



Cloud-Native AI Model Lifecycle Management

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Abstract

Cloud-Native Model Lifecycle Management for Enterprise AI Systems considers the full lifecycle of AI models at enterprise scale in the context of cloud-native design principles. In cloud-native AI applications, a constellation of services, both stateless and stateful, collaborate to serve large volumes of business transactions. Cloud-native AI continues traditional AI deployment goals but at higher scale, reliability, and performance. Quality Evidence-based Discussion details the architectural considerations for deployment, divides the problem domain into stages, and describes key properties for each stage.

Reciprocal benefits are examined. Cloud-native techniques provide general engineering practice provenance, audit capabilities, and prove essential for maintaining quality and reducing bias and drift. Enterprise-scale AI, in turn, informs cloud-native practice by presenting supporting engineering challenges such as observability, access, and high-volume data. Business stakeholders seek accurate, explainable cloud-native AI solutions applied to factors such as legal compliance or customer churn. Model quality, team productivity, and trust determine business impact and return on investment. Junior AI engineers and developers are empowered by supporting engineering techniques.

Keywords: Cloud-Native Model Lifecycle Management, Enterprise AI Systems, Cloud-Native AI Architecture, Model Deployment at Scale, AI Model Lifecycle Stages, Evidence-Based AI Engineering, Model Quality Management, Bias and Drift Mitigation, Provenance and Auditability, Observability in AI Systems, Explainable Enterprise AI, Compliance-Aware AI Deployment, High-Volume AI Data Pipelines, Access Control for AI Platforms, Cloud-Native MLOps, Scalable AI Services, Model Governance Frameworks, AI Engineering Productivity, Trustworthy AI Systems, Return on Investment for Enterprise AI.

1. Introduction

Enterprise AI systems are behaviorally complex software apps that act on organizational data at scale to serve stakeholders throughout and beyond its lifecycle. Such behavior is usually modelled by AI systems that are informed by rules and respond to events in an anticipatory or



near-real-time manner. Cloud-native AI can be captured by a set of principles and operational goals, but there is currently a lack of consensus on an architecture or collection of architectural patterns designed to support these goals at enterprise scale. Applying cloud-native principles in the context of enterprise AI explores the main architectural patterns and practices needed to support these objectives in practice and delineates the stages of an AI model lifecycle.

Data quality, which can affect organizational fairness and reputations, is never too much of a concern unless there is something wrong with the shopping cart schema or transaction price. Building model observability requires observability signals for all the different components within the AI architecture involved in the complete pipeline from data ingest to serving predictions, as well as for the actual prediction serving. Causality, although a hard problem to solve, is worth investing in—understanding cause-and-effect relationships enables an organization to be better prepared for the future. The hottest topic on enterprise AI today is AI governance, and it requires attention on the capabilities of data, observation signals, and processes to capture provenance and lineage, both of these signals through access-control systems consistent with achieving compliance.

1.1. Overview of Cloud-Native AI Principles

Enterprise AI leverages machine learning, data mining, natural language processing, and other artificial intelligence techniques to address business needs. Like any other critical enterprise application, deploying AI applications using Cloud-Native principles enables faster development and deployment while minimizing cost and risk. Traditional enterprise AI deployment often suffers from unpredictability relating to operating cost and performance. Such problems have been addressed exhaustively for enterprise applications in general; however, AI being a new area of Cloud-Native application development lacks much documented ground in terms of best practices for each thought stage. Observability for AI applications has also been sadly lacking for some time, though cloud-specific tooling promises to address this gap. Although various tool providers have also developed products at various stages to address the end-to-end requirements, more focus is required to tie these technologies together to enable the efficient development of

best-of-breed solutions.

