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## AI Proof of Concept

**Today, every smart organisation is investing in Artificial Intelligence (AI), but it's easy to get caught up in big data preparation and theoretical models and never see the business impact.**

AI, Data science and Machine Learning are more complex than Business Intelligence, requiring a broad and unique skillset in order to achieve results. When done right, predictions and analytics are delivered that enable businesses to be more proactive in their decision making.

Adatis can help you to successfully explore and realise the potential locked in your data assets by establishing new, data-driven capabilities that will enable you to sell more, increase profits and reduce costs.

Our Business Consulting Team will help you to identify the specific opportunities that exist within your organisation to take advantage of this capability. We call this AI Envisioning.

Having identified compelling opportunities, with short timescales and a minimal investment, we will help you determine whether a viable business case exists for each opportunity.



### Why do organisations need to invest in AI?

- Organisations are generating much greater volumes of structured and unstructured data than ever before.
- Big data technologies are enabling organisations to capture this data and to process it in a meaningful way to address real business problems.
- Machine learning is enabling organisations to perform massive computational exercises on these data sets in order to uncover hidden trends and patterns.
- Data scientists work at the convergence point between these advances and are concerned with harnessing their combined potential to deliver new and unexpected insights that revolutionise business decision making.



## Our Approach

List the Issues ▶	Identify the appropriate technique ▶	Develop Prototype ▶	Productionise the Model ▶	Continuous Improvement
Working together we'll list the issues that business stakeholders face, deep dive into these and prioritise them. This is to define the candidate solution to be delivered.	We will identify the most appropriate technique to solve your business problem. Adatis have many tried and tested model templates to solve business challenges.	We will deploy one of our experienced consultants to work with your domain experts to develop and evaluate a working prototype model.	Once we have demonstrated that the POC delivers the accuracy to satisfy your requirements, we can help you integrate the model within your business processes.	We will then continuously monitor, manage and maintain your models for you, freeing you to focus on your business objectives.

### Proof of Concept – Outputs and Next Steps

The AI POC will provide you with an insight into the potential of AI for your organisation along with the confidence that you can begin your AI journey and realise measurable benefits in the short term. The output of the AI POC will be a findings report containing:

- An overview of the high-level candidate solution (or solutions) identified in the envisioning workshop.
- For the candidate solution chosen for POC:
  - › An evaluation of the challenges the potential solution might address and the benefits it might provide.
  - › The key findings of the POC (including confirmation that suitable data exists to make the model viable and an interpretation of the model outputs, including its accuracy)
  - › A summary of the next steps (including estimates of time and cost), in order to proceed with the implementation and ongoing management of the model.

Sounds good doesn't it? But what could it really mean for you? Adatis have experience working across many different industries from Retail to Manufacturing to Healthcare. To show you how your organisation can use AI to get more value from your data, we have a number of use cases and solutions, from a range of industries, that we can quickly spin up for your Proof of Concept to show you the business value of using AI.





Some of the use cases Adatis Can help you solve include;

### Retail

- Predict and avoid costly stock outs.
- Identify products that are frequently bought together.
- Maintain customer engagement by targeted advertising based upon accurate predictions of sales outcomes.
- Personalise your offerings around groups of customers who share meaningful demographics, loyalty, purchases etc.
- Save money and deter fraudsters by recognising and acting upon unusual customer behaviour or purchases
- Maintain staffing plans based upon accurate predictions of staff requirements.
- Optimise demand and sales of products by automatically maintaining optimum product prices.
- Maintain intelligent logistic, marketing and pricing plans based upon accurate forecasts of sales over time.

### Marketing & Advertising

- Accurately model the outcome of planned campaigns to optimise response rates.
- Improve customer retention by predicting and preventing customer churn
- Understand what your customers really think (positive/neutral/negative) of your brand, products and promotions at a level of detail and in timescales that enable you to prepare and deliver an effective response.
- Personalise your offerings around groups of customers who share meaningful demographics, loyalty, purchases etc.
- Optimise marketing spend by accurately forecasting customer sales over time, anticipating and taking action to avoid dips.

### Financial Services

- Implement timely interventions to prevent customers from defaulting on their loan's.
- Target customers at risk of churn.
- Personalise your offerings around groups of customers who share meaningful demographics, loyalty, purchases etc.
- Save money and deter fraudsters by recognising and acting upon unusual customer behaviour or purchases
- Roll out the red carpet confidently to the key customers of the future by accurately predicting the net profit attributed to the entire future relationship with your customers.

### Manufacturing & Resourcing

- Avoid costly repairs and maximise up time by establishing maintenance schedules based upon accurate predictions of repair and maintenance requirements.
- Quickly and accurately identify plant issues and malfunctions to minimise reduced throughput and downtime.
- Power your resource planning with accurate demand forecasts.
- Optimise production output by accurately forecasting over time, anticipating and taking action to avoid dips.

### Legal

- Improve profitability and competitiveness of tenders by accurately modelling matter timescales, workload and costs.
- Confidently qualify out by accurately predicting when a matter requires more effort and cost to complete than can be included within a competitive bid.



## Communications, Media & Entertainment

- Understand what your customers really think of your brand, products and promotions. Use these insights to make meaningful decisions about products and promotions.
- Gain an insight into your customers preferences and buying behaviours to enable you to target, personalised offerings through their preferred medium at the time when they are most receptive.
- Recognise unusual customer behaviour or purchases that will enable you to identify and guard against fraud.
- Optimise customer demand and sales by understanding the relationship between these and pricing.
- Accurately forecast sales over time by identifying typical periods when sales are high and low.



## Health & Life Sciences

- Improve patient lives whilst making resources go further by accurately predicting customers who are at risk of re-admission and implementing timely interventions.
- Improve patient lives whilst making resources go further by accurately diagnosing those at greater risk of health issues or re-admission and implement timely interventions.
- Reduce strain on resources by forecasting future need for beds, drugs and treatments.

## Security

- Maintain effective Cyber Security policies based upon accurate classification of threat severity (high, medium, low).
- Save money and deter fraudsters by recognising and acting upon unusual customer behaviour or purchases.
- Identify hot spot locations of crime.

**Adatis offer professional services specialising in data analytics, from data management strategy and consultancy through to world class delivery and managed services.**

With offices In London, Farnham and Sofia we have been delivering innovative and successful solutions for clients since 2006.



Data Science



Data as a Service



Modern Data Warehouse



Data Architecture



Data Analytics



Data Strategy

**We love helping people unlock the power and value of their data.**

If you are interested in finding out more please contact us on **+44 (0)1252 267 777** or via email at **enquiries@adatis.co.uk** You can also check out our website at **www.adatis.co.uk** or come and see us at numerous global conferences and speaking events.