

Surfacing the information  
that matters most,  
when accuracy is critical.



# The Enterprise Knowledge Problem

Knowledge-rich organisations are drowning in data but starving for insight.

Reports, research, legislation, policies – 80% sits unused or trapped across siloed systems.

- **Generic AI can't be trusted with high-stakes content.**

Off-the-shelf tools lack domain context, can't guarantee accuracy, and create security risks.

**Teams waste time searching for what they already know.**

Finding the right information is slow, inconsistent, and expensive – experts can't scale.



## Case Study

How do you make over 30 years of agricultural research instantly accessible to growers?

# Foundation of Arable Research

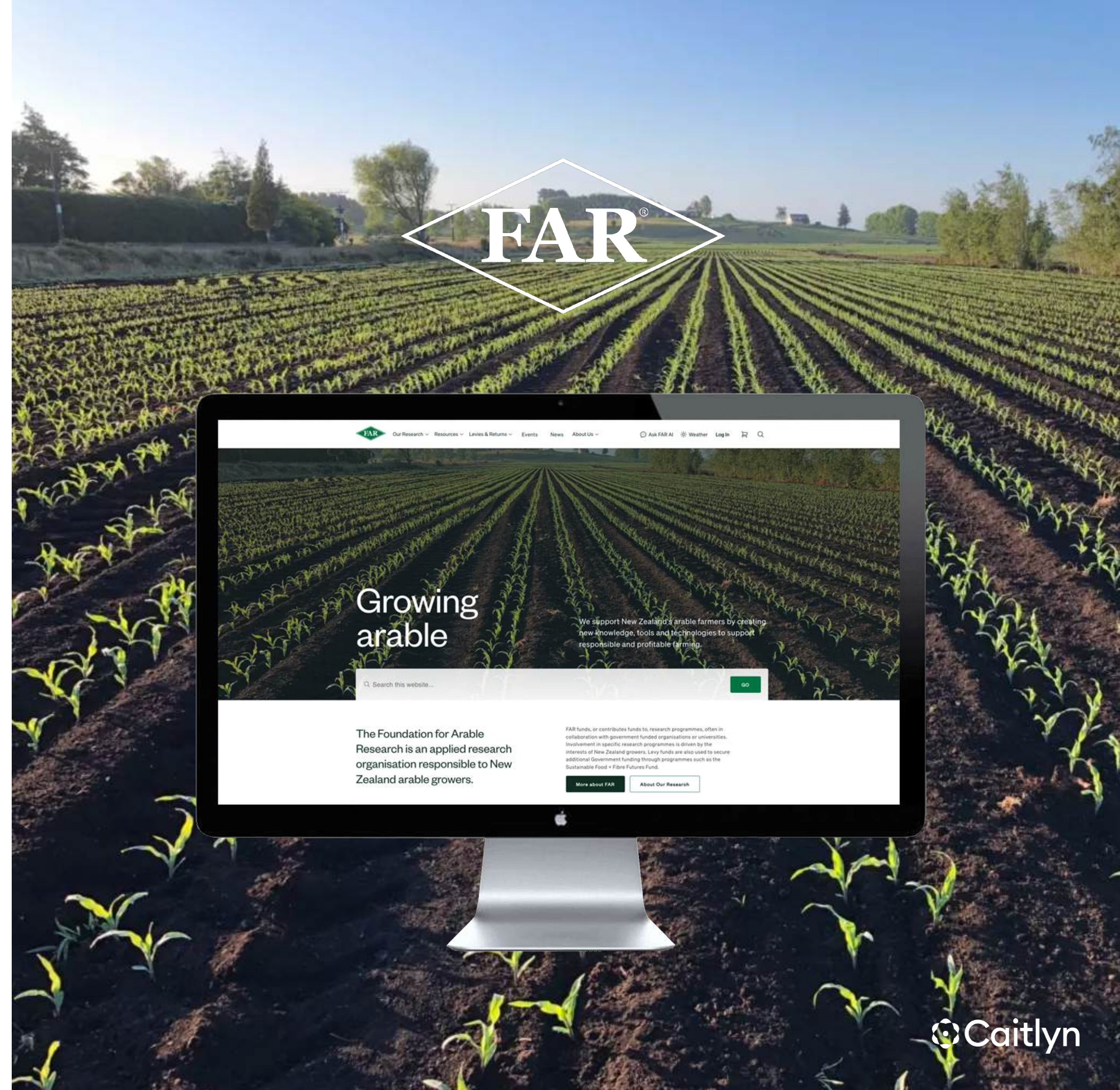
provide research and resources for New Zealand growers.