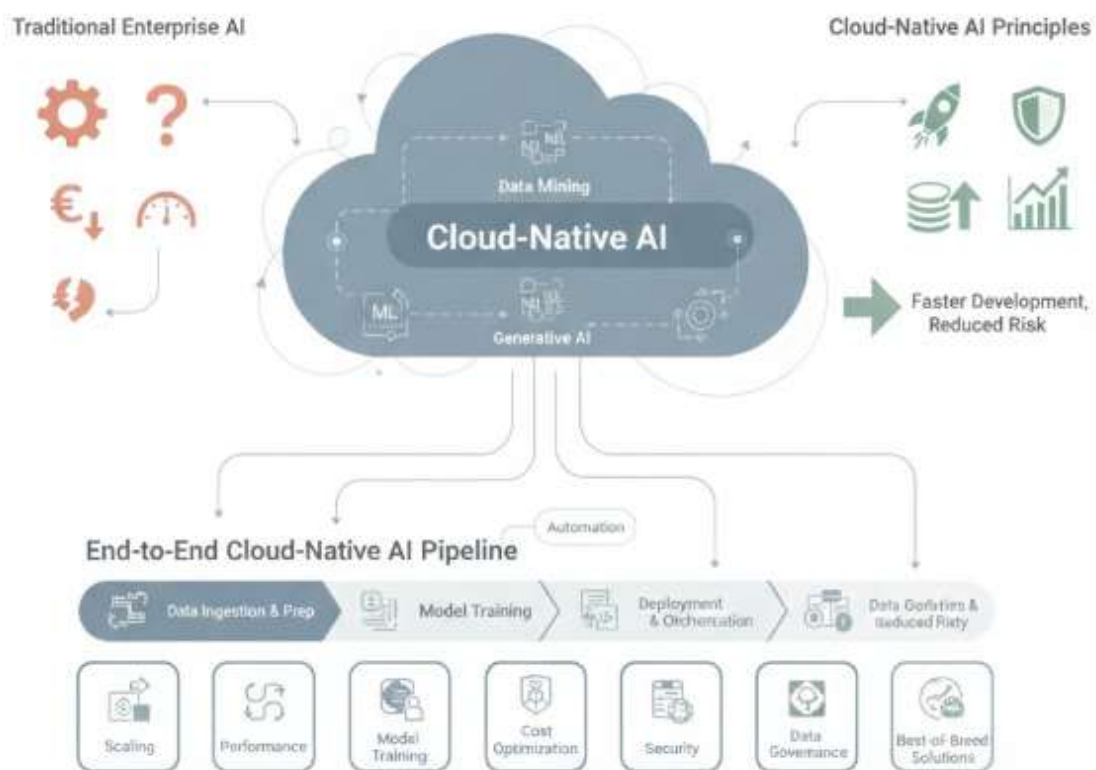


Fig 1: Scaling Intelligence: A Unified Framework for Cloud-Native Enterprise AI, Cost-Performance Optimization, and Multi-Tier Observability

In Cloud-Native AI, further details build upon the principles outlined in essential enterprise application design. The basic characteristics remain the same, but additional insights regarding scaling, performance, operating costs, security, and data governance have been incorporated from prior generative work. Cloud-Native AI remains an active area of research for various industry participants; the principles are liable to evolve as observations and insights enhance understanding of the space.

2. Fundamentals of Cloud-Native AI



Internal cloud-native AI infrastructures, while unique, share similarities with traditional systems: traffic management, data management, reproducible experimentation, traceable onboarding, secure access control, lineage capture, and audiovisual monitoring. Scalable hardware, data, and model availability facilitate further operational refinement.

Cloud-native AI relies on microservices communicating over a service mesh, arranged within a container orchestration framework or a serverless platform. Although containers and orchestration enable stable workflows, primary scale, fault tolerance, and cost efficiencies manifest through serverless autoscaling. Cloud-native principles also shape the remaining enterprise objectives—performance, safety, quality, support/resilience, governance, and completeness—by tailoring architectural design patterns to online and batch serving approaches and optimizing the underlying data resources.

A traffic management layer directs user requests to the appropriate services on either autoscaling or monitoring cluster configurations. An observability framework captures metrics and traces, logs errors, and enables real-time auditing of established patterns. System performance, reliability, and quality measures integrate into continuous testing and validation processes. Supporting data facilities—such as feature stores, data management and cleaning for bias detection, and tailored public-model access—maintain data integrity and compliance with privacy regulations.

AMERICAN ONLINE JOURNAL OF SCIENCE AND ENGINEERING

VOLUME: 02 ISSUE: 01

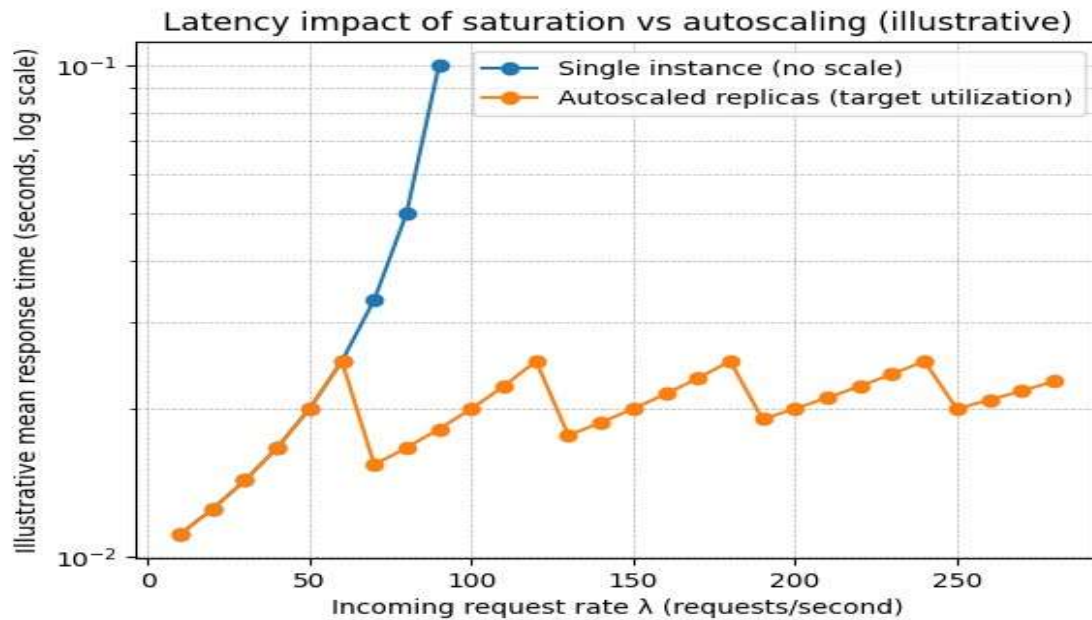
RECEIVED: JANUARY 27

REVISED: FEBRUARY 06

ACCEPTED: FEBRUARY 24

PUBLISHED: MARCH 21

ISSN: 3067-1140



Equation 1) Deriving “traffic shifting / A-B testing” equations

Let:

- p = fraction of traffic sent to new model (canary)
- $1 - p$ = fraction to old model
- $M_{\text{new}}, M_{\text{old}}$ = some measured metric (accuracy, latency, conversion, etc.)

