



# SENTRY

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## TECHNOLOGY SOLUTIONS

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**John Ohlwiler**

**CEO/Founder**

**Inc.  
5000**

**#857**

NATIONWIDE

**#92**

FLORIDA

**#40**

IT SERVICES

**492.81%**

3YR GROWTH RATE

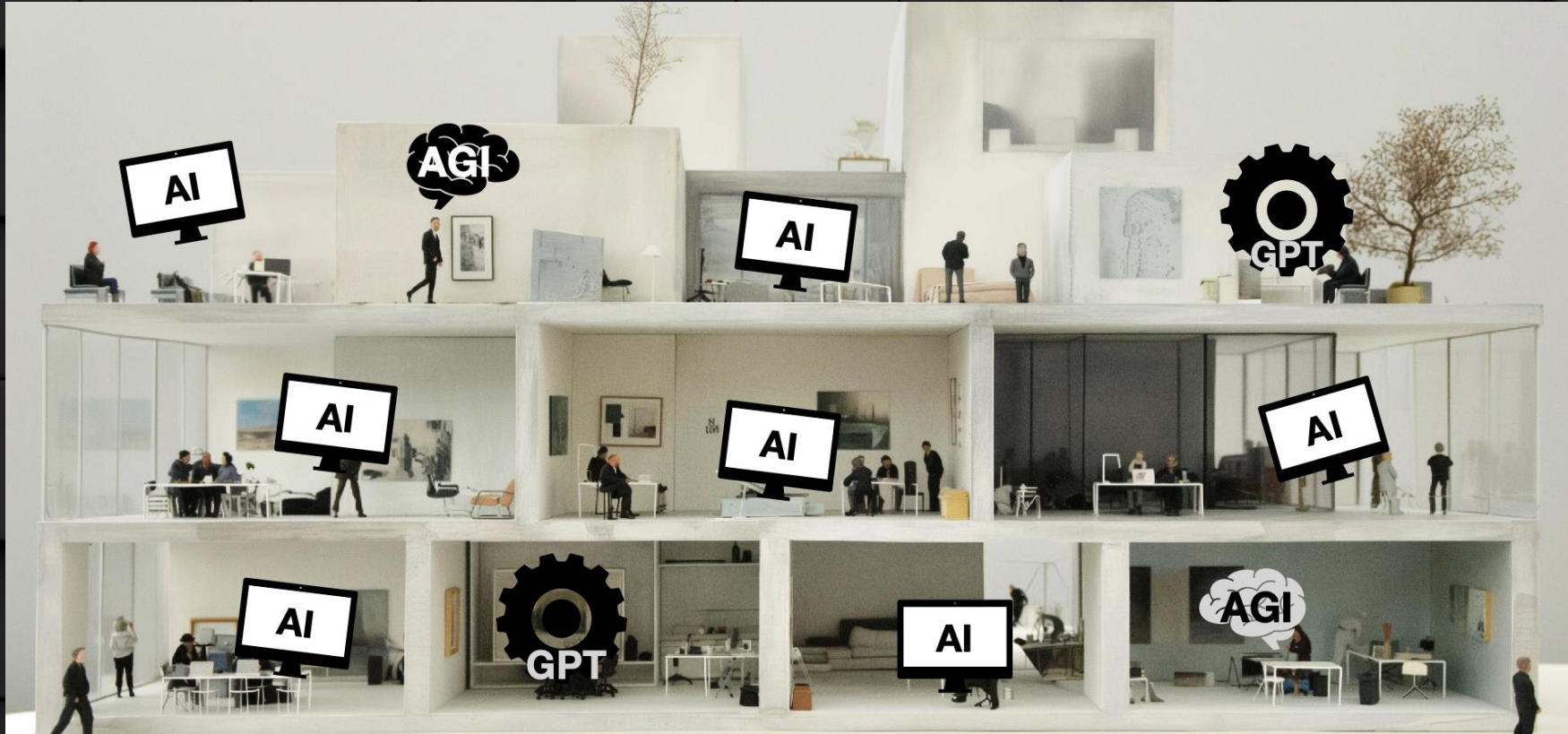


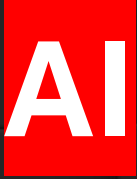
**Strategy without tactics is the  
slowest route to victory.  
Tactics without strategy is the  
noise before defeat.**

Sun Tzu, Art of War



# Frankenstein AI





# From a Tech Point of View

- LLM made the term AI famous but some of these technologies are dated
- Techs and Business Leaders don't always connect thoughts
- What AI do you even need?

