

celcat

The Future of Scheduling Starts Here

Celcat Grows Teeth

The Next

Generation of

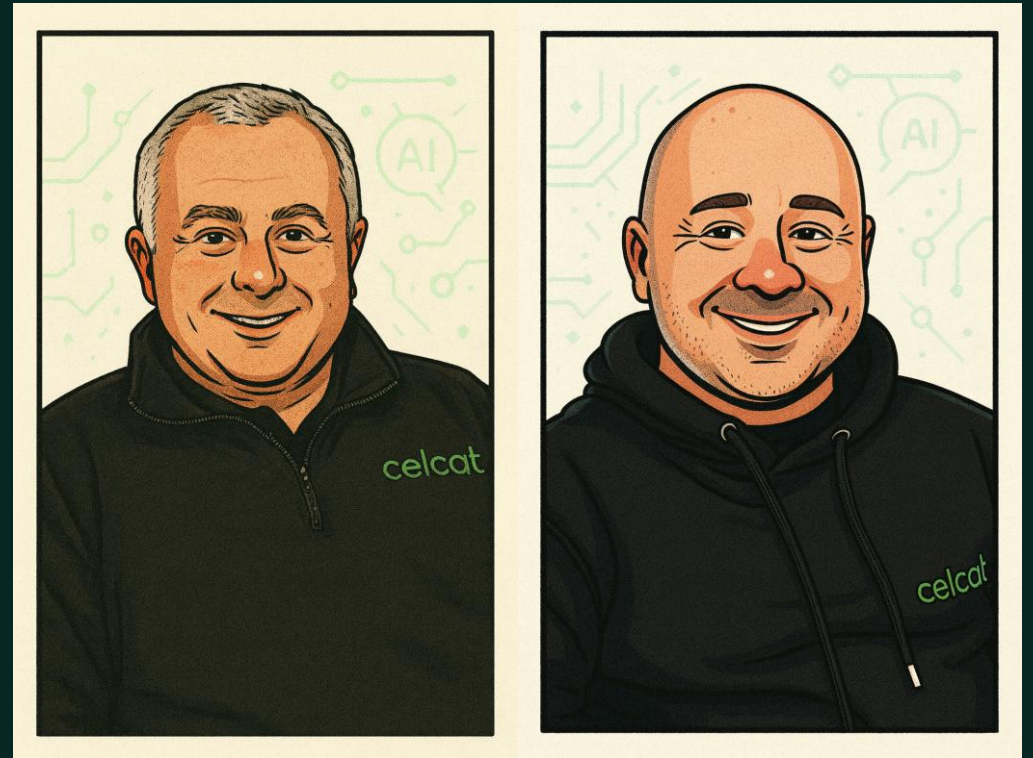
Timetabling



From vision to delivery

David Sweeney
Product Manager

Seddon Kirk
Head of Platform Continuity



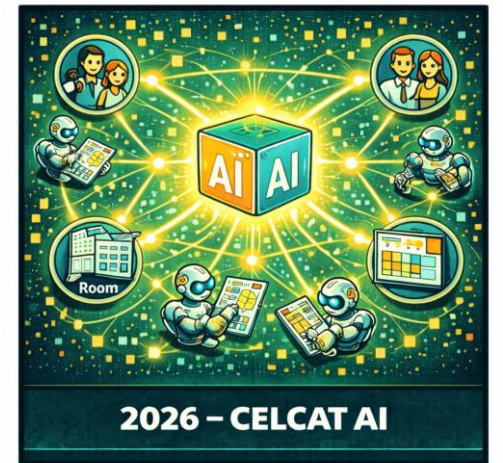
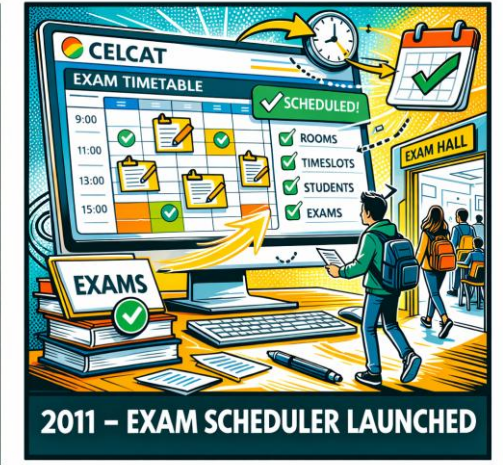
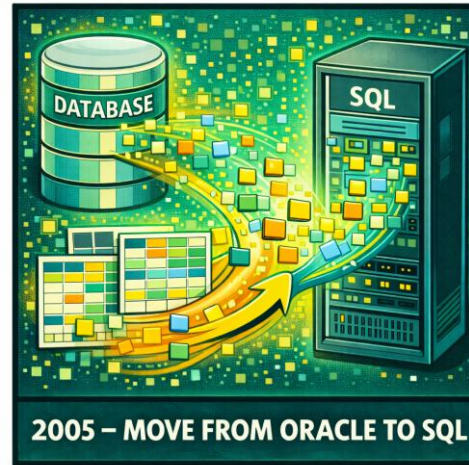
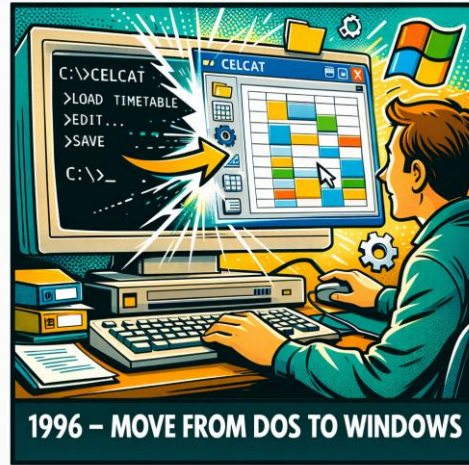
How do you use AI?

Before We Talk About Celcat AI... Let's Talk About You

- Before I tell you what we've built and why we've built it, I want to understand something first.
- Are we truly AI ready or are we just AI-curious?
- Take out your phone, scan the QR code, and answer the questions honestly.
- It's anonymous - so this is your chance to be completely truthful.



