

Beyond Agile: Welcome to AI-First Development

How AI Can 2x Your Product Development Speed



ABOUT ME

Vachara Suwansophon

Head of Mobile

15 years experiences of consulting





A **global tech innovation consultancy** dedicated to achieving your business goals through next-level product-centric software delivery.

We provide expertise across the full product journey from ideation to launch and scale, using Sustainable IT practices as a commitment to crafting tech as a force for good.

50

Nationalities

18

Offices

10

Countries



25%

Organic
Growth

\$70M

Turnover

700+

Technology
experts from
across the globe

100%

Independently-
owned

0

Debt

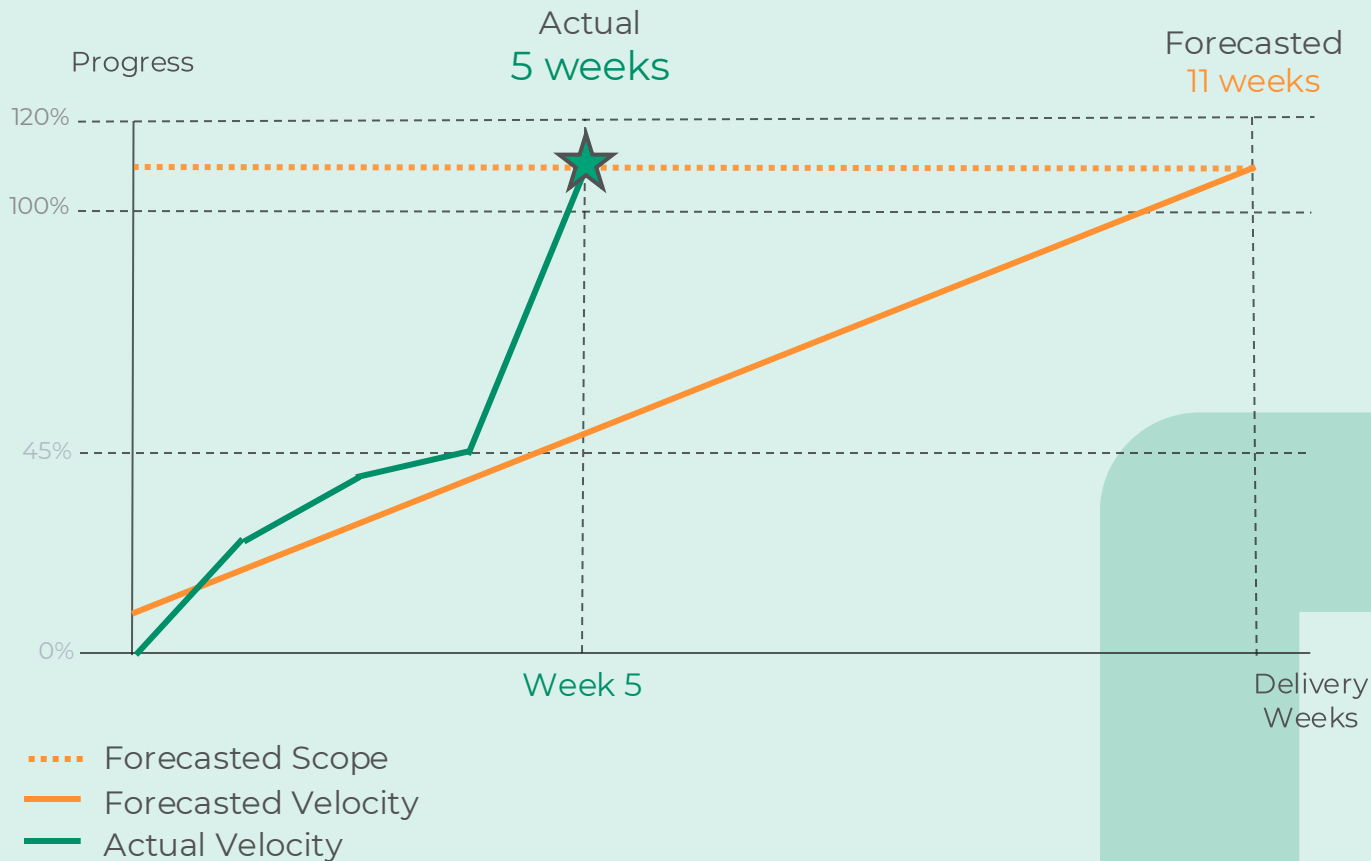


GitHub Verified Partner



Sharing from **OUR EXPERIENCES**

Forecast vs Actual Completion



Time

55%
faster
than estimated

100%
tested
End-to-end

Maintain **High**
Coding Standard
and Security

Introducing

Gen-e2

GenAI Enhanced Engineering

PALO IT's AI-first approach to software development



Crafting tech as
a force for good.



