



folium

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REVIEW BEFORE PRODUCTION

FOLIUM SYSTEMS

NOTIFICATION FABRIC

# Notification And Escalation Fabric

AI systems should not fail quietly, but they also should not flood teams with noise. Folium designs notification and escalation fabric: severity classes, channel choices, queue-only states, live delivery, replay, acknowledgement, incident routing, approval alerts, provider gate notices, source freshness warnings, release events, and recovery signals.

## AUDIENCE

Executives, operators, support leaders, technical buyers, AI owners, incident responders, and provider-facing teams

## PURPOSE

Show how Folium routes the right AI signal to the right human at the right urgency

## UPDATED

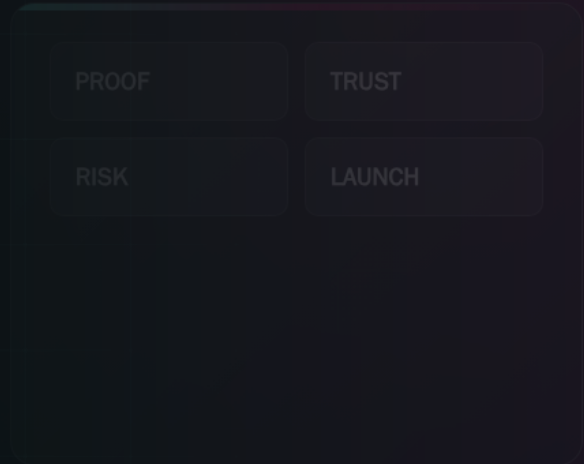
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Notification design is part of AI operations, not a cosmetic add-on.

Signals need severity, owner, expected action, delivery record, replay path, and escalation rule.

External intelligence, vendor, regulation, competitor, and customer-sentiment signals need the same provenance and human review discipline as internal incidents.

The goal is fewer missed critical signals and less alert noise.

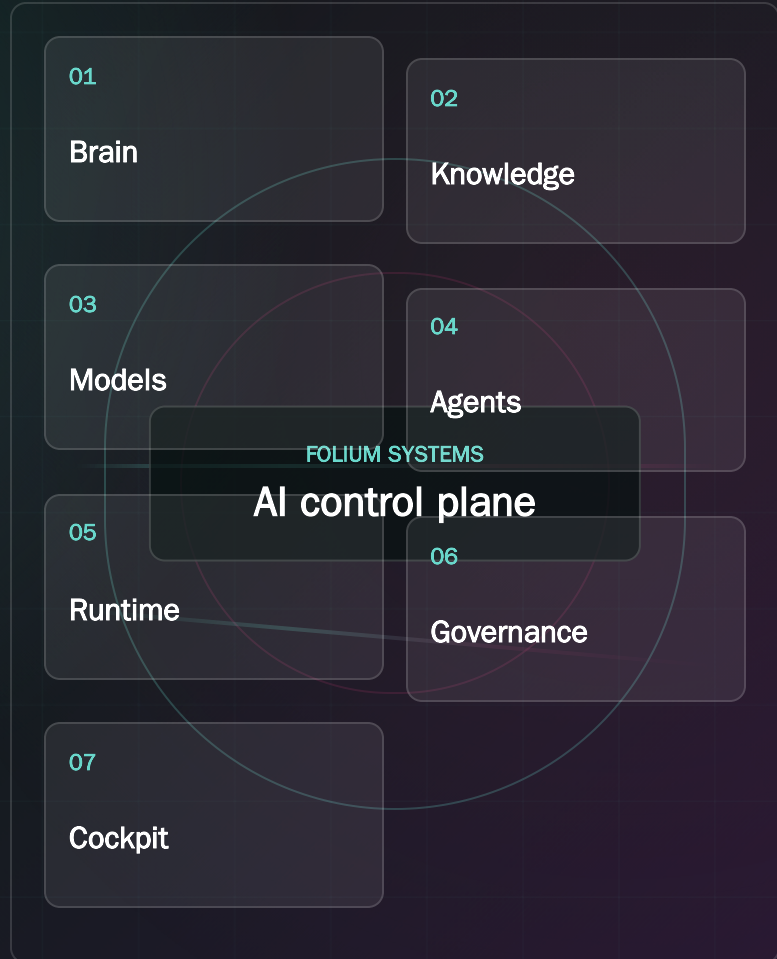


## AI CONTROL PLANE

# AI orchestration becomes useful when the business owns the brain and the rules.

The control plane connects source truth, neural knowledge lanes, model routes, agent fleets, runtime placement, governance gates, and operating records into one reviewable system.