A Brief history of Celcat

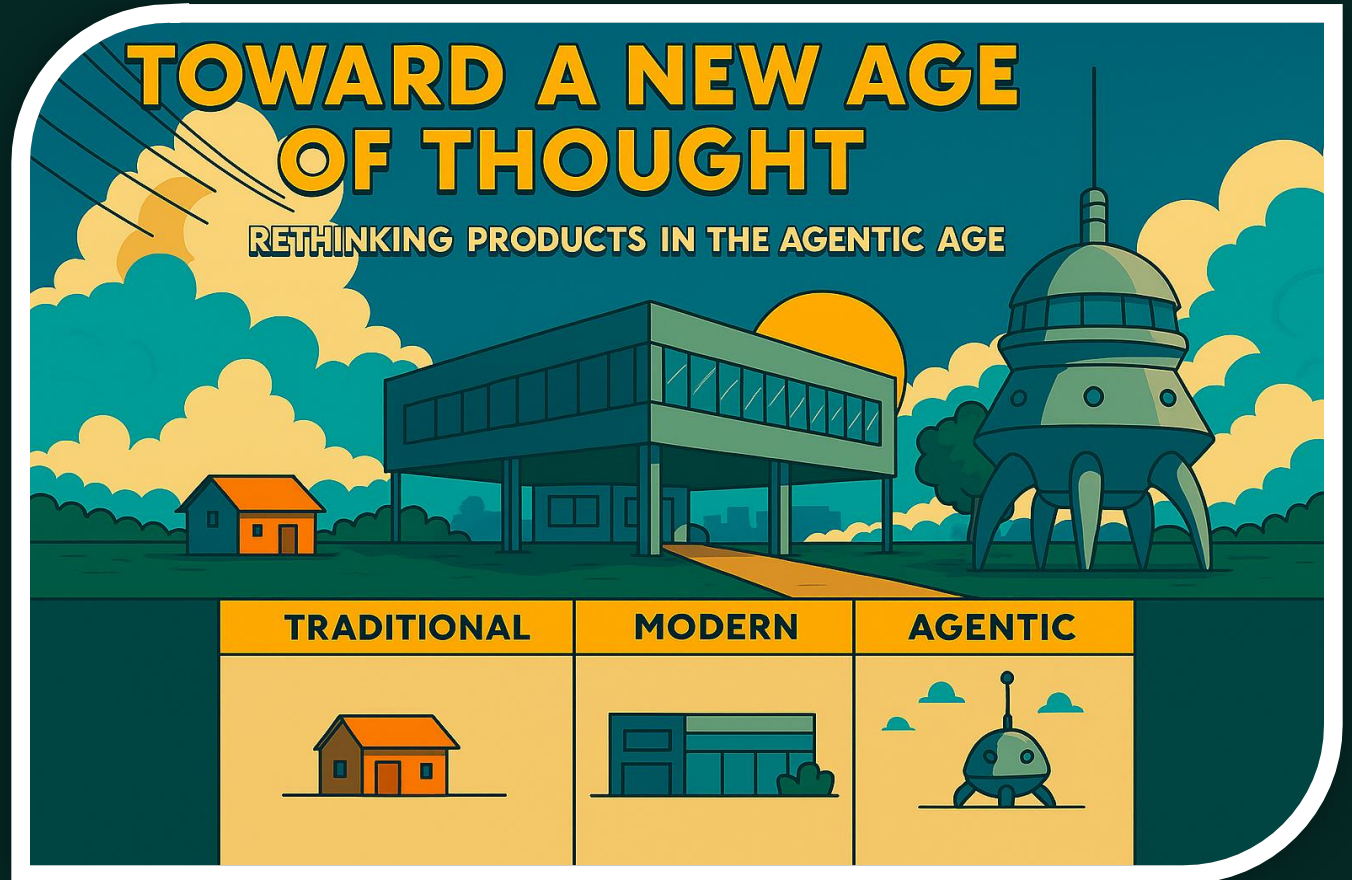


The truth is.....

The way most institutions schedule and plan teaching today hasn't fundamentally changed in about 30 years.

The technology has improved
The screens look nicer
Software moved to the cloud

But the basic way the systems work is still the same.



And that's exactly the problem Celcat AI was built to solve.

What's the difference....

Traditional systems are like using a paper map.

You plan your route, you set off... and if something changes - a road closes, traffic appears you only discover the problem when you get there.

Celcat AI works more like a sat nav.

It understands what's happening around it, it sees the connections between things and it can suggest better routes as you go.

So instead of constantly fixing problems after they appear, Celcat AI is helping you make better decisions from the start.



