

# We help businesses use AI.

Practical tools. Real results. Built by senior consultants — for SMEs, mid-sized companies, large enterprises and public services in France and Monaco.

PARTNERS



**ANTHROPIC**



[ 01 / WHO WE ARE ]

# A network of senior AI consultants.

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Ashford & Sterling is a network of senior consultants who deploy AI in real businesses. Our consultants have spent decades building software, running operations, transforming companies and dealing with regulators in demanding international environments.

We help SMEs, mid-sized companies, large enterprises and public services build practical AI tools — for document intelligence, customer service, workflow automation, decision support, sales acceleration, and operational efficiency.

We work across the leading AI models — Mistral, Anthropic, OpenAI, open-source — and choose the right one for each project. No dogma. No vendor religion. Just the model that fits the problem.

AI lets businesses go faster — and reach further. We harness it to deliver tools that genuinely move the needle: real efficiency, clearer decisions, useful automation, and concrete solutions to real business problems.

We build. We deploy. We ship.

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# 12

SENIOR CONSULTANTS  
IN OUR NETWORK

# 4

CORE SERVICE LINES  
FOR ENTERPRISE CLIENTS

# 7

AI PLATFORMS  
COVERED IN OUR ENGAGEMENTS

[ 02 / OUR NETWORK ]

# Twelve experts. Mobilised on demand.

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Our network gathers independent consultants — each selected for deep technical mastery, sector expertise, and the ability to speak with C-level executives.

EXPERT / 01

## RAG & Forward Deployed Architect

15 to 20 years architecting AI and digital systems for regulated environments. Builds production retrieval-augmented (RAG) systems on a company's own knowledge — with workflow automation (n8n), sovereign LLMs (local and API) and AI agents — under GDPR, NIS2 and healthcare-data (HDS) hosting constraints. Based between Nice, Monaco and Sophia Antipolis.

EXPERT / 02

## Senior GenAI Engineer (Ph.D.)

Ph.D. in Information Systems, Université Côte d'Azur. Adapts AI models to each client's data and deploys them on-premise or on European sovereign clouds. Banking, healthcare and industrial use cases with strict regulatory constraints.

EXPERT / 03

## EU AI Act & Compliance Officer

Eight years in institutional compliance, Big-Four background. Reference expert on the EU AI Act, GDPR and regulated data. Builds documentation, impact assessments and audit registers that withstand institutional scrutiny.

EXPERT / 04

## NIS2 / DORA / SecNumCloud Specialist

Twelve years in enterprise cybersecurity. Ensures AI deployments meet European security standards on client servers or sovereign cloud. Banking and public-sector experience.

EXPERT / 05

## Senior Executive & Turnaround Advisor

Thirty years across hardware, cybersecurity, software and internet sectors. International ventures, corporate turnarounds, listed-entity transformations, multi-country operational launches across Europe, the Middle East, Africa and Asia.

EXPERT / 06

## Data Engineer & MLOps Lead

Ten years building data pipelines for regulated industries — healthcare, banking, insurance. Designs the infrastructure that keeps AI systems running, secure and observable in production. Based on the Côte d'Azur.

[ 02 / OUR NETWORK ] / CONTINUED

EXPERT / 07

## SEO & GEO Strategist

10 to 15 years in search engine optimisation and generative engine optimisation (GEO). Designs strategies that make organisations findable — and citable — across Google, ChatGPT, Claude, Perplexity, Gemini and Mistral. Expert in schema.org structured data, llms.txt, AI-crawler access (GPTBot, PerplexityBot, Claude) and E-E-A-T signals.

EXPERT / 08

## AI-Ready Web Designer

Senior UX/UI designer specialised in design systems built for the AI era — minimalist, conversion-focused interfaces (Figma) that perform for both human readers and AI crawlers. Fast, responsive design-to-code across enterprise contexts.

EXPERT / 09

## Full-Stack Developer (AI-native)

Senior developer across modern web stacks (React, Next.js, Astro, TypeScript) and back-end (Node, Python, MongoDB). Builds AI-native applications with embedded AI, custom APIs, retrieval-augmented frontends and document-intelligence interfaces. Strong on accessibility and performance.

EXPERT / 10

## Senior Strategic Advisor

C-level advisor with two decades of board-level dialogue across regulated industries. Translates AI capabilities into executive decisions, transformation roadmaps and operational priorities.

EXPERT / 11

## AI Editorial & Content Specialist

Senior editorial expert producing E-E-A-T grade content for institutional brands — white papers, thought leadership, AI-optimised knowledge architecture. Long-form writing built for both human readers and AI discovery.

EXPERT / 12

## Project Director & Delivery Lead

Senior consultant orchestrating complex multi-expert engagements — end-to-end project steering, steering committees (COPI), multi-vendor coordination and risk management. Coordinates the network on client missions, ensuring milestones, quality and discretion from kick-off to handover.

[ 03 / WHAT WE BUILD ]

# Practical AI tools. Built for production.

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## AI PERCEPTION AUDIT™

Diagnostic of how your organisation appears across 7 AI platforms (ChatGPT, Claude, Gemini, Perplexity, Copilot, Grok, Meta AI). 14 standardised scenarios, a clear score out of 100, and a prioritised remediation plan. Independent. Reproducible. Boardroom-ready.

## DIGITAL FOUNDATIONS

Website creation or rebuild for the AI era. Structured data, semantic HTML, performance-first, mobile-native. Built to be understood by ChatGPT, Gemini, Perplexity and every AI system that will shape your visibility tomorrow.