2 THINGS

We know so far about
GENERATIVE AI
for developer

1

Almost **40%** of the code

created now is **AI-generated**

“

We're now seeing the developers using GitHub Copilot are **55% more productive** and **40%** of the code they're checking in is now **AI-generated** and unmodified

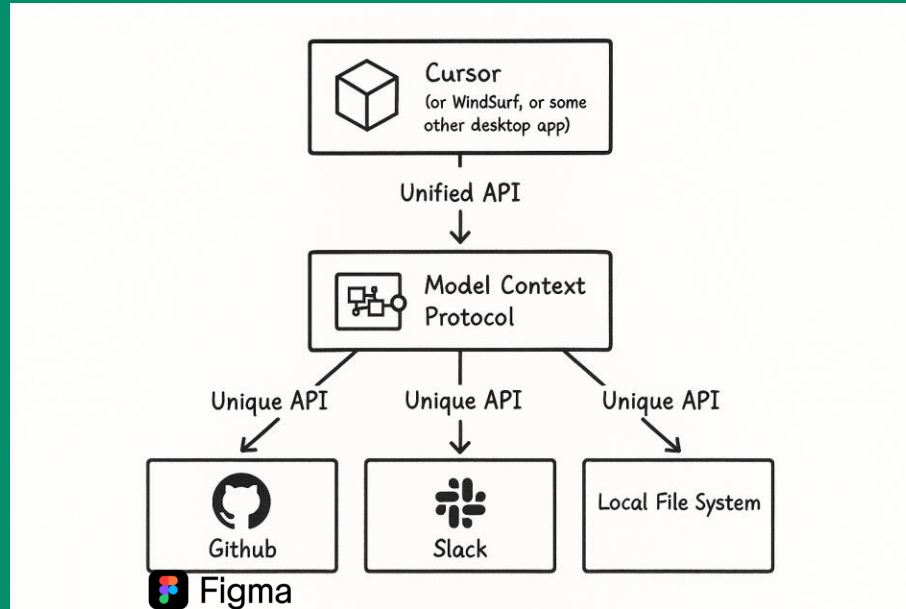
Scott Guthrie
Executive VP of Cloud and AI, Microsoft

[Morgan Stanley TMT Conference Transcript](#)



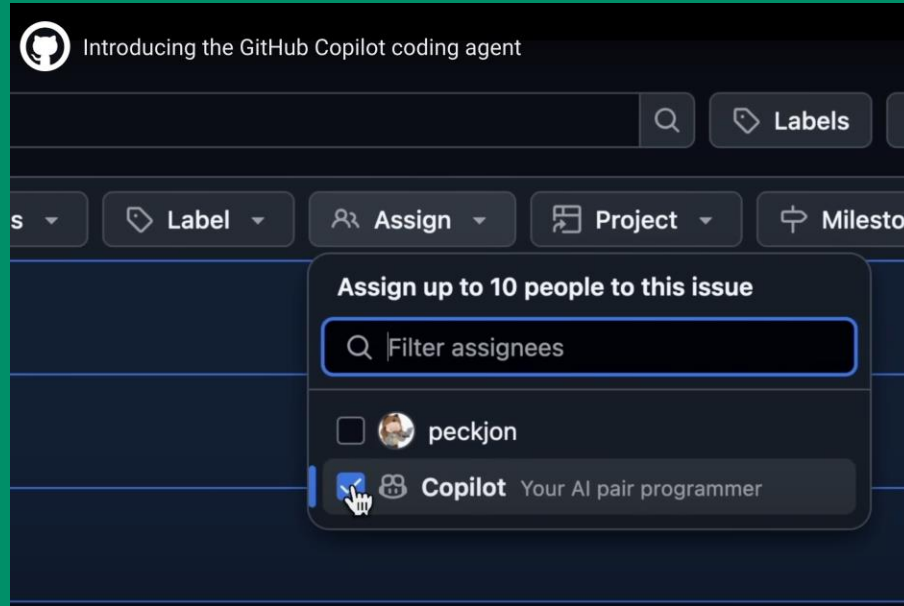
Even more true in near future...

