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Enhancing Human Performance and Elevating Workforce Productivity

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What we do

When you work with Red Marble, you work with a team that will enable your business to get the most out of its AI potential. We immerse ourselves in your business to create human-centric AI solutions that drive real commercial benefit.

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We didn't realise how important an integrated and human-centric approach is to the success of Artificial Intelligence solutions until we worked with Red Marble.

- Red Marble Client

AI Strategy

We help our clients understand where and how AI can improve their business, and have helped brands like Webjet unlock the potential of AI.

Rapid Prototyping

You'll be amazed at how quickly we can implement AI prototypes to advance even the most-complex of use-cases. We deliver prototypes in days and production-quality products in weeks to help businesses like Coca-Cola Amatil adopt AI faster.

Intelligent Software

Our team of software and machine learning engineers, data scientists, and human centred designers develop AI algorithms that integrate intelligence into enterprise systems and applications, and helps brands like Downer invest in a future that is powered by AI.

Commercialisation

We're experts at understanding how to commercialise the value of AI. Whether your AI solution is an internal programme or a customer-facing product, we help our clients clients develop, commercialise, and license AI-powered products.

How we can help

At Red Marble, we specialise in five core types of Artificial Intelligence that enable us to meet our vision of enhancing human performance and elevating workforce productivity.

Just as the Internet has transformed humans' ability to access information, AI is transforming how humans work and solve complex problems.
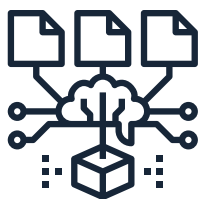
Prediction

The ability to use data to create insights, make decisions, and forecast the future

AI's ability to analyse millions of rows of data to forecast the future, and then continue to learn from its own performance in order to optimise *how* it forecasts the future, is a revolution to computer-based modelling and forecasting.

We helped one ecommerce client to improve their margins by predicting online conversion rates based on patterns in consumer behaviour.

Recognition

The ability to consistently identify and recognise objects, messages, & patterns

As humans, we're susceptible to our eyes getting tired and our brains getting bored, so when we have to perform tasks that require repeated or continuous recognition, our risk of error increases over time. AI's don't get bored, nor do they fatigue, and thus can elevate a workforce by taking care of tasks that require repetitive recognition at-scale.

We helped Proximity Pal build an AI-powered solution, enabling quick recognition of workers who breach social distancing protocols, triggering a notification directly to their phone or connected device.

Conversation and Language

The ability to have conversations with software and derive meaning from language

Communication is a skill that is learned. Whether it's a second language, the ability to pick up on subtle cues in communication, or the need to communicate clearly and concisely, some of us are better communicators than others. From real-time translation through to enhanced listening capabilities, AI augments conversation and language skills to increase the quality of worker communications.

We built a machine learning model for a client which analyses language to identify contractual opportunities.

Outlier Detection

The ability to detect anomalies in sets of data

Data is always evolving, and whilst snapshot-style analysis can be useful for understanding trends in data, outliers must be tracked over longer periods of time in order to be able to extract meaningful insights from them. AI enables businesses to have "always-on" data analysis that tracks trends and changes in outliers in order to extract more reliable insights.

We built a financial model that enabled product managers at an ASX 200 company to factor outliers into their forecasting and drive higher profit margins than their human-powered models had been able to achieve.
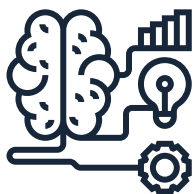
Hyper-Personalisation

The ability to generate actions, experiences, and content specific to an individual

The benefits of personalised content are known by many brands around the world, yet most solutions are limited to a small number of variables that are controlled by human input. AI enables for significant scaling of hyper-personalised communications and content.

We built a personalised marketing and training solution that enables enterprises to deliver tailored, personalised learning increasing the speed of uptake of new software solutions, thus minimising the costs of systems changes at enterprises.

case study

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AI to increase profitability

Brief

Downer, an ASX50 company, wanted a way to simplify work for their field workforce, saving time, improving the way that their infrastructure projects are run and increasing overall project profitability.

Solution

"We initially discussed a voice based interface for field supervisors with Downer, based on our conversation and language pattern; its ended up being far more than that as Downer have embraced the potential of AI to improve many aspects of project delivery."

- Dave Timm, CEO of Red Marble

We worked with Downer to develop an intelligent, professional assistant for Supervisors and Engineers which has been deployed across their Infrastructure projects with significant financial benefit and ROI for Downer.

"Working with Red Marble AI is helping us move from being a leader in construction, to now also a leader in construction technology."

- Darren Crichton, Downer

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Downer
Relationships creating success

case study

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An assistant for every worker

Hyper-Personalisation ▶   Conversation and Language ▶   Prediction ▶

Brief

Oceana Gold, a global mining company, wanted to improve the productivity of their maintenance field workers by providing a more efficient way to review and close work orders, check stock, make reservations, and raise safety events.

Solution

"We use a natural language interface to massively simplify the way people work. The experience is personalised and focuses on saving time for workers in the field, and ensuring data is captured digitally."

- Andrew Ong, Head of Technology at Red Marble

Red Marble built "Goldie", an AI-powered natural language system that enables operators to talk to their IT systems from anywhere on site, with some tasks being done in just 20% of the time that it used to take.

The software is deployed globally across sites in New Zealand, Australia, Philippines and USA.

"One of our challenges as a business is how we keep our people connected to important IT systems. The solution is to remove the need for a computer by eliminating the multiple application interfaces and create a single interface that is accessible from anywhere, not just onsite, but anywhere in the world. We noted significant improvements in streamlining work processes. In one case, we saw a time reduction from 2 minutes and 30 seconds to complete a task to only 37 seconds."