Celcat AI doesn't just show the route – it helps you choose the best one

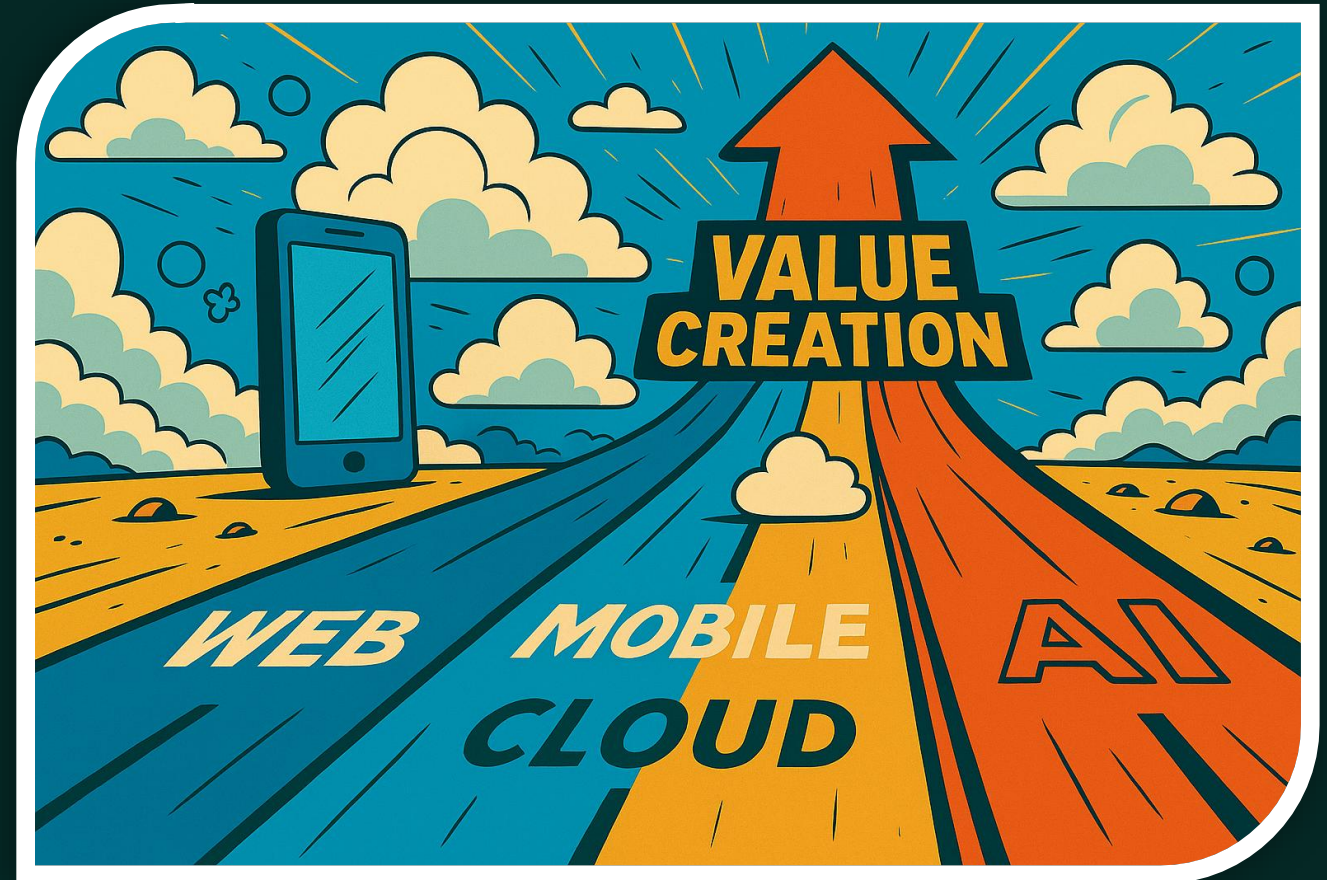
For a long time, software has mostly been a tool.

You tell it what to do.
It follows the instructions.

AI changes that relationship.

Instead of just being a tool, the system becomes more like a teammate — helping identify problems, suggesting solutions, and learning how things work over time.

That shift – from tools to teammates is where the real value of AI comes from.



The web gave us access to information. Mobile gave us it anywhere. AI helps us make better decisions.

