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AI

# A NEW CHAPTER: FOCUSING ON AI AT UMAGE.AI



**AI is starting to change how software is actually built and maintained. Not in theory – but in practice. This is the background for starting umage.ai.**

Over the past years, CodeArt has been my base for building solutions, especially around Optimizely, integrations, and custom development. That hasn't changed.

What *has* changed is how we build software.

In the recent months, I've been working closely with Morten Aslo-Østergaard and Martin Ottosen. We come from different backgrounds, but we've all spent many years building solutions where business and technology actually meet in practice.

What brought us together was not just interest in AI, but the fact that we were all already working hands-on with it.

Not prototypes. Not experiments. Real use.

## AI only matters when it's part of the system

One thing has become very clear:

AI doesn't create much value on its own.

It starts to matter when it becomes part of the systems and workflows you already rely on. When it's integrated. When it's trusted. When it can actually be used in day-to-day work.

That's also where things get harder:

- data needs to be handled properly
- security and ownership matter
- solutions need to be stable
- and it all has to fit into something that already exists

This is exactly the space we want to work in.

## Why umage.ai

That's why we decided to start umage.ai.

The name is quite intentional. "Umage" in Danish means putting in the effort to do things properly. That's very much the point.

We're not trying to bolt AI on top of existing solutions. We're building it into them.

In practice, our work today revolves around three areas:

### Agentic development

Using AI as part of the development process itself. Not replacing developers, but enabling experienced developers to build faster and better by working *with* AI.

### Automation of real processes

Looking at actual business workflows and identifying where AI can remove friction or handle complex tasks that would otherwise be manual and time-consuming.

### Controlled and reliable AI solutions

Making sure data, security, and ownership are handled properly. For many companies, this is not optional – it's a requirement.

## What it means for CodeArt

CodeArt continues as a sister company, and all existing collaborations carry on as they are today.

At the same time, the direction is clear: over time, more of the work – and new client engagements – will naturally move towards umage.ai. Not as a hard switch, but as a gradual shift as AI becomes a bigger part of how solutions are built and maintained.

The CodeArt website will also stay active. I still plan to write technical posts here from time to time, especially around Optimizely and more hands-on development topics.

That said, Optimizely is very much still part of what we do – now combined with AI, agent-based approaches, and new ways of working with development and maintenance. With both Martin and myself having deep experience in the platform, it continues to play an important role, just in a slightly different context.

So rather than replacing anything, umage.ai builds on top of what already exists – and takes it further in a

## Already in motion

We're already working on projects where AI agents are used to handle things that would otherwise be heavy and time-consuming.

For example:

- assisting with upgrades
- handling complex business workflows
- supporting development processes

This is where it starts to make a difference – not because it's AI, but because it actually solves something.

You can check out some of our offerings [here](#), or some of the open source products we already built [here](#).

## Going forward

We'll be sharing what we learn along the way. Some of it will still live here on CodeArt, especially when it's deeply technical. Other parts will be shared through [umage.ai](#), where the focus is broader.

If you're curious about what we're building, or how AI might fit into your own systems and workflows, feel free to reach out.

Or take a look at what we're working on at <https://umage.ai>



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