2021 Term	2023 Term
Automation / RPA	Artificial Intelligence
Predictive Analytics	Artificial Intelligence
Data Mining	Artificial Intelligence
Expert Systems	Artificial Intelligence
Natural Language Processing (NLP)	Artificial Intelligence
Image Recognition	Artificial Intelligence
Computer modelling	Artificial Intelligence
Recommendation Engines	Artificial Intelligence
Robotics	Artificial Intelligence
Chatbots	Artificial Intelligence
Statistical Modelling	Artificial Intelligence
Optimization Algorithms	Artificial Intelligence
Machine Learning (ML)	Artificial Intelligence
Deep Learning	Artificial Intelligence
Computer Vision	Artificial Intelligence
Business Intelligence (BI)	Artificial Intelligence
Voice Recognition	Artificial Intelligence
Pattern Recognition	Artificial Intelligence
Fraud Detection Systems	Artificial Intelligence
Personal Digital Assistants	Artificial Intelligence
Big Data	Artificial Intelligence
IOT	Artificial Intelligence
Metaverse	Artificial Intelligence
Supply chain optimizaton	Artificial Intelligence
Anticipatory Computing	Artificial Intelligence
Personalization	Artificial Intelligence

# Artificial Intelligence Models

1

## Fully Customized

Built from scratch custom AI bot the performs a unique business function.

**Fully customizable Knowledge Base.**

2

## Customized with Tool

Tools which you can build a customized AI bot and integrate within the ecosystem like Copilot Studio.

**Customizable Knowledge Base within parameters.**

3

## AI Tool Locked inside Platform

AI tools inside software platforms like M365, Hubspot, Claude, Chat GPT, etc.

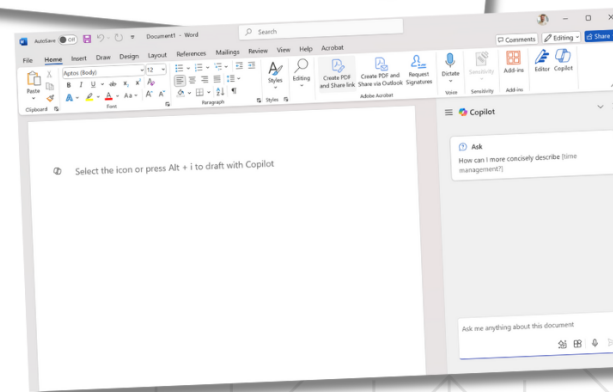
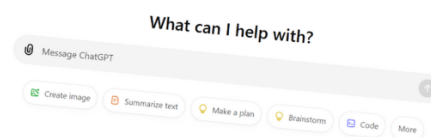
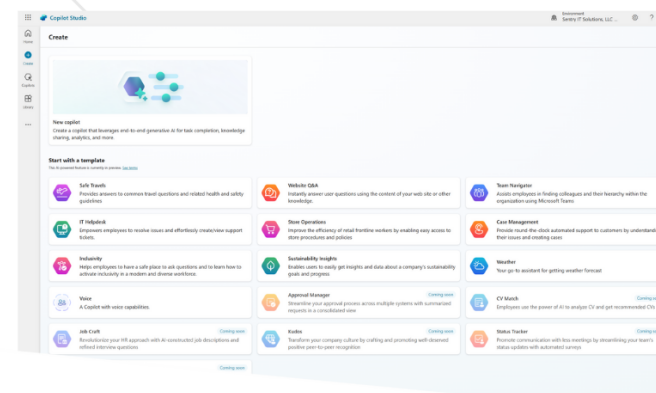
**Limited Knowledge Base customization.**

