

Theranica

Case Study

About Theranica:

Theranica develops mobile digital solutions for pain therapeutics.

They offer non-invasive, drug-free wearable therapeutic products for the treatment of pain, by integrating the latest neuroscience research with advanced technology.

The company's Nerivio app advances migraine care, and with its new AI-based features and software enhancements, it expands beyond treatment delivery – adding tools that help patients better understand their migraine patterns and adhere more effectively to clinical instructions.

The Challenge:

The company was looking to develop and scale the AI capabilities of its customer-facing app, Nerivio. Part of the challenge was to make their machine learning (ML) processes easier to manage, track, and automate – both to enhance app performance and optimize operational capabilities. As the app was already being used by customers, it was important that the implementation and roll out of the new AI features be seamless. In addition, deploying AI capabilities into its AWS-based production environment was a new undertaking for the company.

The Solutions:

Theranica was committed to delivering a production-ready, scalable solution, and they turned to AllCloud, their AWS partner, for MLOps guidance and assistance.

Theranica's data team was responsible for the ML implementation – from data investigation through production deployment, including ongoing monitoring and production support. They worked closely with AllCloud's AI team for targeted guidance throughout the implementation, enabling a smooth rollout.

AllCloud helped Theranica optimize their ML operations and processes, which ran across two processing workflows: batch and real-time inference. They provided strategic guidance for Theranica to utilize SageMaker, AWS's fully managed cloud platform.

Key Results & Impact

AllCloud provided hands-on support to Theranica for the successful development and deployment of the new AI feature, delivered on time. The feature not only enhanced the app's capabilities but also led to increased user engagement. Furthermore, the company now has the internal knowledge and capabilities to implement additional AI-based features, both for product enhancement and for the optimization of internal operations and capabilities.

Looking Ahead

Theranica continues to monitor the ML feature and make adjustments as needed. Building on the success of the engagement with AllCloud—which demonstrated the value of AI capabilities within the app and helped build internal expertise—the company is now well-positioned to develop and deploy additional custom, scalable AI solutions on AWS. Theranica is exploring additional AI initiatives, such as building AI agents on Amazon Bedrock, and exploring other AWS services.

According to **Shira Aviad, Director of Data & AI:**

“Partnering with AllCloud gave us the essential tools and expertise to deploy our new ML feature seamlessly into production. They didn’t just help us deliver – they expanded our understanding of AWS’s AI capabilities, putting us in a good position to develop new, additional high-impact projects.”