

# Beyond The Buzz

## Practical **AI** Applications for Business



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CEO - North America

# Generative AI & Natural Language **is the** **BUZZ!**

Content  
Summary

Content  
Creation

Chatbots

Document  
Retrieval

Code  
Enhancement

Translation

# Think beyond **the BUZZ!**

**Not Transparent Yet** - No sources of response

**Missing Context** - No personalized response for businesses

**Unreliable** - “Plausible-sounding but incorrect or nonsensical answers”

*OpenAI*

# Businesses want **Actionable Insights**



Improve  
Efficiency



Increase  
Productivity



Drive Better  
Performance



Your **Data is Power** in today's Modern World!

**54%**  
Reduction in  
IBM - 2022  
Cost

Targeting the right areas  
and using the right  
technology can save your  
bottom line

# Adopting AI can seem **Overwhelming**



STRATEGIES  
& ROADMAPS



SKILLSETS



ETHICS



ADVANCED  
ANALYTICS



ACTIONABLE  
OUTCOMES



OPERATIONALIZATION

# **Quickly** extract Insights from your Data



**Uncover any data pattern**  
and get new insights out of  
your data



**Get explainable results** for  
your use cases, incl. rare  
events

# Data backed **Actions**



**Get actionable outputs** for your  
business



# The Power of Business Rules

## Business problem:

Increasing (+18%) number of accidents within the ~5000 warehouses operators

## Available data



**Worker data:** Gender, age, experience, job type, accidents,...



**Activity data:** work site, size of site, number of clients, number of pallets



**Worktime data:** Planned hours, actual hours, overtime

## Ask to Ogma:

How to reduce the number of accidents ?

## Segments analysis - Example



145 employees



31% accidents



25-55 years old



December



15-23h overtime



*fork lift operator or stocker or handler*

## Business remedial:

Increase staffing in multiple-customer sites for Christmas rush

## Impact:

***This segment:*** Reduce total accidents by 19%

***Using all segments:*** Reducing total accidents by 14%

# Use Cases – Insights & Actions

*Non Exhaustive*



**Churn  
prescription**



**Fraud detection**



**Customer  
segmentation**



**Yield  
maximization**



**Predictive  
maintenance**



**Process  
optimization**



**Data  
exploration**



**Model  
interpretation**

# Customizable & Personalized Results

Consumer Goods  
(Clothing)

**17%**

*Increase in Customer Lifetime Value*

Insurance Premium  
Analysis

**3.7%**

*Increase in Profit Margin*

Manufacturing (Clothing)

**5.1%**

*Increase Product Quality*

Worker Safety

**14%**

*Reduction In Accidents*

B2C Subscription  
Business

**23%**

*Reduction in Customer Churn*



# The Team



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Continue the conversation: **Booth-C60**