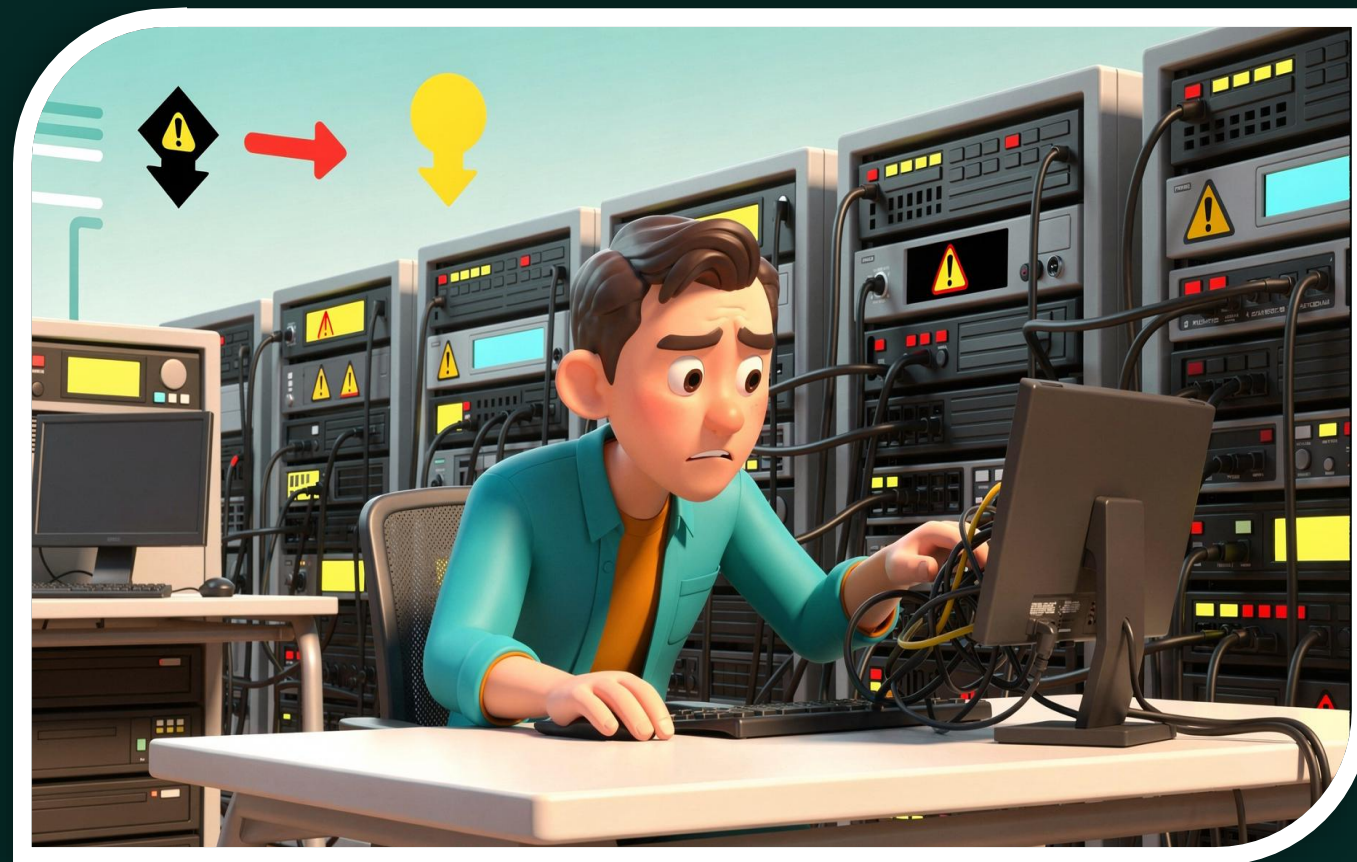
Why is scheduling still so hard?

Educational establishments are incredibly complex environments.

Thousands of students.
Hundreds of staff.
Rooms, campuses, policies, preferences.

But traditional timetabling systems treat all of this information as separate pieces of data, connected by rigid rules.

Which means people spend huge amounts of time fixing problems after they appear



Celcat AI changes the model – from systems that follow rules to systems that help make decisions

What if the system understood

Traditional software mostly waits for you to tell it what to do – you enter information, run a process, and then deal with whatever problems appear

Celcat AI takes a completely different approach.

Embedded AI agents – assistants work quietly in the background constantly looking at data and the relationships between students, staff, rooms, courses, modules, policies etc.

They can spot potential issues early, suggest better options and help balance the many constraints involved in academic scheduling



So instead of the system just executing instructions, it's actively helping people make better decisions

Why Celcat AI is different



Talk to the system naturally

You can interact with Celcat AI in plain language – just ask questions or describe what you want to achieve.

No complicated commands.

Just *'show me options'*, *'what happens if we move this?'*, or *'help resolve this conflict'*

Timetablers stay in control

Celcat AI supports decisions – it doesn't make them for you.

It highlights issues, suggests options and explains the impact, while people remain firmly in charge.

Think of it as a smart planning assistant, not an autopilot.

See problems before they happen

Celcat AI is constantly looking at patterns and connections.

That means it can spot risks early, suggest improvements and help avoid conflicts before they appear.

Less firefighting – more informed planning.

