

AI FACTORY  
POWERED BY ARTEFACT

ARTEFACT  
VALUE BY DATA

# UNLOCK THE POWER OF AI TO DRIVE VALUE



DATA CONSULTING & TRANSFORMATION SERVICES

# Solve your customer challenges with AI

- Turn AI technology into tangible business opportunities that can boost your productivity and give your company competitive advantages.
- Deploy fast and effective AI initiatives that reduce failure and deliver long-term sustainability.



## Why invest in building an AI Factory with Artefact?

Fast and efficient AI projects  
Reduced risk of failure

**Move fast:** Secure short-term AI success

**Sharpen focus:** Align with one AI focused strategy

**Transform Data:** Embark on ambitious AI projects to further automate processes and improve consumer experience

**Build knowledge:** Upskill your data and tech teams to embrace AI focused technologies

### AI is not just a buzzword It's a competitive advantage!

The 2018 IDC report highlights that AI investment in retail, banking, healthcare and manufacturing industries will represent over half of worldwide spend on AI.

According to a recent Deloitte survey, 83 percent of the most aggressive AI adopters and cognitive technologies said their companies have already achieved either moderate (53 percent) or substantial (30 percent) benefits.

Businesses using AI technology increase their productivity by

**+38%**

(Accenture - 2017)

# A unique three-pillar operating model to enable AI success

1

## Bespoke teams of market-leading experts built to drive success in partnership with you

- Bespoke teams of hyper-skilled data consulting, data engineering and digital experts are created for each client and work together as tight unit across the project.
- Each diverse team is set up to combine the brightest minds with diverse AI skillsets, igniting innovation. Creative hotbeds to incubate thinking, rapidly solve problems.
- As partners, our teams quickly become an extension of yours. Working together as one ensures quick, proactive decisions to drive maximum efficiency.

2

## Lean AI methodology to deliver continuous improvement & scalability

- Dedicated governance to secure a successful operating model.
- Thinking about tangible results for each AI project, testing continuous improvement and impact on users and business.
- Detailed and structured seven-stage Lean AI methodology: Factory Structuration, Discovery, MVM, Prototyping, Scale, Optimisation.

3

## State-of-the-art AI Technologies

- Technologies required to collect data, develop algorithms and visualise.
- Artefact AI enablers are easily integrated with client's legacy systems.
- Proven, strong partnerships with market-leading cloud providers (GCP, Azure, AWS, Tencent), ensure the latest AI capabilities are utilised and are based on solid infrastructures.

## Three AI projects delivered in 12 weeks.

- 1. Quotation simplification through visual recognition
- 2. Call Centre interactions analysis through NLP
- 3. Repair & maintenance intervention prediction

The Artefact team worked in close partnership with Engie's Data Science teams to develop and integrate projects within Engie's legacy systems.



**Create, deliver and scale AI projects faster with AI Factory.**

## ABOUT ARTEFACT

**Artefact is a next-generation data services provider, specialised in data consulting and data-driven digital marketing, dedicated to transforming data into business impact across the entire value chain of organisations.**

We convert data into tangible results via a unique mix of three company assets:

- 1. Cutting-edge AI technologies**
- 2. A proven Lean AI methodology for agility**
- 3. Market-leading experts focused on business innovation**

Artefact offers a comprehensive range of data-driven solutions designed to meet today's clients specific needs, delivered via a business-centric approach that is built upon deep AI expertise.

- **1000 employees amongst :**  
300 Data Scientists  
300 Business Consultants  
300 Digital Experts
- **EUROPE, MIDDLE EAST, ASIA, LATAM**  
18 countries  
25 offices
- **+1000 clients around the globe**
- **+18% growth (2018 vs YA)**
- **10% global profit invested in technology**