Model Context Protocol



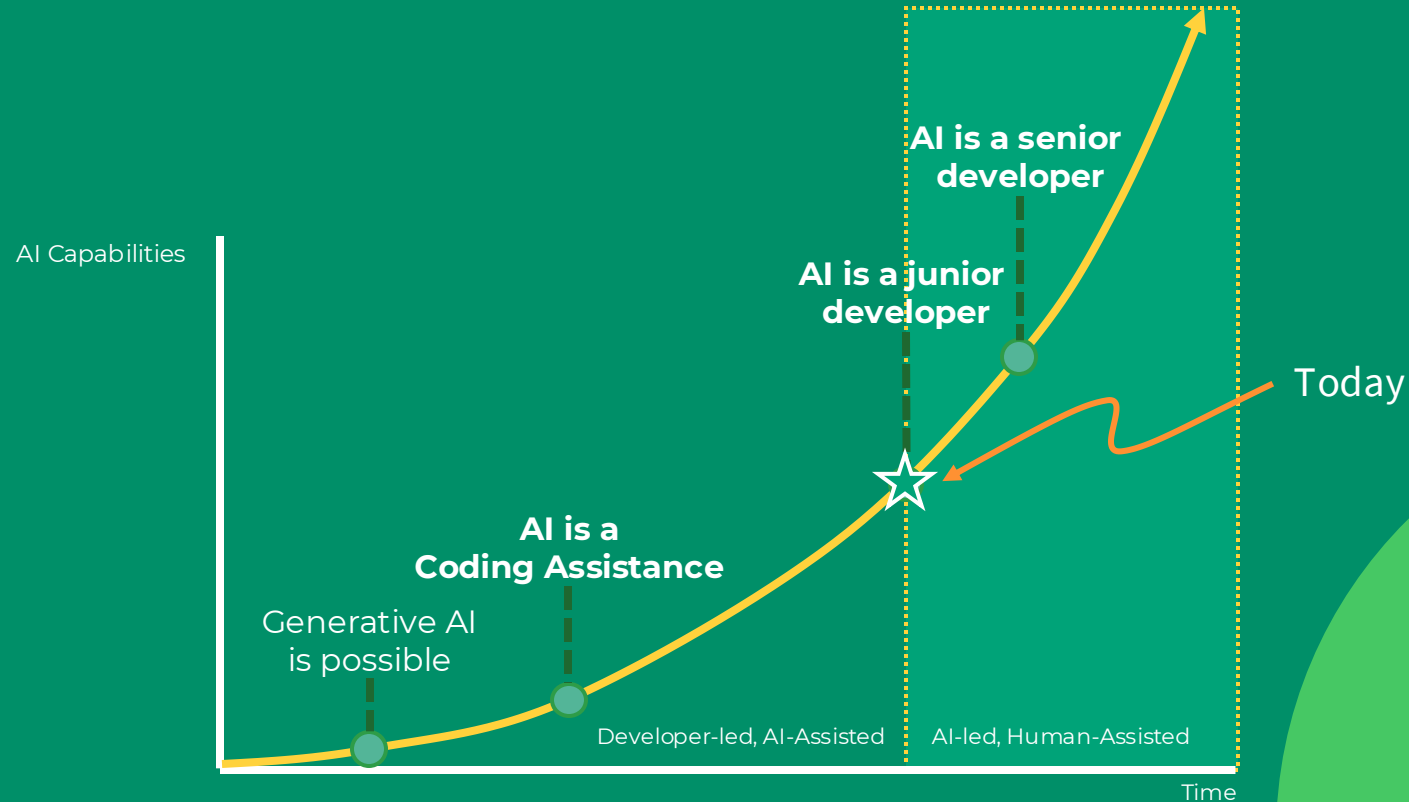
<https://addyo.substack.com/p/mcp-what-it-is-and-why-it-matters>

GitHub Copilot Coding Agent



<https://github.blog/news-insights/product-news/github-copilot-meet-the-new-coding-agent/>

AI is evolving from **Coding Assistance** to **CODING PEER**



2

AI have vast information but

LIMITED CONTEXT,

and a lot of

HALLUCINATION

Draw a human hand with a normal amount of fingers

12:24 AM ✓✓

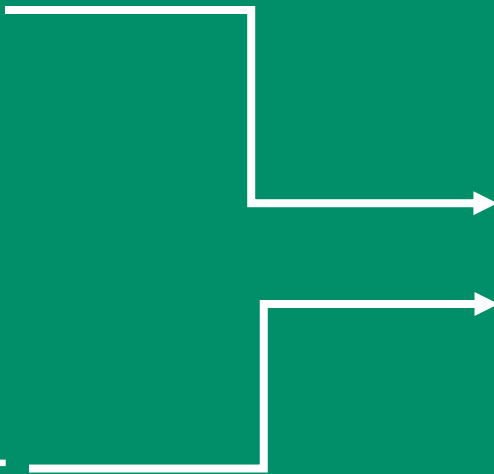




Better context



Specific prompt



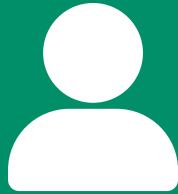
Better result

PALO IT's AI-First
product development approach:

