Artefact joins the AWS Partner Network (APN) to deliver cost-effective and scalable data-driven business transformation

London, 26th September 2023: Global data consulting services specialist Artefact has formalised its relationship with Amazon Web Services (AWS), the on-demand cloud computing platform that enables end users to lower costs, become more agile and innovate faster. Through the new partnership, Artefact will help customers to accelerate their transition to data-driven organisations, deploy ethical AI and machine learning (ML) to improve efficiency and competitiveness, and build and scale generative AI applications as enterprises start to use the transformative technology and rapidly adopt its capabilities.

AWS enables scale and innovation

AWS provides an extensive selection of services and features, including infrastructure technologies such as computing, storage and databases, and emerging technologies like AI, ML, data lakes and analytics, and Internet of Things; generative AI tools are created with Amazon Bedrock, which uses foundational models (large language models, or LLMs, built by other companies) as the backbone of new applications.

These make it quick, easy, and cost-effective for organisations to move their existing applications to the cloud and rapidly build new tools that will assist them to evolve and scale their operations as required.

Flexible architecture reinforced by extensive security, compliance and governance tools for the cloud see AWS used widely around the world by a range of organisations including fast-growing startups, large enterprises, government agencies and public sector bodies.

Artefact delivers cutting-edge data transformation

Artefact combines AI expertise and the exponential use of the most recent generative AI technologies with data consultancy services so that organisations can derive the maximum value from their data. With a focus on change management and building data-driven organisational cultures, Artefact employs AI and ML to meet the specific needs of each client, based on the business requirements of their industry sector.

Artefact takes a holistic view to deliver full data transformation, from developing strategic vision to fulfilling implementation with a complete range of data and AI services. These include: data acceleration programs such as deploying data governance, data platforms, and Artefact's AI Factory; AI solutions covering demand forecasting, data-driven supply chain, customer service, etc; advanced data-driven marketing and sales; and generative AI

applications as enterprises look to harness the revolutionary technology for a range of business operations.

Demonstrating knowledge, experience, and customer success to qualify as an AWS Select Tier Services partner, Artefact has a large team of certified AWS experts in various locations around the world. As an AWS partner, Artefact can adopt an on-demand approach for clients, using the AWS platform's range of cloud-based technologies to deliver data-enabled applications that, rolled out efficiently and effectively, help enterprises retain and grow their competitive edge through creative state-of-the-art solutions.

Leveraging AWS, Artefact supported the retailer teams

Artefact has already delivered a successful AWS pilot project. A major retailer needed to better predict demand in order that it could manage its supply and hold the optimum amount of stock in its warehouses and stores, and extend this capability to a wide number of products and countries. Using AWS technology, Artefact supported the retailer teams to build robust, reliable and automated forecasting pipelines that used in-store sales to determine future demand. Initially the retailer used the forecasting solution across 5% of its European business; after working with Artefact it was able to extend this to 40% as increased trust in the solution led to it being easier to deploy across the organisation.

Vincent Luciani, co-founder and group CEO at Artefact, says: "*Being a global AWS partner will enable our customers to benefit from the rapid deployment of cloud-based innovation via the extensive range of cutting-edge AWS applications available, including its new generative AI capabilities. This dovetails into our end-to-end, data-driven approach to projects which underpins strategies and tactics designed to enable organisations to deliver on their business objectives.*"

-ends-

ABOUT AMAZON WEB SERVICES

Amazon Web Services (AWS) is a comprehensive and broadly adopted cloud, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

ABOUT ARTEFACT

Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.

Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 16 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. www.artefact.com

PRESS CONTACT

Kate Alexander - +44 (0)7788 584413 - kate@alexander.co.uk