## AI CONTROL PLANE



### 01

Shows Folium can coordinate many AI parts without selling unmanaged autonomy.

### 02

Makes mass agent management a controlled fleet discipline with roles, logs, and lifecycle records.

### 03

Connects cloud, local, private, containerized, virtualized, and hybrid placement patterns to public-safe workload routing.

# Choose the review route before reading cover to cover.

This packet is meant to support a real decision meeting. Different reviewers should enter through different routes, then come back together around the same controlled next step.

## DECISION ROUTE

## OPERATING ROUTE

## TRUST ROUTE

### EXECUTIVE ROUTE

#### Decision first

Start with the cover, visual summary, executive read, controls, first ninety days, and handoff. This route helps leaders decide whether the next move is education, audit, first build, pilot, or operations.

- Outcome
- Risk
- Owner
- Next gate

### OPERATIONS ROUTE

#### How the work will run

Read the workflow map, procedures, operating roles, metrics, first sprint, and buyer worksheet. This route shows whether staff can actually use, review, and improve the future process.

- Workflow
- Staff
- Support
- Improve

### TECHNICAL AND TRUST ROUTE

#### Where the boundaries live

Focus on records and work products, controls, risk assumptions, reference work products, source truth, runtime placement, and launch conditions before any private access expands.

- Source
- Access
- Runtime
- Rollback

### BUYER SESSION ROUTE

#### Turn reading into a working session

Use the discovery questions, role review route, buyer worksheet, and engagement fit ladder to prepare one process, one owner, one source map, and one next decision.

- Process
- Examples
- Questions
- Decision

**Best use:** bring one workflow, the people who own it, the systems it touches, the data classes involved, and the decision this packet should help leadership make.

# Notification fabric in plain language.

AI systems should not fail quietly, but they also should not flood teams with noise. Folium designs notification and escalation fabric: severity classes, channel choices, queue-only states, live delivery, replay, acknowledgement, incident routing, approval alerts, provider gate notices, source freshness warnings, release events, and recovery signals.

## RECORD

## BOUNDARY

## ACTION

## CLASSIFY

## Not every signal is equal

Routine, normal, urgent, critical, and immediate signals should trigger different routes.

- Routine
- Urgent
- Critical

## ROUTE

## Match channel to action

Dashboard, inbox, email, chat, phone push, ticket, launch room, and incident channel each have a job.

- Inbox
- Email
- Ticket

## RECORD

## Delivery must be inspectable

Sent, queued, replayed, skipped, acknowledged, escalated, and resolved states are tracked.

- Sent
- Replay
- Ack

## IMPROVE

## Signals get tuned over time

Thresholds, owners, escalation paths, and channels improve as the business learns.

- Tune
- Owner
- Improve

This packet is public-facing. It is written for serious review without exposing private infrastructure, customer data, credentials, live provider wiring, or internal project labels.

# The operating path should be visible before anyone trusts the outcome.

Folium uses workflow maps to turn broad AI ambition into inspectable work. Each phase names the procedure, the visible output, and the decision gate that prevents excitement from outrunning control.

DECISION GRID

REVIEW LENS

NEXT STEP

PHASE	PROCEDURE	VISIBLE OUTPUT	DECISION GATE
<b>Signal inventory</b>	List AI health, provider, cost, source freshness, external intelligence, approval, incident, release, and recovery signals.	Signal catalog.	The system knows what can happen.
<b>Severity design</b>	Assign routine, normal, urgent, critical, and immediate classes with expected actions.	Severity matrix.	The team can prioritize.
<b>Route design</b>	Choose dashboard, inbox, email, chat, phone push, ticket, launch room, or incident path.	Channel route map.	Signals reach the right owner.
<b>Delivery record</b>	Track sent, queued, replayed, skipped, acknowledged, escalated, and resolved states.	Notification ledger.	Delivery is auditable.
<b>Tune</b>	Review noise, misses, thresholds, owners, and escalation behavior.	Signal improvement backlog.	The fabric gets sharper over time.