Expected metric under traffic split:

$$\mathbb{E}[M] = p M_{\text{new}} + (1 - p) M_{\text{old}}$$

Step-by-step

1. Each request goes to new with prob. p , old with prob. $1 - p$.
2. Average over many requests is a weighted sum of outcomes.



For latency specifically:

$$\mathbb{E}[L] = p L_{\text{new}} + (1 - p) L_{\text{old}}$$

2.1. Key Concepts and Principles of Cloud-Native AI

Enterprise AI systems differ from conventional AI models by aiming to meet the scale, availability, reliability, and performance requirements of a production service for real users. Their design, construction, and operation must therefore take account of cloud-native principles, especially when target usage is in a cloud environment. Cloud-native principles work towards three objectives: scalability, resilience, and rapid, automated changes. However, the sheer scale, rapid pace of change, and cost-driven need for resource-sharing across multiple models mean that additional attributes have considerable importance. Portability across cloud providers and compatibility with local datacenters and datacenter federations are essential for many organizations, and upgrade-free elastic operation—using autoscaling, serverless, or function-as-a-service approaches—is frequently critical for cost/performance optimization. Finally, comprehensive observability and robust security/governance are fundamental for all production systems, not just AI.

Cloud-native principles have direct analogues in AI but with superior demand. Model lifecycle stages—including data management/ingestion, model development, model deployment, and model management—address the specific key requirements for each role. Many of the requirements, guidelines, and architectural patterns follow directly from the characteristics of cloud-native production systems. However, Surya et al. also emphasize gaps in AI applications beyond scalable decoration of existing models, especially in semi-supervised, multi-instance, and zero-shot learning.

3. Model Lifecycle Stages

Cloud-Native AI spans the model lifecycle stages of data management and ingestion, model development and training, and model serving.



The interplay between data and other AI model components is crucial. Cloud-native Data Management and Ingestion entails ensuring data quality; tracking data provenance; defining, transforming, and loading data schemas; employing ETL vs. ELT processes; capturing data lineage; applying data versioning; and balancing privacy and auditability. Through Data Management and Ingestion, organizations can build a strong foundation for data science, facilitate testing, and improve the evidence base for AI-based decisions.

V&V—the foundation of sound Data Management and Ingestion—is susceptible to risk. Many enterprises neglect V&V processes when tracking model capability across a development life cycle and systematically managing data for ML/MLOps or other purposes. This tendency stems from the difficulty of performing traditional V&V for models created through empiricism and experimentation. Evidence requirements naturally vary across AI deployment scenarios. Robust model experimentation, testing, and evaluation at scale can reduce risk but require extensive underlying Data Management and Ingestion infrastructures, complete with accurate provenance capture, thorough documentation, and well-defined lineages.

Stage	Key concerns (from paper)	Primary outputs
Data management & ingestion	Quality, provenance, schemas, ETL/ELT, lineage, versioning, privacy/fairness	Validated datasets, lineage/provenance records
Model development & training	Cost-sensitive experimentation, feature store, resource limits, bias/variance mitigation, reproducibility	Trained model artifacts, evaluation results, reproducible configs
Model serving (online/batch)	Latency targets, versioning, traffic shifting, autoscaling, evaluation frameworks	Deployed endpoints, telemetry, rollback-ready versions

3.1. Data Management and Ingestion

Data quality critically affects model accuracy. Sources should be reliable, and monitoring tools can detect corruption. Provenance tracking records source, author, modifications, and transformations, supporting usage auditing, analysis, and discussions of bias and trust. Data schemas describe names, types, formats, and constraints, enabling per-column checks. Extract–transform–load (ETL) and extract–load–transform (ELT) pipelines automate data movement to



repositories or staging, ensuring timely updates. Data lineage depicts origin, movement, and transformations through systems, helping locate misbehaviour, massive anomalies, and replay mechanisms for forensic analysis or retraining. Versioning and retention policies combat ephemerality: updates demand revalidation, and redundancies speed reproduction and error diagnosis. Privacy and fairness regulations apply to training data.

ML models learn from patterns in training data. Careless selection may introduce biases that disrupt the organisation's operations and reputation. Crowd-sourced training data requires formal documentation to help reviewers detect potentially harmful errors. Bias mitigation must be considered when speculating on potential inclusion or exclusion of training data from unseen data. AI models are under constant scrutiny; therefore, a detailed description of how the data were sourced and used is prudent for potential criticisms.

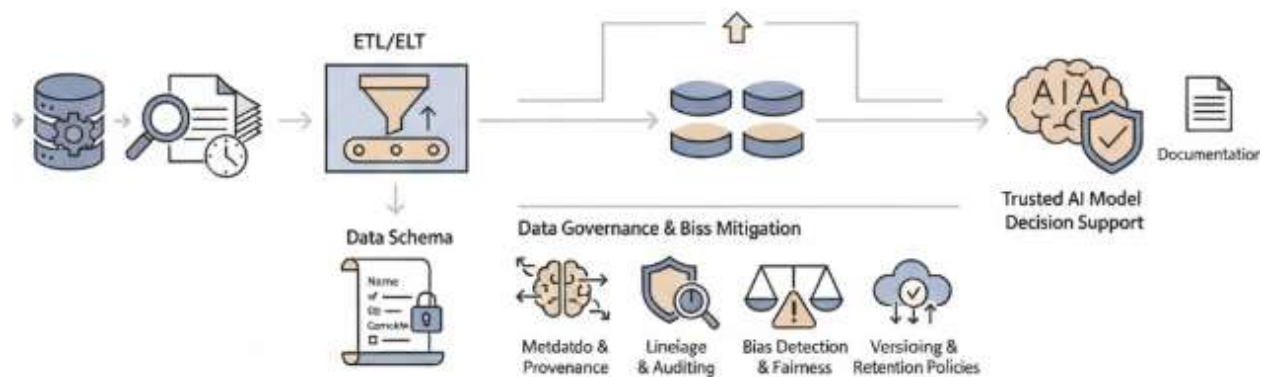


Fig 2: Architecting Forensic-Grade Clinical Data Pipelines: Lineage, Provenance, and Ethical Oversight in AI Governance