12 major areas of research.

Thousands of reports.

Average report length is 35 pages long.

Most are written in technical language.



# What Growers Actually Need

"Understand my industry and my local context"

"Speak in my language, not tech speak."

"I don't have time to search and browse reports."

"Accuracy. I want to trust the responses."



How can you increase grass seed yield?



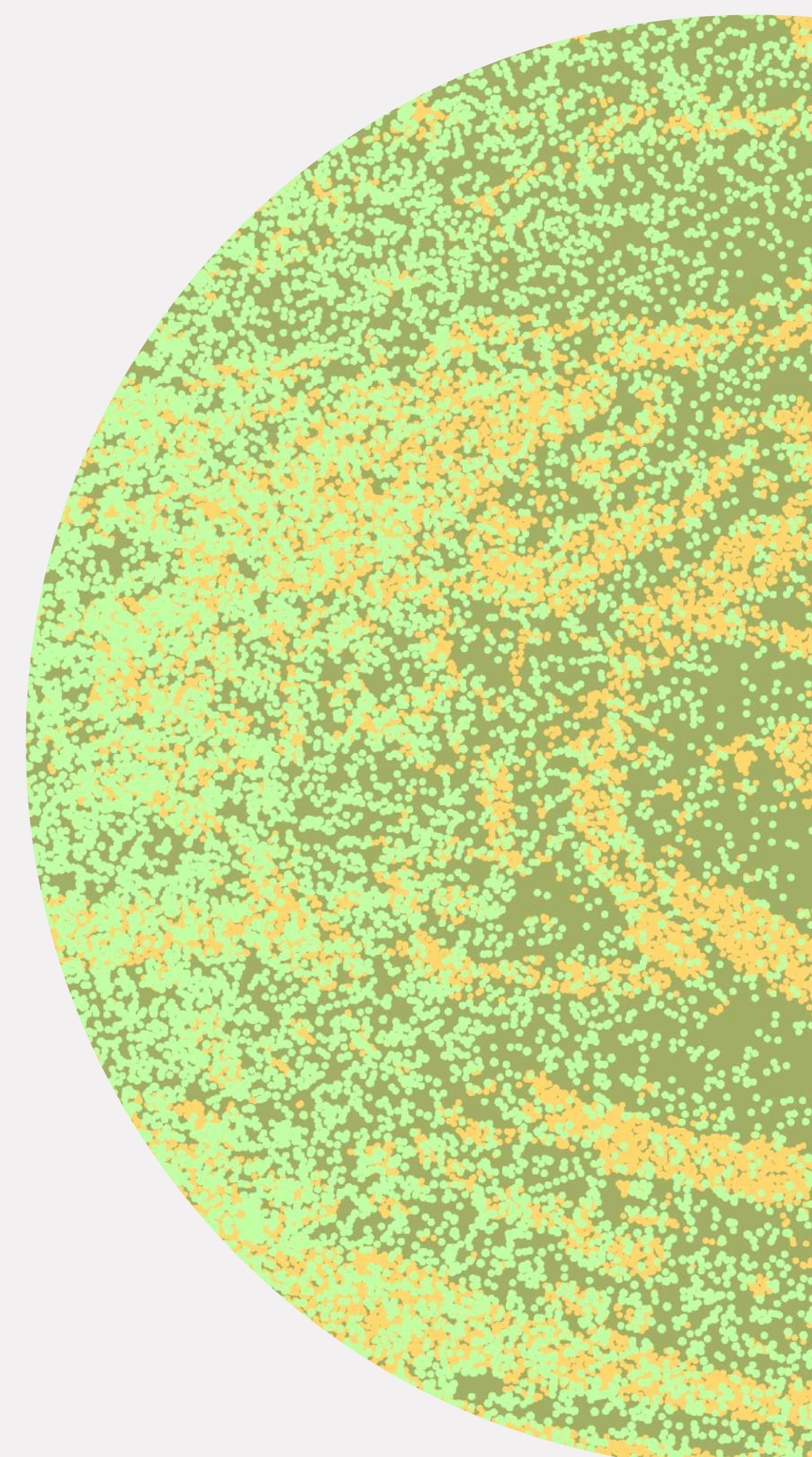
Introducing



Caitlyn turns fragmented knowledge into trusted, verifiable answers – instantly.

A private GenAI platform built for accuracy, traceability, and secure embedding.

Surface what matters from your knowledge.



