

# Cloudcore Networks

## Case Study Introduction

### Table of contents

Company Overview . . . . .	1
Current Situation . . . . .	1
Organizational Structure . . . . .	2
Strategic Priorities . . . . .	2
AI Opportunity Landscape . . . . .	3
Challenges and Constraints . . . . .	3
Your Role . . . . .	4
Case Materials . . . . .	4
Discussion Questions . . . . .	4

### Company Overview

**Cloudcore Networks** is a Perth-based cloud computing company founded in 2010. What began as a small startup delivering high-performance cloud solutions to local businesses has grown into a respected player serving clients across finance, healthcare, and education sectors.

The company positions itself as an industry disruptor — smaller and more agile than giants like AWS, Azure, and Google Cloud, but capable of delivering tailored solutions that larger providers cannot. Cloudcore’s clients are primarily small to medium-sized enterprises (SMEs), though the company is actively pursuing opportunities in the enterprise market.

### Current Situation

Cloudcore has reached an inflection point. After a decade of steady growth, the company faces increasing pressure from multiple directions:

- **Market Competition:** Hyperscalers continue to expand their offerings while aggressive newcomers target Cloudcore’s SME base

- **Customer Expectations:** Clients increasingly expect AI-powered features as standard — predictive analytics, intelligent automation, and conversational interfaces
- **Operational Efficiency:** Manual processes that worked at smaller scale are becoming bottlenecks as the company grows
- **Talent Acquisition:** Competing for technical talent against better-resourced competitors

The executive team recognizes that AI adoption is no longer optional — it’s essential for survival and growth. However, they face difficult strategic decisions about where to invest, what to build versus buy, and how to govern AI systems responsibly.

## Organizational Structure

### Executive Team:

Role	Name	Background
Chief Executive Officer	Marcell Ziemann	20+ years enterprise technology leadership
Chief Technology Officer	Mark Gonzalez	Cloud architecture, AWS/Azure certified
Chief Operations Officer	Sarah Thompson	Operational excellence, ITIL Master certified
Chief Financial Officer	Aisha Rahman	Financial strategy, risk management
Chief Information Security Officer	Sophia Martinez	Cybersecurity, compliance frameworks

**Company Size:** ~200 employees across technical, operations, sales, and support functions

**Infrastructure:** Two data centers in Perth, hybrid cloud architecture, ISO 27001 certified

## Strategic Priorities

The board has identified three strategic priorities for the next three years:

1. **Enhance Customer Experience:** Reduce response times, improve self-service capabilities, and deliver proactive support
2. **Operational Transformation:** Automate routine tasks, improve resource utilization, and reduce manual errors
3. **Market Expansion:** Move upmarket to enterprise clients while defending the SME base

The question facing Cloudcore’s leadership: **How can AI help achieve these priorities, and what investments should they make?**

## AI Opportunity Landscape

Several potential AI initiatives have been discussed at the executive level:

Opportunity	Strategic Priority	Potential Impact	Complexity
AI-powered customer support chatbot	Customer Experience	High	Medium
Predictive maintenance for infrastructure	Operational Transformation	High	High
Intelligent resource allocation	Operational Transformation	Medium	High
Sales lead scoring and prioritization	Market Expansion	Medium	Low
Automated security threat detection	Customer Experience	High	High
Customer churn prediction	Customer Experience	Medium	Medium

However, no formal analysis has been conducted to evaluate these opportunities against business value, technical feasibility, ethical risk, or implementation complexity.

## Challenges and Constraints

Cloudcore faces several constraints that will shape any AI strategy:

- **Budget:** Limited capital for large-scale transformation; investments must show clear ROI
- **Data Maturity:** Customer and operational data exists but is siloed across systems; data quality varies
- **Skills Gap:** Strong cloud engineering talent but limited AI/ML expertise in-house
- **Regulatory Environment:** Clients in healthcare and finance require strict compliance; AI governance is essential
- **Cultural Readiness:** Some resistance to automation among staff concerned about job displacement

## Your Role

Throughout this unit, you will act as a **strategic consultant** advising Cloudcore Networks on their AI transformation journey. You will:

- Assess Cloudcore’s AI maturity across organizational dimensions
- Identify and prioritize AI opportunities using structured frameworks
- Develop implementation roadmaps with realistic timelines and dependencies
- Design governance structures that balance innovation with responsible AI use
- Build business cases that communicate value to executive stakeholders

The Cloudcore case provides a consistent context for applying the frameworks and concepts introduced each week. By the end of the semester, you will have developed a comprehensive AI strategy for a realistic organization.

## Case Materials

Additional Cloudcore materials will be released throughout the semester:

- **Week 1:** Detailed organizational assessment data
- **Week 2:** Stakeholder interview transcripts
- **Week 3:** Current technology landscape documentation
- **Week 4:** Data infrastructure audit results
- **Week 5:** Financial performance and investment capacity
- **Week 11:** Governance policy templates and compliance requirements

## Discussion Questions

As you read this introduction, consider:

1. What signals suggest Cloudcore is ready (or not ready) for AI transformation?
2. Which strategic priority would you address first with AI, and why?
3. What risks might Cloudcore face if they move too quickly? Too slowly?
4. How might Cloudcore’s position as a smaller player affect their AI strategy compared to a larger enterprise?

---

*Cloudcore Networks is a fictional company created for educational purposes. Any resemblance to real organizations is coincidental.*