

O21:Events

A 021Shift Inc. Company

CASE STUDY

Real Time
Networks

How Realtime Networks Opened a New Business Opportunity in 2 Weeks

After first sending their CTO and Product Lead to an 021:Events workshop, Realtime Networks built in two weeks what previously would have required a full team for six months.

Proof at a Glance

Initial Attendees	First Workshop	Engineering Team	Business Impact
CTO and Product Lead	Agentic AI for Product Teams, Vancouver, July 2025	~8 engineers	New business opportunity unlocked
2 weeks Agentic delivery	6 months Previous estimate (full team)	0 New AI engineers hired	1 new Business opportunity unlocked

Before the Workshop

Realtime Networks had been experimenting with AI, but like many teams, their usage was fragmented.

People were trying tools. Some were using autocomplete. Some were testing snippets. Some had early success. Some had bad experiences. But there was no shared operating model for how AI should be used inside real product and engineering work.

More importantly, the company had already looked at one potential new business opportunity and effectively written it off. The opportunity was attractive, but the development effort required to pursue it was too large. The company did not believe it could justify the resources.

The issue was not lack of ideas. The issue was lack of a practical delivery model.

The First Trigger

In July 2025, Realtime Networks sent its CTO and Product Lead to the Agentic AI for Product Teams workshop in Vancouver.

That first workshop changed how they saw the problem. They immediately began applying what they were learning back at the office and quickly realized this was not just useful for two leaders. It had implications for how the broader company could build.

What they saw was not “AI as a feature.” It was a different way of designing and delivering software.

“We’re still doing software engineering. Humans are still in charge.”

Expanding to the Whole Company

After that initial experience, Realtime Networks hired O21:Events to conduct a company-wide workshop at their offices, focused on their actual stack, architecture, and codebases.

These workshops forced the team to move from thinking about “AI features” to designing agentic workflows with defined roles, control loops, and verification steps.

Instead of asking, “Where can we add AI?” the team started asking, “What work can now be done reliably, faster, and with less resourcing?” This is where they stopped experimenting and started selecting what to build.

“Instead of debating designs and documents, we were looking at working software.”

What They Identified

Using the frameworks from the workshop, Realtime identified workflows that were strong candidates for agentic execution. The criteria were clear:

- High repetition
- Well-defined success conditions
- Low tolerance for error

Just as important, they revisited the business opportunity they had written off the week before. Before the workshop, it looked impractical. After the workshop, it looked achievable.

What Happened Next

The company moved quickly.

With only a couple of resources, Realtime built a first functional version in 2 weeks. That same effort previously would have been viewed as roughly a 6-month project for a full team.

This was not a toy prototype. It was functional software tied to a real business opportunity that the company had not believed it could pursue.

“This is senior-level code. It’s not junior output.”

What They Built

The team applied agentic development to a new product initiative tied to a partner opportunity. The scope included:

- A new React-based web UI built on top of Realtime’s existing backend services
- A new terminal workflow aligned to real operational roles
- A composite API layer designed to be cleanly consumed by AI agents
- Role-based interactions mapped directly to business needs

The work reused existing core systems while isolating new functionality behind clean boundaries. Agentic development was applied selectively, not indiscriminately.

Results and Outcomes

Realtime Networks unlocked a new line of business by changing how it approached delivery.

- **Built in 2 weeks** with a small number of people.
- **Comparable work** had previously looked like a 6-month full-team effort.
- **No new AI engineers hired.**
- Shifted from fragmented AI experimentation to a shared company-wide approach.
- Created confidence that previously rejected opportunities could now be pursued.

“What would have taken a team six months, they were able to build in two weeks with a couple resources.”

CEO, Realtime Networks

Strategic Impact

The biggest win was not just speed. It was strategic optionality.

Realtime Networks had a business opportunity on the table and had effectively decided not to pursue it because the resource burden was too high. After the workshops, that changed.

O21:Events did not simply help the team learn new tools. It helped the company see that work they had ruled out was now economically and operationally possible. That is a different category of impact.

“We can now take on things we literally couldn’t imagine doing before.”

Team-Level Mindset Shift

An unexpected insight was who benefited most. Product-oriented and domain experts adopted agentic workflows quickly. Engineers with deep business context but weaker traditional coding skills became dramatically more productive.

The workshop reframed value away from typing code toward:

- Defining problems clearly
- Delegating work effectively
- Reviewing outputs critically
- Exercising human judgement

“This is about delegation and judgement. People who’ve managed teams get it faster.”

What This Case Study Proves

This is not just a story about productivity. It is a story about capability expansion.

Before	After
Fragmented AI experimentation Unclear delivery methods Written-off opportunities	Company-wide agentic thinking Faster, structured execution New business made viable

“It changed how we evaluate risk and opportunity.”

This is how organizations move from AI strategy to shipping. Through a structured, high-intensity experience that leaves people building on day one and shipping by the end of the week.

About O21:Events

021.events

O21:Events designs and delivers agentic AI workshops for product, engineering, and design teams in technology companies. Our programs focus on building real capability through hands-on execution. We prioritize frameworks and judgment that remain relevant as tools evolve. O21:Events is a O21Shift Inc. company.