4

## AI Powered Platform

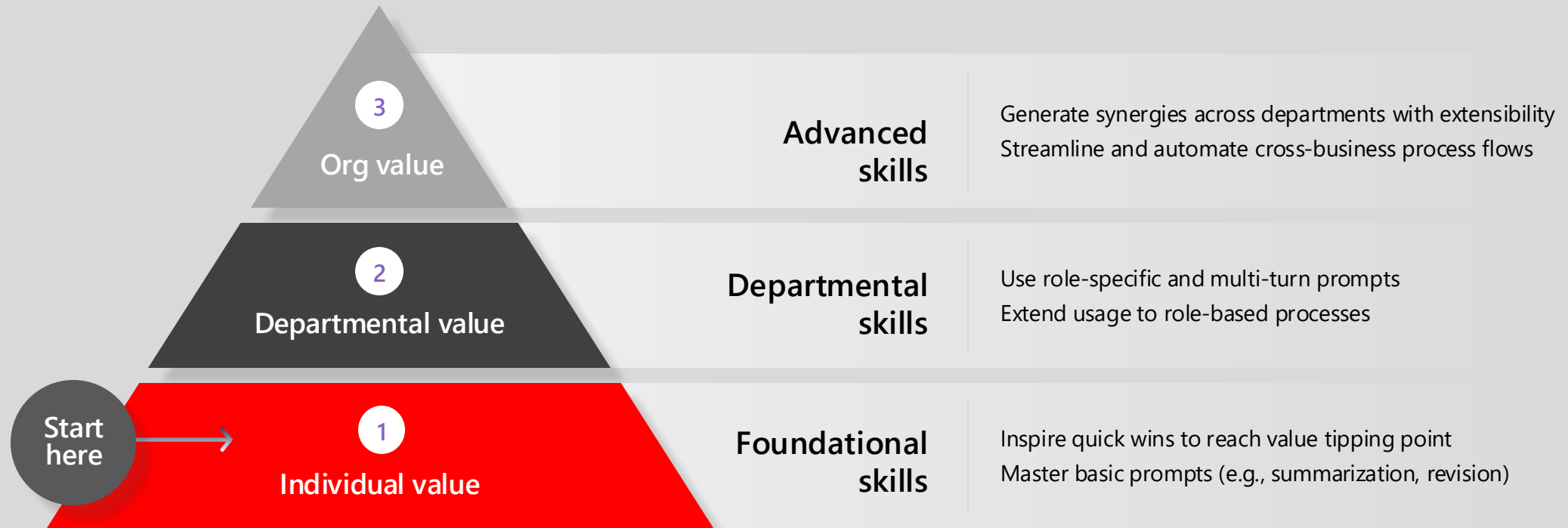
AI enhanced software you have no access to edit or change, it works in the background.

**No Knowledge Base customization.**

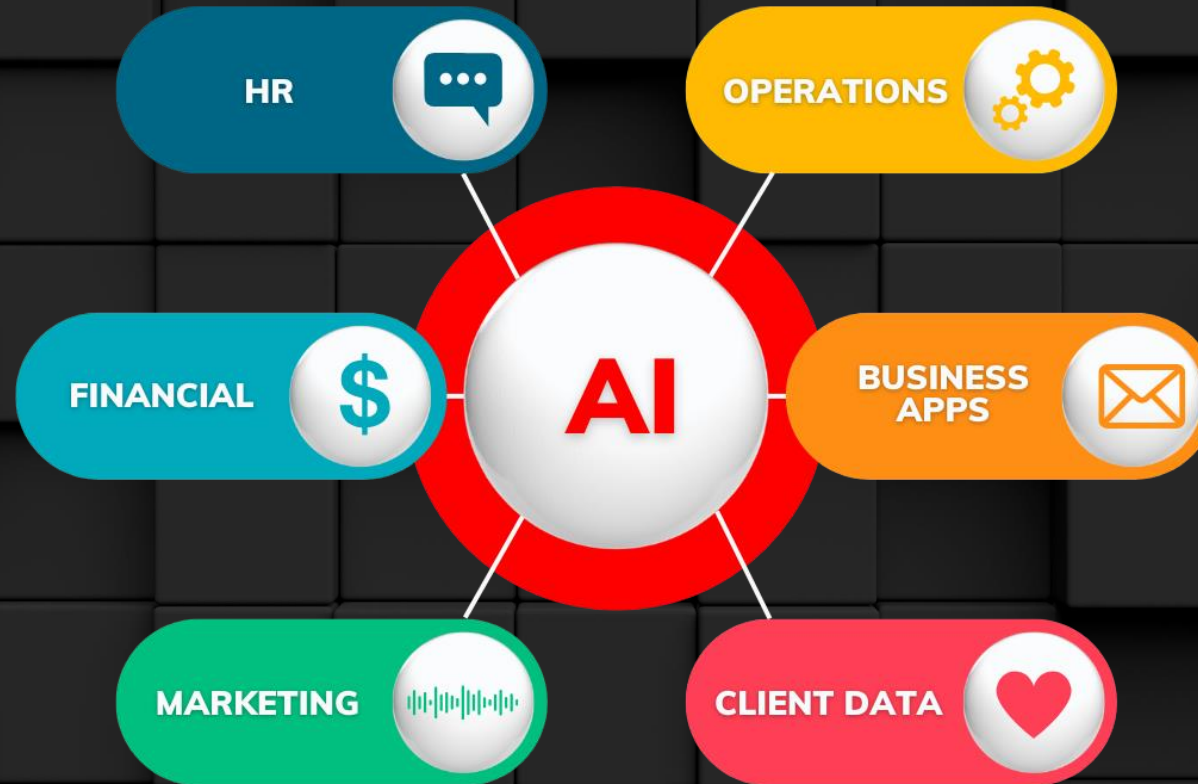




# Adoption Strategy



# Organizational **Mind**





# TMM Technology Maturity Model

Operate - Secure - Integrate - Innovate

## Secure

- Cyber Security Standards (CIS, NIST, etc.)
- Compliance Standards (HIPPA, PCI, etc.)
- Threat Analysis (Mitre Att&ck Framework)
- Insurance Compliancy & Risk Management
- Endpoint Security
- Identity Governance Management
- Employee Training
- Enterprise Password Hygiene