# Solution: Caitlyn as “Ask FAR”

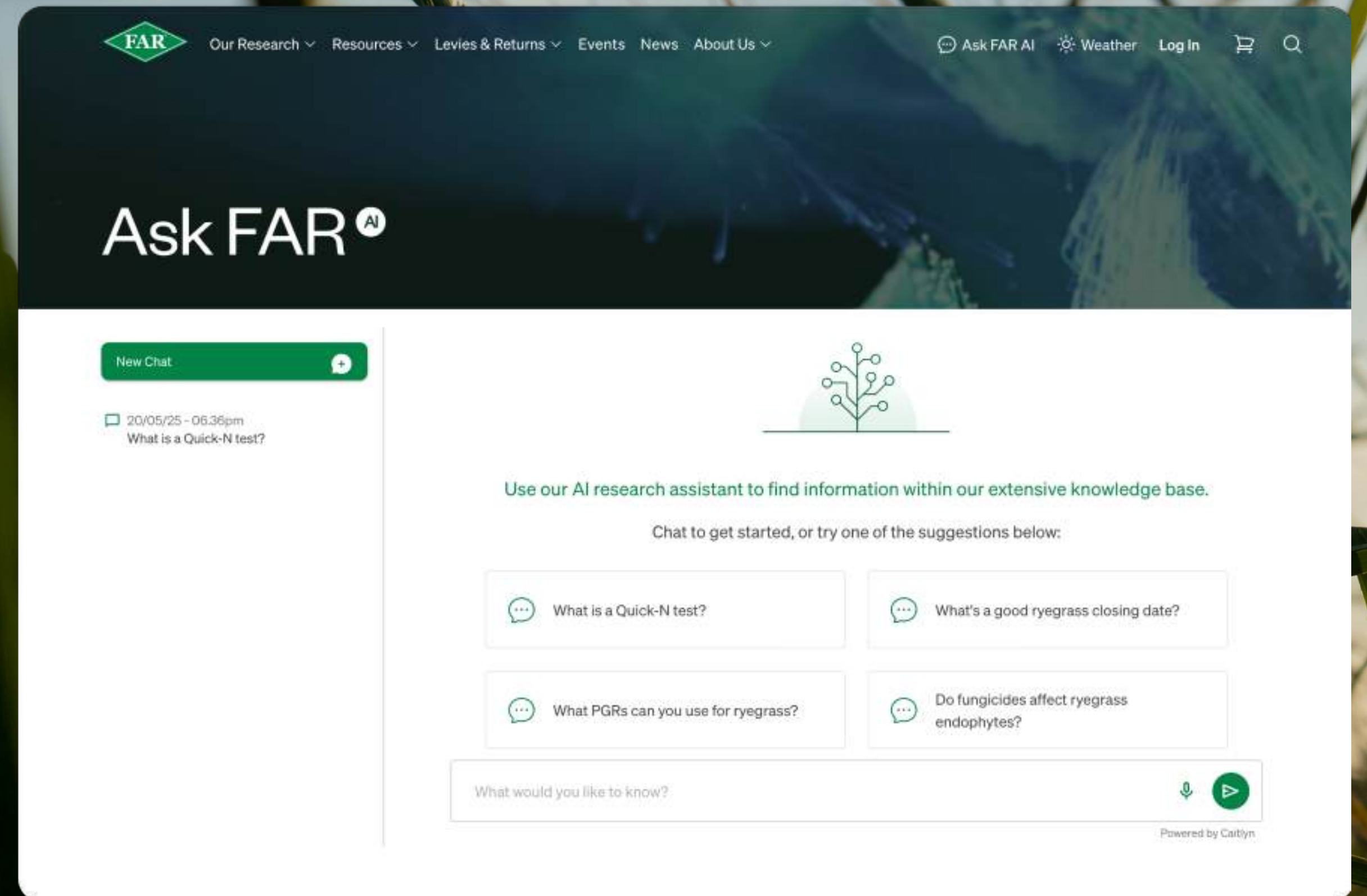
Caitlyn implemented as “Ask FAR,” lets growers ask natural-language questions across decades of research – turning a complex, under-used knowledge base into an engaging, accessible tool.