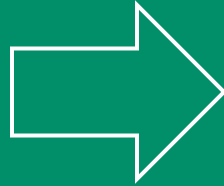
Gen-e2

HOW DID WE DO IT?

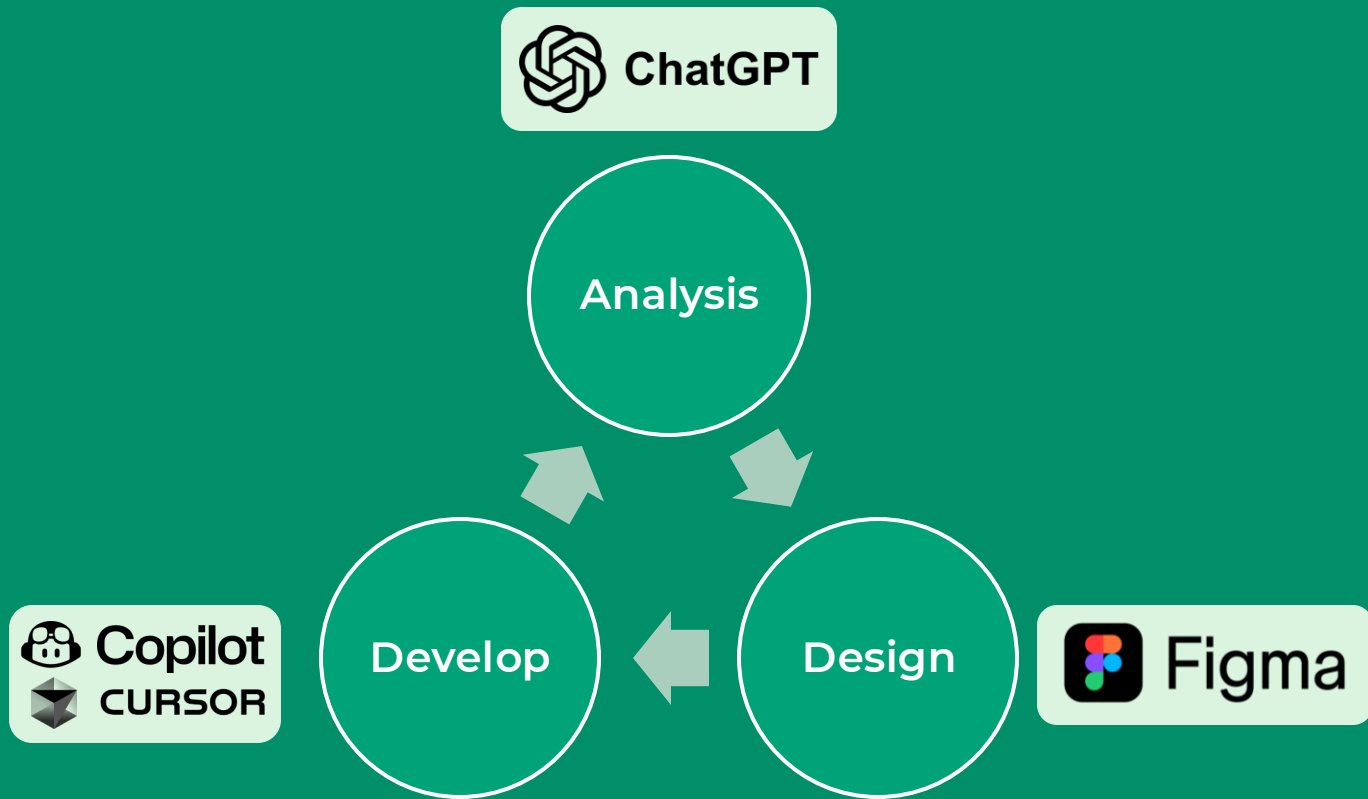
We **PROMOTE** AI usage up a level



Individual
Level



Project
Level



Analysis



Copilot



CURSOR

Develop



Design



Use AI prompting for

EVERYTHING

Prompt for
REQUIREMENTS



Prompt for
TEST CASES



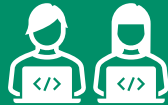
Adding in our
**EXTRA SECRET
SAUCES**

Gen-e2

Prompt for
DESIGNS



Prompt for **CODE**



Prompt for
DOCUMENTS



