

---

## MONGODB AI APPLICATIONS PROGRAM (MAAP)

---

STEVE McDOWELL, CHIEF ANALYST  
MAY 1, 2024

### CONTEXT

---

MongoDB announced the launch of the MongoDB AI Applications Program (MAAP). This comprehensive initiative enables organizations to effectively integrate generative AI technologies into their modern applications at an enterprise scale.

MAAP offers a combination of strategic advisory, professional services, and a holistic technology stack developed in partnership with leading providers of consultancies, cloud infrastructure, and generative AI frameworks.

The new program assists customers from the initial stages of identifying applicable business challenges to deploying and optimizing AI-enhanced applications. It provides a structured framework and expert support to address common obstacles organizations face, such as outdated technology and the complexity of integrating new AI solutions.

This support includes personalized consultations, prototype development, and continuous optimization of applications to ensure they are secure, reliable, and aligned with business goals.

### NEW: MONGO MAAP

---

The MongoDB AI Applications Program facilitates the integration and deployment of generative AI technology within modern applications at an enterprise scale. Aimed at helping organizations rapidly develop AI-enhanced applications, MAAP provides a comprehensive suite of resources,, including strategic advisory and and professional services, along with a comprehensive technology stack incorporating MongoDB's offerings and those of its partners.

Key Features of MAAP include:

- **Strategic Advisory and Professional Services:** MAAP offers expert guidance to help organizations identify specific business challenges that AI can address. MongoDB's professional services team works closely with customers to evaluate their current technology stacks and develop strategic roadmaps for AI application development.
- **Integrated Technology Stack:** The program leverages MongoDB's developer data platform, MongoDB Atlas, along with advanced AI frameworks and models provided by leading partners in the industry. This integration ensures organizations can access the best tools for building, deploying, and scaling their AI applications.
- **Collaboration with Leading Industry Partners:** MAAP includes partnerships with top firms in foundational models, cloud infrastructure, AI framework and model hosting. Notable partners include Anthropic, AWS, Google Cloud, Microsoft Azure, and others, ensuring participants receive cutting-edge technology and expertise.
- **End-to-End Solution for AI Deployment:** From identifying the initial use case to optimizing the final application, MAAP offers an end-to-end solution that helps organizations navigate the complexities of AI application development. This includes everything from prototyping and validation to deployment and scaling.
- **Focus on Security and Trustworthiness:** Security is critical for MAAP, which offers tools and guidelines to ensure that AI applications are reliable and safeguard sensitive data. Techniques such as retrieval-augmented generation (RAG) minimize errors and improve the accuracy of AI outputs.
- **Generative AI Jump-Start Sessions:** For organizations new to AI or looking to explore its potential, MAAP provides jump-start sessions. These expert-led, strategy-focused workshops allow teams to prototype AI solutions in a secure sandbox environment, effectively addressing internal business challenges.

Benefits of MAAP include:

- **Rapid Development and Deployment:** MAAP accelerates the process of building and deploying AI-powered applications, reducing the time and complexity typically involved in such projects.
- **Customized Solutions:** Through personalized deep dives and strategic planning, MAAP helps tailor AI solutions to meet each organization's specific needs and challenges.

- **Scalable and Secure Applications:** With a focus on creating scalable solutions that respect enterprise-grade security and reliability standards, MAAP ensures that the AI applications can grow with the business while maintaining integrity and trust.

---

## ANALYSIS

---

MAAP's inclusion of strategic advisory services and a comprehensive technology stack is a significant advantage. By combining MongoDB's powerful data platform with the expertise of partners like AWS, Google Cloud, and Microsoft Azure, MongoDB is diversifying its service offerings and enhancing its value proposition to customers. This integrated approach is crucial, as it simplifies the typically complex process of AI application development, enabling faster deployment and scaling.

MongoDB's AI Applications Program is well-timed and strategically positioned to significantly impact the AI space. It is a compelling proposition for any enterprise looking to harness the power of AI to innovate and enhance its operational efficiency. The comprehensive nature of the program, combined with MongoDB's proven expertise and strong partnership network, makes MAAP a pivotal development in the broader landscape of enterprise AI solutions.



© Copyright 2024 NAND Research.

NAND Research is a registered trademark of NAND Research LLC, All Rights Reserved.

This document may not be reproduced, distributed, or modified, in physical or electronic form, without the express written consent of NAND Research. Questions about licensing or use of this document should be directed to [info@nand-research.com](mailto:info@nand-research.com).

The information contained within this document was believed by NAND Research to be reliable and is provided for informational purposes only. The content may contain technical inaccuracies, omissions, or typographical errors. This document reflects the opinions of NAND Research, which is subject to change. NAND Research does not warranty or otherwise guarantee the accuracy of the information contained within.

NAND Research is a technology-focused industry analyst firm providing research, customer content, market and competitive intelligence, and custom deliverables to technology vendors, investors, and end-customer IT organizations.

Contact NAND Research via email at [info@nand-research.com](mailto:info@nand-research.com) or visit our website at [nand-research.com](http://nand-research.com).