3.2. Model Development and Training

The constraints of the training environment must be baked into the training pipeline. Cost-sensitive experimentation requires limiting the size and duration of explorations. Consequently, having a well-defined and maintained feature store is crucial to the seamless reuse of preprocessed features. Having suitable resource requests and limits for the full range of ML workloads (e.g., data preprocessing, model training, hyperparameter tuning, etc.) is critical to avoid OOM (out of memory) errors and underutilized resources, as is using hardware



acceleration when available. High Bias and High Variance problems must be foreseen and mitigated to ensure high quality of the trained models. Bias must also not merely be tolerated; it must be avoided or reduced, often within some protected group. Therefore, an appropriate set of bias quantification and mitigation protocols must be in place both during training and at inference time. Finally, the reproducibility of training must be guaranteed through adequate versioning of the model and artifact storage, and through data and code provenance capturing.

The pattern of training ML Models enables the automation of an entire or subset of training pipelines whenever defined criteria are met, such as the provision of new data or at fixed intervals, thus minimizing resource consumption while maximizing model quality. Furthermore, the automation tooling needs to rely on controlled provenance and lineage storage.

4. Architectural Patterns for Cloud-Native Deployment

Cloud-Native AI Deployment Adopts Microservices and Service Mesh, Containerization and Serverless Approaches, with Trade-Offs at Each Level

Model Serving Architectures Specify Online versus Batch Serving, Latency Targets, Model Versioning, A/B Testing, and Rollback Strategies

Traffic Management and Autoscaling Include Load Balancing, Traffic Shifting, Saturation Handling, and Auto scale Policies

Microservices and Service Mesh—Architectural-distributed Systems Decompose a Monolithic Application into Independently Managed Microservices. Communication Patterns Change from Direct Calls or Point-to-Point Data Connections to Asynchronous or Event-Based Messaging, Which Affects Observability of the Deal Flow. The Service Mesh Layer Abstracts Secure Communication, Provides Easy Routing (Canary Releases, Blue Green Deploys, Traffic Shifting), and Permits Global Policy Setting-Access Control, Retry Policy, Throttling, Data Redaction in Transit, etc.-Without Changing Underlying Service Code. Authentication, Secret Management, and Governance Require Careful Design to Remain Simple While Applying the Principle of Least Privilege for Access Control and Data Retention Policies for Security Compliance.

The Use of Containers-or Packages Encapsulating an Application and Its Dependencies-together with Container Orchestration for Lifecycle Management Makes the Design of a Cloud



Service Simpler While Adding Costs for the Orchestration and Complexity for Performance at Scale and Cold Start. Depending on Loads and Utilization Patterns, a Serverless Architecture Scales Up and Down, with Active Instances Serving Payload, but Can Add Cold Start Latency. Serverless Provides Simple Chargeback Based on Actual Resource Usage, While Containerization Requires Careful Planning over a Longer Horizon.

4.1. Microservices and Service Mesh

In a cloud-native AI workflow, the various components responsible for model lifecycle management are decomposed into microservices that are loosely coupled. A service mesh layer provides infrastructure-level communication between different components. Microservice-based architecture offers several key advantages over the monolithic AI model serving architecture common in traditional AI deployments. First, each component can be built and deployed independently, enabling faster incremental development of complex AI systems. Second, the cost of development and maintenance can be reduced by highly specialized vertical teams owning a small subset of functions. Third, the function of each service is isolated, allowing for the use of different programming languages across services, and enabling the best tools and techniques to be used for the task at hand.

At the same time, the service mesh provides infrastructure capabilities required by these microservices without duplicating code in each service. Traffic management, observability, security, governance, and other cross-cutting functions are specified declaratively often solely for the service mesh and are executed transparently during service-to-service communications. For example, traffic-management capabilities such as canary deployments, gradual A/B testing, and automatic load-saturation handling can be defined separately and used throughout a cloud-native AI ecosystem, added or changed at run time, and shared across different LOB AI systems.

Equation 2) Deriving the “serving latency”