# The work should leave behind material a buyer can inspect.

A serious engagement should produce more than conversation. Folium packages records, diagrams, checklists, routes, system surfaces, launch gates, and handoff material so the buyer can keep control after the first win.

DECISION GRID

REVIEW LENS

NEXT STEP

WORK PRODUCT	WHAT IT CONTAINS	HOW THE REVIEWER USES IT
<b>Signal catalog</b>	Event name, class, source, owner, expected action, provenance, and business impact.	Shows what deserves attention.
<b>Severity matrix</b>	Routine, normal, urgent, critical, and immediate definitions.	Prevents alert fog.
<b>Channel route map</b>	Dashboard, inbox, email, chat, phone push, ticket, launch room, and incident paths.	Routes each signal by urgency.
<b>Notification ledger</b>	Delivery state, queue state, replay, acknowledgement, escalation, and resolution.	Keeps alerts accountable.
<b>Escalation policy</b>	Timeout, owner chain, fallback owner, and incident promotion path.	Stops critical items from stalling.

# The procedure is the product as much as the technology.

The goal is not to make AI look impressive for one meeting. The goal is to make the operating path repeatable, explainable, reviewable, and safe enough to improve.

## CHECKLIST

## OWNER PATH

## RELEASE SIGNAL

- Inventory AI health, source, provider, release, approval, incident, cost, and recovery signals.
- Treat public market, vendor, regulation, competitor, and customer-sentiment monitoring as governed signals with provenance and human review.
- Assign severity by expected human action, not by technical noise.
- Route routine awareness and critical action through different channels.
- Record sent, queued, replayed, skipped, acknowledged, escalated, and resolved states.
- Use queue-only states when external channels are not armed yet.
- Tune thresholds and owners after each incident or launch cycle.
- Keep credentials and channel secrets out of public material and broad logs.

# Governance, quality, and launch gates keep speed honest.

Folium keeps the buyer's next decision tied to observable gates: source truth, authority, access, testing, ownership, support, rollback, and improvement cadence.

DECISION GRID

REVIEW LENS

NEXT STEP

GATE	WHAT MUST BE TRUE	STOP OR REFINE SIGNAL
<b>Signal gate</b>	Critical events, external intelligence, and routine signals are named separately.	Everything becomes noise.
<b>Owner gate</b>	Each severity class has a receiver and expected action.	Signals go to a general inbox nobody owns.
<b>Channel gate</b>	Delivery path matches urgency and privacy.	A critical event is hidden in a low-priority channel.
<b>Record gate</b>	Delivery, queue, replay, acknowledgement, and escalation are logged.	No one knows whether the alert landed.
<b>Improvement gate</b>	Noise, misses, thresholds, and owner changes are reviewed.	The notification layer never learns.

# The right questions expose the real project.

These prompts help a buyer and Folium decide whether the next step should be education, audit, first build, security review, pilot, or an operating support path.

CHECKLIST

OWNER PATH

RELEASE SIGNAL

- Which AI events must wake someone up and which should wait for review?
- Who owns source freshness, provider failures, cost spikes, and unsafe behavior?
- Which outside market, vendor, regulatory, or customer-sentiment changes should become governed review signals?
- Which channels are allowed for private or customer-sensitive notices?
- What happens when a channel is not armed or delivery fails?
- How are queued notices replayed intentionally?
- What signal should trigger incident response or rollback?

# Diagrams, charts, and overlays make the work easier to review.

Dense AI work should not only be explained in paragraphs. The reviewer should be able to inspect maps, scorecards, matrices, lanes, and before-after views that reveal where the value and risk live.

RECORD

BOUNDARY

ACTION

## Signal ladder

Routine, normal, urgent, critical, and immediate classes with owner action.

- Routine
- Normal
- Urgent
- Critical

## Channel matrix

Matches dashboard, inbox, email, chat, phone push, ticket, and incident room to urgency.

- Dashboard
- Email
- Push
- Ticket

## Delivery ledger

Tracks sent, queued, replayed, skipped, acknowledged, escalated, and resolved states.

- Sent
- Queued
- Ack
- Resolved

## Escalation chain

Defines owner, fallback owner, timeout, incident promotion, and recovery notice.

- Owner
- Timeout
- Promote
- Recover

# Every serious AI path needs named owners before it becomes dependency.

The same technology can be safe or unsafe depending on who owns the workflow, data, quality, launch authority, support, and improvement loop. Folium makes those responsibilities explicit so no buyer inherits an orphaned system.

