

Serenity Star Enterprise AI Ecosystem

Unleash the power of AI





We empower organizations with generative AI to transform their products, services, and processes.

SubgenAI.

Subgen AI is a UK Artificial Intelligence company that develops Models-as-a-Service consumed through Serenity Star, its own MaaS to scale and boost the use of Artificial Intelligence in companies.

Subgen AI is growing fast with clients in different sectors such as Healthcare, Energy, Legal, HR, and it's creating a powerful network of partners.

Clients:



Partners:



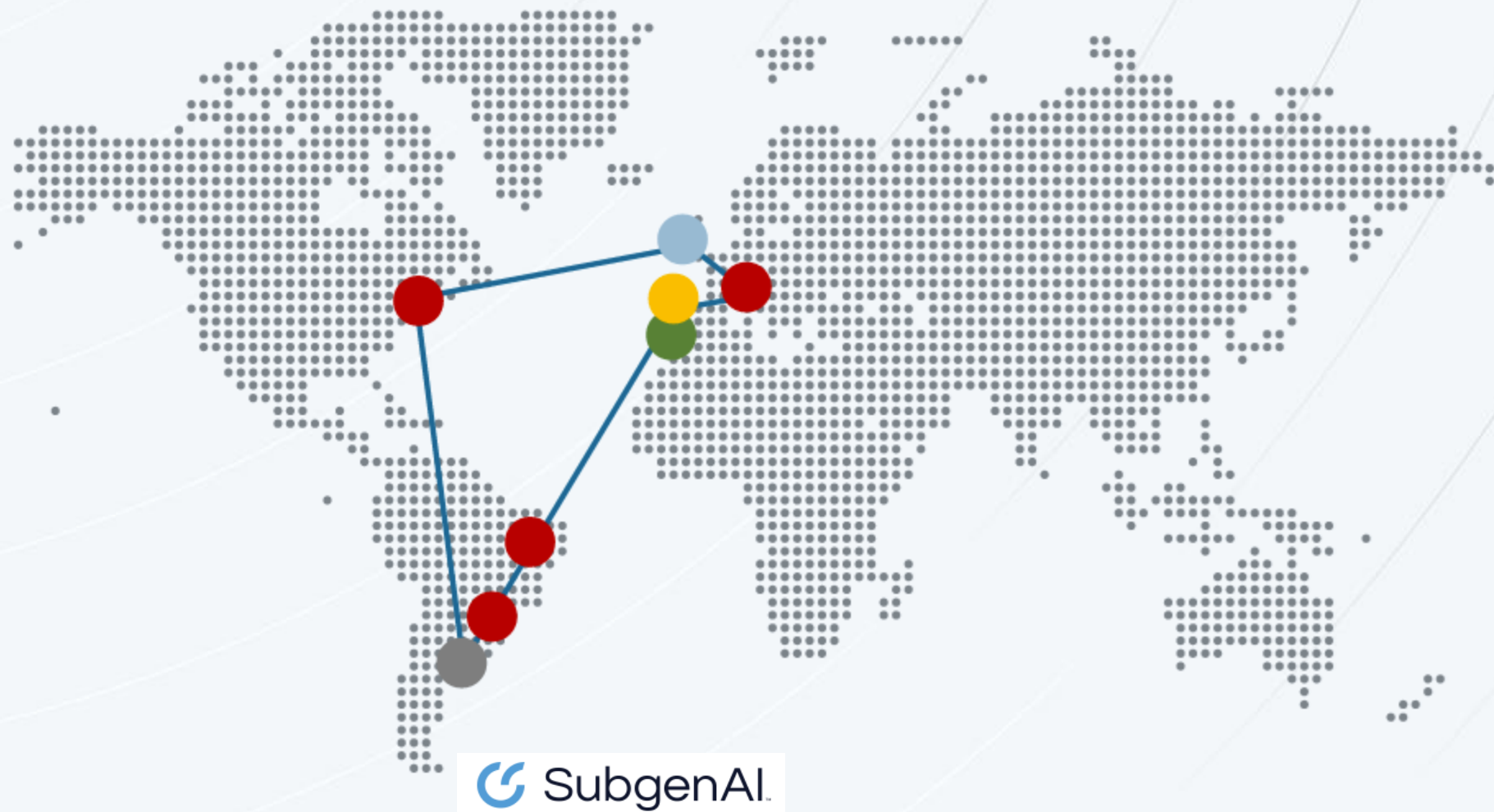
Telefónica Generative AI preferred partner





First Spanish AI company selling AI software in Azure marketplace

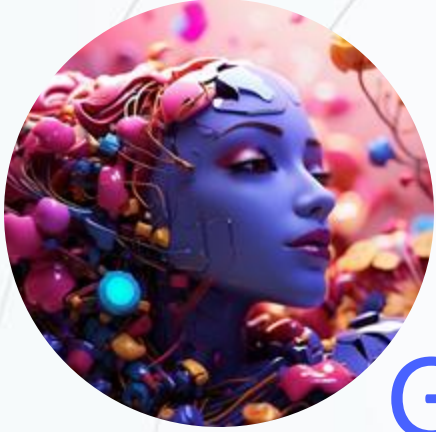
Headquarters
LONDON

Employees
+140

Markets
EUROPE / USA / LATAM



-  Headquarters
-  Commercial offices
-  Developments hub
-  Corporate venture and AI infrastructure
-  Integration company



