

# Data & AI Capability Overview

AI when it pays. Automation when it doesn't. Senior people who know the difference.



Almost every consulting firm are recently offering selling AI services. Most are selling enthusiasm. Merlin Solutions is a pragmatic Data & AI practice for enterprises tired of hype, every engagement starts with a defined ROI hypothesis. Every solution is built with governance from day one, and every team we put on your project has done it before.

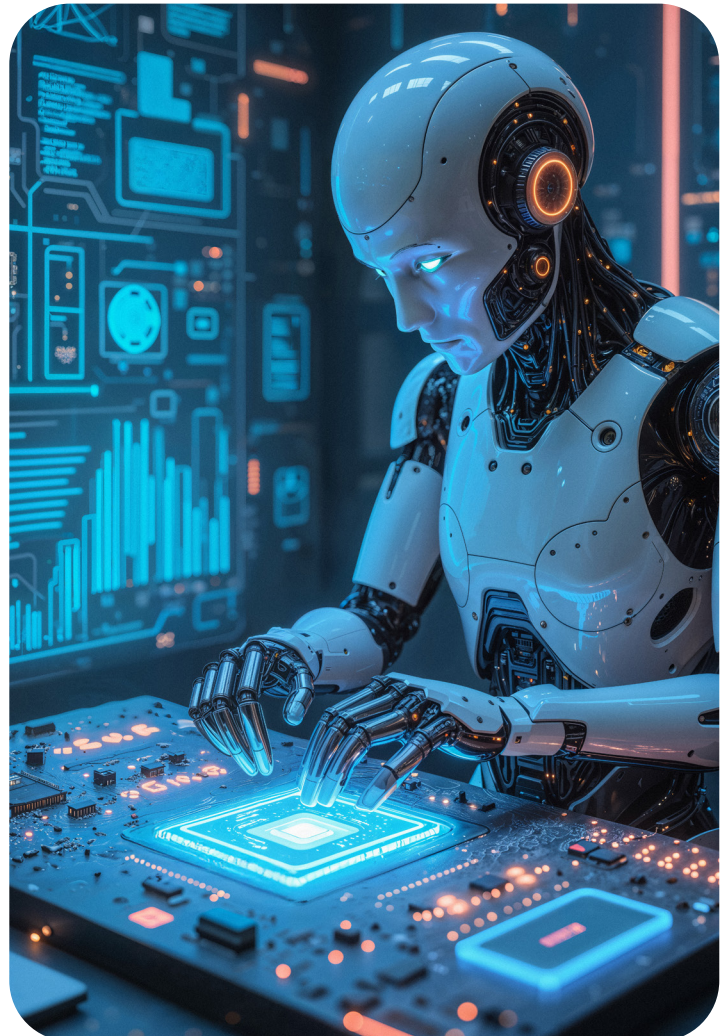
**Fortune 500 RPA delivery**  
at multiple US utilities

**Senior US-based**  
automation and AI  
architects

**ROI-driven**  
engagement model

## Capabilities

- **Intelligent automation** - RPA for high-volume, rule-based enterprise workflows UiPath, Blue Prism, Automation Anywhere. Where automation, not AI, is the real ROI play.
- **Operational AI** - AI applied to enterprise operations exception handling, anomaly detection, intelligent triage, and decision support for contexts, where reliability beats novelty.
- **Generative AI for the enterprise** - Custom assistants, RAG, and AI-enabled workflows grounded in your data and business logic. Built for security and human oversight not for demos.
- **Data foundations** - Data engineering, integration, and platform work that AI and automation depend on SAP Datasphere, modern data platforms, and the plumbing that makes the rest work.



## Where we work

### UTILITIES

Smart meter event management, billing exception handling, customer service automation, and AI-assisted operational decision support under regulatory and reliability constraints.

### OIL & GAS

Operations data integration, predictive maintenance support, document and contract intelligence, and process automation across upstream, midstream, and downstream environments.

### LARGE ENTERPRISES

Finance, procurement, HR, and shared services automation. Custom GenAI assistants for internal workflows the high-volume work where automation often beats AI.

## How we work

### ROI first, novelty never

Every engagement starts with a defined ROI hypothesis. If we can't articulate one with you, we won't take the work.

### Match the tool to the problem

If a deterministic rule solves it in 10 lines of code, that beats a 7B-parameter model. We recommend the smallest tool that works.

### Governance from day one

Security, audit trails, data handling, and human oversight built in from the start not bolted on after the demo.

## Let's talk about what's worth building

Whether you have a defined AI roadmap, a list of automation candidates, or just the suspicion that your AI strategy needs an ROI sanity check, let's talk.

Merlin is a Certified Minority and Woman Owned Company



### Let's Connect

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