In Gen-e2, we estimated that final
code and documents were

95%

AI-generated

WE REVOLUTIONIZED

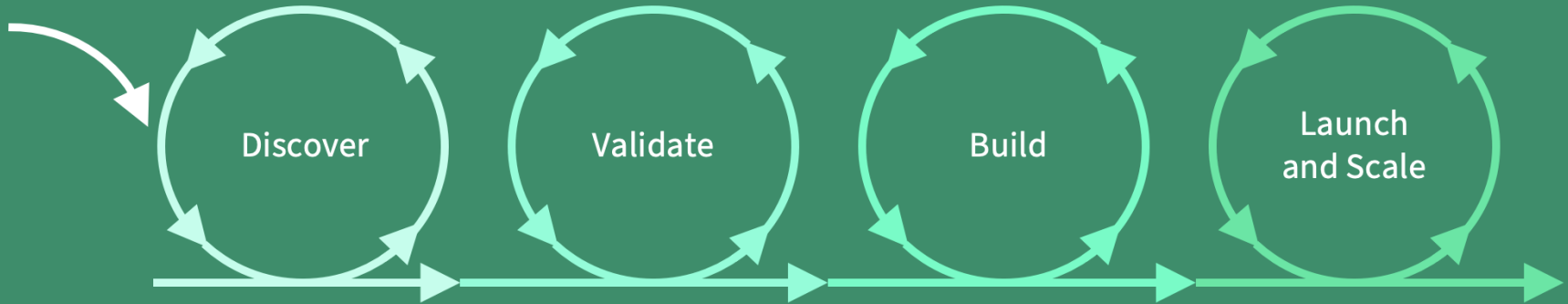
how we approach software development

“

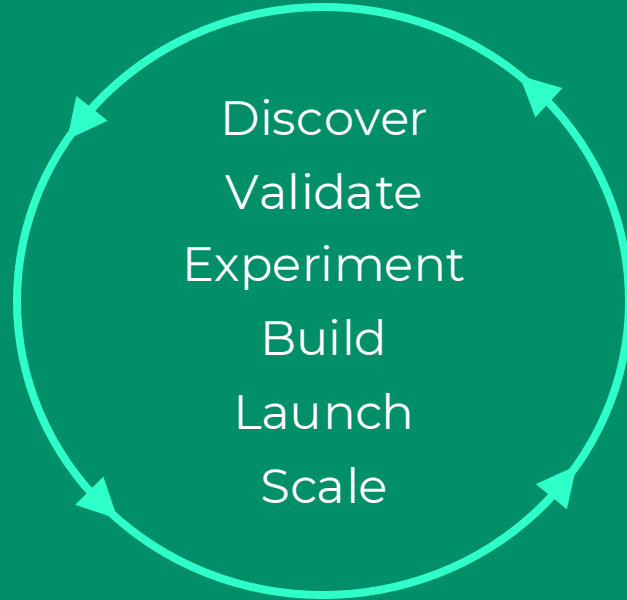
By integrating all forms of AI into the end-to-end software product development life cycle (PDLC), companies can **empower** product managers (PMs), engineers, and their teams to **spend more time on higher-value work** and less on routine tasks.

McKinsey

From **traditional**...