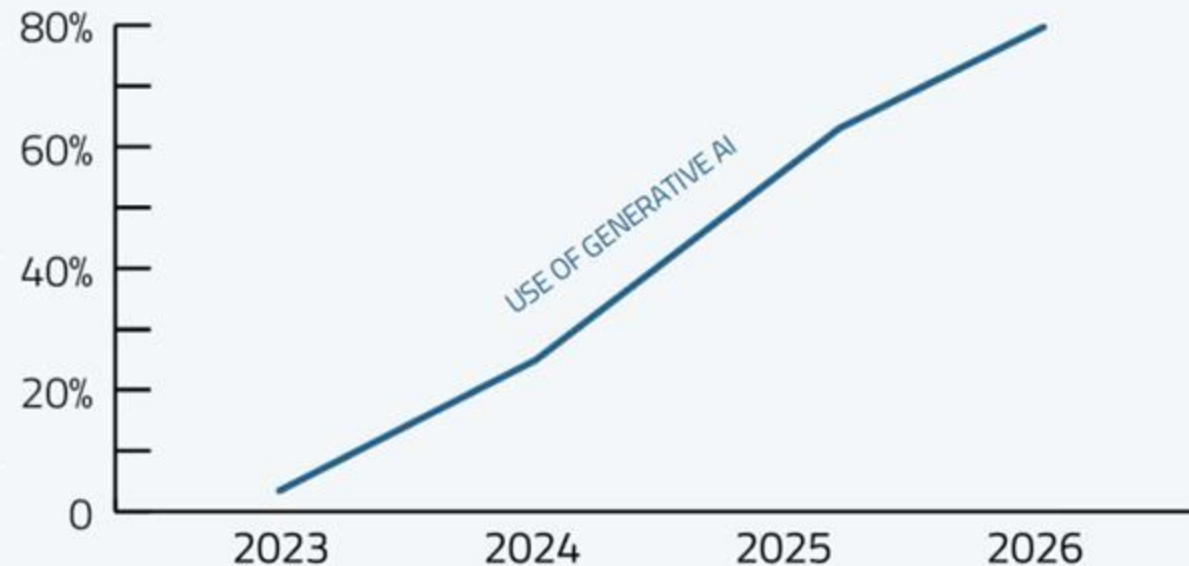
Generative AI will transform
our lives and organizations in
ways we never anticipated.



and this is just the beginning of the AI technological revolution.



The expected adoption of Generative AI in enterprises will increase to



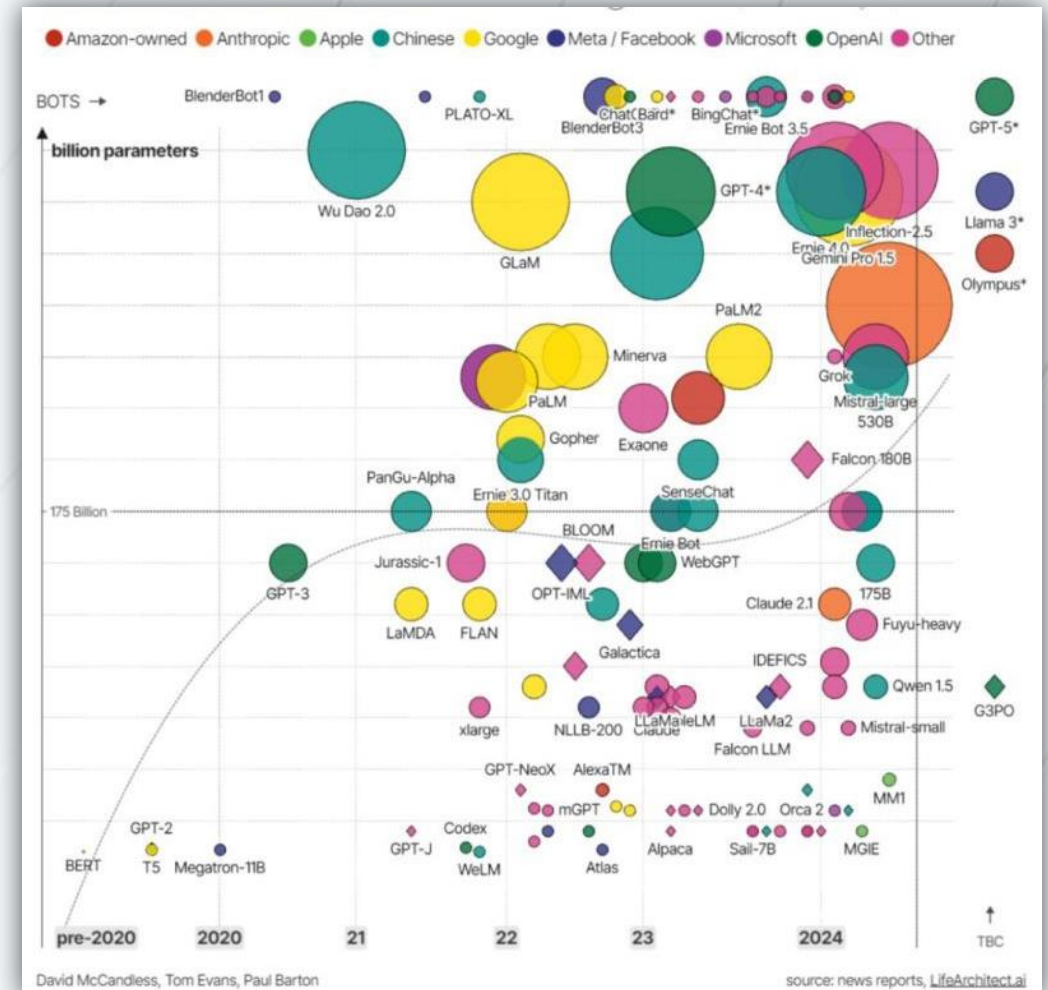
80%
by 2026

Gartner estimates that the use of Generative AI in enterprises will rise from 5% at the end of 2023 to 80% by 2026.

