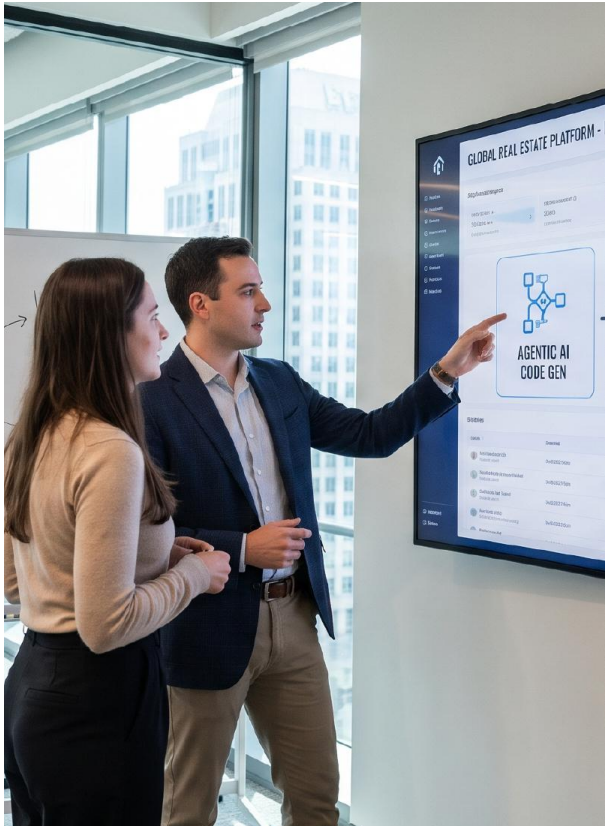
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Scaling agentic AI across 10+ product teams to enable biweekly release cycles

A commercial real estate firm generating more than $20 billion in revenue had committed to embedding agentic AI into its products. But scaling that ambition required a fundamental change in how its teams developed, verified, and released software.

Together with Hitachi Digital, its engineering partner of 12 years, the firm standardized AI-enabled development across 10+ product teams, introducing spec-driven workflows, built-in verification, and continuous localization. The new operating model enabled biweekly releases across 20+ languages, replacing quarterly updates and annual translation cycles, while maintaining quality, reliability and cost.



Quarterly → Biweekly Enterprise-scale release cadence

20+ languages, every release Previously an annual translation batch

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Challenge

This commercial real estate firm saw agentic AI as a way to continuously evolve its global product portfolio and bring new capabilities to customers faster.
But its delivery model wasn't built to support that ambition. Quarterly releases, inconsistent AI practices across teams and annual localization cycles limited how quickly and reliably new capabilities could reach global markets.

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Value created

The firm engaged Hitachi Digital to replace fragmented development practices with a shared engineering model for continuous AI-enabled delivery. Together, these practices established a unified engineering model across 10+ product teams, with 96% to 98% adoption in daily work, creating a repeatable foundation for continuous AI-enabled delivery through:

- One shared specification: Requirements, code generation and testing work from the same shared specification, which stays current throughout development.
- Built-in verification: Automated checks and human approval are built into the delivery pipeline, so AI-generated code is verified before it ships.
- Ongoing measurement: A recurring assessment tracks AI adoption and impact while identifying issues such as inconsistent prompting, fragmentation and errors.
- Simultaneous localization: Translation in 20+ languages happens as part of the biweekly release process, using shared terminology and human review.

41%

Less effort in the delivery lifecycle

$330K

Annualized run cost removed on a single team

26 releases

Per year at enterprise scale, up from 4

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Our shared engineering model for continuous AI-enabled delivery

	Before	After
Release cycles	Quarterly — 4× annually	Biweekly — 26 annually
Engineering model	Siloed, independent adoption across teams and markets	Unified across 10+ product teams, with 96–98% adoption in daily work
Verification	Inconsistent AI verification processes	Automated checks and human approvals built in as a precondition to release
Governance	No shared governance or standards	Common standards and ongoing measurement of AI adoption and impact
Global delivery and translation	Delayed up to 1 year in non-English markets	Simultaneous localization across 20+ languages

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