Built for the future of AI

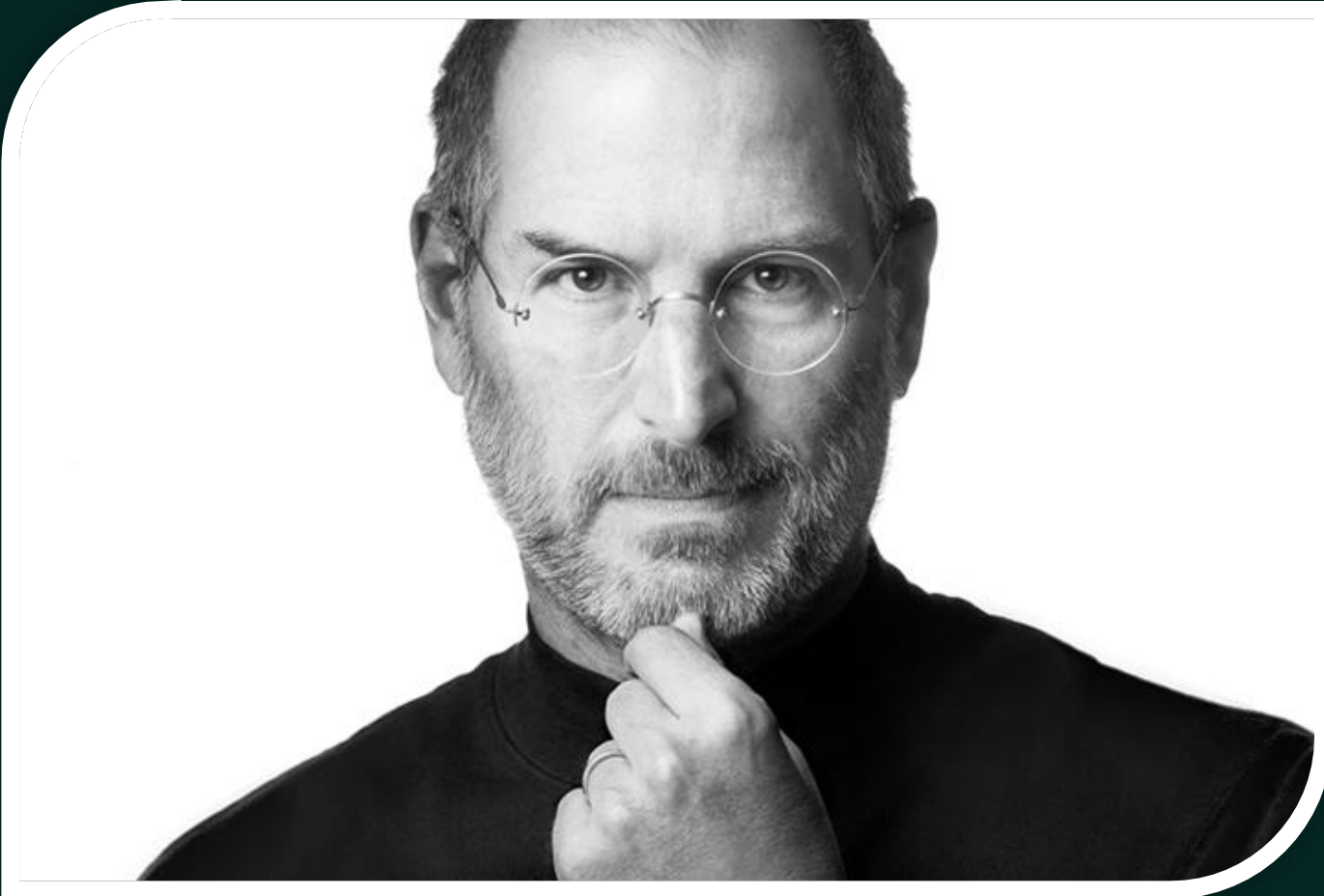
Because Celcat AI was designed around AI from the beginning, it can evolve as AI technology evolves.

New capabilities can be added naturally – without rebuilding the system.

So as AI gets smarter, Celcat AI gets smarter too.

Some systems bolt AI on.....

Celcat AI was built around it so it can learn, adapt and support better decisions



