

# Value-first automation.

Most AI and automation pilots never show a return. We work the other way around: first we agree on the value you want, then we prove it with a few workflows in production, measure it and scale what works. Built with n8n, Claude and Notion, governed from day one, so your team spends its time on the work that actually grows the business.

## Value first

Widely cited research from MIT in 2025 found that around 95% of generative AI pilots never show a measurable return. The problem is rarely the technology. It is starting without a clear outcome, trying to automate everything at once and never measuring what changed.

So we start with the value. Together we write a success plan: which process, which outcome, which metrics and who owns them. Everyone involved, your team and ours, works from the same plan, from the first conversation to long after go-live. And we make the result visible in a simple value dashboard, so your champions can show what automation delivers and the next step is an easy decision.

## Where time really goes

We start by mapping your processes with your team. Where is data entered twice, where do things wait on one person, where do mistakes happen? That map shows where automation pays off first.

## From pilot to production

We do not try to show everything n8n can do. We pick one, three or at most five use cases where we can hit the metrics and prove the approach. Then we build, test and release them with quality gates, so they run in production instead of in a demo. Technical setup, access and training happen in parallel with the build, not one after another, so nobody waits.

## Automation with n8n

As an n8n Ambassador, Marrallisa builds robust workflows that connect your tools: CRM, email, invoicing, forms, spreadsheets and more. Workflows are documented and owned by you.

## AI agents in your processes

We turn business processes into agentic workflows with Claude and other models, for example to qualify leads, draft proposals or summarise meetings, always with the right guardrails and human checks.

## Connected systems

Notion, your website, your CRM and your finance tools should talk to each other. We design the architecture so information flows once and is available everywhere.

## Built to be reliable

Building a workflow is the easy part. Running it for years is where automations fail. Every workflow we build follows six reliability principles: write it down first, keep one version of the truth, make sure every job reaches an end, contain the damage, only retry what is safe to repeat, and leave a trail of everything. They are the same principles n8n uses for its new workflow engine, explained in our [recap of the n8n talk on reliability and governance](#).

## Governance and compliance

When agents act on your behalf, you need to know who is acting and what they are allowed to do. We give every agent and workflow its own credentials and the least permissions it needs, set spending limits and human approval before irreversible actions, assign a named owner to every automation and protect AI steps against prompt injection and data leaks. Logging, error handling and GDPR-compliant data handling come standard. Read how we approach [governance](#).

## Every wave faster than the last

The first rollout is the hardest: getting people and processes to change. Once that is done, the standards, integrations, architecture and reusable workflows from the first wave carry over to the next. We set up a centre of excellence: one place for decisions,

standards and reusable building blocks, instead of every team reinventing its own. That is how the second, third and fourth wave arrive faster, and how automation grows from a project into real value across the organisation.

## Managed automation

Not every organisation wants to run this itself. AI moves fast, and keeping up with new models, features and regulations is a job in itself. If you prefer, we manage your automations for you: we monitor them, keep them up to date and keep improving them, so you get the value without hiring and training a team first.

## Training your team

We train your team to understand, maintain and extend the automations, from hands-on workshops to trainings for larger organisations.

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