FUENTE

Gartner.

The true transformative power of Generative AI doesn't lie solely in the LLMs



The Transformative Power of AI Agents



What's an agent?

Advanced **systems that make decisions and complete tasks** autonomously to achieve goals.

Unlike LLMs, they don't just generate content—**they act** based on environmental information.



Serenity*
AI Hub

Organizations must build the necessary **infrastructure** to implement a **dynamic AI strategy** that enables rapid technological adoption, cost efficiency, and **regulatory compliance** within a robust governance framework.



Serenity*
Star

A next-generation solutions ecosystem designed to accelerate AI adoption across all types of organizations

Ecosistema Serenity*

 Serenity*
AI Hub

 Serenity*
Compliance

 Serenity*
Health

 Serenity*
Nexus

Highly adaptable

Centralized
governance

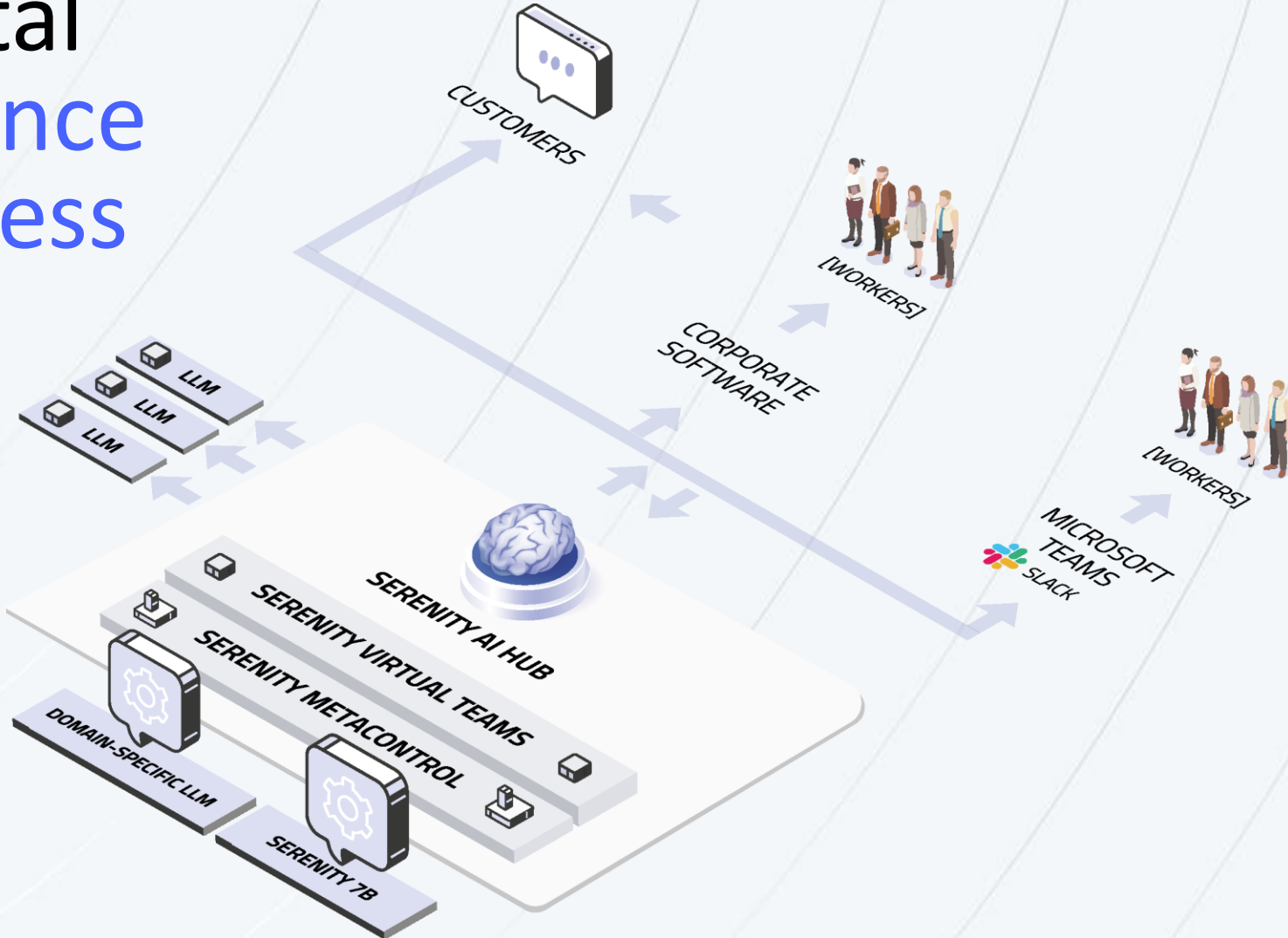
Rapid and
compliant
implementation

Profitability of
Operations

 Serenity*
Star

 SubgenAI.