DECISION GRID

REVIEW LENS

NEXT STEP

ROLE	OWNS	RECORD TO INSPECT
<b>Executive sponsor</b>	Priority, budget, risk tolerance, stop/continue decision, and expansion timing.	Decision note, value hypothesis, and approval boundary.
<b>Business process owner</b>	The day-to-day work, acceptance criteria, staff impact, and operational usefulness.	Workflow map, user feedback, and adoption notes.
<b>Technical owner</b>	Systems, APIs, databases, runtime placement, deployment, monitoring, and fallback.	Architecture map, integration log, and support route.
<b>Knowledge owner</b>	Source truth, document freshness, policies, retrieval scope, and correction workflow.	Source inventory, freshness cadence, and review exceptions.
<b>Security or risk reviewer</b>	Data classes, credentials, access, logs, retention, blocked actions, and incident path.	Boundary map, permission table, and rollback trigger.
<b>Folium delivery lead</b>	Build coordination, review file, known limits, quality checks, and handoff completeness.	Launch room, eval record, and improvement backlog.

# A max-detail packet should tell reviewers how to judge the work.

Folium uses scorecards to make a subjective AI conversation more inspectable. The score is not a substitute for judgment; it helps leadership see whether the next step is education, repair, sandbox, pilot, or operations.

DECISION GRID

REVIEW LENS

NEXT STEP

SCORE AREA	STRONG SIGNAL	WEAK SIGNAL
<b>Business fit</b>	The workflow is specific, painful, owned, and tied to measurable operational improvement.	The project is framed as adding AI generally.
<b>Source truth</b>	Approved sources are known, fresh, classified, and connected to the answer path.	The system mixes stale, unknown, or unapproved sources.
<b>Behavior quality</b>	Representative tasks pass, wrong-answer behavior is known, and edge cases are recorded.	The review build only shows a polished happy path.
<b>Authority control</b>	AI actions are separated into draft, retrieve, recommend, route, execute, block, and escalate.	The system can act without visible permission.
<b>Staff readiness</b>	Users can explain the tool, correct it, escalate, and understand their role.	Staff feel replaced, confused, or unsupported.
<b>Operations readiness</b>	Support, monitoring, rollback, release rhythm, and source refresh are owned.	No one knows who maintains the system after launch.

# The work should have a believable first ninety days.

A controlled first ninety days keeps ambition high without turning uncertainty into production risk. Folium uses the period to move from understanding into a narrow working example, then into reviewable operating rhythm.

DECISION GRID

REVIEW LENS

NEXT STEP

WINDOW	FOCUS	EXPECTED OUTPUT
<b>First 30 days</b>	Discovery, source inventory, first-lane selection, staff interviews, data boundary, and build plan.	Process map, owner map, first-build scope, source list, and launch blockers.
<b>Days 31-60</b>	Working surface, RAG or agent behavior, integration stub, evaluation cases, browser checks, and staff review.	Sandbox, evaluation file, screenshots, known limits, and repair list.
<b>Days 61-90</b>	Architecture review, pilot conditions, governance layer, training guide, support path, and improvement cadence.	Launch room, go/no-go record, operations guide, and next-stage recommendation.

# The hidden assumptions should be visible before they become expensive.

Every AI engagement contains assumptions about data, people, systems, cost, behavior, and authority. Folium treats those assumptions as review material, not background noise.

DECISION GRID

REVIEW LENS

NEXT STEP

ASSUMPTION	WHY IT MATTERS	HOW FOLIUM REVIEWS IT
<b>The source is authoritative</b>	AI can only be as reliable as the sources and business rules it is allowed to use.	Source inventory, owner confirmation, retrieval tests, freshness cadence.
<b>The process is ready</b>	A broken process can become a faster broken process when AI is added too early.	Workflow mapping, bottleneck review, owner interview, first-lane narrowing.
<b>The runtime fits the data</b>	Cloud, private, local, and hybrid routes carry different privacy, cost, latency, and support tradeoffs.	Runtime matrix, data classification, provider review, fallback plan.
<b>Staff will adopt the tool</b>	Adoption fails when users do not understand, trust, correct, or benefit from the system.	Training notes, staff review, feedback loop, manager visibility.
<b>Authority is clear</b>	The system can create harm if it sends, updates, approves, or routes without permission.	Permission table, blocked actions, human review, audit trail.
<b>The system can be supported</b>	A useful first build becomes fragile if nobody owns incidents, source updates, or cost review.	Support guide, owner map, release rhythm, rollback trigger.

