



PRE-CALL BRIEFING DOCUMENT

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 **URGENT: Meeting in 7 minutes**

Meeting: target client meeting - 1

Date: 6/8/2025, 12:00:00 pm

Meta is a large technology company likely focused on data-intensive applications. They contacted us inbound with digital transformation requirements, indicating a potential need for cloud migration and modernization of existing infrastructure.

CLIENT CONTEXT

Meta is a large technology company likely focused on data-intensive applications. They contacted us inbound with digital transformation requirements, indicating a potential need for cloud migration and modernization of existing infrastructure.

ENGAGEMENT HISTORY

Three previous meetings occurred. The initial meeting established a high-level understanding of Meta's requirements, although details are scarce. Meeting 2 contained no detail. Need to review recordings/notes from internal sales rep, Joshna.

EXTERNAL INTELLIGENCE

The industry is trending towards unified platforms integrating AI models, vector databases,

and knowledge management tools. Understanding their existing AI/ML infrastructure and data strategy will be critical.


TALKING POINTS


- ▶ 1. Reiterate Cprime's expertise in cloud migration and modern application architectures, specifically emphasizing AI/ML-focused deployments.
- ▶ 2. Discuss how Cprime can help Meta leverage technologies like vector databases and knowledge graphs to enhance their AI capabilities.
- ▶ 3. Outline our DevOps and CI/CD implementation services to improve their development velocity and deployment efficiency.
- ▶ 4. Briefly introduce Cprime's digital transformation consulting services to align IT strategy with business goals.

KEY QUESTIONS

- ▶ 1. Can you elaborate on the specific challenges you're facing with your current infrastructure and data management related to AI/ML?
 - ▶ 2. What are your primary goals and KPIs for this digital transformation initiative?
 - ▶ 3. What existing cloud infrastructure and DevOps practices are currently in place?
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RISKS & OPPORTUNITIES

 **Risks:** Meta's requirements may be very broad or ill-defined. Lack of clarity on specific pain points. • Internal alignment issues at Meta could delay decision-making.

 **Opportunities:** Position Cprime as a strategic partner for Meta's long-term digital transformation journey. • Cross-sell other Cprime services, such as data engineering and

AI/ML model deployment, based on their evolving needs.

CPRIME EDGE

Services: Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

Differentiators: End-to-end cloud migration expertise • AWS Advanced Consulting Partner
• Located in IITM Research Park, Chennai

Pre-Meeting Checklist: Review action items • Prepare technical diagrams • Confirm attendees • Ready follow-up template

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