Trundl Introduces Contextual Delivery, a New Standard for Enterprise Technology Delivery in the AI Era

Trundl's framework defines how AI-native delivery platforms use enterprise context to accelerate discovery, design, deployment and evolution of systems of work.



Trundl Introduces Contextual Delivery: Enterprise SaaS Deployments for the AI Era

CA, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Trundl today introduced Contextual Delivery, a new category and industry framework for enterprise technology delivery designed around the capabilities of AI, automation and increasingly complex SaaS ecosystems. The framework establishes a common definition for a new class of delivery platforms that use existing business and system context to accelerate how organizations discover, design, deploy, connect, validate and continuously evolve their systems of work.

Contextual Delivery addresses a growing disconnect in enterprise technology: while SaaS platforms have become increasingly intelligent, the methods used to implement and transform them remain heavily dependent on manual discovery, requirements gathering, configuration and sequential project phases. Contextual Delivery defines an alternative model in which conversations, documentation, existing configurations, workflows, dependencies, usage data and governance requirements become active inputs into the delivery process, allowing AI and automation to translate enterprise context into working, validated environments while maintaining human oversight.

The framework defines the core capabilities of a Contextual Delivery platform, including Context Translation, AI-Assisted Workflow Reimagination, Automated Discovery, Platform Syncs, Governance-Aware Automation, Iterative Workflow Reimagination, Iterative Modernization and Repeatable Operating Models. Together, these capabilities establish a delivery model intended for an era of AI-enabled work, hybrid tool environments and distributed enterprise data—shifting technology delivery from a predominantly effort-based services model toward an

intelligence-driven, continuously adaptive operating model.

“For most organizations, delivery has always come down to how many people you can put on the problem. Contextual Delivery changes that math. When you can activate what a business already knows about itself, you stop paying for interpretation and start paying for outcomes. By FY28, any SaaS deployment, change, or consolidation executed without a Contextual Delivery approach will be seriously disadvantaged on time-to-value, platform maximization, platform ROI, industry relevancy, and use case fit.”
- Patrick Howell, Co-CEO and Co-Founder, Trundl

“In a lot of the enterprise accounts I work with, the biggest risk is not technical. It is the time between when requirements are agreed on and when the customer gets to user acceptance testing. Requirements shift. Stakeholders change. The configured solution is already out of date by the time the team is testing it. I see this consistently across migrations, new deployments, and modernization programs alike.”
- Manohar Goli, Co-Founder & CTO, Trundl

Trundl’s Rapid Deploy services are the first Contextual Delivery based services for the Atlassian ecocsystem. It’s first implementation of the model as in an engagement with Toshiba Global Commerce Solutions, the global market share leader in retail store technology. The project focused on moving 83 employees across eight teams into a Jira environment.

An early estimate put the effort at 130 labor hours and four weeks to user acceptance testing. Using the Contextual Delivery approach, the total effort came in under 10 hours, including the meeting time with Toshiba. The 83 employees were testing the Jira instance, with their entire configuration, by their second meeting with Trundl. The full case study can be found on Trundl’s website.

“Trundl is leveraging AI in innovative ways. We anticipated months to build a custom Jira solution for a new development process, but Rapid Deploy analyzed our requirements meeting transcripts and delivered a sandbox-ready configuration within hours of our second meeting.”
- Jim Hawk, Ex-Software Test Architect and Quality Manager, Toshiba Global Commerce Solutions

THE PAPER

The full model is set out in a position paper called “Contextual Delivery: The Time-to-Value Engine for Enterprise SaaS,” published today at trundl.com.

The paper sets out the model's seven core capabilities. It also covers the architecture and the Contextual Delivery Maturity Model organizations can use to assess where their current delivery approach sits. The model is written agnostic of enterprise SaaS platforms.

ABOUT TRUNDL

Trundl is a global work transformation company headquartered in San Jose, California, operating across the United States, Canada, and India. An Atlassian Platinum Enterprise Solutions Partner, Trundl is also partnered with Microsoft and monday.com.

Trundl delivers enterprise SaaS projects using AI, proprietary tooling, and human-centric approaches, delivering deployments, migrations, and operational transformations at speed. Trundl's Rapid Deploy represents an early implementation of the Contextual Delivery model.

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