# The first sprint should produce something real and reviewable.

Folium prefers a narrow first sprint that creates a working surface or review file the buyer can challenge. The first sprint is not the final system; it is the safest way to make the future visible.

## CHECKLIST

## OWNER PATH

## RELEASE SIGNAL

- Confirm the single process and the decision the sprint must support.
- Collect approved example material, redacted review records, public references, screenshots, workflow notes, and source rules.
- Define what will be built: portal, dashboard, RAG assistant, agent route, integration adapter, audit file, or launch room.
- Create the visual workflow: intake, source, model or agent route, human review, output, record, and next gate.
- Run representative tasks, edge cases, bad input, missing data, and blocked-action tests.
- Prepare browser screenshots, known limits, support questions, and next-stage blockers.
- Review with staff and leadership before expanding data, access, authority, or dependency.
- End with a decision: stop, refine, rebuild, pilot, or prepare an operating plan.

# The packet should make the invisible work tangible.

AI work often fails because the important pieces are invisible until something breaks. Folium turns those pieces into work products the buyer can open, print, challenge, and improve.

## RECORD

## BOUNDARY

## ACTION

## Process map

A before-and-after workflow showing people, systems, data, decision points, blockers, and expected output.

- Before
- After
- Owner
- Gate

## Data boundary map

A map of source classes, approved use, blocked use, retention, provider exposure, and custody.

- Public
- Internal
- Private
- Blocked

## Model and agent route

A path showing which model, tool, retrieval source, or agent lane is used and where humans approve.

- Route
- Tool
- Review
- Escalate

## Evaluation file

A record of tasks, expected outcomes, failures, repairs, known limits, and acceptance criteria.

- Cases
- Failures
- Repairs
- Limits

## Launch room

A board for owners, support, training, rollback, incidents, go/no-go, and improvement backlog.

- Owner
- Support
- Rollback
- Backlog

## Handoff guide

A plain-language guide staff can use to understand what the system does, cannot do, and how to report problems.

- Use
- Limit
- Correct
- Report

# The business should know how improvement will be measured.

Folium keeps measurement practical. The first goal is not a perfect dashboard; it is a clear set of signals that shows whether the process is saving time, reducing risk, strengthening staff, or improving customer outcomes.

DECISION GRID

REVIEW LENS

NEXT STEP

SIGNAL	WHAT TO WATCH	DECISION IT SUPPORTS
<b>Time recovered</b>	Manual steps removed, average handling time, repeated work reduced, faster routing.	Should this workflow expand to more users or adjacent processes?
<b>Quality improved</b>	Wrong answers, missing sources, correction rate, review exceptions, customer rework.	Is behavior strong enough for pilot or does it need repair?
<b>Risk reduced</b>	Blocked unsafe actions, escalations, data-boundary violations avoided, rollback readiness.	Can authority expand or should controls remain tight?
<b>Staff confidence</b>	Training completion, feedback volume, adoption friction, override rate, manager notes.	Does the workforce need more support before launch?
<b>Cost and runtime</b>	Provider cost, local infrastructure cost, latency, uptime, fallback use, subscription sprawl.	Should runtime placement change?
<b>Customer impact</b>	Response speed, consistency, issue resolution, conversion support, satisfaction signals.	Is the capability improving the business outcome?

# Each reviewer should know what to inspect first.

A max-detail packet is only useful when different reviewers can find their lane quickly. Folium separates executive, operations, technical, security, finance, and staff questions so the buyer can bring the right people into the right part of the review.

DECISION GRID

REVIEW LENS

NEXT STEP

REVIEWER	START WITH	DECISION THEY SUPPORT
<b>Executive sponsor</b>	Value hypothesis, launch gate, first ninety days, and stop/refine/continue choices.	Whether the process deserves a controlled engagement.
<b>Operations lead</b>	Workflow map, operating roles, support rhythm, and staff feedback loop.	Whether the future process can be run by the team.
<b>Technical lead</b>	Runtime placement, data path, integration surface, monitoring, and fallback.	Whether the architecture can be supported safely.
<b>Security or risk reviewer</b>	Data classes, permissions, blocked actions, logs, retention, and rollback.	Whether access can expand beyond public review.
<b>Finance or owner</b>	Cost signals, subscription overlap, runtime tradeoffs, labor impact, and support burden.	Whether the first build has a practical business case.
<b>Staff user</b>	Plain-language use, limits, escalation, correction path, and training expectations.	Whether the tool strengthens the job instead of confusing it.

