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CASE STUDIES | JUN 24, 2026

Six Products, One Support Team, Zero Wasted Searches



INTRODUCTION

Digital.ai grew through acquisitions. That's great for the product portfolio, hard for the support team trying to search six knowledge bases at once.

The problem with buying your way to a platform

Digital.ai is built to help the world's most complex organizations deliver trusted software at AI speed.

But they didn't build it all from scratch. Agile planning came from one acquisition. Release orchestration from another. Continuous testing, application security, each capability arrived with its own company, documentation, and way of organizing knowledge.

That meant VP of Global Customer Support Manfred Kunze's support engineers faced a unique version of a common problem. Every ticket started with the same question: which system do I search first? A release orchestration question lives in a completely different world than an application security question. Different terminology, different docs, different logic. The answers were almost always there somewhere. Finding them was the hard part.

Kunze didn't need a better search bar. He needed something that could hold all six product lines in its head at once.

Proving it on the inside first

In 2024, Digital.ai brought Maven AGI in as an internal copilot embedded directly inside Zendesk where the support team already worked. One tool that searched across all six knowledge bases simultaneously and surfaced answers in the context of whatever ticket an engineer had open.

They were deliberate about it, starting with a subset of product lines. The question wasn't whether AI could answer support questions, it was whether it could handle the sheer breadth and technical weirdness of a portfolio stitched together from half a dozen acquisitions.

It held up. Digital.ai renewed for a second year.

But Kunze wasn't building an internal productivity tool. He was building toward something bigger.

Going customer-facing

In February 2026, Digital.ai flipped the switch on a customer-facing AI agent across half a dozen segments of their support business. Same unified knowledge base the internal copilot drew from, now available directly to customers.

It was a significant undertaking. Each segment carries its own tribal knowledge, its own edge cases, its own way of explaining things. Getting the AI to perform consistently across all of them, not just the easy ones, took genuine work over more than a year.

"We brought Maven in to solve a problem that was genuinely slowing our team down — six product lines, six knowledge bases, and engineers spending more time searching than solving. The fact that the team started calling it 'Ask Maven' on their own, before anyone asked them to, tells you everything about whether it worked."

— Manfred Kunze, VP of Global Customer Support, Digital.ai

The name

Here's the part that's hard to manufacture.

When the AI agent went live, Kunze's team gave it a name. Nobody mandated it. Nobody ran a naming exercise. It's just what people had already started calling the thing they reached for when they needed an answer.

They called it "Ask Maven."

Kunze didn't just renew the contract, he spoke at Maven's company all-hands about the partnership. That's not something a VP of support does to be polite. That's what it looks like when a tool earns its place in someone's workflow.

What's different now

The day-to-day shift is straightforward. Engineers don't context-switch between six documentation systems anymore. They ask one question and get a relevant answer in the context of the ticket they're already working on. Customers can now get answers the same way: directly, without waiting for a human to search on their behalf.

But the less obvious change is the one that matters more for a company built through acquisitions. The fragmentation that makes support hard is the same fragmentation that usually makes AI fail: too many sources, too much inconsistency, not enough standardization. Kunze found a way through that for Digital.ai. And the team liked the result enough to put Maven's name on it.

It's worth noting what didn't change. The support team kept Zendesk. They just made it smarter with Maven. That's the same principle Digital.ai brings to the enterprises it works with: evolve without starting over. Maven made that possible.