To **AI-enabled** product development life cycle

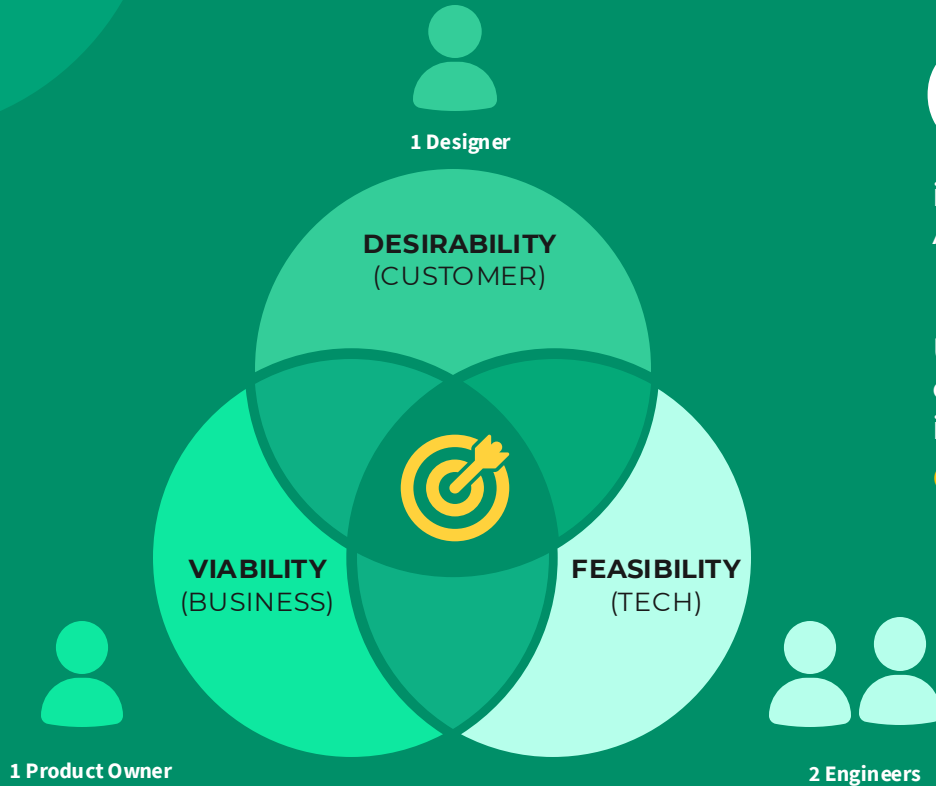


Gen-e2

is an approach where we put
AI at the center of the team

Using the power of Generative AI and an
empowered team, we enable rapid
iterations of

discover, experiment, build



BENEFITS



1

Faster **TIME TO MARKET**



2

Delivers **CUSTOMER VALUE** sooner

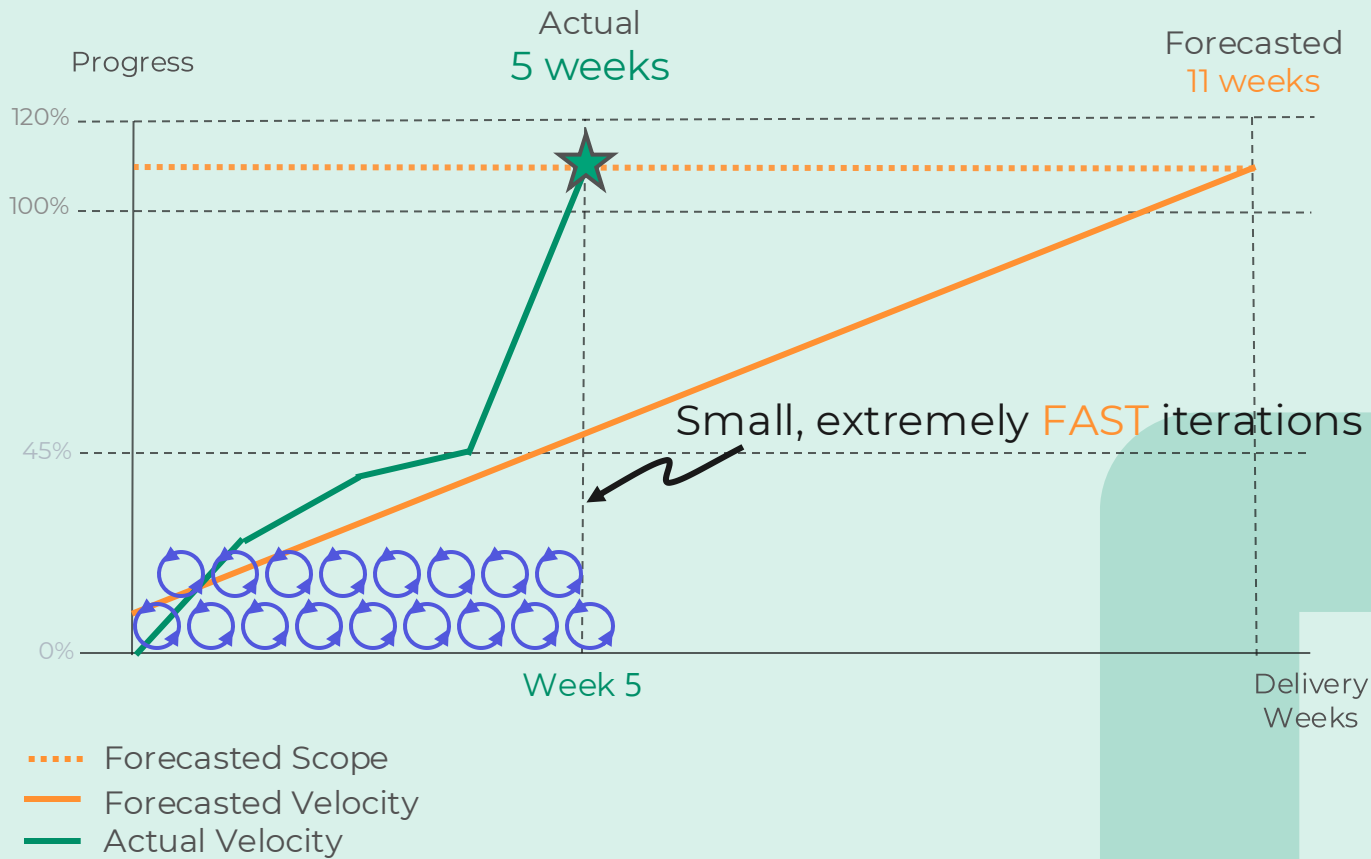
A hand holding a lightbulb, symbolizing an idea. The background is a solid teal color. A green circle with the number 3 is positioned above the text.

