ThinkWork × Study Groups

NEW EDUCATION PARTNER

AI Implementation for Distribution. Start small. Build from there. Stay in control.

ThinkWork was introduced to Study Groups members in Denver this fall. McPherson Companies and Texas Enterprises are already working with them.

ABOUT THINKWORK

ThinkWork is an AI implementation company for distribution and industrial operations. We deploy a Factory: a private AI environment where your people and AI build together, with someone approving every step. The Factory builds the Applications your team uses every day, and maintains your Company Brain, where your documents, ERP data, and operational knowledge live.

FACTORY

Where your team and AI build together.

Your team and AI build software together. A person approves every move.

APPLICATIONS

Where your people and AI do the work.

Apps built around your real workflows: dispatch, customers, orders.

COMPANY BRAIN

What your AI knows about your business.

Your records, documents, and know-how, ready when your team needs it.

THE CORE CHALLENGE

AI is moving too fast. Couple that with generic AI tools that don't understand how your business operates.

The pressure to act on AI is real. So is the risk of getting it wrong, while also losing control. The default approach of buying the "big shiny tool" rarely produces implementation with intention, nor lasting adoption and results.

Generic AI tools don't know your pricing agreements, your fleet dispatch and routing logic, your extensive catalog of products, or the institutional knowledge your most experienced people carry around in their heads. Without that foundation, AI gives you expensive guesses instead of real answers.

HOW THINKWORK APPROACHES IT

Crawl. Walk. Run.

The single most important decision with AI implementation is knowing which problem to solve first. The crawl phase begins with a specific workflow your team already understands: a recurring task, a common critical question, or a manual process that costs real time.

1

CRAWL

Build the foundation

One problem, one owner, one clear outcome. Prove it works on real data before moving on.

2

WALK

First real application

Your team builds confidence. More problems come to the Factory. Nothing ships without approval.

3

RUN

Your team drives

Your people own the system and bring new problems themselves. ThinkWork stays alongside.

> *"ThinkWork's conversational agent is a great byproduct, but the real magic is the integration layer."*
>
> **Chad Logan** · Vice President, IT · McPherson Companies · Study Groups Member

Ready to start the conversation?

Visit **www.thinkwork.ai** or email **help@thinkwork.ai**

Let's Talk

Introduced through Study Groups · Education Partner Program