



Applied Architecture Group
EXECUTIVE BRIEFING

Applied Architecture Group

Enterprise AI solutioning for revenue, operations, and technology execution.

Applied Architecture Group helps organizations solve complex business and technology challenges through practical operating architecture, enterprise solutioning, workflow modernization, and AI-enabled execution strategy.

The firm's approach combines enterprise solution architecture, operational realism, workflow modernization, stakeholder alignment, and practical AI adoption to help organizations move from strategic intent to executable outcomes.

The most expensive enterprise failures rarely come from a lack of technology. They come from architecture that does not match the operating model.

Andrew Naron · Founder & Principal · Applied Architecture Group

— Core Advisory Focus

- Enterprise Solutioning
- Operating Architecture
- Platform and Integration Strategy
- AI Governance and Adoption Planning
- AI Solution Architecture
- Revenue Workflow Modernization
- Technical Sales Architecture Advisory

— Founder Perspective

Applied Architecture Group is led by Andrew Naron, a senior enterprise solution architecture professional with experience across solution architecture, workflow modernization, sales leadership, and business technology execution.

The combination of executive communication, operational understanding, and architecture thinking creates a practical approach to enterprise transformation: solutions must not only be technically viable — they must also be operationally executable and organizationally adoptable.

The firm's philosophy is influenced by a builder mentality: understanding how systems are actually constructed, integrated, sequenced, governed, and operationalized in the real world.

— Enterprise AI Positioning

Applied Architecture Group approaches AI as an accelerant inside a broader operating architecture — not as a replacement for disciplined business execution.

The focus is not on AI hype cycles or generic automation. It is identifying where AI, workflow redesign, operating model changes, governance structures, and platform architecture can create measurable operational value inside complex organizations.

— Engagement Philosophy

Engagements are structured around five disciplines that move organizations from ambiguity to executable outcomes.

FOCUS AREA	APPROACH
Business Alignment	Clarify goals, constraints, stakeholders, and measurable outcomes.
Workflow Architecture	Map operational reality, bottlenecks, and execution friction.
Technology Strategy	Align systems, integrations, automation, and AI initiatives.
Governance	Define ownership, risk controls, and adoption pathways.
Execution Planning	Translate strategy into practical implementation sequencing.

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