3

More **GOOD IDEAS** see the light of day



Forecast vs Actual Completion



★ Time
55%
faster
than estimated

100%
tested
End-to-end

Maintain **High**
Coding Standard
and Security

Combining with PALO IT's DNA in

QUALITY and **SECURITY**

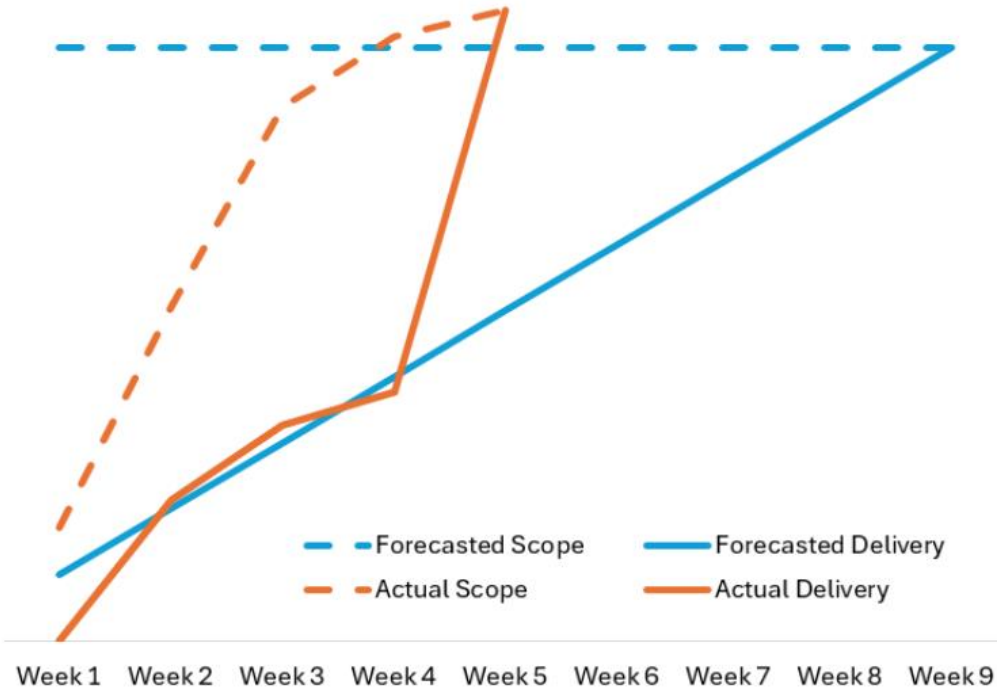
100%

**Tested
End-to-end**

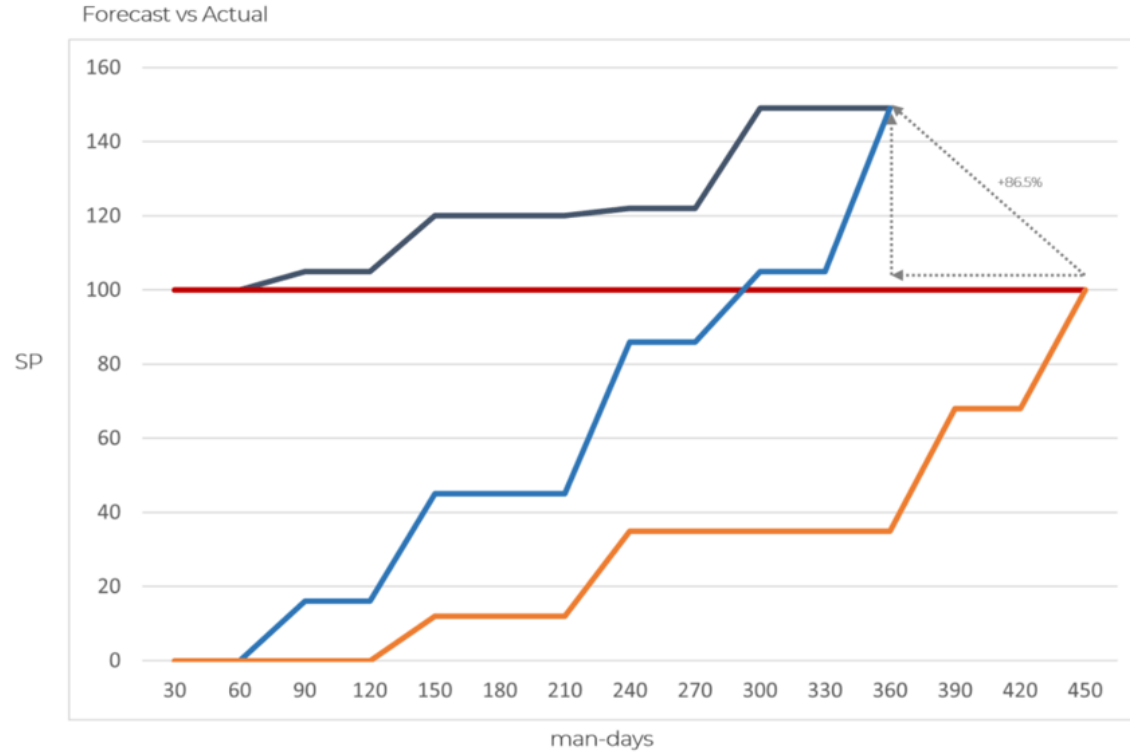
High

**Maintained
Coding Standard
and Security**

CASE STUDY



55% MORE EFFICIENT



86% OVERALL **PRODUCTIVITY** GAIN

requirement.md — ai-bookstore

requirement.md x

requirement.md > ## Build a Next.js Application for Book Recommendation

1 ## Build a Next.js Application for Book Recommendation

2

3 **Goal:**

4 Create a simple Next.js application that recommends books based on a user's mood or intent.

5

6 ---

7

8 ### Requirements

9

10 - Use **Next.js App Router** and **React (Client Component)**.

11 - Build everything **client-side only**, no backend or database.

12 - Use a **static list** of 5-10 books, where each book has:

13 - `title`: string

14 - `tags`: array of mood/genre keywords

15 - `summary`: short synopsis text

PROBLEMS

TERMINAL

pnpm

+

~

🗑

⋮

^

✕

