Beyond The Buzz Practical Al Applications for Business

Oogma

Generative Al & Natural Language is the

BUZZ!

Content Summary

Document Retrieval **Content Creation**

Code Enhancement **Chatbots**

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



Adopting Al can seem Overwhelming















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



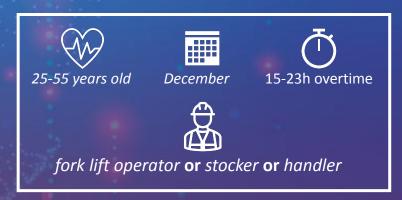
Worktime data: Planned hours, actual hours, overtime

Ask to Ogma:

How to reduce the number of accidents?

Segments analysis - Example





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



Churn prescription







Customer segmentation



Yield maximization



Predictive maintenance



Process optimization



Data exploration



Model interpretation



Customizable & Personalized Results

Consumer Goods
(Clouding)
17%

Increase in Customer Lifetime
Value

Insurance Premium

A. 1.7%

3.7%

Increase in Profit Margin

Manufacturing (Clothing)

5.1%

Increase Product Quality

Worker Safety

14%

Reduction In Accidents

B2C Subscription

B45,1058

23%

Reduction in Customer Churn



The Team



Wade McCallum CEO (NA)



Raphael Selignan
CEO (Europe)



Zaher Mahdhi cto



Mohamed Khalfallah



Aimé Lachapelle Advisor

Continue the conversation: Booth-C60