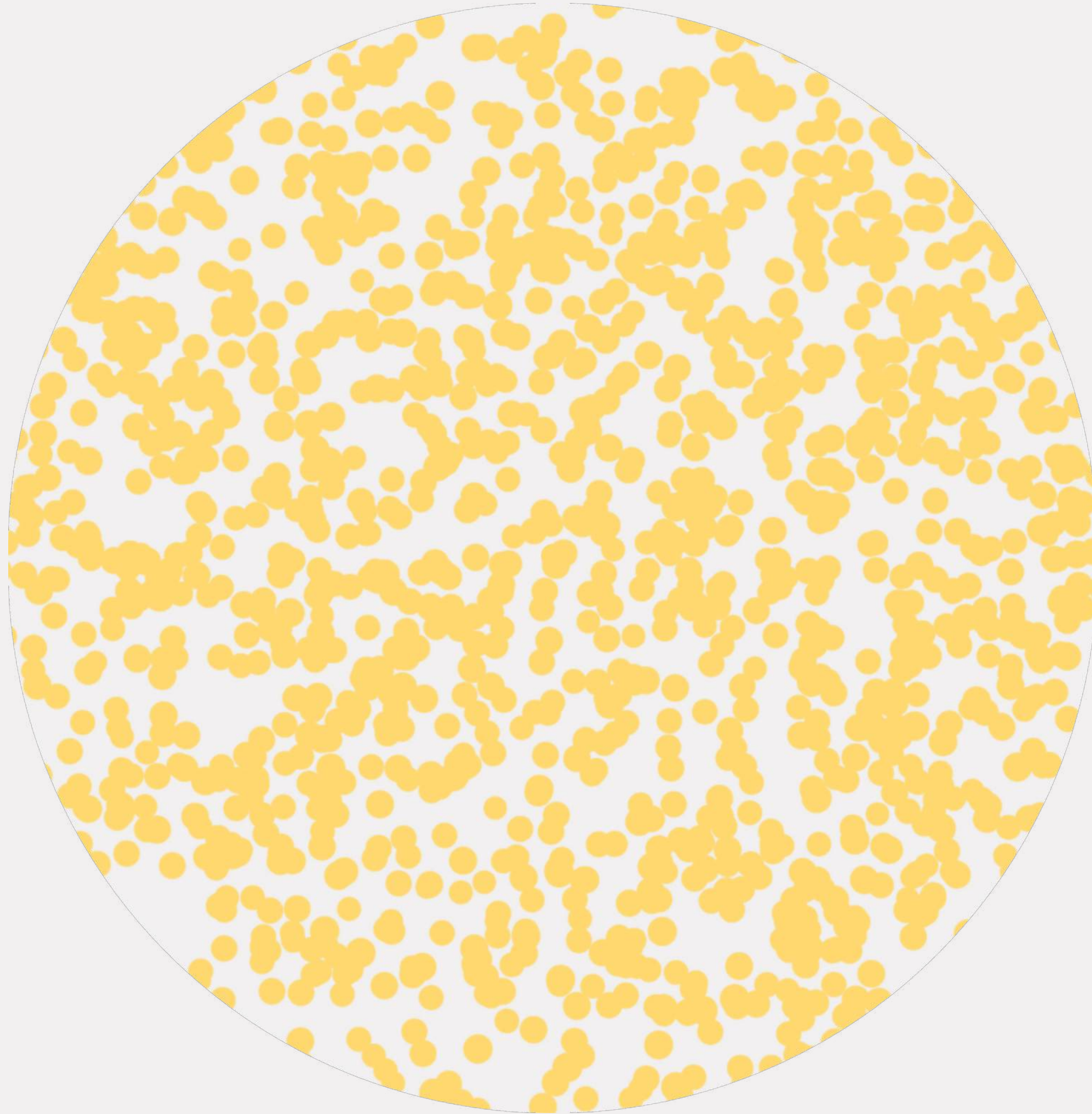
50%

Engagement  
increase with FAR  
publications

90%

Faster information  
access: cited,  
trustworthy responses





## The platform behind the results

Ask FAR works because Caitlyn is built for accuracy, security, and large, complex knowledge bases – not generic AI use-cases.