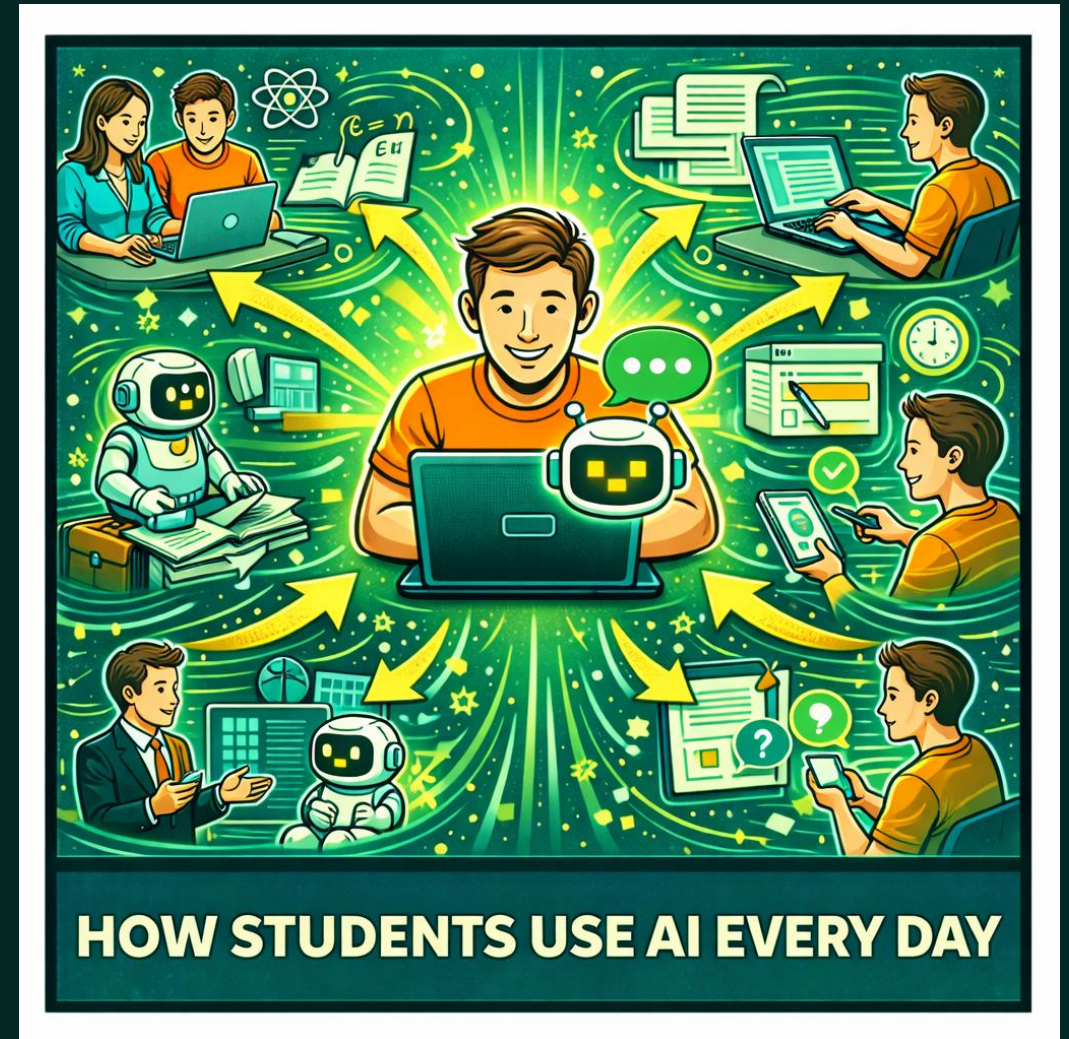
‘Every once in a while, a revolutionary product comes along that changes everything’