2

## Operate

- Troubleshooting/Help Desk
- Network & Connectivity
- Device Management & Security
- Line of Business Apps/Software
- M365/Gsuite
- Backup & Recovery
- Data Storage

1

## Innovate

- Generative AI
- Machine Learning
- Workflow Automation / Optimization
- Business Analytics & Data Science
- Digital Transformation

4

## Integrate

- Integrating Operations & Technology
- SOP's
- Data Storage & Hygiene
- Data Analytics
- Workflow Analysis & Strategy
- Foundation for Innovation

3





# A Case for Technology Maturity

## Challenges Solved:

Customer experience issues during ordering and delivery  
Inconsistent experience  
Employee performance and accountability  
Food Costs and Waste

## Operational IT

- Devices and connectivity in the store
- Cloud Infrastructure

## Security

- Credit Cards, Financial HR Details to Protect
- Unified data structures, classifications and permissions

## Business Integration: Cross department solutions

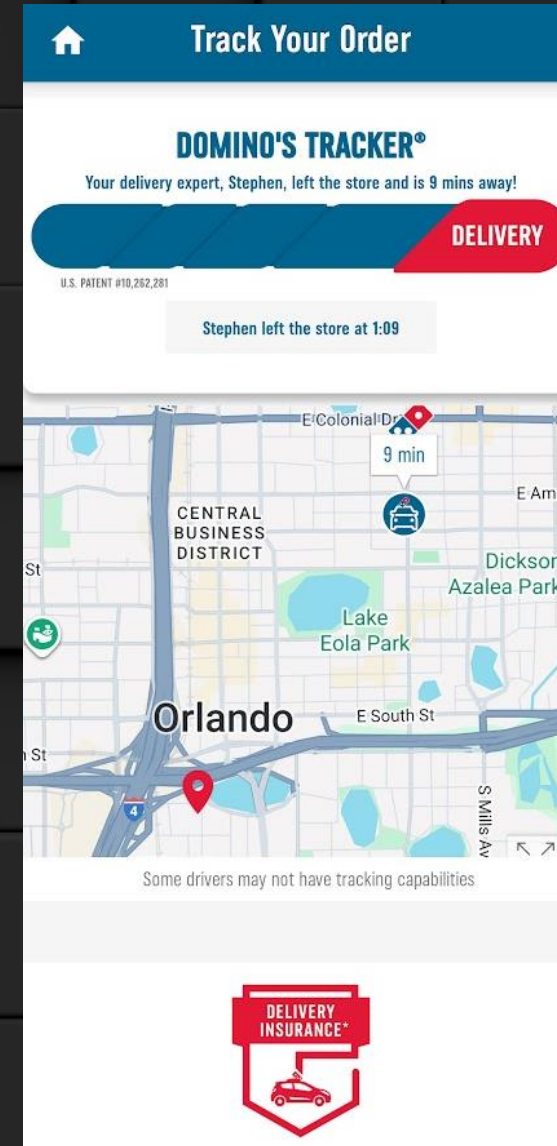
**HR:** Ways to track workers

**Accounting and Finance:** handles taking money

**Marketing:** Loyalty and Customer Engagement programs

## Innovation

Holds patents on the tracking and connectivity of this app  
Advanced analytics across all stores, workers and logistics



# Use Case – Process Improvement

- Local SMB in Apopka
- Legacy Manufacture Software
  - Involved UPS WorldShip
  - QuickBooks
- Saved 35 to 45 labor hours a month
- 1.5 Month ROI
- Runs automatically no more human involvement
- Small 1% change costing between \$5000 and \$7000
- Used Microsoft RPA tools
- Computer Use Agent





# Use Case - Outsource Prospecting

**Company does outsourced bookkeeping, finances, etc**

## Expanded Sales Tactics

- Salespeople were manually searching job postings
- Only sporadically getting done

## Automated the search of job postings

- Researches the company
- Decides on if it fits their Ideal Client Profile/Target
- Researches key contacts
- Applies for the job
- Adds to marketing and outreach program
- Salesperson follow up

## Technologies Used

- Web Scraper and API's for data intake
- Prompted LLM that knows ICP/Target
- n8n for orchestration and workflow
- Integrates to Hubspot for Marketing Automation





# Free Downloads & Connect With Us

Slide Deck – Workbook from Breakout

[sentrytechsolutions.com/techconnect](https://sentrytechsolutions.com/techconnect)



## HOW CAN WE HELP?

- AI Readiness Assessment
- AI Integrations
- AI Strategic Planning
- Process Mining
- Employee Training and Upskilling
- Operational IT
- Security and Compliancy