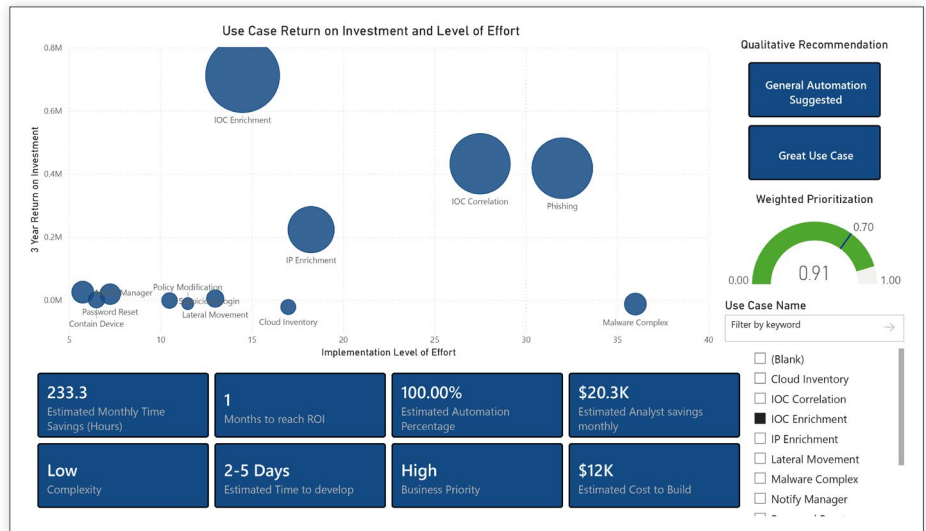


APEX by Kroll

AI Process Evaluation & eXecution (APEX) to help prioritize, track, and operationalize AI and automation initiatives

Structured Prioritization and Tracking for AI and Automation Investments

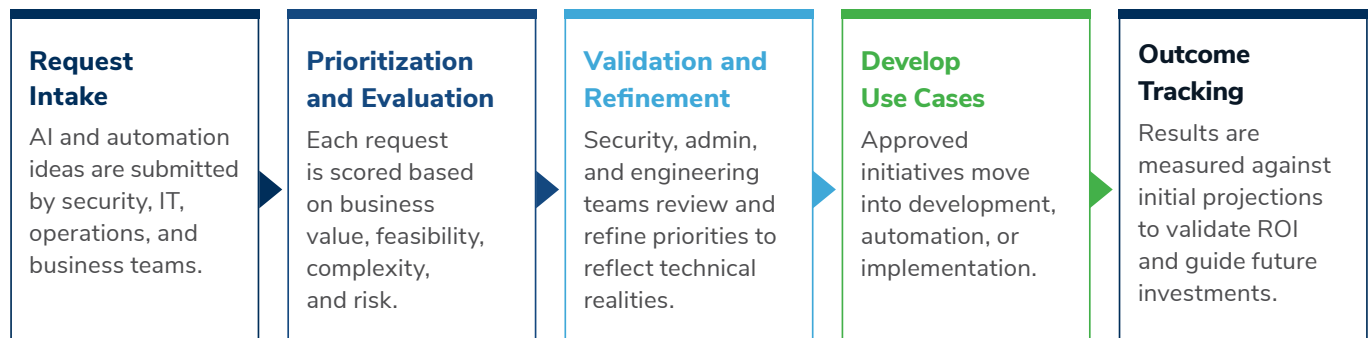
APEX is Kroll's structured framework for prioritizing, tracking and realizing the value of AI and automation investments. It combines qualitative judgment with quantitative scoring, informed by Kroll's proprietary weighting and industry expertise. This enables organizations to consistently evaluate requests, identify the next highest-value AI or automation use cases, and track whether projected value is actually realized.



Intelligent Prioritization of AI & Automation Use Cases

APEX scores and ranks use cases by expected ROI and implementation effort to determine what should be prioritized first.

How APEX Works



Features and Capabilities

APEX combines structured evaluation, prioritization, and tracking capabilities to help organizations deploy AI and automation investments with confidence:



Quantitative and Qualitative Scoring:

Combines data-driven and expert inputs to evaluate value, risk, and complexity



Level-of-Effort (LOE) Estimation: Weighs LOE against anticipated benefits for smarter resource allocation



Customizable Criteria: Tailors evaluation factors to your organization's unique priorities and constraints



Transparent Outcome Tracking: Continuously monitors outcomes to ensure investments deliver measurable value against projections



Structured Prioritization & Roadmapping:

Supports both immediate and long-term planning by ranking initiatives by impact



Value Targeting: Define saving targets and incorporate ongoing costs to calculate net ROI

Key Outcomes

Clear Investment Prioritization

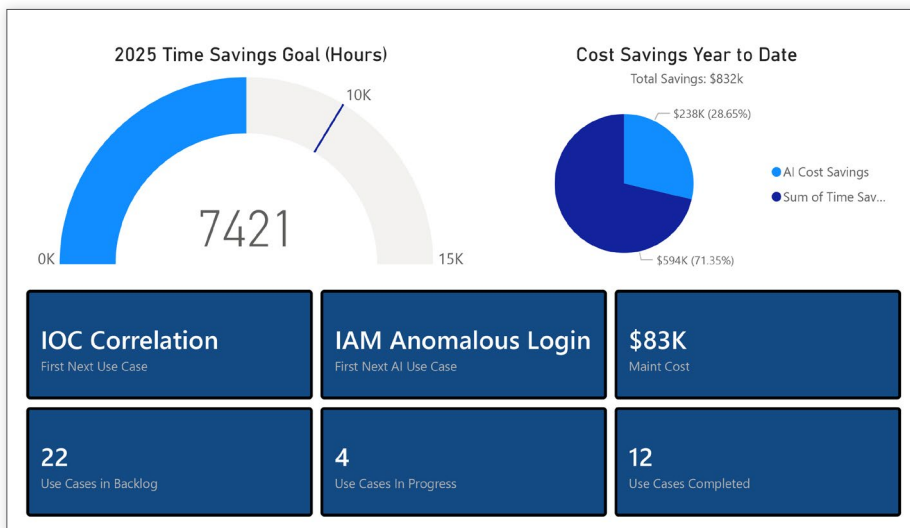
A substantiable methodology to determine which AI and automation initiatives are worth pursuing, and which are not.

Reduced Waste and Risk

Low-impact, misaligned, or infeasible initiatives are identified early, preventing wasted spend and downstream complexity.

Measurable Value Realization

Ongoing tracking compares actual outcomes against projections, ensuring AI investments deliver measurable results over time.



Goal-Based ROI Tracking and Value Realization

APEX tracks savings against annual targets and provides real-time visibility into net ROI over time

CrowdStrike Synergies

Falcon NG-SIEM

Falcon SOAR Workflows

Falcon Cloud

Falcon Complete

Charlotte AI

Falcon Shield

Falcon Exposure Management

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100+ certifications



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700k+ actively monitored endpoints

Rated as **industry leaders**

FORRESTER **Gartner**



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