## RAG ARCHITECTURE

End-to-end design and deployment of retrieval-augmented systems using your own knowledge base — under GDPR, NIS2 and healthcare data constraints. Internal chatbot for staff or external assistant for clients. Vector databases, hybrid search, evaluation frameworks, MLOps observability.

## TAILORED CO-DEVELOPMENT

AI solutions designed and built hand-in-hand with the client — specific to their data, workflows and operational constraints. Each engagement starts from a real business problem, not a catalogue product. Validated patterns then evolve into reusable building blocks that accelerate delivery for the next client facing similar challenges.

## REVENUE INTELLIGENCE

AI agents that draft personalised proposals in 24 hours, run calibrated follow-up sequences, send payment reminders from D+30 to D+75, and score prospect solvency upstream. One additional deal per quarter pays for the service ten times over.

## AI MONITORING

The audit is a snapshot. Monthly monitoring tracks your visibility across 7 platforms, triggers alerts on degradation, and produces quarterly evolution reports with adjusted recommendations.

## EXECUTIVE ADVISORY

Board-level sessions that translate technical AI perception data into strategic business impact. Designed for decision-makers who need clarity, not jargon.

[ 04 / HOW WE WORK ]

# Pragmatic. Multi-LLM. Fast.

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## 01

### Sovereign-ready

European data sovereignty, on-premise or sovereign-cloud options, regulatory perimeters that match the client. Available where the client needs it. Not a slogan — an architecture.

## 02

### Multi-model arbitrage

We are independent. We choose the right AI model for each project — sovereign, frontier or open-source — based on the client's performance and cost requirements. No vendor lock-in. Your interests come first.

## 03

### Regulated-grade compliance

EU AI Act, GDPR, healthcare data hosting, banking resilience (DORA), cyber regulation (NIS2), sovereign cloud (SecNumCloud). Compliance officers join the team from day one when the client requires it.

## 04

### Boardroom-level dialogue

Engagements designed for boards, executive committees and audit committees. Clear scores, prioritised actions, measurable outcomes. Intelligence that informs strategic decision-making.

[ 05 / PROCESS ]

# Three steps. One transformation.

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## 01

### Measure

We start with a diagnostic. For AI visibility, our AI Perception Audit™ scans 7 major AI platforms across 14 standardised scenarios and produces a score out of 100. For internal projects, we audit your data, workflows and existing systems. Independent. Reproducible. Clear.

## 02

### Strategise

We deliver a prioritised plan — not a generic checklist. Every recommendation is budgeted, time-bound, and mapped to measurable KPIs. We choose the right AI model for each component — no vendor religion.

## 03

### Execute

We don't disappear after the report. We build the tools — RAG architectures, AI agents, document intelligence interfaces, decision-support systems, customer-service copilots. We work alongside your internal teams. Oversight, alignment, accountability.

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We don't just tell you what's wrong. We make sure it gets fixed.

[ 06 / WHO WE SERVE ]

# Companies that want AI to actually work.

We work with private companies, public-sector institutions and regulated organisations in France and Monaco — across the sectors where AI delivers the highest operational impact.

## LAW FIRMS

Document intelligence, contract review, knowledge management, AI search visibility.

## WEALTH MANAGEMENT & FAMILY OFFICES

Client intelligence, document automation, regulatory reporting, AI perception monitoring.

## HEALTHCARE

Patient-facing AI assistants, clinical document workflows, AI-ready medical authority signals.

## REAL ESTATE

Property intelligence, market analysis, lead qualification, virtual concierge services.

## PROFESSIONAL SERVICES & CONSULTING

Proposal automation, follow-up sequences, revenue intelligence, AI-augmented delivery.

## LUXURY & HOSPITALITY

Conversational guest services, multilingual concierge, operational automation.

## PUBLIC-SECTOR INSTITUTIONS

Citizen-service automation, document processing, multilingual reception, internal workflow.

## ETI & INDUSTRIAL OPERATORS

Workflow automation, decision support, predictive operations, AI-assisted compliance.

Among others — these sectors are illustrative, not exhaustive. We engage wherever AI delivers measurable value.

[ 07 / WHY CHOOSE ASHFORD &amp; STERLING ]

# Six reasons to talk to us.

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## Senior and junior consultants — the right blend

AI is a recent technology. The best teams pair seasoned experience with younger talent native to today's tools. Our network deliberately combines both — depth of expertise alongside hands-on AI fluency. Every engagement is led by a senior.

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## Pragmatic — not academic

We build tools. We deploy. We ship. We do not write 60-page strategy decks. We do not invent frameworks. We solve real business problems with the right AI model.

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## Multi-LLM — no vendor religion

We work across Mistral, Anthropic, OpenAI and open-source. We pick the right model for each problem. Your interests come first — not a captive vendor relationship.

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## France and Monaco — local presence

We are based where you are. Direct conversations, in-person engagements, fast response. No offshoring. No distant project management.

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## Compliance — when you need it

EU AI Act, GDPR, NIS2, DORA, SecNumCloud capability available when your business requires it. Compliance officers join the engagement from day one for regulated industries.

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## Outcome-driven — measurable

Every engagement is scoped with clear KPIs and budgets. You know what you will get, when, and at what cost. Intelligence that informs decisions — not hand-off documents.

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[ 08 / GET IN TOUCH ]

# Let's talk.

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## Ashford & Sterling

Independent AI Consultancy

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ONLINE

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WHERE WE ARE

France · Monaco · Côte d'Azur

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We respond within 24 hours.