# The packet should turn into a working session, not only reading material.

Before a call, Folium wants the buyer to gather the real operating pieces that make the review useful. The worksheet keeps the conversation grounded in one process, one owner, one source map, and one next decision.

## CHECKLIST

## OWNER PATH

## RELEASE SIGNAL

- Bring one workflow that is slow, risky, expensive, repetitive, customer-visible, or staff-heavy.
- Name the systems touched by the workflow: store, CRM, ERP, inbox, spreadsheet, database, portal, document folder, or legacy application.
- Separate approved public material from internal, customer, regulated, confidential, credential, and blocked material.
- Write down who owns the work today, who reviews exceptions, and who will own the AI-assisted version.
- List the decisions AI may draft, retrieve, recommend, route, block, or escalate, and the decisions that stay human-owned.
- Bring examples of good output, bad output, common exceptions, missing data, and customer-facing risk.
- Name the first useful working surface: dashboard, portal, assistant, queue, control room, commerce lane, integration, or review file.
- Decide what record would make leadership comfortable with the next stage.

# The next step should match the maturity of the record.

Folium does not need every buyer to start at the same altitude. The right offer depends on how much process clarity, source truth, owner alignment, and launch readiness already exists.

DECISION GRID

REVIEW LENS

NEXT STEP

IF THE BUYER HAS	BEST NEXT FOLIUM MOVE	OUTPUT TO EXPECT
<b>AI interest but no clear process</b>	AI systems audit or first workflow finder.	Pressure map, source inventory, first-lane recommendation, and risk view.
<b>A clear process but no working surface</b>	Forward engineering first sprint.	Clickable surface, route map, known limits, and next-stage blockers.
<b>A tool that works in parts but not in operations</b>	Architecture and launch readiness review.	Permission map, runtime decision, support model, and go/no-go record.
<b>A failed or frightening rollout</b>	AI recovery and staff enablement path.	Issue register, staff training plan, repair roadmap, and confidence loop.
<b>Sensitive data or cost pressure</b>	Local, private, or hybrid AI placement review.	Runtime matrix, data custody plan, fallback route, and vendor-exit view.
<b>A useful pilot that needs care</b>	AI operations support.	Monitoring rhythm, source refresh, release notes, incident path, and improvement backlog.

# The last page of a packet should create the next controlled move.

Folium's handoff view separates what can be done now, what needs customer records, what needs approval, and what should wait until the review file is stronger.

DECISION GRID

REVIEW LENS

NEXT STEP

HANDOFF LANE	OWNER	NEXT RECORD
<b>Executive sponsor</b>	Priority, budget, stop/continue decision, and expansion timing.	Decision memo, value hypothesis, and next-stage gate.
<b>Business process owner</b>	Daily workflow, user acceptance, staff impact, and usefulness.	Workflow map, exception list, and adoption notes.
<b>Technical owner</b>	Runtime, integrations, APIs, databases, deployment, monitoring, and fallback.	Architecture map, route contracts, and support guide.
<b>Risk or security owner</b>	Data classes, permissions, logs, blocked actions, incident path, and rollback.	Boundary map, permission table, and rollback record.
<b>Folium delivery lead</b>	Build coordination, evaluation, known limits, launch room, and handoff completeness.	Review file, release notes, and improvement backlog.

The strongest next step is narrow: one process, one owner, one source map, one working surface, one review file, and one decision gate.

# The right signal at the right time protects the system.

Use this packet when AI operations, providers, source freshness, releases, approvals, incidents, or recovery paths need clear human ownership.

## Bring the process

Name the business process, the systems involved, the people affected, and the decision this PDF should support.

## Separate review from production

Keep public examples, sandbox review, pilot access, and production dependency in separate stages with clear owners.

## Ask for the record

Request screenshots, browser checks, known limits, launch blockers, support plans, and the next approval path.