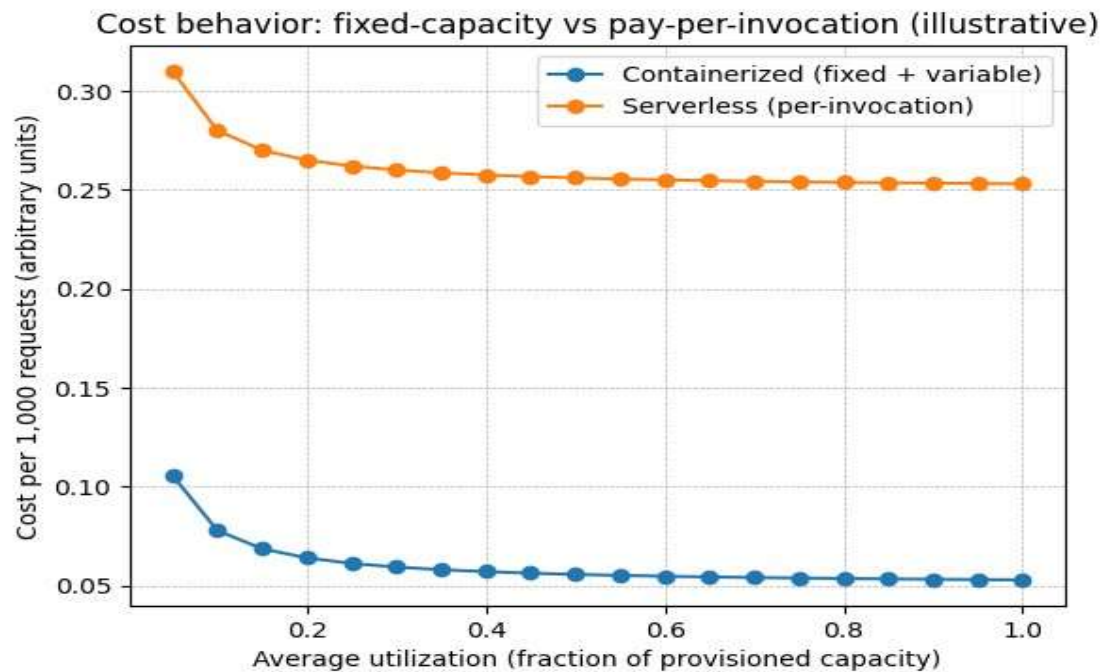
2.1 Latency decomposition (end-to-end)

Let one request’s total response time be:

$$L_{\text{total}} = L_{\text{net}} + L_{\text{queue}} + L_{\text{infer}} + L_{\text{post}}$$

Step-by-step meaning

3. L_{net} : network + service-mesh hops (request/response travel).
4. L_{queue} : time waiting because the instance is busy (this is what explodes under saturation).
5. L_{infer} : model compute time (GPU/CPU).
6. L_{post} : serialization, formatting, logging, etc.



4.2. Containerization and Serverless Approaches

Containerization has become a de facto standard for deployment in cloud environments, suitable even for GPU-based workloads, due to its portability across diverse regions and availability zones. Container orchestrators provide features such as service discovery, dynamic scaling, health monitoring, and automated replacement of unhealthy instances. However, the orchestration model introduces non-negligible initial-launch latencies, which become a concern when sub-second prediction speeds are to be maintained. Furthermore, in microservice



architecture, the resource consumption of very light-weight services can be significantly lower than the aggregated overhead of a container orchestrator. Serverless frameworks capture the cost-benefit of a function-as-a-service approach, where actual consumption is billed on a per-invocation basis with autostability beyond the usual limits associated with cloud services. Cold-start latencies should be carefully considered, as they increase significantly the overall execution time for sporadically accessed services.

Fulfilling the cloud-native requirement of liberation from hardware constraints, even the sprint to production can be scaled transparently by the deployment of hundreds of replicas to service the traffic to very low-latency Batch predictions. Data and Model Serving architectures for enterprise AI applications frequently combine online inference with back-end heavy processing for Model Evaluation and Batch prediction. The balance depends on frequency of request-saturation periods, hence sharp-shifts on latency profile are possible. An autoscaling strategy that maintains the per-instance traffic and peak performance of the Model Specification could further reduce overall costs.

Approach	Strengths	Risks/limits
Containerization + orchestration	Portability; service discovery; health checks; stable long-running services	Orchestrator overhead; non-negligible start latency; planning capacity over longer horizon
Serverless / FaaS	Elastic autoscaling; pay-per-invocation chargeback; good for spiky loads	Cold-start latency; may hurt sporadic low-latency endpoints

5. Scale, Reliability, and Performance

Performance, reliability, and scalability are core requirements for AI services. Model serving architecture primarily determines latency and resource requirements. Online (real-time) inference workloads require low latency, driving a preference for single-instance deployments. However, traffic peaks often saturate single-instance deployments, degrading latency. Traffic management patterns—typically based on traffic shifting—redirect some traffic to an alternative implementation, enabling A/B testing, canary releases, and release trains at production scale. Alternate implementations may include simpler heuristic approaches or different model architectures (e.g., large language models tailored for domain-specific styles). Traffic



management integrates with autoscaling, provisioning a burstable pool of instances to absorb occasional surges in traffic volume.

In specialized domains, traffic may consist of frequent duplicates, enabling efficient batch processing using dedicated multiparty operating modes. Latency-sensitive workloads compensate for higher end-to-end latency by enabling applications to tolerate delay. Dual-layer architecture patterns subdivide traffic into breadth (e.g., image recognition) and edge (e.g., online bidding) workflows. The breadth pipeline distributes inference tasks to a shared pool of replicas using round-robin load balancing. The edge pipeline can autoscale independently based on different latency and throughput requirements.

5.1. Model Serving Architectures

Cloud-Native AI involves deploying enterprise models using cloud services. With increasingly complex AI systems, these deployment services are often used indirectly, yet a volume of parallel requests must still be handled. Models are sometimes reused in batch inference, where latency is not critical. Moreover, comprehensive evaluation frameworks leverage elements such as internal scoring metrics; but large-scale evaluations of generated responses could require multiple test sets to sample traffic adequately before receiving a final evaluation.