Create unique digital products and enhance your existing business solutions.



Brain with capabilities (IQ, **Specific Training**, etc.). Core of the agent based on an extensive language model, responsible for processing information, reasoning, and generating responses.



Training + Fine-Tuning



Orchestration and Integration

Interaction with **external systems**, such as APIs, databases, or specific services

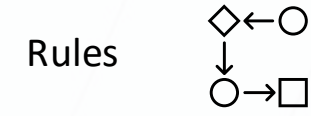


Tools

Cognition

Behaviour

Instructions to define and optimize interactions with the model, ensuring that the user's instructions and objectives translate into effective actions.



Prompt Engineering

Capabilities

Knowledge

Ability to **access and combine information** stored or in real time to enrich responses and ensure accuracy.

Data



RAG



Enhanced
Digital Products

Optimization of
Internal Processes

Generative
AI

Employee Productivity

Communication,
Support, and Sales





ANY LLM

MISTRAL AI_ LLaMA by Meta

Gemini Hugging Face

OpenAI ANTHROPIC

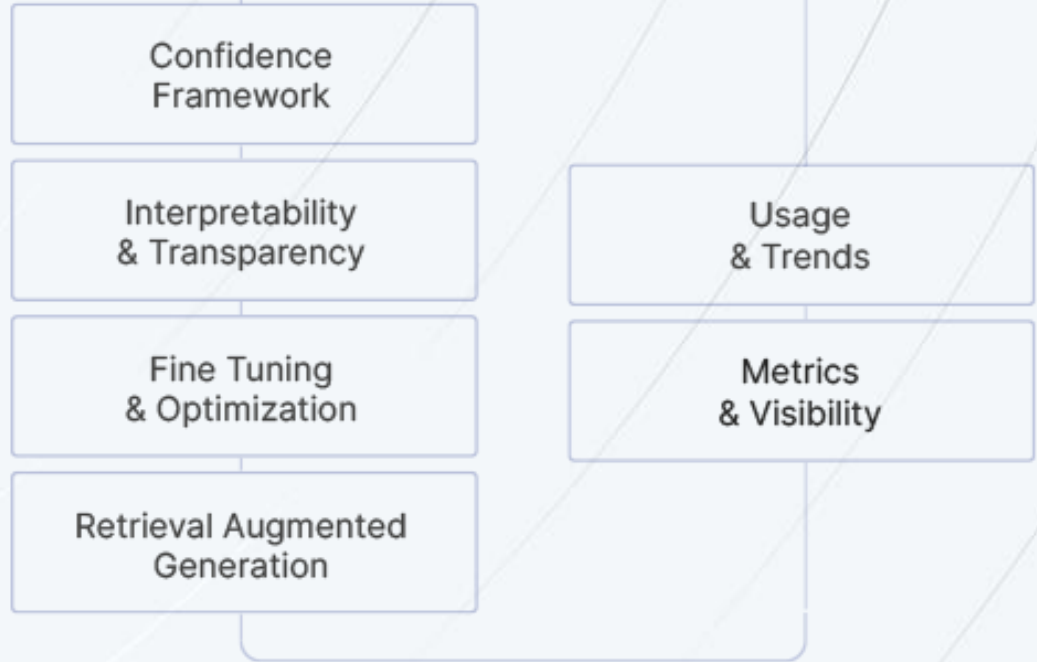
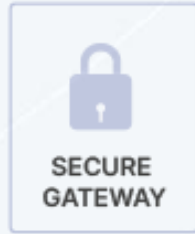
AI21 labs cohere

ANY DATA SOURCE

OneDrive Microsoft Teams

salesforce SharePoint slack

Google Drive GitHub



ANY CLOUD

aws Azure NVIDIA Google Cloud IBM Cloud

- ANY TASKS**
- Content Generation
 - Agents & Assistants
 - Text Analysis
 - Entity Extraction
 - Entity Classification
 - Image Manipulation
 - Risk Assessments
 - Anomaly Detection
 - Developer Copilots
 - Assure Compliance