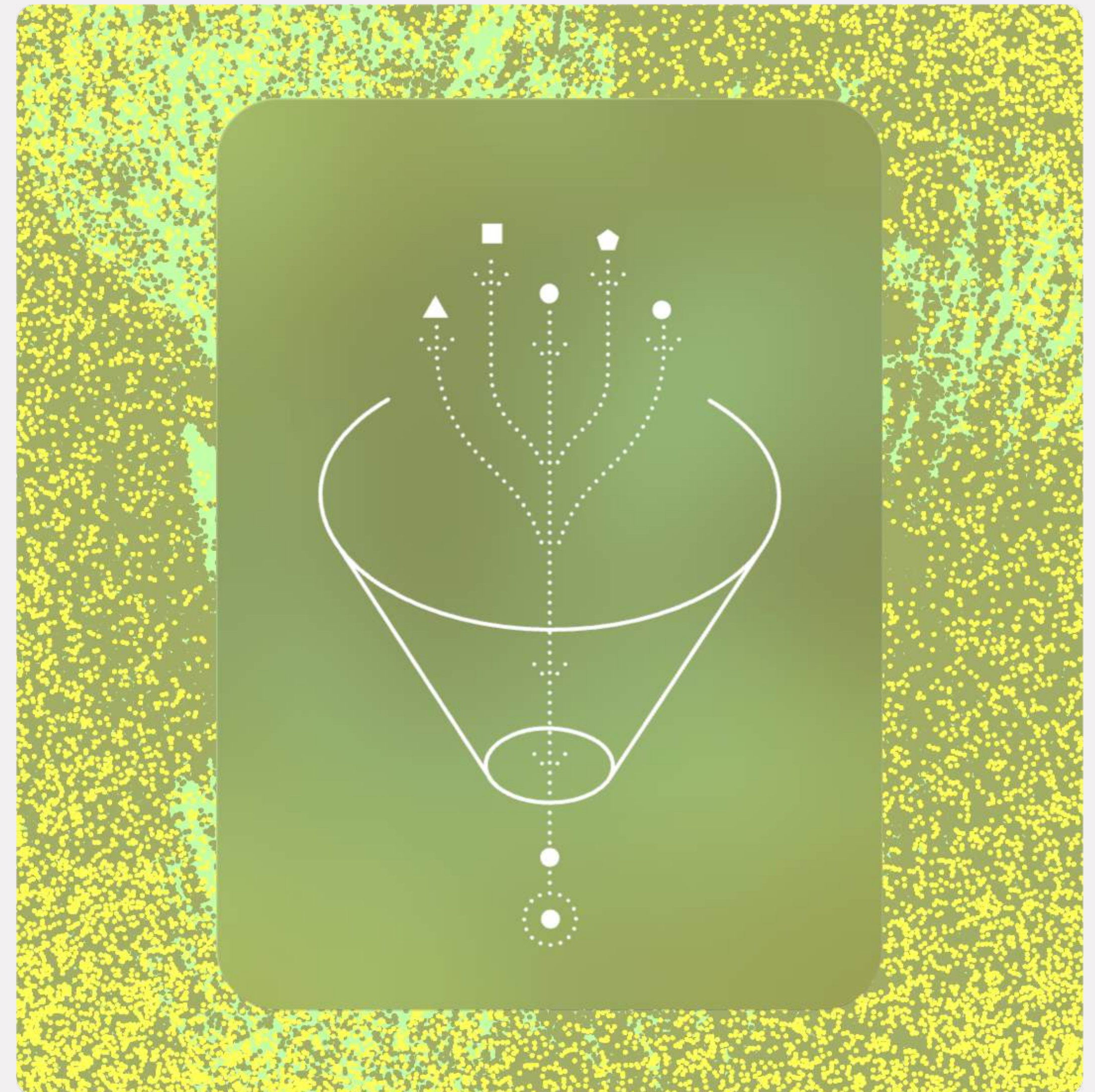
Here's what sets Caitlyn apart...

# Caitlyn

Turn any format into structured, searchable knowledge.

Caitlyn extracts the context others miss and turns any format into structured, searchable knowledge.

- Understands both text and visual elements
- Maintains document relationships and hierarchy
- Makes previously hidden knowledge searchable and governed
- Flexible extraction of key information with full traceability

