

Smarterouter Scoping Project Plan

Last Updated: 2026-02-18 Status: In Progress

Overview

Field	Details
Project Name	Smarterouter Scoping Project
Start Date	2026-02-18
Target Completion	TBD
Owner	TBD
Status	Planning

Goals & Success Criteria

Purpose

Integrate Athia AI/ML into Deuna's payments service to optimize payment acceptance rates via AI/ML-driven decision-making directly within the payment processing flow. Enables experimentation for processor selection (routing), message configuration, and smart retries — all within Deuna's tech stack.

Success Criteria

- Measurable approval lift
- Stability during PSP outages
- Latency target: p95 < 200ms

In Scope (P0)

- Processor/Message selector
- Smart Retry logic
- Feedback Loop implementation

Out of Scope

- 3DS optimization (Phase 2)
 - User-facing messaging (Phase 3)
 - Installment optimization
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Stakeholders

Name	Role	Involvement
Pablo	CTO (Deuna)	Executive sponsor, coordinating Claude/LLM access via Farhan
Israel	Data POC (Deuna)	Main point of contact for data/Snowflake
Farhan	Claude/LLM Access POC (Deuna)	Provisioning Claude access and budget
Mark Walick	PM Lead (Aidaptive)	Project management
Rakesh	Engineer (Aidaptive)	Engineering
Naoki	Engineer (Aidaptive)	Engineering

Milestones & Timeline

Milestone	Duration	Status	Notes
Phase 0: Assess level of effort/complexity	2 days	In Progress	\$6K budget, started 2026-02-18
Phase 1: Model running in production for 2 processors with basic feature store	2 weeks	Pending	Core delivery
Phase 2: Add monitoring + integrate with experimentation	Week 3	Pending	Immediately after Phase 1
Phase 3: Drift detection, CI/CD, experiment ramp-up, additional model techniques	TBD	Pending	

Key Use Cases (P0)

ID	Use Case	Description
P-01	Outage detection & failover	Fail over/back via persistent timeout codes; random sampling of down PSP to detect recovery
P-02	Overall transaction routing optimizer	Optimize Deuna's existing static rules based on historical outcomes

ID	Use Case	Description
P-03	Per-transaction optimal route selection	Rank top 3 routes based on prior outcomes for fast retry
P-04	Message manipulation	Toggle CIT/MIT, AVS, MCC variables in authorization requests; top 3 recommendations
P-05	Retry optimization	Subs/MIT focused; enterprise darktime reduction; delayed retry based on reputation

Work Breakdown / Task Tracking

Backlog

- Confirm Claude access and LLM budget provisioned (Pablo → Farhan)
- Confirm Snowflake read access provisioned (POC: Israel)
- Provision Deuna corp accounts for Rakesh and Naoki
 - Snowflake instance access for both accounts
 - Code (repo) access for both accounts
 - Claude Code credits for both accounts
- Complete Phase 0: assess level of effort/complexity (2 days, \$6K)
- Build training platform (currently prototype-only — see Technical Gaps)
- Deliver P-01 through P-05 use cases

In Progress

- (nothing yet)

Done

- (nothing yet)
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Technical Gaps (from SOW)

Testing/Experimentation Platform — Production Ready

- A/B testing infrastructure, multi-variant experiments, automated winner selection
- Model registry with versioning, real-time inference (FastAPI sidecar)
- Missing: canary deployments

Training Platform — Prototype Only (needs significant work)

- No automated retraining, no orchestration, no CI/CD
- No data validation, no monitoring, no drift detection
- No feature store, no lineage tracking, no rollback capability

- No hyperparameter tuning, no algorithm comparison

Decisions Log

Date	Decision	Rationale	Made By
2026-02-18	Latency target updated from p95 < 50ms to p95 < 200ms	Revised from original SOW spec	Rakesh (discussed with Pablo)

Open Questions

#	Question	Owner	Status
1	TBD	TBD	Open

Risks & Issues

ID	Description	Likelihood	Impact	Mitigation	Status
R1	TBD	Low/Med/High	Low/Med/High	TBD	Open

Notes & Meeting Log

2026-02-18

- Project plan file created. Details to be filled in.
- Israel is the main POC for data and related topics.
- Pablo is the CTO.
- All data is in Snowflake database; we will get read access to all tables. Snowflake URL: `VLTXPW-RMONTES.snowflakecomputing.com`
- Need Claude access and budget for LLM. Farhan is the main POC; Pablo will be talking to Farhan to get this access.
- Mark Walick is the PM lead for this project.

Documents & SOW Snapshots

Document	Date	Version	File
SOW: Athia Embedded into Acceptance - Phase 1	2026-02-16	v1	PDF

References & Links

- [CLAUDE.md](#) (project conventions)
- [Data Dictionary](#)
- [Athia Data Model](#)
- [Snowflake Login](#) (`VLTAXPW-RMONTES.snowflakecomputing.com`)