MULTICHANNEL ASSISTANT



WhatsApp



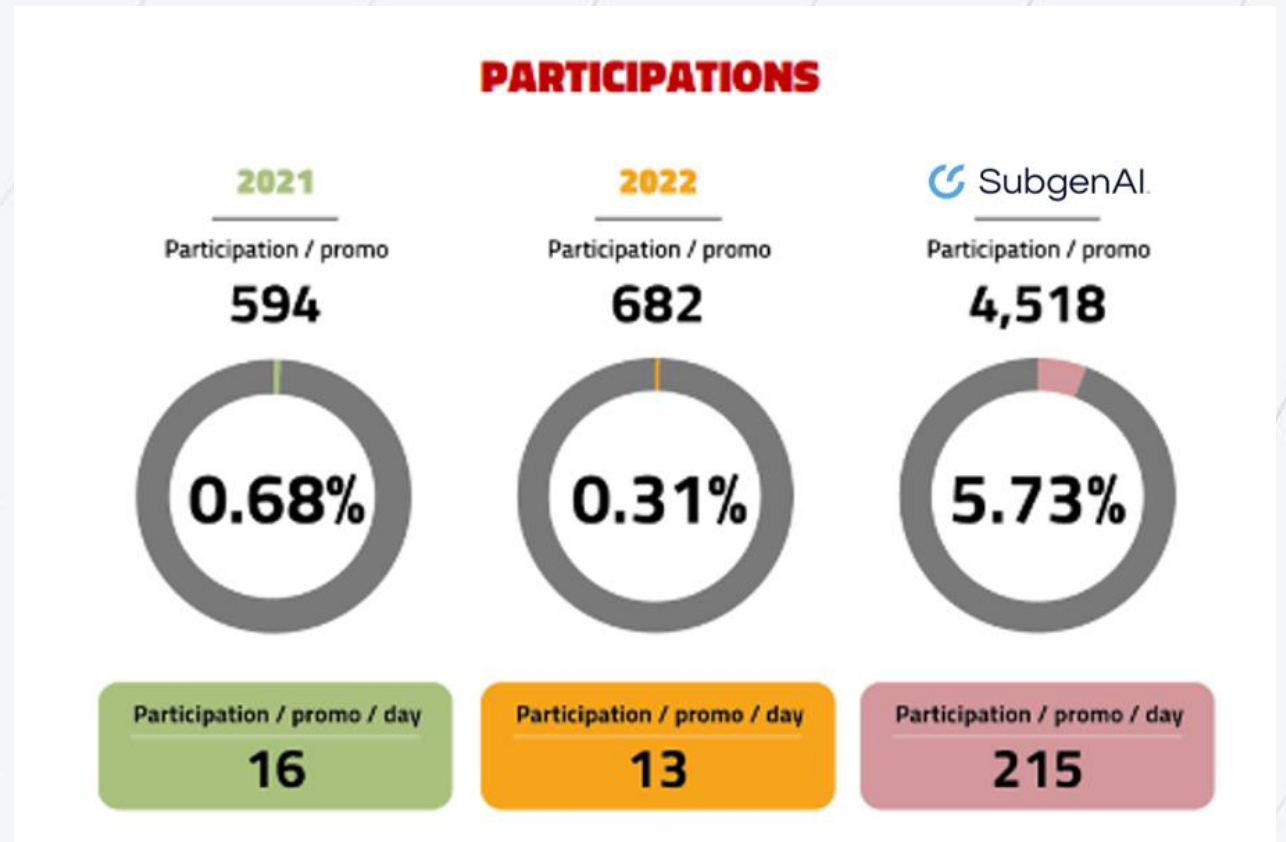
Boosting any Software with Serenity* Star



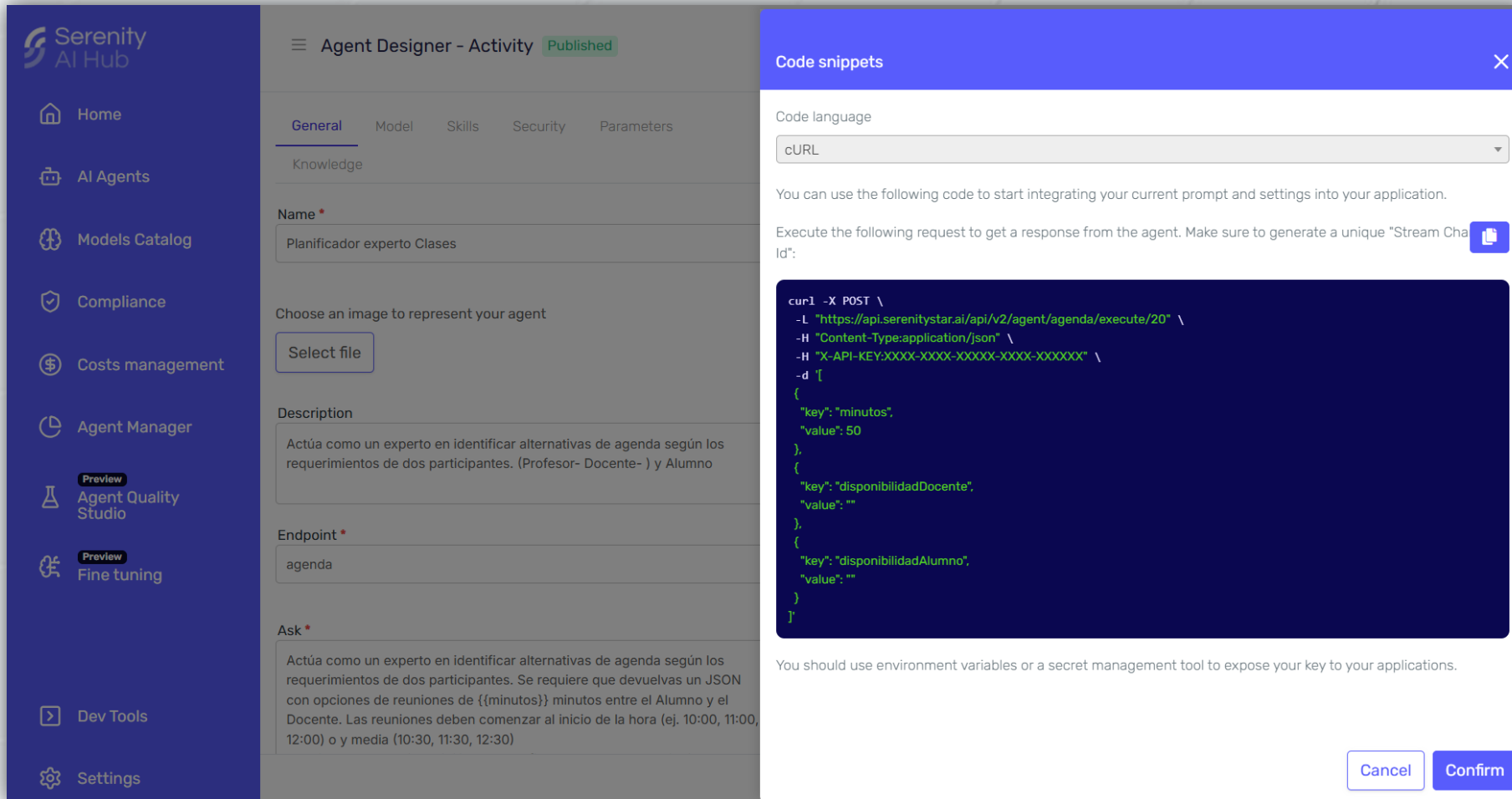
DIRECT MARKETING AND PERSONALIZED CAMPAIGNS