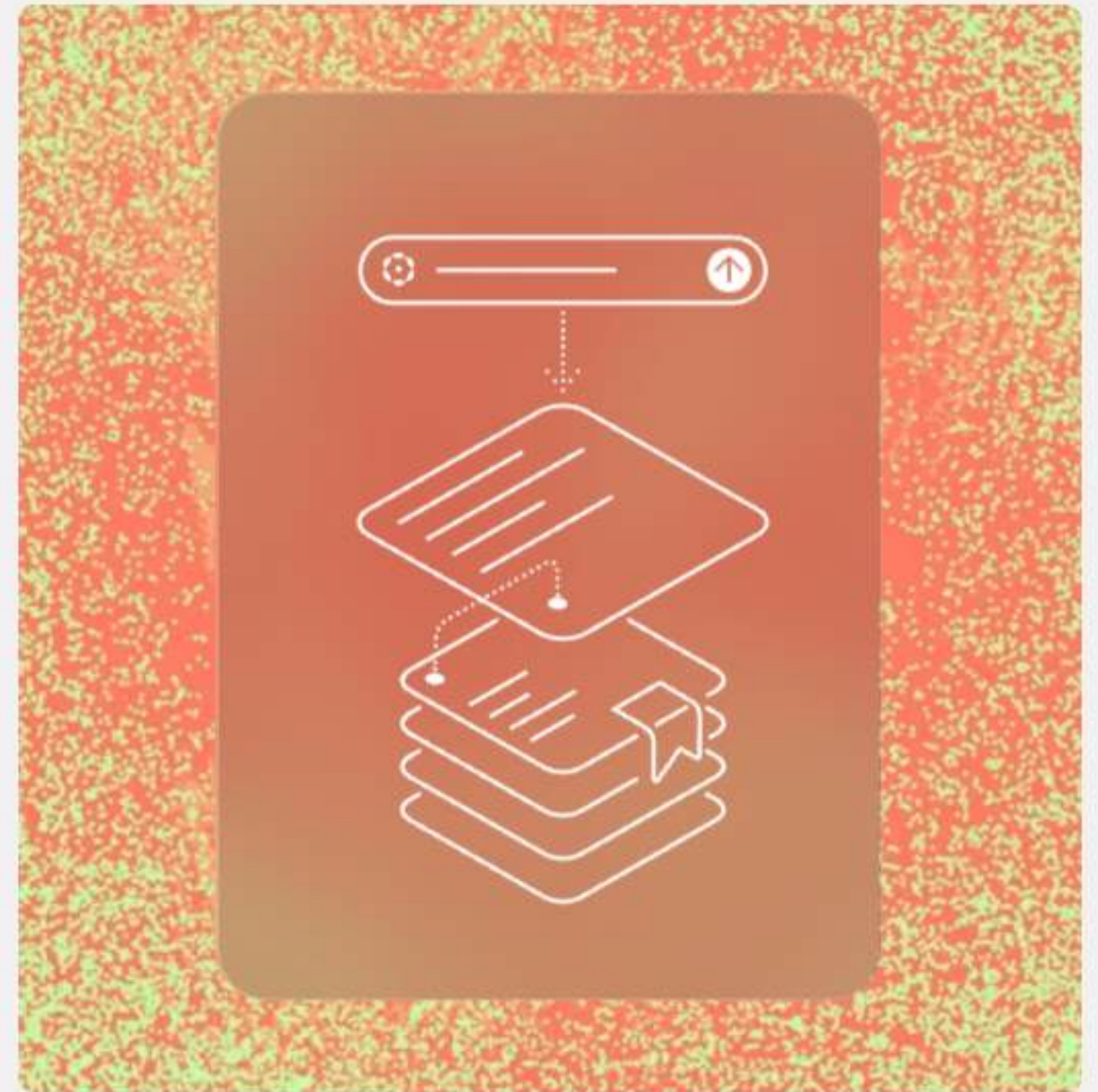


# Caitlyn

## AI you can trust – designed for domains with low error tolerance

For industries where accuracy is critical, Caitlyn delivers precision you can trust.

- Domain expertise: understands nuances specific to your industry.
- Every response is grounded in your vetted data
- Deep-link citations for full transparency and continuous improvement over time.
- Continuous learning through feedback



