

Australian SaaS entrepreneurs launch TraphicLights.ai - With a global mission to help organisations govern AI at scale

You can't build the future of AI while operating your organisation, as if nothing has changed.

SYDNEY, NSW, AUSTRALIA, August 10, 2026 /EINPresswire.com/ -- Australian SaaS entrepreneurs launch TraphicLights.ai in London with a global mission to help organisations govern AI at scale

Australian SaaS entrepreneurs Alan Moore and Elie Maalouly have launched TraphicLights.ai in London, taking their latest technology venture onto the global market after transforming their own organisation from a traditional IT development business into an AI competent, AI native software company.

The founders believe their own transformation provides a unique perspective on one of the biggest challenges facing organisations adopting artificial intelligence, how do you govern AI when the organisation itself is changing?

Moore and Maalouly are seasoned SaaS entrepreneurs and the founders of RANDEMRETAIL, a fully AI native order management system developed in Australia and taken into international markets, with customers across the UK, Europe and the United States.

Their experience building and deploying AI native enterprise software led them to a broader realisation, AI is not simply another technology that organisations can implement. It changes how people work, how software is developed, how decisions are made and how businesses operate. That insight became the foundation for TraphicLights.ai.

From traditional IT to an AI native organisation, the founders have experienced the AI transformation from inside their own organisation.

The business has moved from a traditional software development model, built around conventional frontend and backend development roles, towards an AI native software engineering model. AI is now integrated into the development lifecycle, changing how engineers approach requirements, architecture, coding, testing, documentation and delivery.

The transformation has required more than introducing new AI tools. It has involved developing new skills, changing roles, redesigning processes and establishing new ways of working and governance.

“We realised that you can't build the future of AI while operating your own organisation as if nothing has changed,” said Alan Moore, CEO & Co-Founder of TraphicLights.ai. “We had to transform ourselves. We moved from a traditional IT development organisation towards an AI competent organisation, with software engineers using AI as a fundamental part of how they build software. That experience has been incredibly important in understanding the organisational change that enterprises are now facing.” AI competency is becoming a business capability.

The founders believe this experience exposes a significant gap in the current enterprise AI conversation. Many organisations are focused on deploying AI tools, experimenting with generative AI and introducing AI agents, but becoming genuinely AI competent requires a much broader transformation.

Organisations need to understand how employees are using AI, how software is now being created, what AI agents can access and do, where responsibility sits and how these activities should be governed.

“AI adoption isn't simply about giving employees access to AI or deploying an AI agent,” said Elie Maalouly, CTO & Co Founder of TraphicLights.ai.

“It changes the organisation. It changes skills, roles, processes and accountability. We experienced that transformation ourselves, and it fundamentally shaped why we built TraphicLights.ai.”

From RANDEMRETAIL to TraphicLights.ai

The founders' journey began with RANDEMRETAIL, a fully AI native order management system designed for modern retail operations.

Taking RANDEMRETAIL from Australia into international markets gave the founders firsthand experience of deploying AI within real world enterprise environments.

That experience also demonstrated how quickly the relationship between people, software and AI can change. The founders recognised that as organisations deploy increasingly capable AI systems and agents, traditional approaches to IT governance may no longer provide sufficient visibility or control.

TraphicLights.ai was created to address this emerging global challenge.

TraphicLights.ai is an AI operating and governance platform designed to help organisations understand, manage and control AI across their businesses.

The platform is focused on addressing what the founders describe as the “AI visibility gap”, the difference between an organisation's ambition for AI and its ability to understand and govern what AI is doing across the organisation. As AI moves from individual productivity tools into

business processes and autonomous agents, the founders believe organisations need a new operating model for AI.

“The question has changed,” said Moore. “Businesses used to ask, ‘How do we introduce AI?’ Now they need to ask, ‘How do we operate our organisation when AI is everywhere?’”

An Australian company building for the world

The London launch represents the next stage in the founders' international technology journey.

Both Moore and Maalouly are experienced Australian SaaS entrepreneurs who have already taken Australian built technology into international markets.

TrophicLights.ai is being built with a global market from day one, targeting organisations across Australia, the UK, Europe, the United States and other international markets.

London provides the company with an international base while Australia remains at the heart of its identity, investment and entrepreneurial story.

For the founders, the opportunity is bigger than any single geographic market.

“AI governance is not a UK problem or an Australian problem. It is a global business challenge,” said Maalouly. “We've built, transformed and taken technology internationally before. With TrophicLights.ai, we're applying that experience to a challenge that every organisation adopting AI will ultimately have to address.”

The next stage of enterprise AI, the first wave of enterprise AI was dominated by experimentation, productivity and automation. The next phase will increasingly focus on AI competency, governance, accountability and control.

TrophicLights.ai believes organisations that successfully navigate this transition will be those that treat AI as an organisational capability rather than simply another technology deployment.

The company's London launch marks the beginning of its next international growth phase, with the founders continuing to build from Australia while expanding into global markets.

About TrophicLights.ai

TrophicLights.ai is an AI operating and governance platform designed to help organisations understand, manage and control AI across their businesses. Founded by Australian SaaS entrepreneurs Alan Moore and Elie Maalouly, the company builds on the founders experience developing and taking Australian AI native technology into international markets.

The founders previously built RANDEMRETAIL, a fully AI native order management system for modern retail operations and have transformed their own organisation from traditional software development into an AI competent organisation.

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