⚠ Cross origin request detected from 192.168.1.103 to /_next/* resource. In a future major version of Next.js, you will need to explicitly configure "allowedDevOrigins" in next.config to allow this.

Read more: <https://nextjs.org/docs/app/api-reference/config/next-config-js/allowedDevOrigins>

o Compiling /favicon.ico ...

✓ Compiled /favicon.ico in 674ms

GET /favicon.ico?favicon.45db1c09.ico 200 in 935ms

GET / 200 in 77ms

GET /favicon.ico?favicon.45db1c09.ico 200 in 303ms

🔍 master

0

Ln 4, Col 92

Spaces: 2

UTF-8

LF

{}

Markdown

🔧


✓ Prettier

🔔

Chat — ai-bookstore

Chat x

+ 🗑 🔒 ⋮



Edit with Copilot

Agent Mode

Ask Copilot to edit your files in **agent mode**. Copilot will automatically use multiple requests to pick files to edit, run terminal commands, and iterate on errors.

Copilot is powered by AI, so mistakes are possible. Review output carefully before use.

📎 or type # to attach context

✂

📎 Add Context...

📄 requirement.md Current file 🔗

Edit files in your workspace in agent mode

🎤

Agent Claude 3.7 Sonnet 🔽

▶ 🔽

🔍 Screen Reader Optimized 🔧

Are you interest in Gen-e2?

VISIT PALO IT BOOTH

A large, thick, green stylized letter 'P' that frames the central text. It has a rounded top and a vertical stem that ends in a small horizontal bar at the bottom.

PALOIT