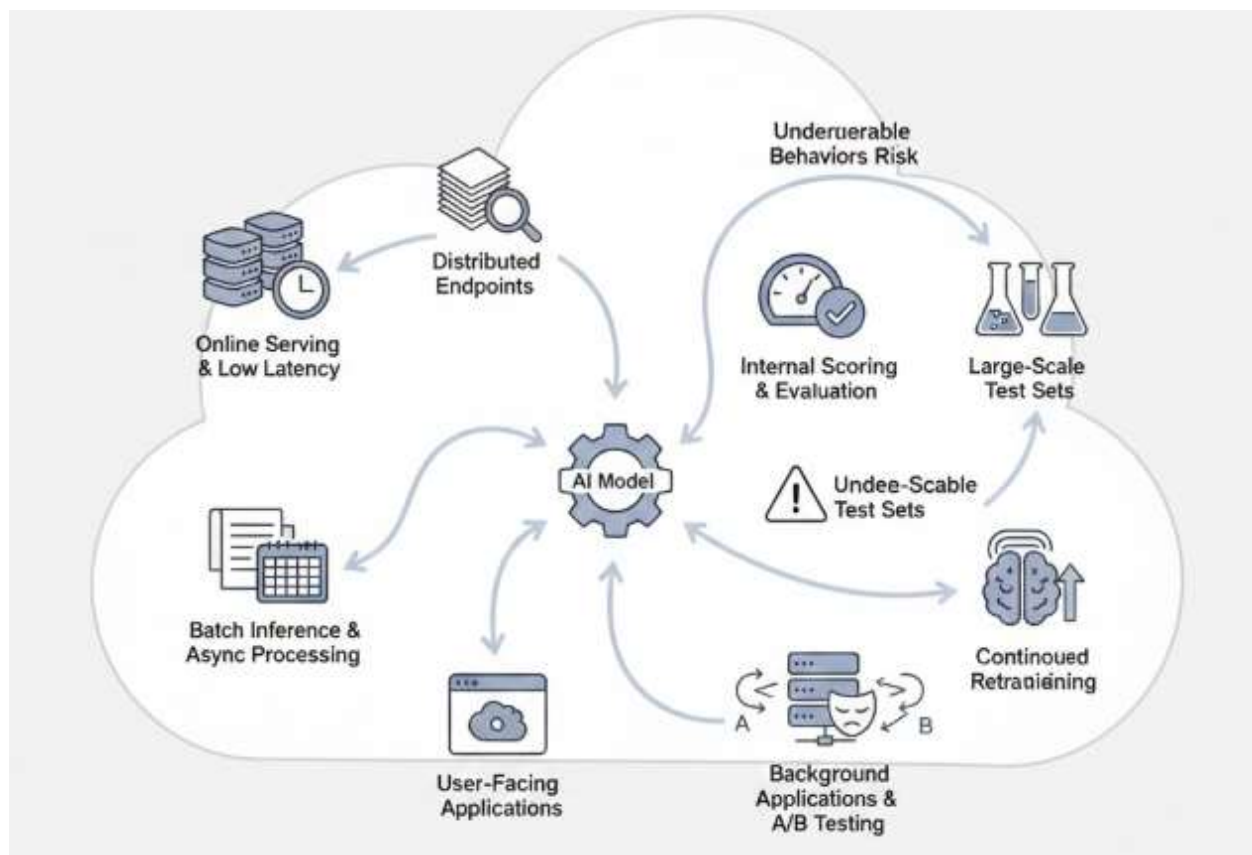


Fig 3: Scalable Cloud-Native Inference: Architecting Low-Latency Serving, Robust Evaluation Frameworks, and Lifecycle Resiliency for Enterprise AI

Catering to latency targets, online serving design patterns detail the distributed serving endpoints that each route request to the nearest service replica. Browser-based applications usually serve user-facing traffic; but applications without end-user access often help clarify designer use cases, mask traffic sources, tolerate portability constraints, and convey traffic shifting during A/B tests. Continuous model training addresses performance decay, while versioned deployments allow for safe rollbacks. Internal evaluation scores offer some indication of trust, but risk of exposing undesirable behaviors can arise.



5.2. Traffic Management and Autoscaling

To satisfy response time requirements of stricter latency-sensitive use cases, traffic management and autoscaling need to be carefully considered. Different traffic management strategies that can be deployed include load balancing, traffic shifting, saturation handling, and custom autoscaling policies.