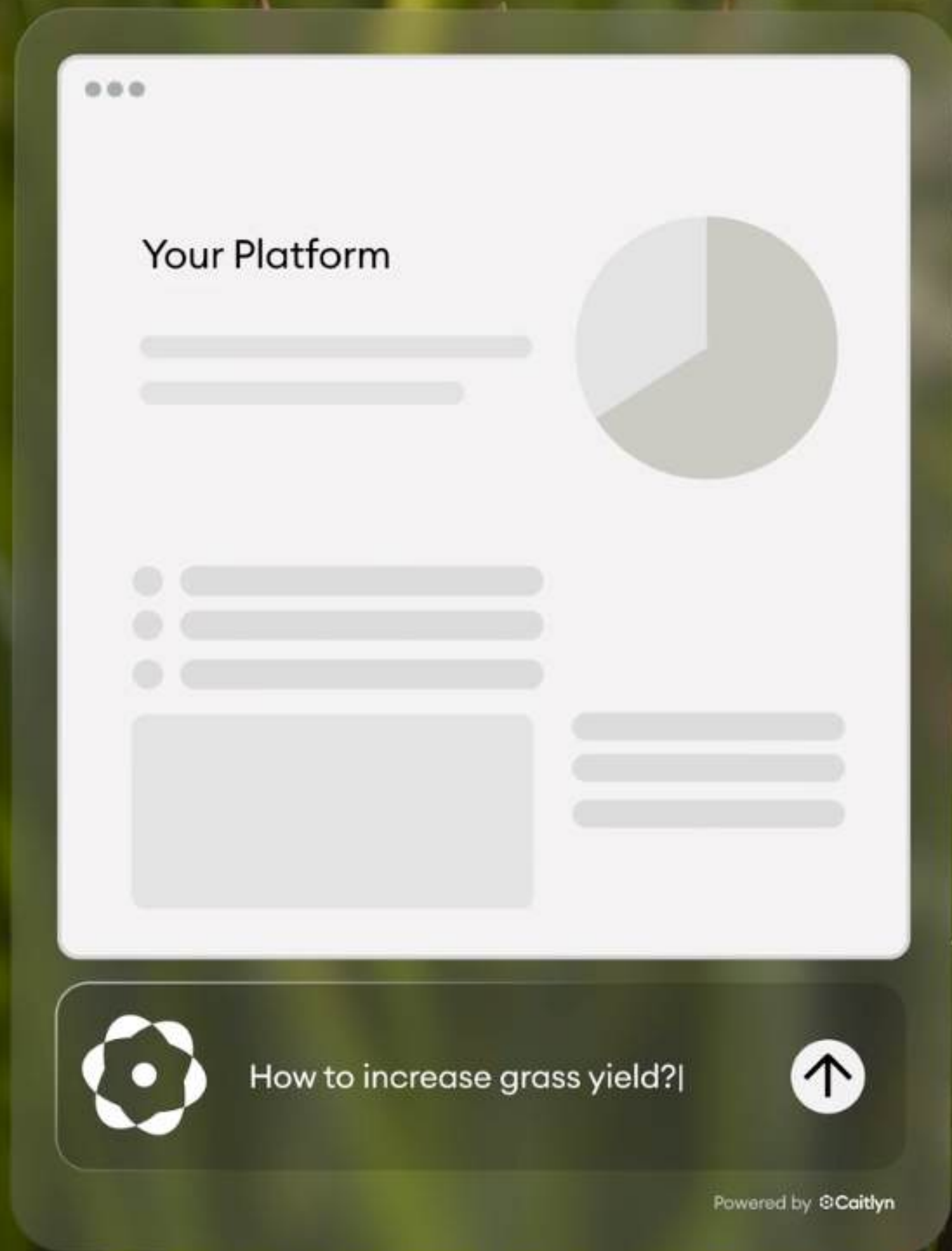
# Caitlyn

## Your data stays yours. Always.

Caitlyn can run in your own private environment or securely in the cloud – always with full control over your data. Built to meet the highest security and compliance standards.

- Full data residency control
- Compliance with industry security requirements
- Zero leakage into public models





Caitlyn

## White-label. Embeddable.

Caitlyn is designed for full embedding into any application or website.

### Public Facing or Internal

Seamless integration into your platform, with complete control over the look and feel.