Use case: Mahou San Miguel

Subgen AI's technical team implemented an AI solution powered by Serenity* Star to [personalize](#) marketing campaigns based on [customer preferences](#) and [behaviors](#).



API SERVICE FOR ERP



The screenshot displays the Serenity AI Hub interface. On the left is a dark blue sidebar with navigation items: Home, AI Agents, Models Catalog, Compliance, Costs management, Agent Manager, Agent Quality Studio (with a 'Preview' tag), Fine tuning (with a 'Preview' tag), Dev Tools, and Settings. The main content area is titled 'Agent Designer - Activity' and is in a 'Published' state. It has tabs for 'General', 'Model', 'Skills', 'Security', and 'Parameters', with 'General' selected. Under 'General', there is a 'Knowledge' section with the name 'Planificador experto Clases'. Below this is a 'Choose an image to represent your agent' section with a 'Select file' button. The 'Description' section contains the text: 'Actúa como un experto en identificar alternativas de agenda según los requerimientos de dos participantes. (Profesor- Docente-) y Alumno'. The 'Endpoint' section shows 'agenda'. The 'Ask' section contains the text: 'Actúa como un experto en identificar alternativas de agenda según los requerimientos de dos participantes. Se requiere que devuelvas un JSON con opciones de reuniones de {{minutos}} minutos entre el Alumno y el Docente. Las reuniones deben comenzar al inicio de la hora (ej. 10:00, 11:00, 12:00) o y media (10:30, 11:30, 12:30)'. A 'Code snippets' modal is open on the right, showing a dropdown for 'Code language' set to 'cURL'. The modal text says: 'You can use the following code to start integrating your current prompt and settings into your application. Execute the following request to get a response from the agent. Make sure to generate a unique "Stream Chat Id":'. Below this is a code block with the following cURL command:

```
curl -X POST \
-L "https://api.serenitystar.ai/api/v2/agent/agenda/execute/20" \
-H "Content-Type:application/json" \
-H "X-API-KEY:XXXX-XXXX-XXXX-XXXX-XXXX" \
-d '{
  "key": "minutos",
  "value": 50
},
{
  "key": "disponibilidadDocente",
  "value": ""
},
{
  "key": "disponibilidadAlumno",
  "value": ""
}
]'
```

 At the bottom of the modal are 'Cancel' and 'Confirm' buttons.



ORCHESTRATING WITH SERENITY* STAR



Editor de agentes - Asistente Publicado

General Modelo Comportamiento **Habilidades** Seguridad

Parámetros Conocimiento Canales

[Agregar](#)

- AIHub Agent Executor**
Skill to call an agent to create an X or Twitter campaign.
- AIHub Agent Executor**
Skill to call an agent to create a LinkedIn campaign.

Editar habilidad

AIHub Agent Executor
Executes another Serenity AIHub agent by code

Agente a ejecutar * Versión del agente

Descripción
Skill to call an agent to create an X or Twitter campaign.

Incluir resultado de hab

Serenity AI Hub

- Inicio
- Agentes de IA
- Catálogo de Modelos
- Normativas
- Gestión de costes
- Gestión de agentes
- Agent Quality Studio
- Fine tuning
- Desarrolladores
- Configuraciones

Detalle de conversación

Discord Docs API Status leandro.harillo+showcase@subgen.ai

Información Básica			Tiempo			Costos y Tokens		
Agente	Modelo		Fecha de Inicio	Fecha de Fin	Duración	Entrada	Salida	Total
Social Media...	Gpt 4o Mini		3/12/2024 16:13:58	3/12/2024 16:15:57	1m 58s 528 ms	€0,000661 3590 tokens	€0,000574 780 tokens	€0,001235 4370 tokens

Historial del chat

Social Media Orchestrator
Aquí tienes un mensaje optimizado para Twitter:

Ready to unleash the magic of Generative AI? It's time to stop scratching the surface and dive deep! Did you know 70% of companies see AI as a game-changer? Are you using it to boost your projects? Share your wins & woes below! #UnlockAI #FutureOfWork