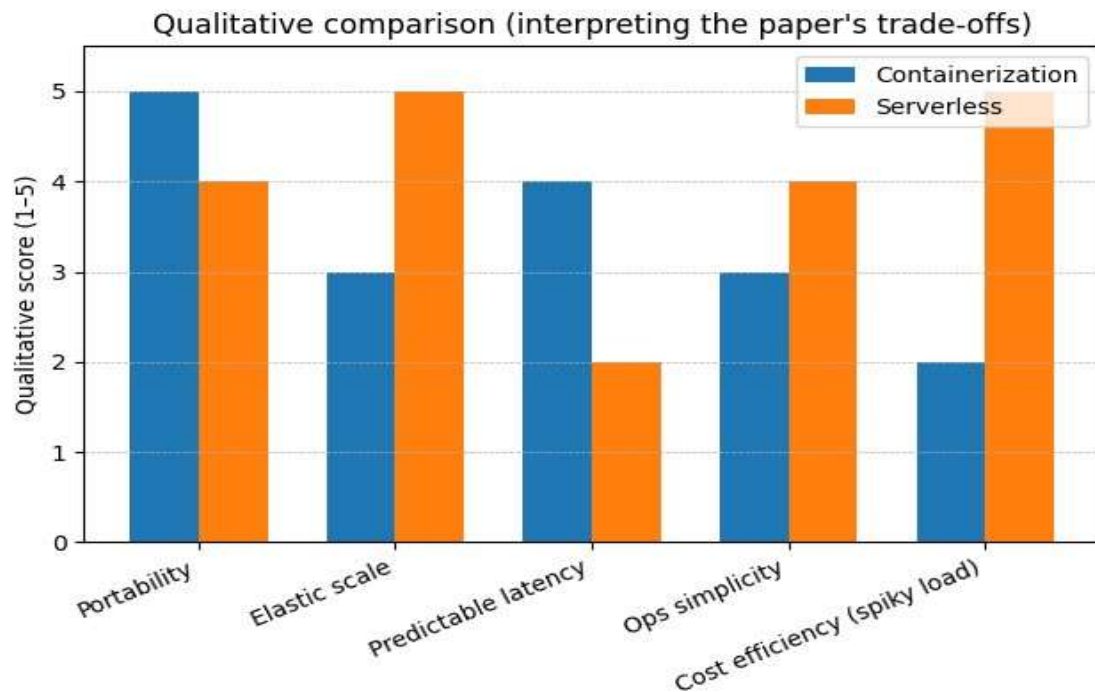
Load balancers are often deployed in front of online services to distribute application traffic evenly across available service instances to prevent any single instance from becoming a bottleneck. When testing new versions of an application, it is common to direct only a small proportion of the ingress traffic to the new version until its performance and stability are analyzed—an approach known as traffic shifting. In addition to static rules, it is beneficial to also implement a method for detecting service saturation that adjusts the distribution of traffic based on each instance's current load. Rather than statically provisioning an appropriate number of instances based on expected application traffic, cloud-native services can elastically scale up or down based on traffic demand using a combination of built-in metrics and custom metrics designed specifically for the application.

Traffic management for batch-serving jobs is comparatively simpler. Such jobs can be queued if demand exceeds available serving capacity, and the processing rate can be allowed to fall below demand without substantial impact given their non-time-sensitive nature.

6. Data and Model Governance

Enterprise AI requires a deep understanding of business processes, exposing models to previously unseen data characteristics, making privacy a concern, and necessitating cooperation with process owners. Provenance and lineage capture are thus paramount for generation and validation, audit trails are mandatory, and access control becomes critical to prevent data leakage or model poisoning.

Provenance, lineage, and reproducibility concerns relate to any process involved in the lifecycle of the data and the models. Data processes generate data in the interest of the enterprise, models use corporate data to generate specific results, and users consume results related to their business, usually integrating them into operational workflows that become a part of business processes. Audit trails, enabling data and model lineage and business process compliance, are then required by the organization's Information Security policy.



Equation 3) Deriving saturation and autoscaling equations (queueing-based)

3.1 Single-instance saturation (why latency blows up)

Let:

- λ = incoming request rate (requests/second)
- μ = service capacity of **one** instance (requests/second)
- utilization $\rho = \lambda/\mu$

As $\rho \rightarrow 1$, queues form.

A common simplified model is M/M/1. Mean response time:



$$\mathbb{E}[T] = \frac{1}{\mu - \lambda}$$

Derivation steps

7. Stability requires $\lambda < \mu$.
8. Effective “spare capacity” is $\mu - \lambda$.
9. As λ approaches μ , spare capacity shrinks $\rightarrow$ waiting time dominates $\rightarrow \mathbb{E}[T]$ increases rapidly.

3.2 Autoscaling to maintain a utilization target

Suppose we scale to n identical replicas behind a load balancer

Approximate per-instance arrival rate:

$$\lambda_{\text{per}} = \frac{\lambda}{n}$$

Per-instance utilization:

$$\rho_{\text{per}} = \frac{\lambda/n}{\mu} = \frac{\lambda}{n\mu}$$

If we want a target utilization ρ^* (e.g., 0.6), then enforce:

$$\frac{\lambda}{n\mu} \leq \rho^*$$

Solve for n :

$$n \geq \frac{\lambda}{\rho^* \mu}$$

Since n must be an integer:



$$n = \left\lceil \frac{\lambda}{\rho^* \mu} \right\rceil$$

6.1. Provenance, Lineage, and Reproducibility

Ensuring data quality, model integrity, and deployment correctness requires appropriate governance mechanisms throughout the model lifecycle. Formal tracking captures data or model lineage and provides audit trails that detail the origins, transformations, and usage of data, as well as the provenance of deployed models. Model reproducibility enables the reconstruction of a deployed model using the same raw input data (data quality, provenance) and training configuration (training schedule, model versioning) from which the deployed model was produced.

Organizations often document these requirements for auditing and quality assurance purposes. Enforcing them ideally relies on automatic capture via the ML tooling stack and integrated provenance capture techniques. The former ensures minimal user effort while reducing human error. Organizations may also impose approved or documented sources, schemas, and formats on the external data sources feeding training-related or online serving pipelines.

6.2. Access Control and Secret Management

Enterprise AI systems rely on sensitive data, such as private user information or confidential business data, that must remain protected. Access control involves defining who is allowed to use which resources within an AI system. Secret management focuses on storing and distributing secrets, such as credentials, tokens, and encryption keys, which are required to connect systems in a production environment. Both aspects are interrelated yet distinct and should be treated independently. No user should be given more privileges than necessary to perform their tasks, to adhere to the principle of least privilege. Despite being a good practice, the principle of least privilege is often violated. Besides restricting access to resources to only the users who need it, the secret used for access should be rotated regularly. Keeping secrets stored in plaintext in version control or in the source code should also be avoided.

