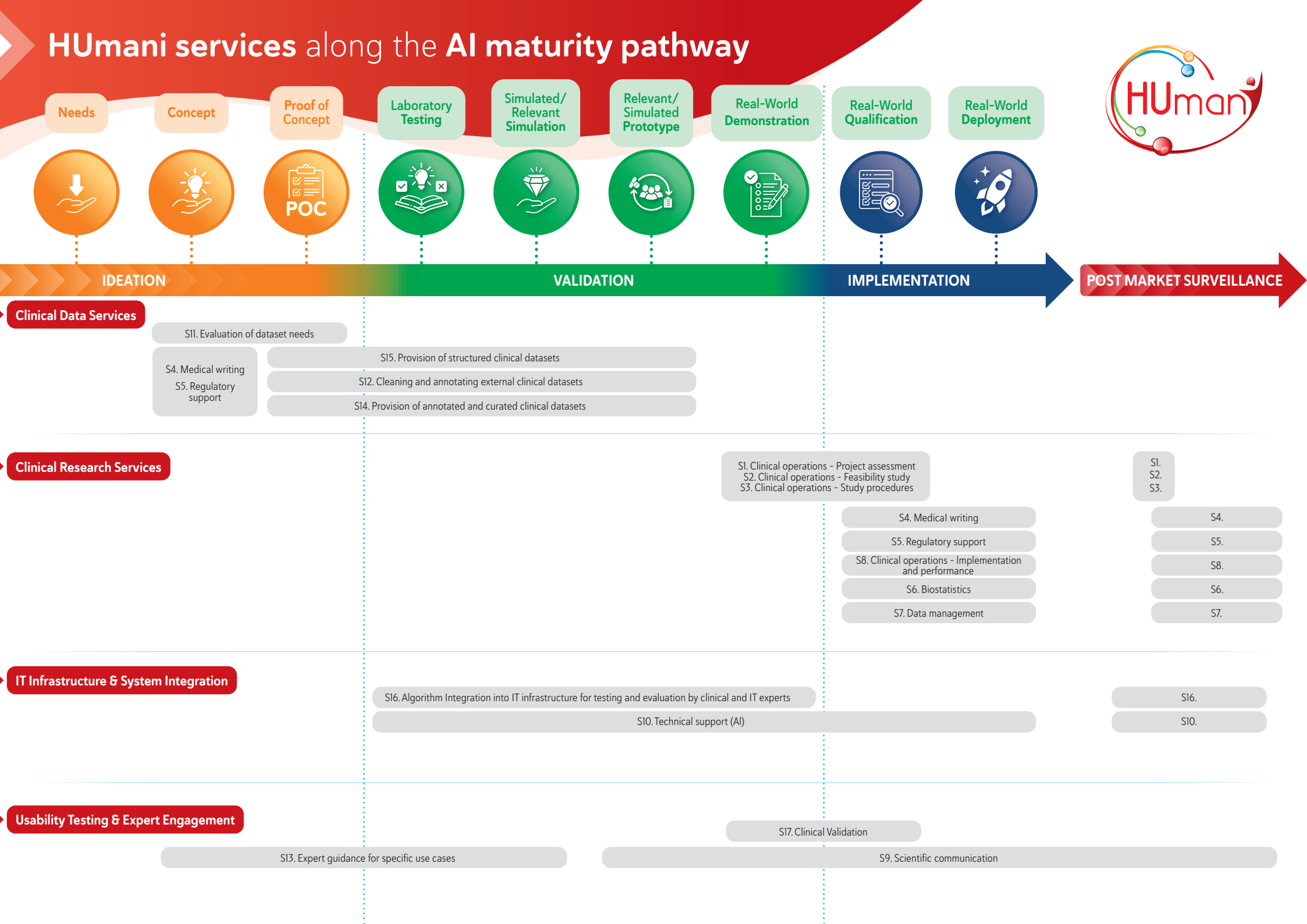HUmani services along the AI maturity pathway