Resumen	Entrada	Historial de chat	Registros de ejecución	Habilidades
				AgentExecutorPlugin0_ExecuteAsync Completado
				Fecha: 3/12/2024 16:15:16 Duración: 35s 992ms
				AgentExecutorPlugin1_ExecuteAsync Completado
				Fecha: 3/12/2024 16:15:07 Duración: 5s 867ms

Identificador de usuario: leandro.harillo+showcase@subgen.ai | Usuario autenticado: leandro.harillo+showcase@subgen.ai | Dirección IP: 2a0c:5a85:d400:500:6868:2e9:6194:83d6 [Volver](#)

CODE ORCHESTRATION



```
Serenity* Star DEMO.ipynb
File Edit View Insert Runtime Tools Help All outputs saved

+ Code + Text
RAM 100% Disk 100% + Demos

Step 1: Setup - Install necessary libraries
[1] !pip install requests pandas matplotlib

Show hidden output

Step 2: Import necessary libraries
import requests
import pandas as pd
import time
import matplotlib.pyplot as plt

Step 3: Define the API endpoint and headers
url = "https://api.serenitystar.ai/api/v2/agent/agenda/execute"
headers = {
    "Content-Type": "application/json",
    "X-API-KEY": "43AB4FBE-B079-4250-B1AE-ADF65982D43A"
}

Step 4: Define the examples with natural language text for availability and preference
examples = [
    {
        "disponibilidadDocente": "lunes a viernes de 9 a 17, preferentemente por la mañana",
        "disponibilidadAlumno": "lunes a viernes de 10 a 18, preferentemente por la tarde"
    },
    {
        "disponibilidadDocente": "lunes a sábado de 10 a 18, preferentemente por la mañana al inicio de la semana",
        "disponibilidadAlumno": "martes y jueves de 14 a 20, preferentemente después de las 15"
    }
]
```

```
File Edit Selection View Go Run Terminal Help
Serenity_Star_DEMO.ipynb
C:\Users\User>Downloads>Serenity_Star_DEMO.ipynb>...
+ Code + Markdown | Run All | Restart | Clear All Outputs | Variables | Outline ...

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}

PROBLEMS 1 OUTPUT DEBUG CONSOLE TERMINAL PORTS JUPYTER POLYGLOT NOTEBOOK
VARIABLES
Name Type Size Value
No variables defined
Launchpad 1 0 0
Cell 1 of 31
```



Building agents with Serenity* AI Hub

AI Hub agents empower corporate **processes** and customer-facing **applications**.



**Chat
Agent**



**Activity
Agent**



**Plan
Agent**



**Assistant
Agent**



**Copilot
Agent**

**No-code / Low-
code
configuration**

**Integration with
systems via
standard APIs**

**Custom
extensible
plugins**

Quality assurance

MULTICHANNEL ASSISTANT

The screenshot displays the Serenity AI Hub interface. On the left is a navigation sidebar with the following items: Home, AI Agents, Models Catalog, Compliance, Costs management, Agent Manager, Agent Quality Studio (with a 'Preview' tag), Fine tuning (with a 'Preview' tag), Dev Tools, and Settings. The main content area is titled 'Test plan execution result' and shows the agent 'Asistente Multicanal v8'. It includes a 'Requires attention' section with two test cases: '¿La respuesta proporcionada aborda directamente la consulta del usuario sobre los productos de Fan Seeds?' (4 passes, 1 fail) and '¿La respuesta es concisa y no excede las 100 palabras?' (1 pass, 4 fails). An 'Evaluation result' window is open on the right, showing three test cases with their 'Expected Result', 'Agent Response', and 'Reason'.

Serenity AI Hub

Home
AI Agents
Models Catalog
Compliance
Costs management
Agent Manager
Agent Quality Studio (Preview)
Fine tuning (Preview)
Dev Tools
Settings

Test plan execution result

Agent: **Asistente Multicanal v8**

Duration: 1m 30s
Date: 16:38

Requires attention

- ¿La respuesta proporcionada aborda directamente la consulta del usuario sobre los productos de Fan Seeds? (4 ✓ 1 ✗)
- ¿La respuesta es concisa y no excede las 100 palabras? (1 ✓ 4 ✗)

Evaluation result

- ¿Qué beneficios tiene la Alfalfa?** (Result: 1)
Expected Result: La Alfalfa es una leguminosa perenne de alta calidad y palatabilidad, ideal para mejorar la nutrición animal y enriquecer el suelo con nitrógeno.
Agent Response: La alfalfa es una leguminosa perenne de alta calidad y palatabilidad, ideal para climas templados. Ofrece excelentes capacidades de rebrote y sanidad, siendo adecuada para...
Reason: La respuesta menciona la alfalfa, que es un producto de Fan Seeds, pero no proporciona información específica sobre sus características o beneficios en el contexto de la empresa.
- Estoy interesado en saber más sobre los productos de Fan Seeds.** (Result: 1)
Expected Result: Fan Seeds ofrece una amplia gama de semillas de alta calidad, enfocándose en la excelencia genética y el compromiso con el sector agropecuario. ¿Te gustaría información...
Agent Response: Fan Seeds ofrece una amplia gama de productos de semillas, destacándose en sorgo, forrajeras y cultivos de servicio. Cada producto está diseñado para maximizar la producción...
Reason: La respuesta incluye información relevante sobre varios productos específicos de Fan Seeds, como el Sorgo 274 DP y el Sorgo FAN 470.
- ¿Tienen algún producto para climas templados?** (Result: 1)
Expected Result: Sí, ofrecemos varias opciones como la Cebadilla Criolla y la Festuca Alta, que son ideales para climas templados y húmedos. ¿Te gustaría más detalles sobre alguno de estos...
Agent Response: En Fan Seeds ofrecemos varios productos ideales para climas templados: 1. **Ryegrass