Access control covers the configuration of users, their roles, and what resources they can access within the AI system, such as managing read/write access for data storage, model



orchestration, and monitoring dashboards. Authentication, authorization, and an audit trail of accessed resources for compliance are essential components. The system must keep track of what action is performed by which user on which resource at which time. Access control can be integrated with existing identity providers and can use existing users and roles, which reduce compliance and governance overhead. Security mechanisms, such as secret rotation, must follow the least privilege principle to prevent credentials from being valid longer than required.

7. Conclusion

A cloud-native approach enables the lifecycle management of models in enterprise AI systems with minimal friction and maximum effectiveness. These systems decompose well and enforce observability and automation for productionizeable, reliable, scalable, and high-performance AI solutions.

Enterprise AI systems are inherently cloud-native applications serving AI ML models exposed as microservice APIs. Cloud-native adoption supports the business value promise—reduced friction in building, deploying, and operating enterprise AI systems—so long as the cloud-native principles of observability and automation are actively applied. Cloud-native adoption allows data and model management to be decomposed from core model serving and management functions by synthesizing proven cloud-native architectural patterns with additional considerations specific to enterprise AI systems. These additional considerations cover traffic management and autoscaling, data lineage and model governance, and all cross-cutting aspects within the cloud-native paradigm.

System Decomposition Focus

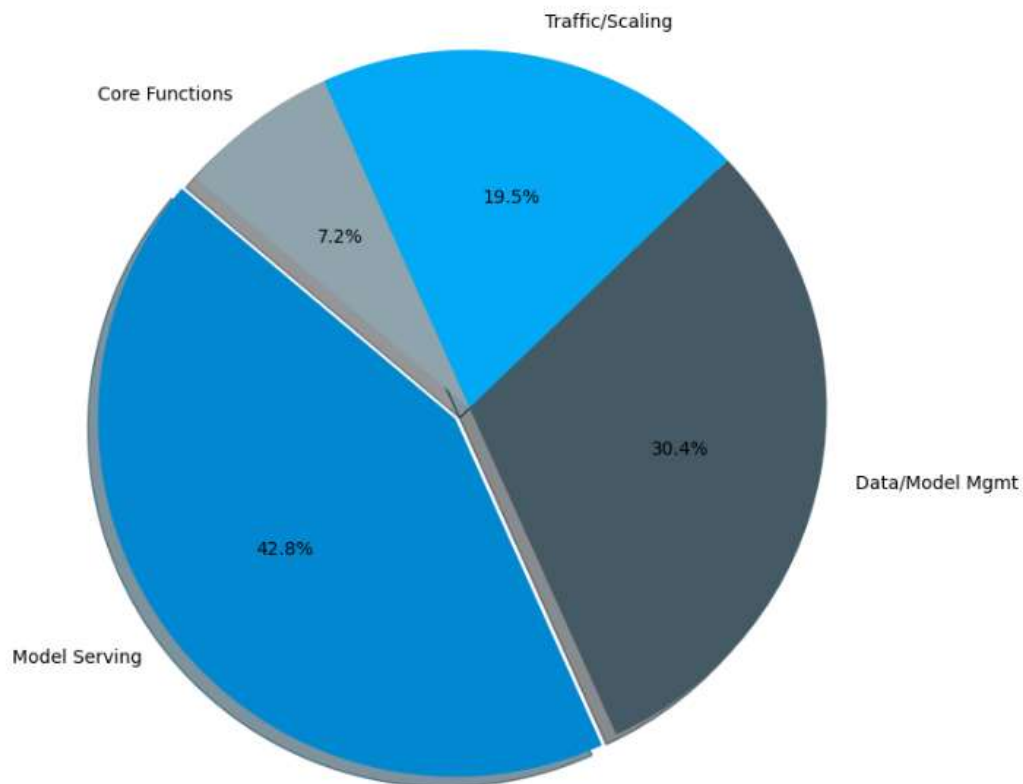


Fig 4: System Decomposition Focus

7.1. Final Thoughts and Future Directions

Enterprise AI in the Cloud-Native paradigm is intended to achieve hyper-efficient design, zero-day releases, and performance characteristics associated with Web-scale Cloud providers. Recommendations made in this direction are targeted at companies deploying their AI as a product built on Cloud-native principles. The staged architecture of a Cloud-native Model Lifecycle is discussed, along with the associated Cloud-native requirements for Operators and Model Owners.



Cloud-Native AI is still nascent. Despite the best intentions, most deployments miss the mark by a wide margin; new approaches embracing seven guiding principles and three simple questions would remedy this. Enterprises deploying their Models as Products should rethink how they use Data and Models; the principles of Model-as-a-Service should apply. Such thinking and the staged architecture of a Cloud-native Model Lifecycle reveal evidence of Cloud-native Anti-Patterns and evaluation Criteria for a Cloud-native Product.

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AMERICAN ONLINE JOURNAL OF SCIENCE AND ENGINEERING

VOLUME: 02 ISSUE: 01

RECEIVED: JANUARY 27

REVISED: FEBRUARY 06

ACCEPTED: FEBRUARY 24

PUBLISHED: MARCH 21

ISSN: 3067-1140



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VOLUME: 02 ISSUE: 01

RECEIVED: JANUARY 27

REVISED: FEBRUARY 06

ACCEPTED: FEBRUARY 24

PUBLISHED: MARCH 21

ISSN: 3067-1140



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ISSN: 3067-1140



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