Steve Jobs

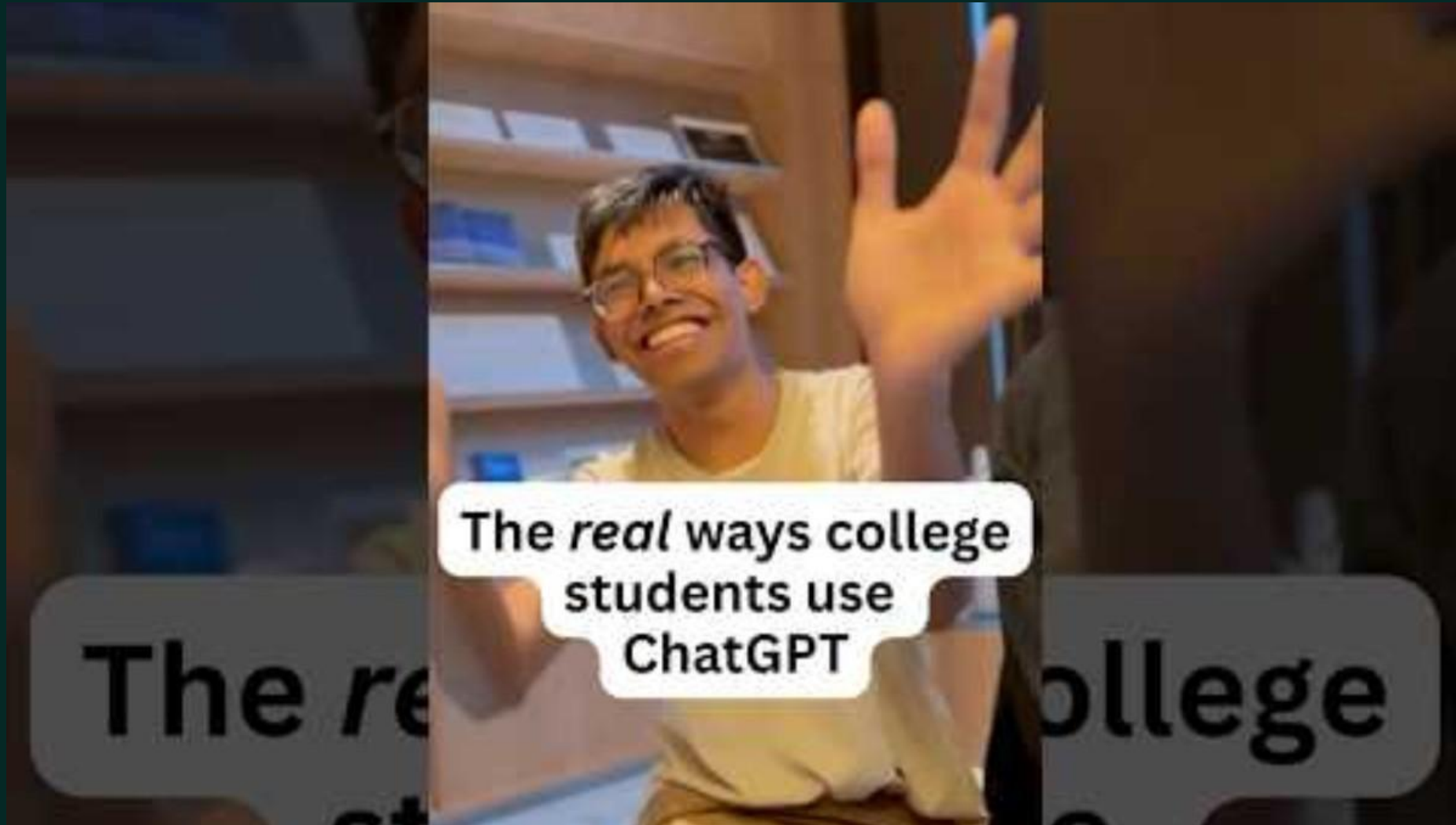
9th January 2007

How do Students use AI?

So how are Students using AI?



How do Students use AI?



What did you say about AI?

So how are you using AI?



What others say about AI



'AI agents will become the primary way we interact with computers in the future. They will be able to understand our needs and preferences, and proactively help us with tasks and decision making.'

Satya Nadella, CEO of Microsoft

'Agents are smarter. They're proactive – capable of making suggestions before you ask for them. They accomplish tasks across applications. They improve over time because they remember your activities and recognize intent and patterns in your behaviour. Based on this information, they offer to provide what they think you need, although you will always make the final decisions.'

Bill Gates

'Artificial intelligence, deep learning, machine learning – whatever you're doing if you don't understand it – learn it. Because otherwise, you're going to be a dinosaur within three years.'

Mark Cuban – American entrepreneur and investor

'AI agents will become our digital assistants, helping us navigate the complexities of the modern world. They will make our lives easier and more efficient.'

Jeff Bezos, Founder and CEO of Amazon

One final question...

We've seen how Celcat AI can transform academic scheduling

We've seen show students are using AI

We've seen how you're using AI

and

We've seen what other people think about AI

so

How long will it be until Students are asking you and your institutions how your using AI to support them and their studies?



And how long until they choose another institution because of how that institution is using AI.....

Any questions...



Thank you....

We'll be launching Celcat AI with our South African customers at the Adapt IT Celcat Conference on Thursday 19th March.

Please don't hesitate to reach out

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