- Kerrie Barker, Oceana Gold

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case study

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Responding to COVID-19

Recognition ▶ Prediction ▶ Outlier Detection

Brief

A technology firm wanted to rapidly develop a solution that would enable Australian workers to obey social distancing requirements easily and cost-effectively.

Solution

"This project was all about speed, the ability to ideate, create a solution and iterate rapidly to meet a market need. The software is based on the recognition and prediction patterns to identify individuals, to understand their movement and map them geo-spatially"

- Andrew Ong, Head of Technology at Red Marble

We built the AI backbone behind Proximity Pal, Australia's 1st integrated software & hadware solution to enable companies to easily enforce social distancing through technology.

Red Marble's team were able to scope and build the AI component of the solution within a matter of weeks, enabling Proximity Pal to be the first-to-market and capture early adopters.

"Red Marble's team gave us a fast and reliable source of AI expertise, which when combined with their human-centric approach, made it very easy for us to work with them to build Proximity Pal in the fast turnaround time that we required. 10/10 would work with them again."

- Joel Kuperholz, CEO Vimana Tech

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Proximity Pal

case study

Improved customer value

Prediction

Brief

Webjet is Australia's leading, multi-award winning, online travel agency. They've been repeatedly recognised for being the most visited online travel agency, the Travel Agency of the Year and are well known for their adoption of innovation to improve customer experience.

"We love the energy of the Webjet organisation and enjoy working with them to deliver a market leading capability for online retail"

- Dave Timm, CEO of Red Marble

Webjet wanted to grow their packages business by increasing the customer value and optimising the customer experience, and explored the role of AI and Machine Learning to deliver that.

Solution

"We worked with the Webjet team to develop a machine learning model which is now deployed across their online platform to improve market share and increase customer value."

- Dave Timm, CEO of Red Marble

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webjet.com.au

case study

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Delivering rapid improvement

Conversation and Language

Brief

CCA's Intelligent Automation team had already built an internal natural language interface for their team to use in order to find documents and resources such as policies, procedures, strategies and assets, but user adoption remained low. We were engaged, alongside Microsoft, to help their team get more from the technology and to improve the user experience and user adoption.

Solution

Red Marble, Microsoft and CCA ran an "AI hackathon" to rapidly iterate the product, add human-centric design and extend the capabilities of the technology. We worked with the CCA team to co-create a more intelligent version of their software, increasing adoption and also shifting the mindset of the Intelligent Automation team by opening them up to a whole new set of possibilities that they could achieve through AI.

"Over the past 3 days the Emerging Tech team behind AVA have been working with Red Marble (An awesome start up specialised in AI & Bots) going through an end to end workshop to understand what users want to see in AVA for Sales.

We had hit all the use cases from day one and achieved what we set out to and more! From this, we've not only got a great prototype but also developed AVA's capability and that of our team."

- Jasper Spira, Coca-Cola Amatil

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CCA
COCA-COLA AMATIL

case study

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Helping teach kids to read

Recognition ➤ Prediction ➤

Brief

Children that have difficulty learning to read are at a higher risk of experiencing disadvantage in later life. Yet despite parents' and teachers' best efforts, there can still be gaps in a child's learning and development structure. BookBot saw the potential for AI to help kids by using technology to provide a scalable, "always available" reading learning assistant.

Solution

We worked with the BookBot team to develop a phoneme level voice recogniser which uses a trained machine learning model to recognise children's developing speech on a mobile phone. The resulting solution has been able to improve its recognition of sounds and now combines phonemes into words, which is all within the domain of a child's learning journey.

The result of our work with BookBot has enabled us to create a brand new voice recognition module through AI that is primed to enable BookBot to offer a world-first in education and AI, thanks to our Machine Learning capabilities.

"What an absolutely amazing experience. I wish I could do this all the time! Well done to the team at Red Marble - extremely impressive machine learning ninjas!"

- Adrian DeWitts, CEO @ BookBot

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bookbot

We make AI accessible

We believe that we are liberating the human mind by augmenting it through AI, thus making our work more enjoyable, more rewarding, and less time-consuming. Our clients range from ASX50 brands through to new startups:

We helps brands create AI-powered solutions that increase employee satisfaction & optimise workforce productivity.

Our leadership team

Dave Timm

Dave is a deep knowledge founder with a strong belief that AI is going to transform the future of work.

As a respected technology leader, Dave also brings decades of experience in mining, heavy industry, and commercial procurement to realise the potential of Artificial Intelligence.

Red Marble represents Dave's belief that the best outcomes of AI come from diversity in thinking, experience, and skills to create harmonious relationships.

Cheryl Vize

Cheryl is a Technology change and adoption expert.

As an executive, she has delivered successful large scale business and technical transformation agendas globally and with ASX-listed organisations, and has held board positions within number of technology startups.

With a passion for the intersection of technology and humans, she is inspired by the opportunities for businesses to embrace emerging technology.

Andrew Ong

Andrew is a visionary technical lead.

With deep technical and academic expertise in AI, Andrew's ability to remain human-centric has enabled him to create solutions that enables for computers to behave more-intelligently whilst remaining accessible to humans.

He also has experience with corporate management consulting, successfully delivering projects across banking and finance, oil and gas, construction, and retail.

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Red Marble is a technology firm that uses
AI to enhance human performance, elevate
workforce productivity, and create new revenue
opportunities for our clients, which range from
ASX50 companies through to entrepreneurs.

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