

DataCouch Launches AI Forward Deployed Engineering Services to Help Enterprises Move from AI Pilots to Production

DataCouch launches AI Forward Deployed Engineering, embedding engineers with enterprise teams to move AI from pilots to production.

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EINPresswire.com/ -- DataCouch, a global AI and data consulting, solutions, and enablement company, today announced the launch of its AI [Forward Deployed Engineering \(FDE\)](#) service, placing engineers directly alongside the teams whose problems they are solving in order to deploy frontier AI models, deliver applied AI solutions, and accelerate enterprise AI transformation.

The idea driving the service is deliberately narrow. Stay close to the problem. Most enterprise AI slows down not for want of models or budget, but because the work crosses too many hands. Discovery belongs to one group, build to another, deployment to a third, and adoption to nobody in particular. By the time something reaches the people it was meant to help, the requirement has shifted or the ownership has evaporated.

A forward deployed engineer closes that distance. Rather than receiving requirements through a document, the engineer sits with the business, sees the workflow as it actually runs, and carries the same solution from first conversation to production use.

One team, accountable end to end

DataCouch delivers FDE through Forward Deployed Excellence (FDX), the operating model that



makes the approach repeatable rather than dependent on individual talent. FDX defines the pod structures that carry the work, the roles and competencies each pod requires, how a first pilot is selected and sequenced, and the outcome measures leadership reviews on a set cadence.

Pod architectures are provided in worked form for three separate contexts: consulting organisations, GCCs, and platform teams. A maturity model spanning 12 dimensions across five levels, with evidence defined at each level, lets an organisation locate itself against real criteria instead of self assessment by impression.

"An engineer who can see the consequence of what they build makes different decisions than one working from a requirements document," said Bhavuk Chawla (<https://www.linkedin.com/in/bhavuk-chawla/>), CEO and Founder of DataCouch. "Forward deployment is not a staffing arrangement, it is an accountability model. We embed engineers next to the business, and we hold that team responsible for the outcome, not the deliverable."

Chawla explores this shift in operating model further in his upcoming book, "The Autonomous GCC" (<https://datacouch.io/the-autonomous-gcc/>).

Engagement pathways

Organisations can begin in one of two ways.

The FDX Executive Blueprint is available at no cost and includes an Operating Model Canvas covering six components with named owners, a scored readiness self assessment completed in one sitting, a role and competency matrix, an illustrative 90 day pilot with its sequence and decision gates, the 12 dimension maturity model, pod architectures for consulting, GCC, and platform teams, a pilot selection scorecard for choosing a first problem capable of reaching production, and an outcome scorecard with leadership review checklist.

Alternatively, leaders can book a 45 minute FDX Strategy Session covering where forward deployment would pay off first in their organisation, what a first pod would look like, and what would need to be true to run a pilot.

Grounded in enterprise and GCC delivery

The service draws on DataCouch's work with more than 100 Global Capability Centres across banking, fintech, healthcare, engineering, financial services, and manufacturing, and on enablement delivered to over 300,000 leaders and professionals worldwide. A consistent pattern runs through those engagements: capability built inside an organisation outlasts capability rented from outside it. Forward deployed engineering is designed to transfer capability as it delivers, so client teams can sustain and extend the work once the pod steps back.

The FDX Executive Blueprint and Strategy Session are available now at

<https://datacouch.io/forward-deployed-engineer-and-excellence/>.

About DataCouch

DataCouch is a global AI and data consulting, solutions, and enablement company specialising in generative AI, vision ai, Agentic AI, data solutions, cloud computing, and advanced Web 3.0 technologies. Founded in 2016, DataCouch provides expert consulting, tailor made AI solutions, interactive browser based labs, and corporate training to help enterprises modernise infrastructure, bridge critical skill gaps, and deploy scalable technology solutions efficiently.

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