Current Challenges in the Adoption of Generative AI in Enterprises



**8 out of 10 AI
implementation
initiatives fail.**

Production



PoC

CURRENT CHALLENGES

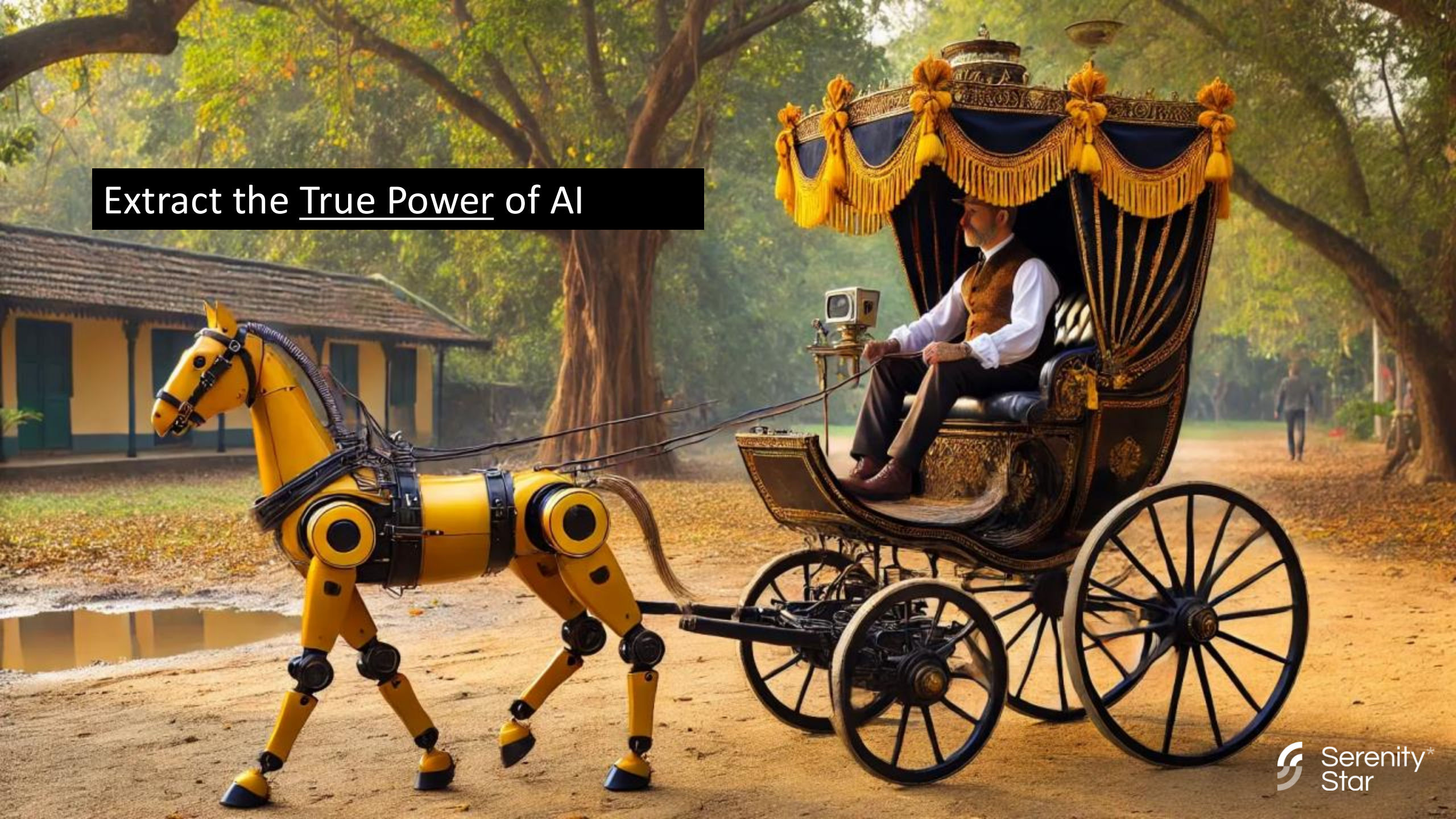
Use cases

Technological

Costs

Compliance

Extract the True Power of AI



FIRST STEPS FOR IMPLEMENTING AI



DISCOVERY

PROTOTYPE

IMPLEMENT

It is essential to have a **process and tools** that enable the rapid, low-cost identification, testing, and evolution of AI initiatives, ensuring the necessary **robustness** for their **deployment into production**.

Events



Data



Information



Answers



Serenity*
Star



Serenity*
Star

Questions?



The image features a blue-tinted office scene. In the center, a large, solid blue circle contains the text "Next Steps" in a white, sans-serif font. The background is a blurred office environment with several people in business attire. In the foreground, there are desks with various office supplies, including a pair of glasses and a smartphone. The overall aesthetic is professional and modern.

Next Steps



Serenity*
Star

<https://serenitystar.ai>

Thanks!

Unleash the power of AI