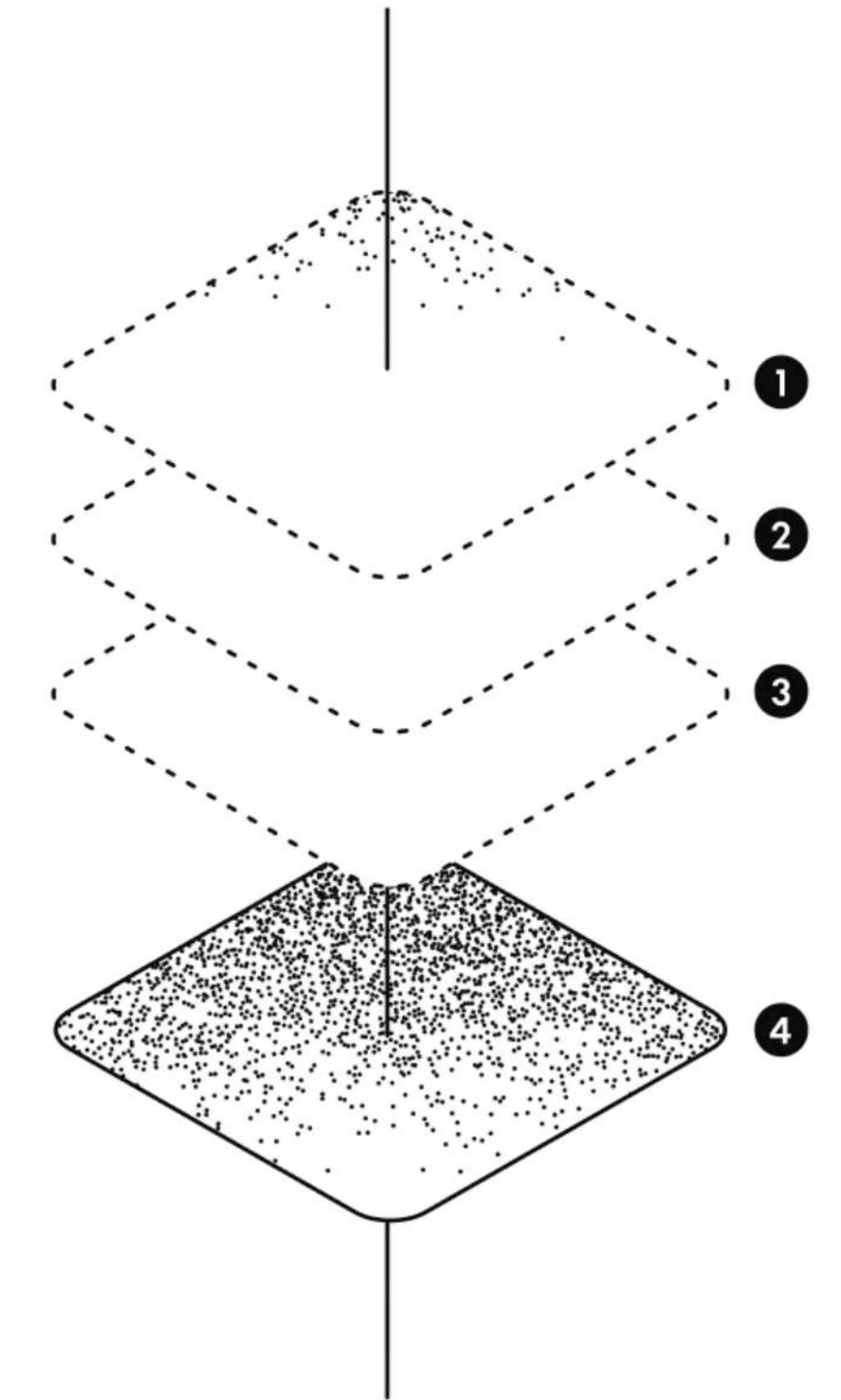
### Add Sophisticated Gen AI Capability

Full functionality, with customisable UI and auth flows.

# Caitlyn

## Architecture

Built on world-class AI foundations, its proprietary layer delivers the precision, security, and flexibility to embed AI seamlessly into any product or workflow



### 01. Delivery Layer

APIs, white-label embedding, custom integrations, multi-channel delivery.

### 02. Intelligence Layer

Doc processing, advanced retrieval, adaptive reasoning, analytics, accuracy controls.

### 03. AWS Foundation

Amazon Bedrock + AWS stack for secure processing, storage, analytics, delivery.

### 04. Your Environment

Secure deployment in your environment with full sovereignty, privacy, compliance.

# Kiwa Digital - CultureQ

Caitlyn was embedded into CultureQ, Kiwa's cultural platform, as a white-labelled generative AI assistant.

- Instead of static archives, communities can now interact with their heritage through conversation.
- Context-aware learning that recognises cultural nuance and meaning
- Guardrails for Sovereignty that respect indigenous data at every level.

96%

Accuracy in  
Indigenous content  
processing

90%

Reduction in cost  
of digitising assets



CultureQ



2025 Winner of 3 Aotearoa AI Awards

[https://www.caitlyn.ai/\\_next/image?url=https://a.storyblok.com/f/286297320387077/2560x1542/d1e8ff1](https://www.caitlyn.ai/_next/image?url=https://a.storyblok.com/f/286297320387077/2560x1542/d1e8ff1)

# Beef+Lamb New Zealand

Unlocking \$100M of research for farmers through an assistant branded as “Bella” the sheep dog.

- Comprehensive ingestion of 4,600+ pages and 715 MP4 files featuring webinars, videos, and podcasts
- Multilingual capability
- 950+ questions asked in first day

**\$100<sup>M</sup>**      **4,6<sup>k</sup>**

Worth of science-backed research unlocked

Pages of research ingested and processed



**AskBella.co.nz**



# The Team Behind Caitlyn

- AWS Advanced Partner with Gen AI Competency and a Strategic Collaboration Agreement
- 20yrs+ experience across public sector, agriculture, finance, media, and compliance sectors, building mission critical applications.
- End-to-end capability: AI engineering, document processing, graph retrieval, security architecture, DevOps, and full white-label integration.

20<sup>yrs+</sup>

Company history and experience in development



25 people across Sydney & Christchurch





[www.caitlyn.ai](http://www.caitlyn.ai)