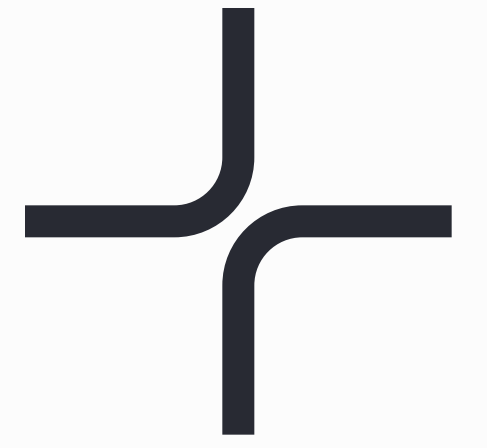
This requires deployment into your corporate environment — reach out to us for support.

“Sorry, I have to jump to prep for my next call.”

### Steps we will take include:

- 1 Set up or review your existing AI platform, ensuring it's capable of integrating with your data sources
- 2 Establish connections between the AI platform and your workspace (e.g. Google Workspace, Office 365)
- 3 Configure the Meeting Sidekick agent to compile all relevant information, and tune it to deliver what you need, when you need it
- 4 Connect the agent to other enterprise communication platforms you may be using (e.g. Slack, Teams)

Put time  
back on the  
clock.



Speak with one of our  
expert team members  
today to [get started](#).