

The operating system for AI-first customer experience.

Vela OS turns FPT's full CX offering into one measurable surface - a dual-mode agency command center and customer portal, where every AI engagement is priced, delivered, and proven in ROAI.

$$ROAI = (Value\ delivered - AI\ cost) / AI\ cost$$

A 5.0x ROAI means every \$1 of AI spend returned \$5 of measured value - hours saved plus revenue uplift.

The opportunity

- 2-3x** higher revenue growth for CX leaders
- ~70%** rate experience as important as product or price
- ~60%** of interactions span multiple channels

One platform, two modes

Agency command center

Portfolio ROAI, revenue & margin - client directory & health tiers - ROAI analytics - billing with live Metronome usage data.

Customer portal

A personal ROAI Center - active projects across six pillars - AI marketplace to launch agents - self-serve billing, usage & top-ups.

Six CX pillars, powered by the ON.Ecosystem

- Experience Strategy** Maturity assessment, marketecture, journey analysis
- Experience Design** Research, adaptive UI, design systems, usability
- Experience Platform** DXP build/re-platform, MarTech, DX engineering
- Commerce Platform** Composable commerce, B2B/B2C, accelerators
- Experience Insights** CDP & Customer 360, analytics portals, AI agents
- Run & Optimize** L1-L3 maintenance, 24x7 monitoring, ops support

Agents: ON.Optima - Answer Engine Optimization - ON.X - Agentic Assistant - ON.E - Commerce Accelerator - ON.Match - AI Recommendations - ON.Browser - Agentic Browser

Live usage-based billing (Metronome)

The Live panel reads a real Metronome account via a secure read-only proxy (the key never reaches the browser): 7 customers on prepaid-commit or hybrid models, finalized + draft invoices with 6 months of revenue history, commit/credit drawdown, and a full catalog of metrics, products, rate cards and packages.

+200% click-through rate

[ON.Optima - AEO](#) | [Global technology leader](#)

Site ranking #6 (+18) - CTR 3.2% - featured snippets 30%

Cited across 120+ markets

[ON.Optima - AEO](#) | [Global health F&B leader](#)

120+ markets - consistent AI answer boxes - acquisition cost down

MVP in 2 months, not 10

[ON.E - Commerce](#) | [KSA megaproject \(PIF\)](#)

Time to MVP 2 mo (vs 10) - build time -55% - requirements -40%

Campaign cycles: weeks to minutes

[Data & AI CoE](#) | [FPT x Salesforce ASEAN CoE](#)

First in ASEAN - weeks to minutes - ~100 Agentforce certs by 2026

Partners: Adobe (Specialized) - Sitecore (Platinum APAC) - Salesforce (First ASEAN Data & AI CoE) - Liferay (Global Platinum) - Shopify (Plus)

1,000+ certified engineers **1,500+ platform certifications**

Run the demo - 7 steps (~6-8 min)

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| 1. Agency overview | Blended ROAI, revenue and margin across all clients. |
| 2. ROAI analytics | The formula, the trend, the per-pillar breakdown. |
| 3. Client deep dive | Drill into one account + its real case result. |
| 4. Billing -> Live | Real Metronome invoices and commit drawdown. |
| 5. Customer portal | The same engagement, the client's own view. |
| 6. AI marketplace | Launch a new ON.Ecosystem agent in a click. |
| 7. Customer billing & usage | Credits, usage drawdown and top-up. |

See it live

Demo: roai.emergedigital.ae

Guide: roai.emergedigital.ae/guide